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The official magazine of the
Malaysian International Furniture Fair

Dec
2016

MIFF and The Global Citizen

How globalisation has impacted business
for Wegmans Furniture Manufacturing

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@ MIFF 2017

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MIFF 2016
Furniture Excellence Award
Silver Award



Cordially Invites you to our booth at
MECC, Hall E-09
8th-11th March 2017



Letter to Readers

Onto MIFF 2017 and Beyond

As MIFF enters its 23rd year, brighter and bigger things are in store for its business partners, exhibitors and visitors alike. This coming March 8 to 11, as its robust floor show at Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC) open the doors to new and returning customers, Malaysian International Furniture Fair (MIFF) will be as fabulous as ever.

Owing to its long reputation as Southeast Asia's biggest trade show, furniture enthusiasts worldwide will be treated to a bigger international hall and the launching of MIFF Office, a section that MIFF 2017 has dedicated to office furniture. In line with MIFF's history of providing customers with high quality and high value products, MIFF OFFICE presents a complete range of the latest and innovative solutions for commercial, home office and a wide range of specific needs. You can read all about it in this issue's Special Report (page 23).

In our *Cover Story* (page 4), we pay homage to the global citizens, the digital nomads who comprise a huge chunk of today's furniture market. With globalisation in full swing, people are moving across territories, therefore changing the furniture customers' buying perspective. Wegmans Furniture understands this concept very well and has shifted its business model to adapt to this new market behaviour.

If our fully packed *Fabulous Furniture* (page 10) section is of any indication, we can only showcase so much furniture at every MIFF show, and every year the turn-out of fantastic displays abound as our exhibitors innovate on their booth and product designs.

While Malaysia's furniture industry is mainly wood-based, there is more to wood than meets the eye. Its beauty is definitely more than 'skin deep'. Find out how furniture makers are using science and technology to innovate wood before turning it into awesome furniture pieces in *Spotlight* (page 37).

And where would MIFF be without our exhibitors? While we would always be thankful that Malaysian furniture companies are loyal exhibitors at MIFF for decades, we are even more blessed that our list of international exhibitors continues to grow (*InFocus*, page 30). Today, MIFF has the trust of both local and international players, and we thank you all for that.

But MIFF 2017 is only the beginning of bigger surprises. There will be more to come in 2018 and beyond...so stick around!

Prepare now for your upcoming visit to MIFF 2017. Register at www.miff.com.my to avail of free admission, best deals on MIFF's official hotel partner and to get access to many more updates.

Best wishes,

KAREN GOI

General Manager, MIFF

UBM Malaysia

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The official magazine of the
Malaysian International Furniture Fair **now**

PUBLISHED BY:



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Globally Clued In



How do you honour the tastes of a diverse, international audience while anticipating and interpreting trends for modern lifestyles? Wegmans has found the way.

by Alexandra Wong
Furnish Now writer

The level of perfectionism at Wegmans Furniture is legendary.

Rumour has it that each product undergoes up to eight prototyping cycles before Collin Law — the head designer — gives his

stamp of approval. Mr. Law, who also happens to be the company founder and Executive Director, has such exacting standards that he regularly works until midnight to get things right. According to a company insider, “Our sample team will always have a hard time because they have to keep modifying and modifying until every sitting position is comfortable!”

Such religious attention to detail is practically unheard of in the furniture industry. With margins constantly being squeezed by fluctuating market forces, most manufacturers aim to minimise production cycles and time-to-market, not the opposite.

But then again, Wegmans isn't most manufacturers.



Atypical Trajectory

From its ultra-perfectionist approach to industry-defying revenue growths, there is very little about Wegmans Furniture that fits the classic Malaysian furniture-maker mould.

True, Wegmans began life as a subcontractor for another furniture brand, just like the hundreds of homegrown enterprises that emerged in the 90s to capitalise on Malaysia's blossoming furniture industry. But even in those early days, Wegmans was already hard at work on different strategy for the future.



Meet Hannah.

She's 24, works from anywhere, and loves new experiences. On Halloween, Hannah suddenly decided to move from Chicago, U.S.A., to Hoi An, Vietnam. Fortunately, her furniture supports her, looking right at home both in her earlier Chicago apartment, and later Hoi An home. Wegmans furniture pictured: Razor (dining set), Lana (coffee table set), Venza II (sofa set), and Sky (sideboard and TV set).

"We knew that if we wanted to scale up, export was the answer. In order to get there, however, we could not stick to our business model as an Original Equipment Manufacturer, i.e. making products based solely on other people's designs. It would make us overly reliant on agents. We had to work on securing our own export clients, and in order to do that, the only way was to design and develop our own products," said Mr. Law.

Putting the plan into action was a real resource challenge, since the company had to fulfill a full load of sub-contractual client requirements at the same time, but it had to start somewhere. Slowly but surely, however, their persistence and hard work paid off. Today, some 80% of Wegmans' export revenue comes from direct business and the rest through agents — a complete reversal of their initial mix.

Now that a design foundation had been built, Wegmans was ready for another major pivot. About ten years ago, the majority of their products was made from rubberwood, like other Muar furniture producers. "Rubberwood is great because it's environmentally friendly, economical and durable," shared Mr. Law. "Moreover, extensive plantations in Malaysia means we never have to face any material shortage."

On the other hand, Wegmans knew that in a sea of other capable rubberwood specialists, it was hard to stand out. "If we wanted to move up the value chain, we had to find a high-end segment and carve our unique niche," Mr. Law added.

Armed with that mission, Mr. Law embarked on a search for alternative materials. It led him to American hardwood. Although the initial cost to build hardwood products was much higher, Mr. Law was convinced they could recoup the investment. "Classic, good quality materials never go out of style," he said. "Oak and walnut are durable and solid timbers with stunning natural wood grain, which can gain favour with high-end markets. What's important is to bring out that beauty with sophisticated and elegant designs, and we now have the expertise to do it."

Wegmans made contact with a few U.S. suppliers and began developing several product ranges using American walnut. Response to its walnut and stainless steel combinations was overwhelmingly positive, so it experimented further with MDF and veneer-based furniture using various ash, oak and walnut veneers. With green consciousness on the rise, Wegmans also began to incorporate reclaimed and FSC-certified woods into their products, way ahead of its competitors.

Within a few short years, the company emerged as one of the three largest Oak lumber importers and Oak furniture exporters in Malaysia. More importantly, the strategy established the company as a premium brand – the Wegmans name is now synonymous with well-executed designs, premium cushioning and ethical manufacturing practices.

What was once a small local company with a 30-strong workforce has swelled into a 26,000 sq. m. modern plant that employs over 500 people at peak production season and ships over 100 containers monthly to over 65 countries including mature markets Japan, Europe, the U.S. and Australia.

Wegmans is planning to open another six-acre production site next year. According to Managing Director Keh Wee Kiet, 2018 will be another bumper year. “In the first quarter, we’re expecting to open another site with 21 acres. Our factory is fully packed, so we need more capacity space and more people to cater for rising demand.”

What’s really amazing is that, even when faced with the most challenging market conditions, Wegmans has

consistently risen to the occasion with products that are highly desirable and in-demand. During the last five years, when the economy was soft and most businesses struggled to just break even, Wegmans was able to deliver double-digit growth. From 2013 to 2014, Wegmans’ sales figures grew a whopping 31%. The company did even better the following year; sales jumped 68%. Revenue for the current financial year is still being tabulated.

What is the secret of Wegmans’ enviable success?

Much of it is attributed to the leadership – each one plays different and complementary roles within the company, bringing specific personal experiences and talents. While Mr. Law is the creative one, Mr. Keh brings years of international experience to the table. This blend of specialised technical expertise with a flexible entrepreneurial approach has enabled Wegmans to continually adapt its range of products, producing highly desirable yet livable collections.

