



Highlights

Download the MIFF
2014 Official App



page 2

20 First Dates

Discover MIFF Loyal
exhibitors.

page 3

Fabulous Furniture

Fab Fur is as fabulous as ever
at MIFF 2014



page 5

First Environment- Friendly Rubberwood Treatment Technology

FRIM
introduces
a research
breakthrough.
Find out more
on page 8!



page 8



MIFF Celebrates a MILESTONE!

The journey to a 20th anniversary (1995-2014)

by Ruchi Mahajan
Furnish Now writer

Malaysia has shown an astounding economic growth as an outcome of the country's liberal market policies, which provide an improved scope for entrepreneurship, trade and economic/ industrial development. Playing a pivotal role in Malaysia's economic growth, particularly in terms of the country's export revenue, is the wood-based furniture industry. The innovative and efficient nature of the Malaysian furniture industry helps the country remain competitive in this market. With its potential in continuous growth, the Malaysian International Furniture Fair (MIFF) has grown into the No. 1 Southeast Asian Furniture Fair.

Since 1995, MIFF has been bringing together furniture businesses, contract buyers, hoteliers, international chain stores, interior decorators, architects and different professionals from the furniture industry every year, thus giving an additional push to the market's momentum. Emerging from the dynamism of a competitive market, MIFF takes pride in its robust track record and

celebrates its 20th anniversary this 2014, with an aim to secure the best deals, network opportunities, visibility and new trends.

Looking back on MIFF's humble beginnings, Chairman and Founder, Dato' Dr. Tan Chin Huat reminisced: "We started on a very small scale in 1995, and have expanded seven-fold in terms of exhibitors. Venue space is a constraint here in Malaysia. Otherwise we could have gone even further than where we are now. Nevertheless, I hope that we have done something good for manufacturers in Malaysia and also for some of the companies in the region that have been with us since we started. Twenty years is so fast. Even if we can consider MIFF at the university level already, I still feel that we are not enough. We hope that the participants will continue to give us their opinions so that we can improve more. We value their input and we will try to accommodate whatever we can every year to make MIFF more beneficial to both exhibitors and buyers alike."

In 2012, MIFF joined UBM Asia. "This is one of the foresights we had; that we need to work with a giant to widen our scope," Dato'



(From L-R) Mr. M. Gandhi, Managing Director of UBM ASEAN Business, Mr. Jime Essink, CEO & President of UBM Asia, Dato' Dr Tan Chin Huat, MIFF Chairman and Mr. Chris Eve, Senior Vice President, UBM Asia

Tan said. "UBM gave us the size we needed, and we take on their strength in terms of publicity, data and many other aspects of professionalism. At this level with UBM, we hope to be more professional and specialised in order to keep our trend in attracting more exhibitors and buyers."

>> Cont'd on Page 2

Globally Recognised
The Preferred Manufacturer In Asia

HeveaPacTM
your smart partner



The Excellence Supplier
by Nitori, Japan



The Superior Supplier
by The Reject Shop, Australia



ISO 14001:2004 EMS
by JAS Australia & NZ



ISO 9001:2008 QMS
by AFNOR Certification, France



2004 Export Excellence Award
by MITI, Malaysia



Currently Supplying to:
• World Renowned Super Stores in Americas, Europe, Middle East & Asia
• Major Japanese Furniture Retailers & Home Centers
• More than 60 Countries World Wide





Indeed, MIFF 2014 is bigger and better as it welcomes more international buyers and exhibitors for its 20th anniversary milestone celebration. Karen Goi, General Manager, Furniture & Interiors, UBM Malaysia, mentioned: "Based on pre-registration records, there are many new exhibitors and visitors from different parts of the world joining the event this year. Thirty percent of the pre-registered visitors are visiting the show for the first time, and there are 34 new exhibitors for MIFF 2014. The 13 exhibiting countries for this year's show include Malaysia, China, Taiwan, Indonesia, India, Hong Kong, Singapore, Vietnam, U.K., U.S.A., Spain, Iran and Korea."

One milestone MIFF 2014 is highlighting is the newly launched MIFF mobile app. "The reason behind the introduction of this mobile app is to improve the experience of visitors," Ms. Goi said. "Once the visitors download this app, they can have the list of the exhibitors with a brief company introduction and products to add for their convenience and even meet and network with other visitor using the app." This app will list down the progress of programs that will take place during the show. It will prompt users to mark their calendars of the events that they want to attend, bookmark the exhibitors, and also take notes about certain products of special interest. Overall, the MIFF mobile app will enhance the experience of visitors and buyers alike.

