

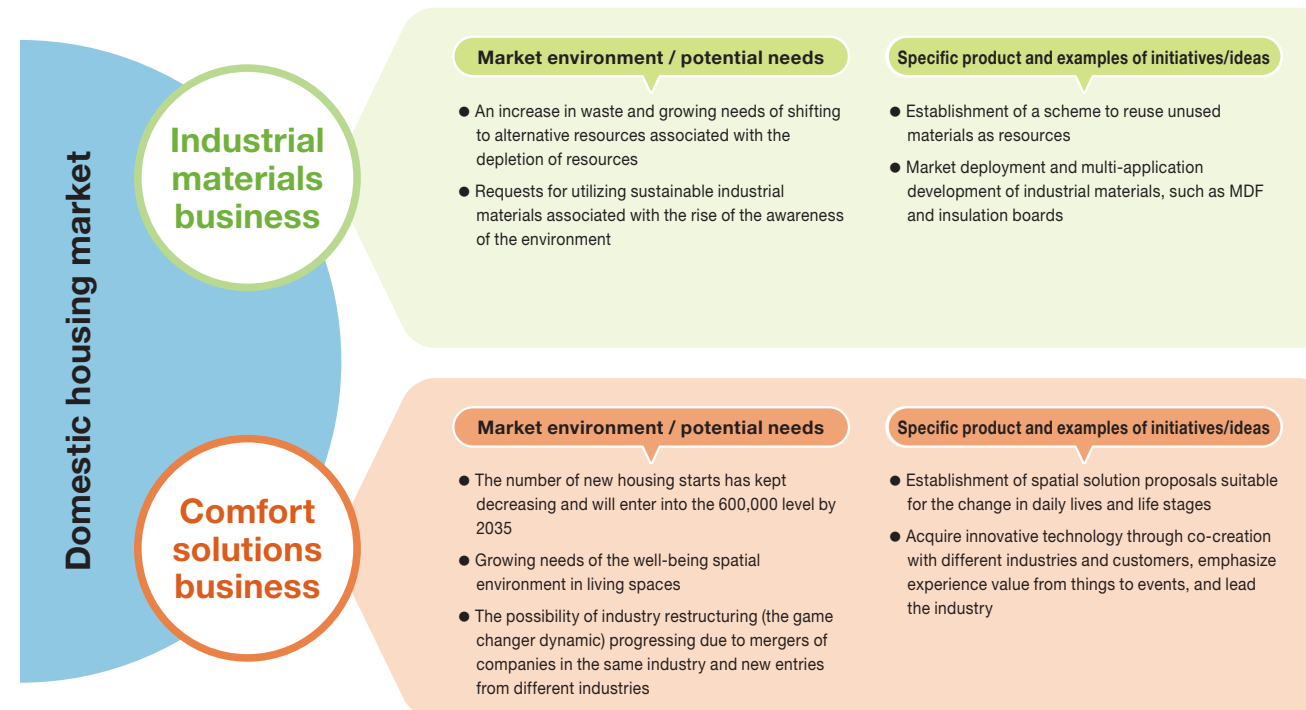
Domestic Housing Market

Strategy

Show our presence as the top runner in the building materials industry with the proposals of total plans for interior spaces

As a leading housing material manufacturer, we have a great range of product lineups that support a wide variety of lifestyles. Ranging from the series of products to totally coordinate the entire space to well-designed products that fulfill the lives that people are particular about, we take advantage of our product deployment capabilities to meet the needs of those who live and propose valuable space creation.