According to Mr. Keh, the unerring focus on user’s needs is the key to knowing what the market wants. “For example, a chair may look stylish, but does the armrest accommodate your

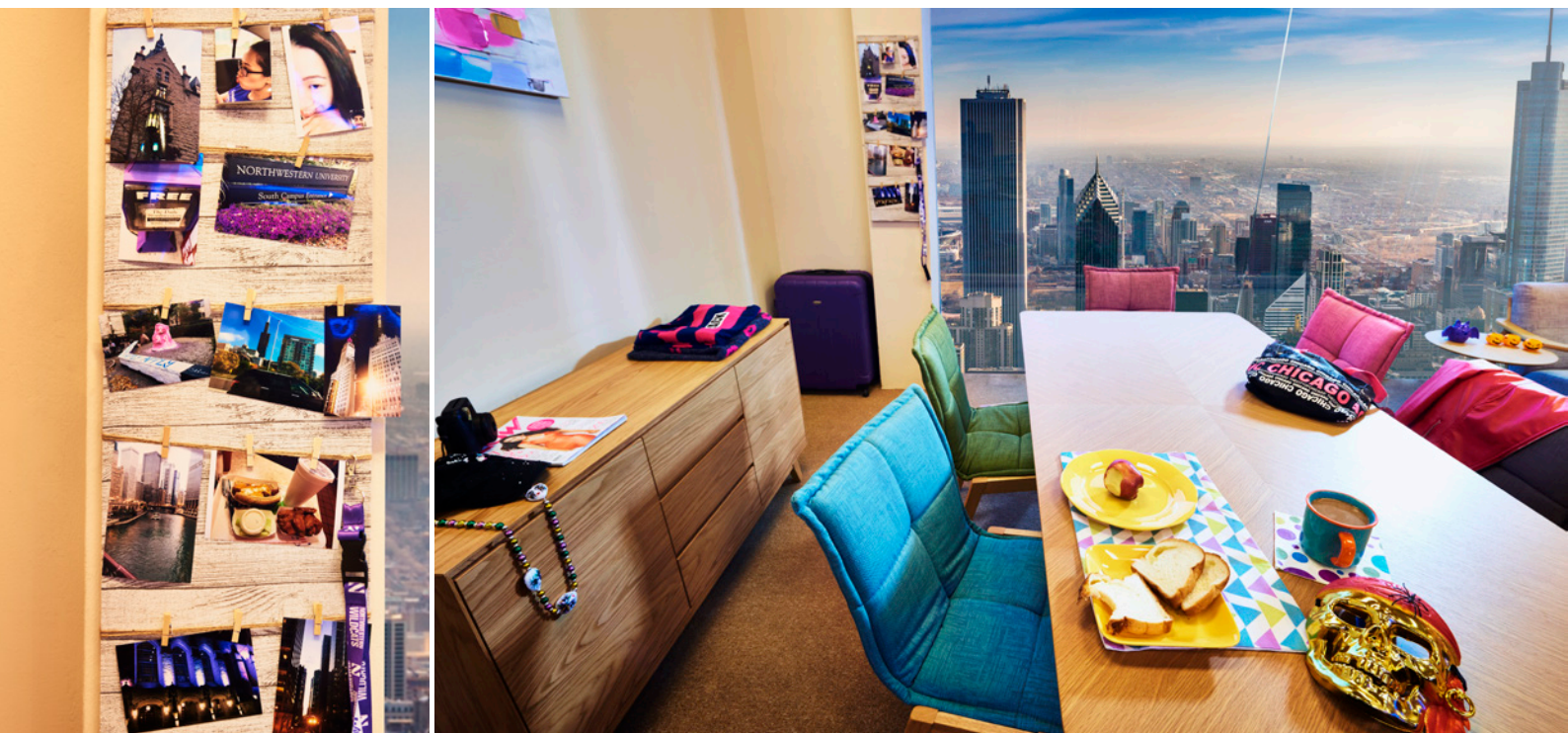
hands and arms comfortably?”, he explained. “Is the backrest slanted at exactly the right angle? These are questions that keep us up at night during the design process. This is why we spend so much time at R&D. In a way, we’re going back to the basics, putting ourselves in our user’s shoes.”

Globalisation Impact

With the advent of globalisation, it’s even more critical for furniture makers to have their finger on the user’s pulse.

“Globalisation has resulted in the birth of a unique segment called the global citizen,” said Mr. Law. “Chances are, we all know of an expatriate who relocates to a new country, or a business traveller who commutes abroad frequently or lives abroad for work for long periods. With vast improvements in technology and transportation, this segment will only continue to grow, making them the most powerful driver of the furniture market. Repeated exposure to other cultures makes the global citizen more educated, cultured and cosmopolitan than any previous generation.

In other words, “You can’t just sell them a trendy sofa,” said Mr. Law.





“Travel makes foreign cultures no longer seem so distant and foreign, so they embrace the idea of bringing the world to their homes. At the same time, because their lives are much more fluid, global citizens seek to establish a deep personal connection with wherever their home happens to be. Our longing for our roots is heightened when we are away from home, not the other way round.”

If it sounds challenging, that's because it is. “Addressing these complex needs will be the biggest challenge facing furniture players,” added Mr. Law.

Cognizant of these market forces, Wegmans began investing

significant resources into R&D for tailoring their furniture products to this new demographic, as early as five years ago. In addition to product development, Wegmans understood that effective marketing was also crucial, so it began looking around for new, untried initiatives to broaden its appeal.

A solution presented itself via a visit to MIFF. In 2013 — the year that Wegmans joined MIFF for the first time — MIFF launched a new initiative called Project Makeover. It involved MIFF collaborating with a local furniture player to show that presentation can be dynamic, fun and game-changing. The aim was to provide its loyal exhibitors with a showcase to market their products in a way that highlighted their global appeal subtly but powerfully.



Wegmans was intrigued. However, since the concept was untested, it decided to stand back and watch first. After three sessions, the feedback from past participants made it clear that the project was generating results. Wegmans needed little persuasion to sign up for the December 2016 edition.

Project Makeover: Wegmans

Weeks of brainstorming later, the MIFF and Wegmans team finalised on the theme “Bringing a touch of home”. The storyline would revolve around a city girl who has to relocate from her home in Chicago, USA, to her new workplace in Hoi An, Vietnam. She represents the future: the digital nomad that can work anywhere, and Wegmans sees that future clearly.

Using strategically placed props and clever taglines, Wegmans created an atmosphere that immersed the audience in her current Asian world, but one that was also rooted in the memories of Chicago. In this case, while the décor changed, the furniture itself was her taste of home. And it showed how versatile the furniture could be. A place to live can't get much different than Chicago and Hoi An, yet the furniture succeeded to support her lifestyle in both locales, aesthetically, comfortably and internationally.

The soothing natural wood colour, the aerodynamic shape and tailored lines provide the perfect canvas for her travel finds — art and textiles — to really take center stage, implying that

Wegmans products has the versatility to help you build new memories and cherish old ones no matter the global environment.

Paired with the right accessories, the collection also demonstrates how the right furniture in a home environment can influence wellbeing. The underlying message is that the Wegmans brand can help transform your dwelling into a comfort zone, no matter where you are in the world.

“After all, that is the function of a home — to provide comfort,” said Mr. Keh. “And furniture can be a powerful connector between the user and their memories.”

By adopting an unconventional approach — be it in product design or marketing channel — Wegmans hopes to open up fresh directions for the furniture industry.

