



Tajima Roofing ("TAJIMA") began developing flooring materials in 1949 and started manufacturing and selling floor tiles the following year in 1950. Since then, we have developed a variety of new flooring materials and continue to support the creation of spaces in buildings from the floor up. While we are a pioneer in PVC flooring materials in Japan, we have a long history of overseas sales as well, and our products are used in many countries around the world, including Asia, Europe, and the United States.

We interviewed two persons in our Taiwanese distributors to learn about the evaluations of TAJIMA flooring materials in the local market, TAJIMA floor's installed facilities, and general trends in the Taiwanese construction industry.

Thanks to ... TANG YAO INTERNATIONAL CO., LTD.

Mr. Joseph Kung Mr. Tang Kuo Huang



TAJIMA's sample books are seen on the bookshelf behind.

First of all, we interviewed them about TAJIMA's materials.

About 40 years ago, at the same time when we began our overseas sales, the relationship between Mr. Tang and us started, accordingly TAJIMA floor covering sales started in Taiwan. Now Mr. Joseph has joined the business, the two of them and their staff are selling TAJIMA flooring throughout Taiwan.

—What manufacturers are active in Taiwan?

Regarding laminate tiles, which are relatively easy to manufacture, several manufacturers in Taiwan and China are selling their products. On the other hand, for composition tiles, which require advanced skill to produce ones with good quality, we feel that Japanese products are often used. For vinyl floor sheets, European and U.S. manufacturers also have factories in China, which are highly competitive. Carpet tiles are also in a situation where there are many competing manufacturers from the U.S. and China.

—In what kind of buildings are TAJIMA flooring materials often used?

TAJIMA products are used in a wide variety of buildings, including commercial facilities such as shopping centers, and the other sections such as hospitals, welfare facilities, offices, and hotels, and we believe that there will be many opportunities in various types of buildings after 2023.

—What are the good points of TAJIMA flooring materials from your point of view?

We believe that the high quality of durability, and its installation easiness, and the fact that the products are trustworthy during and after the installation. In terms of design, composition tiles and stone-grain patterned laminate tiles such as "MATIL" are very beautiful products with delicate color patterns and high-quality textures unique to Japan. For example, a stone-grain with a glossy color pattern has a very realistic texture like real marble, giving it a very luxurious atmosphere. In addition, the "TZ" series of mid-to high-end carpet tiles has a unique design that differs from that of European and U.S. manufacturers, and in some cases, people like this aspect.

—Please tell us about improvements you would like to see in TAJIMA flooring materials and what kind of floor material you would like to see in the future.

We feel that the quality of composition tiles is better than that of domestic Taiwanese manufacturers, and they are also very beautiful in terms of color and pattern. We think this is a category where TAJIMA products can show their strength against other manufacturer's products, so we hope Tajima continues to brush up this category on color and pattern from now on as well.

TAJIMA floor in Taiwan 1 : Boarding gate in the airport.



