

## PERFORMANCE BY DESIGN

VERSALINK PROVED THAT  
SUCCESS IS WELL ORGANISED

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# Letter to Readers

## Gearing Up for MIFF 2015

Exhibitors are our strength.

MIFF exhibitors, whether established players or talented newcomers at the show, bring amazing new products each year for buyers and visitors to discover. See the latest proof of this—our **Fabulous Furniture** section (page 24)—for a sneak peek of what's in store at MIFF 2015.

Meanwhile, buyers are our friends. And experts are our ocean of knowledge.

Now in its 21<sup>st</sup> year, MIFF is continuously bridging our buyer friends and exhibitors of the global furniture industry. We organise each year to provide show newcomers and veterans alike not just a networking venue, but also a common ground for furniture experts to convene and share industry developments and market trends.

Also at MIFF, competition and innovation are our lifeblood.

For the MIFF Furniture Design Competition (FDC) 2015, we are happy to share that we have the prestigious Malaysian Timber Council (MTC) as the sponsor. This formally seals the credibility and importance of this competition not just to the Malaysian furniture industry but to the timber council as well. You can read more about this important partnership in the **MIFF Update** section (page 4).

In the last 20 years, MIFF has awarded winners not just in the FDC but also in the Furniture Excellence Award (FEA) competition. Find out how MIFF awards brought business 'magic' to winning companies (**Trophy Room**, page 12).

MIFF, prospering with the global furniture industry since 1995, has witnessed the growth of its exhibitors, from their humble beginnings in Malaysia to their current standing in the global furniture market. Yes, we have grown together with our exhibitors—and Versalink, featured in this issue's **Cover Story** (page 18), is one of many success stories.

Throughout the years, exhibitors have connected with furniture buyers worldwide through MIFF—and for varied good reasons. As exemplified in our **Special Report** (page 8), there are, indeed, more to our exhibitors than meets the eye.

In three months, all roads will lead to Kuala Lumpur once more for the Malaysian International Furniture Fair 2015. We invite you to continue to discover MIFF and its fabulous furniture from exhibitors worldwide. And don't forget to enjoy Kuala Lumpur while you're here (**Around KL**, page 36). We know our friends like to have a good time.

*Merry Christmas and a Happy New Year!*

See you at MIFF 2015!

Best wishes,  
KAREN GOI  
General Manager, Furniture and Interiors  
UBM Malaysia



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### Around KL

Because first impressions always last, check out our top must-visit places for KL first-timers

# furnish now

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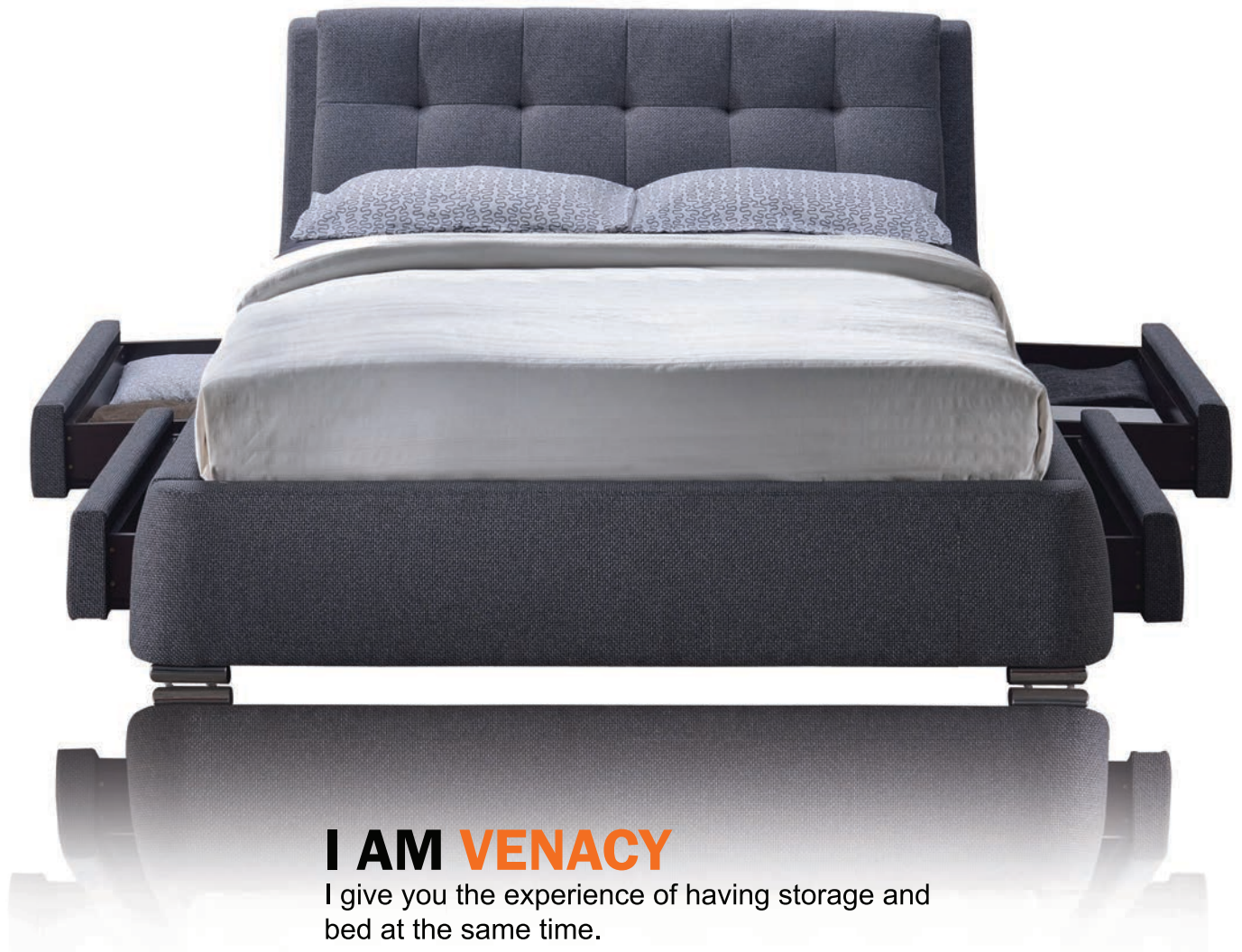
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*With the Malaysian Timber Council's involvement as a sponsor, MIFF put together a successful workshop attended by 200 participants from all over Malaysia to prepare them for the MIFF Furniture Design Competition 2015.*

by Chin Pei Ling  
Furnish Now writer

## It's All About 'Behind-the-design' for MIFF FDC 2015



*From L-R: MIFF FDC 2015 Chief Judge Philip Yap, MIFF Chairman Dato' Tan Chin Huat and MTC CEO Datuk Yeo Heng Hau graced the MIFF FDC 2015 'Behind-the-Design' workshop.*

