

MALAYSIAN
INTERNATIONAL



FURNITURE
FAIR

furnis

now

Dec
2018

The official magazine of the
Malaysian International Furniture Fair

Cover Story

Mattresses From Malaysia to the World

page 14

Spotlight

Getting to Know the **People**
Behind the **Furniture**

page 9

Special Report

Making **Spaces**
Work for People

page 36

CONTENTS



03 A Great Night of Gratitude MIFF 25th Anniversary Exhibitor Appreciation Dinner

MIFF honours loyal exhibitors at the MIFF 25th Anniversary Exhibitor Appreciation Dinner.

09 Spotlight: Getting to Know the People Behind the Furniture

Delve into the histories of three companies and learn about their stories of finding success in the highly competitive furniture industry.

14 Cover Story: Luxury Sleep, Makers of Quality Mattresses in Malaysia for the World, Debuts at MIFF 2019

In Malaysia, a home grown mattress manufacturer has been making its presence felt not only locally, but also in partnership with renowned mattress brands around the world.

21 Fabulous Furniture

Can't wait until MIFF 2019? Check out Fabulous Furniture for inspiring designs from MIFF exhibitors. From sleek office furniture, to modern dining concepts and elegant bedroom sets, these designs are truly fabulous.

36 Special Report: Making Spaces Work for People

Furnish Now talked to three leaders in the Malaysian furniture industry to discuss innovative ABW furniture designs, that not only enhance productivity but well-being as well.

Letter to Readers

Looking forward to MIFF 2019

Each year, MIFF grows – not only is our signature event drawing more buyers from around the world than ever before, it also continues to break sales records. And as 2018 comes to an end, it's amazing to reflect on how much MIFF has changed – from humble beginnings to a furniture show that is renown worldwide.

In this issue – and as we build up to MIFF 2019 – we take an in-depth look at some of our exhibitors and their designs. In our *Cover Story* (page 14), we go behind the scenes with Luxury Sleep, a leading Malaysian mattress manufacturer making its debut at MIFF 2019. The company prides itself on dedication, precision and trustworthiness, and is looking forward to forming relationships with the global market that MIFF attracts.

This issue also has a wealth of information for inspiration, advice and trends. Check out these stories:

For a preview of the exciting designs that will be showcased at MIFF, check out our Fabulous Furniture section (page 21). From office to home furnishings – and everything in between – we are thrilled to highlight furniture from these exhibitors in this very special section.

The office environment is evolving – with more focus on collaboration than ever before. Learn more about how this trend ultimately affects furniture design, creating new ideas for workstations and meeting areas in our *Special Report* (page 36) on activity-based workspaces.

But success is not just about the furniture – it's also about the people behind the designs. Our *Spotlight* section takes a look into the inspiring history of three Malaysian furniture companies. Check out page 09 to get to know the people behind the furniture.

And if you missed the MIFF 25th Anniversary Exhibitor Appreciation Dinner – don't fret. We've got all the details from beginning to end in our MIFF Update on page 03. (In this story, we also learn that for MIFF 2019, more than 650 companies from Malaysia and around the world are expected, with an anticipated 20,000 visitors from more than 140 countries and regions.)

We hope that you enjoy this issue and we look forward to seeing you at MIFF 2019! We appreciate your continued support.

Best wishes,
KAREN GOI
General Manager, MIFF
UBM Malaysia

PUBLISHED BY:



UBM

UNITED BUSINESS MEDIA (M) SDN BHD

Suite 5-01, Level 5, Sunway VISIO Tower,
Lingkaran SV, Sunway Velocity,
55100 Kuala Lumpur, Malaysia.
Tel : +603 9771 2688
Fax : +603 9771 2799
Email: info@miff.com.my
Website: www.miff.com.my



MEDIA MICE PTE. LTD.

6001 Beach Road, #19-06
Golden Mile Tower, Singapore 199589
Tel: +65 8186 7677
Fax: +65 6298 6316
Email: enquiry@mediamice.com
www.mediamicem.com



The official magazine of the
Malaysian International Furniture Fair



A Great Night of Gratitude MIFF 25th Anniversary Exhibitor Appreciation Dinner

by Joanna Lee
Furnish Now writer

It was a night of glitter and glamour – and most of all, of happiness – honouring all of MIFF's loyal exhibitors at the MIFF 25th Anniversary Exhibitor Appreciation Dinner. The event was held at the MySpace Ballroom at the Malaysia International Trade and Exhibition Centre (MITEC), and the guests came decked out in their beautiful, feathered fineries and dashing outfits for the "Great Gatsby" themed dinner.

The night kicked off with the grand entrance of the VIPs and loyal exhibitors marching into the ballroom. Present were the guest of honour Minister of Primary Industries Teresa Kok, UBM Group Managing Director (ASEAN Business) and Vice President (Asia) M. Gandhi, Muar Furniture Association (MFA) President Keh Wee Kiat, Malaysian Timber Council (MTC) Chairman Datuk Low Kian Chuan, MIFF Founder and Chairman Dato' Tan Chin Huat and MIFF General Manager Karen Goi. As soon as the guests were seated, the emcee Esther Tan welcomed everyone, while 1920's styled dancers energised the ambience during dinner service.

MIFF's Best Achievements to Date

Now the largest furniture fair in Southeast Asia, with buyers attending from 140 countries and regions, and

one of the top 10 furniture trade shows worldwide, MIFF founder and chairman Dato' Dr. Tan Chin Huat spoke about MIFF's humble beginnings in 1995. He shared that MIFF's objective is to continue to be a platform for Malaysian furniture exporting – and sales from MIFF account for 40 percent of the revenue from the country's overall furniture export.



"This year, in March, MIFF achieved a sales of USD984 million, surpassing its record USD940 million achieved in 2017 in one of its best shows to date.¹ MIFF has come a long way from 152 local exhibitors with just two halls in PWTC when it started in 1995," said Dato' Tan.

"For MIFF 2019, we're expecting 650 companies from Malaysia and other countries. The exhibition will take up 100,000-square-metres and 18 halls with an anticipated 20,000 visitors from more than 140 countries," he said.

The key lesson in the last 25 years is that we must remain relevant by meeting the needs of exhibitors and buyers.

– Dato' Tan Chin Huat

Dato' Tan also announced that MIFF has achieved recognition since year 2000 from the Global Association of the Exhibition Industry (UFI), a body which audits and approves of high quality exhibitions around the world.

Looking toward the future, he says MIFF will continue in its objective to "remain as it was when it first started – to help exhibitors find international buyers and increase the export of Malaysian furniture into the world."

Dato' Tan also reminded the exhibitors of what they'd learnt from organising a successful exhibition: "The key lesson in the last 25 years is that we must remain relevant by meeting the needs of exhibitors and buyers."

"MIFF is a not-to-be-missed event in global furniture trading. I'm saying this not because I want your rental at this exhibition. The last 25 years has been prosperous and mutually benefitted us – and our trade has been proof of this," he said, speaking of the loyal exhibitors whose businesses have grown internationally along with MIFF throughout the years and since its beginning.

"On behalf of our organisation, I'd like to thank you for your support over these 25 years. Without you and without your support, there wouldn't be this day," Dato' Tan said.

Muar Furniture City Shines

Muar Furniture Association (MFA) President Keh Wee Kiat took the stage next. He thanked Madam Teresa Kok, saying, "Without support from the government, Malaysian furniture wouldn't have performed well and or been sustainable for all these years."

In April 2018, Muar was declared as the "Furniture City of Malaysia" by the government, which was an acknowledgement of Muar's driving capability in supplying up to 70 percent of Malaysia's furniture exports to over 160 countries, including major markets like the United States, Singapore, Japan, Australia and the UK, contributing towards the RM23.4bil furniture industry in Malaysia.²

Come MIFF 2019 in March, Muar's furniture showcase will be a highlight during the exhibition's silver jubilee.

"MFA and MIFF have been strategic partners since 2013, and MIFF is the best channel for Malaysian companies to reach the worldwide market and become global suppliers," Mr. Keh said.

He added that the trade show presents an extensive showcase for international buyers to view the best furniture products from Muar, reminding exhibitors of the opportunities present for all at MIFF.

Mr. Keh extended an invitation to the minister to visit the Muar furniture hall at MIFF 2019 which will be held at MITEC.

"We Need Each Other to Reach Greater Heights"

The hall was all ears as Minister of Primary Industries Teresa Kok shared her thoughts about MIFF and the furniture industry in Malaysia, turning her attention on the vital role that exhibition organisers play in the furniture industry.

"To organise an exhibition, the exhibitors also need to take risks," she said, acknowledging it is no easy task to organise an exhibition, especially one that aspires to reach international standards as MIFF has.

"Listening to Dato' Tan and Mr. Keh's speeches, it shows that we all need each other. If you want to grow



to greater heights, both sides need to work together," she said. "This is because you need somebody to organise an event that brings in the foreign investors and buyers that makes our furniture industry great. That's how you promote your product – both need to work together."

Madam Teresa Kok also lauded the exhibitors and the industry for coming this far since the days of the international campaign against tropical timber in the 1970s.

