

August 5, 2014

For Immediate Release

Sumitomo Forestry Co., Ltd.

## **“Family Open Day” Held for Employee’s Families to Visit the Workplace**

**Enhancing mutual understanding and communication between employees  
and their families and promoting a healthy work-life balance**

Sumitomo Forestry invited families of employees to visit the Sendai Branch of the Custom-Built Housing Section, Housing Division, for a Family Open Day held on July 28. By inviting employees’ families for this event the Company aims to express its appreciation for the support which families provide and facilitate their better understanding of the work. Also, interaction between the families and other employees helps to deepen the mutual understanding between employees themselves.

### ■ Background

This was the first such initiative in the Company, conducted in collaboration between the Workstyle Diversification Department of the Personnel Department and the Housing Division. The event was considered an opportunity to deepen ties with families of employees who are responsible for various work aimed at post-earthquake reconstruction and was held at the request of the Sendai Branch. Through the families experiencing the work of housing construction, which is the process for realizing customers’ dream homes, it is hoped that they will learn about the joy of home building. Furthermore, the Company aims to enhance mutual understanding between employees from different departments, covering all aspects of housing construction, including sales, design, interior, production, and general administration. The Company also hopes that it would be an opportunity to consider a healthy work-life balance.



On the day a total of 28 people—comprised of eight Sendai Branch staff and their family members—attended, including children ranging from pre-school age through to first year junior high school. They took part in the morning briefing, exchanging “business cards,” and interviews of employees. The attendees also toured the showroom and experienced 3D house modeling. The children made comments such as “now I understand the work my dad does,” “I saw how hard he works,” and “I want to come again,” proving the success of the event.

Sumitomo Forestry established the Workstyle Diversification Department within the Personnel Department in fiscal 2013 to promote various initiatives aimed at resolving work style issues such as working while raising children or nursing family members, empowering women in the workplace and career guidance. Furthermore, based on the idea that the diversity of employees is the basis for the creation of new value, the Company respects the diversity of each individual employee and endeavors to enhance systems that enable employees to realize their ideal work style. Sumitomo Forestry also strives to create a work

Happiness Grows from Trees



SUMITOMO FORESTRY

environment where it is easy for employees to take advantage of these systems.

Moving forward, the Company hopes to continue implementing the initiative, to promote a healthy work-life balance, and to create a work environment where each employee can work energetically.



### 【About Sumitomo Forestry】

Founded in 1691, Sumitomo Forestry Co., Ltd. and its Group companies have broadened business activities focused on wood. Based on its corporate philosophy—“utilize timber as a renewable, healthy and environmentally friendly natural resource, and contributes to a prosperous society through all types of housing-related services”—and with its approximately 250,000 hectares of owned and managed forest, the global network that spans more than 20 countries and expertise and technology in housing-related businesses, Sumitomo Forestry Group is developing the Forestry and Environment Business, the Timber and Building Materials Business, the Housing Business, the Overseas Business, the Lifestyle Service Business and other businesses both in Japan and abroad. Adding such businesses as wooden biomass power generation and Timber Solution, it will continue to pursue the potential of timber.

President and Representative Director: Akira Ichikawa

Head Office: Chiyoda-ku, Tokyo.