

# SINGAPORE FURNITURE INDUSTRY AWARDS 2 0 1 0

*Pinnacle of Success*



Organised by





# HONOURING INDUSTRY ACHIEVERS & EXCELLENCE

The Singapore Furniture Industry Awards 2010 is designed to honour outstanding industry individuals and enterprises who have made significant contributions to the furniture industry in Singapore.

First launched in 2003, this year marks the third time the SFIA is held. Organised by Singapore Furniture Industries Council and supported by DesignSingapore Council, IE Singapore and SPRING Singapore, the Awards seek to raise the standards, profile and image of the furniture industry by promoting innovation, creativity and excellence.

The Award Categories include:  
**The Furniture Manufacturer Award**  
**The Furniture Retailer Award**  
**The Interior Builder Award**  
**The New Entrant Award**  
**The Outstanding Individual Award**

The Furniture Manufacturer Award, The Furniture Retailer Award, The Interior Builder Award and The New Entrant Award seek to promote the spirit of entrepreneurship within the furniture industry. These Awards will profile local enterprises' outstanding competencies in areas such as international business development, furniture retail business and contract furniture manufacturing.

The Outstanding Individual Award recognises the efforts of industry individuals with good and consistent performance, exemplary conduct and attitude. It will motivate and inspire industry individuals to scale new heights and help develop a strong human and intellectual capital base for the industry.

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Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship.



### STAR FURNITURE PTE LTD

Star Furniture Pte Ltd is an integrated furniture manufacturer and retailer in Singapore and Taiwan with a comprehensive range of innovative furniture and furnishings products which are exported to over 45 countries. Star Furniture's factories span over 45,800 sqm and are located in Malaysia and China. Star Furniture prides itself in delivering unbeatable style and quality with excellent customer services.

[www.starfurn.com](http://www.starfurn.com)

“Winning the SFIA Manufacturer Gold Award is a great honour for all of us at Star Furniture Group. To emerge on top amongst so many leading furniture companies in Singapore is recognition of the hard work we have put in over the last 29 years. This win will spur us to achieve even greater success in the years ahead.”

Mr Richard Koh  
Executive Chairman of Star Furniture Group





**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE FURNITURE  
MANUFACTURER AWARD SILVER**

“ We genuinely cherish this win, as there are so many other deserving companies. I would like to express our sincere thanks to all our customers, IE Singapore, SPRING Singapore and SFIC for their efforts. Most importantly, we would like to thank all our colleagues for their teamwork and contributions that have helped us achieve this award.

As we go forward, we will continue to focus our business plan, work harder and more efficiently in order to sustain our growth. We are now working with both local and overseas designers to create our new collections, which will be distributed to major chain stores globally. This award brings us one step closer to our vision of establishing Eurosa as a premier manufacturer of unique, higher end furniture for retail and hospitality.

”

Mr Jeffrey Yong  
Vice President of Eurosa Furniture Co (Pte) Ltd

**Eurosa**  
— furniture —

#### **EUROSA FURNITURE CO (PTE) LTD**

Established in 1982, Eurosa is the leading manufacturer and exporter of competitively-priced European contemporary and American prestige furniture to the world. Eurosa incorporates a total lifestyle concept with modern technology into its wide range of premium, well-designed and elegant sofas, club chairs and furniture for the bedroom and dining room. Through the years, Eurosa's strong commitment towards quality and good service has gained international recognition, enabling the company to develop and penetrate overseas markets, supported by the rapid expansion in its manufacturing facility.

[www.eurosafurniture.com](http://www.eurosafurniture.com)





**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE FURNITURE  
MANUFACTURER AWARD BRONZE**

Being conferred the SFIA award is a testament of Innoplan's commitment to reliability. This recognition will help us reinforce our position as a preferred manufacturing partner for our customers and the Singapore furniture industry.

We would like to thank all our clients and business partners for the support they have shown us over the years. We also want to thank our dedicated staff for helping take Innoplan to where we are today.