"It's okay if we did not make huge profits at first. What's more important is that Malaysia is able to produce furniture products that reach the international market. Now, we're one of the top 10 furniture exporters in the world," she said to the exhibitors' applause.

"All of you in the industry should be proud of yourselves, as much as Malaysians are proud of this achievement," she said.

Marketing is Important

"Have you asked yourselves, what makes you successful?" asked Madam Kok. "Yes, the world needs furniture, but marketing is equally as important. Exhibitions like this are important. A grand, nice hall like this is also very important because this would affect buyers who will come and appreciate your beautiful

designs," she said.

The furniture industry contributes toward the total export of timber and timber products with the export value of RM10.1 billion in 2017. Wooden furniture contributed RM8.06 billion as outlined in the National Timber Industry Policy.

"It is envisaged that export earnings from the furniture industry will reach RM12 billion by 2020," said Madam Kok. "Recognising the significant contributions of the furniture industry to the nation's economy, the government will give more emphasis to higher value-added downstream activities, in particular, the furniture industry."

Madam Kok also took the opportunity to address the ongoing conflict between upstream and downstream industries (related to the banning of rubberwood exports in July 2017 to maintain its sustainability). Profits have been reduced for those trying to export wood and unhappiness was recorded by the exporters, while furniture manufacturers did better.

She hoped that the timber industry and the furniture industry can work out an amicable solution so that the former would not resort to exporting more rubberwood out of the country (illegally). She suggested that the furniture makers make concessions to let go a little more of the incentives



from their profits to help the upstream timber industry.

The export of rubberwood has depleted the resources for consumption, and the need for importing wood material would incur more costs and this, she said, will cost the furniture industry more overall. "Let's work it out together so that we can survive together," she urged.

Addressing the survival and continued success of the furniture industry, she said: "Malaysian furniture manufacturers must continue to focus on producing higher value-added products in design, functionality

In terms of marketing opportunity, there is much to gain at the MIFF trade show as it is the most cost-effective way to find new customers and broaden the business network.

— Madam Teresa Kok

and break conventions which would gradually lead to a higher value."

She also lauded the trend of using technology for smart manufacturing to raise quality, cut production time and replace low-skilled jobs.

"In terms of marketing opportunity, there is much to gain at the MIFF trade show as it is the most cost-effective way to find new customers and broaden the business network," said Madam Kok.

She also noted how MIFF has stepped up its efforts to help nurture young talent and give them real market opportunities through the MIFF furniture design competition.

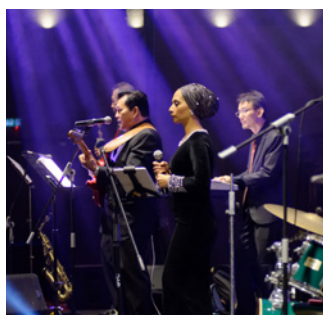
Business Opportunities in Sabah

Finally, Madam Teresa Kok urged furniture makers to consider helping Sabahans grow their furniture industry. This is amidst the European Union's decision to ban all palm oil products from Malaysia, incurring a potential loss for the country. Sabah has a wealth of tree plantations that are sustainably grown and apart from palm oil, they too, can develop their furniture manufacturing industry.

"If you hear of any investors from China or other countries, do introduce them to Sabah and tell them there's plenty of wood and manpower there."

The new government, she said, is trying very hard to develop the state's economy.

"Maybe you might want to set up another branch in Sabah," she said, making mention of the POIC Lahad




Datu which is a port location set up by the government to attract international investments, with ease of trading access to countries like South Korea and Japan.

She invited anyone who is keen to meet with her and Sabah's chief minister when they are in town for parliamentary sessions to discuss further opportunities.

She congratulated MIFF before closing: "Twenty-five years is quite an

achievement, especially as a globally renowned furniture trade show. MIFF has shown itself to be an effective export platform for local furniture companies to expand their business and global footprint. From what I see tonight, MIFF has built a good relationship with the local furniture manufacturers because I see so many come from Muar Furniture City," she said. "I'm confident that these are enduring ties between the two

parties which will result in stronger partnerships and boost for more exports in the future."

The highlight of the night arrived when all exhibitors who have participated in MIFF between 10 and 25 years were awarded. The ceremony ended with a bang of confetti, after which the evening continued with delightful songs serenaded by a versatile jazz band and sweet desserts to end the night. 

LIST OF MIFF LOYALTY AWARD RECIPIENT (MIFF EXHIBITORS)

NO	COMPANY NAME	EDITIONS	NO	COMPANY NAME	EDITIONS
1	BOSTON OFFICE FURNITURE SDN BHD	25	60	SERN KOU FURNITURE SDN BHD	15
2	EURO CHAIRS MANUFACTURER (M) SDN BHD	25	61	SOON HER SING INDUSTRIES (M) SDN BHD	15
3	EUROSPAN FURNITURE SDN BHD	25	62	YEO AIK WOOD SDN BHD	15
4	GREEN RIVER WOOD & LUMBER MANUFACTURING SDN BHD	25	63	ARTMATRIX TECHNOLOGY SDN BHD	14
5	LATITUDE TREE FURNITURE SDN BHD	25	64	BOWLMAN FURNITURE SDN BHD	14
6	MERRYFAIR CHAIR SYSTEM SDN BHD	25	65	ELK-DESA FURNITURE SDN BHD	14
7	MIECO MANUFACTURING SDN BHD	25	66	GREEN PANEL PRODUCTS (M) SDN BHD	14
8	SENG YIP FURNITURE SDN BHD	25	67	JIN PROFIT MANUFACTURER SDN BHD	14
9	SENI DAYA WOODS INDUSTRIES (M) SDN BHD	25	68	SEOW BUCK SEN FURNITURE (M) SDN BHD	14
10	SOUTHERN FURNITURE SDN BHD	25	69	TECK SENG INDUSTRIAL SDN BHD	14
11	TUBE HOME (M) SDN BHD	25	70	TRISWIFT DESIGNS SDN BHD	14
12	FELLA DESIGN SDN BHD	25	71	YUKI FURNITURE INDUSTRY (M) SDN BHD	14
13	LB FURNITURE SDN BHD	25	72	CH INDUSTRY	13
14	POH HUAT FURNITURE INDUSTRIES (M) SDN BHD	25	73	DECORTAGE SDN BHD	13
15	CHUANHENG FURNITURE PRODUCTS SDN BHD	23	74	INTER MULTI FURNITURE SDN BHD	13
16	SYNWAY FURNITURE INDUSTRIES SDN BHD	23	75	JETEXIM BUSINESS SDN BHD	13
17	C. K. BAN SOON LEE INDUSTRIES SDN BHD	22	76	KIAH SOON FURNITURE SDN BHD	13
18	KINHENG FURNITURE SDN BHD	22	77	MY HOME FURNITURE SDN BHD	13
19	NEXUS OFFICE SYSTEM SDN BHD	22	78	PUNCAK BUMI UTAMA SDN BHD	13
20	SAFARI OFFICE SYSTEM SDN BHD	22	79	YEE GUAN FURNITURE MANUFACTURING SDN BHD	13
21	SHANTAWOOD SDN BHD	22	80	ACCORD FURNITURE SDN BHD	12
22	SZE HIN (TAMPIN) SDN BHD	22	81	B & G ENTERPRISE SDN BHD	12
23	YB WOODWORK INDUSTRY (M) SDN BHD	22	82	DEE NOON CORPORATION SDN BHD	12
24	PIPESWAY FURNITURE SDN BHD	21	83	EURO BENCH OFFICE SYSTEM SDN BHD	12
25	WINNER CHAIRS SYSTEM	21	84	FERNEX SDN BHD	12
26	BM FURNITURE INDUSTRIES SDN BHD	20	85	GLORYBIZ SDN BHD	12
27	GA YEE FURNITURE SDN BHD	20	86	GRAND VICTORY FURNITURE SDN BHD	12
28	HOME BEST ENTERPRISE CORP SDN BHD	20	87	ISELLA SOFA DESIGN SDN BHD	12
29	TCH FURNITURE INDUSTRIES SDN BHD	20	88	MAU SIN BENTWOOD INDUSTRY SDN BHD	12
30	THE PROFICIENT DYNAMIC EUROPE SDN BHD	20	89	PIAU CHEZ SDN BHD	12
31	LORENZO (UHN SOFA SDN BHD)	20	90	WASANIAGA SDN BHD	12
32	HEVEAPAC SDN BHD	19	91	WESTWOOD CORPORATION SDN BHD	12
33	LEN CHEONG FURNITURE SDN BHD	19	92	ZENITH PROJECTS TECHNOLOGY SDN BHD (ZENPRO)	12
34	SIN HENG FURNITURE INDUSTRIES SDN BHD	19	93	ARIES FURNITURE SDN BHD	11
35	YANG GUANG FURNITURE INTERNATIONAL SDN BHD	19	94	LIVING WORLD (M) SDN BHD	11
36	EVERGREEN FIBREBOARD BERHAD	18	95	CHINFON FURNITURE INDUSTRIES SDN BHD	11
37	INSPIWOOD FURNITURE SDN BHD	18	96	ES FURNITURE (MALAYSIA) SDN BHD	11
38	NOVA TALENT SDN BHD	18	97	GAOYA FURNITURE INDUSTRIES SDN BHD	11
39	PROFITLANE SDN BHD	18	98	PURE STAR SYNERGY SDN BHD	11
40	RELIABLE TREND SDN BHD	18	99	SMOOTH STAR ENTERPRISE (M) SDN BHD	11
41	VS CONCEPT FURNITURE SDN BHD	18	100	STEP FURNITURE MANUFACTURER SDN BHD	11
42	COMFYSEAT INDUSTRIES (M) SDN BHD	17	101	SUNNY & KER FURNITURE INDUSTRIES SDN BHD	11
43	DISTINCTIVE FINE FURNITURE SDN BHD	17	102	SUPREME TROPICAL FURNITURE SDN BHD	11
44	INFURNEX RESOURCES SDN BHD	17	103	UNI-RANGE OFFICE SYSTEM SDN BHD	11
45	KUEK BROTHERS FURNITURE SDN BHD	17	104	ANG BEE BUSINESS SDN BHD	10
46	SPRING ART INDUSTRIES SDN BHD	17	105	ANNEX SOFA SDN BHD	10
47	TEONG SHENG INDUSTRIES SDN BHD	17	106	BEST-BETECK FURNITURE SDN BHD	10
48	VS OFFICE FURNITURE (MALAYSIA) SDN BHD	17	107	EXCELFURN SDN BHD	10
49	ASCENT FURNITURE INTERNATIONAL SDN BHD	16	108	GOLDEN TECH FURNITURE INDUSTRIES SDN BHD	10
50	JUSTFURN SDN BHD	16	109	GY STEEL FURNITURE SDN BHD	10
51	MWF SOURCE SDN BHD	16	110	HUPSHENG FURNITURE INDUSTRIES SDN BHD	10
52	YEU HONG FURNITURE INDUSTRIES SDN BHD	16	111	MEDLEY HALLMARK SDN BHD	10
53	AFA FURNITURE DOT COM	15	112	SIM HUP SENG FURNITURE SDN BHD	10
54	AIK CHEE FURNITURE SDN BHD	15	113	SIN WEE SENG INDUSTRIES SDN BHD	10
55	DELANO FURNITURE INDUSTRIES (M) SDN BHD	15	114	SYNERGY WOOD PRODUCTS SDN BHD	10
56	EUCALY FURNITURE SDN BHD	15	115	TITOV SDN BHD	10
57	GOLDEN HOME ELEGANCE SDN BHD	15	116	VISTAWOOD INDUSTRIES SDN BHD	10
58	LENCHONG METAL WORKS SDN BHD	15	117	XIANG YI ENTERPRISE SDN BHD	10
59	OASIS FURNITURE INDUSTRIES SDN BHD	15	118	YI SHUNFA FURNITURE SDN BHD	10