“The industry has to evolve as the user evolves,” emphasized Mr. Law. “We can't afford to blindly copy trends anymore. Furniture makers have to put more skin in the game. Do soul searching. Ask questions. What is the user's story? Find that out, interpret it, and forge a sense of connection through your product. Good design can and should help users live more fulfilling lives in the process. When you can do that, your product is no longer limited by locality because it has universal appeal.”

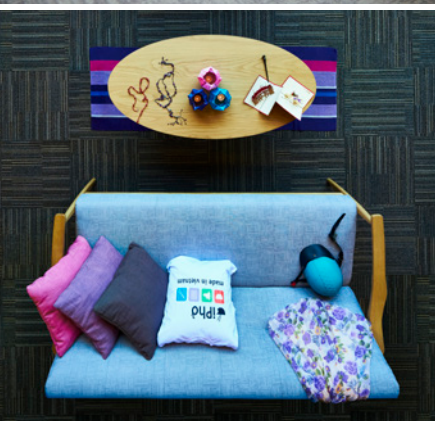


1st position winner of the Top 10 Excellent Eagle



The Ultimate Elegance

Wegmans Furniture Industries Sdn Bhd
www.wegmansfurniture.com
PWTC, Booth 320A





Growing Fabulously



Mau Sin Bentwood Industry
www.mausin.com.my
PWTC, Booth 4A02

Fabulous Furniture has turned into a tradition here at *Furnish Now*. Our December issue will never be complete without this section. As a prelude to the upcoming MIFF 2017 show, we bring you a collection of what to expect at Southeast Asia's largest industry event.

Bigger and better on its 23rd year, MIFF 2017 brings you a wide range of quality furniture – from modern contemporary to traditional wood-based, and everything else in between – at reasonable costs that would suit everyone's budget. MIFF is growing each year with wonderful surprises for its exhibitors, be sure not to miss it!



Heveapac
www.heveapac.com.my
PWTC, Booth 233



In Comfy Heaven

Kinheng knows what buyers look for in a bedroom set: comfort, style and quality. This Sherton bed is all that and more – classically designed, but without sacrificing the comfort factor that buyers cannot ignore. Most especially, if it's from Kinheng, it's top notch quality!

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www.kinhengfurniture.com
PWTC, Booth 316



Lii Hen Furniture
www.liihenfurniture.com
PWTC, Booth 4A05



Inter Sofa Industries
www.intersofafurniture.com
PWTC, Booth 331

Warm and Plush

Lending a contemporary twist to your living room, this quintessential L-shape sofa by Sin Wee Seng Industries takes a life of its own as it affectionately warm up your home. Sensibly-designed with flexibility and ample room, they are the perfect setting for relaxing and a casual discussion. With adjustable head rests, a hidden cabinet is snugly and smartly incorporated in the side arm rest. You would love it more as it comes in such unique and delicious colours.

Sin Wee Seng Industries
www.swssofa.com
MECC, Booth E32



at MIFF



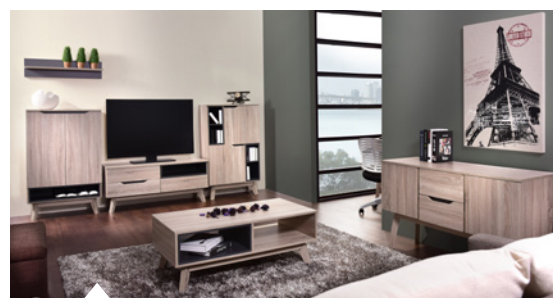
Foshan Aobin Furniture
www.aobinf.com
PWTC, Booth 2C12



Eastern Smart Furniture
www.easternsmart.com
PWTC, Booth 126



Glorybiz
www.myglorybiz.com
PWTC, Booth 231



Seow Buck Sen Furniture
www.seowexport.com.my
PWTC, Booth 2C15 & 2C15A



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



Anji Xinpeng Home Supplies
PWTC, Booth 1M40



Eurospan Furniture
www.eurospan.com.my
PWTC, Booth 315



Bend Wood Beauty

These elegant chairs with a simple yet stylish curved backrest design are an example of the quality products by TMH Furniture Industries – a furniture manufacturer specialising in the technology of wood bending. Using fine quality rubberwood that is durable and flexible, the company's application of bend wood ranges from dining sets to various types of chairs, bar stools and accessories, combining both contemporary and classic appeals. Indeed, bend wood furniture looks set to be the trend of the future.

TMH Furniture Industries
www.tmhfurniture.com
MECC, Booth E09



Sheng Hong Yan Technology
www.shy2011.com.tw
 PWTC, Booth 4C11



KLOTZ International Industries
www.klotzinternational.com
 MECC, Booth E06



YB Woodwork Industry
www.ybwoodwork.com
 PWTC, Booth 211



Huzhou Abest Casting
www.hengsheng2000.com
 PWTC, Booth 2C17A



Lagoon International Corporation
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 PWTC, Booth 4B19



Huzhou Dali Metal
www.huzhoudalimetal.com
 PWTC, Booth 2C17B



Bed Bundle

It's a bed. It's a cabinet. No, it is both. MG Furniture, known for its innovative space-saving techniques in the bedroom continue to surprise customers. This bed bunk-desk-cabinet-in-one is perfect in today's modern homes. Won't your kids just love that?

MG Furniture
www.mgfurniture.blogspot.com
 PWTC, Booth 4A19



Amigatech
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 PWTC, Booth 228



BSL Furniture
www.bslfurniture.com
 MECC, Hall A



Anji Qianghong Furniture
 PWTC, Booth 1M23



Timeless Beauty

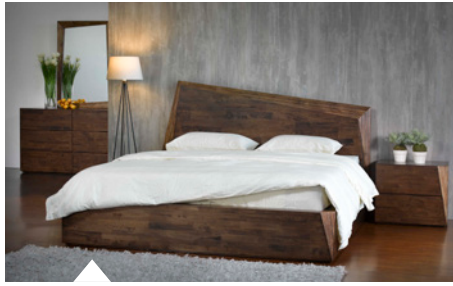
This Aster bedroom set from Ecomate exudes a timeless design that could easily fit any of today's modern bedrooms. Its stylish legs are a real head-turner. Also, the heavy padded headboard provides that extra comfort we all are looking for. Timeless and comfortable. Don't you just want to bring home such a bed?

Ecomate
www.ecomate.com.my
 PWTC, Booth 128



Decortage

www.decortage.com
PWTC, Booth 506



ELK-DESA Furniture

www.elk-desafurniture.com.my
PWTC, Booth 117



Fair Production

www.fairpsb.com
PWTC, Booth 501

Chinfon Furniture Industries

www.chinfonfurniture.com
PWTC, Booth 119



BS Furniture Industries

www.bsffurniture.com
MECC, Booth A09



Distinctive Fine Furniture

www.dff.com.my
PWTC, Booth 215A



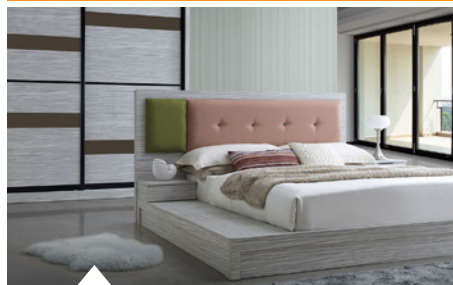
Topgard Resources

www.topgardresources.com
PWTC, Booth 218A



Home Best Enterprise Corporation

www.homebest.com
PWTC, Booth 217



Mixbox Furniture Industries

www.mixbox.com.my
PWTC, Booth 208



Wasaniaga

www.wasaniaga.com
PWTC, Booth 102

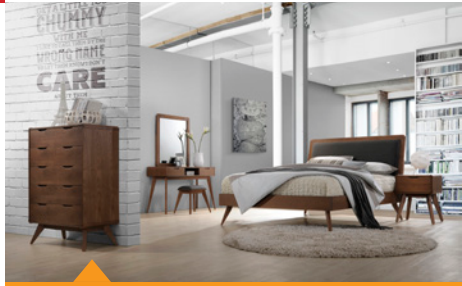
Heavenly Retreat

After a long day's work, we seek our bedroom to rest. Hence it would be best to keep the heart of your sanctuary with uncomplicated aesthetics of basic bright colours. Our bedroom set offers you and your family such a luxury with easily matched colours and comfort designs, a perfect concoction for sweet dreams.

