

Sol Awards 2025 Shines Spotlight on Trailblazers Powering Singapore’s Furniture and Furnishing Industry

Singapore Furniture Industries Council (SFIC) honours outstanding enterprises and individuals shaping the future of Singapore’s furniture ecosystem



SINGAPORE, 28 October 2025 — The Singapore Furniture Industries Council (SFIC) today announced the recipients of the **Sol Awards 2025**, celebrating the brightest talents and most forward-thinking enterprises in Singapore’s furniture and furnishing sectors.

Now in its second edition, the Sol Awards continues to honour not only success stories but also the values that drive the sector forward with innovation, sustainability, and people development. The Awards act as a catalyst for industry transformation, championing collaboration and forward-thinking practices that elevate Singapore’s furniture ecosystem on both regional and global stages. In alignment with SFIC’s newly launched 2026–2030 Industry Roadmap, the Awards spotlight companies and individuals turning the industry’s vision into reality through purposeful design and enterprise.

“The Sol Awards is a reflection of how far our industry has come, and how much potential still lies ahead,” said **Joshua Koh, President of SFIC**. “Our winners exemplify the principles of our new roadmap and their achievements show how Singapore enterprises are scaling new frontiers, strengthening capabilities, and competing confidently on the world stage.”

This year’s awards span five key categories — **All-Star Enterprise, Experiential Excellence, New Entrant, Outstanding Individual, and Sustainability Leaders Recognition** — each representing a ray in the Sol Awards emblem, inspired by the sun as a symbol of energy and renewal. The **Workforce Transformation Award**, presented in partnership with Workforce Singapore, also recognises companies that champion job redesign and employee upskilling.

Redwood Interior Pte Ltd took home the *All-Star Enterprise Award (Gold)* for its strong international growth and strategic expansion. Under 29-year-old Director **Soh Jun Wei**, the company recorded immense growth between 2022 and 2024, strengthened by new facilities in Malaysia and the acquisition of DMG Glass. Redwood’s performance reflects Singapore’s growing strength in design-led manufacturing on the global stage.

At **SPIN Pte Ltd**, winner of the *Experiential Excellence Gold Award*, customers shopped outside the box with its innovative *Immersive Lab*. This art gallery-inspired space brought ceiling fans “back down to earth” and into the customer’s line of sight. This approach eliminates guesswork, allowing buyers to experience airflow, test noise levels, understand features like reverse

functions and smart home connectivity, and compare models side-by-side in a realistic home environment.

New Entrants are also charting new growth in the industry. **S-Team Services Pte Ltd, founded by Simon Goh**, has built a reputation for its hands-on approach to both heritage building conservation and hospitality maintenance. From restoring landmark shophouses to keeping large properties like *Marina Bay Sands* running seamlessly, the company takes pride in preserving original materials and details and ensuring that every restoration respects the building's history. As modular systems gain traction in today's small, urban living spaces, **Fraction Design Studio** uses data-driven algorithms and digital tools to design adaptable and visually appealing solutions that suit clients from retail fit-outs to exhibition displays.

One of the four companies honoured under the *Sustainability Leaders Recognition* category, **Speco International Pte Ltd**, stood out for turning **marine waste into sustainable air-cleaning technology**. Its innovation, *BlueBond™*, exemplifies how science and circular design can improve both human health and environmental outcomes.

However, not all innovators start in design. Former computer forensics analyst **Doreen Tan, now Associate Director at Benel Singapore**, has been instrumental in steering the company's pivot into the fast-growing healthcare sector. Drawing on her analytical background and personal commitment to understand client needs, she worked closely with hospitals to develop solutions like the LINK chair, a common sight in hospitals and polyclinics today, designed for easy cleaning in high-traffic environments. Since then, healthcare furniture has grown to become one of Benel's largest revenue segments.

The *Workforce Transformation Award* went to **Nova Furnishing Holdings Pte Ltd**, recognised for its **skills-first hiring, job redesign, and AI-assisted training** initiatives that prepare employees for a rapidly evolving industry.

Winners were selected by an independent jury panel comprising prominent leaders from government, design, sustainability, innovation and enterprise development. The 2025 panel included **Ms Chew Mok Lee, Ms Sarah Ler** (Enterprise Singapore), **Mr Kenneth Wong** (Workforce Singapore), **Ar. Tan Szue Hann** (Keppel Ltd), **Ar. Rita Soh** (RDC Architects), **Ar. Tiah Nan Chyuan** (Singapore Institute of Architects), and **Mr Andrew Sng** (DPI Asia).

Together, the jury represents decades of experience spanning public policy, ESG leadership, architecture, and strategic transformation. Their combined expertise ensured a rigorous selection process grounded in both creative excellence and business acumen, reflecting the Awards' commitment to integrity and meaningful recognition.

