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MEDIA RELEASE

**Singapore's Furniture Industry Champions Sustainability,
Highlighting Leadership in Sustainable Urban Living Solutions**

Kuala Lumpur, 3 July 2024 – Singapore's furniture industry is demonstrating its growing leadership in sustainable urban living solutions. The Singapore Furniture Industries Council (SFIC) actively encourages its members to push boundaries in sustainable design, empowering them to become market leaders in this key area.

"Our role goes beyond simply showcasing new innovative products; it is about empowering Singaporean companies to become market leaders in this critical area. We recognise the increasing importance of sustainability standards and practices within the industry and the need to balance it with commercial viability," said Mr. Phua Boon Huat, SFIC President and Chairman of SFIC's Sustainability Taskforce.

Singapore Pavilion Showcases Green Innovation

At the recent Archidex Malaysia 2024, 18 companies from Singapore's furniture industry showcased innovative and sustainable furniture solutions. The Singapore Pavilion is organised by SFIC with support from Enterprise Singapore for the seventh year running.

Minister for National Development Desmond Lee visited the Singapore Pavilion during the Archidex Malaysia 2024 opening ceremony on 3 July 2024, touring select booths that exemplified Singapore's commitment to sustainable urban living solutions. Some showcased products with sustainable components include:

- **Sustainable Materials:**

- Calvary Carpentry's Ez Rail Removable Decking System utilises Accoya, a sustainable wood, for extended lifespan and easier maintenance.
- Commune Lifestyle Pte Ltd champions eco-conscious furniture made from premium, sustainably sourced wood and timber from the USA, Europe, and Southeast Asia. Their focus is on creating furniture that fosters meaningful experiences while minimising environmental impact.

- **Resource Efficiency:**

- Wallhub's Bambos Wall Panels offer a versatile and eco-friendly alternative made from fast-growing bamboo, reducing reliance on traditional wood.
- Admira's Artistic Panel on Demand (APOD) offers a revolutionary solution for personalised and sustainable design. APOD eliminates minimum order quantities and size restrictions, reducing material waste.

- **Low-Maintenance Greenery:**

- Vertical Green's HyGroPreserve collection extends the lifespan of natural elements through preserved moss and foliage, catering to the demand for low-maintenance urban greenery.

- **Design for Disassembly:**

- EDL's Module wall cladding materials create a modular and adaptable wall system, minimising the need for future renovations or replacements.

"We are honoured to have had Minister Desmond Lee visit the Singapore Pavilion and witness firsthand the sustainable innovations our members are bringing to the market. His support reinforces our commitment to driving sustainability in the architectural, built environment and spatial design sectors," said Mr. Phua. "I am encouraged by the 18 industry champions that are showcasing here and look forward to more impactful solutions from the industry." he added.

Singapore: A Leader in Sustainable Urban Living

Building on this momentum, SFIC will launch the SFIC Sustainability Mark initiative later this year. This initiative recognises and promotes companies excelling in sustainable practices, aligning with one of Singapore Green Plan 2030's key pillars to seek green growth to transform our industries and harness sustainability as a competitive advantage.

In addition, SFIC will be holding our 2nd Sustainability Summit later in the year, with the objective to empower Singapore as a leader in sustainable urban living solutions. The summit will equip companies to navigate the opportunities and challenges of sustainability, fostering global collaboration and inspiring industry roadmaps for sustainable practices.

The Sustainability Mark and Summit solidify Singapore's position as a frontrunner in sustainable design and living. SFIC remains committed to driving future initiatives that propel Singapore to the forefront of sustainable urban living solutions.

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About SFIC

The Singapore Furniture Industries Council (SFIC) is established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 330 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers and materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries to date.

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.

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. Nurturing the NexGen industry leaders under the SFIC Young Leaders Chapter is also of paramount importance.

SFIC's talent and training development arm is the SFIC Institute, which conducts a holistic range of courses, masterclasses, manpower placement programmes and consultancy services for the furniture ecosystem and built environment.

