

DEC 25

# Why The World Wants



*Living Room set by Ecomate*

## What Malaysia Makes

**WOOD YOU BELIEVE IT'S STILL IN STYLE p14**  
*Malaysian makers show why wood will always be relevant.*

**"HEY SIRI, IS MY LIFE FUTUREPROOF?" p18**  
*Smart living is no longer just about convenience, but the art of optimising for what works for consumers and, more importantly, for businesses.*

**UNEXPECTED PLACES FOR FURNITURE p22**  
*Bringing the focus back to the role of furniture in the commercial and public spaces we share.*

**COVER STORY p8**  
*Because what Malaysia exports isn't just products.*

# Editor's Note



## *Hello again!*

If you've got your hands on the previous issue, you may have noticed that Furnish Now has had a bit of a refresh. Well, with an industry that's constantly changing—and with creativity reaching new heights alongside technology—it only makes sense that we reflect that shift ourselves.

This year's theme—**Source**.

**Connect. Trade.**—is reflected not just on the show floor, but across the stories in this issue.

Our cover story examines why the world continues to return to Malaysian furniture manufacturers. Using *tanggam* as a guiding idea, it looks at how local makers, buyers, and industry bodies operate as a deeply interconnected ecosystem—one built on reliability and adaptability—shaping Malaysia into a trusted sourcing base for global markets (**Why the World Wants What Malaysia Makes**, page 8).

We also take a closer look at how Malaysian makers are rethinking wood for a new generation, blending craft and technology to keep a timeless material firmly in the present (**Wood You Believe It's Still in Style?**, page 14).

We also explore the rising influence of commercial and public space design, where the creators behind *xOrdinary* reveal how thoughtful furniture choices can shift the atmosphere of hospitals, lobbies, and shared environments in quiet, meaningful ways (**Unexpected Places For Furniture**, page 22).

You'll also find stories that speak directly to how business is changing. From smarter ways of working and future-ready systems (**"Hey Siri, Is My Life Futureproof?"**, page 18), to the evolving demands of offices across the Asia-Pacific region (**Workspaces That Work Better**, page 24), each feature reflects a different part of the ecosystem.

New initiatives like the "I Match First" Day 0 Business Match-making programme, alongside familiar spaces such as the International Buyers' Lounge and MIFF Elite Lounge, are designed to help our community make the most of their time and connections at MIFF 2026 (**Take A Seat, 2026 Is Around The Corner**, page 3).

All of this leads naturally to what's ahead.

MIFF 2026 marks our 32nd edition since 1995. While the scale continues to grow, so does our ambition. Taking place from 4–7 March 2026 at MITEC and WTCKL, MIFF remains Southeast Asia's largest furniture trade show and a meeting point for sourcing, partnerships, and real business conversations.

As always, we would like to extend our gratitude to our readers, contributors and the vibrant community that keeps Furnish Now and MIFF at the heart of the global furniture conversation. We look forward to welcoming you back in 2026, and to an exciting road ahead.

Warm regards,  
Kelie Lim  
General Manager of MIFF

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# Take A Seat, 2026 Is Around The Corner

How the 32nd edition of MIFF is shaping up to continue being Southeast Asia's largest furniture trade show.

## Looking To The Future

As we approach the end of the year, our New Year's resolution is always the same. Keeping an eye out for what's new — new ideas, trends, and ways of designing, working, and connecting. MIFF 2026 will mark our 32nd edition of what is shaping up to be one of the most exciting yet. So let's give you a peek of what's in store for you.

## Two Venues, Two Exciting Experiences

Spread across MITEC and WTCKL, MIFF 2026 covers 100,000 square metres. With 17 halls, and over 700 exhibitors from 140 countries and regions, each venue offers a distinct experience.

At MITEC, visitors will find the familiar powerhouses: Muar Hall, International Hall, designRena, and curated features that consistently draw global attention.

At WTCKL, explore something fresh: FurniFusion. True to its name, FurniFusion blends different worlds to reflect modern living built on three key pillars — Live, Work and Play. Live shines a spotlight on the Made-in-Malaysia Hall, showcasing local craftsmanship at its finest. Work builds on MIFF OFFICE, the leading platform for office and contract furniture. Play introduces The Muse, a lifestyle and décor segment supported by CTCS Worldwide (a wholly owned subsidiary of Malaysian Timber Industry Board), Johor Interior Designers Association (JIDA), Malaysian Association of Hotels (MAH), and other partners, showing that lifestyle design is now essential in retail, hospitality, and curated interiors.

2026 also marks a step forward for the design community at MIFF, with the launch of the MIFF FDC CLUB, created to keep young talent connected to the industry beyond the competition itself. Alongside that, the xOrdinary Showcase returns for its 5th edition, with this year's theme, Happiness — exploring how furniture and design can shape emotional experiences in everyday spaces.

## Chat, Connect, Collaborate

We're also launching a brand new programme, the "1 Match First" Day 0 Matchmaking programme. Think of it as a speed-dating session for businesses, before the show even begins. It connects selected exhibitors and buyers before the show opens, allowing warm introductions and meaningful conversations without the rush of a busy hall.

Buyer delegations from Japan, Canada, the US, Türkiye, Europe, Africa, the Middle East, and ASEAN arrive with purpose, and leave with new partnerships.

For international buyers, MIFF also offers tailored programmes designed to enhance your experience.

The MIFF Elite Buyer Programme is an exclusive loyalty programme for international buyers who have attended MIFF for more than five consecutive years. It comes with practical perks that make long show days easier and more rewarding: unlimited access to the Elite Buyer Lounge throughout the show days, a VIP Luncheon, an exclusive MIFF

Welcome Kit, and a Buyers' Night ticket.

And we're not forgetting first-time international buyers. The MIFF Valued Visitor Privilege (VVP) Programme is designed to help you settle in quickly and participate fully in MIFF's business matching activities. VVP buyers are also entitled to a complimentary three-night hotel stay at MIFF's official hotel next to the venue.

MIFF 2026 also brings a richer content line-up led by industry voices and experts, with platforms such as the Industry Seminar, Design Talk, and more — so you can leave with insights, not just a bag full of business cards and brochures (unless that's what you're looking for. Then we have that too).

And finally, the Buyers' Night Gala—an evening specially curated for our international visitors, featuring great food, great company, and entertainment that keeps the conversations going. All in the name of networking, of course.

## Back and Better: What's Returning in 2026

Our tree-planting initiative is back! It began in 2024 when a team from MIFF and the Muar Furniture Association (MFA) travelled to Sabah to help restore the ecosystem of the Lower Kinabatangan Wildlife Sanctuary. The effort was part of a pledge made during MIFF's 30th anniversary celebration—for every six trees virtually planted by visitors at the show, one real tree would be planted.

For MIFF 2026, visitors will be able to participate through an advanced system integrated with the MIFF Furniverse App—virtually planting, all the same.

Speaking of, The MIFF Furniverse App also supports this broader sustainability effort by centralising how visitors engage with MIFF. Designed to reduce paper use at the show, the app allows exhibitors and buyers to exchange digital business cards via QR code scanning, collect leads efficiently, and access interactive floor plans to better plan your visit—all at your fingertips.

That's not the only thing we're bringing back for 2026.

KL iDesign Week will also be making a return, and it's set to be bigger and more inspiring. This collaboration unites two design powerhouses: MIFF, with its network of global buyers and distributors, and Guangzhou Design Week, bringing in top designers, project owners and contractors from across Asia. It's a rare chance to see how Asian design is shaping the future of modern living and to connect with the people behind it. You wouldn't want to miss it.

Finally, there's the return of the My Favourite International Design (MFID) Awards. It gives us the perfect stage to celebrate outstanding architecture and interior design from around the world.

Whether you're returning or attending for the first time, join us from 4–7 March 2026 at MITEC and WTCKL. Register before 13 Feb 2026 at [www.miff.com.my](http://www.miff.com.my). After this date, an admission fee of RM30 will apply.



