

The most preferred colour for doors is dark reddish brown like rosewood, then oak colour, followed by light brown and white. For wooden windows, white is preferred on the exterior.

Japanese consumers are very concerned about workmanship. The quality of the product is the first thing that is checked in imported products.

Although consumers are gradually playing a larger role in purchasing decisions, architects still tend to control the decision-making process.

Popular products

Andersen windows are by far the best selling imported windows in Japan. The reason, according to industry experts, is the thin grid line of their windows.

In terms of type, double hung windows are the best sellers but bay/bow may be close to double hung in terms of installation rate. Fixed windows follow.

The best selling Andersen window sizes are (numbers are Andersen model numbers):

- . double hung: approximately 60 per cent are 24310 (H: 1251mm x W: 753 mm); next best is 2442 (1353 mm x 753 mm);
- . bow window C45 (1559 mm x 2486 mm); and
- . bay 45-C25 (1559 mm x 2230 mm).

In terms of price, 24310 is ¥ 68 000 ; 2442 is ¥ 72 000; C45 is ¥ 429 000 ; and 45-C25 is ¥ 445 000.

Because consumers in Japan are willing to pay high prices for quality products, Japanese-made solid wood entrance doors in the price range ¥100 000 to ¥ 500 000 are selling well. The price range for solid wood interior doors is from ¥ 50 000 to ¥ 100 000.

Yamaha and Abe Kogyo are selling solid wood doors successfully because of their special coating method and five-year re-coating service.

Tiffany manufactures solid wood doors of rosewood, Chinese quince and ebony. They claim that wooden doors imported from northern countries often warp. On the other hand, they suggest that because they are using hardwood grown in hot humid regions, their doors have no problems.