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

Visit <http://www.singaporefurniture.com> for more information.

About Archidex Malaysia 2024

ARCHIDEX 2024 will take place from 3 to 6 July 2024 at the Kuala Lumpur Convention Centre, Malaysia.

Asia's Leading Architecture Business Event, established in 2000, is a dynamic platform at the forefront of Asia's architecture and building industry.

Jointly organised by Pertubuhan Akitek Malaysia (PAM) and C.I.S as part of the Kuala Lumpur Architecture Festival, ARCHIDEX seamlessly combines a strategic trade exhibition with the concurrent DATUM architectural conference.

This unique exhibition that showcases the latest developments and trends in the field, creates a comprehensive platform offering a spectrum of opportunities, including forums, trade talks, industry meetings, business matchmaking sessions, networking events, and prestigious awards ceremonies, all aimed at fostering collaboration and innovation within the architecture and building community.

Together, we build a stronger community and advance the field of architecture. ARCHIDEX connects community stakeholders with a singular goal of uplifting the industry through a set of shared objectives. The event is a perfect platform for industry stakeholders to create conversations on meeting present and future challenges, collaborate across borders, and foster fellowship among one another through a curated programme that continues through the year. ARCHIDEX centres on three critical themes:

- Sustainability
- Future Architecture
- Wellbeing

Profiles of Companies

	Company	Profile
1	Admira Pte Ltd	<p>Admira Pte Ltd, formerly Seng Lee Interiors, has over 49 years of expertise in high-pressure laminates, balancing aesthetics and durability.</p> <p>They provide top-quality laminated surfaces for the architectural, interior design, and furniture industries, meeting aesthetic, durability, and functional requirements. Their designs adapt to evolving market demands, offering environmentally friendly, fire-rated, and resistant laminates with features like fingerprint and chemical resistance.</p> <p>Admira developed Asia’s first colorable laminate, Bespoke, offering a canvas for creative designs. Their laminates empower customers to make lasting impressions in both commercial and residential spaces.</p>
2	Beltiston (s) Pte Ltd	<p>Beltiston specialises in custom architecture interior acoustic solutioning and acoustic services for the wellbeing of the user of any space through sustainable practices.</p> <p>Their acoustic panels are produced using only recycled materials or materials from sustainable sources. Their panels not only promote sustainability by giving waste a new life, they also improve the acoustics of spaces, by reducing noise and increasing acoustic comfort.</p> <p>By fusing the science of sound, advanced technology, and sustainability principles, Beltiston are opening the door to a future where spaces not only look good but function and sound good too.</p>
3	Benel Singapore Pte Ltd	<p>Founded in Singapore in 1988, Benel prioritises inspiring and empowering users on their ergonomic journey, alongside sustainability and workplace well-being.</p>

		<p>Evolving beyond seating, they lead in comprehensive office furniture solutions. Comfort, well-being, and sustainability are fundamental to their design philosophy, evident in their meticulous material selection and ergonomic engineering.</p> <p>With a rich heritage in manufacturing and unwavering commitment to innovation, they aspire to contribute to a healthier, more sustainable, and ergonomic future.</p>
4	Calvary Carpentry Pte Ltd	<p>Calvary Carpentry® is a leading supplier and installer of high-quality materials based in Singapore and Malaysia. Join them on a journey with MOSO® and Teknos® to discover decks, stairs, panels and cladding solutions for any spaces.</p> <p>With a commitment to sustainability, they use green accredited materials like Accoya®, OSMO®, Kandinsky®, and Moso®. From concept to completion, their dedicated team ensures precision and professionalism in every project.</p> <p>Their impressive portfolio includes Dyson @ St James Power Station, Singapore Management University, and Changi Airport T3.</p>
5	Catalyste Pte Ltd	<p>Catalyste manages a portfolio of leading interior surface brands such as O2+ and Dekodur Distil.</p> <p>O2+, The Extra Ordinary Surface, fulfils present-day needs for laminates playful designs and attractive colours with superior properties such as Supermatte and Abrasion Resistance.</p> <p>Metals Make Magic with Dekodur Distil's premium German-engineered real metal laminates. Be wowed by decorative laminates with elegant aesthetics and sumptuous tactility, and functional laminates that are writable and magnetic.</p>
6	Commune Lifestyle Pte Ltd	<p>Established in 2011, Commune is a home-grown furniture design and lifestyle company that crafts high quality artisanal works for the design savvy. The brand's commitment to quality is reflected in its involvement across the full production</p>