Looking to the future, Innoplan will continue to demonstrate our commitment to the environment by producing more eco-friendly products, and work towards building a sustainable, environmentally-friendly office environment for everyone.

**Ms Ivy Seah**

Chief Operating Officer of Innoplan Technology Pte Ltd

**Mr Derrick Seah**

Business Development Director of Innoplan  
Technology Pte Ltd



#### **INNOPLAN TECHNOLOGY PTE LTD**

Innoplan is a well-established company with extensive experience in providing furniture solutions. With manufacturing facilities in Singapore and Shanghai, Innoplan's commitment is to deliver services that can meet the specific requirements of each client. The company provides design, space planning, project management and installation services, transforming ideas into innovative, aesthetic office furniture to create a dynamic working environment.

[www.innoplan.com](http://www.innoplan.com)





**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE FURNITURE  
RETAILER AWARD**

**GOLD**

**air**<sup>®</sup>

#### **AIR DIVISION PTE LTD**

Founded in 1999, Air Division Pte Ltd is a visionary producer of designer furniture and furnishings. The company name is synonymous with good design and quality furniture with its holistic and professionally supported infrastructure, rigorous standards of excellence in its product services and fair business practices.

[www.airdivision.com](http://www.airdivision.com)

“Winning this accolade has given us tremendous impetus to continue doing the right things right, and to take Air Division to the next level. We are also grateful for the trust and support that our customers and the industry have shown us and our products.

This award will certainly motivate us to set greater goals and achieve even more, as we work to improve our position in the market. We look forward to providing our customers with even more inspiring, quality furniture.

Mr Michael Toh  
Managing Director of Air Division Pte Ltd





SINGAPORE FURNITURE  
INDUSTRY AWARDS '10

THE FURNITURE  
RETAILER AWARD

SILVER

“Mondi Lifestyle was created about 9 years ago. The success of Mondi lies squarely on our strong belief in branding, market positioning, product quality and service excellence. Mondi has evolved over the years, but has remained resilient through challenging economic cycles. Winning the SFIA Retailer Silver Award is affirmation of our dynamic retail strategy, and we are now better positioned for growth in the region.”

Mr Xu Hong Jie  
Group Retail Manager of Mondi Lifestyle Pte Ltd

**mondi**  
lifestyle gallery

#### MONDI LIFESTYLE PTE LTD

Mondi Lifestyle is a member of the Star Furniture Group. The company's furniture collection comprises ultra-modern furniture in fashionable designs and bold colours with a range of snazzy accessories that are targeted at young and trendy customers. Mondi Lifestyle's boutique showrooms span across Malaysia, Singapore and Taiwan.

[www.mondilifestyle.com.sg](http://www.mondilifestyle.com.sg)





SINGAPORE FURNITURE  
INDUSTRY AWARDS '10

THE FURNITURE  
RETAILER AWARD

BRONZE



### TEAK & MAHOGANY PTE LTD

Teak Et Mahogany started out as a home business in May 1996. As the years went by, they expanded into their present day facility at Century Warehouse with a showroom and warehouse. Their collection consists of a full range of outdoor furniture, barbeques, custom made cushions, torches & lamps, teak flooring, mosaic tiles and outdoor accessories etc.

Their mission is to offer customers a wide selection of high quality outdoor furniture and accessories at affordable prices. They also aim to impart extensive knowledge of outdoor furniture care and maintenance with all their clients and pride themselves on their customer service.

“Winning this award comes as a fantastic surprise, and we appreciate this recognition from the industry.

Our vision at Teak Et Mahogany is to present a complete outdoor lifestyle concept for our customers by designing, producing and sourcing high quality, environmentally friendly products at affordable prices.

In the future, we would like to expand into the local commercial market, where we see many opportunities for a company with our value proposition. We are also planning to expand our retail presence in both Singapore and overseas.

