

Born in Canada, raised in Japan

With its know-how and experience of imported Canadian lumber and wooden building construction, SELCO HOME is quietly helping to change the image of wooden houses in Japan.

Over 60 years in business, SELCO HOME began supplying imported homes in the mid-1990s, choosing Canada as a partner because of its advanced technologies in wooden housing construction and commitment to the circular economy.



House that survived being hit by the tsunami in 2011

A fruitful collaboration has since seen SELCO import both Canadian building materials and housing technology, before customizing them to fit with Japanese regional characteristics and culture.

SELCO has been recognized as the No. 1 Canadian imported house supplier in Japan by an independent market research firm and as a result been officially con-



Show home in Kanazawa

gratulated for this achievement by the Canadian Embassy in Tokyo.

As well as helping the company to avoid some of the logistical issues associated with the COVID-19 pandemic, dealing directly with suppliers has enabled SELCO to keep its prices fair in the face of rising costs.

The quality of the group's product, meanwhile, has never been in doubt. Company president Takashi Aramoto explains: "When Japan was experiencing its economic boom, a lot of wooden houses were built. These have deteriorated over the years, with many that were built 30 or 40 years ago in poor condition today."

SELCO is doing more than most to rectify the image of wooden

homes in the country. "We can guarantee that our homes will have a life cycle of at least 50 to 60 years as long as they are properly maintained," Mr. Aramoto adds.

With a much longer average life cycle than Japanese wooden houses, SELCO's imported homes also stand out for their high durability when confronted



Show home in Fukuoka

with natural disasters. Almost none of the company's houses, for instance, were significantly damaged in recent earthquakes in Niigata or Kumamoto; some even survived being directly hit by the tsunami in 2011.



"When it comes to earthquakes and natural disasters, our houses are capable of withstanding even the harshest seismic activity."

Takashi Aramoto, President,
Selco Home Co., Ltd.

As for the future, Mr. Aramoto's goals are clear. "I want our company to be known as one that can do anything with wood," he says. "I want to be remembered as somebody that was a 'wood solutions producer'."



<https://selcohome.jp>