

## TAJIMA Flooring in the Philippines



Tajima Roofing (TAJIMA), founded in 1919 as a manufacturer of building waterproofing materials, began developing flooring materials in 1949. In 1953, we became the first company in Japan to manufacture and sell plastic tiles. By 1956, TAJMA introduced "PLUS TILE P", commonly known as "P-TILE", which became a major success and remains widely recognized as a generic name for plastic tiles.

As pioneers in PVC flooring materials in Japan, we continue to support the creation of spaces in a wide range of buildings. Our products are not limited to Japan but are used in many countries around the world, including Asia, Europe, and the USA.

In this article, we interviewed three representatives from the distributor in the Philippines to learn more about local trends, evaluations of TAJIMA floor coverings, and the architecture of the Philippines.

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**Thanks to ...**

Future Flooring Inc.

Mr. Marnie Chua

Mr. Roy Chua

Ms. Kartier Lee



At the showroom in Manila (Members of the Philippines distributor and Tajima staff)

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## **About the construction industry in the Philippines in general.**

— **Please share with us about the current and future state of the construction industry in the Philippines.**

Investment was quite active until 2023, but in 2024, we feel that things have somewhat calmed and may not be on an expansionary trend. However, the economy is not in bad shape, and the construction industry is expected to continue seeing a significant amount of high-rise building construction.

— **What are the buildings and facilities that attract attention in the industry?**

The Zuellig Building, a high-rise office building in the heart of Manila's Makati business district, and SM Megamall, a massive shopping mall also in Manila, are among the most notable buildings and facilities in the Philippines. Although still under construction, a new high-rise building by world-renowned British architect Norman Foster is scheduled to be built on Ayala Avenue, which runs through the center of Makati.



Zuellig Building Copy Right : Hariboneagle927 CC BY-SA 3.0

### ■ Zuellig Building

Completed in 2013 and standing 160 meters tall, it was the first building in the Philippines to achieve platinum-level certification under the Leadership in Energy & Environmental Design (LEED) building environmental performance rating system.



SM Megamall after its expansion and renovation in early 2014. Ortigas Center, Manila, Philippines Copy Right : RioHondo CC BY-SA 3.0

### ■ SM Megamall

It is the 13th largest shopping mall in the world, with a total floor area of 474,000 m<sup>2</sup> (approximately 10 Tokyo Dome Stadium). The mall features numerous shops and facilities, including a cinema, bowling alley, ice skating rink, and event hall.



Ayala avenue around Rustan's looking northwest towards Makati Avenue and beyond. Copy Right : Seventide CC BY-SA 4.0

### ■ Ayala avenue

It is known as the 'Wall Street of the Philippines' due to the concentration of companies along its streets. The area is also home to many landmarks, including the Ayala Center, which comprises eight shopping centers, and the Ayala Triangle, where Ayala Corporation and its affiliates are headquartered.

# About TAJIMA Floor covering

## —What flooring manufacturers are active in the Philippines?

In the market, there are local manufacturers in the Philippines and European manufacturers with factories in China. Ceramic tiles are often used in the Philippines, so we believe it is important for Tajima flooring materials to highlight a good balance between ease of installation and durability.

## —In what types of buildings are TAJIMA flooring materials most commonly used?

LVTs are commonly used in commercial buildings and private residences, while vinyl floor sheets are often used in fitness gyms and children's play areas. In general, carpet tiles are not very popular in the Philippines but are sometimes used in spaces where sound reduction is necessary, such as offices and municipal buildings.

## —What are the advantages of TAJIMA flooring materials from your point of view?

TAJIMA flooring materials give the impression of being high-quality and durable. With these advantages in mind, the "WOODLINE" series of wood-grain pattern tiles is appreciated for its wide range of patterns and numerous options. The "MATIL" series of stone-patterned tiles, available in larger sizes like 609.6 mm and 914.4 mm squares, is useful for creating a luxurious look. The recently updated LAY FLAT NO WAX range of loose-lay tiles, featuring a more matte texture and available in 1,000 mm square sizes, is also a versatile option.