MIFF's main objective has always been to provide an effective platform for furniture buyers and furniture sellers. Exhibitors are able to highlight the best of their product range to global buyers. The buyers at MIFF can find a variety of quality products with good pricing. "Through the years we have been able to attract more than 140 countries," explained Dato' Tan. "This means we have brought some 100,000 buyers to Malaysia."

Another MIFF milestone is the Forest Research Institute of Malaysia (FRIM) showcase this year to introduce a newly patented technology of environmentally-friendly technology for treating rubberwood using high temperature drying (full story on page 8). This research breakthrough has a huge impact to stakeholders of the wood-based furniture industry.

Ranked as the 10th largest exporter of furniture in the world, Malaysia holds a strong position in the global furniture industry. With large markets already in the U.S.A., Australia, and Japan, there is a tremendous growth in exports to U.A.E., Russia, Saudi Arabia and the Philippines. MIFF continues to promote Malaysia's identity in the global market to conquer new markets by creating a unique platform for connecting international buyers and sellers.

Talking about MIFF beyond 2014, Dato' Tan shared: "We look forward to achieving even more success. According to Chinese proverbs, when the horse comes, we will reap success. The horse has come as MIFF celebrates its 20th anniversary, and we hope that everybody achieves success, not only in 2014, but in the coming years as well."



Forest Research Institute of Malaysia (FRIM)

introduces a newly patented environmentally-friendly technology for treating rubberwood using high temperature drying (HTD).

FRIM Quick Facts:

-  An international wood products testing house
-  Excels in tropical forestry and forest products research
-  Offers 3rd-party testing services
-  Globally accredited and certified testing labs

Contact information:

Dr. TAN Yu-Eng/Dr. RAHIM Sudin
Forest Products Division
Forest Research Institute
Malaysia

Tel : +6-03-6279 7452
Fax : +6-03-6280-4623
Email : tanye@frim.gov.my /
rahims@frim.gov.my

MIFF 2014 Official APP

OUR PLEDGE TO MAKING YOUR MIFF EXPERIENCE BETTER!

EXHIBITORS LISTING

Find what you are looking for amongst the hundreds of exhibitors. Search by company name, location or product categories

STRUCTURE YOUR AGENDA

Either getting caught up in all the exciting sights or busy striking business deals, it is easy to lose track of time

INTERACTIVE ACTIVITY FEED + EVENT UPDATES

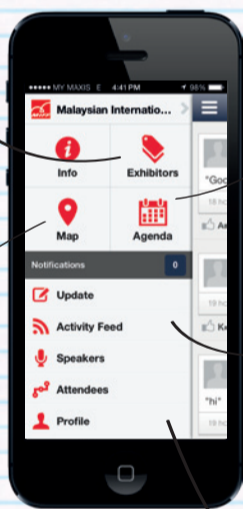
Know what is happening around you. Keep yourself updated throughout the show.

INTERACTIVE MAPS

Get the location of your favourite exhibitors with just a tap. Navigating your way through the halls would be much easier.

PROFILE AND NETWORKING

Take this opportunity to expand your professional network; Connect and share with the world your MIFF experience



EXHIBITOR'S CORNER



"We hope to get new customers. We expect something new, something different as well as to know the market trend."

Lyn Ch'ng,
Marketing Assistant Manager,
C.K. Ban Soon Lee Industries Sdn. Bhd.
Booth 4A08, PWTC Hall 4A

Download The 'MIFF' APP



EARN POINTS, TOP THE LEADERBOARD
& WIN SPECIAL GIFTS!
Join Our community!

Ask us How
MIFF Mobile App Centre
Booth 301G, Level 3, PWTC

Available on the
App Store

Download for
Android



Like us

Furnish Now
by MIFF



THROUGH THE YEARS

with **MIFF**

For the last 20 years, the Malaysian International Furniture Fair (MIFF) has grown into Southeast Asia's No. 1 furniture fair and a global Top 10 industry show. Every year, MIFF hosts more than 500 international and Malaysian exhibitors who display their latest collections and designs for bedrooms, living areas, kitchens, bathrooms, children, office, commercial foyers, hotel lounges and outdoor living. The exhibitors' yearly showcase has attracted quality buyers who buy in bulk on the spot.

These are the exhibitors joining MIFF every year. Let's see what they have to offer...

T.A. FURNITURE INDUSTRIES

Booth 201, PWTC Hall 2



Since its founding in 1982, T.A Furniture Industries has been operating as a wood-based panel system office furniture manufacturer. The company specialises in the ergonomics and modernisation of office furniture designs. Exhibiting at MIFF every year, the company recognises MIFF's role in helping exhibitors reach out to a wider international market.