As a trade fair dedicated to the development of Malaysia's furniture industry, the Malaysian International Furniture Fair (MIFF) is back with its annual MIFF Furniture Design Competition (FDC) 2015, with a greater surprise for everyone.

Along with the new competition theme 'Living Furniture, Global Perspective', MIFF revealed the involvement of the Malaysian Timber Council (MTC) as a sponsor.

"We are delighted to have MTC as a partner," said MIFF Chairman, Dato' Tan Chin Huat at MIFF FDC 2015 'Behind-the-Design' Workshop held on August 28th at the Putra World Trade Centre, Kuala Lumpur, to kick off the competition. "This is a strong endorsement of the importance and credibility of the competition for the Malaysian furniture industry and the timber sector as well."

MTC is equally excited with the collaboration.

"The competition offers the perfect platform for young designers to showcase their innovative talent, gain invaluable exposure in the industry as well as harness key insights from experts in the field," MTC Chief Executive

Officer Datuk Yeo Heng Hau said. Thus, with MTC's involvement, MIFF has chosen wood as the prerequisite material for the competition entry.

"By setting wood as the main material for the competition entry, we hope that it will enhance awareness among the younger generation about eco-friendliness, and the versatility and beauty of wood, a material that has helped propel the growth of the Malaysian furniture industry," Dato' Tan said.

As such, the workshop provided useful insights on utilising wood in the future.

Chief Judge of MIFF FDC 2015, Philip Yap, began the workshop with his presentation on 'Creative Design from Nature's Bounty,' while Director of Timber Industry Development Division of MTC, Dr. Wong Tuck Meng, spoke on 'Timber for Furniture—Its Limit is Your Imagination'.

The crowd of 200 participants from 16 academic institutions and 20 design firms in Malaysia paid good attention during the talks as Mr. Yap and Dr. Wong awed them with their insights 'Behind-the-Design.'

## Secrets of design

With his wealth of experience, Chief Judge Philip Yap openly shared his "design secrets" with the participants and how he looks into every phase of his work. Mr. Yap is no stranger to the annual competition, having been its judge since 2013. He has made a name for himself in China for the past 10 years, and was awarded one of the Top 10 Design Firms by the China National Furniture Association.

He took the participants through five phases of his "design secrets" and shared vital insights from his experiences working in one of the largest economies in the world.

To Mr. Yap, in design work, strategy comes first. It should then be followed by direction, and finally, creativity.

"Getting the strategy is very important in order to get a clear direction," Mr. Yap said. "What are the designs that you are going to



Participants gathered at the MIFF FDC 2015 'Behind-the-Design' workshop.

work on? What kind of production capabilities does the client have? Both the designer and the client gather the strategies they believe in, and only then do they form the direction. It works differently when you are taught in school. Very often, you are being asked to explore your creativity first. But in the 'real world', you have to start from the strategy."

At the same time, getting the right strategy is not an easy task. Philip added that the most important point in getting the right strategy is to understand your consumer's psychographic information.

"That means, you have to understand who they are, where they came from, their lifestyle, and so on," explained Mr. Yap. "By having this information gathered, you can tell a story of your design that is about ideas, about the people, and the user experience. Bear this in mind, young designers: do not think that your audience will change their behaviour to use your function. Do not think like that. Even the greatest designers dare not do that."

On the other hand, Dr. Wong took the participants through a journey with timber and its limitless potential.

"Not many people really understand timber, certainly not to the point where we can bravely experiment with the material," Dr. Wong shared. "Most people will stick to the few proven species. The side effect is that customers will eventually get tired of the same old material and style. That's why, as budding designers, you have to understand the material to a point where you are comfortable to experiment and let your imagination soar."

Dr. Wong went on to share about the nature of timber and its desirable properties for furniture making, such as its colour, figure, grain, dimensional stability, and durability. He also showed participants the various timber species available, including its names and properties.

He concluded, "Remember, for timber, its limit is your imagination."

## Hands-on experience with furniture manufacturers

After the lectures from Mr. Yap and Dr. Wong, participants were ushered to a furniture showcase featuring products from five leading Malaysian furniture manufacturers such as Jemaramas Jaya, Inception Design & Trading, Kinheng Furniture, Gamma Wood, and Lencasa.

MIFF team members were seen leading participants as they rotated among the five furniture manufacturers, which explained the process of manufacturing particular furniture.

From their excitement in asking questions and travelling around the different 'stations' of the manufacturers, it was obvious that the participants enjoyed themselves.

PJ College of Art & Design (PJCAD) student Nur Qadriya Suhaida felt that the workshop and the hands-on contact with the manufacturers were eye-opening and helpful.

"Mr. Yap does give a lot of points on designing and on its inspiration to broaden our ideas," she said. "I do plan to join the competition this year."

Fellow participant Daniel Chua Yong Ho from KBU International College agreed with Ms. Suhaida.

"This would be my second time joining the competition," Mr. Chua said. "The workshop is very informative, and gives us an insight. The furniture showcase is a really good opportunity for us to know more about the manufacturing process and clears up some of our questions, which we can't learn from

school." Ms. Suhaida cut in and added, "Actually, such insight is rather hard to get" —referring to the hands-on contact with the manufacturers.