¹ The Star Online, Business News article: Available at <https://www.thestar.com.my/business/business-news/2018/03/08/miff-2018-attracts-622-exhibitors-biggest-event-in-24-years/>

² The Star Online, Nation News: Available at <https://www.thestar.com.my/news/nation/2018/04/04/muar-now-recognised-as-countrys-furniture-hub/>

Venue : MITEC (Malaysia International Trade & Exhibition Centre)

Hall : 6

Booth No : M610

Date : 08-11 MARCH 2019



Timber Art Design Sdn Bhd (643799-P)

JBB 20/14 PTD 10638 Kawasan Industri 2

Jalan Kempas 1 , Batu 7 , Jalan Bakri

84200 Muar Johor . West Malaysia

Tel : 606-9868322 / 9867322

Fax : 606 - 9868332

URI : www.timberartdesign.com

Email : info@timberartdesign.com



ACACIA HOME FURNISHING SDN.BHD.

Suite C, Level One, No.60, Jalan Sungai Abong, 84000 Muar, Johor, Malaysia

E : info@acaciahome.com.my W : www.acaciahome.com.my

Tel : +606 9540603 Fax : +606 9538203



SEE YOU AT : **HALL 1 PWTC Booth : 102**

ACACIA

HOME FURNISHING

Getting to Know the People Behind the Furniture

by Khor Hui-Min
Furnish Now writer

In the furniture industry, it's the products that are most often discussed. However, behind each piece is a talented team – from designers to suppliers and manufacturers – that work together to create each item.

And at *Furnish Now*, all aspects of furniture intrigue us – including the people behind some of the industry's most prominent businesses. Here, we delve into the histories of three companies and learn about their stories of finding success in the highly competitive furniture industry.

Home Grown for the World Market

When Datuk Tan Y.C., managing director of Tube Home, started the business in the 1980s, it was relatively easy to operate a furniture business. There was not much competition and many of the furniture businesses did well during that era.

His inspiration to set up a furniture business came from his father. In 1958, when Datuk Tan was 10 years old, his father established his own furniture business – and even at a young age, it made a lasting impression.

Ten years later, in 1968, Datuk Tan went to Osaka, Japan, to learn how to make furniture. He spent two years at a training college – where rather than creating furniture, they made bicycles. He says he found a similarity in making bicycles and metal furniture. Plus, the education he was seeking was not available in Malaysia at that time.

He also learnt how to make sponges and he started producing



them after returning to Malaysia. "At that time, sponges were made in Hong Kong. Then, they were shipped to Singapore. After that, they were carried by train to Malaysia. As a result, there was a 25 percent tax on sponges, which was very high," explained Datuk Tan. "If I could earn the equivalent

amount of that 25 percent tax, that would already be enough."

With this foresight and entrepreneurial spirit, Datuk Tan became the first person to make sponges in Malaysia, which are useful for filling chair seats, cushions and other furniture components.





Then in 1976, Datuk Tan started designing and manufacturing racks with PE coating. To save money, he used discarded roof construction materials and waste as a raw material. "My competitor's basic cost was around RM100 . . . my basic cost was RM3. I sold the finished product at around RM20 to RM30," he said.



"However, the downside was that the product was not very durable, and could probably last only a few years."

In the 1980s, Datuk Tan started to manufacture metal furniture with epoxy coating – this venture was highly successful. He started exporting his furniture.

"At that time, Malaysia still did not have any international furniture fairs. These were only available in certain locations, such as London, Germany and Italy," recalled Datuk Tan. "In 1992, Tube Home participated in its first international fair, located in Tokyo. In the same year, Tube Home exhibited in Singapore as well. In 1995, MIFF started and we have been exhibiting at MIFF every year since then."

"We had a swing attached to a metal (double decker) show bed, and Tun Dr. Mahathir, the Prime Minister at that time, came to visit our booth and sat on the swing," continued Datuk Tan.

In 2000, while many business

people were investing heavily in China, Datuk Tan was expanding in Malaysia, increasing from one to three factories. Prior to this, Tube Home had only produced metal furniture, but since then, it has produced wooden and plastic furniture as well.

"I ventured into manufacturing wooden and plastic furniture without any experience in these areas, but now the factories are running smoothly," he said.

In 1998, a few officials from the Olympic Council came to MIFF and showed interest in Tube Home's double decker beds. They challenged Datuk Tan to design and produce a plastic bed that could be assembled in two minutes. He took the challenge. A week later, the officials visited his office – and by that time, he had invented a folding plastic bed that could be assembled in 15 seconds. The officials were very satisfied and asked him to deliver 25,000 folding beds.

"After that, I took more than a year to invent the folding plastic double decker bed. I flew to Sydney a few times for this. My beds had no screws, only special joints. Since that first Olympics, we have supplied our folding beds to six international games, including the Olympics, Commonwealth Games and Pacific Games," said Datuk Tan. Since 1994, Tube Home has won numerous industry awards, especially for design and innovation.

Currently, Datuk Tan said there is a trend of selling furniture through mail order. Tube Home supplies furniture to shops, and they sell the furniture in this way. To ensure that the consumer receives good quality and durable furniture, Datuk Tan had to conduct R&D and then modify the production process to reinforce the furniture, thus making it stronger. He also mentioned that the furniture must be packed well for mail order.





Assuring Quality and Comfort

Soon Her Sing Industries was established in 1992 by Ng Jui Nam, along with his brother and nephews. Located on a 25-acre industrial site in Muar, Johor, and with a workforce of more than 350 employees, the company is a leading export manufacturer of office and home furniture.

The furniture is exported to the USA, Canada, Eastern Europe, South Africa, India, the Philippines, Singapore, Australia, Panama and Middle Eastern countries including United Arab Emirates, Kuwait, Saudi Arabia and Jordan. The company uses modern machinery from Austria, Germany, Italy and Taiwan to create its products.

Innovative products are launched every year, so customers have a wide selection to choose from. The company's flagship brand, ACMI, is an office furniture brand offering a comprehensive suite of office writing desks, pedestals, cabinets, conference tables, computer tables, connection top and other related accessories. ACMI is an acronym for 'Assurance, Comfort, Mobility and Ideal'.

From time to time, the products are sent for quality testing to labs in Vietnam, Malaysia, Singapore and China. Testing includes SIRIM, TUV, BV and FIRA.