"We've been with MIFF since the beginning. MIFF is important to our company. It has helped us meet new international contacts each year", shared Dato' Saw Eng Guan, Executive Director. This year, T.A. Furniture is showcasing its RTA (ready-to-assemble) office and home furniture products.



Our focus is not just on the quality and fast delivery of our products, but also the environment", Dato' Saw elaborated.

MIECO MANUFACTURING

Booth 2A25, PWTC Hall 2A



MIECO is an experienced leader in the particle board industry, not just in Malaysia but also in the Asia Pacific region. The company has been joining MIFF as an exhibitor every year, and since then their global exposure has expanded to as far as South America, especially Brazil.

"At MIFF 2014, MIECO is showcasing its environmentally-friendly particle board products", Managing Director, Dato' Seri Yong Seng Yeow, shared.

A pioneer in the particle board market in Malaysia, MIECO is looking forward to meet more international buyers at MIFF this year.

MERRYFAIR CHAIR SYSTEM

Booth 2B02, PWTC Hall 2B



Merryfair Chair System started as a components manufacturer and subsequently moved into a full-fledged office furniture manufacturer. Forty years later, Merryfair now employs more than 500 people and has direct and indirect interests in more than 120 countries worldwide.

Looking back at the company's long-time relationship with MIFF, Assistant to the Managing Director Joon Ong stated: "As this year is also our company's 40th anniversary, we are highlighting not only the company's journey, but also our visions for the future".

Sharing some key company strategies on staying ahead of the market competition, Mr. Ong elaborated: "Being a furniture company naturally means that design and differentiation is the key to distinguishing ourselves from our peers. In today's world, however, cooperation might be the key to unlock more opportunities in the market".



SOUTHERN FURNITURE

Booth 4A02 and 4A05, PWTC Hall 4A



Southern Furniture Group started its business operation in 1982 as a manufacturer and wholesaler of metal beds and foam mattresses to the whole Malaysian peninsula, together with the wooden lounge set from another factory. In 1989, the company decided to have its own line of wooden furniture and concentrated on making wooden lounge sets. Since then, Southern Furniture has been exporting not just wooden lounge sets, but also wooden beds and bedroom furniture.

Talking about the company's milestones throughout the years of joining MIFF, Senior Export Manager Soon Yen Siong shared: "When we started to export in 1989, our market was very small. The buyers were mostly brought in by agents. But after joining MIFF in 1995, our export business increased rapidly. After several years, we now export to 60 countries worldwide.



While the company has showcased a range of products in previous years at MIFF, the company's showcase this year focuses on a new range of living and bedroom furniture sets, and offers price packages for competitive markets.



ASIA TUBE



Please visit us at
MIFF 2014
PWTC Hall 2
Booth 225



OFFICE & FACTORY

Lot Ptd 34297, Jalan Wawasan 7, Kawasan Perindustrian Sri Gading, 83300 Batu Pahat, Johor, Malaysia.
Tel : 607 - 455 8855 (Hunting Line) Fax : 607 - 455 6755 / 455 6955

Email : asiatube@asiatube.com.my
Website : www.asiatube.com.my

**DÉCOR TREND INDUSTRIES**

Booth 302 and 321, PWTC Hall 3



As a company specialising in bedroom furniture, Décor Trend Industries considers design and price as key to success. The company believes that customers do not have to pay a high price for trendy furniture design. "We believe that each furniture item we designed and manufactured should be priced affordably. This is one of our company's key strength and this is why we are one of the most successful RTA panel furniture producers in Malaysia", shared Chin Eu Wai, Managing Director.



Talking about the company's showcase at MIFF 2014, Chin Eu Wai further explained, "Last year we launched 5 adult bedroom collections and 2 kids' bedroom collections. We were overwhelmed with the huge success! Therefore, this year, we are showing 10 adult bedroom collections and 4 kids' bedroom collections." Décor Trend believes that investing in their customers is important.

G-ORIENT INDUSTRIES

Booth 4D12, PWTC Hall 4D



Recognising the opportunity to introduce more advanced hardware and fitting technology to Malaysian furniture manufacturers twenty years ago, G-Orient Industries brought expertise from Singapore and moved to Malaysia. Before that, furniture products in Malaysia were assembled in a single-piece manner. G-Orient brought in the multiple-piece assembly system.

Since then, the company has been importing new technology in the 'hardware and fittings' arena from the rest of the world to Malaysia. Looking back on the company's history with MIFF, Soon Yit Siang, Managing Director, shared: "We were with MIFF since the beginning. MIFF has been crucial in providing the platform for us to meet buyers."