# Global Tech



SMART TOP  
(MITEC, Hall 6, Booth M612)

## *Local Flair*

What it looks like to marry world-beating technology, heritage pride, and audacious local talent

### Flip the script on tech and “traditional”

For years, Malaysia has been affectionately dubbed a “wooden paradise”—a nod to our deep woodworking heritage and the beautifully crafted furniture that has long defined our identity.

But when people hear “traditional craftsmanship,” they often assume it stands in opposition to innovation, as if embracing technology means abandoning the very sensibilities that make Malaysian furniture recognisable in the first place. Of course that’s due for a change.

Being tech-driven doesn’t require us to leave our roots behind. In fact, the future belongs to brands that can stand confidently at the intersection of both: honouring the warmth and familiarity of

Malaysian design while elevating it with the kind of innovation that competes—and wins—on the global stage.

SMART TOP sits right at that crossroads. It embodies the soul of Malaysian craftsmanship but pairs it with forward-thinking tabletop technology that feels refreshingly unexpected. It’s proof that you don’t have to choose between heritage and high-tech. The real advantage comes from embodying both.

Aleinna, development and commercial strategy lead for SMART TOP, captures astutely how Malaysia is a surprise package in the international scene:

“Many are surprised by the level of sophistication and professionalism here. Many still come with an outdated perception that Malaysia is mainly a basic wood-production hub.

*“Many international clients are impressed by how Malaysian manufacturers deliver European-level craftsmanship, Asian efficiency, and very flexible customisation.”*

“Many international clients are impressed by how Malaysian manufacturers deliver European-level craftsmanship, Asian efficiency, and very flexible customisation. This is a combination that’s rare in global supply chains.”





SMART TOP  
(MITEC, Hall 6, Booth M612)



SMART TOP  
(MITEC, Hall 6, Booth M612)

*“Beyond innovation, what people ultimately buy is a feeling: the belief that they’re choosing something genuinely well-made.”*

### The SMART TOP formula

At the heart of SMART TOP is a deceptively simple idea: build a tabletop that solves the real, stubborn pain points of the hospitality industry. Then make it beautiful.

SMART TOP is a patented innovation that does exactly that. Unlike conventional tabletops that rely on visible joints or vulnerable edges, their proprietary process allows high-pressure laminates (HPL) to wrap seamlessly around all five sides. No joints. No weak points. No trade-offs between durability and design.

Inside, they upcycle wood-fibre waste into a high-performance core, making each piece not only stronger and longer-lasting but also more sustainable and remarkably cost-efficient.

All of this comes from a development process that’s truly international:

“Our business model is intentionally structured around the strengths of three regions— USA IP, German raw materials, and Malaysian production,” notes Aleinna. “Each plays a distinct role, and together they give us a global advantage that’s very hard to replicate.”

For a tabletop that laughs in the face of heat, scratches, stains, water, UV exposure, and impact, the kicker is managing to do so while looking refined with virtually no maintenance needed. It’s hospitality-grade toughness with residential-level elegance, already tested and proven internationally.

But more importantly, SMART TOP isn’t a static product; it’s a modular design solution. It adapts to aesthetics, moods, and environments—fitting effortlessly into cafés, homes, hotels, co-working spaces, and just about anywhere else. That versatility is its superpower.

### Love at first sight

Here’s the paradox: SMART TOP is designed to be understated. Its simplicity is intentional: minimal, clean, and unobtrusive. But that can also be the challenge. How do you convince someone of the value of a product that is reliable but not necessarily loud?

You let them experience it.

SMART TOP’s philosophy hinges on “love at first sight.” The moment someone touches it, tests it, or even lightly runs a hand across the surface, the quality reveals itself.

“It means that from the very first moment a customer sees or touches SMART TOP, the product should immediately communicate quality, simplicity, and intention,” Aleinna adds. The heft, the seamless edges, and the finish are supposed to register instantly.

Because beyond innovation, what people ultimately buy is a feeling: the belief that they’re choosing something genuinely well-made.



### Bridge the gap with MIFF FDC CLUB

SMART TOP's ambition doesn't stop with product innovation. They're also committed to shaping the future of Malaysian design, and that's where the MIFF Furniture Design Competition (FDC) CLUB comes in.

Their collaboration with Ong Jing Rou—the 2nd Place Winner of MIFF FDC 2025—is a testament to that ambition. Competitions like MIFF FDC are more than just showcases; they push young designers to solve real-world problems and learn how ideas translate into manufacturable products.

Aleinna remarks with pride: "Collaborating with Jing Rou has been energising. She brings a young designer's creativity combined with clear, thoughtful execution. Her fresh design perspective and willingness to push boundaries. She is very open to feedback and adapts her designs well to real-world production requirements."

This matters now more than ever. Malaysia isn't just known for its manufacturing muscle; our design identity is gaining global attention. Platforms like MIFF FDC accelerate that momentum by bridging young creatives with industry players who can turn concepts into market-ready products.

Looking ahead, Aleinna sees a bright future for local designers and manufacturers to stand out internationally: "Malaysia is increasingly moving toward design-driven innovation rather than just manufacturing. With our strong production foundation and growing design talent, we are well-positioned to strengthen our role as a global furniture hub."

### See what's new at MIFF 2026

SMART TOP is just one example of how Malaysian design is evolving—and MIFF 2026 will be the best place to see what's next.

Visit the Malaysian International Furniture Fair (MIFF) 2026 to explore SMART TOP at MITEC, Hall 6, Booth M612, and a spectrum of exhibitors pushing furniture innovation in fresh, surprising directions. Plus, catch the next wave of rising talent at the MIFF Furniture Design Competition (MIFF FDC) 2026 Finalist showcase.

Join us 4–7 March 2026 at MITEC and WTCKL, where the global furniture industry convenes to discover, connect, and share what's coming next.

*"Malaysia is increasingly moving toward design driven innovation rather than just manufacturing."*

*"With our strong production foundation and growing design talent, we are well positioned to strengthen our role as a global furniture hub."*





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furniture**



Why The World Wants What Malaysia Makes

# Why The W WA

Because what Malaysia exports isn't just products.



*Ecomate  
(WTCKL, Hall 3, Booth 308 & 325A)*



# World Wants that Malaysia Makes



If you've been to Malaysia, you'd understand. The country feels layered—cultures mixing, cuisines blending, languages flowing into one another. Nothing here is singular.

Maybe that's why Malaysian furniture feels at home anywhere in the world.

In a place shaped by variety, you learn to read the room, adjust, and find the middle ground that works for—well—everyone. And in furniture, that instinct shows up in ways you can sit on, get comfortable with and ship in containers across the world.

Or as J H Lim of VS Concept Furniture puts it:

"We combine efficient manufacturing with a deep understanding of international tastes, which allows us to offer designs that work well across different markets."

They're not the only ones who've built that reputation. Ecomate, HeveaPac, Seow Buck Sen Furniture, and even the Malaysian Timber Industry Board (MTIB) have shaped a manufacturing culture that is, at its core, dependable. Together, they're part of the reason why the world wants what Malaysia makes.

*“Malaysian manufacturers know how to earn trust quickly, then keep it over time.”*

### First, a story

When we asked Peh Ju Chai, Founder of HeveaPac, why Malaysian products have become a preferred choice globally, he didn't give a direct answer.

“Better you hear this first.”

He went on to tell us a story of his—of a young American buyer who came to Malaysia with high expectations after hearing that Malaysian manufacturers were reliable and well-regarded in the United States.

The trip did not go the way the buyer expected. It went better.

He stepped into the HeveaPac factory, walked the line, looked at the systems and the way Peh ran things. Then he changed his flight.

He stayed an additional two weeks in Malaysia, working directly with Peh and his team. In that time, they developed four new products and shipped out his first four containers.

“So you interpret how Malaysian furniture stands globally. It's up to you,” Peh said.

You could say he stayed because of the craftsmanship. You could say it was the production quality, or the way a complete knock-down product still feels precise after crossing an ocean. It was probably all of that and more. But one thing is very clear: Malaysian manufacturers know how to earn trust quickly, then keep it over time.





