



SUPERIOR SERVICE IN THE JAPANESE TRADITION

JAPAN'S LARGEST SUPPLIER OF INTERIOR DECORATIONS, SANGETSU, IS POISED TO LAUNCH ON AUSTRALIAN SHORES IN PARTNERSHIP WITH BARESQUE.



Sangetsu's extensive range of wallcoverings, carpets, floorings and upholsteries translate across contract, residential and high-end markets. With a catalogue tipping 13,000 products, the ease of procuring all your finishings through one supplier is a reality.

Sangetsu prides itself on impeccable service, high quality materials and a competitive price point. And with sizeable stock levels guaranteeing short lead times, the Sangetsu offering is more than tempting. Sangetsu's history spans more than a century, from 1850 to the present day. Today Sangetsu's workforce is 1,150 strong with their own dedicated design department, but the company began as a small team of artisans. These artisans specialised in

the repair of Nagoya castle interiors during the Edo period. In Japanese architecture, the spaces are separated with *fusama*, sliding paper doors, and *byobu*, folding screens. In castles, these were highly decorated with paintings, and artisans required specialised skills to install them.

Sangetsu's founder started as a paper hanger in Nagoya. The company continued to be family-owned throughout the following century, expanding into the wider business of *fusama* paper. They have adapted with the times. "As the Japanese lifestyle has changed, so have we, developing our collection along the way," Sangetsu's International Sales Representative explains.

In 1953, the company was formally listed and entered into a period of rapid growth as a result of Japan's burgeoning economy post-World War II. The introduction of American-styled wallcoverings to the Japanese market presented new interior opportunities and Sangetsu emerged as a market leader. Further expansion into carpets, flooring and upholstery meant the establishment of offices and showrooms throughout Japan and in America.

Sangetsu's aptitude lies in their innovative design and the maintenance of high levels of stock. "Sangetsu's capability for fast delivery and our extensive range are perhaps our biggest strengths," says Sangetsu's International Sales Representative. Building their business on relationships, Sangetsu also has the

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Signature Stripe (Translucent Surfaces - Glass Film)



Vitrail (Wallcoverings - Decorative)



Pattern Metal (Wallcoverings - Reatec)



Bricks (Wallcoverings - Decorative)



Sparkly Circles (Wallcoverings - Decorative)



Fading Stripe (Translucent Surfaces - Glass Film)



Varieted Stripe (Translucent Surfaces - Glass Film)



Cork on Metallic (Wallcoverings - Decorative)



capacity to fix product prices with clients for up to three years. Each year, Sangetsu releases multiple new catalogues of exclusive designs. The design team works around the clock to remain at the cutting edge within the contemporary proliferation of finishings. Drawing inspiration from global fashions, Sangetsu undertakes extensive research, testing new designs, and extending the functionality of their current range. Whether it is anti-static wallcoverings, wallcoverings that deodorise or help circulate the air, Sangetsu has it covered. Maintaining a relevant collection is an art in itself. As Sangetsu's International Sales Representative points out, "Having a big collection is both a blessing and a curse. There can be too much to choose from." Sangetsu measures the success of designs, retaining favourites for up to ten years.

Reatec is one of Sangetsu's many success stories. A wallcovering with a difference, this high-performance, self-adhesive film transforms the aesthetic. It features wood, metallic, leather, organic and stone veneers, as well as standard coloured finishes. It is applicable almost anywhere there is a clear, flat surface. It's like a giant sticker, only stronger, more durable. It's also water-resistant, anti-scratch, anti-steam, and, of course, fire-rated. An inexpensive table becomes an elegant dining suite with the application of a rich wood design, whilst the Stone series creates elegant marble façades at a fraction of the cost. With the same designs available across Sangetsu's range, Reatec can be specified for high traffic areas with standard wallcoverings used in the larger environment. This reduces the need for maintenance as well as being economically beneficial. The material is extremely versatile. It even works as a protective covering for the back of a computer or a smart phone!

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EXCLUSIVE DESIGNS



Suitable for hi end residential ...



... retail ...

REATEC IS ONE OF SANGETSU'S
MANY SUCCESS STORIES. A
WALLCOVERING WITH A DIFFERENCE,
THIS HIGH-PERFORMANCE, SELF-
ADHESIVE FILM TRANSFORMS THE
AESTHETIC. IT FEATURES WOOD,
METALLIC, LEATHER, ORGANIC
AND STONE VENEERS, AS WELL AS
STANDARD COLOURED FINISHES.



... and hospitality environments.

Enjoying a position of dominance in the Japanese domestic market, Sangetsu was on the lookout for new challenges internationally. Their partnership with Baresque constitutes an exciting initiative. The wider distribution of their products will open up new opportunities and provide creative stimulation through the necessity to meet new market demands. However, the diversity of their product offering stands them in good stead and the guarantee behind their original designs, colours and functions will be advantageous in encouraging new relationships.

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