Best-Beteck Furniture

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PWTC, Booth 118





Infurnex Resources
www.infurnex.com
 PWTC, Booth 502



Southern Furniture
www.tubeway.com
 PWTC, Booth 4A03



Pure Star Synergy
www.purestarssb.com.my
 PWTC, Booth 331



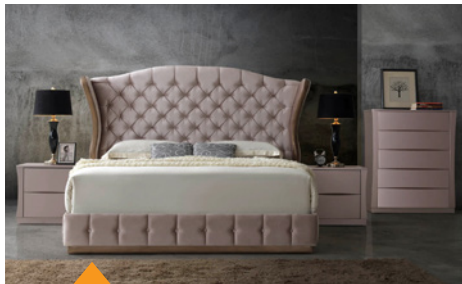
Justfurn
www.justfurn.com
 PWTC, Booth 227



Anji Haiwei Furniture
www.ajhaiwei.com
 PWTC, Booth 2B11A



Titov
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 PWTC, Booth 313



Alto Furniture Trading
www.altofurniture.com.my
 PWTC, Booth 105



VS Concept Furniture
www.vsfurniture.com
 PWTC, Booth 2A16



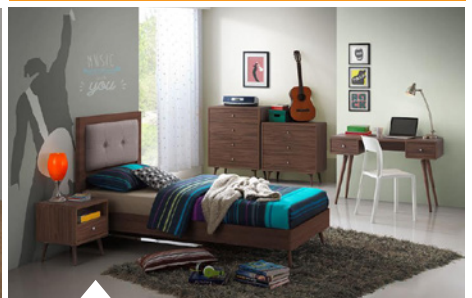
Infinity Furniture Industry
www.infinityfurniture.com.my
 PWTC, Booth 241



LY Wood Enterprise
 PWTC, Booth 232



LB Furniture
www.lbfurniture.com
 PWTC, Booth 213A



VS Idea Furniture
www.vsideafurniture.com.my
 PWTC, Booth 2A11



Living World
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PWTC, Booth 201



Civictai Manufacturing
www.civictaifurniture.com
PWTC, Booth 127



Ivorie International
www.ivorieinternational.com
PWTC, Booth 113



Zhongshan Vikled Household Technology
www.vikledmolding.com
PWTC, Booth 508



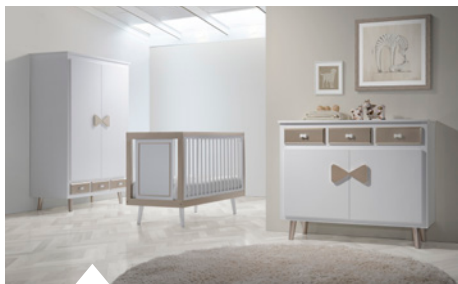
Bowlman Furniture
www.bowlmanfurn.com
PWTC, Booth 207



KF Furniture Export
www.kffurnitureexport.com
PWTC, Booth 321



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



Vistawood Industries
www.vistawood.com
PWTC, Booth 108



Loft Furniture
www.loftfurn.com.my
MECC, Booth D09A



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



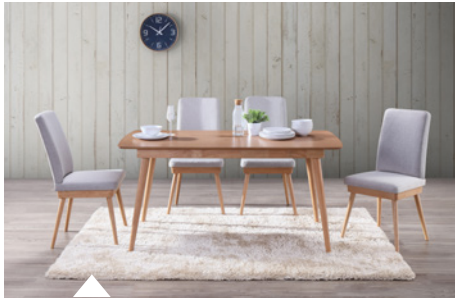
Trendy and Chic

Cosmines specialises in manufacturing of dining set, cabinet and bedroom suite and other customised products. The company's new collection displays a classy, modern and sophisticated design to target today's young and trendy market.

Cosmines
www.cosmines.com
PWTC, Booth 133



Golden Home Elegance
www.homeelegance.com.my
 PWTC, Booth 110



Nova Talent
www.novatalent.com.my
 PWTC, Booth 218



Latitude Tree Furniture
www.latitude-tree.com
 PWTC, Booth 328



Mobilia International
www.mobiliainternational.com
 PWTC, Booth 111



G-Pacific Enterprise
www.gpacificenterprise.com
 PWTC, Booth 213D



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



Triswift Designs
www.triswift.com
 PWTC, Booth 4A30



Xiang Yi Enterprise
www.xiangyienterprise.com
 PWTC, Booth 202

Comfy and Chic

This Oaishi Dining Set is a cross between modern and classic sophistication. Created with the highest standard, this 6-seater set makes a practical and stylish addition to any room concept. The padded seat cushions in cream fabric offer comfort, while the eccentric panel backs fabrication provides a comforting frame structure.

KER Global Furniture
www.kerfurniture.com
 MECC, Booth E21A





Whitewood Trading
MECC, Booth E15



Len Cheong Manufacturing
www.lcfurniture.com.my
PWTC, Booth 332



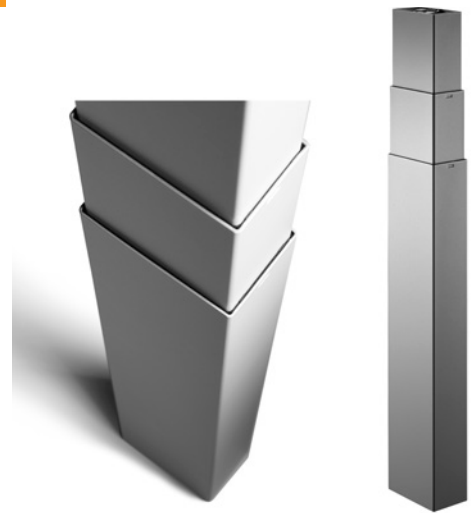
Aik Chee Furniture
www.aikchee.com.my
PWTC, Booth 333



Simewood Product
www.simewood.com
MECC, Booth E14



Omexey Enterprise
www.omexey.com.tw
PWTC, Booth 4C12



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



Acacia Home Furnishing
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PWTC, Booth 4A01



Gamma Wood
www.gammawood.com
PWTC, Booth 4A06



Inspiwood Furniture
www.inspiwood.com
PWTC, Booth 4A25



Epitome of Fabulous Classic

Rubberwood is Malaysia's pride in terms of wooden furniture. LF Furniture Industries, a growing expert on rubberwood furniture has transformed this wonder-wood into an awesome classic that's almost regal. The company, established in 1999, has always strived to put product quality and work ethics above all -- qualities that clearly shines in the fabulous sets they produce.

LF Furniture Industries
www.lffurniture.com
MECC, Booth E17



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stephlow@mgfurniture.com.my
H/P + 6012-410 5077

Contact : Mr .KC Kong
kckong@mgfurniture.com.my
H/P + 6017-618 5077

MIFF PWTC
08-11th March
SHOW 2017
Booth No: 4A -19





Visit Us at

MALAYSIAN
INTERNATIONAL
FURNITURE FAIR
(MIFF 2017)

8th - 11th March 2017
Matrade Exhibition & Convention (MECC)
Booth No: Hall E21

2017 CHINA
INTERNATIONAL
FURNITURE FAIR
(GUANGZHOU)

18th - 21th March 2017
China Import & Export Fair Complex,
Guangzhou



Yee Guan Furniture Manufacturing Sets Global Standard For Modern Customers



Specialising in wooden sofa, living room and dining sets, Yee Guan Furniture Manufacturing delivers a range of modern classic and classic furniture to its customers. Having 21 years of furniture manufacturing experience, Yee Guan has turned into a trusted name and brand in the furniture market, not just within Malaysia but also globally.