# Manufacturers earn trust keep it

## Why global buyers keep coming back

When you line up the stories from Ecomate, HeveaPac, Seow Buck Sen Furniture, and VS Concept Furniture the same theme appears again and again: Reliability.

In flat-pack and KD furniture, there is no room for error. A hole that is off by a millimetre or a missing screw can ruin the entire user experience.

Peh has built his entire operation around that reality. He tells us that HeveaPac does not pack "extra screws", simply because they are confident they do not need to.

"Complete knock-down furniture cannot afford to miss even one screw. If one hole is wrong, you cannot fix it," he said. "Since I started this company, none of my customers ask me for extra screws."

That confidence carries weight when you consider who he is shipping to. Over the years, HeveaPac has supplied to major US retailers and more than 50 Japanese companies. And we're well aware that Japan is known for its ruthless consistency. If you can meet Japanese expectations, you can probably meet anyone's.

Seow echoes this, but from a systems perspective. He emphasises precision CNC production, tight quality control, and strong documentation as reasons Malaysia stands out.

"These strengths make Malaysian manufacturers competitive and reliable partners," he said. "Overseas clients now regard Malaysia as a high-trust, stable sourcing base, even when global supply chains became unpredictable."

*Ecomate  
(WTCKL, Hall 3, Booth 308)*



*"Overseas clients now regard Malaysia as a high-trust, stable sourcing base, even when global supply chains became unpredictable."*

Ecomate hears similar feedback from their buyers. Jason sums it up simply: consistent quality, reliable timelines, and smooth communication. It sounds basic, but in a world filled with unpredictability, 'basic' is where the money is.

VS Concept Furniture adds another layer to this idea: reliability not just in the products, but in the partnership.

"For customers, it means dependable quality and products that help them grow."

To them, reliability is a full ecosystem: consistent finishing, clear communication, and manufacturing processes that adapt. It's the confidence buyers feel when they request a change and the reply isn't hesitation — it's "of course we can do that."





## Why The World Wants What Malaysia Makes

### The *tanggam* that holds it together

There's an analogy from the Malaysian Timber Industry Board (MTIB) that fits too well not to use.

"*Tanggam* in Malay means two pieces of wood joined together. Traditionally, Malay houses were built without nails, so everything relied on *tanggam*," Ts. Farydatul Nazly explained, her hands forming the shape of a joint while she spoke. She currently serves as the Deputy Director General (Development and Commercial) at MTIB.

It sounds straightforward, but *tanggam* only works when the parts are carefully shaped, aligned, and intentional. If one side is careless, the whole thing fails.

Malaysia's furniture ecosystem works the same way.

Manufacturers may be the ones building the physical product, but they don't operate in isolation. MTIB is—and has been—the structure supporting the entire industry from underneath. They regulate timber legality, strengthen export frameworks, push for international certification, and develop standards aligned with markets like the EU, Japan, the UK, and the US.

Their work ensures Malaysia isn't just exporting furniture for the sake of exporting, but exporting furniture that stands up to global scrutiny.

And then there's design. With initiatives like TANGGAM, MTIB is nudging the industry from OEM to ODM and eventually OBM. They're pairing designers with factories and funding capability-building programmes.

That's the real *tanggam*. Policy, manufacturers, designers, and buyers — each one shaping the other, each piece relying on the next.

### What "Made-in-Malaysia" really means

By now it's clear that Malaysian furniture isn't just defined by material, price point, or manufacturing capability. It's defined by the way the industry behaves.

So if you want to understand why the world keeps returning to Malaysian manufacturers, the answer isn't theoretical. You have to see how the ecosystem works when everyone's in the same place.

You'll find that happening 4–7 March 2026 at MITEC and WTCKL—another step in how Malaysian furniture continues to grow into its place in the world.





## Why The World Wants What Malaysia Makes





Wood you believe it's still in style?

# *Wood* you believe it's still in *style?*



TMH Furniture  
(MITEC, Hall 3, Booth M320)



## Wood you believe it's still in style?

### Malaysian makers show why wood will always be relevant.

When we think of wooden furniture, most of us picture that deep brown kitchen cabinet in our grandparents' dining room — the one we only notice during festive seasons. It squeaks when you pull its ornate handles, but it still holds the kind of solid wood we rarely see in modern homes.

This had us thinking—has wood gone out of style?

Perhaps wooden furniture feels like something to inherit rather than design. Or something reserved for a certain tax bracket — or taste palette. Not for the everyday homeowner.

But, our minds would sooner be changed, especially when talking to three leading wood manufacturers of the furniture industry, LB Furniture, TMH Furniture, and Triswift Designs. These are Malaysian manufacturers who have carved out their place through craftsmanship, innovation, and a renewed vision for wood.

### The memory of wood

But before diving into design and production, we first had to ask, why wood? What personally drew them to working with wood? For all three, the answer was thoughtful and heart-warming.

"It could be childhood memories of having lived in a house full of antique wooden furniture and accessories. But as time passed, I started to notice the warmth and personality that a wooden product brings into a living space," says Vincent Tan, second-generation owner of TMH Furniture.

Jia Hao, a member of the Marketing team at Triswift Designs, revels in the uniqueness of working with wood. "Wood is authentic, warm, and full of life. Its unique grain, texture, and natural aroma give each piece a distinctive character while offering our design team endless creative possibilities."

This sentiment is also shared by Esther Er, General Manager of LB Furniture. "I've always been drawn to wood because it is a natural, versatile and timeless material. Every piece of wood has its own character, and transforming it into furniture that becomes part of someone's home feels meaningful."

And that philosophy shows up not just in sentiment, but in the way wood is being reimagined in Malaysia today.

*"Wood is authentic, warm, and full of life. Its unique grain, texture, and natural aroma give each piece a distinctive character while offering our design team endless creative possibilities."*



TMH Furniture  
(MITEC, Hall 3, Booth M320)



TMH Furniture  
(MITEC, Hall 3, Booth M320)

## Wood you believe it's still in style?

### The new language of wood

LB Furniture develops an impressive range of solid-wood products — including a collection for children. In a world where wood is often associated with age or permanence, LB Furniture takes it in the complete opposite direction.

"When developing a new design, our first and most important priority is safety. We ensure that every bunk bed or kids' furniture item complies fully with all relevant safety requirements before moving on to the creative aspects," Esther Er shares.

"Once safety is secured, we focus on creating designs that are both playful and practical — combining functionality, thoughtful product features, and appealing colour combinations. This approach allows us to maintain the craftsmanship and durability expected of quality solid-wood furniture, while still delivering designs that children love and parents trust."

It reminds us that wood isn't just a material, it's intention. If a child can sleep, climb, and occasionally cause chaos, while a parent feels at ease, then that furniture is doing its job — beautifully and quietly.

Triswift Designs takes another route entirely.

"The introduction of marble has added a new dimension to our designs, allowing us to create pieces that are modern, refined, and premium in feel," Jia Hao tells us.

"For example, the TS Tinnie Marble Collection combines the natural grain of wood with clean, modern lines, reflecting Triswift's pursuit of a balance between natural warmth and contemporary sophistication, and showcasing our commitment to innovative design."

From both LB Furniture and Triswift Designs, one lesson stands out: wood isn't limiting. It can be playful, luxurious, experimental, almost as if this material adapts rather than dictates.

TMH Furniture, the first in Malaysia to introduce bentwood technology, pushes that idea even further.

"It opens up a world of possibilities in terms of design options and choices. Turning what might be an impossible design with solid wood into a scalable and unique design using veneer," Vincent Tan shares, when asked about how bentwood technology changed the way they approach designs.

"All our product categories carry the same principle and focus on a quality lifestyle that is affordable. From big, bulky and generic products to apartment sized, aesthetic designs that is a big lifestyle change of the younger generation today," he adds.

