

[TOPIC]TAJIMA Products and Techniques from Japan to the World.



This report is about the three-day installation training held in November for customers from the Philippines. While tile products are mainly used in the Philippines, sheet products are not yet common in the market. So, Tajima shared the method for sheet installation as a trainer who has lots of experience not only selling and producing but also installation.

A total of nine people attended, including clients, distributors and installers.

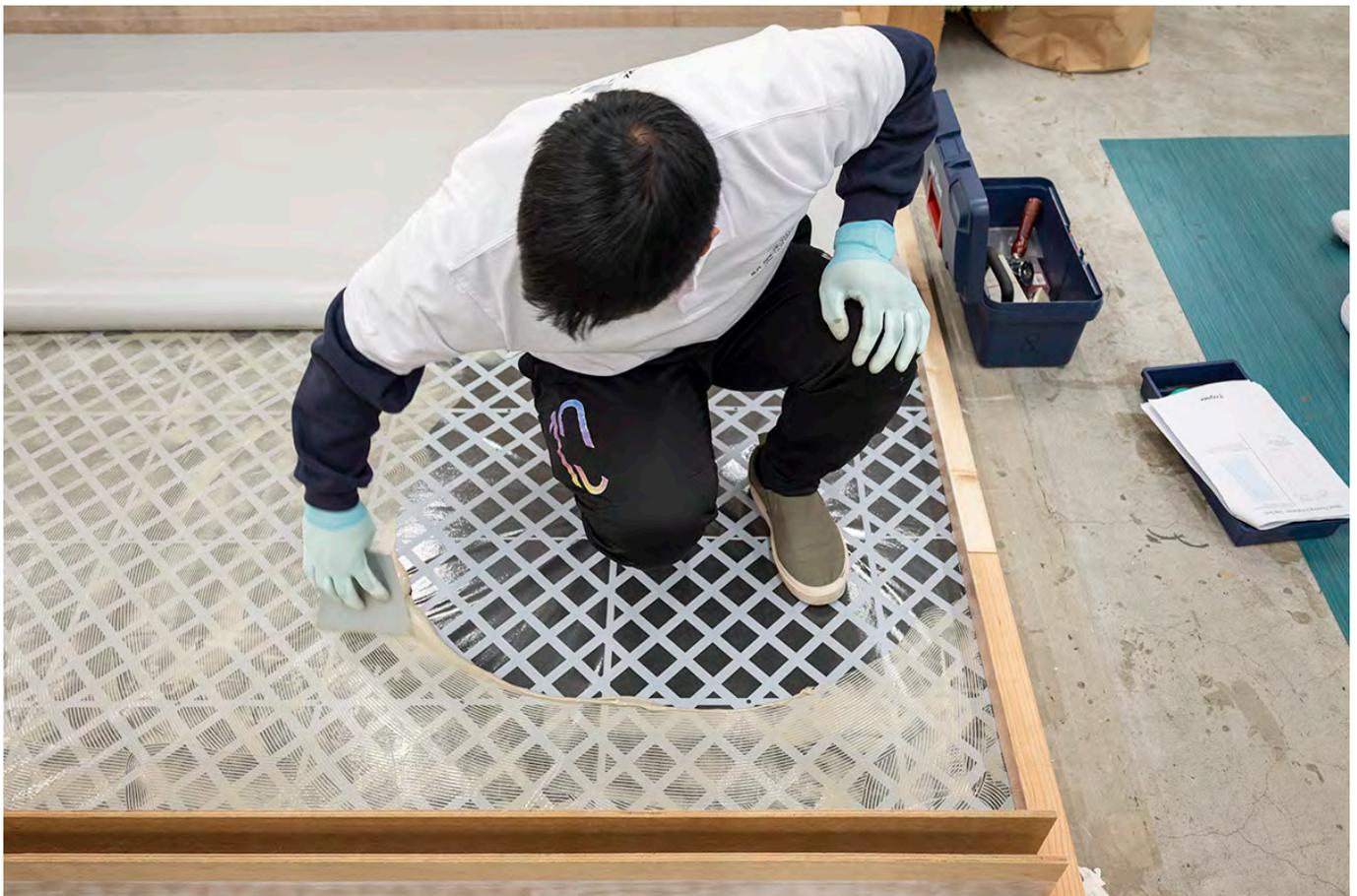
The group included a mix of both experienced professionals and beginners, all taking part in the three-day training program.

Participants are interested in the tools and flow that are different from those used in the Philippines.