Known for its reputation of good technical capability and ample capacity to complete bulk orders, Yee Guan brings 90% of its manufactured products to the world market today.

The company provides customers with reasonable production lead time and good offer of after sales services.

Throughout the years Yee Guan has expanded its range of products to cater to a wider range of customers – from today's young couples living in small lofts in urban cities to elderly people having bigger home spaces in the countryside. With medium- to low-end price range of products but with medium- to high-end finishing and quality, Yee Guan has perfected its marketing strategy to respond to all types of customers.

But the company doesn't sit on its laurels, it continues to work in meeting market demands. Globalisation has not only put customers' taste in furniture into one similar international standard, but also that more customers today are finding themselves living in urban cities with smaller spaces. Hence the need for furniture that would suit such a modern environment has increased in recent years.

In response to this market behaviour, Yee Guan is developing new collections designed to the current trend – new modern classic collections of living and dining sets that would fit smaller city apartments. Practical yet classy, these new collections advocate the concept of original classic-looking furniture but without the typical bulkiness that comes with that style.

At the upcoming Malaysian International Furniture Fair (MIFF), Yee Guan is preparing a showcase of its modern living room collections, a display of the company's brand new design like you've never seen before. Be sure not to miss it!

Yee Guan Furniture Manufacturing
www.yeeguan.com
PWTC, Booth 327



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MIFF OFFICE 2017:

of *New Trends and Styles*

by Chow Ee-Tan
Furnish Now writer

Euro Chairs Manufacturer

www.eurochairs.com
PWTC, Booth 2B03



In today's busy environment with ever changing technology, a well-designed workplace is the norm, thus there is a need for furniture that will adapt to new and changing requirements. Smart choices in office furniture and design with flexibility in mind will lead to a more efficient and harmonious workplace.

Enters **MIFF OFFICE** in the coming **Malaysian International Furniture Fair (MIFF) 2017** from **March 8 to 11**. It is a designated section that exclusively showcases a complete range of the latest and innovative solutions for commercial, home office and a wide range of specific needs.

This move is to provide a more concentrate and convenient sourcing experience to office furniture buyers at Southeast Asia's biggest industry show. For the past 22 years, MIFF has built up an outstanding reputation for high quality and high value visited by buying professionals from around the world. The space would welcome suppliers of office seating, work stations, storage, conference and board room furniture, safes and public seating.

The health and well-being of employees is central importance and has a positive impact on happiness, and

productivity in the workplace. Thus it is reflected in the design of furniture such as modular soft seating, modular workbenches, desk pods, meet point tables, collaborative and breakout furniture, and acoustic elements. These are some of the examples of smart office furniture choices to support a well designed, high functioning and adaptable workplace.

The emergence of office furniture that promotes collaboration and conversation will see the gradual moving away from cubical segregation into a more open working environment. Offices also promote free spaces for workers, catering for an organic mix of collaboration and personal space.

Another interesting trend is residential style furnishings in the office. It is believed that a more inspirational or comfortable workplace will help employees feel more creative and motivated.

These trends and more can be seen at **MIFF OFFICE**, a perfect platform for local manufacturers to showcase their new designs in office furniture and furnishings products.

Furnish Now offers a sneak preview and spoke to a few exhibitors about their participation in **MIFF OFFICE 2017** and what they expect.



Sit-To-Stand Savvy

Alternating between sitting and standing at work is beneficial to our wellbeing as it reduces strain on the body, promotes movements and is good for blood circulation. Enters The High Work series from Oasis Furniture Industries, featuring the Infinito Stool with Privva Sit-stand table. The set is a dynamic and natural support for the balance of sit-to-stand at work, where both the seated and standing can reap of the benefit from being at a common eye level. The easy-to-manoeuvre knobs and levers make adjustability of the armrest and seat effortless, supporting a personalised comfort at work.

Oasis Furniture Industries

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

Oasis Furniture Industries

“MIFF OFFICE would attract buyers who are specialising in office furniture. With the launching of MIFF OFFICE, I believe the office furniture industry would grow to a brand new level as there would be more interactions and flow of ideas between suppliers and office furniture buyers around the world,” said Mr. Ralph Ong, Managing Director of Oasis Furniture Industries, which has been participating in MIFF since 2005 for a total of 12 times.

With the concern and passion about healthy office seating, Oasis is an office furniture solution provider exporting to more than 65 countries including primary market, Middle East, Africa and Asia since 1998. In recent years, they have successfully gained more global exposure with buyers from Australia, New Zealand and European countries.

The company's mission is to be a reliable, productive and advance office furniture manufacturer and inspire the office environment with ergonomically and anatomically designed chairs.

“People spend more than 8 hours per day in office and therefore, ergonomics in the workplace is essential not only to maintain optimum health for employee, but also to provide a refreshing environment for creative juice to flow and thus increasing performance,” he said. “We want to provide office furniture solution that caters to various office activities ranging from focus, collaborate, learn and socialise work modes. Our furniture are made to support people's activity and bring convenience in various work modes.”

The company's latest development, *The Liveable Office* furniture series that aims to liven up the office environment, is made for the needs of architects, interior designers, fit-out projects, commercial and government projects and even showroom customers.

The selling point is to develop an ergonomic environment to support different office work modes. The idea is to allow people to move around choosing the most suitable zone for their next work mode, providing empowerment for people to decide their spaces thus increasing the office vibe and encouraging more creative juice flow.

According to Mr. Ong, the inspiration behind *The Liveable Office* concept was the 8+ working hour-culture. In order to accommodate today's working style, the workplace need to be transformed to have higher efficiency and effectiveness. As a result of a liveable and happy work place, people tend to be able to rejuvenate throughout the busy schedule and thus perform better.

“Not only inspiration is important, but the process of transforming an inspiration to an affirmation is also very important in a business model, in developing a new change and trend for everyone.”

“I believe that in the coming years, office furniture market will grow as people tend to value life to have a happy and healthier lifestyle, leading to increase in demand of better office furniture. In order to meet the market's demand, office furniture design should be more people-centric, providing greater benefits and convenience to users,” shared Mr. Ong.

He hopes that Malaysian and Asian office furniture industries will continue to bloom in the future and bring office spaces to a new level. Also, Mr. Ong emphasised that MIFF has successfully provided a platform for local industries to have global exposure and showcase their concept and products to international buyers.

“With face-to-face interaction and hands-on product quality experience during the exhibition, our new customers will have higher confidence in dealing with us,” he added.



The ALULINK Workstation series from APEX Office Furniture Exporter is ideal for the modern office environment, a flexible concept providing options from a single table to multiple work tables to suit the necessary multi-task height requirement.

APEX Office Furniture Exporter
www.apexof.com.my
PWTC, Booth 2B21

APEX Office Furniture Exporter

Another exhibitor, APEX Office Furniture Exporter, is also looking forward to participating in MIFF OFFICE at MIFF 2017.

"As exhibitor, we expect MIFF 2017 will attract genuine buyers from all over the world. This will provide us a great opportunity for brand exposure, to start building a business networking with buyers internationally," said Ivy Foo, marketing manager of APEX Office Furniture Exporter.

APEX has been participating every year at MIFF since year 2000. Ms. Foo highlighted that MIFF has acted as a gateway to promote the APEX brand, especially in the ASEAN Market, Asian region and the Middle East. It is an effective platform to explore potential international buyers from time to time.

