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Artwright expects 30pc revenue growth this year

Eirmalasang Bani

ARTWRIGHT Holdings Sdn Bhd expects over 30 per cent growth in revenue this year following the increase in furniture demand both in the South-East Asia and worldwide, its chairman Mirzan Mahathir said.

He said Artwright's well-established international dealership network is also expected to contribute significantly to the company's revenue.

"Artwright targets the export business to contribute 60 per cent of the turnover by the coming year, up from the current 50 per cent," he said in his welcoming address at the opening ceremony of Artwright's new premises and MXi Desking System in Puchong yesterday.

A well-known office furniture company, Artwright's turnover last year stood at RM38 million.

With the healthy growth and demand from both local and international markets, the company had moved to a new 40,500 sq meter facility which is equipped with robotics, fully automated with high precision machinery.

The new premises and product were launched by International Trade and Industry Ministry deputy secretary-general Mohd Zulkifli Abdul Rauf. He was representing International Trade and Industry Minister Datuk Seri Rafidah Aziz.

Mirzan said Artwright is currently looking to expand its export market to the US.

Currently, Artwright products are exported to more than 25 countries within Asia, West Asia, Europe, and North, South and Central America. Japan is its biggest export market.

The company also have 25 showrooms worldwide including New Delhi, Manila, Singapore, Shanghai, Bangkok, Hong Kong, Buenos Aires, Dubai, Abu Dhabi and Kuwait.

"We plan to open more showrooms in Canada and Europe, especially in London and Paris soon," Artwright's managing director and chief executive officer Yong Yoke Keong said.

Last month, the company opened its showrooms in Sydney and Melbourne.

The Artwright furniture are manufactured and produced locally with almost 100 per cent made from rubberwood, unless specified differently by the customers.

The company offers a full range of versatile products for open architecture from private offices to executive workstations, desk and office chairs in a variety of designs, materials and finishes.

A consistent winner for product design and innovation, the company's respectable awards include the Prime Minister's Export Excellence Award in 1993, the Standards and Research Institute of Malaysia Product Excellence Award in 1995 for its innovative MX Tiles System, and most recently, the Malaysian Brand Development Excellence Award.

Artwright's flagship product-MX V2 System-is recognised internationally for its design concepts which are simple, fully welded and robust with high precision open architecture.

Meanwhile, its new MXi Desking System has the ability to add components to office furniture so that the workstation can be developed or extended, without the need of dismantling the furniture or the cabling.

The system is targeted for the premium market and can be integrated with the existing MX V2 System.

Artwright products have been successfully tested under various international product testing and accreditation including the American

National Standards Institute, Bifma International and British Standard.

They are also produced at a consistent quality level under the ISO 9002 quality assurance system certified by Societe Generale de Surveillance.

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