## Application example 1 : Watch Shop in a Shopping Mall.



WOODLINE WBA-327 (Oak)

The shop of a Japanese watch manufacturer in SM Megamall, introduced earlier in this article, features products and fixtures with a solid appearance. However, the soothing oak pattern on the flooring creates a softer atmosphere in the space.

## Application example 2 : Piano Shop in a Shopping Mall.



WOODLINE WBH-381(Chestnut)

The high-quality piano manufacturer's shop in Shangri-La Plaza, a shopping mall adjacent to a luxury hotel, features a nut-patterned floor with distinctive white sapwood patterns. This creates a floor space with the perfect balance of presence and serenity.

## Application example 3 : Interior Goods Shop in a Shopping Mall.



MATIL MZR-702 (Scratched Mortar)



An interior and general goods shop in The Podium, a high-end shopping mall operated by a company within the SM Group, features a floor made of mortar-patterned tiles with varied shades and a rustic scratch pattern. The large 914.4 mm square tiles reduce the number of joints and stylishly complement the furniture and general goods.



## Application example 4 : Watch service shop in an Office Tower.

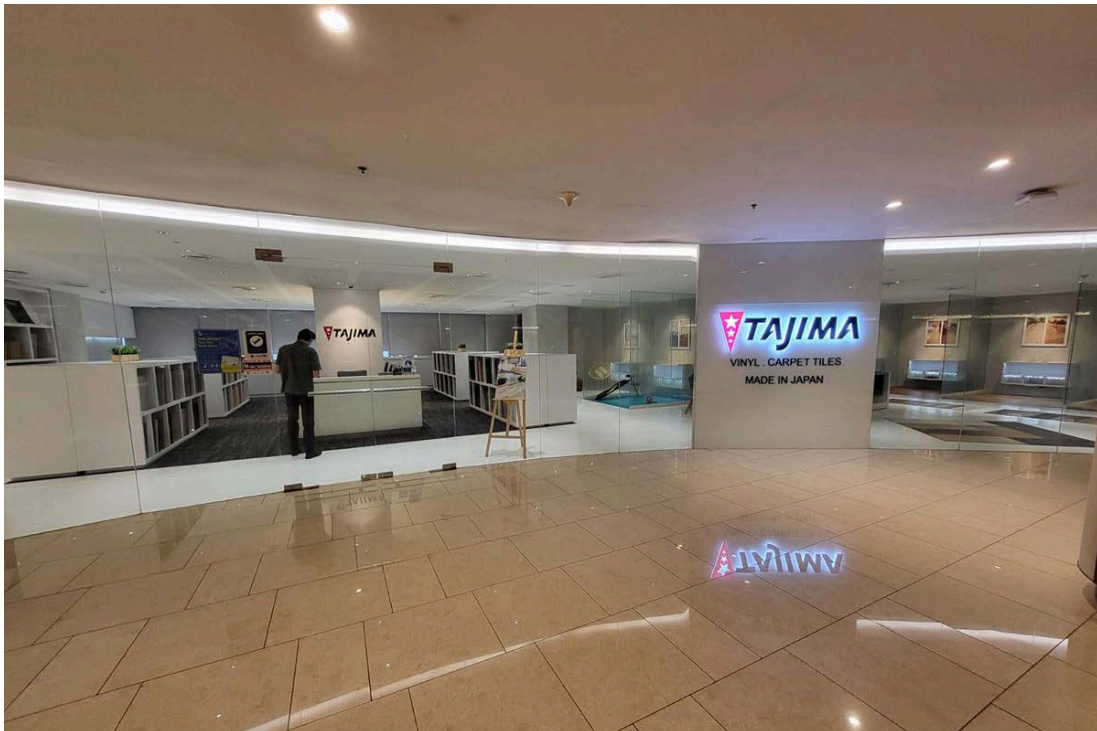


MATIL MBW-551(Cloud)

