

EMBARGOED TILL 14 NOVEMBER, 5:00 PM (SGT)

Sol Awards 2023 Unveils Outstanding Recipients in Singapore's Furniture Industry

Singapore Furniture Industries Council (SFIC) presents the leading lights and ones to watch among local companies and their talents

SINGAPORE, 14 NOVEMBER 2023 — Today, the Singapore Furniture Industries Council (SFIC) unveiled the recipients of the inaugural Sol Awards. Originally incepted as the Singapore Furniture Industry Awards (SFIA) from 2003 to 2013, the new Sol Awards celebrate and honour outstanding industry individuals and enterprises who have made significant contributions to the furniture industry in Singapore.

With the word “Sol” representing the sun in several languages - the ultimate source of light and energy - the Sol Awards aim to shine a radiant spotlight on enterprises and individuals embodying brilliance, vitality, inspiration, and noteworthy achievements within their respective domains.

The name is also selected for its global appeal, honouring achievements that surpass cultural barriers and highlighting the Awards' potential for regional expansion.

The awards, supported by government organisations Enterprise Singapore, Workforce Singapore, and DesignSingapore Council, span six categories, acknowledging excellence, design, innovation, and sustainability.

“The Sol Awards is a beacon for excellence in Singapore's furniture industry. This global platform celebrates brilliance, drives international recognition, and propels our industry to new heights. The awards are our industry's commitment to success and catalyst for global prominence,” says Mr Phua Boon Huat, SFIC President. “We would like to congratulate all the recipients for shining brightly by striving for exceptional quality, creativity and innovation.”

The Leaders of Excellence in the Local Furniture Industry

Stalwarts of the industry clinched the accolades of the 'All-Star Enterprise' award. Among them, the Gold award was bestowed upon **Kingsmen Creatives** – a testament to their 47-year journey of excellence and innovation in creating world-class experiences and events, many of which come with unique intellectual properties garnering global accolades.

"At Kingsmen, we are driven by the desire to create and deliver impactful and memorable experiences that empower clients to thrive on the global stage! These impactful solutions to the market are only possible through the creative and innovative spirit of our people and our partners, and the trust our clients have on us to create and deliver something different, something excellent. We are truly honored to be recognised, and it is a privilege to receive the 'All-Star Enterprise' Gold award. These are exciting times for us and we look to what the future holds, and the new experiences we can create!" shares Andrew Cheng, Group CEO of Kingsmen Creatives.

Superstructure received the Gold award for 'Innovation in Design' by redefining the landscape of traditional carpentry and contracting. The judging panel commended the company's distinctive works achieved through the merging of computational designs with digital fabrication techniques as a seamless bridge to production, its commitment to safe working environments, as well as its dedication to thinking out of the box and challenging industry norms.

Emily Sim, Co-Founder of Superstructure, says, "As our company has grown, we have learned how to create adaptable and unique designs for various sites with sustainable DFMA strategies. We hope to provide this expertise to other designers, allowing for a future where innovative designs can be shared and utilised collaboratively. This award is a great motivation for us to continue contributing to the architectural visions of our furniture industry for generations to come."

In celebration of their commitment to 'Experiential Excellence', **Scanteak** has been honoured with the Gold award. With three distinctive brands, including Scan Komfort and Scan Living, and over 180 stores, Scanteak has carved a niche by focusing on family-centric products and tangible experiences. The company was awarded for its unique in-store experiences, and how it addresses the post-sale journey with an innovative AI solution, Aiden, ensuring personalised and attentive customer service.

Jamie Lim, CEO of Scanteak, adds, "We're thrilled to be recognised for our commitment to unique experiences, exemplified through our innovative AI solutions. We believe an exceptional experience is not confined to the store, but extends to the life of our products in our customers' homes. This Gold Award affirms our dedication to creating memorable experiences for our customers, from the first visit to many years after their purchase."

In a resounding acknowledgement of their exceptional contributions, **Eleanor Toh (Technical Director)** from **Build Built**; **Chan Wai Mun (Production Manager)** from **Danovel**, and **Elaine Thng (Assistant Sales Manager)** from **Four Star Industries** have been awarded for their 'Outstanding Individual' achievements. Each of these 'Outstanding Individuals' award recipients serves core functions within the furniture industry — from production to project management to sales — and brings with them a unique set of skills and dedication, contributing significantly to the success of their respective companies.