"Quality is taken very seriously, so we obtained ISO 9002 certification

in 1999, ISO 9001:2008 certification in 2012, and ISO 9001:2015 certifications in April 2018," said S.L. Lim, general manager.

"We also emphasise the 5Ps: a good quality product, competitive pricing, strategic placement, experienced and reliable people, and promotion (in international exhibitions, and selling our products to the global market)," she added.

Although Soon Her Sing Industries is a family business, its founder and directors have been directly involved in the running of the business, and they believe in staff empowerment.

"In many departments, for example in R&D and production, it is not managed by family members, but the bosses will trust the employees and let them do their job without interference. They have a free hand to do their work and run the show. They just have to follow the SOP and procedures. As a result, the staff is very loyal. We have a very happy working environment, and therefore, employee turnover is very low," shared Ms. Lim.

"We have a lot of open communication. For example, we have a monthly meeting to discuss and iron out any problems or issues," she added.

"We have been exhibiting at MIFF for over 10 years. Participating in international exhibitions like MIFF is very important to penetrate into new markets," added Ms. Lim.



Teamwork Conquers the Market

Jetexim Business is located at the Tanjung Agas Industrial Area, Muar, produces mostly upholstered dining sets and occasional furniture. The company operates from its 100,000-square-foot headquarters – and with 100 employees, Jetexim produce 50 containers per month at this facility.

“We have been manufacturing upholstered furniture for the past 20 years. Recently, we have been getting a lot of new orders. So, we started a new plant to supply another 50 containers of upholstery furniture, including parson chairs and upholstery beds,” said Jet Lim, managing director.

“Besides that, we have another five factories that develop all kinds of products – dining sets, occasional and bedroom sets, including metal and panel furniture. Presently, these factories are producing 100 containers monthly,” he added.

“We are a member of SEDEX, and have passed the SMETA audit. Therefore, we can handle orders from big corporations worldwide,” shared Mr. Lim.


“Not long after I started my business, I went to Dubai for six

months to venture into the Middle East market. I was advised by a buyer to participate in international furniture fairs such as MIFF, instead of going far away to look for business opportunities. I took the advice,” recalled Mr. Lim.

“When I started venturing into sourcing in China, I brought all my suppliers to participate in MIFF – that was how I put my business on track. Thanks to MIFF, now I have my own factory and five other subsidiary companies and factories,” he said.

In relationships with customers and employees, Mr. Lim believes in practising good virtue.

“Getting rid of selfishness and observing transparencies in cooperation are important. I developed all my staff as business partners from day one, instead of just an employee. Most of them are now very successful in running the business. In fact, a few of them are now company directors of my subsidiaries,” he shared.

“Teamwork is indispensable. At the end of the day, we have to work as team, venturing into all kind of business opportunities, as the world is our market,” Mr. Lim added. 



Teamwork is indispensable. At the end of the day, we have to work as team, venturing into all kind of business opportunities, as the world is our market.



 **reco**
OFFICE CONCEPT



15th International Istanbul Furniture Fair
22 - 27 JAN 2019
HALL 1, MALAYSIA PAVILLION



8 - 11 MAR 2019
PWTC, KL
HALL : 2B26

RECO-ARIES FURNITURE SDN. BHD. (869355-A)
ARIES FURNITURE SDN. BHD. (524796-M)

No. 27, Jalan Said Tahir 2, Pusat Perniagaan Said Tahir,
Jalan Daud, 84000 Muar, Johor, Malaysia.

T : +6 06 953 9001 F : +6 06 953 9002

E : sandra.mktg@ariesfurniture.com.my / marketing@ariesfurniture.com.my
URL : www.ariesfurniture.com.my

LuxurySleep

SLEEPING SOLUTIONS

Makers of Quality Mattresses in Malaysia for the World, Debuts at MIFF 2019

by Chow Ee-Tan
Furnish Now writer

We spend one-third of our lives in bed – so, it's important to have a high-quality mattress for a good night's sleep. Thus, it is no surprise that the mattresses and bedding are a huge global industry.

In Malaysia, a home grown mattress manufacturer has been making its presence felt not only locally, but also in partnership with renowned mattress brands around the world.

Luxury Sleep (M) Sdn Bhd, a fully owned subsidiary of Rossi Design Group, has more than 17 brands (both in-house and international brands) under its roof. It is a pioneer and leading manufacturing company specialising in mattresses, as well as pillows, bolsters, divans and other fine bedding items.



This Musterring mattress with the Rose Parallel Spring System allows for two levels of firmness - DENSIMED (medium firmness) and DENSIFIRM (firm). Couples can sleep soundly on their individual preferred firmness setting.

Although Luxury Sleep was registered in 2011, it has more than 40 years of experience in manufacturing, marketing and distributing sofas and mattresses from its parent company Tai Huat Trading Co. founded by Mr. Leong Ah Seng, who began the business with manufacturing sofas.

"When our founder Mr. Leong started the company in 1973, we were already quite well known in the industry," said Luxury Sleep's Product Director Mr. Chin Ket Fui. He added that the company achieved a milestone in the beginning of 1996, when they collaborated with Japanese company Muji, and was appointed to manufacture their mattresses.

Not many know that the famous Japanese minimalist design brand Muji has been using a Malaysian company as their mattress manufacturer for more than two decades now.

In 2003, Mr. Leong Ah Seng decided to pass the baton to his son, Mr. Leong Chin Hui. At that time, the company shifted its business from sofas entirely to manufacturing mattresses. The younger Mr. Leong eventually took over the management and operation of Rossi Design Group in 2008.

"In 2011, Luxury Sleep was officially registered as we decided to build up our own brand as a manufacturer," said Mr. Chin.

Luxury Sleep General Manager, Ms. Jess Lim, was instrumental in handling the company's first international label when she joined in December 2013. Hilker, from



Germany, is still one of their most trusted partners today.

The company has grown by leaps and bounds in the last seven years in terms of size and revenue. Starting with just one brand, today, it boasts 17 international brands from Europe and United States, including well known bedding names such as Musterring, Gausmann, Ernest Hemingway, Revor, Eclipse and Sleep-Matics, among others.

The company is duly recognised and certified as the mattress expert in Malaysia. With a workforce of 350 and a dedicated QC and R&D division, their products are innovatively made

in strict conformance to international specifications and test standards.

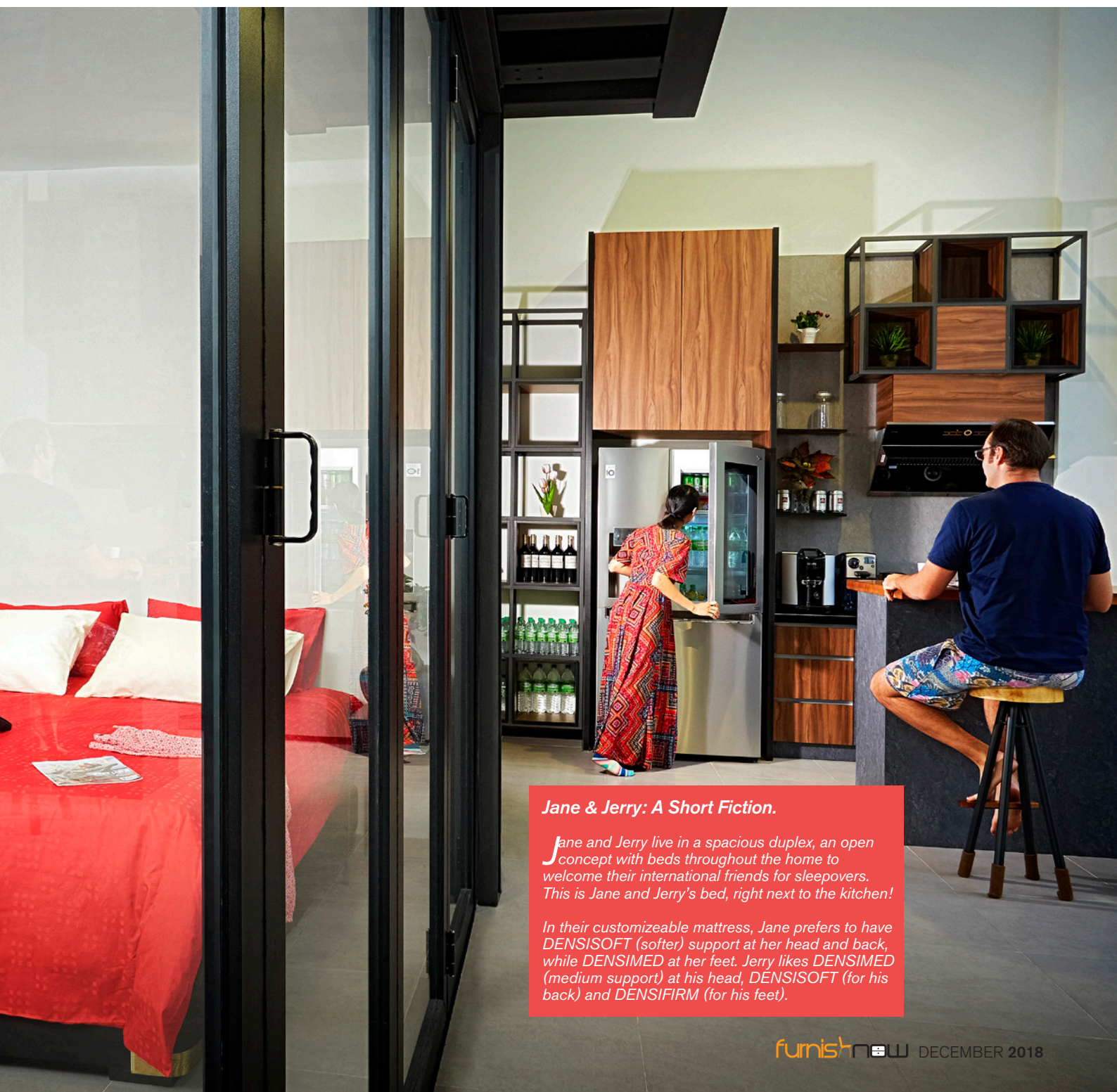
All of their products are manufactured in their 300,000-sq.-ft. production plant on 11.5 acres in Kampung Baru Sungai Buloh, using the most advanced automated machinery from Europe and Japan.