		<p>process – from creative conceptualisation to the eventual manufacture of each final product.</p> <p>A strong advocate for sustainability, Commune also uses eco-conscious wood and timber imported from sustainable sources in USA, Europe and Southeast Asia. They craft furniture made of premium quality and focus on creating experiences that make a meaningful difference.</p>
7	Decor Singapore Pte Ltd	<p>Decorfittings, managed by Decor Singapore Pte Ltd, aims to serve as a ceiling solutions concierge, to provide the right mixture of ceiling fans, efficient lights, and deliver a combined experience of aesthetics with functionality.</p> <p>This can be accomplished by providing a premium range of smart, custom, slim built ceiling fans and modular spot luminaire designs shaped for ventilation, illumination.</p>
8	EDL Pte Ltd	<p>EDL is the leading distributor of High-Pressure Laminates in the region. Headquartered in Singapore, it has since expanded to reach Architects and Interior Designers in Thailand, Malaysia and Indonesia.</p> <p>Since 2002, the company is committed to create and curate materials which are quality driven and design centric.</p> <p>Their passion for quality is evident in their laminates, crafted from the finest raw materials sourced from Italy, South Korea, Taiwan and Japan.</p> <p>Their product offerings have since been expanded to include Compact for worktops, Module non-combustible wall panels and handles, and Viefe designer accessories.</p>
9	Harvest Building Products Pte Ltd	<p>Harvest Building Products is the sole-distributor for Cimentart Microcements in Singapore & Malaysia.</p> <p>Cimentart specialises in innovative microcement solutions for decorative coatings. Offering a wide range of high-quality</p>

		<p>microcement products which include traditional microcement, nature inspired finishes and specialised waterproof coatings for pools and wet areas.</p> <p>Cimentart emphasises aesthetic appeal and durability. Their commitment to quality is backed by ISO 9001 and 14001 certifications.</p>
10	Hyphenate Holdings Pte Ltd	<p>Established in 2022, Hyphenate Holdings is a holding company based in Singapore that specialises in innovative living solutions and creative design.</p> <p>With aim to deliver the ultimate service at all levels, it is the primary supplier of KompacPanels and the PreferredPartner of Vipp in Singapore and Malaysia.</p>
11	Panaplast Pte Ltd	<p>Panaplast – a subsidiary of the EDL Group – is a specialist of high-pressure laminates for interior design.</p> <p>Their ethos is to provide a marriage of technological progress with creativity in concept. For discerning users, their quality materials range from standard laminates to those with added functions including anti-fingerprint, anti-bacterial properties, colour and exclusive yellow core for reduced join lines.</p> <p>Panaplast is incorporated in Singapore with offices in Malaysia and Thailand.</p>
12	Sam and Sara Holdings Pte Ltd	<p>The future of architecture lies on sustainability. For what is beauty and function without its ability to last?</p> <p>ipse Green aims to build the foundations of tomorrow by revolutionizing material consumption today. We turn ocean plastics, single-use plastics, multi-layered plastics, biomass, aluminum cans, and various waste streams into valuable resources for manufacturing and construction, such as plastic lumber and millwork boards.</p>

