

Home Renovation Market

We have built a system where the entire group can meet a wide variety of needs for renovation through a great range of product lineups for renovation as follows: (1) Proposals for spaces in the TDY Collaboration Showroom, (2) cooperation with the engineering business that handles construction, and (3) product development and manufacturing from the perspective of the construction site. By further enhancing cooperation in the group and promptly responding to the changes of the times and market needs, we will expand in the entire home renovation market.

Integrated system by the Daiken Group's cooperation

Labor-saving type products that realize renovation in a short time



Adhesive flooring



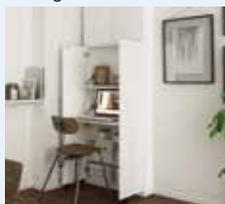
Ceiling material that can be installed on the existing cloth



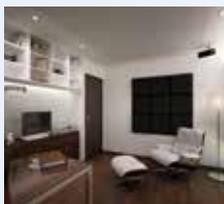
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Proposals that correspond to the changes in lifestyles and new trends

Regarding renovated properties, the trend-conscious spatial taste is favored and there are growing needs of wanting to realize more convenient and comfortable spaces according to new lifestyles, such as the popularization of working at home due to the coexistence with COVID-19 and the increase in time to be spent at home. In response to such market needs, we enhanced the development of products that stylishly produce spaces based on the popular black color as well as the products that secure a workspace with the labor-saving technique and correspond to the improvement of sound problems, such as sound leakage and reverberation.



Installation of a teleworking space



Improvement of sound problems



Realization of a stylish space

The sound-proofing type was added to the sheet decorative flooring where the stereoscopic effect won popularity

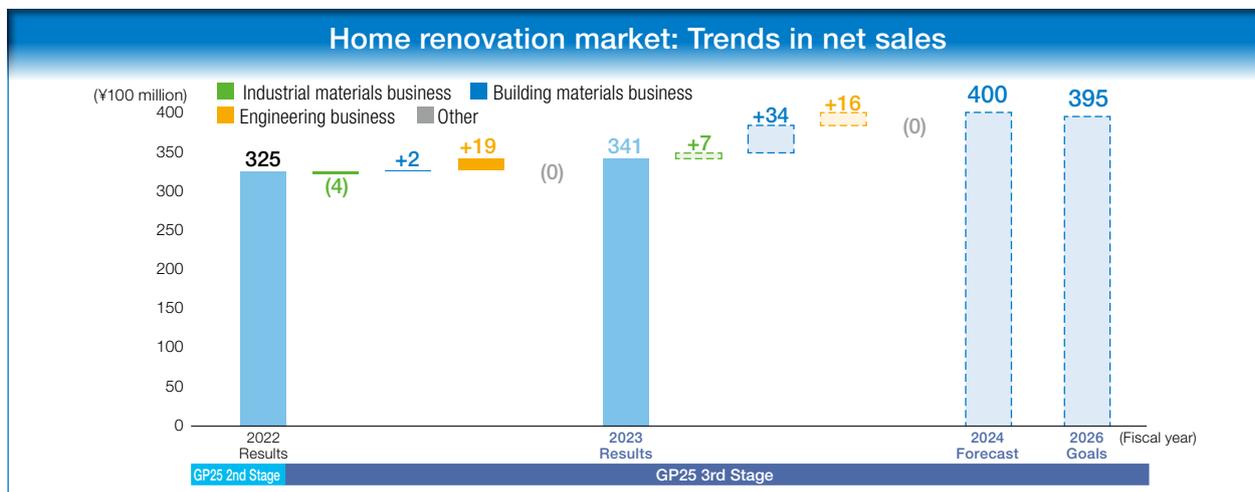
Newly developed the MDF base material from the aspects of environmental friendliness and stable procurement

We added materials exclusively for apartment renovations to the lineup that won popularity from the market as flooring with a three-dimensional design and excellent functionality and launched it in October 2022. The MDF base material that we newly developed is used as the base material for this product from the perspective of environmental friendliness and stable procurement. We contribute to sustainability and proceed with the proposals as the high design sheet decorative flooring, which no other companies have, for the apartment renovation market where higher quality and distinctive spaces are favored.



Realized three-dimensional finishing (Patented)



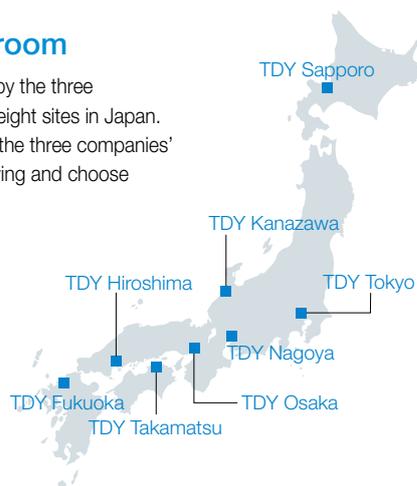


Enhancement of renovation proposals by the three-company alliance with TOTO and YKK AP

With a view to enhancing proposals for spaces for remodeling and providing comfortable and satisfactory living spaces that are beyond customer expectations, TOTO, Daikden, and YKK AP (hereinafter referred to as "TDY") formed the business alliance in product planning and development, as well as the sales support system in 2002. Following the change in the consumption trend from things (products) to events (ways of living), we have proposed the value of new life in line with the times, such as shifting to proposals with lifestyles as the starting point, instead of products being the starting point.

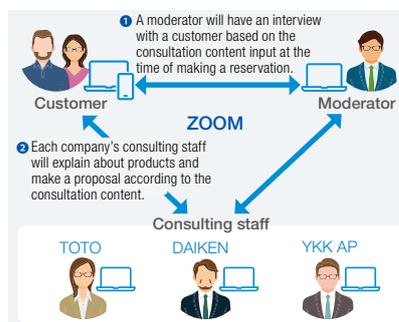
TDY Collaboration Showroom

Collaboration showrooms jointly operated by the three companies of TDY have been deployed in eight sites in Japan. By having customers look, touch, and feel the three companies' products, they can develop the image of living and choose products with satisfaction.



Established the Online Renovation Consultation Center

We established the Online Renovation Consultation Center in which exclusive staff from the three companies of TDY widely respond online to the problems and concerns in proceeding with renovation in October 2022. They not only introduce products that are optimal for renovation but also respond to a wide variety of problems for customers to be able to proceed to the next step of renovation with peace of mind, such as how to proceed with the renovation, introduction of contractors, and other factors.



The image diagram of the Online Renovation Consultation Center

The Daikden Group's construction system in the home renovation market

Renovation

- Smileup Corporation
- ReformQ Co., Ltd.

Apartment renovation

- PAC SYSTEM Co., Ltd.



Our project