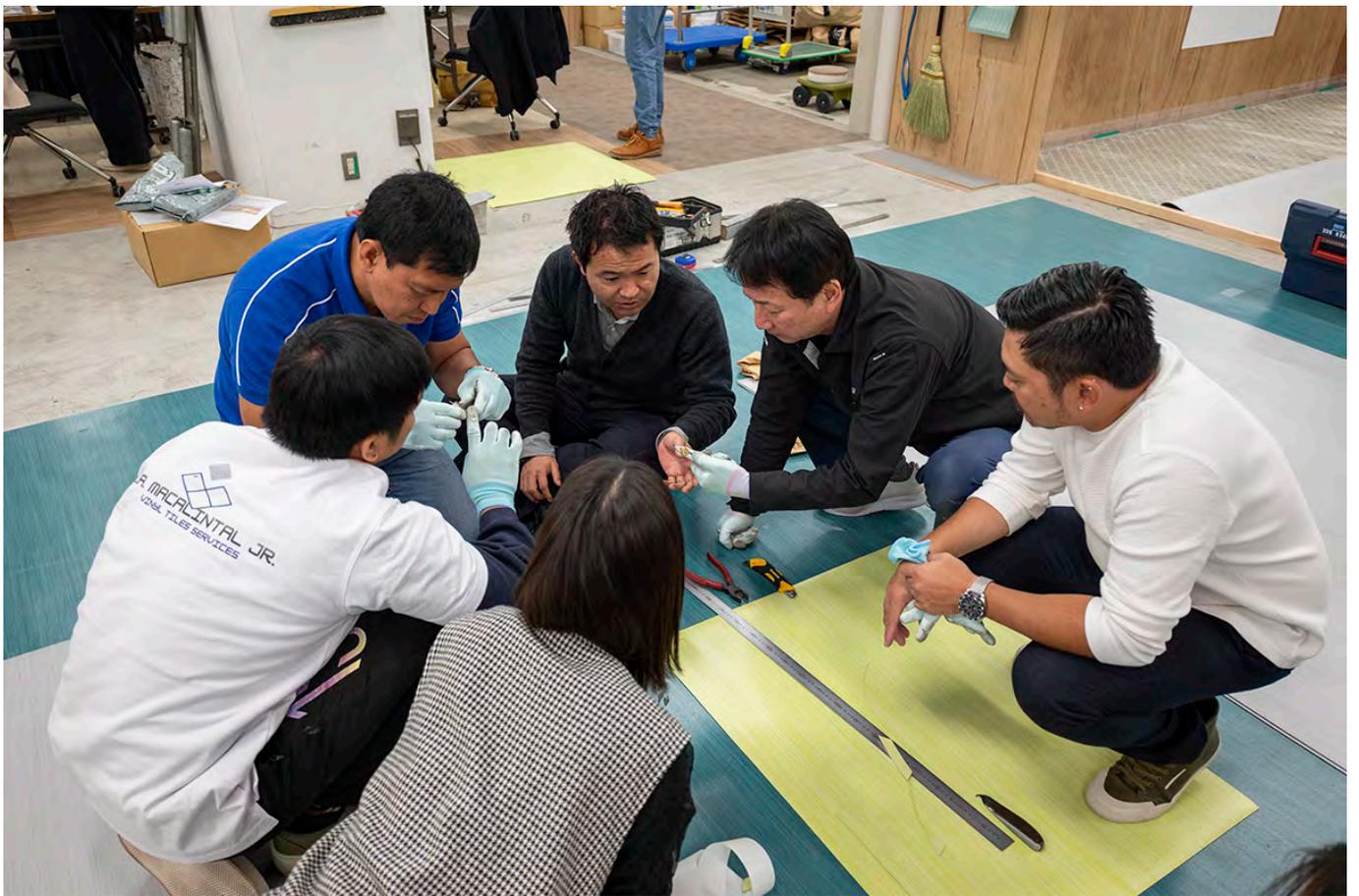
The program starts with an introduction to the tools used for sheet installation, followed by preparation for installation. Participants learn basic techniques as well as advanced techniques, including installation around poles.

The experienced participants already had a high level of skill in adhesive application.

However, they became very serious when it came to an specialized sheet installation methods, such as welding and edge undercutting. There are also some tools made in Japan that are not commonly used in the Philippines. Despite the language barrier, we had many discussions and Q&A sessions throughout the program. The experienced participants showed noticeable improvement over the three-day program. In addition, it was particularly impressive that they discussed installation techniques and how these could be applied in the future in their own country, regardless of whether they were clients, distributors, or installers.



Participants with experience in tile installation apply adhesive smoothly and efficiently, reflecting their high level of skill.



Participants had active discussions and Q&A sessions with interpreters.



Challenging undercut. He learned the specialized skills of sheet installation.



Participants had serious discussions and Q&A sessions beyond their positions.

They will have many opportunities to work on sheet installation projects in the Philippines.

It was a valuable experience for TAJIMA to have the opportunity to apply our expertise and our belief in “solving customers’ problems.”



Comments of participants



Distributor: FUTURE FLOORING INC.
Mr. ROY CHUA

Q : Could you tell us your impressions of this training program?