Mr. Chin noted that an advantage that Luxury Sleep has over many of its competitors is that their factory also produces the main components of mattresses – all their PU foams and springs are produced in-house. Their range of machinery includes foam mixer and cutter machines, spring wire welding, coiler, cutting

and assembling machines, sewing, stitching and quilting machines, as well as mattress roll packing machines and more.

“We don’t buy parts from other companies, therefore we can control the price and also the quality of our products,” added Ms. Lim. However, she said they do not produce natural raw materials such as latex, but import them from Belgium – one of the most advanced and well-known makers of latex in the world.

Luxury Sleep also supplies raw materials to other manufacturers. In fact, it is one of the largest suppliers and pioneer in this industry.



Jane & Jerry: A Short Fiction.

Jane and Jerry live in a spacious duplex, an open concept with beds throughout the home to welcome their international friends for sleepovers. This is Jane and Jerry's bed, right next to the kitchen!

In their customizeable mattress, Jane prefers to have DENSISOFT (softer) support at her head and back, while DENSIMED at her feet. Jerry likes DENSIMED (medium support) at his head, DENSISOFT (for his back) and DENSIFIRM (for his feet).

"We are a company that is more concerned about quality and reputation than just maximising profits," said Ms. Lim. "This can be seen in that our boss is willing to invest up to RM10 million in the latest and best available technology and machinery from countries like Germany, Italy and the United States."

Thus, while the materials used are similar among all mattress manufacturers, the differences are found in the workmanship and details, making Luxury Sleep a cut above its competitors.

According to Ms. Lim, as a manufacturer, Luxury Sleep is not only doing OEM (Original Equipment Manufacturing) but also takes on the ODM (Original Design Manufacturing) role. An OEM and ODM company is responsible for designing and building a product according to their own specifications, and then selling the product to a distributor.

"We realised that the mattress market is a third-party business. Besides manufacturing for overseas brands, we also supply to local distributors and retailers that sell to customers," she said, adding that Luxury Sleep has been made an appointed manufacturer by its international partners and has also been given the rights to be the sole distributor of these prestigious brands in Southeast Asia.

"The margin of the third party distributor is getting slimmer, so we want to make our brand's presence felt among certain trusted retailers," explained Ms. Lim. "Each of our brands is only distributed to one retailer."

She shared that the Luxury Sleep has the advantage of understanding the market's needs and mattress trends from their years of experience of partnering with international brands.

"We realised that people from different countries have different preferences and requirements when it comes to mattresses. For instance, in Europe the demand is more on thinner full-foam mattresses. In Southeast Asia, we are closer to the Americans who prefer thicker mattresses," said Ms. Lim.

"With our experience and presence in many countries and by understanding these differences, we can suggest to our partner brands



Continued from Jane & Jerry

Today, friends Jordan, Terry and Kosuke are all arriving soon at the duplex with their spouses.

Jordan and his wife are sporty people, so some sports gifts are left on their bed here. Jordan will prefer to sleep on the strong DENSIFIRM side of the bed, while his wife will like DENSIMED's medium firmness.

We realised that people from different countries have different preferences and requirements when it comes to mattresses. For instance, in Europe the demand is more on thinner full-foam mattresses. In Southeast Asia, we are closer to the Americans who prefer thicker mattresses.

what types of mattresses would be suitable for their own market and produce mattresses that are tailored to them. To be in this line, we must be updated. And this is our strength," she said.

Mr. Chin shared that Luxury Sleep has never positioned itself to be the largest mattress manufacturer. Their mattress production volume is in fact not a lot compared to their competitors. In total, they have a daily production of 800 pieces of mattress. On top of that, every month they supply 100 containers to Muji, with each container holding 125 mattresses.

"The mattress market is very large,

but for us, we want to ensure that our partners and suppliers are known and reputable," he said, adding that volume and maximizing profit are not the company values of Luxury Sleep.

Besides manufacturing quality products with higher standards, Luxury Sleep's employees are driven by three core values of company: dedication, precision and trustworthiness. These values cover every aspect of the business to provide the best to their partners and customers.

"Trust and service between us, our partners and retailers are very important," added Mr. Chin. Both he and Ms. Lim firmly believe that the



The Musterring mattress with the Enchanted 6 Honeycomb Spring System provides customized support. Users can arrange the DENSISOFT (soft), DENSIMED (medium) and DENSIFIRM (firm) support systems however they prefer.

secret of their success lies in the company's values.

"With our years of experience, we always take extra effort to study our retailers' market. Not many manufacturers do what we do. From OEM, we are crossing into doing ODM as well. We work alongside our international brands; we want to grow our products together. Thus, also ensure a steady business growth for our business partners," shared Ms. Lim.

As a manufacturer and also its brands' owner, the company knows they are responsible to multiple stakeholders, from the end users, suppliers, distribution partners, to the global community.

"We may be a manufacturer, but we take pride in that our products are also our brands. Therefore, we are always careful of who we deal with," said Ms. Lim. "We spend a lot of time in building up our relationship with the 17 different brands and for each one, we produce various different types of mattresses."

According to Ms. Lim, they have been fortunate in that after the initial

success of their pioneer brand, Hilker, the responses from other subsequent brands have been positive. In all these years, they maintain close business relationships where they review their progress and propose new strategies with their partners.

With Luxury Sleep's good track record and the reputation of Malaysia's furniture manufacturers, they have been approached by some European furniture distributors to be their mattress manufacturer.

Ms. Lim admits that pricing is always a challenge: "Many people compete in pricing. We won't say we offer the cheapest but we are very competitive in the value-added products we have."

"The cost of raw materials has escalated much in the last decade but customers still want to pay the same prices. The requirements of customers have increased but the prices they are willing to pay do not match," she continued.

One of the solutions is that many manufacturers have decided to skip the middle person and sell directly to customers. Because of this, many furniture retailers are closing.

"We still believe in doing third party business – but we choose the platform carefully. We want to look for a suitable distributor that is reliable and would partner with us long term," said Ms. Lim. "For instance, we are very happy to be in partnership with premium retailers like Harvey Norman, Sleep Country, and ELK Desa, which are highly regarded by consumers and offer excellent after sales service," Ms. Lim added.

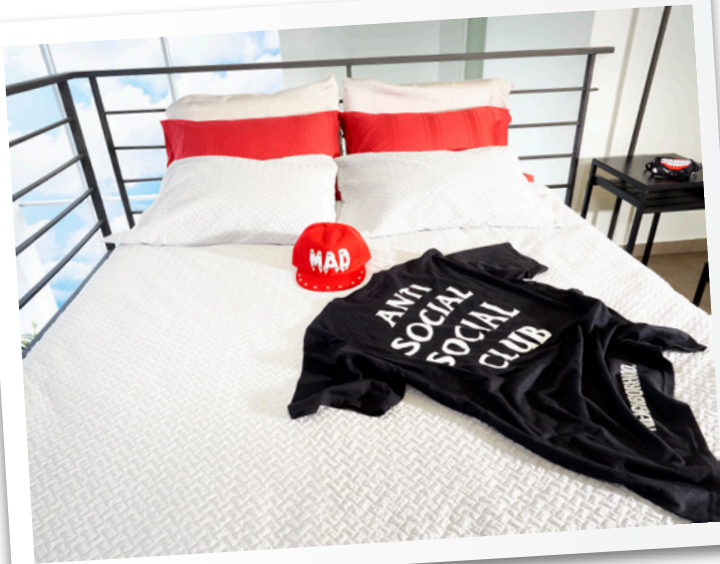
She said that unlike consumers in other countries who would have done their own research, Malaysians generally still rely on furniture retailers to recommend products to them.

"Therefore, we stress product training for our staff, so that they are knowledgeable and can provide objective information on mattresses," she said.

"The person who sells mattress should provide good advice to end customers, not based on personal preferences or profit motives."