Speaking to all three manufacturers, one thing becomes clear: wood is still being pushed forward, not preserved in its prehistoric form. Technology, home sizes, and changing consumer habits shape how each company works with it.

### The future of wood

For LB Furniture, the focus moving forward is responsibility and compliance. Esther explains that customers now expect transparency in timber legality, more environmentally conscious packaging, and finishes with lower emissions. These shifts influence production planning and material sourcing.

Triswift Designs is preparing for a market shaped by online retail and more flexible lifestyles. Jia Hao shared, "Over the next three years, occasional furniture is expected to grow the fastest due to its versatility, adaptability, and strong performance in online sales channels." He also mentioned the growing interest in mixing wood with "metal, fabric, or leather accents" to create pieces suitable for modern interiors.



LB Furniture  
(MITEC, Hall 7, Booth M702)



Triswift Designs  
(MITEC, Hall 8, Booth M807)



Wood you believe it's still in style?

*“If a child can sleep, climb, and occasionally cause chaos, while a parent feels at ease, then that furniture is doing its job — beautifully and quietly.”*

TMH Furniture is looking at the future from a design and identity standpoint. Vincent hopes to see more originality come out of Malaysia. “Hopefully we can develop young talent that can carry our industry to a whole new level. Focusing on original designs and Malaysian craftsmanship, Malaysia will be able to stand out in the world of furniture.”

### Tackling assumptions

The assumption that wooden furniture feels old-fashioned also came up, and while all three acknowledged the perception exists, their responses place it more in outdated imagery than in the material itself.

“Yes, maybe,” Vincent said when asked if people still see wooden furniture as dated. “But we are seeing a comeback of wooden furniture especially with the younger generation that wants an aesthetic home with warmth.”

Esther’s view reflects this shift in design language: “Wooden furniture is sometimes seen as old-fashioned, but that perception really comes from traditional designs—not from the material itself.”

Maintenance is often another barrier for buyers, yet the answers we received were pretty straightforward.

Vincent says, “Wood is something that was once alive and it continues to change as time passes and I think that’s the beauty of it. Proper maintenance is just common sense, especially for something that you cherish and wish to keep for a long time.”

Jia Hao summarises care simply: “Maintaining wooden furniture is simple: wipe with a dry cloth, avoid prolonged exposure to moisture, and use coasters or mats when needed.”

And Esther highlights lifespan: wooden furniture can “be repaired, refinished, or refreshed instead of being discarded.”

### See it in person

After gathering their perspectives, wood doesn’t quite feel tied to a particular generation, aesthetic, or era anymore. It exists across all of them. It can be paired with marble, shaped into playful forms for children, scaled down for smaller apartments, or engineered into curves and silhouettes that weren’t possible decades ago—not in Malaysia at least.

If anything in these conversations sparked curiosity, it may be worth experiencing the work in person. Wood is difficult to understand through explanation alone. Its presence is best understood up close.

MIFF 2026 will be your chance to do that—to see how the industry is moving, to meet the people shaping it, and to witness where wood is heading next.

Consider this your invitation to be there.



## The AI evolution we don't see

AI headlines tend to skew dramatic, where it's only a matter of time before our homes are taken over by tech of unimaginable advancement. But in reality, the most meaningful shifts often start quietly. In the furniture and lifestyle industries, it's more evolution than revolution. It's the changes that start from how businesses operate. This looks like smarter processes that reduce wastage, systems that adapt to market volatility, supply chains that are more transparent and accountable, and ways of working that benefit both people and the planet.

## Two brands at MIFF 2026 embody this quiet, pragmatic approach

### Nitori: Quality before noise

Japanese retailer Nitori—with over 1,000 stores across Asia Pacific—exemplifies this understated evolution. Even as it expands into European markets, Nitori refuses to chase trends for the sake of visibility. Instead, it continues to uphold what Japan is known for globally: quality of craftsmanship that lasts.

With nearly 59,000 employees, it's not exactly easy for this organisation to pivot based on emerging tech. Nitori takes a more grounded route: refining production, streamlining administrative flows, and removing friction from internal systems so the organisation can move as a single, well-tuned engine.

So while consumers won't yet see overtly “smart home” products from Nitori, whatever the brand is already producing would be done with lesser waste, increasing volume while safeguarding quality — the kind no one sees, yet everyone benefits from.

### Isella Sofa Design: Technology serves craft

Then there's Isella Sofa Design, a Malaysian brand steadily expanding its international footprint. Rather than rushing to release AI-driven furniture, Isella operates from a guiding principle they call Intelligent Craftsmanship.

With this approach, craft comes first. Technology supplements the process, but is never the first priority.

This means that every tool, integration, or innovation must first fit into what Isella calls their Experience Ecosystem. If a piece of technology doesn't enhance their design process, elevate quality, or enrich the user experience, it simply doesn't make the cut.

The brand puts it aptly: “Whenever there is a demand for a smarter, more convenient life, the industry will find ways to integrate technology—and our role is to ensure our furniture is at the heart of that integrated experience.”

# “Hey Siri,

Smart living is no longer just about convenience, but the art of optimising for what works for consumers and, more importantly, for businesses.

# My futureproof

*“Whenever there is a demand for a smarter, more convenient life, the industry will find ways to integrate technology—and our role is to ensure our furniture is at the heart of that integrated experience.”*



“Hey Siri, Is My Life Futureproof?”

*“If a piece of technology  
doesn’t enhance their design  
process, elevate quality, or  
enrich the user  
experience, it  
simply doesn’t  
make the cut.”*

# Siri, is Life proof?”

*a smarter, more convenient  
integrate technology—  
ture is at the heart of that*



Nitori (MITEC, Hall 1, Booth M116)



Nitori (MITEC, Hall 1, Booth M116)



Isella Sofa Design (MITEC, Hall 7, Booth M718)



## “Hey Siri, Is My Life Futureproof?”





## “Hey Siri, Is My Life Futureproof?”

### Two brands at MIFF 2026 that offer end consumer solutions

Of course, there are brands already building consumer-facing innovations, though they look like more subtle increments that quietly improve daily life.

#### Luxury Sleep: Personalising rest

Malaysia's leading bedding manufacturer, Luxury Sleep, takes this approach with its Ai BedMatch™ system developed with scientists at the Sleep to Live® Institute.

In under five minutes, the system measures pressure distribution, spinal alignment, body shape, and sleeping posture. Using proprietary algorithms, it recommends the ideal mattress for each user to remove the guesswork that makes mattress shopping notoriously confusing.

By improving decisions around choice of mattress purchases, 95% of users feel more rested, 79% report fewer aches and pains, 76% experience fewer sleep disturbances, and 75% notice reduced partner disturbance.

While these results aren't anything to scoff at, Luxury Sleep concedes that people may not yet fully grasp the value of smart living products: “Many consumers struggle to understand the long-term benefits of smart-tech furniture, especially when the price appears higher at first glance... When consumers recognise how technology enhances precision, comfort, and personalisation, the value becomes much clearer.”



Luxury Sleep  
(MITEC, Hall 5, Booth M515)

JIECANG

#### Industry Leading Commercial office standing desk system



JIECANG  
(WTCKL, Hall 2A, Booth 2A03)

#### JIECANG: Perfecting the standing desk

In the working world, JIECANG — a Shanghai-based leader in linear motion technology — shows how incremental refinement can be as transformative as any grand reveal.

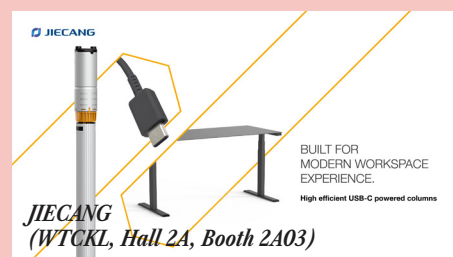
Probably the biggest player in this list, JIECANG boasts an operational strength that spans over 600,000 square meters with a workforce of more than 4,500 people globally and a turnover of 3.6 billion RMB.