A : it is very helpful. Although we usually communicate by email, the actual training enabled deeper understanding and better retention. We learned many techniques in Japan that can be applied in the Philippines.

Q : What is the best seller among Tajima products in the Philippines?

A : Our best-selling product in the Philippines is Matil/Woodline series. Previously, vinyl tiles were mainly used in the market. However, the value of vinyl sheet products has also been recognized recently, and demand for these items is increasing significantly. In addition, demand for carpet tiles is growing compared to the past. We are carefully monitoring future market trends.

Q : Could you tell us your impression of TAJIMA's materials?

A : I have no doubt about the quality of the Tajima brand. Right now, the key factor is how China and India will enhance their quality standards as they approach the quality level of Japanese products, which is what they are trying to achieve. From the Japanese perspective, maybe it would be helpful if Japanese manufacturers could maintain the same quality while improving production efficiency to make their products more economically competitive.



Distributor: FUTURE FLOORING INC.
Ms. Kimberly Melendrez

Q : Could you tell us your impression of TAJIMA's materials?

In Tajima Philippines, whenever we sell our products, we always say Tajima Luxury Vinyl MADE IN JAPAN. I think it is known worldwide that when you say Made in Japan it means QUALITY and this is important to our clients.

Q : What is the best seller among Tajima products in the Philippines?

Our best-selling product in the Philippines is Matil/Woodline series because of the wide range of different designs and colors to choose from for residential and commercial use. There is also an increase in vinyl roll and carpet tile for hospitality and offices.

Q : Could you tell us your impressions of this training program?

We appreciate the chance to learn from your master installers so that we may apply this to our projects in the Philippines, we want to be known not just for selling quality Tajima products but quality installation as well, this will attract more customers and sales.



Related company with Distributor:
MITTELSTAND MARKETING INC.
Ms. GEMALYN DEL MUNDO ABION

Q : Could you tell us your impression of TAJIMA's materials?

A : The impression was very positive, especially for the sheet and carpet products, as they are high quality and look beautiful after installation.

Q : Could you tell us your impressions of this training program?

A : This was my first time joining this training program. I decided to participate because I wanted to learn more about installation and maintenance methods so that I could better propose the products. I believe that everything I learned will be applicable to my work.



Client: KCC PROPERTY HOLDINGS, INC.
Ms. Sheildred Demonteverde

Q : Could you tell us your impression of TAJIMA's materials?

A : My first impression of TAJIMA's product is expensive, however when quality is essential in certain environment and installation conditions, it should not be compromised due to price. We should choose the material to secure the high quality.

Q : Could you tell us your reason for choosing TAJIMA products?

A : Our priority is always quality of material. Especially in our business, our products are often used in public facilities, where assured quality is a critically important factor. Even if the initial cost is higher, price is not a major issue as long as the product offers high durability and long-term performance. That is why selecting the appropriate materials is extremely important.

Q : Could you tell us your impressions of this training program?

A : Through the training, I strongly realized how difficult proper installation is, however I also realized it is essential to follow the processes to achieve correct installation and high quality results. In the Philippines, there is a cultural tendency to try to take shortcuts to finish work more quickly. Even when a task requires five steps, completing it in four steps may be seen as more efficient, which can ultimately lead to compromised quality. Through this training, we recognized again that such shortcuts are the root cause of many problems.

We learned that we need to work smartly following the steps to have high quality work.



Installation company: Ultrafit-out Construction Company
Mr. Charlie Chua

Q : Could you tell us your impressions of this training program?

A : Some experienced installers from our company joined this training program.

There are Japanese installation methods that different from our current practices.

By comparing both approaches, we were able to learn a great deal, gain new perspectives, and recognize new techniques, as well as differences in the tools used.

Q : Could you tell us your impression of TAJIMA's materials?

A : I really surprised of the product line-up. It is strong point for us that we can propose Tajima product as a high-quality brand.



Installation company:
R.A. MACALINTAL JR. VINYL TILES SERVICES
Mr. MARRON MACALINTAL SANTIAGO

Q : Could you tell us your impression of TAJIMA's materials?

A : 「beautiful and high-quality」 I feel Tajima's product is soft and easy to apply for installer.

Q : Could you tell us your impressions of this training program?

A : I learned a lot. I have lots of experience as a installer in the Philippines, but I was able to further improve my understanding of correct measurement techniques and proper installation methods through this program. I also learned new techniques, and I am excited to share my experience with my co-workers. This was my first time joining a formal training program, as most of my learning has come from real installation sites. If I have the opportunity, I would like to learn about installation methods for other products as well, such as tiles and carpets.

the Future Flooring

<https://www.futureflooring.com.ph/>

Product Name: TOUGH ZONE

Material Classification: Heterogeneous Vinyl Floor Sheet FS

Colors: 18 colors

Size: 2.0mm (thick) ×1,820mm (width) ×9m (length)

Packing: 9m/roll

Weight : 48.6kg/roll