The MIFF team conducted a quiz at the end of the furniture showcase to test the participants' concentration and knowledge, to which they passed with flying colours. There were many bright talents amidst the participants, as the competition looms nearer.

As MIFF Chairman Dato' Tan put it, "The talent that I see here today is the future of Malaysian furniture."

Out of more than 200 entries this year, 43 shortlisted designs were recently presented in person to the judges. The selected top 10 designs are now being prototyped by some of Malaysia's top furniture manufacturers and will be showcased at MIFF 2015.





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Euro Chairs' booth at MIFF 2014

by Chin Pei Ling  
Furnish Now writer

## Corporate Social Responsibility: Alive and Well in Malaysia's Furniture Industry

Beyond just doing business, MIFF exhibitors display an unsurpassed passion and enthusiasm to pay it forward. These exhibitors are committed to going beyond the call of business by spearheading efforts that nourish the community and environment they operate in.



Every year, visitors of the Malaysian International Furniture Fair (MIFF) see the way MIFF exhibitors furnish interiors and exteriors with extravagance, style and commitment at their booths.

What visitors don't see is that beyond MIFF, these exhibitors furnish—in a sense—better lives and a healthier environment.

Such a commitment stems from a sturdy corporate conscience, which can be costly.

One such exhibitor is Euro Chairs Manufacturing, an office furniture manufacturer which is part of the public-listed company, Euro Holdings Berhad.

"At Euro Chairs, in respect to environmental preservation, we strive to reduce environmental impact in our manufacturing process," said Ms. Foong Yein Teng, Financial Controller and overseer of Corporate Affairs at Euro Chairs. "For example, we use a lot of glue in our manufacturing process. Glue is quite toxic in nature, but there is a type of glue which is non-toxic. Anything that is used to control pollution such as non-toxic glue will definitely be more expensive."

Ms. Foong added: "Because our business

focuses on office furniture, there would be materials such as soda and epoxy, which are hazardous materials. Even with epoxy, you must have a proper system to control and handle the waste. All these mean money." Although pursuing Corporate Social Responsibility (CSR) can be costly, Ms. Foong shared that Euro Chairs has never budged from its corporate conscience.

"We practice ways which would control all these hazardous materials," Ms. Foong added.

### Design furniture with the future in mind

Besides that, Euro Chairs also recycles its materials and thus reduces material use altogether.

What's interesting is that Euro Chairs has also integrated this ideology of reducing waste into its furniture design that looks far ahead into the future.

"In our furniture design, we will also try to design our system furniture in such a way that people can combine the old system with the



Tube Home's booth at MIFF 2014

new ones," she added. "For example, if you have bought from us this particular system, three years down the road, you can add on a component to it without changing the whole system."

Euro Chairs is not alone in its resolve to reduce wastage, as testified by Tube Home, an award-winning steel-based furniture manufacturer.

"Whether it is the raw materials, semi-finished goods or finished goods, we always recycle our mild steel, aluminium and plastic wastage," Tube Home's Chairman Dato' Y.C. Tan said. "Even the products sold to end

users could be disposed at a recycling centre rather than being thrown away as rubbish." Behind Tube Home's efforts to protect the environment is its strong commitment to its CSR philosophy.

"We are committed to providing our customers with innovative, high quality products that are environmentally sound; conducting our operations in a manner that is environmentally, socially and ethically responsible; as well as complying with all applicable laws and regulations," Dato' Tan shared.

## Furnishing lives

When it comes to the community around them and beyond, many MIFF exhibitors find an unwavering obligation to fulfil their role as corporate citizens.

They do this through countless simple but creative ways, from visiting orphanages to organising blood donation campaigns, and from donating classroom desks and chairs to sponsoring cash for student graduation ceremonies.

On the other hand, Euro Chairs focuses on two aspects in reaching out to the community. Firstly, their CSR efforts are targeted to the community where Euro Chairs is based. Secondly, it also donates to relevant charitable organisations or unexpected catastrophes, such as earthquakes or floods.

"For the past two years, we have been doing a blood donation campaign where it is a joint effort between the National Blood Bank and us," Ms. Foong shared. "We invited our employees, the other industries in our neighbourhood, as well as our business associates to join the effort. Last year, we managed to collect about 70 to 80 blood bags from an average of 100 people who attended the campaign."

Children are also close to Euro Chairs' heart. Besides visiting orphanages and organising a party for the orphans, Euro Chairs employees have also organised a film screening and took orphans out to the cinema to catch the show.



Euro Chairs' blood donation campaign is a joint effort with the National Blood Bank.



*Tube Home donates hundreds of classroom desks and chairs to primary schools in its community base.*

Interestingly, Tube Home helps in what it does best. Popular for its bunk beds, which were used in the Sydney 2000 Olympic Games (where Tube Home was the official bunk bed supplier), Tube Home went charitably global when it donated a 40-foot high cube container of beds to the victims of Taiwan's 921-earthquake in 1999 (also known as the Jiji earthquake, Taiwan's second deadliest quake in recorded history). In 2008, after the Great Sichuan Earthquake in China, Tube Home had offered to donate a container of beds to the victims but was rejected due to the difficulty of transporting the beds to the affected area. Nevertheless, its sincerity of helping the victims was certainly felt.

From time to time, Tube Home also donates hundreds of classroom desks and chairs to primary schools around its vicinity to ease the burden of the schools.



*Dato' Y.C. Tan  
Chairman, Tube Home*

## Employee safety comes first

MIFF exhibitors also ensure the practice of fair employment policies because their employees, after all, make up the company.

For Tube Home, this also means not overlooking employment opportunities for the disabled who are often shunned by society at large.

"We maintain employment policies and practices that promote fairness, equal opportunities and diversity," Dato' Tan shared. "We provide job opportunities to local workers and even the disabled. For example, we have a staff member with us since 2001 who has a speech disability."

Euro Chairs, too, strives to give its best for its employees.

