

SRW

S U R I W O N G

for people who build

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www.suriwong.com.my



SIMON KANG
MANAGING DIRECTOR

“ MESSAGE FROM MANAGING DIRECTOR

For more than a decade, Suriwong has been holding onto the belief of supplying innovative and sustainable building materials that not only create industry efficiency, but to contribute in building a better and lasting future.

WE GO FURTHER TO BRING YOU CLOSER

We believe experience; technology and commitment hold the key value to a reliable building material. Suriwong is committed to serve the market with the carefully selected material from our trusted principal partners. Therefore, our team has been exploring the product from every corner of the world in order to bring you the products, which have gained confidence among its industry. Simply with the establishment history, we trust there must be reasons for our product lines still one of the best in its kind of industry.

DESIGN BRINGS CHARISMA TO A BUILDING

Over the years, we are proud to be able to participate in some of the award winning projects. Architects and designers are always striving for a remarkable building as their signature piece. Hence, selection of decorative building material became a pivotal choice in the design in order to achieve the aesthetic and performance requirement. Our professional product ambassadors are well-trained with the knowledge to facilitate designers in the product recommendation and specification. Attention and extra care of detailing are dedicated to each and every of the opportunity given to us.

Always adding in our diverse product range, Suriwong is committed to provide the most comprehensive and cutting-edge selection of decorative building solutions available today.



WE BELIEVE IN CHOICE

Here at Suriwong we celebrate life and its fine – often overlooked details. We realize that design and build are the most complex entity in the known universe; and it takes countless factors for your design to become a reality.

THAT'S WHY

We make a point that everything is about YOU here. And nothing will make us happier than seeing your design being exactly you, with nothing stands in the way. In order to fulfill that, we choose to establish a partnership with you. After all, you too, are the maker of Suriwong.

SURIWONG CUSTOM MADE

To build your design, we invite you to customize at Suriwong. Here you start by selecting your favourite fit and materials. Then our ambassador will help you to decide by providing their professional ideas and advice. With our quality and environmental friendly products, one your design is built, it will be a masterpiece that is uniquely YOURS.

IT'S ALL ABOUT DETAILS

Attention and care are dedicated to each and every aspect of the product we represent. Every brand that we represent has been carefully filtered and selected. We believe in the modern and innovative building materials that not only benefit the users, but the environment too. We insist in offering good quality and environment friendly products in our brand selections. All this is done with YOU in mind and in the pursuit of quality, environmental friendly and sustainability.

We hereby invite the world to look closer at the details and selection of our building materials. We encourage the widespread of love and care for the finest details in building materials all over the world, and especially Suriwong. Let's work together towards building a sustainable future.

QUALITY IS OUR TRADITION

We do not compromise tradition over profit. Only the best building materials made it through our product specialists' keen watchful eyes. Quality and environmental friendly are our priority, very much so that for our belief, every finished design that is built with our products is a masterpiece, and we are proud of our contribution in protecting the environment, every time. Our passion in creating a greener future drives us to never compromise quality over profit that we always stay true to tradition.

The nuts and bolts of business

Simon Kang started a company selling hardware more than a decade ago, without any knowledge of the trade itself. Despite that, taking it a step at a time proved to be the right move for him.

Right: Suriwong Trading Sdn Bhd's managing director Simon Kang

LOCATING the Suriwong Trading Sdn Bhd factory is a challenge. The drive takes you along bumpy roads and past small houses in an area of Shah Alam that is, for all intents and purposes, off the grid. The premises is the last unit of a row of factory lots. At first glance, it looks small, its rough edges make it look like an unfinished or run-down building of an old-fashioned business run by employees whose average age would be somewhere in the 40s.

But looks can be deceiving. On closer look, the unfinished appearance actually gives it a raw, rustic contemporary feel, which befits this 14-year-old business, a majority of whose employees are young people.