However, instead of reinvention, the company implements new tech to continue perfecting what works. JIECANG improves upon a standing desk by focusing on the details:

- integrated brushless motors
- cleaner cable-free builds
- improved data analytics
- remote diagnostics and OTA updates

DZ Wu, CEO at JIECANG's Office Business unit, makes a note about AI being an enabler of holistic progress:

“The integration of AI with height-adjustable desk systems opens up numerous possibilities—from intelligent customer service to smart office scenario automation. These innovations will further accelerate the industry's transition toward advanced intelligence and smart workspace ecosystems.”



#### See the future at MIFF 2026

Furniture might not scream “high tech” at first glance, but brands like JIECANG, Luxury Sleep, Isella Sofa Design, and Nitori are showing how smart living can quietly, cleverly, and surely find its way into our homes and offices.

Meet them, and a whole lineup of innovators, at the Malaysian International Furniture Fair (MIFF) 2026. Join us 4–7 March 2026 at MITEC and WTCKL, where the global furniture industry convenes to discover, connect, and share what's next.

# Unexpected



**Bringing the focus back to the role of furniture in the commercial and public spaces we share.**

## **Making spaces feel less anonymous**

In homes, we choose furniture that reflects who we are. But step into a hospital, hotel, restaurant, or any public establishment, and the rules tighten. Chairs, counters, waiting benches, dining sets all follow long-standing templates shaped more by convention than intention.

It doesn't, of course, have to be that way. We just need to start asking more helpful questions around form and function.

Beyond its basic function, what should a space feel like?

This isn't to say old templates no longer work, but upon the tried-and-true we can begin to furnish with more intent to give transient spaces more memorable qualities.

## **From invisible furniture to markers of identity**

Where they once designed for efficiency, developers and businesses today have the opportunity to connect with passers-by and patrons by designing for experience, simply by paying attention to how much the right furniture can alter an otherwise anonymous space.

Do waiting rooms have to feel as clinical as they typically are? Do open lobbies need to be so muted and cavernous?

Pickup points, rest corners, transit hubs, even the "sit-and-wait" zones we barely register — can they be reimagined with comfort, flow, and culture in mind? xOrdinary may just have an answer that works. As a collective founded in 2021 in conjunction with the Malaysian International Furniture Fair (MIFF), they gather and empower independent creatives from across the furniture and lifestyle space so that innovative ideas can come to life from the ground up.

In their xOrdinaire roster of creators, one would find the likes of Flatpak (Instagram: @flatpak.my) which explores new possibilities in custom modular furnishings through refined carpentry, or The Green Factory (Instagram: @greenfactorykl), which prides itself on creating sustainable, Malaysian-crafted wood products that work both indoors and outdoors across a variety of settings.

Then there are brands on the same roster that embody Malay heritage, such as Dad's Woods (Instagram: @dadswoods), as well as those that capture Scandinavian sensibilities, like Basicology (Instagram: @basicologymy) or The Craftsmanty (Instagram: @thecraftsmanty), which straddles both worlds.

These creators demonstrate that furniture traditionally designed for homes can be reimagined to work beautifully in commercial and public spaces.

# *for*





## Unexpected Places for Furniture

### Where are the opportunities for out-of-home furniture innovations?

By simply observing the nooks and crannies within our urban sprawl, one could see the potential for fresh furniture design in the places people wait. A simple shaded rest area with on-the-go refreshments on a broadened walkway can turn what used to be a dead zone into a welcome pause point.

Or look at integrated townships like Sunway, Gamuda, EcoWorld, and KL Wellness City. These are intentionally designed to be micro-ecosystems where living, leisure, and work blend together through furnishings we don't notice — from modular seating to pockets of 'green' rest spaces.

Then there are the emerging third spaces: community pop-ups, weekend markets, religious meetups, or maker spaces. These are places that thrive on adaptability, where the setup can shift

from a social circle to a demo station within minutes. A thoughtful mix of indoor and outdoor furniture design can empower that kind of fluid use.

Even retail is evolving into something more collaborative. Consider cafés that double as co-working spaces with the addition of nooks and partition workdesks, or fashion boutiques that host workshops with an expandable table.

# Places



# Furniture

### Explore innovations at MIFF 2026

Beyond homes and offices, the possibilities for inventiveness in furniture design are virtually endless. xOrdinary is one of the many exhibitors paving the way in the furniture industry.

Businesses looking to explore fresh ideas and new opportunities can check out Malaysian International Furniture Fair (MIFF) 2026.

Join us from 4–7 March 2026 at MITEC and WTCKL, where the global furniture industry meets, connects, and sources the next big thing in design and procurement.



## Workspaces That Work Better

The old workspace feels almost unthinkable today — a place built for output rather than experience. Rows of identical desks. White pastel walls. Lighting that belonged in a hospital, not somewhere humans spend most of their waking hours. The message was simple: Get in. Work. Leave.

That era is ending.



*Merryfair  
(WTCKL, Hall 2B, Booth 2B02)*

Today's professionals expect far more than a desk and a chair that "gets the job done." They want ergonomics, adaptability, and interiors that feel intentional rather than improvised. A broken armrest or a fixed cubicle setup tells you everything. The space wasn't designed with people in mind.

The numbers reflect the shift. According to Mordor Intelligence, the Asia-Pacific office furniture market is valued at USD 74.16 billion in 2025, with projections climbing to USD 95.22 billion by 2030.<sup>1</sup>

But statistics only tell one part of the story. The rest comes from manufacturers, employees, and designers who are shaping what the modern workspace looks and feels like.

To understand the shift, we spoke with leaders across the region.

### Designing for how people actually work

For Merryfair, one of Malaysia's most established seating manufacturers, office furniture has always evolved alongside workplace culture.

Founded in 1974 and now operating from a 600,000 sq ft facility in Klang, Merryfair exports to more than 80 countries. Jason Lim, Senior Sales Manager, has witnessed this evolution firsthand.

"Before, upper management preferred having their own rooms," Lim says. "Now open space has become a thing where bosses and managers sit among their team members."

Hybrid work accelerated this change. The office is no longer the mandatory daily destination it once was, and furniture now has to justify the commute.

"Many companies have shifted to a permanent hybrid or a three-to-four-day office schedule," Lim explains. "So they need to make the office attractive again — something that entices staff to return."

That shift shows up in layout and function: quiet zones, hot-desking setups, isolated phone booths, lounge-style collaboration areas, and flexible workstations. And seating has become one of the most scrutinised elements.

"Back then, a chair was just a chair," Lim says. "Now people are more aware of the importance of sitting ergonomics. If they are working eight hours a day, they want something functional, suited to their posture, and comfortable."

Colour and material choices are shifting too, especially for customers furnishing hybrid or home-office environments.

"They want upholstery that feels more home-like," he adds. "Pastel colours, lighter frames, something that fits in a living room as much as an office."

Behind the scenes, Merryfair's R&D team designs for two priorities: ergonomics and aesthetic relevance.

"We design with multiple adjustments now — headrest, backrest, lumbar support," Lim says. "And everything must comply with international standards like BIFMA."

Looking ahead, the company remains focused on seating.

"Eighty percent of our products are sitting products," he says. "That will continue. What we see trending is minimalist, breathable mesh chairs with essential adjustments — slimmer silhouettes that suit smaller spaces."

### The Rise Of Modular Thinking

VS Office Furniture reflects a similar evolution from a different starting point.

Established in 1986 in Jenjarom, Selangor, the company has grown from 4,000 sq ft to a 435,600 sq ft production facility supplying

# Workspaces That Work Better

## Inside Asia-Pacific's new

workstations, storage systems, and office solutions across global markets.

For Managing Director Gan Sing Chew, the demand shift is both structural and behavioural.

"The demand is growing because more companies are expanding and setting up new offices in Southeast Asia," he explains. "People also care more about comfort and design now, especially with hybrid work becoming common."

The hybrid model has changed furniture standards.

"Companies want furniture that is flexible and easy to move," Gan says. "Smaller modular workstations are replacing fixed ones."