"In respect of our employees, we are trying to upgrade our occupational health safety," Ms. Foong said. "Safety of our staff is important to us. Euro Chairs would continue to pursue our commitment to our stakeholders and focus on effectively developing our CSR governance."

When it comes to future plans, Euro Chairs believes it still has a lot to learn and looks forward to growing its CSR programme even more.

"We are very advanced in CSR but we are still learning and we are trying to develop our CSR programme into bigger efforts every year," Ms. Foong explained. "At the same time, I think we are achieving certain milestones and targets each year."

Tube Home, instead, prefers to grow its CSR programme together with the company and does not intend to make promises for its future CSR plans.

"We do not want to over promise for our future CSR plans," Dato' Tan concluded. "Our future plans depend very much on the ongoing business of our company. If our future business profits allow us to contribute more to the community, we certainly would."



*Ms. Foong Yein Teng  
Financial Controller/overseer of  
Corporate Affairs, Euro Chairs*



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## The Mandate for Excellence

*Award-winning dining set by Acacia Home Furnishing*

by Chin Pei Ling  
Furnish Now writer



*ROVER by Merryfair Chair System*

*Product excellence is their goal, and awards are an absolute bonus for them, according to winners of the MIFF 2014 Furniture Excellence Award. If a furniture manufacturer can fulfil the mandate to produce excellent products, awards will naturally follow. In this exclusive interview, the MIFF award winners share with us how winning has boosted their morale, image and sales, including tips on what works and what doesn't, in aiming for product excellence.*





Mr Ken Lee,  
Managing Director  
of SJY Furniture



Mr Joon Ong,  
Assistant to Managing Director  
of Merryfair Chair System



Mr Jimmy Er,  
Executive Director  
of Acacia Home Furnishing

The greatest furniture manufacturers have at least two things in common.

Firstly, they always end up winning awards (of course!). Secondly, they firmly believe that they have a mandate in the furniture industry—the mandate to produce excellent furniture.

When awards come their way, they believe that it is a bonus, instead of making it a goal they must arrive at.

This is what the winners of MIFF 2014 Furniture Excellence Award (MIFF FEA) testify to when interviewed recently.

"We don't design to win awards," said Joon Ong, Assistant to Managing Director of Merryfair Chair System. "Instead, we design every year to reflect the ideas and fundamentals of the company, and the demands of the market."

Merryfair is a leading office furniture manufacturer in Malaysia and has an export reach of over 100 countries worldwide.

During the recent MIFF 2014 Furniture Excellence Award, Merryfair Chair System received the Platinum and Gold awards under the Judges' Commendation Award.

## Winning MIFF awards is a company's plus point

Mr. Ong was quick to add that winning the MIFF FEA has immensely boosted his company's morale, image and ultimately, sales.

"We feel proud and humbled that MIFF has decided to award Merryfair," Mr. Ong said. "We really feel that our hard work is being noticed and approved of. The award has also boosted our morale into striving to achieve higher standards in terms of the design and quality of the furniture we produce. It has also given us more confidence in promoting our products because we are being acknowledged by [MIFF] one of the influential furniture authorities in Malaysia."

Being recognised by MIFF, the leading

global furniture trade show in Southeast Asia, results in the winner's instant visibility to more than 19,000 visitors at the fair, 6,171 of whom are international buyers from 141 countries worldwide. Mr. Ong acknowledges that the award has allowed Merryfair's products to be known to third parties. According to him, it definitely helps in terms of their image and ultimately, the sales of their products.

On top of that, MIFF FEA has in fact become a benchmark that gives furniture manufacturers a sense of security in the direction that their company is heading towards.

"The award helps us to prove that we are actually on the right track in terms of our objectives and ideas," Mr. Ong said. "It shows that Merryfair has successfully produced something that the market is looking for."

Mr. Ong isn't alone in his gratitude of winning the MIFF FEA. Managing Director of SJY Furniture, Mr. Ken Lee concurs strongly with him.

"I think the MIFF FEA is a highly commendable award because all the judges are established internationally," Mr. Lee shared. "As a result, when we receive an award, many people will see it, and many international buyers tend to come over. This has contributed a lot to our products' image and strengthens our clients' confidence in our products."

SJY Furniture bagged the Silver award at the MIFF FEA under the Home Furniture category in years 2013 and 2014, as well as the Gold award under the Judges' Commendation Award in 2013. SJY Furniture is a globalised manufacturer and exporter of wood and rattan furniture to an international market with factories in Malaysia, China, Indonesia and Philippines.

For Acacia Home Furnishing, the fact that MIFF FEA has notable judges is critical, according to Executive Director Jimmy Er.

"We are very proud to be the winner of the

MIFF FEA," Mr. Er said. "Acacia Home has been chosen as the winner of the Gold award by judges who are esteemed globally in the design industry. This has made our team more confident about our direction."

Acacia Home is a supplier of high quality hardwood furniture made of acacia timber and exports to various countries worldwide such as the U.S., Europe, Middle East, Thailand, Philippines and more.

During the 2014 MIFF FEA, Acacia Home won the Gold award under the Home Furniture category.

"When I mentioned to our customers that our product has won the MIFF FEA award, it really helped us to close the deal," Mr. Er added. "In fact, the same product that has won the award has become our best-selling product this year."



JUVEL by Merryfair Chair System



*Award-winning living room set by Acacia Home Furnishing*

## Winning tips: of originality, sense and sensibility

The greatest furniture manufacturers have a third common ground: great minds do think alike.

They think alike when they were asked to provide tips to produce a winning piece, or rather, an excellent product. Their second common ground—the mandate to produce excellent products—naturally overflows into their third common ground: to be original, sensitive and sensible when you are aiming for product excellence.

For SJY Furniture, being original necessitates creativity. "Creativity is absolutely necessary," shared Mr. Lee of SJY Furniture. "We must follow the trend in the furniture industry. Our products are meticulously handcrafted and natural. We are very focused in manufacturing for our niche—wooden and rattan furniture that includes resort furniture, outdoor furniture and more."