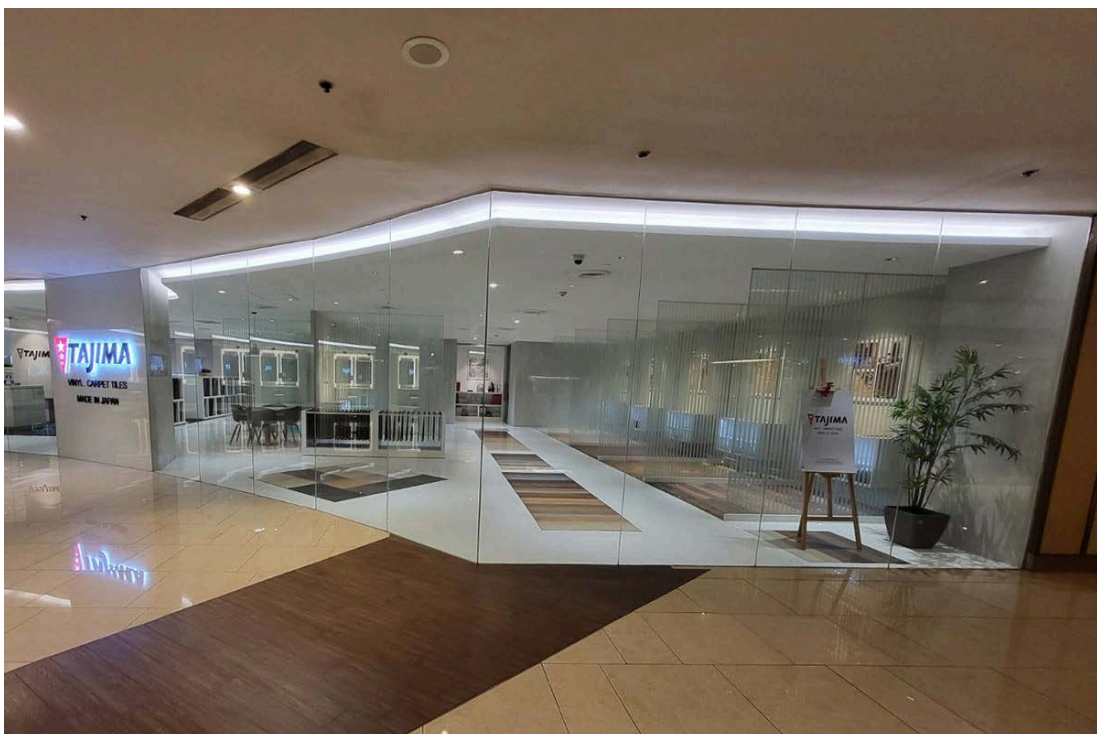
Branded watch service shop in an office tower on Ayala Avenue. The floor features a limestone pattern with significant shade variations. The large 609.6 mm square tiles help create a spacious and elegant atmosphere in the reception area.