Ms Suzan Jensen  
Director of Teak Et Mahogany Pte Ltd

[www.teakandmahogany.com](http://www.teakandmahogany.com)





SINGAPORE FURNITURE  
INDUSTRY AWARDS '10

THE INTERIOR  
BUILDER AWARD

GOLD

“We are delighted with this hat-trick! Winning this award for the third time is all the more special as it reaffirms the industry's recognition of the quality of our work, our commitment to clients and the spirit of innovation and design that resides within our Group. It is a tribute to our design and project teams who continue to deliver the unique “Kingsmen service” that we have become known for.”

Mr Simon Ong  
Group Managing Director of Kingsmen Creatives Ltd

kingsmen

#### KINGSMEN CREATIVES LTD

Established in 1976, Kingsmen is a leading provider of integrated marketing solutions in design, project management, roll-out management, custom fixture manufacturing, general contracting, outsourcing & fulfillment, warehousing and logistics management. Over the past three decades, the company has built a strategic network of 17 offices in the Asia Pacific region and the Middle East, servicing clients from the middle to the upper-end market segments of the retail industry. Kingsmen has collaborated with many renowned names such as Banana Republic, BMW, Burberry, Chanel, Gap, Gucci, Esprit, Nokia, Omega, Raoul, Robinsons, Samsonite, Tag Heuer, Tiffany & Co and Valentino.

[www.kingsmen-int.com](http://www.kingsmen-int.com)





**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE INTERIOR  
BUILDER AWARD**

**SILVER**

“It is an honour to receive this Interior Builder Award at the SFIA 2010. This recognition is an encouragement for us to do more and better in the coming years and reminds us that vision and hard work are indeed the important elements for our continued success.

Innovative products like our new “Freeform” range are an integral part of Grandwork’s strategy. We believe that intellectual property is an important asset with long term benefits and we will continue to invest heavily in product research design and development.

Regional expansion is another area we are looking towards. Plans are already in place to start up new offices in Vietnam and India, besides established offices in Malaysia, Thailand, Indonesia and Japan.

Mr Jay Chiu

Managing Director of Grandwork Interior Pte Ltd



#### **GRANDWORK INTERIOR PTE LTD**

Grandwork specialises in fit-out works, restoration and custom-made furniture. The company's vision is to become the leading global producer of premium and ecologically-friendly furniture and furniture fittings, so as to bring about a healthier and better quality of life for discerning customers. Grandwork also hopes to set new standards in the industry through continuous innovation. The company constantly strives to invent and improve its product offerings through the research and development of new technologies, processes and products.

[www.grandwork.com.sg](http://www.grandwork.com.sg)





THE INTERIOR  
BUILDER AWARD

BRONZE



#### FALCON INCORPORATION PTE LTD

Falcon is a premier hotel interior fitting-out specialist, custom made furniture manufacturer and exporter for home furniture. Today the company is proud to see many leading hotel and retail outlets in Brunei, Spain, Vietnam, Dubai and Russia carrying its signature works. Its interior fitting-out projects include Sofitel Metropole Hotel, InterContinental Hotel, Novotel Hotel, Sheraton Hotel, Movenpick Hotel, Summerset Serviced Apartments, Pacific Place Serviced Apartments, the Singapore Embassy, European Union Embassy, Hartford Institute, Temasek Holdings corporate office, Duane Morris Office, and high-end retailers such as Gucci, Cartier, Montblanc, Chopard and Bonia. Falcon also have a full range of home furniture exported to Russia, Dubai, Europe and Brunei.

“ Although Falcon was established for nearly 10 years, we are still a newcomer in the Singapore furniture scene. Winning the SFIA 'Interior Builder Bronze Award' is a welcome recognition by the industry. As a Singapore company with a good track record in Vietnam and Middle East, the award will further strengthen our position as we continue to expand internationally. ”

Ms Iris Lim

CEO of Falcon Incorporation Pte Ltd

[www.falconincorporation.com](http://www.falconincorporation.com)





**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE NEW  
ENTRANT AWARD**

**GOLD**

“It is an honour to be conferred the GOLD award for the New Entrant category. This is not a personal achievement but a collective effort from the team at Admira. We would like to thank SPRING Singapore for supporting us with Brandpact to renew ourselves. We will now be working to establish a regional presence to promote and export our range of designer furniture laminates to the Asia Pacific Region. With this award, I hope that other heritage companies can see that improving their business model to a design-oriented export strategy will be a worthwhile investment.”

