

## ADMIRA turns one year old

**Singapore** – ADMIRA Pte Ltd, a renowned laminate provider in Singapore, recently turned one year old. ADMIRA is a corporate arm under Seng Lee International Pte Ltd, a market leader in the furniture and interior design industry since 1975.

The ADMIRA brand was first launched at the International Furniture Fair Singapore 2010. Since then, ADMIRA has become a leading provider of high-quality and stylish designer laminates from Italy, Germany and Japan.

According to Mr Melvin Lim, Brand Executive, ADMIRA, the IFFS provides a good platform to promote its brand as well as showcase its latest laminate designs to building professionals, designers and homeowners. Following the success of previous year's exhibition, ADMIRA took part in this year's IFFS show again.

At IFFS 2011, the company showcased a wide array of laminates designed to bring new and innovative concepts to the market and project applications.

1. Mystic illumine™ marble range laminates that could be lighted up from behind for application in feature-walls or light-boxes. (claimed to be the first of its kind)
2. The twin black and white Holographic Wave laminates stole the limelight as central show panels with strong lighting to illustrate fully the unique visual wave effects on an entirely flat glossy surfaces.
3. The natural & dark Concrete Screed laminates were also displayed with simulated groove cuts to emulate actual concrete slabs.
4. Five 360 degrees rotating panels showed off nine brand new Wood grains patterns with fine grain matt textures.



for sale in our collection proper," said Mr Lim.

In conjunction to launching these new designs, ADMIRA has also published a new attachment catalogue to showcase these 13 beautiful laminates, complementing its current latest silver-covered catalogue titled "Freedom" which already features over 300 designs.

Having established itself in the local market, ADMIRA is now spreading its wings overseas to leverage on the market opportunities abroad. According to Mr Lim, the company will open a new office in Kuala Lumpur (Malaysia) in 2011.

The new marketing office is set to offer increased support for its growing customer base in Malaysia. To expand its market presence in Malaysia, ADMIRA will be taking part in ARCHIDEX 2011, the 12th Malaysia Architecture, Interior Design and Building Exhibition as well. ■

"We first unveiled the holographic and concrete laminates at BEX Asia 2010 in September, but this year we launched the new designs

## Playground Audit Services

**Singapore** – RSC Playground Safety Auditing LLP is a new Company to provide Playground Audit Services. Playground Audit, which, has become a requirement in all projects for new and upgraded Play Equipment as well as Fitness Equipment. RSC Playground Safety Auditing Services have Certified Playground Safety Inspector, (NPSI) certified by the National Playground Safety Institute and CUGE who will perform the audit services. Playground and Fitness Equipment audits are based on International and Singapore Standards. For more information, contact Raymond Ong at tel (+65) 6468 9614 or e-mail ray-ong@hotmail.com. ■

## BASF appoints new Managing Director for ASEAN



Mr Dean Draper

**Singapore** – BASF has appointed Mr Dean Draper as Managing Director, ASEAN, BASF South East Asia Pte Ltd. He succeeds Mr BY Yee, who retired at the end of February 2011.

"I would like to express my appreciation to BY Yee for his dedication to the success of BASF companies in the region over more than 21 years. He has been instrumental in shaping the company to where it is today. I would also like to welcome Dean, who brings diverse management expertise spanning 10 years at BASF," said Dr Martin Brudermueller, member of the Board of Executive Directors, BASF SE, responsible for Asia Pacific.

Mr Draper started his career with BASF in Australia in 1998 and has since assumed several key management positions in Singapore, Malaysia, Hong Kong and Korea. Before taking up the new role as ASEAN Managing Director, he was Vice President, Chemicals Business Unit at BASF in Korea. ■

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ADMIRA's latest range of laminates are the perfect choice for discerning urbanites — offering a unique blend of quality and style.

Inheriting a long tradition of expertise from parent company - Singapore Prestige Brand Award 10 'Heritage Award' recipient SengLee, ADMIRA understands your design needs. Sometimes, you do not want to follow trends, you want to be avant garde and at the same time you want to be subtle. ADMIRA offers you an unlimited choice of material selections and combinations for anything you want to be – choose from your very own colours of freedom.

ADMIRA will be exhibiting next at ARCHIDEX 2011 in Kuala Lumpur from 30th June to 3rd July. (Hall 4 Booth 4456 & 4458) See you there!

## freedom

ADMIRA 2010/11 e-CATALOGUE

Download 4ft. x 8ft. images from our latest laminate collection online for all your rendering and 3D imaging needs.

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

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Suite 1B Level 1, Menara KLK, No 1 Jalan PJU 7/6 Mutiara Damansara 47810, Petaling Jaya, Selangor

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