		<p>Their goal is to transform waste into wonder, propelling appreciation, aspiration, and access to a circular economy. Through innovative practices, we create a monumental shift in societal views and utilisation of waste, inspiring an era of environmentally conscious living.</p>
13	Seiho Machinery & Electric Co Pte Ltd	<p>Founded in 2019, Nexen is a Singapore-based brand that sits under Seiho Machinery & Electric Co Pte Ltd, a 32-year-old Singapore marine and electrical engineering corporation. After dedicating a year to refining and testing our Power e-Bars, they launched the NexenSlim Power Track and Nexen Pro Power Track in 2020.</p> <p>Their power track products have undergone rigorous testing and are Safety Mark-certified. They have also passed the following checks:</p> <ul style="list-style-type: none"> • BS 5733 General Requirements for Electrical Accessories (BS 5733: 2010 + A1: 2014) at TUV SUD PSB Singapore • BS-1363 at TUV SUD PSB Singapore (for international adaptors)
14	TR Formliners Pte Ltd	<p>TR Formliners is the exclusive agent for RECKLI in Singapore & Malaysia. With over 200 designs & our ability to create bespoke patterns, RECKLI has textured many building facades. Their high standard of aesthetics & quality makes us a strong partner for the design of architectural concrete.</p> <p>TR is also the partner for SKINROCK, an ultra-thin stone veneer made from real marble, quartzite or slate. Created in Switzerland, their veneers are used for interior & exterior applications and can also be back-lit. Not only saving time on installation, there are also significant cost savings compared with using actual stone.</p>
15	TAK Products & Services Pte Ltd	<p>TAK owns a range of interior product and service brands that inspire people to express themselves and make the most of their spaces. Their business is built on the Asian values of honour, reliability, respect, and integrity and their customers have trusted TAK's people and quality since 1989.</p>

		<p>They set the standards for the others to follow, consistently delivering inspirational and pioneering design, matched with first-class customer service.</p> <p>They educate their customers on the possibilities their products create – exciting and inspiring new choices in their lives.</p> <p>Inspiring Green Spaces Lamitak, TAK’s innovative brand of decorative high-pressure laminates, now carries the Green Label for low toxic emissions from the Singapore Environment Council.</p> <p>Their laminates have met the eco standards specified by the Singapore Green Labelling Scheme and are deemed to cause minimal effects to the environment during production. Products carrying the Green label can qualify for Building Construction Authority’s Green Mark programme that assesses buildings and their interiors for their environmental impacts and performances.</p>
16	TraDesk Pte Ltd	<p>Established in 1998, TraDesk Pte Ltd, situated in Singapore, epitomises excellence in crafting bespoke trading desks for discerning clients across Asia. With a distinguished legacy spanning over two decades, their commitment to precision engineering and ergonomic design has earned us acclaim from leading corporations.</p> <p>Specialising in manufacturing trading desks tailored to the unique needs of traders, they blend innovation with tradition to furnish workspaces that inspire efficiency and sophistication.</p> <p>TraDesk merges craftsmanship with cutting-edge technology, ensuring each piece embodies timeless elegance and functional superiority.</p>

17	Vertical Green Pte Ltd	<p>Established in 2009, Vertical Green specialises in urban greenery, transforming spaces to create greener, healthier, and happier environments for urban communities across Asia. They offer customised solutions and designs tailored to our clients' needs, seamlessly infusing nature into their lifestyles and living spaces.</p> <p>By understanding their clients' preferences, they bring their vision to life, enhancing their surroundings with the beauty of nature. With a commitment to fostering connections between people and the environment, Vertical Green continues to lead the way in urban greening, making a positive impact on communities and promoting a sustainable future.</p>
18	Wallhub Pte Ltd	<p>Wallhub, a renowned leader in wallcoverings, is expanding its reach beyond Singapore with its first overseas showroom in Malaysia, Kuala Lumpur.</p> <p>With an unrivalled collection from world's top design houses, Wallhub brings you a wide range of high-quality wall products from luxurious wallpaper, bespoke customised mural to exclusive textured paint and coating options.</p> <p>At Wallhub, wallcovering is beyond aesthetics; it's a commitment to excellence and impeccable standards that consistently surpass expectations.</p>