Having been a regular in trade fairs overseas especially in China, Luxury Sleep is looking forward to participate in MIFF 2019 for the first time. One of their objectives is to highlight their presence in the industry as both OEM and ODM.





Continued from Jane & Jerry

Their friend Kosuke is a bit of a tough rebel, and his fun-loving wife likes his style. Gifts laid out on this loft mattress suit his personality.

Underneath, their roles are reversed. DENSIMED is right for his milder touch, while his wife prefers a harder DENSIFIRM - which reminds her of her husband Kosuke's outward hardness.

"We want to inform others of our services and also showcase our new designs in mattresses," said Ms. Lim. The company will be showing their latest mattresses, which feature an innovative concept where the firmness of different areas of the mattress can be changed and customized.

Ms. Lim said that increasingly, more customers these days know that Luxury Sleep is behind certain brands.

"Our competitors are not from

Malaysia only, we are looking at the global market. We know we can't compete with the huge manufacturers in China but we always strive to maintain the best in quality and to focus on refining the best in details," she said.

Despite the limitations of the Malaysian market, she said the company would still continue to manufacture and supply quality mattresses for their local brands, and these mattresses are suitable for export.

We are confident that the Malaysian furniture industry is still well-known and trusted in the global market. And we like to represent our industry in giving the best quality brands that are internationally recognised.

"We are confident that the Malaysian furniture industry is still well-known and trusted in the global market. And we like to represent our industry in giving the best quality brands that are internationally recognised," she explained.

With this insight, it looks like this manufacturer is set to create many more 'luxury sleeps' for both the Malaysian and the global market in the years to come. 🇲🇾

LuxurySleep
SLEEPING SOLUTIONS

www.luxurysleep.com
MITEC, Hall 10, Booth M1018

Continued from Jane & Jerry

Down below is Terry's bed. Terry just disclosed yesterday that she's pregnant! They have quickly arranged some new mommy-friendly items; a fan, stuffed animal, mask and baby bag.

The understanding hosts have arranged DENSISOFT for Terry's comfort, and DENSIMED for her husband, who will need a balanced approach in raising his children.



Come visit us at the

MALAYSIAN INTERNATIONAL
FURNITURE FAIR 2019

8 - 11 March 2019

Hall 8 Booth No. M802
@MITEC KL

See you there...



INCEPTION DESIGN & TRADING SDN BHD (915358-V)
INCEPTION INDUSTRIES SDN BHD (1082462-V)

AL 184B2, Jalan Industri U19, Kampung Baru Sungai Buloh, 47000 Selangor, Malaysia
f : +(603) 7831 3682 f : +(603) 7846 3693 e : info@idt.my w : www.idt.my

LENNOX

Throughout the natural solid wood edge with the natural woodgrain of American Walnut, we can know that LENNOX is quiet and peaceful yet noble character. It's consist nature beauty yet luxurious feel.



VISIT US AT MIFF 2019, BOOTH 316

E-mail : kinhengfurniture.marketing@gmail.com
Website : www.kinhengfurniture.com

Fabulous furniture

Furniture City of Malaysia

Muar is known as the Furniture City of Malaysia. Furniture makers from Muar are long time exhibitors at MIFF. This coming MIFF 2019, here's a preview of their showcase...



SHH Furniture Industries

www.shh.com.my
MITEC, Booth M902A



Alustil

alustil.com.my
MITEC, Booth M315



Glorybiz

www.myclorybiz.com
PWTC, Booth 239



Deesse

www.deesse.com.my
MITEC, Booth M408



Shin Aik Marketing

www.shinaik.com.my
PWTC, Booth 105



Yee Guan Furniture Manufacturing

www.yeeguan.com
PWTC, Booth 328



Ivorie International

www.ivorieinternational.com
MITEC, Booth M213



Poh Keong Industries

www.pohkeongfurniture.com
MITEC, Booth M301



KG Global Furniture

www.kerfurniture.com
MITEC, Booth M220B



Digital Furniture

www.digitalfurniture.com.my
MITEC, Booth M409



Triswift Designs

www.triswift.com
PWTC, Booth 4A33



Simewood Product

www.simewood.com
MITEC, Booth M303



Cosmines

www.cosmines.com
PWTC, Booth 216



Golden Tech Furniture Industries

www.goldentechfurniture.com
PWTC, Booth 118



Aik Chee Furniture

www.aikchee.com.my
PWTC, Booth 333



KF Furniture Export

www.kffurnitureexport.com
PWTC, Booth 320



Kian Swee Seng Industries

www.kiansweeseng.com
MITEC, Booth M221A

Dramatically Different

Transform your dining room into a chic and modern space with the contemporary Carrigan series from Acacia Home Furnishing. This dining set is finished in acacia timber with a rugged exterior look, which is balanced with the lacquered-accents front. Sturdy metal legs add contrast to the design, creating drama and urban appeal, perfect for today's home.

Acacia Home Furnishing

www.acaciahome.com.my
PWTC, Booth 102





Elegantly Timeless

Travel back in time with this mid-century design from Ker Global Furniture. This striking dining set includes a sleek rectangular table and six chairs, with curved spinal design and upholstered in beige fabric. Crafted with a veneer top that showcases visible wood grains on the surface, the table is done in a rich walnut finish with turned rubber legs. Timeless design like this surely never goes out of style.

Ker Global Furniture
www.kerfurniture.com
 MITEC, Booth M220A



Unique Design Furniture
www.uniquedesignfurn.com
 PWTC, Booth 210



3 Day's Furniture
www.3daysfurniture.com
 MITEC, Booth M221B



Sim Hup Seng Furniture
www.simhupseng.com
 MITEC, Booth M818



TSS Furniture Industries
www.tssfurniture.com
 MITEC, Booth M218A



Yeu Hong Furniture Industries
www.yeuhong.com
 PWTC, Booth 201



Golden Home Elegance
www.homeelegance.com
 PWTC, Booth 111



Gamma Wood
www.gammawood.com
 MITEC, Booth M708



Furncrest
www.furncrest.com
PWTC, Booth 4A01



Rian Heng Wooden Furniture Industries
www.rianheng.com.my
PWTC, Booth 4A12



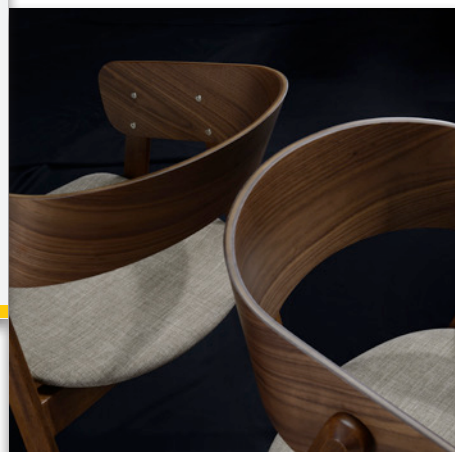
GF Furniture
www.gffurniture.com.my
PWTC, Booth 236



Hupsheng Furniture Industries
www.dhepfurniture.com.my
MITEC, Booth M705



Soon Her Sing Industries
www.acmi.net
PWTC, Booth 2B08



TMH Furniture Industries
www.tmhurniture.com
MITEC, Booth M219



ACME Upholstery Manufacturing
www.acmeupholstery.com.my
MITEC, Booth M427



Vistawood Industries
www.funbies.com.my
MITEC, Booth M801



Ninety S Furniture
www.90sfurniture.com
MITEC, Booth M432B



Mission Accomplished

With the mission to be a world-class furniture manufacturer, Best Beteck Furniture strives to provide high-quality products using the finest designs at competitive prices. The company's latest bedroom set fulfills these goals and more – with regal upholstery complemented by sleek design, this contemporary series is decidedly some of the 'best' from Best Beteck.

Best Beteck Furniture
www.bestbeteck.com
 PWTC, Booth 218A



B.E. Furniture
 MITEC, Booth M311



BS Furniture Industries
www.bsffurniture.com
 MITEC, Booth M401



BSL Furniture
www.bslfurniture.com
 MITEC, Booth M201



Alian Trading
www.alianfurniture.com
 MITEC, Booth M202A & M202B



Favourite Design
www.favouritedesign.com.my
 MITEC, Booth M817



Seow Buck Sen Furniture
www.seowexport.com.my
 PWTC, Booth 226



Furnstars Concept
www.furnstarsconcept.com
 MITEC, Booth M707



Justfurn
www.justfurn.com
PWTC, Booth 232



Glory Furniture
www.gloryforever.net
MITEC, Booth M302A



Oshi Furniture
www.oshifurniture.com
PWTC, Booth 246



Synway Furniture Industries
www.synwayfurniture.com
PWTC, Booth 335



Pure Star Synergy
www.purestarssb.com.my
PWTC, Booth 337

Practically Magic

Ideal for a child's room, guest room, or those living in smaller spaces, the simple yet functional MG 8005 captain bed manufactured by Master Grade Furniture is stylishly practical. This design features three underbed drawers (which add ample storage space), and a pull-out twin trundle bed (which adds extra sleeping space).