The boss is youthful 40-year-old Simon Kang. The bespectacled managing director of Suriwong launched the business when he was only 26. One could say he was foolhardy. He went into the business of selling hardware with neither a business plan nor any knowledge of the trade. His plan was to take it one step at a time, and that means to close one sale at a time. While he concedes that lady luck could have been on his side, Wong points out that honesty and a lot of hard work are also essential in ensuring success in business.

Starting with the basics
Life for the father of two has been a series of challenges.

Kang was born and raised in Alor Setar. After completing his Form Six education in 1995, he enrolled in an electrical engineering course at Universiti Putra Malaysia.

"I took the course because at that time, it was a field that commanded a handsome salary in the market so I just went with the trend," he says.

But after Kang graduated in 1997, he realised that pursuing a career in electrical engineering was not something he wanted to do.

"I didn't want to make a decision that I will regret 30 years later. So I went into sales because I like to meet people and to talk," he says.

"My first job was working with Hitachi but that only lasted a few months before I joined another electrical trading company. There, I spent two years in marketing and gained a lot of experience which helped me run Suriwong today."

He says at that time, he engaged with oil and gas suppliers to sell them nuts and bolts.

"These were simple and basic hardware parts, but without these *barang pauhin* items, billion-ringgit projects would not take off as they determined whether heavy machineries could operate or not," he says.



"We should never take good times for granted and we have to look at challenges in life as a way to help us grow in knowledge and gain experience." — Simon Kang

"In 2001, I made plans to set up a business and there came an opportunity to venture into selling telecommunications central control systems. I teamed up with a friend and his brother," he says.

"Coincidentally, my father-in-law heard about my intention to be my own boss and he told me to return to Alor Setar where he would help me financially to set up a business."

But Kang's father-in-law, Tan Chin Yeev, had another proposal, namely to start a company selling hardware.

"At that time, he was ill and had been struggling from lymphoma cancer for the past five years. His intention was to ensure that the 'second generation' would be able to make a living and not just be a salaryman," he says.

"That was why he offered to help me to make it on my own. He suggested hardware as it seemed like a decent and basic business."

He says Tan was a frugal man, having raised his family working as a farmer and a small-time businessman.

But during the years when he was struggling with cancer, Tan needed a plan to ensure that somebody was there for his family.

"That was why Kang's intentions to set up a business were timely. But he was at the crossroads of his career."

"I had a choice, either be business partners with my friends and deal with business executives and professionals, or start a hardware business and be labelled as a *Cina Apak* (old Chinaman)."

"Guess it is obvious what I decided," he quips. This self-proclaimed *Cina Apak* did not read or write Chinese, he was conversant in the Chinese language and dialects.

Starting from zero
Kang set up Suriwong when he was 26. Many would call him naive for going ahead with it, with no contacts, experience or any inkling about the hardware business.

"I started from zero. It was tough as I was doing all the leg work."

"My sister-in-law, Ivy, helped me with the administrative work. But I was the one who was out to get sales, count stocks, deliver the goods and collect payments," he says.

Kang's business started with the importing of small hardware items like screws, nuts and bolts from Thailand to be sold to local hardware shops.

Today, he has expanded his business to supplying building materials, including fibre cement and internal furniture surface laminates.

"One of our best-selling products is the furniture surface laminate which mimics real surfaces. For example, we have look-alike surfaces for solid wood and concrete. Even the textures feel authentic."

"When these surfaces are used on furniture or walls, it looks like the real thing, except that it is not, and it's also cheaper," he says.

Suriwong supplies some 650 types of colours, surfaces and textures.

With its main headquarters in Alor Setar, he now has two small factories in Shah Alam and Johor Bahru, and manages more than 50 employees today.

The company could not generate income or make plans. Kang says that was the darkest time in Suriwong's history and "our sales dropped as much as 10%."

He adds that in April 2014, the government imposed a 31% import tax at point of entry, resulting in a cash flow problem for the company.

"To make things worse, our Thai manufacturers had gone through their own change of management and decided that they wanted a slice of the pie. They wanted to come into Malaysia," he says.