# TAJIMA showroom in the Philippines

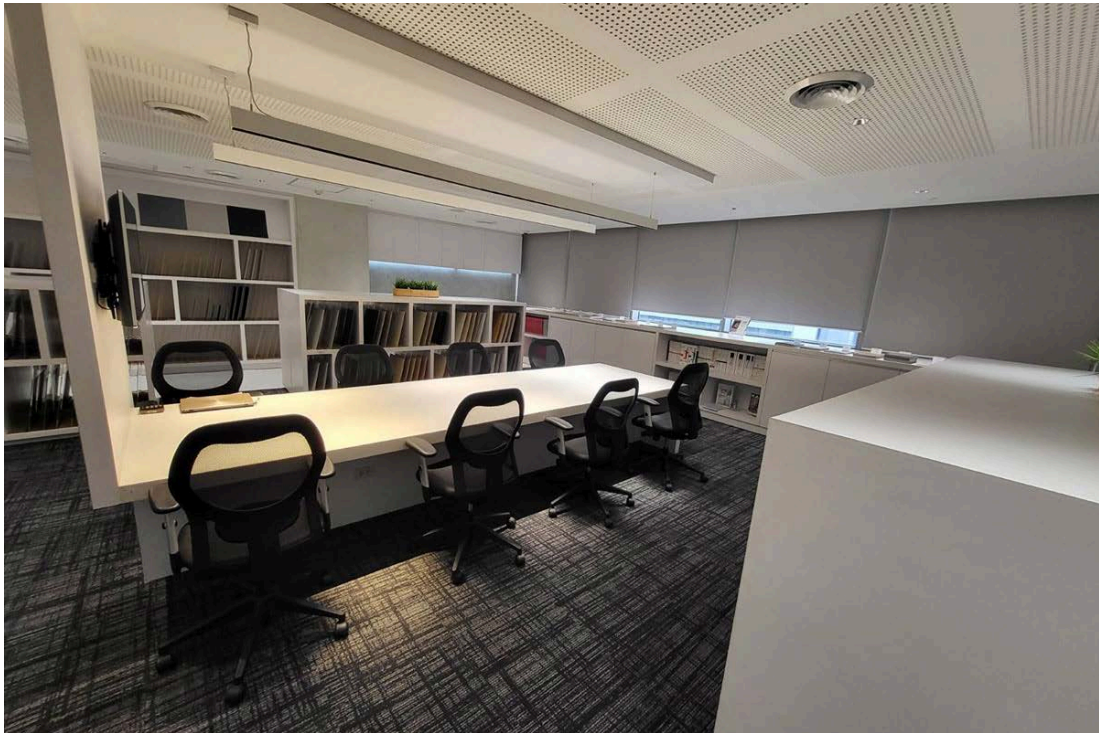
Future Flooring conducts promotional activities through our product showroom in Manila. Here is a brief introduction to it.



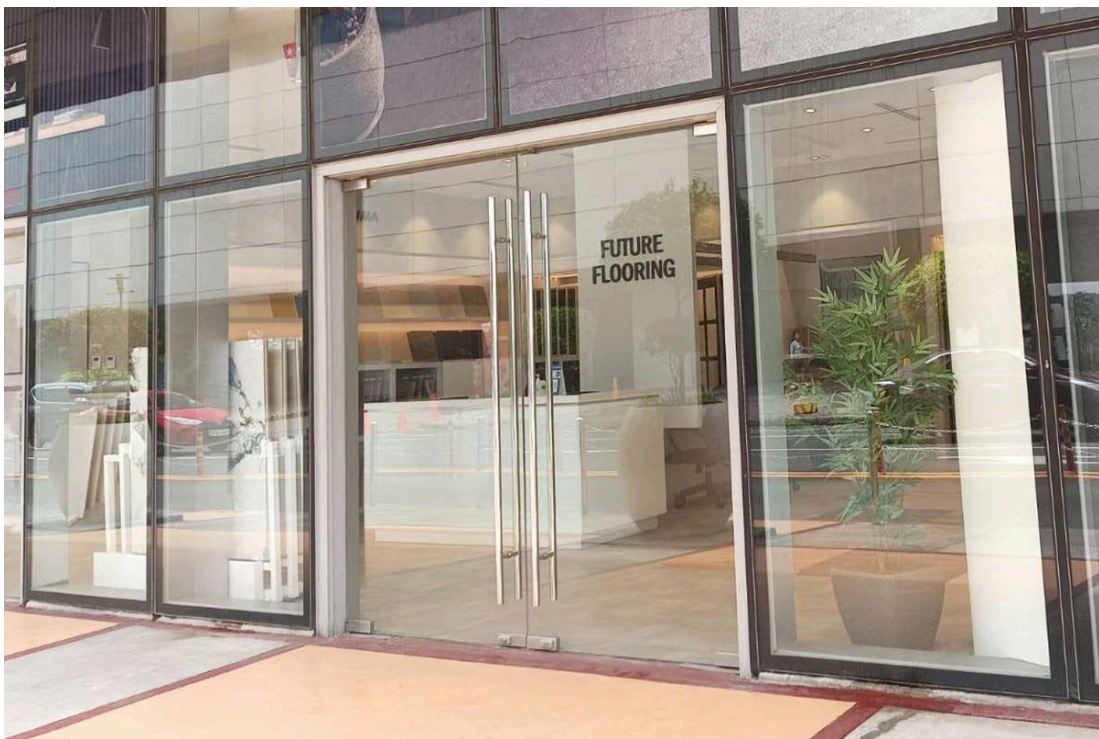
The showroom features a glass wall and a spacious interior that can be viewed from the outside. Next to the entrance, under the TAJIMA logo, the words "MADE IN JAPAN" are prominently displayed, highlighting the quality of the products made in Japan.



