

## News release

# Toyota Boshoku and Toyota Housing develop and launch sale of a fabric wall decoration for home interiors

**Nagoya (Japan) April 3, 2013** - Toyota Boshoku Corporation and Toyota Housing Corporation are pleased to announce their joint development of a new home interior ornamentation, a fabric wall decoration called “*Nunokabe*”. Toyota Housing will launch sales of the colorful and easy-to-install wall decorations in the near future. This marks Toyota Boshoku’s first venture into creating interior design products for the housing market.

The fabric wall decoration, Nunokabe, harks back to Toyota Boshoku’s roots in the textile industry and utilizes techniques gained from this business and our automobile interior business. Luxurious materials are used to create a wide assortment of rich motifs that can be arranged into a variety of patterns. An additional benefit of Nunokabe is that it helps absorb sound to keep housings quieter.

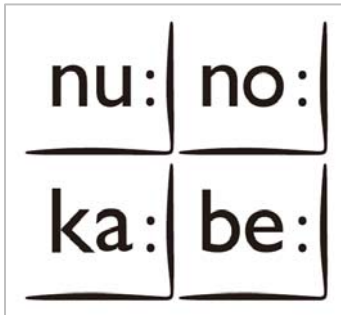
In preparation for this innovative project, Toyota Boshoku and Toyota Housing undertook trial displays of Nunokabe starting in 2011 to obtain observations from prospective end-users. Those suggestions have been directly correlated into the design and helped create the easy-to-install wall decorations. Techniques utilized in the creation of seat covers have been applied to Nunokabe to allow for the easy removal of fabric coverings for cleaning and/or to update designs.

In the future Toyota Boshoku and Toyota Housing will expand functions of Nunokabe to best meet customer needs to achieve “Eco Housings of the Future” and create attractive designs to that will enrich the lifestyles of our customers.

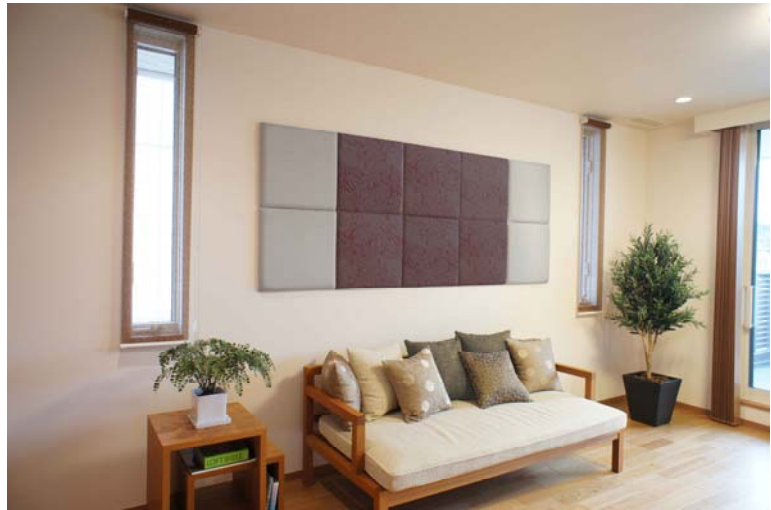
## **Nunokabe: Product overview**

Nunokabe provides an attractive and easy-to-install solution favored by interior decorators and do-it-yourselfers alike.

1. Wall decorations available in 23 colorful designs
2. Allows for wide variety of interior design coordination
3. Fabric covering urethane foam on 450 mm square backboards, 35mm in thickness
4. Soft wall decorations can be arranged giving consideration to the safety of children and senior citizens
5. Selected fabrics are made from automotive soil-resistant and waterproofed fabric
6. Quick and easy do-it-yourself installation allowing for the wall decoration to be hung in new or current living spaces
7. Fabric can be easily removed for cleaning and/or to update designs



Product logo



Interior design image of "Nunokabe"