An established office furniture manufacturer and marketer since 1997, APEX supplies one-stop office furniture ranging from office table, office cubicle system and partition, wooden storage, office seating, steel storage, banquet furniture and education furniture.

"We develop, manufacture and market a range of products that are widely used in a variety of office environments. Our products are well accepted by corporate office, industrial, bank, hospital, learning institutions and government agencies," shared Ms. Foo.

"We market our products domestically and internationally. The volume of export market is about 30% from our business turnover, and our export market is established in ASEAN region and the Middle East," she added.

According to Ms. Foo, the selling point of APEX is that they can provide a complete range and variety of office furniture at a competitive price, to ensure their customers have many options to suit their requirements. Their products are manufactured by five factories according to the product category: wooden base products, chairs and office sofas, partition and steel products.

Recently, APEX introduced a simple yet stylish *ALULINK Workstation* series that's ideal for the modern office environment. Unique in a flexible table concept, it is designed from a single table to multiple work tables, options include face-to-face, side-by side, two to 10-seater workstation, and comes in a range of colour table tops.

"*ALULINK Workstation* features a unique design of the oval shape support leg, flexible to suit the necessary multi-task height requirement. The leg is made of 2mm aluminium with epoxy white finishing to ensure durability and quality," Ms. Foo explained.



Luoyang Light (Group) Office Furniture
www.lightgs.com.cn
PWTC, Booth 1M19



Safari Office System
www.safariofficesystem.com
PWTC, Booth 2B05



Winner Chairs System
www.winnerchairs.com.my
PWTC, Booth 2B43

Classic Chair System



For those who like bright and unique colours, the Angle and Angle Grey Series come with customised seat and back rest colours to suit your personal preference.

Classic Chair System
www.classicchair.com.my
PWTC, Booth 2B19

Meanwhile, Classic Chair System poises itself to be a one-stop office furniture solution, and in particular, a high quality chair manufacturer. With 15 years of experience in the industry, the products that the company focuses on include office chair, training and educational chair, sofa/settee and waiting chair, coffee table, partition and workstation.

"We take pride in being one of the leading chair manufacturers and exporters in Malaysia that produces high quality modern and wooden office chairs, office sofa, office workstation partition, office table, steel cabinet and with the design to meet any office environment," said project supervisor Darren Tiow. The company's export markets are mainly Middle East and Southeast Asian countries.

Mr. Tiow said that the manufacturer constantly challenges the norms with innovative products that are ahead of their time.

"In coming out with any new range, we have been designing and redesigning until we are satisfied with creating products that don't just look good, but work great and are comfortable," he explained. "We realised that we certainly need to look beyond the business of manufacturing quality office furniture and our products cater to anyone from clerical level to senior management, and even for home use."

"We define our products as modern, stylish and with a variety of choices. While staying competitive, we want to maintain the classic appearance while at the same time, add innovation to make the product look contemporary and stylish to fulfill market demands," he added.

Classic Chair System has participated at MIFF numerous times since year 2002. While the company had missed a few exhibitions in between, it is now all ready to relaunch its presence at the exhibition again.

"One of the products we will highlight at MIFF OFFICE is our Angle series of chairs with customisable seat and backrest colour. It comes in a large variety of colours and styles to suit all preferences," said Mr. Tiow.

While the weakening economy is an issue, Mr. Tiow still hopes the export market will perform better in the coming year, and will boost the growth of the economy.

"We hope to attract more visitors to come around, and that our participation at MIFF would give them the chance to expose our products globally. We would like to attract more serious buyers and at the same time, keep in touch with existing buyers," concluded Mr. Tiow.



Anji Kabel Long Furniture
www.kabel.cn
PWTC, Booth 1M39



Nexus Office System
www.nexuscollection.com
PWTC, Booth 2A03



Anji Wanbao Furniture
PWTC, Booth 2B11B



Like in all of TA Furniture's director desk series, this elegantly styled piece provides a unique and clean business look with the latest design concept in workplace ergonomics and technology.

T.A. Furniture Industries
www.tafurniture.com.my
PWTC, Booth 2B35

TA Furniture Industries

“Every piece of furniture we design is inspired after carefully studying the world market trends in relation to factors of ergonomic and functionality,” said Dato' Saw Eng Guan, Executive Director of TA Furniture Industries, part of the TA Group of Companies.

Founded in 1982, the company is a well known manufacturer of home and office furniture for both local and international markets and has successfully established itself as an expert in manufacturing of melamine and foil laminated office and home furniture in Malaysia under its reputable brand name “TA” and “HO”.

It has obtained internationally recognised awards including ISO 9001 Certification and FSC (Forest Stewardship Council) Forest Management Certification. Office furniture contribute a significant export sales, with the volume of export market estimated between RM80-100 million

“We are conducting research and development for new product designs that are flexible and affordable. Our company specialises in OEM production for both their local and global markets,” said Dato' Saw.

Besides carrying a wide range of directors sets, executive sets and also home furniture sets, TA is currently focusing on a range of ready-to-assemble/flat pack/DIY panel line of office furniture as well as home furniture such as bedroom sets and including OEM (original equipment manufacturer) manufacturing exclusively for the line.

TA Furniture Industries' factories use European-made panel board and high-tech machines during the production process to provide a variety of designs for its customers; the company also employ profile-wrapping machine that caters to high gloss finish for its furniture.

One of the company's best-selling office furniture products is the *Alibaba* range, that comes in a leather wrap feature with MDF-(Medium density fibreboard) shaped edge, and unique metal legs design.

A new product that is recently unveiled by the New Product Development Department is a director's desk that offers a unique and clean business look with the latest design concept in workplace ergonomics and technology. It features MDF and particle board with a classy birch tone finishing.

A long-time MIFF exhibitors with more than 20 years of participation, Dato' Saw shared that TA's long participation in MIFF has enabled them to meet closely with existing and new potential customers globally. It has also allowed them to widen the company's customer base to improve business performance.

“Our expectations for MIFF 2017 are to capture a larger share of the market and in this respect, we hope to tap new markets and strengthen our existing ones.

Also, Dato' Saw reckoned that although the market is conservative for 2017 but with good design and functionality, office furniture can still dominate the market locally and worldwide.



Wuxi Housetex Industries
www.housetexchina.com
PWTC, Booth 1M47



Chuan Lin Wang
www.chuanlinwang.com.tw
PWTC, Booth 4C07



Zhejiang Shengxing Chair Industry
www.sx-officefurniture.com
PWTC, Booth 2C18



Modern Minimalist

With its simple, functional and clean-line design, the Rozell Series from Aries Furniture epitomizes a concept of minimalism for the modern office furniture. The series that includes worktop table, drawer cabinet and various designs of shelf cabinets features neutral colour tones with laminated wooden tops and white and beige finishes. A no-fuss design that would appeal to the practical executive with a sense of style.

Aries Furniture
www.ariesfurniture.com.my
 PWTC, Booth 2B38



Chang Fu Precision
www.changfu-ind.com
 PWTC, Booth 4C03



Artak Design
www.artakdesign.com
 PWTC, Booth 2B25



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



Anji Meitang Furniture
www.cl-chairsupplies.com
 PWTC, Booth 142A



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



Anji Yongfeng Chairs Factory
 PWTC, Booth 1M29



Multiple Solutions System

A breakthrough in office furniture design, the S Series from VS Office Furniture is a new system designed to organise the office using multiple solutions. The innovative design of a workstation that incorporates a work desk and a storage cabinet is aimed at the needs of the young generations. With a simple and elegant appearance that at the same time is space saving, it gives employees a sense of freedom and a functional working environment.