Mr Jake Tan  
Executive Director of Admira Pte Ltd



#### **ADMIRA PTE LTD**

Established since 1975, Seng Lee has served the changing needs and demands of the furniture and interior design industry. As it continues to expand its market presence and evolve as one of the leading laminates provider over the years, Admira Pte Ltd was incorporated to extend a comprehensive range of laminate products that reaches out to the modern urbanites seeking individual style and character. This transition enables Seng Lee, as a holding company, to venture into potential businesses while the new subsidiary, Admira, takes on a brand new refreshed front to surge forward in the laminates industry with a trendy, designer focus and value added perspective, backed with a solid 35 years of business experience that was Seng Lee.

[www.admira.sg](http://www.admira.sg)





SINGAPORE FURNITURE  
INDUSTRY AWARDS '10

THE NEW  
ENTRANT AWARD

SILVER

“Winning SFIA 2010 New Entrant Award motivates us to work even harder. As a young startup, we want to continue to focus on our core strengths and develop a design-oriented furniture business. This award will help us achieve this goal, and we are grateful for the recognition by the industry.”

Ms Cici Chen and Mr Lui HonFay  
Directors of Cilicon Faytory



#### CILICON FAYTORY

Cilicon Faytory focuses on design and manufacturing in Asia. The company designs and manufactures various products from furniture to accessories. Having access to various manufacturing methods and materials, its products are produced in various techniques at competitive prices. Their products include a range of indoor residential furniture, outdoor residential furniture and outdoor public furniture etc.

Tapping on the diverse manufacturing techniques and materials in Asia, Cilicon Faytory believes in delivering quality products while continuously pushing design boundaries. Its in-house design capabilities enable the company to diversify its design ranges to cater to different international markets.

[www.ciliconfaytory.com](http://www.ciliconfaytory.com)



**SINGAPORE FURNITURE  
INDUSTRY AWARDS '10**

**THE OUTSTANDING  
INDIVIDUAL AWARD** **GOLD**



Being named the Outstanding Individual at the SFIA 2010 is an important milestone in my professional life. I have never dreamed about winning an award as a "furniture guy", so this is really something special. I must thank my company, Star Furniture, and my colleagues for giving me the room to learn and grow. With this win, I am now committed to working even harder, and as a team, to help the company stay ahead.

**Mr Toh Teng Sing**  
Production Manager of Star Furniture Pte Ltd

Toh Teng Sing, better known as Qing, joined Star Furniture Group as a machine operator in 1991. Today, the 46-year-old is a Production Manager, assisting the factory director in managing over 80 employees and overseeing the production at the company's factory in Malaysia.

Qing also looks after the design and product development aspect of the business and takes on the role of a senior mentor to the company's research and development team. Possessing an immense knowledge in the furniture industry, Qing helps to review all new product designs and is the middleman between the design and production team.



# SFIA 2010'S PANEL OF JUDGES

The panel of Judges comprising prominent government and trade agencies as well as consulting firms gathered to review, shortlist and select the deserving winners for each category. Here is what the judges have to say about this year's award winners.



“It was really motivating and inspiring to see so many outstanding individuals striving to seize any challenges and transforming them into new opportunities to move forward, especially in this highly competitive industry. They all share a common trait: the desire to innovate in their respective field and make things happen. It is a true lesson of courage, innovative spirit, and thought leadership. Congratulations to all the winners and finalists!”

**MR THIERRY DO**  
Senior Assistant Director of  
Design Innovation  
DesignSingapore Council



“The winners at this year's SFIA show that the Singapore furniture industry has outstanding companies with great potential. These companies have built up their brand and enhanced their operations to make themselves more relevant to market needs. Some have adopted an integrated model for design, manufacturing and retailing – filling the whole value chain in their respective segments. Such forward-looking mindsets augur well for the furniture industry as a whole as it responds to global competitive pressures.”