As SFIC looks toward the next five years, the Sol Awards will continue to champion enterprises and individuals shaping the future of the furniture industry that is purposeful, people-centric, and globally relevant. By recognising those who innovate with empathy and lead with impact, the Awards highlight how Singapore's furniture and furnishing community is evolving from makers of products into creators of experiences that enrich the way people live, work, and connect.



The 2025 Sol Awards winners will be officially celebrated at SFIC's 44th Gala Dinner on 30th October 2025.

For more information about the **Sol Awards 2025**, visit [here](#).

To learn more about the **featured highlight profiles**, click [here](#).

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About the Singapore Furniture Industries Council (SFIC)

Established in 1981, the Singapore Furniture Industries Council (SFIC) is the official representative body of Singapore's furniture and furnishings industry. With over 300 members spanning four key clusters — manufacturers/ interior fit-out specialists, retailers, designers, and materials/ components/ service providers — SFIC represents a sector with a collective global footprint in more than 80 countries.

Guided by its new vision of “Enabling future living and working spaces that touch lives,” SFIC's 2026–2030 Roadmap focuses on four key thrusts:

- Advocacy & Thought Leadership – Strengthening the industry's collective voice and positioning Singapore as a knowledge leader in future living and working spaces.
- Membership & Engagement – Building a more inclusive and collaborative ecosystem that delivers greater value to members.
- Singapore Brand Equity – Elevating Singapore's reputation as a trusted global brand for design innovation, quality, and sustainability.
- Use of Technology – Empowering transformation through digitalisation, sustainable design solutions, and capability building.

As an aggregator and multiplier in the furniture ecosystem, SFIC helps members stay future-ready and globally competitive through internationalisation, design innovation, sustainability, digital transformation, and human capital development initiatives. It also nurtures the next generation of industry leaders through the SFIC Young Leaders Chapter.

The SFIC Institute, the Council's training and talent development arm, offers a comprehensive range of courses, masterclasses, consultancy services, and job placement programmes for the furniture ecosystem and built environment sectors.

SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC), fostering stronger intra-ASEAN collaboration and advancing the region's collective competitive advantage in the global marketplace.

For more information, visit www.singaporefurniture.com.

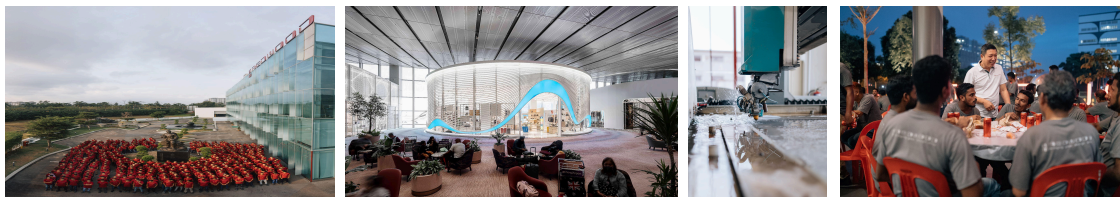
Annex

All-Star Enterprise Award

Redwood Interior Pte Ltd

Redwood has demonstrated outstanding achievements in the global business arena, underpinned by strong financial performance and an impressive international footprint. Driven by financial discipline and strategic foresight, the company achieved a remarkable **compound annual growth rate (CAGR) of 23.4% between 2022 and 2024**, reflecting robust profitability, operational excellence, and sustainable growth.

In recent years, Redwood has further strengthened its long-term trajectory through bold expansions, including the acquisition of DMG Glass and the establishment of its Malaysia factory. These milestones underscore its vision, resilience, and commitment to sustained business excellence.

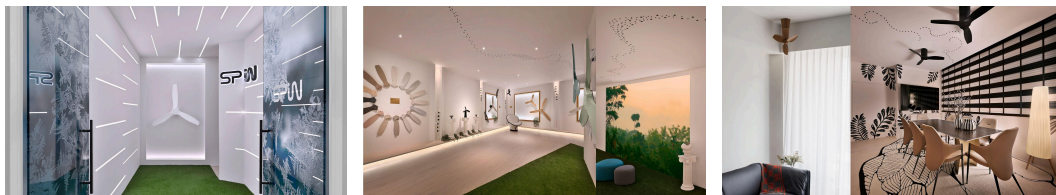


Experiential Excellence Award

SPIN Pte Ltd — Gold

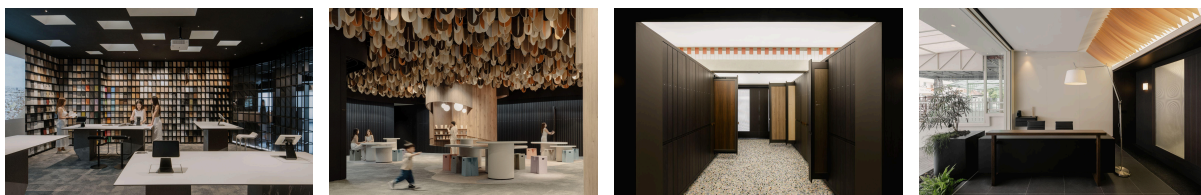
SPIN Fans has redefined the buying experience with its first-of-its-kind Gallery concept, with its Experiential Lab styled as a home to the Immersive Lab designed like an art gallery. With limited resources but bold experimentation, SPIN Fans created spaces that bring fans “down from the ceiling” and into the customer’s line of sight, allowing them to connect with design, materials, and performance on a deeper level.