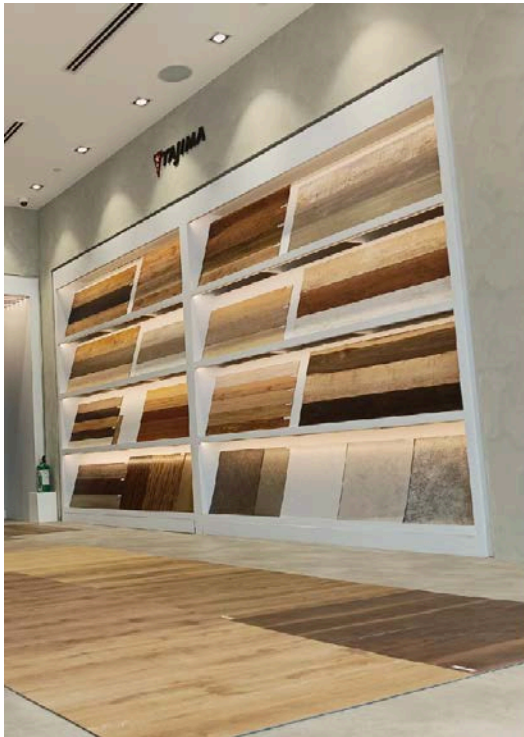
On the right-hand side, there is a space where you can view the product image directly on the floor.



On the left-hand side, visitors can explore a wide range of samples and various sample books, as well as a designated area for business discussions.



The second showroom has been launched in 2024. Here, you can view samples alongside wall coverings from other manufacturers.



Sample space for TAJIMA flooring's wood and stone pattern tiles. Visitors can explore the rich textures and realistic expressions of the patterns.

## **TAJIMA flooring supports the creation of spaces in Philippine buildings from the floor up.**

In this article, we have introduced trends in the Philippine building industry and the adoption of TAJIMA floor coverings. Among all the countries where TAJIMA floor coverings are used, the Philippines has had notable uptake. The ongoing construction of high-rise buildings and large facilities in the heart of the cities reflects this momentum, which we observed during the interview. We look forward to continuing our contribution to flooring projects in the Philippines amidst this growth.

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## Tajima's sales person's comment

The Philippines, a country of over 7,000 islands with beautiful beaches and abundant nature, is also young and vibrant, with a population of over 100 million and an average age of 24. Coupled with this youthful demographic, high economic growth is expected in the future. We hope that our floor coverings will contribute to the Philippines' growth from the floor up.

Masahiko Nakazato

Tajima Roofing Floor Material Div. International Dept.

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### Floor materials introduced in this article.



Vinyl Tile  
**WOODLINE Size A**  
WBA-327



Vinyl Tile  
**WOODLINE Size H**  
WBH-381



Vinyl Tile  
**MATIL Size Z**  
MZR-702



Vinyl Tile  
**MATIL Size W**  
MBW-551