At MIFF 2014, G-Orient showcases the latest from its Research and Development department. "With newer technology always coming up, this industry is becoming increasingly modernised and automated," added Mr. Soon.

**LATITUDE TREE FURNITURE**

Booth 327, PWTC Hall 3



Latitude Tree specialises in the manufacturing and sale of wooden furniture and components, particularly rubberwood furniture. The company has carved out a strong niche in the household furniture segment, specifically dining and bedroom sets. From its humble beginnings as a manufacturer of chairs for dining sets in 1988, the Group has grown into a complete high- and medium-end dining and bedroom sets manufacturer. "We took the opportunity to expand and grow our products range from dining chairs to complete high- and medium-end dining, living room and bedroom sets," shared Esther Lew, Marketing Manager.

This year at MIFF, Latitude Tree is showcasing furniture made from sustainable resources, such as wooden furniture from plantation woods instead of from the forest. "We will feature products with designs that are widely accepted and suited in different parts of the world. In line with the current busy and compact lifestyle, we have also incorporated "multi-function" and "space saving" concepts into our new products.

FELLA DESIGN

A12, MECC Hall A



When three friends came together and ventured into the renovation and furnishing business, Fella Design was born. In 1988, the company changed direction to settee manufacture and retail, which became its business mainstays throughout the years.

Fella Design is now a household name, with more than 15 showrooms in virtually every major city and town in Malaysia.

"By joining MIFF, our company benefited from the increased media and market exposure. Our special thanks goes to Dato' Dr Tan Chin Huat because he always invited our company to exhibit at MIFF," shared Operations Manager, Manivanan Madhavan. "



For MIFF's 20th year, Fella Design is looking forward to display its new product lines at the exhibition, with a special focus on new designs and colors. "This year, besides our usual product lines, we might exhibit our new compact furniture with specialised mechanisms," Mr. Madhavan said.

EXHIBITOR'S CORNER

"We expect more people coming in. We are launching new colours for our melamine-laminated wood panels and we hope to get direct feedback from customers."



Parthiban Ramachandran,
Marketing Executive,
Green Panel Products
Booth 4B08, PWTC Hall 4B

WHERE
EVERYTHING
INSPIRES!

Is it possible to plan a
**100% performance
workplace?**

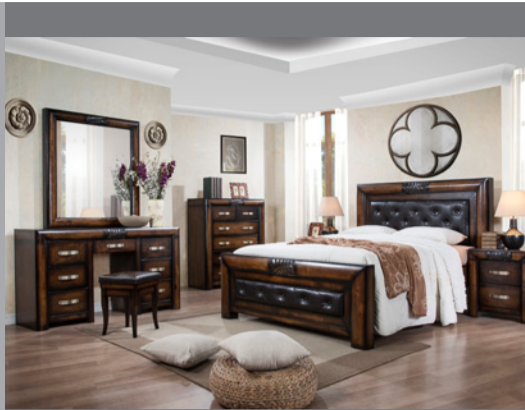
Design & Plan
with BUROSC



Arrow Power

The charming appeal and neat design of Sonita Bed that we have on display this year is sure to steal buyer's attention away. The Victorian ornaments accentuate traditional glamour, whereas the modern look of orderliness makes it a perfect fit for a glamorous bedroom! The exquisite designs and finest materials shaped by the hands of quality craftsmen will add a unique touch of luxury to any bedroom. This year at MIFF, we are offering glamorous and innovative designs coupled with quality manufacturing – all that, at an exceptional value!

Booth 4A23A, PWTC Hall 4A



Decortage

The Paris Bedroom set will surely give any buyer more than one reason to stay in the bedroom a little longer! At MIFF 2014, the smooth beauty of this elegantly displayed set is just perfect to fit any bedroom decor. Buyers wishing to pump up their bedroom style and enhance the warm comfortable atmosphere will surely stop and take a second look. This beautifully designed bed, complemented by adorning mirrors and chests, lends an appeal of sophistication. We specialise in providing glamorous options for those seeking rustic wooden furniture with a blend of modern fashion.

Booth 509, PWTC Hall 5
www.decortage.com



Oasis Furniture

Relax into your work or your favorite project with our stylish and comfortable ergonomic chairs. Those who spend a good deal of time sitting in an office chair can zap the discomfort that comes with long working hours with delightful options offered by our Infinito & Infinito everywhere series from our Burosc range. These chairs are available in a variety of styles all meant to support your lumbar, arms, and back. Quite simply, these chairs are no less than a long-term investment for a healthier spine and back. These chairs are tailored for formal work and designed on the belief of "when you feel good, you will perform well."