"Even with the decision by the government to impose a new tax, we could still survive, but when our main supplier decided to come here, we had nothing to bet on anymore."

"The third in the series of bad luck came in January 2014 when the Construction Industry Development Board classified fibre cement under products that require an import permit."

"That, together with the imposition of the 31% import tax and the decision of our main supplier to come into the local market on their own were the toughest moments for us," Kang recalls. "Everything just went haywire."

But he persevered and overcame the problems one step at a time, by first putting a proper financial plan into place.

"We had to come up with a new business strategy and reorganise our finances. We had to conserve resources and cash flow and be careful and frugal in our finances," he says.

"Keeping a positive mind was also important to keep going."

Suriwong started pushing its laminate surfaces product, which was new in Malaysia at that time.

Although Kang applied for a permit to continue selling fibre cement, the price became non-competitive and there was a drop in sales.

By the end of 2014, his business slowly picked up and he decided to go ahead with his initial expansion plan by setting up a factory in Johor Bahru, and in Shah Alam in July.

He admits that there is still a lot of work to be done and this time, he has plans and strategies in place for business to return to its peak.

"I think we should never take good times for granted and we have to look at challenges in life as a way to help us grow in knowledge and gain experience."

"I believe that adversity helps make us stronger. We have to constantly change with the times and look at expanding our business and network," he adds.

How the company's name came about

Suriwong is a famous road name in Bangkok, Thailand.



Some people call up wanting to speak to Mr. Kang, or would be looking for a Mr. Wong, even until today," laughs Suriwong managing director Simon Kang. But that is not the case. Kang started the business with the financial backing of his late father-in-law, who - by the way - was also not called Suriwong, but Tan Chin Yeev.

"My father-in-law had a particular interest in Bangkok who was running a successful recording company. The company was located on Suriwong Road, which is a famous road name there."

Kang says the name Suriwong has no particular meaning, but that it is a good name for his own. Hence, Kang's father-in-law decided to name the company Suriwong.

"So please don't call me Sur or Mr. Wong because I get that a lot," he adds with a jest.



He recalls how during that first year, he didn't have a plan.

"We took it one step at a time. Our objective was to get sales and earn money. So I would spend my time on the road going outstation and returning to Alor Setar to count stocks and send the products out to our clients," he says.

"I would also travel to Bangkok three times a month and once hold seven meetings in a day just to save time and rush back home to take care of other business needs."