Acacia Home resonates with this need to have a niche that its very name represents. Its niche is hardwood furniture made from Acacia timber. But that's not all.

"We use Acacia wood that has colour variation on the wood, which looks natural," Mr. Er of Acacia Home said. "Besides the natural beauty of the wood, we add colour effects using wire brush and sand-blasted treatment to offer a unique and outstanding appearance for our furniture sets."

Originality also means staying true to your company's philosophy and principles when designing a product, according to Mr. Ong of Merryfair. This leads to sustainability for the company.

"Don't just copy whatever is in the market," said Mr. Ong. "Every piece of furniture that we create is like a masterpiece. It has to reflect the company's core values and fundamentals. You need to design something that the company believes in. That is tremendously important. What does your company stand for? In the long run, it helps in the branding and shows the company's core. You must remember that your company is not just there to make money, but that you also want to reflect your values, and sell the same idea to the world."

Mr. Ong is not advocating companies to ignore the market direction or trends, but to avoid following market trends blindly without first considering the values that the company was made out of.

Then comes sensitivity. Sensitivity, to the three winners, means putting the consumers' needs and preferences above their own.

"We always believe that products are not designed for ourselves," Mr. Er shared. "Our R&D team needs to know the market that we are targeting as a different market will require a different design."

Apart from sensitivity to the design that the market

wants, functionality is also paramount, according to Mr. Ong.

"We believe that a chair should not only be able to sit an individual comfortably, but also ergonomically," he said. "Functionality actually shows the utilisation of the chair. Even though you may have a sleek design, if it does not function well, don't expect winning an award. It has to be a beautifully-designed product which functions according to industry standards."

Lastly, but most importantly, all three winners agree that price and affordability are ultimately—the most sensible part in creating a winning piece.

"We have an innovative R&D team that designs products to fit different interiors at an affordable price," Mr. Er said. "Besides the design of the products, we are always concerned about price point and functionality. You must use the right material to match the right price. The price, in the end, needs to be a sellable price."

For Mr. Lee, price, design and production capabilities are a package. The price must be considered carefully, but at the same time, on the production side, the products need to be something that can be produced swiftly.

"Price, design and production capabilities are all equally important," Mr. Lee shared.

At the crux of it all, being sensible with product prices seems to be the binding factor in arriving at an award-winning product. Otherwise, as Mr. Ong puts it, the product would be of no use as it would not have been able to serve the consumer—the very purpose of its existence.

"At Merryfair, we believe that a chair with excellent design and quality would be useless if it is not made available to users in the market," Mr. Ong concluded. "Therefore, we always aim to build a chair and sell it into the market at a fair price. This itself would push our product to the market and get it recognised."



*Award-winning living room set by SJY Furniture*



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# ORGANISE: FROM THE ROOTS AND UP!

by Alexandra Wong  
Furnish Now writer

How did Versalink transform from a modest family business into an award-winning systems furniture specialist with a 150,000 sq. ft. advanced manufacturing plant, 450 employees and a string of prestigious certifications? Simple: organisation is everything.

Amidst the staccato of rivet guns, uniformed workers check lines of data on flashing computer screens. Testing. Drilling. Assembly. It all happens like components of the whole—a vast grid of modern, efficient, organised production. Above employees, a cyclone ducting system draws dust out of the manufacturing floor. This is man and machine, at their combined best.





# VERSALINK: DOING IT RIGHT FROM THE BEGINNING

To a furniture geek, Versalink's manufacturing facility resembles a scene out of a futuristic movie.

Then, as if to break my spellbound state-of-mind, a cart trundles along old-school rail tracks that run down the manufacturing floor. Matthew Law, Versalink Group Chief Executive Officer, explains to his amused visitors, "We create new methods but don't abandon old ones that work, like these tracks."

He says that in an industry where there are thousands of components, organisation is "everything that makes processes more efficient, reduces wastage, reduces production lead time, helps forecast inventory of raw material, and so forth. It sounds complicated but it's not rocket science. The trick is doing it right from the beginning."



*Mr. Matthew Law,  
Group Chief Executive Officer of Versalink*



It is easier said than done, but Versalink, which began life as a veneer office furniture maker in 1991, has done it. Today, Versalink is one of Malaysia's top office furniture specialists with 450 employees and a string of prestigious awards, including BIFMA and Greenguard certified products.

A long-time Dubai customer is partly responsible for their metamorphosis: in 2005, when he saw the burgeoning popularity of systems furniture in Europe, he urged Versalink to venture into the segment. "We listened, then we did our own research and saw the future," recalls Mr. Law. "Office space is being reduced as real estate prices are skyrocketing. People spend more time at work with their colleagues. We were convinced that there was a clear connection between the design of office and working environments, company culture and the success of a company."

Office furniture is not about sticking a bunch of rigid workstations in an office anymore.

"Furniture must fulfill more complex needs in order for employees to function well," he pointed out. "We design products that enhance productivity and we strongly believe in performance by design. The beauty of systems furniture is that it can easily adapt to many different work phases."





# MURO: THE ULTIMATE MULTITASKER

Versalink's maiden venture into systems storage reflects this thinking. The ultimate multitasker, Muro is a modular office storage system that consists of multidimensional cabinets with features that respond to the individual user's requirements. It can be combined and reconfigured into a space divider, storage, TV console or even a combination of all three. Knockdown components mean Muro can be flat-packed. Because of all the flexibility that was built into the design, you can take it down and reassemble it in another location in 20 minutes, tops (*Furnish Now*: we observed this during our Muro photoshoot and it worked).

"We wanted to create a scalable product that can grow with the organisation," Mr. Law explained.