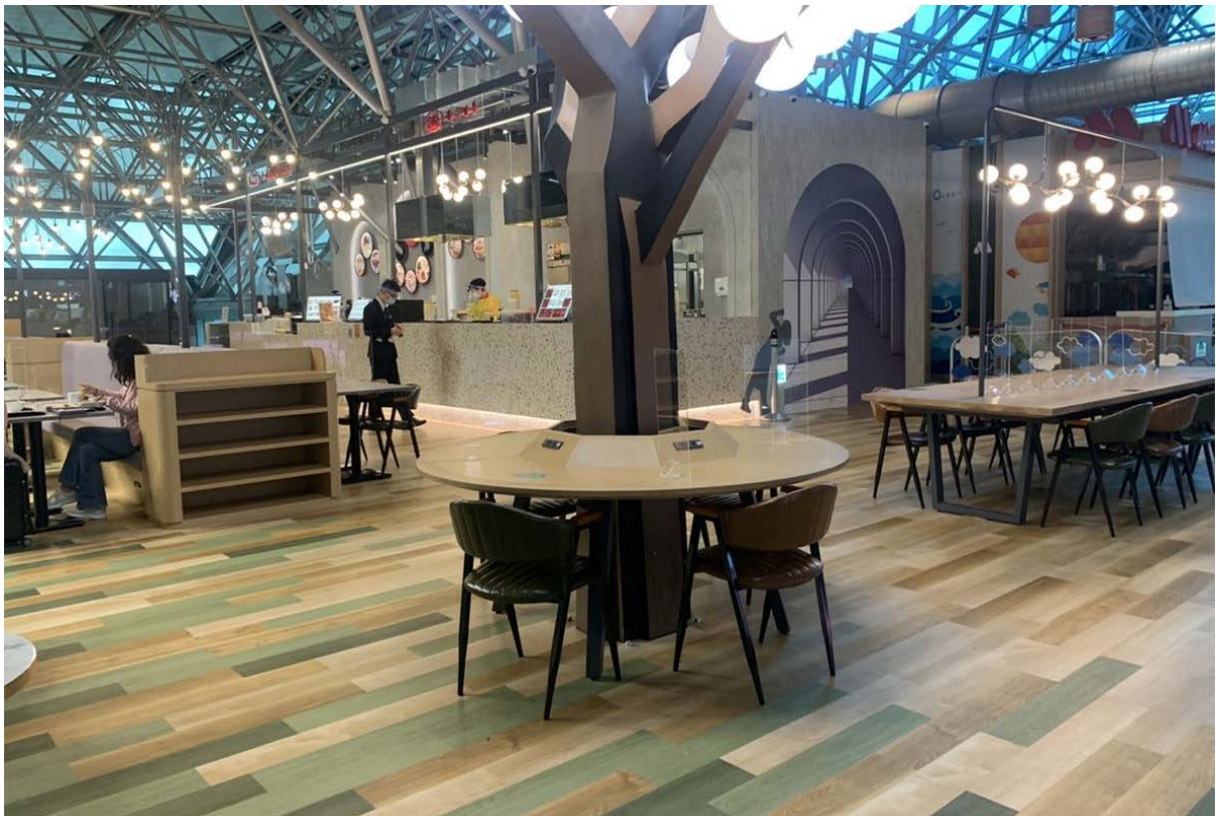
613-343,344,356 (NEW SOFTON)



4620-5901 (TAPIS Style SS)

TAJIMA floor coverings are used in the boarding gate at Taiwan Taoyuan International Airport, the largest international airport in Taiwan. In the upper photo, the bright and vivid colors of the composition tile "NEW SOFTON" in three shades of blue are used in a space that associates the image of the sea. In the lower photo, "TAPIS Style SS" carpet tiles in brown create a world of nature amidst eye-catching graphics of wild birds and egg-shaped objects.

TAJIMA floor in Taiwan 2 : Duty free shop in airport.



WBH-426,602,620,621 (WOODLINE)



MBE-221,505(MATIL)



MBE-106(MATIL)

This is another example of the TAJIMA floor in various stores in "Taiwan Taoyuan International Airport". In the upper photo, green wood-grain pattern tiles are used in combination with a tree motif interior, and it is also a popular floor pattern in Japan. The two lower photos are both marble-patterned tiles, and the glossy surface matches the color pattern for a luxurious feel, which has been highly praised locally.

TAJIMA floor in Taiwan 3 : Welfare facility



631-104 (WOOD CRAFT)

"WOOD CRAFT," a composition tile that expresses the natural grain of natural wood. The moderately bright wood grain pattern creates a soft impression from the floor surface.

TAJIMA floor in Taiwan 4 : Office in factory



644-205,207,208,648-801,804,809 (WOOD CRAFT)

In this case, six colors of "WOODCRAFT" are mixed together in the same ratio. The installation is done with herringbone pattern, which gives the impression that the floor space is elaborately and carefully designed.

We also interviewed about trends in Taiwan's construction industry

— **Please let us know your perspective about the current trend and future of the industry.**

After the pandemic is settled down, Taiwan's economy is getting back with stability, and the construction industry is getting back as well. There are likely to be many projects in the market for welfare facilities and offices. New construction of semiconductor plants, a major industry in Taiwan, is expected to continue with the government's proactive support. As for housing complexes, many buildings are over 40 years old, and since Taiwan is also a country with many earthquakes like Japan, large-scale renovation projects are expected to be promoted by the government.