Master Grade Furniture
www.mastergradefurniture.com
MITEC, Booth M813



Sheng Yong Furniture
www.syfurniture.com.my
MITEC, Booth M423A



Sweet Home Concept
www.sweethome.my
MITEC, Booth M411



Best-Beteck Furniture Sdn. Bhd.

PTD 10636, Jalan Kempas1,
Kawasan Perindustrian Bukit Bakri,
Jalan Bakri, 84200 Muar, Johor, Malaysia.



PWTC, KUALA LUMPUR

Booth : 218 A

Hall 2, 08 - 11 MARCH 2019

+60 6986 6967

www.bestbeteck.com

info@bestbeteck.com



Nature's Calling

Sleep amongst nature in this luxurious solid wood bedroom set from Inception Design & Trading (IDT). Crafted from rubber wood, this stylish and classic design evokes feelings of tranquility and comfort – an ideal balance for today's modern lifestyle. Known for its expertise in product design, IDT's customizable flexibility – and its ability to source all types of furniture products – is a bonus to the company's striking products.

Inception Design & Trading

www.idt.my

MITEC, Booth M802

... more Fabulous furniture



A Star is Born

A star – or perhaps starburst – is born, in this gorgeous design from Kinheng Furniture. Crafted with American walnut veneer, the Laurel bedroom series adds warmth to its surroundings, creating a modern sanctuary for sleep. This series, along with all the designs from Kinheng, aims to manifest furniture that aligns with customers' desires and ideas – making each collection as unique as the individual.

Kinheng Furniture

www.kinhengfurniture.com

PWTC, Booth 316

'Wood' you like to lie down?

Specialising in solid wood and wood veneer furnishings, BZ Furniture has created another stellar design with its latest bedroom set. As elegant as it is casual, this four-piece set is intricately designed and guaranteed to make an impression in any room. Constructed with the highest quality and integrity, this set – along with all of the furniture from BZ Furniture – is built to last.

BZ Furniture

PWTC, Booth 329



The Perfect Fit

Sometimes we need a little lift... and these adjustable beds provide just that. Visco-Pro, the brand name for Fernex, specialises in sleep products with a decidedly different approach: Matched with an elegant gray frame, this Visco-Pro from Fernex memory foam mattress is as supportive as it is functional.

Fernex

www.visco-pro.com.my

MITEC, Booth M615



Making Sleep Luxurious in Malaysia, and Beyond

Malaysia-based Luxury Sleep has cornered the bedding and mattress market – with 20 brands under its umbrella, the company is a leading manufacturer in Malaysia and beyond. Recognized and certified as the mattress expert in Malaysia, the company produces a variety of mattresses that conform to standards and desires from the versatile world market.

Luxury Sleep
www.luxurysleep.com
 MITEC, Booth M1018



Samling Housing Products
www.houseofacacia.com
 MITEC, Booth M909A



Green River Wood & Lumber Manufacturing
www.greenriverwood.com
 PWTC, Booth 319



ELK-Desa Furniture
www.elk-desafurniture.com.my
 MITEC, Booth M611



Teck Seng Industrial
www.tecksengind.com
 PWTC, Booth 4A09

Minimalist-inspired Timeless Design

Quality craftsmanship merges with nature in this gorgeous bedroom set from Timber Art. Using minimalist design and smooth lines, the beauty of this set lies in its simplicity. And with more than 200 staff trained by veteran Muar furniture-makers, the company not only creates timeless designs, but pieces that will stand the test of time.

Timber Art Design
www.timberartdesign.com
 MITEC, Booth M610



Cheerman Industries
www.cheerman.com.my
 MITEC, Booth M811



Wasaniaga

www.wasaniaga.com
MITEC, Booth M719



Decortage

www.decortage.com
PWTC, Booth 4A06



Foshan Golden Furniture

www.grdfurniture.com
PWTC, Hall 2



Florence Bed

www.florencebed.com.my
MITEC, Booth M812



Step Furniture Manufacturer

www.stepfurniture.com
MITEC, Booth M703



Anji Haige Furniture

www.ajhg.com
PWTC



ACME Fine Furnishings

www.acmecorp.com
MITEC, Booth M1003



Anji Mingdian Furniture Factory

www.mdchair.com
PWTC



Yang Guang Furniture International

www.yangguangfurniture.com
PWTC, Booth 113



Anji Youke Furniture
www.anjiyouke.com
PWTC, Booth 2C20



Zhejiang Wuxing Furniture
www.zjwuxing.cn
PWTC, Hall 2A



Bazhou Biaodian Furniture
www.cnbdjj.com
PWTC



Foshan Aobin Furniture
www.aobinf.com
PWTC, Hall 2C



Anji Tianwei Steel and Plastic Products
www.twchair.com
PWTC



Where Creativity and Passion Merge

This functional living room set from RODAS (Chuan Yie Furniture Industries) offers classic comfort and aesthetic appeal to any living space. Called 'Clio,' this series showcases the innovative design and fine craftsmanship the company uses to create its high-quality products.

Chuan Yie Furniture Industries
www.rodas.com.my
MITEC, Booth M406



Fella Design
www.fella.com.my
MITEC, Booth M217



Anji Shuntai Furniture Factory
www.stchair.com
PWTC



Inter Sofa Industries
www.intersofafurniture.com
PWTC, Booth 336



Super Dry Dessoricant
www.superdryers.com
MITEC, Booth M209A



Pioneer Process
www.pioneerprocess.com
MITEC, Booth M1102A



OTE Fabrics Limited
www.otefabrics.com
PWTC, Hall 2A



Zhejiang Yingjie Technology
www.yjrecliners.com
PWTC, Hall 2B



LINAK Actuators
www.linak.com
PWTC, Booth 2B13



Anji Shengxing Office Furniture
www.sx-officefurniture.com
PWTC, Hall 2B



BZ Furniture Sdn Bhd
PTD 11684 & 11685, Grisek Industrial Estate,
84700 Tangkak, Johor, Malaysia
T: +6 06-9727 086 / F: +6 06-9727 103

**REFLECTS YOUR PASSION YOU
NEED, WE CREATE ITS FUTURE**

8-11 MARCH 2019
MITEC & PWTC
HALL 3, BOOTH 329

Visit us at **MALAYSIAN INTERNATIONAL FURNITURE FAIR 2019**

Date **8-11 MARCH 2019** Booth **HALL 8, M813** Venue **MITEC**

Master Grade Furniture Industries Sdn Bhd is founded in year 2013, as a manufacturer and exporter of furniture products. We specialise in manufacturing wooden furniture involving bed and bunk, bedroom furniture and living room furniture as well as occasional furniture. Our latest collection produced is a series of platform bed with exchangeable headboard.

Master Grade Furniture is a young but innovative company which keep inventing new design of furniture in order to fulfill market requirements. Today, we also concern on manufacturing furniture which is environmentally friendly due to market trend. Regarding to our product's design, it tends to be simple but functional. Moreover, we can provide either low-end or high-end quality of products to reach the needs of clients from all around the world. Although we are still new in this industry, our clients express great confidence towards our products. Thus, we able to expand our market to various countries involving China, Canada and USA as well as Philippines, Poland and India.

Seeing is believing, MIFF provide a great platform for us to showcase our products to customers from worldwide but also provide a golden opportunity for us to keep in touch with our existing clients by introducing our new design of products to them while at the same time, we are able to talk face-to-face with potential clients to learn their needs and interest. We are welcome for your visit in our booth in March 2019 and look forward to work with you and grow together in the furniture business.



MASTER GRADE FURNITURE INDUSTRIES SDN. BHD.

Lot 4007 (Block B,C&D), Jalan Kebun Sayur,
Bukit Bakri 84200 Muar, Johor, West Malaysia.
Tel : 06-9869598(O) Fax : 06-9869959

Email : mg.furn.ind@gmail.com (Raymond)
marketing-mastergrade@hotmail.com (Jeslyn)
sherminhow.mg@gmail.com (Shermin)

Website : <http://mastergradefurniture.com>





Kinsha Works Sdn Bhd

AL57F, Kampung Baru Sungai Buloh,
47000 Sungai Buloh,
Selangor Darul Ehsan,
Malaysia.

Tel: +60 3-6140 2131

Fax: +60 3-6140 2117

Email: enquiry@kinsha.com.my

www.kinsha.com.my



Visit Us In Malaysia

25th Malaysia International Furniture Fair

8 - 11 MAR 2019

MITEC & PWTC, KL, Malaysia

PWTC HALL 2B 21



Visit Us In Turkey

IMOB - 15th International Istanbul Furniture Fair

22 - 27 JAN 2019

CNR Expo Center, Istanbul-Turkey

HALL 1, MALAYSIA PAVILLION



Our Focus, Our Vision In The Core Product

As how a company without a vision would perish, the vision of KINSHA is the purpose to fulfill the needs of customers with working environments, user habits, body sizes specified in various countries. It may seem impossible, but this is the need that we saw when we were founded, and we have seen the fulfillment of this vision as days pass us by through perfecting this market demand by providing the population with proper ergonomic seatings, no matter the user.

