

BUNACO to the World

BUNACO Co. Ltd. (Aomori Prefecture)

- Lamps, interior goods and other products processed from “Buna” (Japanese beech) by an original technique to Europe, the United States and other markets.
- Exhibition of products at the *Maison et Objet*, a trade fair held in Paris, increased recognition of the product designs and helped the company gain trust from buyers as a trade partner capable of stable deals.
- To secure transportation companies that meet the company’s needs and increase export destinations and permanent client companies.

1. Major Products

- Woodwork products under the original brand, “BUNACO”
 - Lamps, interior goods and other products made with the original technique which shaves a disk of *Buna* (Japanese beech) wood into thin tape to make it like a coil and push the tape out at various width to convert it into the intended shape.

3. Export Promotion Efforts

Exports started after the company won signal recognition in the regional resources utilization program by the Ministry of Economy, Trade and Industry in 2007. Exhibitions of the products at the *Maison et Objet* (the world’s top rank interior and design show held in Paris) for 10 times until 2017 has increased recognition of the product designs and given buyers a sense of security regarding the company being a trustworthy trade partner capable of stable deals.

4. Export Results

2015: France (nine stools), Indonesia (420 lamps and other products)
the United States (30 bowls)
2016: France (five lamps and 16 bowls)
2017: France (two lamps), Spain (eight stools)

5. Problems and Solutions

- Establishment of the shipment means.
- Exports of lighting equipment are currently limited to Europe due to differences in the safety standards among nations and sales in countries other than Europe have not proceeded smoothly.
 - ⇒ To explore local companies assembling lighting equipment and promote business tie-ups with them.

6. The Way Forward

- To secure transport companies matching the company’s needs.
- To increase export destinations and permanent client companies in overseas markets.

7. Website

<http://www.bunaco.co.jp/>

8. Contact

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2. Main Export Destinations

Europe, the United States, Hong Kong, Singapore and others



Pendant lamp



Stool



The display at the *Maison et Objet*
January 2017

Japanese-made *Sugi* Lumber for Fences to the United States

Cypress Sunadaya Co. Ltd. (Ehime Prefecture)

- Export of domestic *Sugi* (Japanese cedar) lumber to the United States as a material for outdoor fences of single-family houses.
- As the length of the members needed for fences is different from that of general lumber made in Japan, procurement of logs that make the yield rate as high as possible will be increased in consultation with log suppliers.
- In the future, in addition to the fence material, the company will try to provide dimensional lumber and other products made in Japan to further increase sales in the U.S. lumber market.

1. Major Products

Sawn timber of domestic *Sugi* (for outdoor fences of single-family houses and others)

2. Main Export Destination

The United States

3. Export Promotion Efforts

- The United States has annual demand for 800,000 single-family houses.
- Many American single-family houses have fences for aesthetic and security purposes, and wooden fences are dominant as they have the smallest environmental impact and are highly economical.
- Private housing starts show an upward trend in the U.S. along with the steady growth of the U.S. economy. Demand for wooden fences therefore is expected to keep growing.
- Paying attention to the demand, the company is attempting to enter the U.S. wooden fence market dominated by American-made fences of western red cedar by offering Japanese-made *Sugi* products.



Completed fence made of domestic *Sugi*
(a trial product made by the company)

4. Export Results

- 2016: Trial production and market research conducted
- August 2017: Commercial production and sales started
- 2017: 2,800m³ of products using domestic *Sugi* shipped to the U.S.

5. Problems and Solutions

- Length of the members for fences is mainly 6 feet (1.83m) in the U.S. As the lengths of logs produced in Japan are only 3m or 4m, the yield is greatly reduced. To raise the yield as much as possible, procurement of 3.8m long logs is being increased in consultation with log suppliers.

6. The Way Forward

- To export the *sugi* products with the aim of 12,000m³ to the U.S. in 2018
- As the U.S. market for fences (made of wood and all other materials) is estimated at around 700 billion yen, further increase in sales can be expected.
- In the future, in addition to the fence material, the company will try to provide dimensional lumber and other products made in Japan to further increase sales in the U.S. lumber market.



Domestic *Sugi* lumber for fences ready for shipment

7. Contact

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