Booth 2B23, PWTC Hall 2B
www.oasis.com.my

ELK Furniture

The bedroom showcase is all set to jazz up the bedroom glamour with its uncluttered appeal. This year, our collection boasts individual character and unique designs. We have your needs in mind to match the decors of your home. Our showcase range for MIFF 2014 (made of MDF rubberwood, veneer and solid rubberwood) puts the company's best foot forward in its dedication to lifestyle bedroom sets. The collection's contemporary theme is surely an eye-catcher, with running lines that really entice – perfect for those who want to give their bedroom a facelift!

Booth 109, PWTC Hall 1
www.elkfurniture.com.my



Omega Sofa

Eucharis is designed as a lifetime companion to cherish precious moments with your loved ones. This exceptionally comfortable piece of upholstery leather sofa creates a luxurious seating arrangement. Made of high performance leather, Eucharis offers low-maintenance care and a friendly choice for modern homes. With more than 15 years of experience specialising in design and development, our company has an extensive range of products that translate superlative comfort and style to glam up your home!

Booth 113, PWTC Hall 1
www.omegasofa.com



EXHIBITOR'S CORNER



"We expect to get new clients and expose Malaysia to new colours. Last year we promoted charcoalburn colour for our dressing table and it was very successful. This year we are introducing the blueberry colour."

– Ely Tio, General Manager,
Chinfon Furniture Industries Sdn. Bhd.
Booth 118, PWTC Hall 1

urs
LTHY
SEATING



Website: www.burosc.com | Email: miiff@oasis.com.my



Gotta to find out more about **100% performance workplace?**

Why not visit us at

**OASIS FURNITURE
HALL 2B-23!**



AFA Furniture.com

The Lynx Bunk Bed makes it easy to bring style and functional sleeping space to every home. This bed truly reflects our commitment to provide the best combination of sturdiness and comfort to our customers. Its practical load-ability and easy-to-assemble features make this bed a great choice for adults and kids. As a company, we value the buyers' time. We demonstrate this by offering fast delivery to make sure they get the right choice at the right time without compromising quality. Our booth at MIFF 2014 highlights a wide range of youth and adult furniture, including the Cosmos, Sun and Stellar Double Bed Series.

Booth 4B03, PWTC Hall 4B
www.afafurniture.com

Décor Trend

The Roza series helps simplify bedroom decorating plans. This excellent assortment of bed, storage unit and side table helps create the right look for a stylish and relaxing space. For MIFF 2014, we came up with innovative and contemporary variety in both adults' and kids' bedroom collections. With over two decades of experience in the furniture industry, we continue to offer our customers an easy solution to create a mix of classiness and splendor to their home decors.

Booth: 302-321, PWTC Hall 3
www.decortrend.com



Particle Board and MDF with PU paper. These come in practical designs that don't just tickle every child's imagination, but also make them feel most comfortable within their very own customised space.

Booth 501, PWTC Hall 5
www.fairpsb.com

Fair Production

Our space-conscious and colorful solutions with delightful designs offer a fantastic choice to re-invent the decor of kids' bedrooms. We specialise in offering wide varieties in kids' furniture from bedroom sets, study desks and tables, to storage stools, racks, cabinets, writing tables and much more! This year at MIFF, our showcase products are crafted with

Wasaniaga

Our simple yet fresh bedroom design is perfect to keep you rejuvenated by creating a comfortable environment! No matter what your style is – classic or bold – with its soothing shade and timeless beauty, this comfy bed offers the finest choice for your home furnishings. In addition to the range of bedroom sets, We offer gardening furniture as well. Our company aspires to deliver a unique combination of unsurpassed quality, service, style and value to its customers worldwide. Go ahead and inspire your decor with our unmatched combinations.

Booth 102, PWTC Hall 1
www.wasaniaga.com



SMT Stone World

While specialising in marble dining tables, we are highlighting RC818 – a decently designed dining set with natural marble and wood with Asia classic design. This exquisitely beautiful dining set is an elegant choice for those looking to find eye-catching designs at affordable prices. The glittery marble finished top comes in oblong and rectangular shapes. The variety of color and veining attempting to reproduce the beauty of marble also provides greater selections for customers. In addition to the marble dining tables, we also offer marble top garden tables, marble top coffee tables, decorative side tables and cabinets of various sizes.