Other notable recipients for the other categories include the 'Sustainability Leaders Recognition' with **Matex International** bagging the accolade, and the 'New Entrant' award, which goes to **LFA Studio**.

For the full list of recipients and criteria in the various categories, please find them in [Appendix III](#).

Accolades Supported by Government Organisations and Partners

Mr Mark Yong, Chairman of the Sol Awards, Presidential Advisor of SFIC, and the Executive Director of Ewins, emphasises the importance of the awards in creating a culture of progress and achievement within the industry, "The Sol Awards is a testament to the vibrancy and dedication within our local furniture industry. We would like to congratulate the exceptional recipients who have demonstrated excellence and sustainability in their endeavours. SFIC hopes that these awards will inspire the industry as a whole, catalysing the pursuit of growth and green practices in each of them."

"I'm delighted to acknowledge our awardees, who were carefully selected through a thorough and meticulous process. The chosen individuals and enterprises have not only received well-deserved recognition, but also set a benchmark for industry standards, inspiring others to strive for innovation and progress. I hope that these awards are just the beginning in fostering a culture of excellence and continuous improvement," shared Sol Awards Chief Judge Prof Tai Lee Siang, Head of Pillar, Architecture and Sustainable Design (ASD) in Singapore University of Technology & Design.

Ms Jeannie Lim, Assistant Chief Executive Officer (Lifestyle & Consumer), Enterprise Singapore, says, "Enterprise Singapore is pleased to support the Sol Awards which recognise companies leading the way in innovation and enterprise adeptness. The winners are redefining the standards for Innovation, Experiential Retail, and Sustainability, and are a true inspiration for their peers. We look forward to supporting the winners in their growth journey ahead."

Ms Julia Ng, Assistant Chief Executive, Enterprise Development Group, Workforce Singapore, adds, "The Sol Awards are aligned with Workforce Singapore's commitment in fostering talent development and workforce transformation across industry sectors. We congratulate all award recipients and look forward to employers in the furniture sector being inspired to do likewise to build a competitive workforce to drive business growth leveraging cutting edge skills and technologies."



Mr Jacks Yeo, Deputy Executive Director of DesignSingapore Council, states, "The DesignSingapore Council is honoured to support the Sol Awards, which celebrate design excellence and innovation within the furniture industry. These awards highlight the importance of design in shaping a sustainable and innovative future, and we are proud to see these members push the boundaries continuously with SFIC."

The Sol Awards signify SFIC's ongoing commitment to advancing its 2025 roadmap of market agility, urbanite-centricity, and enterprise adeptness for sustainable urban living in Singapore.

The awards will be officially presented to the recipients at SFIC's 42nd Annual Gala Dinner on 17 November 2023.

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I. Boilerplate

About SFIC

The Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 360 companies, spanning five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers, as well as materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries to date.

Currently, the council represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

As an aggregator and multiplier in the furniture ecosystem, the SFIC's vision is to position the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living. In essence, the Council aims to pursue the three key pillars of market agility, urbanite-centricity and enterprise adeptness for its members in order to drive the industry further.

SFIC's priority initiatives include internationalisation, design development, business innovation, digitalisation, and sustainability to enable members to stay future-ready and competitive while upgrading enterprise and human capital capabilities within the industry.

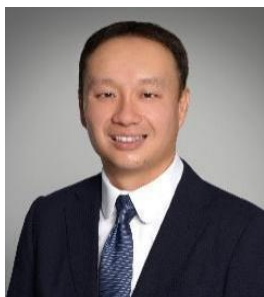
The SFIC also helms the ASEAN Furniture Industries Council (AFIC) as its Chairman, with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.

Visit www.singaporefurniture.com for more information.

II. Bios

Mr. Phua Boon Huat

President of Singapore Furniture Industries Council



Mr Phua Boon Huat has served in the SFIC Executive Committee since 2010 and takes on several portfolios, including internationalisation and business innovation. He is also on the Board of Directors for the SFIC Institute.

By profession, Boon Huat is the Director of AlphaLeap Consulting Pte Ltd, a management consultancy focusing on partnering companies, especially within the furniture eco-system, to develop or improve their macro business strategies within the global context.

