

Singapore's Finest Furniture Designs Set to Shine at imm Cologne 2015



Singapore, 8 January 2015 - The Singapore Furniture Industries Council (SFIC) is spearheading participation at the internationally-renowned imm Cologne 2015, with support from DesignSingapore Council and International Enterprise (IE) Singapore. From 19 - 25 January, a group of six furniture companies from the island nation will present an array of the finest Singapore-designed home and living furnishings, including several new collections that are making their international debut at the show.

Held at Koelnmesse, Cologne, the trade show features inspiring interior design ideas for trendsetters. As the first interior design trade fair of the year, imm Cologne presents new furniture and furnishing trends for the year, setting the stage for the showcase of Singapore's furniture creations on a global scale.

"Over the years, SFIC has led many of our members to international trade shows and trade missions," shared Mr Ernie Koh, President of SFIC. "These initiatives are our integral, ongoing efforts to assist members in expanding their presence internationally. And at this year's imm cologne, we will also take our Business Matching Service to a whole new level by offering it onsite electronically."

The following Singapore-based companies will be participating in imm Cologne 2015:

- Global Stix Pte Ltd
- Haleywood Industries Pte Ltd
- HTL Manufacturing Pte Ltd
- Ivena International Pte Ltd
- Star Furniture Pte Ltd
- Univonna Pte Ltd

SFIC has been participating in imm Cologne for over 20 years. This year's Singapore delegation consists of a mix of industry veterans, including four Singapore Mozaic ambassadors. Established by SFIC and supported by IE Singapore and SPRING Singapore, Singapore Mozaic is an industry programme that features the country's finest furniture

companies.

Highlights of the Singapore Showcase at imm Cologne 2015

Univonna Pte Ltd, a specialist in upholstered leather and recliner sofas, takes versatility in furniture design to a whole new level with their new range of reclining sofas. Available in both manual and motorised recliner systems, *Jolie* offers various possible seating combinations and customisation options, such as storage compartment and cup-holders selection.



Univonna Pte Ltd

Star Furniture Group will showcase their latest product under its signature JotterGoods series - *Letter Desk* - an apartment desk that pays homage to modern classic furniture. Spotting a streamlined structure, the desk is built with solid wood and traditional joinery construction. It comes with deep side-drawers made from veneered medium-density fibreboard, coupled with an additional stationery box carved from a solid block. The piece's distinctive character imbues a certain charm and nostalgia to its utilitarian design.

And lastly, **HTL Manufacturing Pte Ltd** will present two distinct collections - *Relax Studio* and *Muse*. Drawing inspiration from the latest European designer trends in living styles, *Muse* marries the best of modern European contemporary design with premium quality materials, and is created to bring a touch of luxury to any home, at an affordable price point.



HTL Manufacturing Pte Ltd



High-resolution images are available for download via:

<https://www.dropbox.com/s/8705hvipx13uo0e/imm%20Cologne%202015%20Images.zip?dl=0>

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For more details on the Singaporean companies participating in imm Cologne 2015, please refer to the appendix below.

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About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% 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.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and Hospitality 360°.

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

Visit www.singaporefurniture.com for more information.

About Singapore Mozaic

Singapore Mozaic is an industry programme established by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore and SPRING Singapore. It brings together a collection of successful Singapore furniture companies that offers a diverse portfolio of consumer, business and specially crafted products. With the commitment to improve how consumers worldwide live and work, Singapore Mozaic delivers business with passion and style.

Singapore Mozaic is a B2B brand that encapsulates the essence of Singapore furniture as well as the attributes of Singapore furniture companies:

- Experience management, skilled workforce and proven infrastructure help generate consistent and progressive solutions
- Unique blend of Eastern and Western business practices, up-to-date design capabilities and versatile production resources
- Anticipate, adapt and respond to customer needs and market conditions
- Reliable, service-oriented, deliver good quality and help our customers stay one step ahead of competition
- Principled, open and honest in adhering to the brand's philosophy

Visit www.singaporemozaic.com for more information.

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APPENDIX: SINGAPORE SHOWCASE AT IMM COLOGNE 2015

Event: imm Cologne 2015
Date: 19 - 25 January 2015
Venue: Koelnmesse, Cologne

Participating Singapore companies: Organised by Singapore Furniture Industries Council (SFIC);

1) Global Stix Pte Ltd (Hall 3.1 A046)

Global Stix Pte Ltd is a design and materials innovation company that manufactures and distributes architectural and interior decoration materials. Their materials are widely used for commercial building, hotel, hospitality business and residence. Presenting its latest innovation, the safety films on glass come with an amazing aesthetical feel, along with personalised designs, which provide protections such as UV shield. Their clients include architects, building owners, consultants, designers, developers, home owners and lifestyle retail boutiques.

www.globalstix.com

2) Haleywood Industries Pte Ltd (Hall 3.1 A040 & B041)

Haleywood Industries is headquartered in Singapore and carries out operations in China and Malaysia. With a major market demand for Haleywood in Europe, Australia, Japan and Korea, the company manufactures a wide variety of ready-made furniture for home and made-to-order pieces in solid wood and veneer, as well as a large assortment of mass-market furniture for large chains in Europe and America.

www.haleywood.com.sg

3) HTL Manufacturing Pte Ltd (Hall 6.1 B030, C030 & C031)

Starting as a modest sofa maker in 1976, HTL has grown to become one of the world's leading manufacturers of leather sofas and leather upholstery hides. Listed on the Singapore Exchange since 1993, we are a transnational company focused on the business-to-business sector. Along with a team of over 8,000 employees, we have fully integrated manufacturing facilities in China, plus marketing offices across the globe. Our upholstery products are marketed to 52 countries through our vast network of sales partners and retailers.

www.htlinternational.com

4) Ivena International Pte Ltd (Hall 8.1 C071)

An FSC-certified company, Ivena prides itself as a company that values its people, uphold integrity and business ethics, as well as displays commitment to the environment. To supplement its strength in designing, manufacturing and exporting, Ivena has manufacturing facilities in Indonesia and Vietnam that produces solid wood furniture made of teak, acacia, eucalyptus, mindy, and wicker products made of natural rattan, abaca, and sea grass. Recognised for their unique designs and state-of-the-art finishings, Ivena products are often contemporary yet classic. Some of Ivena's products include indoor furniture such as dining and living room sets, bathroom and bedroom furniture that are made of FSC-certified wood such as teak, acacia, eucalyptus, as well as outdoor furniture and teak roots accessories.

www.ivena.net

5) Star Furniture Pte Ltd (Hall 3.1 A052)

Star Furniture Group specialises in manufacturing high quality CKD (Complete Knock Down) panel and solid wood home furniture in Contemporary style in various finishing including veneer lamination, foil wrapping, and matt as well as High Gloss PU lacquer. The company will showcase LUCANO, their contemporary collection as well as JotterGoods, their utilitarian design.

www.starfurn.com

6) Univonna Pte Ltd (Hall 3.1 A050)

Established since 1993, Univonna specialise in producing upholstered leather and recliner sofas. Univonna Sofas are design by their designers with focus in creating comfort, function and lasting style. Currently they have presence in markets including Australia, Europe and Southeast Asia.

www.univonna.com

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