

The specialists are an alternative distribution channel for flooring and window and door frames. These are primarily carpenters skilled in handling solid-wood products. The larger companies, who do not usually play a significant role in product distribution, have established their own direct channels for selected products.

Some importers like Santa Tsusho provide their own flooring installation and maintenance services. This is particularly useful considering the lack of skilled workers.

The leading imported brands are usually sold by the importer to carpenters and flooring specialists, thus bypassing the wholesalers. Up to 70 per cent of Bruce flooring is distributed in this manner. These direct sales are one of the reasons for Bruce's success in Japan. This was possible through the promotional efforts of Nittobo, their importer. Nittobo is the only authorized importer of Bruce products and has exclusive rights to the use of the Bruce brand. Bruce flooring is also known, however, to be imported by several other importers and represents a grey area in the actual import volume. It is believed that these importers deal directly with U.S.-based distributors. (The leading importers are listed in Table 24.)

Table 24

Brands Handled by Leading Millwork Importers and Distributors

Company	Flooring	Staircase	Moulding	Panelling
ABC Development Co., Ltd. 2-1-36, Kudan-Minami Chiyoda-ku, Tokyo 100 Tel: 03-237-8852	Chickasaw	Morgan	Morgan	—
ABC Trading Co., Ltd. 2-12-14, Nagata-cho Chiyoda-ku, Tokyo 100 Tel: 03-507-7111	Kentucky Floor Sykes Carls	—	—	Inter Holts
Fronville Homes Co., Ltd. 18, Nippon-Odori Naka-ku, Yokohama 231 Tel: 045-661-1521	Chickasaw	Nord Western Turnings	—	Ostermann & Shiewe
Marubeni Mokuzai Kenzai 4-14, Bakuro-cho, Nihonbashi Chuo-ku, Tokyo 103 Tel: 03-665-8733	Chickasaw	—	Oak Over	—
Nitto Boseki Co., Ltd. 9-10, Tomizawa-cho, Nihonbashi Chuo-ku, Tokyo 103 Tel: 03-669-1122	Bruce	—	—	—
Ogasa Yukaita Kogyo Co., Ltd. 16, Sakamachi, Shinjuku-ku Tokyo 160 Tel: 03-351-0628	Bruce	—	—	—
Santa Tsusho Co., Ltd. 6-19-9, Roppongi Minato-ku Tokyo 106 Tel: 03-403-7360	Chickasaw	Morgan	Morgan	Canadian Wood Panelling