Home-office demand is here to stay, not just as a pandemic workaround, but as a permanent category—something everyone is starting to realise.



*Stellar Furniture  
(WTCKL, Hall 2A, Booth 2A01A)*

"People need good chairs and desks at home," he adds. "So the demand is for furniture that works well in both environments — practical, comfortable, and space-saving."

To meet that expectation, VS Office Furniture has focused on modular systems, ergonomic seating, and materials that feel contemporary rather than utilitarian.



# Workspaces That Work Better

## New office furniture era

"We stay close to our customers and observe how they use their spaces," Gan says. "Work styles keep changing, so our furniture must be able to change too."

Across markets, aesthetic and compliance expectations vary.

"In Asia, customers value space-saving and practical designs," he explains. "Europe focuses on sustainability and strict ergonomic standards, while the Middle East prefers premium finishes. Australia prioritises durability and eco-friendly materials."

The company's roadmap reflects these shifts. "In the next few years, we are focusing on modular workstations, ergonomic chairs, and collaborative furniture," Gan adds. "We are also growing our home-office line and investing in sustainable and smart designs."



### Designing furniture as a service

Stellar Furniture brings yet another perspective to the region's changing office landscape: the idea that workplaces now require solution-driven environments rather than static furnishings.

Originally founded in India and now operating from a 25,000 sqm facility in China, Stellar exports to more than 100 countries. For CEO Arihant Nahar, the company's evolution has mirrored the shifts happening across the global office sector.

"Today we are not just selling a product, we are selling a solution," Nahar says. "Workspaces are changing quickly, and furniture must respond with flexibility, experience, and relevance."

Stellar's recent investments reflect that mindset. The company has poured resources into new molds, R&D, and compliance standards to meet emerging expectations across markets—including sustainability certifications, AI-assisted product development, and international ergonomic benchmarks.



The demand surge across Asia-Pacific, Nahar explains, comes from two directions: employers redesigning offices to entice workers back, and employees increasingly expecting home-level comfort in professional spaces.

"Work from home has become part of workplace culture across different industries," he says. "At the same time, employers want people in the office again, but to do that, the space must feel comfortable, functional, and worth coming back to."

It was similar to what Lim had pointed out.

Nahar sees rising demand for simple but highly functional furniture, flexible workstation setups, and colour palettes that signal warmth rather than corporate formality.

"The palette has changed completely,"

he notes. "Employees want environments that feel cozy, soft, and more human, not clinical."

One category gaining momentum, he shares, is the compact acoustic phone booths and modular privacy pods.

"They're becoming the new conference rooms," Nahar explains. "As offices shift to open layouts and co-working becomes more common, companies need focused spaces that avoid noise disruption without requiring expensive room build-outs."

Looking ahead, the company plans to accelerate its role as an integrated workspace partner.

"In the next five years, we aim to be recognised not just as a manufacturer, but as a design-to-build solution provider," Nahar says.

### The office as a designed environment

The way furniture is being created now reflects a larger mindset shift. The workspace is no longer treated as a container for employees. It's becoming something more deliberate and more human.

What's emerging is a regional furniture landscape focused on comfort, flexibility, long-term use, and a better experience of being at work. The office is being rebuilt around how people behave, collaborate, and move through their day.

MIFF 2026 will continue that conversation on 4–7 March at MITEC and WTCKL. Join us and expect new launches, meaningful connections, and a look at where furniture design is heading next.

#### References

1. Asia-Pacific Office Furniture Market Size & Share Analysis – Growth Trends And Forecast (2025 – 2030). Mordor Intelligence. Available at: <https://www.mordorintelligence.com/industry-reports/asia-pacific-office-furniture-market> Accessed 6 November 2025

# The Lookbook

A little taste of what's new and what you'll be craving next.  
Catch it all at MIFF 2026.



① **Acacia Home Furnishing Sdn Bhd**  
WTCKL, Hall 3, Booth 307  
[www.acaciahome.com.my](http://www.acaciahome.com.my)

② **Alian Furniture Industries Sdn Bhd**  
MITEC, Hall 2, Booth M202 & M203  
[www.alianfurniture.com](http://www.alianfurniture.com)

③ **Best-Beteck Furniture Sdn Bhd**  
MITEC, Hall 6, Booth M610  
[www.bestbeteck.com](http://www.bestbeteck.com)

A bed should feel as quiet as the nights you spend on it. This one is built using Japanese mortise and tenon joints, allowing it to be assembled without tools or metal parts, and to stay steady once in place.

Made from solid rubberwood, the frame features rounded legs and softened edges that make it safer to live around. Velcro details help prevent noise and shifting, while the under-bed layout makes better use of space.

Available with a soft headboard, a wooden headboard, or as a frame only.

④ **Bow Victory Sdn Bhd**  
MITEC, Hall 8, Booth M812  
[www.bowvictory.com](http://www.bowvictory.com)

⑤ **Chinfon Furniture Industries Sdn Bhd**  
MITEC, Hall 11, Booth M1102C  
[www.chinfonfurniture.com](http://www.chinfonfurniture.com)

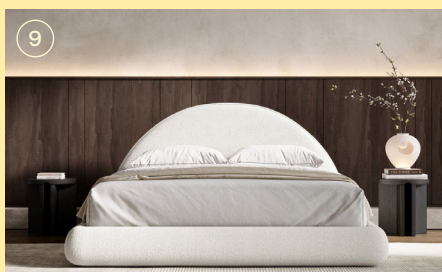
⑥ **Inception Design and Trading Sdn Bhd**  
MITEC, Hall 6, Booth M601  
[www.idt.my](http://www.idt.my)

⑦ **TMH Furniture Industries Sdn Bhd**  
MITEC, Hall 3, Booth M320  
[www.tmhfurniture.com](http://www.tmhfurniture.com)





## The Lookbook



### Chuanheng Furniture Products Sdn Bhd

1 MITEC, Hall 7, Booth M715  
www.chuanheng.net

### Holong Wood Industries Sdn Bhd

2 MITEC, Hall 4, Booth M413  
www.holongfurniture.com

### Furnstars Concept Sdn Bhd

3 MITEC, Hall 7, Booth M707  
www.furnstarsconcept.com

Furnstars Concept began as a manufacturer of upholstered bedroom furniture, with an emphasis on comfort, quality, and modern design. As its capabilities grew, the factory expanded into paper-laminate, metal, and solid wood furniture, allowing a wider range of products to be developed within the same facility.

Upholstery, frame construction, wood processing, and metal fabrication are all handled in-house, with dedicated teams overseeing each stage of production. This setup helps maintain consistency across materials and finishes, while supporting the development of cohesive, mixed-material collections.

By keeping these processes closely connected, Furnstars Concept is able to deliver reliable production outcomes and furniture designed to meet the expectations of international markets.

### Indulge Home Furniture

4 MITEC, Hall 4, Booth M411

### Johann & Joann Concept Sdn Bhd

5 MITEC, Hall 6, Booth M602  
www.jnjconcept.com

### JT Home Furniture Innovative Sdn Bhd

6 MITEC, Hall 6, Booth M611B

### Kinheng Furniture Sdn Bhd

7 MITEC, Hall 10, Booth M1002  
www.kinhengfurniture.com

### Luxury Sleep Products Sdn Bhd

8 MITEC, Hall 5, Booth M515  
www.luxurysleep.com

### MWF Source Sdn Bhd

9 WTCKL, Hall 2B, Booth 2B11  
www.mw-furniture.com

### Ninety S Furniture Sdn Bhd

10 MITEC, Hall 4, Booth M422  
www.90sfurniture.com

### Sweet Home Concept Sdn Bhd

11 MITEC, Hall 4, Booth M408A  
www.sweethome.my



## The Lookbook



**1 Titov Sdn Bhd**  
MITEC, Hall 9, Booth M903  
[www.titov.com.my](http://www.titov.com.my)

**2 TCH Furniture Industries Sdn Bhd**  
MITEC, Hall 11, Booth M1111B  
[www.tch.furniture](http://www.tch.furniture)

**3 PT. Ocean Centra Furnindo**  
MITEC, Hall 1, Booth M127  
[www.ptocf.com](http://www.ptocf.com)

For over 50 years, PT Ocean Centra Furnindo has been making mattresses for nights that need to feel the same, again and again. Comfort here is treated as something that has to hold up over time, across markets, and at scale.