Punching above its weight, SPIN Fans has proven that originality, creativity, and a willingness to break away from the norm can create a truly differentiated experience—earning it recognition as a forerunner in the industry.



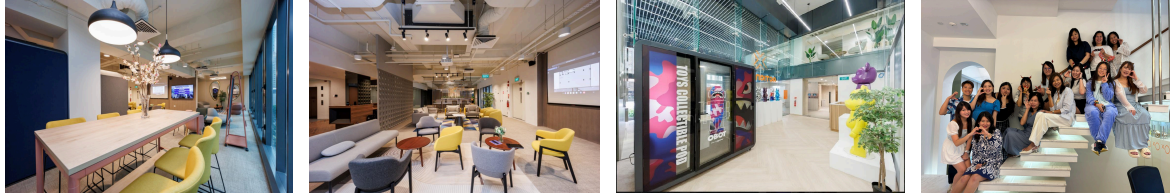
EDL Pte Ltd — Silver

EDL has set a new standard in how laminates are experienced and appreciated. Their beautifully designed showroom and imaginative presentations showcase laminates not just as surfaces, but as lifestyle statements. Complementing this is their innovative app, which allows customers to visualise how laminates will look in their own homes, making the selection process engaging and effortless. By marrying thoughtful branding with technology-driven experiences, EDL has enhanced customer journeys, grown industry mindshare, and inspired the way laminates are presented at scale.



Office Planner Pte Ltd — Bronze

Office Planner has shown adaptability by evolving its business model and bringing fresh ideas to shape future spaces. With originality and creativity at the core, the company has gone upstream by leveraging intellectual property and moving beyond traditional roles in the value chain. This shift has enabled Office Planner to introduce new business approaches that focus on enhancing experiences — creating spaces and solutions that engage users in more meaningful ways. By charting a different path from other office players, it has uncovered new business opportunities upstream and positioned itself for long-term growth.



New Entrant Award

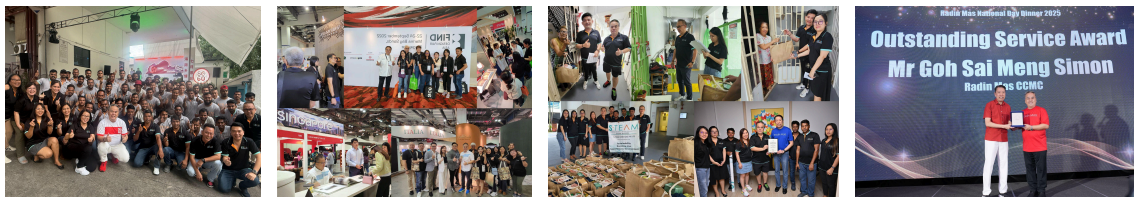
Fraction Design Pte Ltd

Fraction Design Studio (SG) has shown strong potential for scalability through its innovative use of computational design and modular, reconfigurable systems. Its brand USP lies in combining sustainability with adaptable, aesthetic solutions that resonate with diverse clients, from exhibitions to retail. This recognition seeks to encourage this young, passionate business as it charts its growth journey.



S-Team Services Pte Ltd

S-Team has distinguished itself through its specialised expertise in two domains. In heritage building conservation, it combines technical rigour with sensitivity to architectural legacy, while in hospitality maintenance contracts, it delivers reliable, long-term operational support for clients. With this dual capability anchored by a strong and committed core management team, S-Team demonstrates clear potential for scalability and lasting impact.



Outstanding Individual Award

William Deng, Woodmark Creation Pte Ltd

William has distinguished himself through sheer persistence, resilience, and a relentless spirit that drives both people and business forward. Rising from the ranks to now lead operations and manage overseas markets, his journey is a testament to hard work, adaptability, and leadership by example. His contributions have earned the heartfelt endorsement of his company, underscoring the impact William has made within the organisation. A true role model who embodies dedication and growth, William is recognised as an outstanding individual who continues to inspire those around him.