**MR TAN SOON KIM**  
Group Director of  
Lifestyle Business Group  
IE Singapore



“It is encouraging to see a good number of entries across the various award categories. As a member of the judging panel, I was impressed by the high standards of the entries. We had to deliberate long and hard during the judging process, as each finalist shared candidly and passionately about their unique proposition, in product quality, personalised service or innovative concepts. Singapore's furniture industry has come a long way to become a major force in the global market. What's more important is that the energy and drive will propel our companies to continually better themselves amidst the competition.”

**MRS KEE AI NAH**  
Director of Lifestyle Division  
SPRING Singapore



“The quality of entrants this year is a credit to the advances that the industry has taken over the years. It made the decisions for awarding the top spots all the more difficult – congratulations to all entrants and finalists.”

**MR JULIAN BARRANS**

Managing Director  
Interbrand Singapore



“The competition for this year’s SFIA was fierce, and the judges had to revise their expectations upwards several times during the judging process. The judges held to a stringent set of standards, and the entire process, while heated, was conducted with fairness and transparency. The winners at this year’s SFIA can rest assured that their victory was hard fought and well deserved.”

**MR THOMAS TSANG**

Partner  
LTC LLP



“It is heartening to see the growth in the level of participation as well as the quality of entries at the SFIA. While this has definitely made the judging process more difficult, it also stands as a testament to the great advancements the industry has made, and the support the industry has received through IE Singapore, SPRING Singapore and the SFIC. Congratulations to all nominees and winners!”

**MR POR KHAY TI**

Director  
SFIC Institute



“The standard of our furniture and interior construction industry is definitely showing immense progress. The goal for our creative industries should be to pitch themselves against the best in the world and improve on local design and R&D aspects. This is definitely achievable if companies invest in research, design and marketing. We should show a concerted effort to improve ourselves and the future shall be bright!”

**MR AAMER TAHER**

Council Member of  
The Singapore Institute  
of Architects and  
Principal of Aamer Architects

# OUR APPRECIATION

## PLATINUM SPONSORS

### LORENZO

#### LORENZO INTERNATIONAL LTD

LORENZO is amongst Asia's leading emerging consumer brands in furniture. With its vertical integration in design, manufacturing and assembly of conceptualized lifestyle furniture, LORENZO retails in 7 countries through its wholly-owned stores and Licensed Retailing System ("LRS") stores.

Besides wholesales to other furniture distributors and retailers to some 50 countries around the world, LORENZO commissions its designs from several countries. It has 3 manufacturing and assembly plants comprising over 57,000 square meters. LORENZO offers consumers conceptualized lifestyle furniture through two main collections: DANTE – a classic leather collection for consumers seeking affordable 'plush'; and ENZO – a wood based leather trim collection for the consumer seeking the serenity of minimalist Zen.

[www.lorenzo-international.com](http://www.lorenzo-international.com)



#### PICO ART INTERNATIONAL PTE LTD

Pico is one of the world's leading experiential marketing service providers. They pride themselves on their ability to deliver Total Brand Activation for many of the Fortune 500 companies, government bodies and non-government organisations.

With a proven track record of over 40 years in the exhibition industry. Pico provide total solutions on experiential marketing as well as satisfy individual needs on specialised areas. Their core businesses include design and fabrication of exhibition stands; general contracting and technical services for trade show organisers; event hall and facility management; events, conferences and show management; supply and installation of overlays for venues; permanent exhibits for museums and themed environments; interior fit-out; and advertising signage.

[www.pico.com](http://www.pico.com)

## GOLD SPONSORS



### **UNITED OVERSEAS BANK LIMITED**

UOB is a market leader in the credit card business and the private residential homeloan business. It is also a key player in the small and medium enterprise market with the largest market share of loans approved under the government assistance loans. UOB is rated among the world's top banks by Moody's Investors Service, receiving B for financial strength, and Aa1 and Prime-1 for long-term and short-term bank deposits respectively. Its asset management arm, UOB Asset Management, is one of Singapore's most awarded fund managers. Today, the UOB Group has a network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America.