Business x market growth strategy



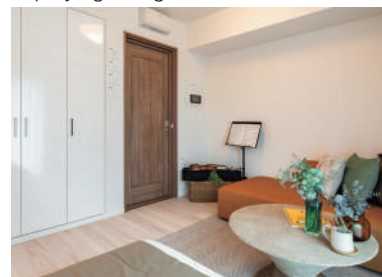
Initiatives toward Creating Shared Value (CSV) by DAIKEN Business

Creating Shared Value (CSV) by Daiken Business
Support the housing markets at home and abroad



Provision of better living spaces that utilize soundproof building materials

For over 40 years since the 1980s, we have put effort into product development and proposals for spaces toward the realization of comfortable sound environments. By taking advantage of such technologies and know-how, we offer soundproof building materials to and conduct design cooperation for the rental apartment of which all dwelling units are soundproofed, which is deployed by Mitsui Fudosan Residential Co., Ltd. Rental properties where residents can play musical instruments have recently been on an increasing trend; however, there are many cases where soundproof performance is insufficient, playing at night is restricted, and the needs for living environments where residents can make a sound with peace of mind, regardless of the period of time, are growing. As we were able to propose the floating construction technique to support each living room with the elastic industrial material from the main structure of the building and the products, such as walls, ceilings, and doors, that are excellent in sound insulation performance, adoption to the soundproof apartment above was decided. This property has become highly regarded for its soundproof performance, and a wide variety of customers ranging from the music-related experts to music students and those who play musical instruments as a hobby have been satisfied. We will strive to offer richer living environments through the creation of sound spaces that meet diverse requests.



Inside the room



From 'hapia' to 'ieria'

We renewed the interior building material series for houses and launched a new series 'ieria' in June 2025. We realized the total coordination with the great range of colors, patterns, and materials and have a lineup of functional building materials to comfortably live for a long time.

Under the theme of "use it for a long time and live together," we aim to support the users' lives through the provision of high-quality products that can be used for a long time.

Spatial styles that 'ieria' draws

ieria Standard

We propose eight styles consisting of diverse tones and tastes that fit everyone's taste and life



ieria Select

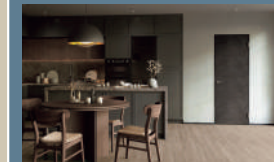
We propose three spatial styles for those who value their individualities more and what they are particular about

Precious time space



A relaxing space filled with the warmth of wood

Material plus space



A high-quality space for adults using edgy industrial materials

Mindful life space



A space that is particular about both novelty and nostalgia

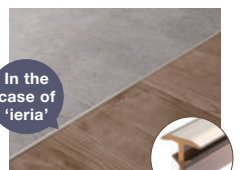
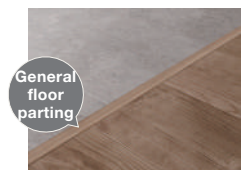
'ieria's major products, characteristics, and functions

Moulding that can be used for separately installing flooring and make appearance neat



Moulding for remodeling: Floor parting (Metallic decorative sheet specifications)

Metallic parting that goes well with the grainy pattern. Its width is 8 mm, which adds an accent to separately installing flooring. It can be compatible with the flooring of which the thickness is 6–12 mm. Resin parting that gives consideration to safety. It can be easily cut and installed in a way that is curved like drawing a curve.



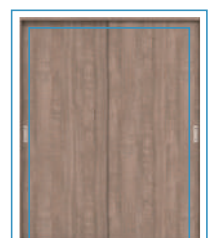
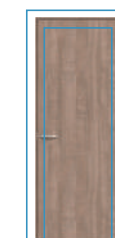
A lightweight door frame that reduces the burden at the time of bring it in the site and installing it



'ieria' living door

We made it lighter in weight by about 25% compared to the conventional product, which made it easier to handle, and the burden at the time of bringing it in the site and installing it can be reduced.

*Compatible models
Single swing door, restroom door, master-slave door, door with a two-sided door frame, sliding door, hanging door, pet door, cat gate, wide sliding door, wide hanging door, partition door (excluding the folding door type), and sliding wooden door



A muted latch and doorstop on the door end side that gave consideration for lowering the harsh sound at the time of opening and closing the door



'ieria' living door hinged door

A muted latch that gave consideration for suppressing the click sound heard when opening or closing the door and a doorstop with special airtight packing attached to the frame on the door end side.