Production takes place in ISO-certified factories, using CertiPUR-US certified foams and skilled craftsmanship to maintain optimal quality.

Recognition as a Superbrands awardee and Sedex membership reflects how the company operates day to day: certified, accountable, and structured for long-term partnerships.

**4 C. K. Ban Soon Lee Industries Sdn Bhd**  
WTCKL, Hall 4A, Booth 4A08  
[www.ckbsl.com.my](http://www.ckbsl.com.my)

**5 LB Furniture Sdn Bhd**  
MITEC, Hall 7, Booth M702  
[www.lbfurniture.com](http://www.lbfurniture.com)

**6 Master Grade Furniture Industries Sdn Bhd**  
MITEC, Hall 8, Booth M803  
[mastergradefurniture.com](http://mastergradefurniture.com)

**7 Vistawood Industries Sdn Bhd**  
MITEC, Hall 7, Booth M721  
[www.vistawood.com](http://www.vistawood.com)

**8 Acme Fine Furnishings Sdn Bhd**  
MITEC, Hall 11, Booth M1101  
[www.acmecorp.com](http://www.acmecorp.com)

**9 Aik Chee Furniture Sdn Bhd**  
MITEC, Hall 11, Booth M1102  
WTCKL, Hall 3, Booth 323  
[www.aikchee.com.my](http://www.aikchee.com.my)

**10 CS Elegance Sdn Bhd**  
WTCKL, Hall 4A, Booth 4A35  
[www.cselegance.com](http://www.cselegance.com)

**11 CSK Design Furniture Sdn Bhd**  
MITEC, Hall 6, Booth M616





## The Lookbook



### ELK-Desa Furniture Marketing Sdn Bhd

1 MITEC, Hall 7, Booth M705

### KF Furniture Export Sdn Bhd

2 WTCKL, Hall 3, Booth 316  
www.kffurnitureexport.com

### Foshan City Dongminghui Furniture Co Ltd

3 MITEC, Hall 10, Booth M1006A

### Gamma Wood Sdn Bhd

4 MITEC, Hall 6, Booth M616  
www.gammawood.com

### GF Furniture Sdn Bhd

5 WTCKL, Hall 2C, Booth 2C05  
www.gffurniture.com.my

### Golden Tech Furniture Industries Sdn Bhd

6 WTCKL, Hall 3, Booth 326  
www.goldentechfurniture.com

### Hoon Yuen Furniture Industries Sdn Bhd

7 MITEC, Hall 10, Booth M1017  
www.hoonyuenfurniture.com.my

### Hovis Industries Sdn Bhd

8 MITEC, Hall 11, Booth M1118

### Inspiwood Furniture Sdn Bhd

9 WTCKL, Hall 4A, Booth 4A29  
www.inspiwood.com

### Ivorie International Sdn Bhd

10 MITEC, Hall 2, Booth M210  
www.ivorieinternational.com

### Jongre Special Corporation

11 MITEC, Hall 10, Booth M1013H  
www.jongre.com.tw

### Ker Global Furniture (M) Sdn Bhd

12 MITEC, Hall 2, Booth M204A  
www.kerfurniture.com

### Nova Talent Sdn Bhd

13 MITEC, Hall 5, Booth M501  
www.novatalent.com.my

### Quality Furniture Sdn Bhd

14 MITEC, Hall 7, Booth M711



## The Lookbook



### 1 Shantawood Sdn Bhd

MITEC, Hall 9, Booth M903A  
www.shantawood.com.my

### 2 Sim Hup Seng Sdn Bhd

MITEC, Hall 8, Booth M816  
www.simhupseng.com

### 3 Smart Top Surface Solution Sdn Bhd

MITEC, Hall 6, Booth M612  
www.smarttop.com.my

### 4 Tiptop (Tianjin) Furnishings Co Ltd

MITEC, Hall 11, Booth M1103A  
www.tiptopfurnishings.com

### 5 Triswift Designs Sdn Bhd

MITEC, Hall 8, Booth M807  
www.triswift.com

### 6 Unique Design Furniture Sdn Bhd

WTCKL, Hall 3, Booth 328  
www.uniquedesignfurn.com

### 7 Wang Heng Leong Furniture Trading Sdn Bhd

WTCKL, Hall 2B, Booth 2B29  
www.whlfurniture.com

### 8 Yeu Hong Furniture Industries Sdn Bhd

WTCKL, Hall 3, Booth 320A  
www.yeuhong.com

### 9 Yeo Aik Wood Sdn Bhd

WTCKL, Hall 3, Booth 325  
www.yeoaik.com

### 10 BS Furniture Industries

MITEC, Hall 4, Booth M401  
www.bsffurniture.com

### 11 Dee Noon Corporation Sdn Bhd

WTCKL, Hall 4A, Booth 4A28  
www.deenoon.com

### 12 Ecomate Sdn Bhd

WTCKL, Hall 3, Booth 308 & 325A  
www.ecomate.com.my

### 13 Furnmeg Manufacturing Sdn Bhd

MITEC, Hall 1, Booth M100

### 14 Seow Buck Sen Furniture (M) Sdn Bhd

WTCKL, Hall 2C, Booth 2C10 & 2C18  
www.seowexport.com.my



## The Lookbook



**1 Simewood Product Sdn Bhd**  
MITEC, Hall 2, Booth M213  
[www.simewood.com](http://www.simewood.com)

**2 Soon Her Sing Industries (M) Sdn Bhd**  
WTCKL, Hall 2B, Booth 2B08  
[www.acmi.net](http://www.acmi.net)

**3 HeveaPac Sdn Bhd**  
WTCKL, Hall 4A, Booth 4A01  
[www.heveaPac.com.my](http://www.heveaPac.com.my)

For HeveaPac, leading with beauty starts at the design level. Each piece is shaped around clean, simple lines and modern forms that are meant to work easily across different spaces.

Leading with purpose shows up in how partnerships are built. Work begins at the concept stage and continues through to mass production, with end-to-end support, fast turnaround times, and in-house testing handled as part of the process.

Taken together, beauty and purpose is how HeveaPac designs and produces its high-quality, innovative and sustainable products to global markets.

**4 VS Concept Furniture Sdn Bhd**  
WTCKL, Hall 3, Booth 320  
[www.vsfurniture.com](http://www.vsfurniture.com)

**5 VS Idea Furniture Sdn Bhd**  
MITEC, Hall 6, Booth M609  
[www.vsideafurniture.com.my](http://www.vsideafurniture.com.my)

**6 Tera Home Industrial Sdn Bhd**  
MITEC, Hall 5, Booth M505

**7 Zhin Sheng Furniture Sdn Bhd**  
MITEC, Hall 1, Booth M117  
[www.zhinsheng.com](http://www.zhinsheng.com)

**8 Euro Dome Sdn Bhd**  
MITEC, Hall 6, Booth M603  
[www.eurodome.net](http://www.eurodome.net)

**9 Infurnex Resources Sdn Bhd**  
MITEC, Hall 6, Booth M617  
[www.infurnex.com](http://www.infurnex.com)

**10 Foshan Suilong Furniture Co Ltd**  
MITEC, Hall 11, Booth M1119  
[www.suilong.com](http://www.suilong.com)

**11 Guangdong Duopuda High-tech Materials Co Ltd**  
WTCKL, Hall 2B, Booth 2B09





## The Lookbook



- 1 Comfy Nest International Sdn Bhd**  
MITEC, Hall 7, Booth M712  
[www.comforcel.com](http://www.comforcel.com)
- 2 Fernex Sdn Bhd**  
MITEC, Hall 6, Booth M603B  
[www.thebeddingscompany.com](http://www.thebeddingscompany.com)
- 3 Accord Furniture Sdn Bhd**  
WTCKL, Hall 2C, Booth 2C11  
[www.accord-furniture.com](http://www.accord-furniture.com)

At first glance, the bed reads as a quiet contrast. A smooth, high-gloss headboard finished in rich space blue sits against a lighter, natural oak frame. The difference between the two finishes is deliberate, giving the design its contemporary edge without overwhelming the room.