[www.uobgroup.com](http://www.uobgroup.com)



### **INTERNATIONAL FURNITURE FAIR SINGAPORE PTE LTD**

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is a subsidiary of SFIC, which owns 60% of IFFS Pte Ltd. Meeting Planners International owns the remaining 40% share of the company. IFFS Pte Ltd's nature of business is the organising and management of furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. IFFS Pte Ltd organises the annual International Furniture Fair Singapore, which is held in conjunction with ASEAN Furniture Show, Decor Asia and Hospitality Asia from 9-12 March.

[www.iffs.com.sg](http://www.iffs.com.sg)

# OUR APPRECIATION

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[www.designstudio.com.sg](http://www.designstudio.com.sg)



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FALCON INCORPORATION PTE LTD  
[www.falconincorporation.com](http://www.falconincorporation.com)



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[www.univonna.com](http://www.univonna.com)

# SINGAPORE FURNITURE INDUSTRY AWARDS HALL OF FAME

2003

THE FURNITURE MANUFACTURER AWARD

GOLD - HTL International Holdings Limited  
SILVER - Design Studio Furniture Manufacturer Ltd  
BRONZE - Koda Ltd

THE FURNITURE RETAILER AWARD

GOLD - Novena Pte Ltd  
SILVER - Air Division Pte Ltd  
BRONZE - Supreme Furnishing Centre Pte Ltd

THE INTERIOR BUILDER AWARD

GOLD - Kingsmen Creatives Ltd  
SILVER - Hoffen Pte Ltd  
BRONZE - Nobel Design Holdings Limited

THE OUTSTANDING INDIVIDUAL AWARD

GOLD - Mr Joe Song Yeow Heng  
Novena Pte Ltd  
SILVER - Mr Jason Hong Kok Leong  
Cellini Design Center Pte Ltd  
BRONZE - Ms Kok Sia Yew  
V-Mark Woodcraft (S) Pte Ltd

THE YOUNG FURNITURE DESIGNER AWARD

Student Category : Mr Han Kiang Siew  
Young Designers Category : Mr Goh Ray Vees

2006

THE FURNITURE MANUFACTURER AWARD

GOLD - Koda Ltd  
SILVER - Sitra Holdings (International) Limited  
BRONZE - Uhin Holdings Pte Ltd

THE FURNITURE RETAILER AWARD

GOLD - Air Division Pte Ltd  
SILVER - Zen Tradition Living Pte Ltd  
BRONZE - Eurosa Furniture Co (Pte) Ltd

THE INTERIOR BUILDER AWARD

GOLD - Kingsmen Creatives Ltd  
SILVER - Grandwork Interior Pte Ltd  
BRONZE - Pico Art International Pte Ltd

THE NEW ENTRANT AWARD

GOLD - Anthony Furnisshen Pte Ltd  
SILVER - NuBrand Incorporated Pte Ltd  
BRONZE - Massimo

THE OUTSTANDING INDIVIDUAL AWARD

GOLD - Ms Rose Lim  
Cellini Design Center Pte Ltd  
SILVER - Mr Liong Siew Soo  
Star Furniture Pte Ltd  
BRONZE - Mr Raymond Tong Wai Fook  
Cityneon Exhibition Services Pte Ltd  
BRONZE - Ms Lena Tan Lee Chun  
Momentum Creations Pte Ltd

## SUPPORTING AGENCIES



### **DesignSingapore Council**

The DesignSingapore Council serves as a common platform to steer the national design agenda and coordinate the implementation of the initiative.



### **IE Singapore**

IE Singapore is the lead agency promoting overseas growth of Singapore-based enterprises and international trade.



### **SPRING Singapore**

SPRING Singapore is a leading statutory board that helps to enhance the competitiveness of enterprises for a vibrant Singapore economy.





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