

these products appear strongly aligned to the rapid growth of Timber Frame Construction (TFC) in Japan outside the major population centres. TFC is now firmly accepted, having totalled some 25,000 units in 1985. In 1986, TFC housing starts were anticipated to reach some 25,000 units. Expectations are for upward of 40,000 units in 1987, with similar strong growth continuing in the future. Such products should concentrate on "better design" features. The best Canadian wood products can compete in quality and price, but will generally have to meet stringent local specifications requiring changes in design and production.

- Product packaging is all important. It must be strong and clear so that the purchaser understands the function and potential of the product, and the method of installation.