Booth 240, PWTC Hall 2
www.srimartek.com



Vistawood

It's time to sweep your baby off to dreamland with our comfy crib! Made of solid wood materials, this multi-function baby crib can be used by newborns and toddlers. Convertible to toddler bed and sofa, this crib plays with both classic and contemporary forms. Solid construction offers excellent safety whereas the slim side gives the crib a light and airy feel. Fixed side rails make it the safest and sturdiest option, perfect to keep the modern parents at ease. We continue to delight parents with modern designs and best value for money. Browse through our bedroom sets consisting of wardrobe, dresser and changers to find a perfect match for your precious bundle of joy!

Booth 107, PWTC Hall 1
www.vistawood.com

WOOD FRIENDS
www.woodfriends2u.com

WOOD FRIENDS SDN BHD (915490-V)
31, Jalan Kasuarina 8/KS7, Bandar Botanic Capital,
41200 Klang, Selangor Darul Ehsan.
Tel/Fax: 03 3318 8666
H/P : 016 262 0930 (Adrian) / 016 262 0931 (David)
Email : woodfriends@gmail.com



Synthetic Rattan

- Powder-coated iron steel or aluminum frame.
- PE rattan with UV-resistant.
- Cushion with waterproof fabric and high density sponge.

Booth No.
**MIFF
Hall D 01
(MECC)**



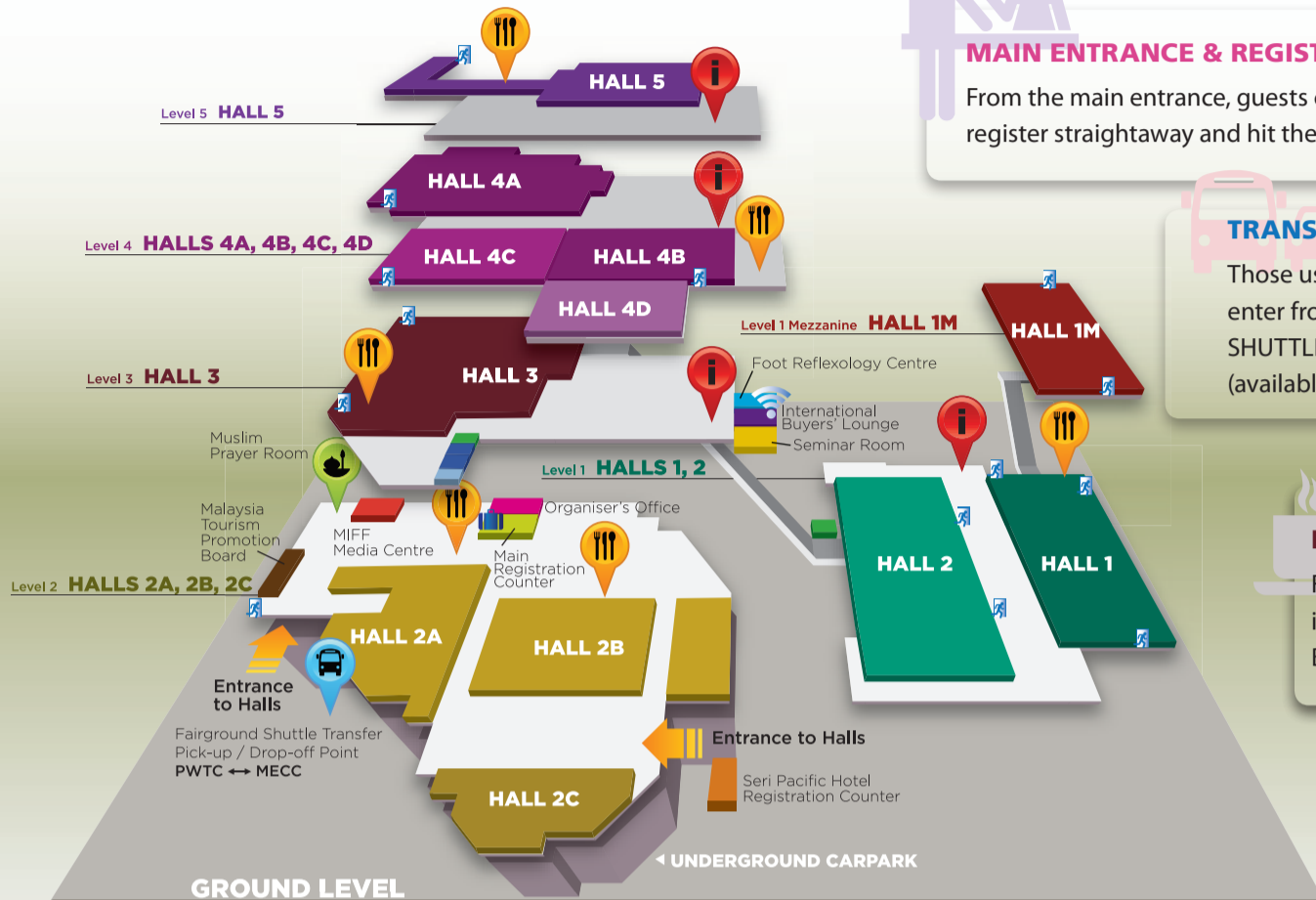
Day 01 ■ 04 March 2014
PWTC & MECC

furnishnow
The official show news of the Malaysian International Furniture Fair

07

GETTING AROUND *Your infographic guide to MIFF 2014*

Putra World Trade Centre (PWTC)



MAIN ENTRANCE & REGISTRATION
From the main entrance, guests can register straightaway and hit the ground

LUGGAGE COUNTER
Where guests can store luggage, book air tickets or sign up for local tours

TRANSPORTATION
Those using public transport would enter from the entrance next to the SHUTTLE to MECC pick-up/drop-off point (available 9:30 am to 5:30 pm)

LEVEL 3 Press Board
Check out the anniversary gallery, showing 20 years of MIFF

LOUNGE
Find comfort and free wireless internet at the International Buyers' Lounge (IBL)

FOOD and BEVERAGES
Have a gastronomic adventure at MIFF 2014. Riverside Restaurant is next to the registration counter. Check out Hall 1 cafeteria for local dishes

| PWTC | MECC |
|--|---|
| ► Riverside Restaurant Opposite Hall 2A, Level 2 | ► Burger King Hall E |