Prior to founding AlphaLeap Consulting, he had 13 years of experience within the furniture manufacturing sector.

Boon Huat is also currently managing the family's single-family office, where he is actively involved in seeking out venture start-up opportunities across different industries.

Boon Huat holds a Bachelor of Economics (Honours) Degree from the University of Newcastle, Australia and a Master of Business Administration Degree from the University of Adelaide, Australia

Mr Mark Yong

Chairman, SFIC Sol Awards

Presidential Advisor, Singapore Furniture Industries Council

Chairperson, ASEAN Furniture Industries Council

Executive Director, Ewins Pte Ltd



Mark Yong is the Chairperson of the ASEAN Furniture Industries Council (AFIC) and the Executive Director of Ewins Pte Ltd, a member of the Singapore Furniture Industries Council (SFIC).

Mark simultaneously serves as Presidential Advisor of the Singapore Furniture Industries Council (SFIC). Previously, he served as the 10th President of SFIC and led SingaPlural, the anchor event of the annual Singapore Design Week since 2015.

III. **Sol Awards Recipients**

1. **All-Star Enterprise**

The All-Star Enterprise category seeks to highlight the holistic excellence and versatility of an organisation, recognising its ability to thrive and excel across multiple dimensions of its operations. The award is conferred to companies that demonstrate outstanding achievements and proficiency in various areas of their operations, to serve as role models in the business community, inspiring others to pursue excellence.

Award Recipients

Gold: [Kingsmen Creatives Ltd](#)

Silver: [Redwood Interior Pte Ltd](#)

Bronze: [Grandwork Interior Pte Ltd](#)

2. **Experiential Excellence**

The Experiential Excellence category is conferred to companies that have demonstrated exceptional creativity, innovation and effectiveness in delivering immersive and engaging brand experiences to their target audience in the industry.

Award Recipients

Gold: [Scanteak Singapore](#)

Silver: [Commune Lifestyle Pte Ltd](#)

Bronze: [Sam & Sara Holdings Pte Ltd](#)

3. Innovation in Design

The Innovation in Design category is conferred to companies that have demonstrated remarkable innovation, originality and functionality in their designs, pushing the boundaries of traditional concepts and introducing groundbreaking ideas. This category specifically focuses on recognising design achievements within the furniture industry, highlighting the transformative power of design in enhancing user experiences, aesthetic appeal, sustainability and functionality. It celebrates designs that not only fulfil practical needs but also evoke emotional connections, inspire new trends and contribute to the overall advancement of the furniture industry.

Award Recipients

Gold: [Superstructure Pte Ltd](#)

Silver: [Sam & Sara Holdings Pte Ltd](#)

Bronze: [KR +D | Kingsmen Design Pte Ltd](#)

4. New Entrant

The New Entrant category is designated for Singapore-registered companies in the furniture and furniture-related trade that have either been established for five years or less, operated under a new entity/brand name for five years or less as of the same date, or experienced a major leadership change significantly impacting company performance within the last five years. Eligible companies need not be members of SFIC. Companies will be recognised for their Entrepreneurial Spirit, Financial Success, and Management Philosophy, such as quality certifications, unique selling propositions, long-term development strategies, innovations, creativity, concepts, strategies, and growth in market share.

Award Recipient

[LFA Studio Pte Ltd](#)

5. Outstanding Individual

The Outstanding Individual category is conferred to middle management and staff within the furniture and furniture-related trade in Singapore. The Award aims to motivate and inspire industry individuals to scale new heights and encourage good and consistent performance, exemplary conduct and attitude.

Award Recipients

Eleanor Toh (Technical Director, [Build Built Pte Ltd](#))

Chan Wai Mun (Production Manager, [Danovel Pte Ltd](#))

Elaine Thng (Assistant Sales Manager, [Four Star Industries Pte Ltd](#))

6. Sustainability Leaders Recognition (SLR)

The Sustainability Leaders Recognition (SLR) category aims to recognise and promote companies that have made progress in integrating sustainability into their operations, and to spur them on to continue placing sustainability at the forefront of their business practices.

Award Recipient

[Matex International Pte Ltd](#)

IV. Fact Sheet

SFIC Sol Awards

Website: www.singaporefurniture.com/sol-awards-2023/

SFIC

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