Crafted from premium materials, the bed is built for everyday use, balancing durability with comfort. Its low-profile design enhances the sense of space in a room.
- 4 Favourite Design Sdn Bhd**  
MITEC, Hall 6, Booth M613  
[www.favouritedesign.com.my](http://www.favouritedesign.com.my)
- 5 Thaison Furniture Sdn Bhd**  
WTCKL, Hall 2B, Booth 2B12
- 6 Henglin Home Furnishings Co Ltd**  
MITEC, Hall 10, Booth M1016A  
[www.henglin.com](http://www.henglin.com)
- 7 Bazhou Biaodian Furniture Co Ltd**  
MITEC, Hall 1, Booth M1102A1  
[www.cnbdjj.com](http://www.cnbdjj.com)
- 8 TKY Furniture Industries Sdn Bhd**  
WTCKL, Hall 3, Booth 317  
[www.tkyfurniture.com](http://www.tkyfurniture.com)
- 9 Amber Office Sdn Bhd**  
WTCKL, Hall 2B, Booth 2B20A  
[www.amberoffices.com](http://www.amberoffices.com)
- 10 Aoke Malaysia Sdn Bhd**  
WTCKL, Hall 2B, Booth 2B22
- 11 Daeha Chairs Co Ltd**  
WTCKL, Hall 2B, Booth 2B01A  
[www.daehachair.com](http://www.daehachair.com)



## The Lookbook



### Euro Bench Office System Sdn Bhd

1 WTCKL, Hall 2B, Booth 2B55  
www.eurobench.com.my

### Heshan Zonman Furniture Limited

2 MITEC, Hall 9, Booth M906D

### Kinsha Group (Kinsha One Sdn Bhd)

3 WTCKL, Hall 2B, Booth 2B26  
www.kinsha.com.my

### Merryfair Chair System Sdn Bhd

4 WTCKL, Hall 2B, Booth 2B02  
www.merryfair.com

### Noel Furniture Manufacturing Co Ltd

5 WTCKL, Hall 2A, Booth 2A13

### Poh Huat Furniture Industries (M) Sdn Bhd

6 MITEC, Hall 7, Booth M703  
www.pohhuat.com

### Qingdao Richmat Intelligence Technology Inc

7 WTCKL, Hall 2B, Booth 2B51  
www.richmat.com

### Sundesk Venture Sdn Bhd

8 WTCKL, Hall 2B, Booth 2B07  
www.sundeskventure.com

### VS Office Furniture (Malaysia) Sdn Bhd

9 WTCKL, Hall 2B, Booth 2B30 & 2B03  
www.vsofficefurniture.com

### Zhejiang Jiechang Linear Motion Technology Co Ltd

10 WTCKL, Hall 2A, Booth 2A03

### TiMOTION Technology

11 WTCKL, Hall 2B, Booth 2B13  
www.timotion.com/en

### Domica Furniture Industries Sdn Bhd

12 WTCKL, Hall 2B, Booth 2B33  
www.domica.com

### Dormez Fabrication Sdn Bhd

13 MITEC, Hall 1, Booth M100A

### Huei Tyng Enterprise Co Ltd

14 MITEC, Hall 10, Booth M1013B  
www.hueityng.com.tw

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### Taiwan Mirror Glass Enterprise Co Ltd

①  
MITEC, Hall 10, Booth M1013E  
[www.tmg.com.tw/en](http://www.tmg.com.tw/en)

### Artides Furniture & Hardware Sdn Bhd

②  
MITEC, Hall 8, Booth M818

### Acme Upholstery Manufacturing Sdn Bhd

③  
MITEC, Hall 4, Booth M424  
[www.acmefurniture.com.my](http://www.acmefurniture.com.my)

### Anhui Mesja New Material Co Ltd

④  
MITEC, Hall 11, Booth M1103A1  
[www.mesja.com](http://www.mesja.com)

### Anji Dajishi Furniture Co Ltd

⑤  
WTCKL, Hall 2B, Booth 2B57

### Diglant Manufacturing Sdn Bhd

⑥  
MITEC, Hall 5, Booth M511  
[www.easterndecorator.com](http://www.easterndecorator.com)

### Fashion Bed Group Sdn Bhd

⑦  
MITEC, Hall 3, Booth M314

### Foshan Kushang Furniture Co Ltd

⑧  
MITEC, Hall 10, Booth M1006  
[www.chilandfurniture.com](http://www.chilandfurniture.com)

### Future Manufacturer Sdn Bhd

⑨  
MITEC, Hall 6, Booth M615  
[www.futuresofa.com](http://www.futuresofa.com)

### Glorious Furniture Sdn Bhd

⑩  
MITEC, Hall 8, Booth M809

### High Grade Furniture Sdn Bhd

⑪  
MITEC, Hall 11, Booth M1113

### LK Design Industry Sdn Bhd

⑫  
MITEC, Hall 4, Booth M425

### LSG Furniture Sdn Bhd

⑬  
MITEC, Hall 3, Booth M304  
[www.lsgfurniture.com.my](http://www.lsgfurniture.com.my)

### Rian Heng Wooden Furniture Industries Sdn Bhd

⑭  
WTCKL, Hall 4A, Booth 4A12  
[www.rianheng.com.my](http://www.rianheng.com.my)



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- ① **WA Cushion Sdn Bhd**  
MITEC, Hall 8, Booth M813
- ② **Wan Chang Industrial Sdn Bhd**  
MITEC, Hall 11, Booth M1102B
- ③ **Xinhe Furniture Industries Sdn Bhd**  
MITEC, Hall 8, Booth M801  
[www.xinhefurniture.com](http://www.xinhefurniture.com)
- ④ **Zolano Design Sdn Bhd**  
MITEC, Hall 2, Booth M208
- ⑤ **Heap Heng Leong Sdn Bhd**  
MITEC, Hall 6, Booth M607  
[www.hhlsb.com](http://www.hhlsb.com)
- ⑥ **Meditex Industries Sdn Bhd**  
MITEC, Hall 1, Booth M110M  
[www.meditex.com.my](http://www.meditex.com.my)



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## > MARKET ESTABLISHED

Asia, Europe, North America,  
Australasia, Africa & South America

## > MARKET INTERESTED IN

Worldwide



### Few words

#### OUR ACHIEVEMENTS

ECOMATE SDN. BHD. is a furniture manufacturer and exporter based in Muar in the state of Johor, Malaysia.

We are principally engaged in the production of ready-to-assemble furniture products, made of chipboard and or MDF board. We offer wide range of furniture products ranging from living room furniture, bedroom furniture and dining room furniture as well as other types of furniture, which maybe tailored to our customer's specifications.

### Panel. Professional. Productive. Personalized. Perfect.

We manufacture ready-to-assemble furniture product in flat packed format

Our ready-to-assemble furniture is sold unassembled in flat packed format, where by furniture components are packed separately along with assembly instructions and basic assembly tools for assembly by end consumers. By adopting the flat packed format, we are able to translate cost savings from shipping to our customers and ultimately, end consumers.

### We have stringent QC processes to ensure consistent quality

Our in-house QC team has in place quality control procedures at various stages during our production process to ensure each component of our furniture products meets our predefined quality standards. In 2020, Ecomate was certified compliant to ISO 9001:2015 by VE International Certification Group of Companies for the scope of manufacture of furniture. In 2021, Ecomate was also certified compliant to ISO 9001:2015 by ACM-CCAS Limited for the scope of manufacturing of furniture.