VS Office Furniture
www.vsofficefurniture.com
 PWTC, Booth 2B26



MIFF[®] 8 - 11 MAR 2017
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HALL : 2B38

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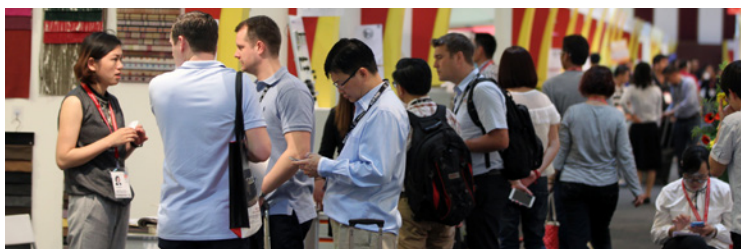
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INTERNATIONAL EXHIBITORS: MIFF'S PARTNERS FOR GROWTH

by Diana Uy-Chua
Furnish Now writer

Satisfaction abounds at the Malaysian International Furniture Fair (MIFF). It is for this reason that not a few exhibitors have been coming here since Day 1, encouraging new participants each year. From merely hosting local furniture makers, MIFF now also caters to neighbouring countries. We've talked to representatives from some of them to find out what keeps them coming back.



► China Council for the Promotion of International Trade (CCPIT)

Combining both business and pleasure, MIFF definitely knows how to take care of its exhibitors. In fact, it is one of the things that the China Council for the Promotion of International Trade (CCPIT) appreciate the most about the show.

This goes without saying that CCPIT also recognises the good customer service that MIFF extends to its exhibitors. "The organiser is very thoughtful and meticulous in providing the best services to both exhibitors and visitors. There are various marketing channels for exhibitors to promote themselves," said Lynn Liao, Deputy Director of CCPIT's Exhibition Department.

The council is even more impressed by MIFF's huge network of quality buyers from all over the world. It is worth noting how the furniture fair is able to maintain its relationship especially with international customers, and attracting more and more each year.

"The number of buyers who reach our booth and perform business

enquiries are more impressive. MIFF is a good platform for our exhibitors to continue to develop new networks as well as maintain a good customer base," Ms. Liao said.

"Through MIFF, our exhibitors are able to showcase their products and services to the global buyers. In recent years, MIFF has been an important event strongly supported by CCPIT," highlighted Ms. Liao.

"The rebooking rate for our exhibitors at MIFF is more than 70%, the highest among the international trade shows participated in by China companies. This proves that MIFF plays an important role in the business development of our exhibitors. In 2017, we are expanding our participation at MIFF with additional furniture materials and home decoration exhibition space at Hall 1 in PWTC. This is to provide more variety to the global buyers," she added.

MIFF has also provided China companies a good venue for knowledge sharing.



"MIFF allows us to have a better understanding of the design trends in the world of furniture, helping us find business opportunities. Here, our exhibitors are able to introduce their quality products to buyers around the world. So we always make sure to be part of MIFF each year. By participating we can better understand global market trends and learn from other exhibitors to develop our own businesses," Ms. Liao shared.

"Every year, we are looking forward to the Buyers' Night where we get to relax both physically and mentally. At this time, we can easily communicate with our customers and peers," she added.



▶ Taiwan Furniture Manufacturers' Association (TFMA)

MIFF's long-established reputation as a top furniture fair in the world as well as its relationship with its exhibitors are also some of the reasons why the Taiwan Furniture Manufacturers' Association (TFMA) keeps coming back.

According to Jensen Chen, Chairman of TFMA, MIFF is a one-stop center for high-quality furniture, especially to buyers from more than 100 countries and regions. It attracts buyers from the Middle East, ASEAN and also Africa.

"For Taiwan exhibitors, MIFF is an excellent platform to enter emerging markets as well as be part of the furniture buying season in March. The enthusiastic business negotiations in the show encourage our exhibitors to participate each year. This is why TFMA exhibitors always have an amazing rebooking rate of 80% every year. MIFF is a big annual event for TFMA," shared Mr. Chen.

In 2016, MIFF forged a successful partnership with the Alibaba group for the first time. TFMA exhibitors have been one of those who greatly benefited from the strategic alliance.

"Our exhibitors were able to further extend their business network in the international arena through the Alibaba Trade Assurance Program. Following our exhibitors' exposure during the furniture fair, they were able to continue their business transactions through the Alibaba B2B online platform," said Mr. Chen.

"Here [through the Alibaba-MIFF program], buyers and sellers are able to keep in touch for at least a year.

This provides a more convenient, effective, long-term interactive trading platform for both the exhibitors and the buyers, creating long-term business relationships which will greatly enhance the value and exposure of the exhibitors' products and services," he explained.

MIFF has grown steadily and continuously over the years, noted Mr. Chen. "Each year, we can feel the effort and determination of the organisers to sustain the growth of

the exhibition. I believe that is the main reason why Taiwan exhibitors continue to support MIFF," he added.

Knowing how to take good care of its exhibitors is also something that does not escape TFMA.

"MIFF has allotted a VIP buyers lounge exclusive to Taiwan manufacturers and their buyers. The lounge allows them to relax and enjoy VIP privileges. This makes MIFF different from other exhibitions," concluded Mr. Chen.

Winner Team

The Winner Team was established in 2001. A year later, they participated in their first international furniture fair – MIFF.

"We had a great time at MIFF when we joined for the first time in 2002. That's why we continued to participate here," said Chris Chen, General Manager.

The Winner Team has since joined other overseas exhibitions allowing them to compare between those fairs.

"What makes MIFF different is its concentration of solid wood furniture, for instance, as well as the concentration of international buyers such as those coming from the Middle East, Russia, Southeast Asia, and Central and South America. Because of its concentration of international buyers, we can more accurately prepare our products for the buyers and facilitate the selection and purchase orders. It is more efficient for us," explained Mr. Chen.

According to Mr. Chen, MIFF is the most effective platform for the Winner Team in terms of global promotion and business performance. "With MIFF, we are able to expand our company's network to Europe and other countries. We always look forward to participating at MIFF every year," he shared.





Anji Baina Furniture

The friendly atmosphere and the fact that there are many enterprises from Anji, China, are some of the things that Anji Baina Furniture enjoy the most at MIFF. More than that, the exposure that they have gained to MIFF's local and international visitors as well as the lessons learned encourage them to stay with MIFF.

"With MIFF, we are getting orders signed. For example, in 2016, it was not that big, but we can say that we gained some good returns," said the company's Manager, Chen Jinling.

"MIFF gives us the impression that we should be confident, and stay persistent for two more years to try and look forward to better performance," she added. "We are always looking forward to getting some good results every year. Next year, we secured a good location so we hope to get more satisfactory results."

www.bnchair.com
PWTC, Booth 2C16



LuoYang Demei Office Furniture

After hearing a lot of good things about MIFF from Xunnice, LuoYang Demei Office Furniture decided to join MIFF for the first time in 2016. MIFF didn't disappoint.

"We found there is a very good China Hall at MIFF and foot traffic was good and very lively. It was also nice that guests at the China Hall were served free coffee which we found very hospitable and friendly. We are more grateful though of the fact that even if it was just our first time, clients noticed us. We had good results. I think it was also because MIFF is organized by UBM, which is very strong in terms of global promotion," said Zhang Lei, Manager.

While their first time had proved to be more than satisfactory, Mr. Lei admits, with the right preparation, the company can do better in 2017.

"If we want to achieve better results, we need to be better prepared in providing the samples before the show so MIFF can also help us more in terms of pre-show promotion. We will make an effort in setting up a simple but beautiful booth to attract more customers," he explained.

www.demeifurnituregroup.com
PWTC, Booth 1M42

Foshan Golden Furniture

Connecting with international buyers is the biggest reason for Foshan Golden Furniture's continued participation at MIFF. That, and its reputation and influence.