Versalink was more than keen when *Furnish Now* proposed a "makeover" to emphasise how a good design storage system can enhance work life and improve efficiency. During a photoshoot, the *Furnish Now* team did the following:



- We imagined Muro being used in a start-up company, where four diverse people occupied this corner of the office. They had to work together in synch to accomplish the group's mission.
- We noted that chaotically stored information can be costly to a company. In a modern office, nearly everything is stored digitally, but hard copy instructions can still be a great starting point for urgent tasks if the information is operationally available and well-organised in a public area.
- Given Muro's metal signage, we thought a busy manager could organise the day's tasks into a linear, dynamic process: the "Play" button begins the day with to-do lists, "Pause" signifies

the break, the downward arrow sign enhanced by a "Get it done now" post-it note denotes deadline, while the "Fast Forward" button communicates what's coming up for tomorrow's work.

- Having set out decorative planter boxes, the top shelf doubling as a snack area and blue panels that display office party photos, we noted that Muro could promote space efficiency and build camaraderie even with limited real estate.
- We visually proved that Muro's features could build a culture of energy, collaboration, and teamwork. It could allow individuals to shine, and yet perform together exceedingly well, even as a start-up company.



"Strategically, the makeover is in line with our company's rebranding initiative," Mr. Law added. "2014 is a big year for Versalink because we got listed on the Singapore Exchange (SGX.) People who attend exhibitions constantly look for something fresh. We were able to develop a product like Muro through years of understanding the industry by participating in MIFF. By combining trends with needs, Muro will hopefully excite MIFF visitors."

*Creative Direction by Victor Khoo*

*Photography by Dwayne Foong*

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Bedroom&Bedding Furniture  
Furniture Excellence Award  
MIFF 2010



Cert No. 2770

*MIFF 2015 is just 'round the corner. Check out what fabulous furniture the exhibitors have in store this time...*



### Like Stepping Into an Antiques Store

#### **Aik Chee Furniture**

Dining furniture manufacturer, specialises in antique carving designs. With this new, exquisite AC series dining set, the company has diversified its product designs beyond rubberwood by using various types of veneer MDF tops.

Mr Kelvin Tey  
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www.aikchee.com.my  
PWTC, 333



Acacia Home Furnishing



Action Furnishings



Apex Office Furniture Exporter



Anji Tianwei Steel and Plastic Products



### Out of the Forest and Into the Office

#### **Aries Furniture**

The ExClus teak with light beige set eliminates the word "boring" from the dictionary of office furniture. It is as if **Aries Furniture** has brought the entire forest to work for a truly refreshing business environment.

Ms Sandra Thein  
ariesch@pd.jaring.my  
www.reco-aries.com.my  
PWTC, 2B39



## Bedroom Set Worth the Whistle

### Best-Beteck Furniture

This gorgeous Bright Crystal bedroom set features a luxurious deep crystal buttoned detail, generous padding and chrome effect legs. This contemporary and stylish frame is beautifully upholstered in brilliant black faux leather and has solid slats for extra comfort and support padding—perfect for relaxing.

Ms Tang/Ms Ivy  
marketing@bestbeteck.com  
www.bestbeteck.com  
PWTC, 117



Chia Chi Ya  
Enterprise



Artak Design



BJ Cabinet Enterprise



AFA Furniture Dot Com



Deep Furniture

## The Bed as Art

### Decortage

Home is where the heart is. And the bedroom is where the art is; every bedroom needs the perfect, work-of-art bed. The Santana bedroom is just that.

Mr Jeffery Choo  
info@decortage.com  
www.decortage.com  
PWTC, 509



*"Designing is my hobby. If I didn't do what I do for a living—at some point when I don't do this for a living—I'll probably just do design work. I love finding really special pieces of furniture."*  
 – Ellen DeGeneres, Popular Comedienne and TV host (The Ellen Show)



## Understated Elegance

### Deesse Furniture

Simple can be elegant too. The Arco dining set is the perfect example—the combination of perfect colour tone and simple design bring out the chic tone in your furniture.

Ms Joyce Ng  
 info@deesse.com.my  
 www.deesse.com.my  
 MECC, D04



Bear Asia Furniture



CS Elegance



Bowlman Furniture



BSL Furniture Decoration



Chuan Lin Wang



## The Multidimensional, Functional Bedroom

### Gaoya Furniture Industries

Made out of E2-grade particle board/chipboard, the Ramanee bedroom set is second to none in versatility. In our modern age, the bedroom is becoming more of a multipurpose area for many people—added features help enhance its functionality.

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 www.gy-furniture.com  
 PWTC, 2A13



*"Love is the canvas covering the furniture that you've become a part of."*  
 – Josh Stern, Book author (*And That's Why I'm Single*)

## Unconventional, Redefined

### HongLee Group

It's nothing like any conventional room seen before. APRESI Vanity Cabinet, with its entire aluminium cabinet carcass and interior, breathes new life into the scene. Rust-, rot- and termite-proof, APRESI offers superiority over standard wood.

Ms Veronne Sia  
 veronne@honglee.my  
 www.honglee.my  
 PWTC, 232



Eonmetall Systems



Eastern Smart Furniture



Chueng Shine



Eurospan Furniture



Favourite Design

## Excitingly Natural

### Sweet Home Concept

This Morini bed has a headboard and footboard made of solid rubberwood, a hardwearing and warm natural material. The circle design headboard makes Morini both modern and unique. Its white-paint finish can easily match any room and colour scheme.

Ms Joyce Ng  
 sweethome@mlymail.com  
 www.sweethome.my  
 MECC, D03



*"In the future, I'll be furniture. Step on me now or sit on me later, but either way let me know how I can make you feel comfortable."*  
 – Jarod Kintz, Book author (E-mails from a Madman)



## A Softer Side for the Modern World

### Idea Style Furniture

Made of rubberwood, the Lecce contemporary dining set exudes simplicity and soft elegance, perfect for today's modern homes.

Ms Joonna Lui  
 joonna@ideastylefurniture.com  
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 MECC, E07



Furncrest



Furnilife



Glorybiz



Gamma Wood



DE Sofa Manufacturing



## YES for the Modern Executive

### Versalink

Say goodbye to traditional executive desks, because executives are getting younger by the hour and that means their offices can look chic and sassy as well. The YES Executive series from Versalink perfectly represents today's modern office, with extended collection that complements meeting tables, side return and office storage systems.