Making Spaces Work for People

by Tan Sher Lynn
Furnish Now writer

The activity-based workplace (ABW) concept is about creating a fluid environment that makes work more enjoyable and productive. Recently, *Furnish Now* talked to three leaders in the Malaysian furniture industry to discuss innovative ABW furniture designs, that not only enhance productivity but well-being as well.



The Evolving Trend of ABW

Euro Chairs Manufacturer, a leading office furniture manufacturer in Southeast Asia, has been supplying products to fortune 500 companies around the globe for many years. According to company CEO Melvin Chay, ABW is not a new office work concept, but rather it has evolved through the years since the 1980s.

"We have been involved in ABW products ever since we became an office furniture manufacturer. We feel that ABW furniture will keep evolving in line with the working environment, technology and office culture," said Mr. Chay. "In the early days, the working culture and pattern was based on the industrial age, which emphasised efficiency and speed like a factory. Today, the working culture has evolved to emphasise on ideas creation and sharing, human connection, and collaboration. I can foresee that ABW furniture will continue to grow tremendously in the next 10 years."

Blueprint, a star product range from Euro Chairs Manufacturer, offers

elegant and efficient workspaces that are customisable. The range combines a lightweight structure elegantly integrated with melamine or high-pressure laminate in the colour white for attractive general and executive office compositions. Tables are cleverly designed to allow cables to be routed along the beam and base assembly, with a unique, central metal beam that gives them a striking profile. Offered in a set of arrangement or custom variations, these sophisticated tables are distinctive, highly functional and adaptable.



Work How and Where You Want

To **Oasis Furniture Industries**, a provider of dynamic spaces for the past 20 years, their ABW philosophy is derived from human needs and wants for higher satisfaction based on Maslow's Hierarchy of Needs.

"Typically, when a company sells a product, it only touches the physiological and safety level, while the Oasis' ABW solution delves into one's sense of belonging, self-esteem and self-actualisation," said managing director Ralph Ong.

According to Mr. Ong, a fundamental way to integrate a sense of belonging into the workplace is to make it easy for people to connect, to enhance the flow of movement from individual to group activities and to move from private to shared spaces – features that make up the core of the ABW concept.

"Offices today are experiencing an on-going revolution towards an ABW environment that focuses on the relationship between people, places and technology. The Oasis ABW solution aims to enable people to work in a state of immersive flow experience that boosts their performance, efficiency and innovation while ensuring their well-



ABW is about making spaces work for people. When it comes to ABW, there's no one-size-fits-all. Each organisation will have their own culture and requirement.

– Mr. Ralph Ong,
managing director,
Oasis Furniture Industries

being by reducing stress and tension, and increasing trust," he said.

"ABW is about making spaces work for people. When it comes to ABW, there's no one-size-fits-all. Each organisation will have their own culture and requirement," continued Mr. Ong.

Stylish and flexible, the company's *Belong* range can be made into various configurations according to the culture and changing needs of an office, thereby enabling people to work how and where they want. Flexible screens make it possible to turn a workstation into a meeting space within minutes. With its exceptional flexibility, *Belong* is able to create a working neighbourhood with a variety of individual and team work points that enable employees to move freely between tasks.



Your Office is Your Playground

Meanwhile, **Zenith Projects (ZenPro)** has been an active and progressive system furniture and workspace solution provider for the past 15 years, serving mainly local MNCs and overseas corporates.

According to ZenPro's Director Emily Wong, the ABW concept first came to them their visits to trade shows like Orgatec. Such visits motivated them to try to understand and research more on the direction of workspace requirements based on peoples' behaviour.

"Being appointed by Steelcase Inc. (the world's largest furniture provider in terms of volume) as their authorised dealer in Malaysia escalated our understanding about ABW and helped set a stronger direction, thanks to their extensive research and study material, as well as the training provided. We strongly believe that ABW is definitely the way to go," said Ms. Wong.

"Ultimately, ABW is the recognition to provide freedom of choice in terms of how, when and where the people of today work, which would cause them to be more effective and engaged while working. As a result, both the employee and employer will benefit – the employee from being happier at work and the employer from better results," she explained.

"The unique feature of ABW is everywhere is your office and playground. Individuals can perform different tasks with different people at different time and different settings," added Ms. Wong.

"For example, a meeting can be held at the cafeteria area anytime of the day with two or more people, in a small meeting room, in a privacy phone booth via conference call, or simply in an open collaborative space with sofa setting."

Also, Ms. Wong noted that, nevertheless, with so much choices and open spaces, the lack of privacy can be a disadvantage. This is where ZenPro's key products, which consist of open workpods, enclaved semi-privacy meeting pods, and the vis-à-vis phone booth, come in to solve the problem. For example, the vis-à-vis phone booth provides a little piece of privacy to chat with your clients or family minus the background noise and chatter. The pod is fitted with power supply, USB port as well as ventilation fan for comfort and convenience.

"We strongly believe that there will be more ABW product evolution to come. Malaysia has always been a forefront player in the office furniture sector and we believe that the ABW global trend will be utilised with the localised transcreation by local multinational corporations (MNCs) and fully welcomed by foreign MNCs. Singapore is one of the first countries in Asia-Pacific to accept ABW without the need of localisation. Malaysia, India, China and the Philippines are definitely being influenced by this global trend and will also see more and more adoption of localised transcreation," she shared. 





Anji Chaoya Furniture
www.ajcy.com
PWTC, Booth 2A02



Sundesk Venture
www.sundeskventure.com
PWTC, Booth 2B30

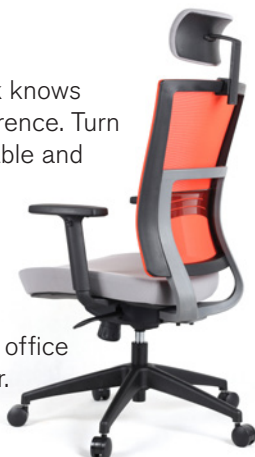


Winner Chairs Marketing
www.winnerchairs.com.my
PWTC, Booth 2B52

The Ergonomic Advantage

Anyone who spends long hours at a desk knows that the right chair can make all the difference. Turn comfort into productivity with this adjustable and ergonomically designed office chair from Kinsha Works. This product, like all Kinsha products, is manufactured with the highest expertise and adheres to the company's high standards and mission to create innovative and versatile office furniture for today's modern office worker.

Kinsha Works
www.kinsha.com.my
PWTC, Booth 2B21



Zhejiang Jiechang Linear Motion Technology
www.jiechang.com
PWTC, Hall 2C



Anji Qianghong Furniture
www.hongschairs.com
PWTC, Hall 2C



Zhejiang Anji Hengchang Chair Industry
www.hc-chairs.com
PWTC, Hall 1



Zenith Projects Technology
www.zenpro.com.my
PWTC, Booth 2C31



Stellar Limited
www.stellarglobal.com
PWTC, Booth 2A09



Work Smarter, Not Harder

Office workers, rejoice! Your new workstation has arrived, thanks to Oasis Furniture Industries. This agile and creative design – called Flow – fosters an activity-based workplace with both private and shared spaces. As functional as it is practical, this design is an ideal solution to today's modern work environment and includes acoustic and technology solutions in each workspace.

Oasis Furniture Industries
www.oasis.com.my
PWTC, Booth 2B23


Artmatrix Technology

www.artmatrix.com.my
PWTC, Booth 2A01


Luoyang Howde Trade

www.lightgs.com.cn
PWTC, Hall 2C


VS Office Furniture

www.vsofficefurniture.com
PWTC, Booth 2B25


Anji Chaoran Furniture

www.cr-furniture.com
PWTC


Guangzhou Mige Furniture

www.migeof.com
PWTC, Hall 2B


Sitzone Furniture

www.sitzone.cn
PWTC, Hall 2C


Anji Zhenghao Furniture Factory

zh-furniture.en.made-in-china.com
PWTC


Foshan Liansheng (Lanpai) Furniture

www.lanpaijj.en.alibaba.com
PWTC, Hall 2A

The Industrial Revolution is Here ►

The office will never be the same, thanks to Reco-Aries Furniture. The company's new D'Montreo series embodies the minimalism of modern industrial design – instantly updating a tired, dated office to modern and functional. Simple lines and shapes allow this series to integrate seamlessly in today's office environment, creating practical (and ideally profitable) work spaces.

Aries Furniture

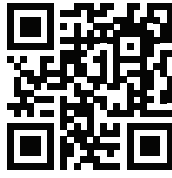
www.ariesfurniture.com.my
PWTC, Booth 2B26



Plan & Design with the

ABW OFFICE SOLUTION

Delivering the thoughtful solution for office activity needs & wants, cultivating office culture with the environment that foster connections and interactions between employees, spreading the sense of belongingness around the space. Creating a cozy ambience that releases employees' stress and tension, making works easier now!



OASIS FURNITURE INDUSTRIES SDN BHD

607 7733292 ☎ +6012 7048282 ✉

marketing@oasis.com.my 📧

facebook.com/OasisFurniture 📘

www.oasis.com.my 🌐

No. 2&3, Jalan Perindustrian Gemilang, Taman Perindustrian Gemilang, Batu 4 Jalan Merising, 86000 Kluang, Johor, Malaysia

WORK GETS EASIER NOW