"The customers we meet at MIFF are relatively stable, and basically they are the industry's professional buyers," said Zhong Shijun, General Manager. "We've received more orders with MIFF and we get new customers each time we attend. Every year, we receive at least 1 to 2 stable customers from the exhibition," Mr. Shijun shared.

"MIFF is the right place for enterprises in foreign trade because of its international reputation and quality buyers from abroad. MIFF is an effective tool in learning about the business, promoting their company, and communicating especially with their existing customers," he added.

www.grdfurniture.com
PWTC, Booth 235



Anji Shuangfeng Furniture Factory

The top reasons why Anji Shuangfeng joins the furniture fair every year includes: the effectiveness of MIFF; Malaysia's proximity to China (i.e. less cost to participate); the good relationship with MIFF's partner in China, Xunnice Exhibition; and the organization of MIFF itself.

"MIFF does a good job in pre-show marketing promotion," said Chen Ruqiang, Manager.

"Through the furniture fair, we have broadened our market thanks to MIFF's diverse international buyers. We love the fact that you have access a huge cnetwork from different regions. Plus, MIFF provides an efficient business platform connecting manufacturers and buyers. That's why we continue to participate each year -as long as it is effective," Mr. Ruqiang further added.

www.ajshuangfeng.en.alibaba.com
PWTC, Booth 2B50B



Foshan Jianfei Furniture

Jianfei Furniture has been to many furniture shows all over the world. But it has been a loyal participant of MIFF since 2008 simply because of the organizer's influence, solid foundation, professionalism, and the unparalleled service it provides to exhibitors and buyers.

"Compared to other international exhibitions, MIFF's personalised service is top-notch for both the exhibitors and the buyers," said Ken Zuo, General Manager. "MIFF is doing a very good job in providing convenience to the exhibitors from the booth setup to after sales services. It feels very easy to exhibit at MIFF."

Competition is not something he is worried about.

"MIFF is one of the most influential furniture exhibitions in the world. Based on Malaysia's strong solid wood furniture manufacturing industry, the exhibition is able to attract global buyers who buy solid wood furniture," Mr. Zuo explained. "Our company produces European solid wood furniture, the same category with Malaysian solid wood furniture. Although it is the same type, the style is different, so there is no competition. It complements each other in fact. This is why we continue our participation in MIFF," he added.

Jianfei Furniture's regular presence at MIFF also means that the company gets to touch base with both old and new customers despite the unstable global market.

"With the shrinking of global market demand, the effectiveness of international furniture exhibitions is somehow affected. MIFF however can maintain a certain level of effectiveness, which shows MIFF's strength and influence in the industry," said Mr. Zuo.

www.gdjianfei.com
PWTC, Booth 223A



(547587-K)

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MALAYSIAN INTERNATIONAL FURNITURE FAIR

See you there...



The Beauty of Wood

by Diana Uy-Chua
Furnish Now writer

Wooden home furnishings is the backbone of Malaysia's furniture industry. This is thanks in large part to local manufacturers' great talent and skill in creating beautiful pieces out of wood, attracting customers the world over. Their mastery of the material can in fact be gleaned at international exhibitions like the Malaysian International Furniture Fair (MIFF). Here, they make sure that international buyers will always have something to look forward to by injecting innovation, new technology, and versatility into their latest collections.

Furnish Now talked to some of these exhibitors to find out how they make their wooden furniture stand out in a sea of competition.

Ah Hai Industries

www.ah-hai.com
MECC, Booth C10

Environment-friendliness and sustainability pushed Ah Hai to alter the DNA of their Hevea wood to make the material suitable for outdoor furniture. Through their high temperature drying (HTD) system, a technology adopted from Europe, Hevea is made stronger and a lot more versatile. It is also much more resistant to decay, weathering, and humidity, thereby increasing its lifespan.

"Ah Hai's High Temperature Drying system produces different grades of durability for Hevea, making it possible for us to create high quality outdoor furniture out of the material," shared Evelyn Ong, the company's General Manager. "We also take pride in the fact that no resins or chemicals are used during the entire process in keeping with our mission to provide green alternative products for dining, kitchen, and even outdoor furniture", she added.

Noting on the company's dedication to greening the environment, Ms. Ong shared: "We wanted to play our part in environment sustainability. Through our experience working on wood for over 20 years now, we strongly think that we must help in preserving and conserving our natural resources".

Ah Hai, which means "sea", was founded by Mr. Lim Kok Leong in 1969. It started out as a small furniture company creating custom-made cabinets and doors. With hard work and determination, Mr. Lim has grown the company to what it is today.

Tevor is the flagship brand of the company, with bestsellers that include dining and living room sets. "People love the natural design and the idea of going green with our Tevor brand. Plus, our furniture have a certain character and personality to them", said Ms. Ong.

Inception Design and Trading

www.idt.my
PWTC, Booth 330



Always exploring and thinking two steps ahead, design director Philip Khor is now trying to introduce the idea of wood slab furniture to their customers. According to him, the unpredictable nature of the grain of wood slabs bring with it a certain charm that normal veneer lacks.

"I've always been fascinated by the beauty of solid wood slab", said Mr. Khor. "Its uniqueness also elevates the value of our furniture. For example, when we use wood slab for our bedroom design, it challenges us and along the way, we find more use for the slab."

Inception Design and Trading is now taking advantage of its production capacity by introducing more functionality to wood slab. "For instance, we have installed drawers and storage compartments on solid wood slab for our TV cabinet design," shared Mr. Khor. "Another example is a workstation with all the necessary storage space. Our intention is to bring people closer to nature and bring this element into their living/working space," he added.

Mr. Khor, who has a degree in industrial design, had worked in the furniture industry for more than a decade before starting his own business. He has never looked back since.



"I always want to design products which can optimise the comfort of the user. I want my furniture to be both functional and aesthetically pleasing. I get inspired by my surroundings and life in general," he explained.

Mr. Khor is currently targeting the local market, especially the young generation who consider slab furniture as quite expensive.

"We want to make wood slab furniture more attractive and affordable for them by making them smaller and more contemporary. We create pieces that will fit condominiums or studio units," he shared.

"At the moment, we are still on the early stages of our wood slab furniture venture. Besides pieces for the bedroom, we are also working on furniture for the dining area, living room, workstation, etc. We have created a new brand, **XIMU 喜木**, specifically for our wood slab furniture. More coming soon!"

Furncrest

www.furncrest.com
PWTC, Booth 4A01

To provide another alternative to rubberwood for international buyers, Furncrest has turned to other wood materials like mindi, pine, oak and especially acacia for their dining, living room, and bedroom sets.

"Acacia is a species of wood that has different colors on the wood grain. You can find dark and light colors on a piece of wood", said Jimmy Er, Furncrest's Executive Director. "When you laminate it together, you can still see the natural beauty of the wood. To make it more attractive, we add colour effects using a wire brush as well as some sandblasting treatment to provide an antique look to the furniture".

Established in 2004, Furncrest is known for its full concept products.

The company exports to about 60 countries each month including the USA, Canada, Japan, Latin America, Germany, France, Korea and the Middle East. The popularity of Furncrest's furniture can be attributed to research, research, and more research.

"We study the market needs before we design our furniture," explained Mr. Er. "As you know, different markets will need different designs. We always try to understand where to market our products, or which product design will be perfect for a certain region. Colours play a very important role, too. We have to find out what is the trend in the market among interior designers: for example, light colour or dark colour?"



"Pricing and flexibility are also important. We always promote our products at the most reasonable and affordable price," Mr. Er shared further. "Apart from that, we allow our customers to start their trial order with low MOQ (minimum order quantity). We also allow them to try different colours. This minimises risk for both parties. It's a win-win situation."

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