Mr Ryonn Leong  
 marketing@versalink.com  
 www.versalink.com  
 PWTC, 2B01



## From the Chairman

### Tube Home

This unique dining set is an original design by Dato' Tan Yok Chin, the company's chairman. Made of solid rubberwood, the Zegnias 7-piece dining set was uniquely designed with spacious leg room and meant for long-term daily use.

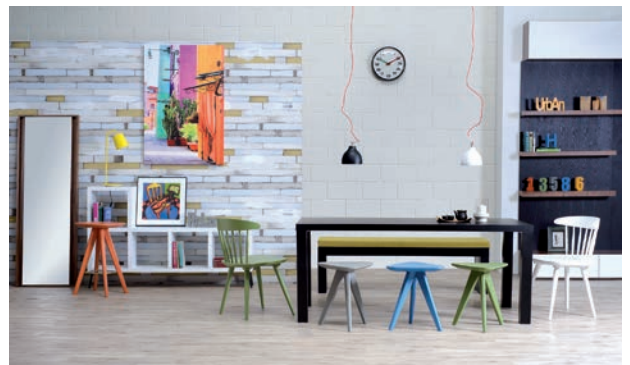
Mr Tan Kai Lim  
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www.tubehomefurniture.com  
PWTC, 4A27



CV Beta Foam  
Industrial



H D Furniture Industries



Hin Lim Furniture Manufacturer



Heveapac



Home Best Enterprise

## For the Hero in Every Kid

### Kids House Factory

Using MDF E1 standard materials, this Modern Fire Engine bed puts emphasis on safety for all children. From the LED light operated by AA battery to the 3D-designed wheels with lively and realistic features, kids can feel super while parents feel safe.

Mr Ng Wee Koon  
info@kidshousefactory.com  
www.kidshousefactory.com  
PWTC, 125



*"My ideal relaxation is working on upholstery. I spend hours in junk shops buying furniture. I do all the upholstery work myself, and it's like therapy."*  
 – Pamela Anderson, Popular Canadian-American actress (Baywatch)



## Like the Chair and Love the Ottoman

### LB Furniture

The ottoman—it's still as fantastic as it was when handed down to Europe from the Ottoman Empire in the 18th century. And this super comfortable Easy Chair collection has an optional one. Made of rubberwood material with knock-down construction, the Easy Chair has a contemporary look with contrasting cushion colours.

Ms Esther Er  
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 www.lbfurniture.com  
 PWTC, 213C



Home Upholstery Industries



Home-JS Furniture



Lencasa



Hupsheng Furniture



Infurnex Resources



## Joy to the World!

### MG Furniture

Adding cheerful colours to the kids' bedroom greatly encourages their creative and imaginative minds. **MG Furniture** aims to bolster young minds with designs sure to delight any child. These rock solid bedroom pieces are both comfortable and functional.

Mr Steph Low  
 stephlow@mgfurniture.com.my  
 www.mgfurniture.blogspot.com  
 PWTC, 4A18



*"I love building spaces: architecture, furniture, all of it, probably more than fashion. The development procedure is more tactile. It's about space and form and it's something you can share with other people."*

– Donna Karan, World-renowned fashion designer (DKNY)

## Sit to Work; Don't Work to Sit

### Oasis Furniture

The High Performance collection is devoted to drowning out distractions. This quartet of chairs not only parade under the banner of ergonomics but also offer a new sitting experience for people who have to sit for long periods of work time.

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www.oasis.com.my  
PWTC, 2B23



Procasa  
Industries



Intersit Industries



J&R Household



Inter Sofa Industries



KER Global Furniture

## Design + Technology

### Resol Group

Designed by the famed Joan Gaspar, the Gina chair was injected with fiberglass and PP using gas-assisted injection moulding technology. It was built with UV protection and is stackable, making it perfect for both indoor and outdoor use. An armchair version of Gina chair is also available.

Mr Albert Llorens  
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www.resol.es  
PWTC, 2B41





## Practically Elegant

### G-Pacific Enterprise

The power of simple and practical designs cannot be underestimated, especially when it comes to bedroom furniture. The Rio bed is a chameleon of bed set. Its Windsor bench frame, made of solid rubberwood timber and knock-down construction, can be painted in any colour and design.

Mr Kelvin Ng  
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www.gpacificenterprise.com  
PWTC, 113



Khoon Yu Furniture



Max Point Design



MWF Source



Merry Yard International  
Enterprise Corporation



Sanyan Limited



## Your Comfort Comes First

### Comfy Factor

The stress of the daily grind is tasking to anyone. But coming home to a truly comfortable bedroom makes everything worthwhile. **Comfy Factor's** business is delivering real comfort to its customers—the Stefano bedroom set is a testament to that!

Mr Samuel Lim  
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www.comfyfactor.com  
MECC, E21



## Affordable Classics

### Inspiwood

Classic quality furniture need not be expensive. Good furniture products can come at a good affordable price as well, like this Z series dining set—comfortable, functional and affordable.

Mr Daniel Goh  
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PWTC, 4A26



Panbor Furniture



Panoramic Excellence



Pure Star Synergy



Puncak Bumi Utama



Taiwan Mirror  
Glass Enterprise



Powerhouse Industries Sdn



Ramaco Bena

*"When I was 9, my parents let me take a cab to the mall all by myself. I had hardly any money to spend, but I did have a very specific list of things I wanted to do: buy cookies and sit on the furniture at Sears."  
– Leslie Mann, Famous Hollywood comedic actress (This is 40)*



Bedroom as Sleek as Glass

**Kuek Brothers Furniture**

This sleek 919 bedroom set is just alluring. The enticing high gloss design contrasted by glass will surely add an opulent charm to any bedroom. The headboard features an LED light and luxurious glass for a simple, yet attractive design—a beautiful reflection of its unique architectural elements.