Caroline Chan, LFA Studio Pte Ltd

Ms Caroline Chan has distinguished herself as a self-initiated professional who raises the bar by setting higher standards in project management, design presentations, and customer service. She actively encourages her peers to adopt these practices, strengthening client trust and the company's professionalism. Caroline has been instrumental in closing projects, and her tenacity in taking on new challenges make her a deserving recipient of the Outstanding Individual Award.



Doreen Tan, Benel Singapore Pte Ltd: Gold Award

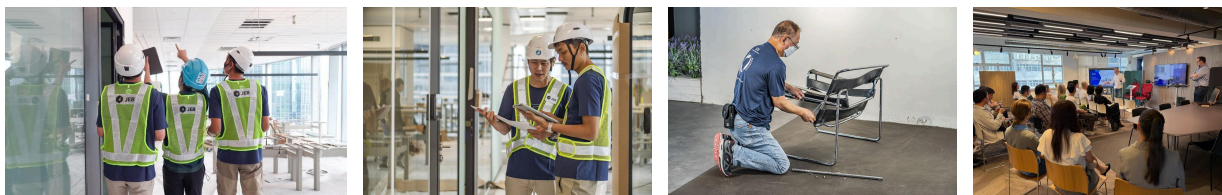
Moving from computer forensics into the furniture industry, Doreen has established herself as a confident and driven professional with an indomitable spirit. Going beyond her role, she has been deeply involved in product development, driven by her personal commitment to understand client needs first-hand rather than simply offering ready solutions. Her passion and perseverance have been pivotal in guiding Benel's successful entry into the challenging healthcare sector, making her a shining example of resilience, initiative, and impact.



Sustainability Leaders Recognition

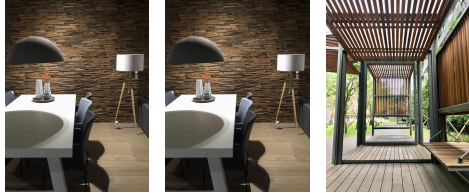
JEB Asia Pte Ltd

JEB Group is recognised by the industry for embedding sustainability into the very DNA of its business. JEB has set a strong example of how companies can make measurable impact. By offering ISO-certified partition systems with verified embodied carbon data, and by aligning its operations with international standards, JEB demonstrates how innovation and responsibility can go hand in hand. This recognition affirms JEB's role as a market leader driving greener practices in the built environment.



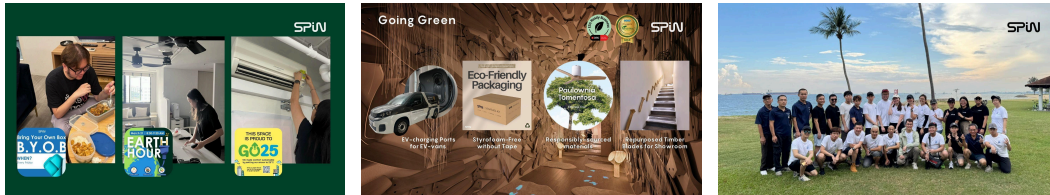
Sitra Global Pte Ltd

Sitra Global Pte Ltd has demonstrated strong leadership in sustainability by embedding rigorous sourcing practices, robust traceability, and comprehensive standards across its value and supply chain. The company continues to champion the transition away from forest-harvesting practices that contribute to environmental degradation, while promoting the adoption of environmentally preferable products. These efforts place Sitra ahead of many peers in the sustainability space and underline its role as a responsible industry player, earning recognition as a leader in advancing sustainable practices within the sector.



SPIN Pte Ltd

From the beginning, SPIN Fans has maintained a consistent commitment to environmental responsibility, ensuring that sustainability is not just an add-on but an intrinsic part of its business. This ethos is embodied across its operations—whether through eco-conscious product design and packaging, or internal practices that prioritise long-term impact over short-term gain.



Speco International Pte Ltd

Speco, a certified B Corporation exemplifies how sustainability and innovation are deeply woven into its ethos. Evolving from a traditional cleaning service into a pioneer of sustainable hygiene technologies, Speco leads the market with antimicrobial coatings, air-sanitising systems, and smart hygiene solutions that promote healthier living and working environments. Speco actively partners with furniture and furnishing companies to embed safe, low-chemical hygiene solutions into products and spaces—enhancing indoor well-being while supporting circular and sustainable design practices. Speco stands out as a market leader advancing healthier, more sustainable environments across industries.



Workforce Transformation Award

Nova Furnishing Holdings Pte Ltd

Nova Furnishing has distinguished itself through transformative workforce development initiatives that prioritise employee adaptability and cross-functional excellence. The company has implemented skills-first hiring practices that welcome mid-career professionals from diverse industry backgrounds and broken down traditional silos to encourage employees to explore roles beyond their original scope. Supported by strategic technology integration including AI tools and automated systems, they have gained greater operational efficiency.

Nova's dedication to continuous learning and employee empowerment is an inspiration to the industry.