— **Please tell us some of the eye-catching buildings in Taiwan.**



Taipei101

The first is “Taipei 101”, a landmark of Taipei City. As its name suggests, it is a skyscraper with 101 floors above ground and a height of 509.2 m. When completed in 2004, it was the tallest skyscraper in the world. (*The Burj Khalifa in Dubai is currently the world's tallest.) The lower floors are occupied by a shopping mall, the middle floors by offices, and the upper floors by an observation deck and restaurants. The exterior of the building is based on the "knot" motif of bamboo, which is considered an auspicious plant in Taiwan, and is said to represent the flexible and strong growth of the plant.



National Taichung Theater



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The second is the "National Taichung Theater," a large concert hall in Taichung City. Designed by a Japanese architect, Mr. Toyoo Ito, the building's greatest feature is the interior space created with complex three-dimensional curves based on the concept of a "Sound Cave ". The building has three theaters (a large theater, a medium one, and a small one), a hanging garden on the roof, and a green space in front of the building that serves as an outdoor theater. The exterior of the building also incorporates a bold curved design, and projection mapping is sometimes projected on the exterior.



Eslite Spectrum Songyan Store

The third is the "Eslite Spectrum Songyan Store," a commercial facility operated by a popular Taiwanese bookstore group. Located near Taipei 101, the store is in the "Songshan Cultural and Creative Park," a cultural spot redeveloped in a vast area that used to be a tobacco factory. The building contains not only a bookstore, but also a movie theater, food court, cafes, restaurants, and various stores, making it a center of cutting-edge Taiwanese culture. The building was also designed by Mr. Toyoo Ito, and the floor is covered with more than a dozen containers of TAJIMA carpet tiles.

TAJIMA flooring materials support the lives of Taiwanese people underfoot.

Skyscrapers, a symbol of development through high-tech industry, coexist with familiar, traditional cityscapes in Taiwan. It seems that TAJIMA flooring materials are used in various buildings across the sea to support people's daily lives. It was a refreshing experience for us to learn more about the actual situation in Taiwan. If we have a chance, we would like to introduce other countries as well.

Tajima's sales person's comment

Taiwan, with its long friendship with Japan, has recognized the value of our flooring materials since long ago, and Japanese flooring materials are used in a wide variety of scenes. Needless to say, Taiwan is a major center for semiconductor manufacturing, and at the same time, it has a declining birthrate and an aging population, more so than Japan. We would be happy if our flooring materials could contribute to the society in various places, such as production facilities, medical and welfare facilities among the others.

Masahiko Nakazato

Tajima Roofing Floor Material Div. International Dept.

Floor materials introduced in this article.



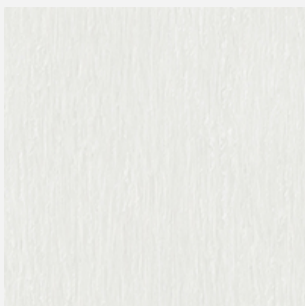
Vinyl Composition Tile
NEW SOFTON
613-343 , 613-344 , 613-356



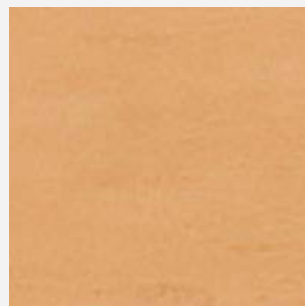
Carpet Tile
TAPIS STYLE SS
4620-5901



Laminated Vinyl Tile
WOODLINE Size H
WBH-426 , WBH-602 , WBH-620 ,
WBH-621



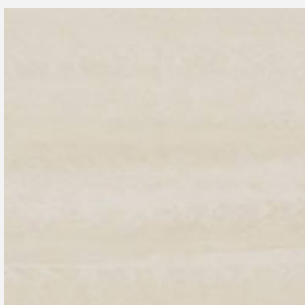
Laminated Vinyl Tile
MATIL Size E
MBE-106 , MBE-221 , MBE-505



Vinyl Composition Tile
WOOD CRAFT Size A classic
631-104



Vinyl Composition Tile
WOOD CRAFT Size H vintage
644-205 , 644-207 , 644-208



Vinyl Composition Tile
WOOD CRAFT Size H natural
648-801 , 648-804 , 648-809