Mr Tim S H Teo/ Mr Johnson Kuek  
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PWTC, 101



Safari Office System



Seng Yip Furniture



Sim Hup Seng Furniture



Soon Her Sing Industries



Sonnac



Synway Furniture Industries



Spurs Industries



VS Concept Furniture

"In a modern loft, you can't just fill a space with furniture. Each piece has to be perfect."  
 – Nate Berkus, Interior designer and U.S. TV personality (The Nate Berkus Show)

## Forest Hardwood Meets Stainless Steel

### Supreme Tropical Furniture

When Malaysian forest hardwood was fused with stainless steel materials, the "3X3 Table and Bench" was born—perfect for indoor and outdoor dining! The "3X3" legs were designed by Mfivio designer Francis Lye, MIFF 2014 FDC winner. To have a better feel of the wood material, the edge of the timber top was kept in its natural shape.

Mr Choo Ghee Kien  
 supreme@timber.com.my  
 www.timber.com.my  
 PWTC, 303



Timber Art Design



Titov



TCH Metal Furniture



Wei Feng Global



Yeu Hong Furniture Industries



Unifurn Design



Yang Guang Furniture International



VS Office Furniture Industries

# Top 5 Must-Visit Places for Kuala Lumpur First-Timers

by Alexandra Wong  
Furnish Now writer

Photo credit: Publika

*Pretty much like the evolution of MIFF (Malaysian International Furniture Fair) through the years, Kuala Lumpur (KL) is a far cry from what it was 20 years ago. In this carefully curated list, we bring you the best of reliable classics and exciting new destinations. Here are activities and attractions that let first-time visitors sample the best of our favourite city. Best of all, none of these destinations are more than an hour's drive out of KL.*

## Petronas Twin Towers

No visit to KL is complete without a picture of you standing in front of the iconic Petronas Twin Tower, the world's tallest twin towers. But don't stop at a stroll through the adjoining park and Suria KLCC, the in-house shopping centre. There's a host of other attractions here including the Petrosains museum, where you can journey in an oil drop-shaped vessel, ride in a helicopter simulator, and learn all about the petroleum and gas industry that inspired its name. Then there's the observation deck on the 86th floor for the best views of the city, and the Skybridge on the 41st floor, the world's highest double-decked skybridge. Oh, did we mention the Dewan Filharmonik PETRONAS concert hall, Southeast Asia's leading venue for classical



music? Or Aquaria KLCC, the 464,515 sq. m. home to over 150 species of marine life... we're making it really difficult to choose a destination, aren't we? Find more information at [www.petronastwintowers.com.my](http://www.petronastwintowers.com.my).

## Batu Caves

Just over 10 kilometers out of the city centre is Batu Caves, the most celebrated place of worship for Hindus. Instantly recognisable by the gilded 40-meter statue of deity Lord Murugan standing at the bottom of 272 concrete steps leading up to the main temple cave—each one is numbered, so you'll know exactly how far you've got to go. Batu Caves is spectacular to visit any time of the year. Arrive early to enjoy the cool air, colourful sunrise and a chance to see returning fruit bats. You can easily spend half a day exploring the many fascinating statues,



temples and limestone caves here. Batu Caves also offers routes of different levels for adventurous rock climbers.

## Forest Research Institute Malaysia

Just a few kilometers west of Batu Caves is the nature lover's perfect day out at the Forest Research Institute Malaysia (FRIM). More than a government-run body for tropical forestry research, FRIM offers more than 1,500 acres of natural Malaysian forest. Explore experimental plantations, botanical gardens, waterfalls, mountain bike trails and an arboreta at your own leisure, or follow pre-designed trails that range in distance and challenge. The 1.5-kilometer Salleh Trail leads you to the Malaysian Bubble Gum Tree while the Engkabang Trail takes you through





Photo credit: Publika

former wetlands and grasslands. A must-do is the canopy walk suspended between trees at approximately 30 meters above ground level, provided you don't have fear of heights! Check out [www.frim.gov.my](http://www.frim.gov.my) for more information.



## Publika

Art gallery? Shopping mall? Food haven? Defining Publika is tricky as it has enough quirky boutiques, bistros, art galleries and activities to amuse even the fussiest visitor. Differentiating itself from the sea of megamalls that dot KL's retail landscape, this multi-disciplinary space has established itself as a playground for the creative minds and played an important role in repositioning KL as a vibrant artistic hub. Come on weekends to enjoy vintage art bazaars, small-scale fashion shows, theatre shows, music gigs and community arts workshops. Visit Publika's Facebook page at [www.facebook.com/Publika.Dutamas](https://www.facebook.com/Publika.Dutamas) for more updates.

Photo credit: myBatik

## myBatik Visitor Centre

Spearheaded by batik artist Emilia Tan following the wave of home-grown artist-led initiatives to revitalise downtown Kuala Lumpur, myBatik Visitor centre is a well-designed village that doubles as a community space for art lovers and also a working hub for myBatik's in-house artists. Housed in a cool oasis of frangipani, tropical fruit trees and elegant buildings, visitors can participate in batik painting classes, explore an art gallery that showcases a revolving roster of artists, indulge in retail therapy at a batik shop and enjoy good food and coffee in a garden cafe. Classes for adults and children are available starting from RM20 upwards. Pickup service from hotels is available. Kindly call the centre for details or visit the website at [www.myBatik.org.my](http://www.myBatik.org.my). Admission is free.





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**Contact : Mr. Stephlow**  
**[stephlow@mgfurniture.com.my](mailto:stephlow@mgfurniture.com.my)**  
**H/P + 6012-410 5077**

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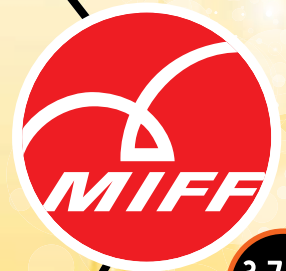


## PREPARE YOUR CHECKLIST:

- ☒ Visit MIFF website for latest updates
- ☒ Identify exhibitors to visit
- ☐ Redeem Buyers' Night ticket @ International Buyers lounge
- ☐ Look out for your favourite seminar session
- ☐ Visit MIFF FDC Design Showcase @ MECC



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