| ► Hall 2B Savoury Counter Entrance of Hall 2B, Level 2 | ► Pizza Hut Between Hall A and Hall B |
| ► Hall 3 Savoury Counter Linkway from Hall 3 to Hall 2, Hall 1 and Hall 1M, Level 3 | ► Food and Beverage Trader's Cafe Hall B Ground Floor |
| ► Garden Restaurant Hall 4B, Level 4 | ► Chef & Brew Hall C, Level 1 |
| ► Hall 1 Cafeteria Hall 1, Level 1 | |

- LEGEND**
- Organiser's Office
 - Malaysia Tourism Promotion Board
 - Registration Counter
 - MIFF Media Centre
 - Foot Reflexology Centre
 - International Buyers' Lounge
 - Seminar Room
 - Exhibitor's Service Centre
 - Meeting Room
 - Editorial Room
 - Information Counter
 - Fairground Shuttle Transfer
 - Restaurant/Café/Savoury Counter
 - Luggage and Travel Info Counter
 - Emergency Exit
 - WIFI Area

MATRADE Exhibition & Convention Centre (MECC)



MUAR FURNITURE ASSOCIATION
Halls D & E are designated as MUAR HALL, in honour of Malaysia's famous furniture town

MIFF FURNITURE DESIGN COMPETITION SHOWCASE
Checkout the rock stars of the Furniture Design Competition 2014 at Hall B

MÖBELMARKT

interiorfashion

material+technik

Bambini

küche+bad

MÖBELMARKT multichannel

MÖBELMARKT online

MÖBELMARKT.TV

CRP CONSULTING

RSM

From Germany for the (furniture) world

RITTHAMMER

media group

Phone +49 911 95578-0
E-mail media@ritthammer-verlag.de
www.moebelmarkt.de, www.ritthammer-consulting.com, www.material-technik.de, www.rsm.de



Forest Research Institute Malaysia Introduces

First Environment-Friendly Rubberwood Treatment Technology

by Gloria D. Gamat
Furnish Now editor



Forest Research Institute Malaysia (FRIM) has successfully developed and patented a green technology for treating rubberwood using high temperature drying (HTD). HTD is a process that eliminates the use of borates, enhances timber stability and cuts down the processing time from about two weeks to one to two days. The overall operation involves only a single stage procedure whereby the green rubberwood is converted to dried lumber for further downstream manufacturing.

We recently talked to Dr. Tan Yu-Eng, Head of Advanced Processing and Design Programme of the Forest Products Division at Forest Research Institute Malaysia (FRIM), to tell us more about this new technology.

Furnish Now: What is the new borates-free treatment product for rubberwood developed by FRIM all about?

