

FOR IMMEDIATE RELEASE

Singapore to Showcase Furniture Creations at ORGATEC 2014



Singapore, 1 October 2014 – Singapore Furniture Industries Council (SFIC), supported by International Enterprise (IE) Singapore, will lead a group of furniture companies to showcase innovative office furniture collections at ORGATEC 2014. This marks Singapore's strongest participation at ORGATEC to date within the past 12 years, with a total of six SFIC members, including Singapore Mozaic ambassadors, taking part this year. They will be showcasing an array of sustainably-manufactured office furniture, and innovative, ergonomic office products, establishing Singapore's standing as a world-class office furniture solutions provider.

Held at Koelnmesse, Cologne, from 21 to 25 October 2014, ORGATEC is the world's leading Modern Office & Facility trade show. The show focuses on solutions to meet the growing demand for flexible forms of work and the optimal working environment.

Mr. Ernie Koh, President of SFIC, expressed, "Singapore produces world-class furnishings and it is our constant aim to gain more exposure worldwide, both in general and within the niche sector of office furniture as well. ORGATEC is a good platform to showcase Singapore's ability to provide creative, professional, and safe office solutions to international corporate clients." He added, "This year, creations from our very own furniture manufacturers include several new patented technologies that will surely elevate office furniture to a whole new level."

The Singapore-based companies participating in ORGATEC are:

- Datumstruct
- FAM Solutions
- Harvest Link International
- Technigroup Fast East
- TraDesk
- Wilsin Office Furniture

Some from the Singapore contingent will be launching their latest innovations at ORGATEC 2014. Datumstruct will unveil its new product – Stradek-X – a robust trading desk system that provides reliability, flexibility, multiple display integration and comfort within reach. It is ideal for use in the dealing room, data centre and monitoring centre settings.

Wilsin Office, an industry veteran, will be showcasing its patented range - DESKSPACE® - a Smart Office Maximiser that offers volumetric flexibility as well as fully optimises every inch of office space with integrated storage solutions above and beneath the workstation. With up to 70% re-usable components, DESKSPACE® promotes sustainability and long-term planning.

Last but not least, Greenguard-certified Technigroup Far East will be featuring its patented XE Bridge at the show. The XE Bridge is a blend of stunning design, intuitive technology and innovative luxury office furniture that is inspired by bridge design.

For more details on the Singapore companies participating in ORGATEC 2014 from 21-25 October 2014, please refer to the attached appendix.



High-resolution images are available for download via:

https://www.dropbox.com/sh/80q46uwm7bs522q/AADcPUU6oPSNL_WvaV8QRnpQa?dl=0

Please credit all images to SFIC with the following photo caption: "Photo Courtesy of SFIC".

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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.

APPENDIX: SINGAPORE PAVILION AT ORGATEC 2014

Event: ORGATEC 2014

Date: 21 - 25 October 2014

Venue: Koelnmesse, Cologne

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

1. Datumstruct (S) Pte Ltd (Hall 11.2 F045)
2. FAM Solutions Pte Ltd (Hall 6.1 C022)
3. Harvest Link International Pte Ltd (Hall 6.1 B028)
4. Technigroup Far East Pte Ltd (Hall 6.1 C028)
5. TraDesk Pte Ltd (Hall 6.1 C020)
6. Wilsin Office Furniture (Hall 6.1 C024)

Datumstruct (S) Pte Ltd

A premium brand under Datumstruct, REDECON is recognised in the command and control centre arena, offering a comprehensive selection of accessories, console desk systems and other specialised products. Their consultants strive to create an effective yet aesthetic environment for clients, by ensuring the development of command and control centres is confined according to rigid standards with quality materials, intelligent technologies and innovative designs.

www.datumstruct.com

FAM Solutions Pte Ltd

Based in Singapore, FAM Solutions specialises in an extensive array of office ergonomic products, which includes adjustable LCD monitor arms, CPU holders, ergonomic office lightings and laptop stands. With an increasing emphasis on healthier work environment by many, these products are essential in creating a comfortable living/working condition for all.

www.famsolutions.com.sg

Harvest Link International Pte Ltd

Established in 1991, Harvest Link International designs and manufactures office and educational furniture for colleges, hospital, offices and universities. Products are assured of its durability, flexibility, functionality and coupled with good design, they export to countries such as Australia, Europe, Japan, South Africa and the United States of America.

www.harvestlink.com

Technigroup Far East Pte Ltd

Technigroup has been producing quality office systems since 1984, and to date, it carries a comprehensive range of office system furniture and seating. Research and development is greatly emphasised, which aids in producing functional office furniture of fine aesthetics, top-quality build and finish. Technigroup's corporate culture assures customers with their first-class quality products and designs at affordable prices.

www.technigroup.com.sg

TraDesk Pte Ltd

Founded in 1998, TraDesk has been the top leading specialist in dealing/trading desks across Asia. They manufacture customised console and dealing/trading desks with functional aesthetics and ergonomic excellence that meet customers' needs and expectations. With such assurance, TraDesk's products are well-received by many, especially ones from the financial & IT industry.

www.tradesk.asia

Wilsin Office Furniture (S) Pte Ltd

Wilsin Office Furniture was founded in 1989 with a core interest to prioritise their consumers' needs. Through passion, they hope to provide long-term space maximisation and usage solutions to consumers. Their vision is also to help companies save costs through innovative furniture that enables long-term flexibility and excellent space management through far-sighted office space solutions.

www.wilsin.com.sg

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