Dr. Tan Yu-Eng: The HTD technology was developed and refined over the past 10 years by FRIM researchers, Mr. Choo Kheng Ten and Dr. Sik Huei Shing, who embarked on the project in response to the European Union's (EU) call for some wood treatment chemicals, particularly borates, to be assigned to the "Repro-toxic Category" under the Dangerous Substance Directive 67/548. FRIM has obtained the patent for the HTD technology from the United States in March 2013, and Malaysia in October 2013. The institute has also filed for patent in six other countries, namely Singapore, Thailand, Vietnam, Indonesia, China and India. FRIM introduced the HTD trade mark (HTD™) under the code of practice (COP) for its subscribers to ensure that the enhanced properties attained during the application of the process would be reflected in the intended products. The FRIM HTD™ represents the brand of quality, environmentally-friendly high temperature treated timber and in compliance with international environmental and safety regulations and standards. Apart from rubberwood, the application of HTD to other low to medium tropical timbers is being explored by FRIM and ALPS.

Furnish Now: What are the key features of the technology? How does it work?

Dr. Tan Yu-Eng: The key features of the technology is the High Temperature Kiln-Drying System together with the "schedule" or "recipe" to dry. The end-product is of course the HTD rubberwood.



FRIM HTD team won the National Innovation Award 2013

Furnish Now: What are the advantages of this new borates-free treatment product for rubberwood, over other products existing in the market?

Dr. Tan Yu-Eng: This technology eliminates the application of the standard Bethell chemical treatment process, which impregnates borates into the rubberwood prior to conventional rubberwood drying. The overall operation involves only a single-step procedure and the processing cycle time is reduced by more than 80% of the existing two-step process. The quality of HTD™ treated lumber is generally enhanced, with improved dimensional stability when compared to lumber produced by conventional methods. The system allows "just-in-time" production that leads to lower inventory cost.

Furnish Now: What would be the industry impact of this technology, not only in Malaysia, but in the rest of the world?

Dr. Tan Yu-Eng: More than 90% of the drying mills in this region use the conventional steam-heated system at temperatures below 80°C, and the wood has to be treated with preservatives such as borates to prevent fungi and pest attacks. Rubberwood furniture accounts for more than 80% of Malaysia's furniture export. Rubberwood, on the other hand, constitutes nearly half of all timber used in the manufacturing of furniture in Asia. There are two key industry impacts with the introduction of this new technology: 1) The accelerated drying time is the major selling point to the rubberwood industry. Our feedback shows that many players value this greatly, especially from the commercial sense; and 2) The fact that HTD technology offers a one-step solution to the country's (if not region's) rubberwood furniture manufacturers and timber trade over increasingly stringent requirements for environmentally-friendly products imposed by various developed countries.

Furnish Now: When will this new product be available in the market? Are there any challenges you are foreseeing ahead?

Dr. Tan Yu-Eng: After 10 years of active experimentation and market trials, not to mention recognition earned through winning numerous national and international innovation awards, the new product (i.e. High Temperature Dried Rubberwood Sawn Timber and its HTD Drying System) is now ready for the market. Since its official launch at the FRIM in January 2014, the product and system have attracted serious enquiries from local and international players. Some enquiries came as far as from China, Thailand and Korea. Being new and a technology that involves a high temperature in drying, there is a need to adhere to strict COP, which some players may consider "troublesome". Nevertheless, for market leaders, they are aware that such COP is a prerequisite for quality assurance, which is essential for the manufacture of high quality products nowadays. Furthermore, such COP also ensures that the products remain "green" throughout the manufacturing process.



UBM Malaysia

A-8-1 Hampshire Place Office,
157 Hampshire, 1 Jalan Mayang Sari
50450 Kuala Lumpur, Malaysia.

Tel : +603-2176 8788

Fax : +603-2164 8786

Email: info@miff.com.my

Website: www.miff.com.my

United Business Media (M) Sdn Bhd disclaims any liability for errors or omissions and responsibility for the reliability or legality of the materials provided on this publication.

furnishnow
The official show news of the Malaysian International Furniture Fair

EDITORIAL TEAM

Creative Content Director : Matt Young
Chief Editor : Gloria D. Gamat
Project Manager : Hannah Nguyen
Designers : Winson Chua, Edison Tan
Writers : Ruchi Mahajan, Alexandra Wong, Chin Pei Ling, Diana Uy

Published by:

media MICE
Nimble media makers for you

Media MICE Pte. Ltd.

6001 Beach Road, #19-06
Golden Mile Tower, Singapore 199589
Tel: +65 6679 1196 Fax: +65 6298 6316
Email: enquiry@mediamice.com
www.mediamice.com



aafurniture.com

MIFF 2014

Venue : Putra World Trade Centre (PWTC)
Hall : 4B, Booth No : 4B03