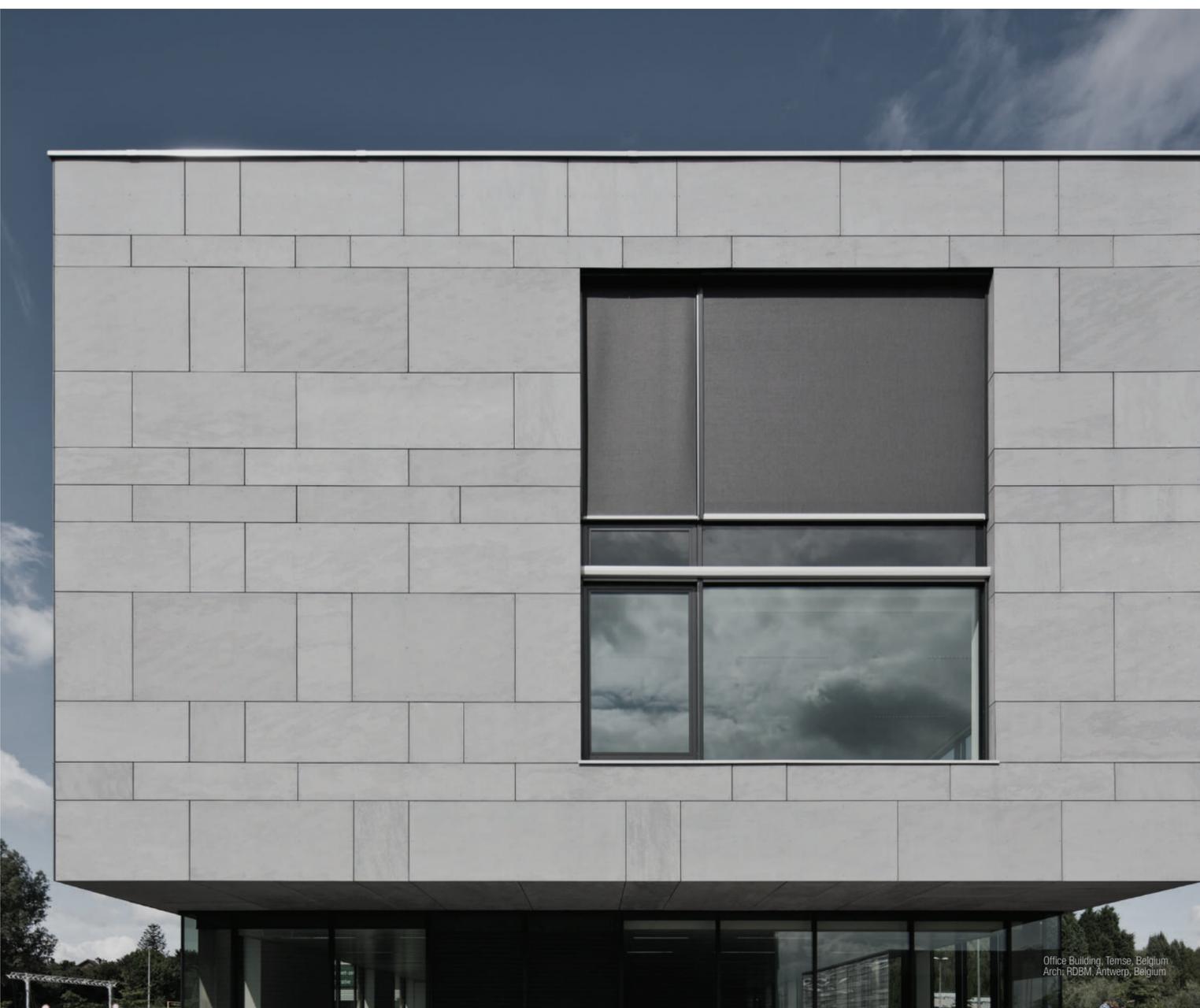
But the first two years of hard work and

EQUITONE

Fibre cement facade materials

EQUITONE facade panels

EQUITONE is a through-coloured facade material designed by and for architects. Our company has produced these facade panels since the 1950's under the name "ETERNIT". Every EQUITONE panel is unique, showing the raw, untreated texture of the fibre cement base material. Fibre cement is a cement composite material that consists of cement, cellulose and mineral materials, reinforced by a visible matrix. Nothing else. The EQUITONE material comes in a maximum panel size of 1,25 x 3m and can be transformed in any size or shape in the workshop or on-site. Furthermore, the material can be perforated or printed. Visible and invisible rainscreen fixing methods include riveting, screwing and bonding on metal or wood supporting frames. No matter what design options you explore, the through-coloured nature of EQUITONE assures crisp, monolithic details.



Office Building, Temse, Belgium
Arch: RDBM, Antwerp, Belgium

EQUITONE [natura]



Glenhill Sautjana, Kuala Lumpur
Arch: Seshan Design

SHERA™
build better, live better

40 years ago, Mr. Prawat Techamahaphant, a highly committed person at the age of 57 made a pledge to make the dreams of getting access to high quality building and construction products become a reality. So began the very strong pace of the brand "SHERA". This was the starting point of our 'Fibre Composite Solutions'(FCS) technology and its dynamic, non-stop development ever since.

In 1974, The Thai Olympic Fibre-Cement Co., Ltd., was founded with the aim of producing fibre cement roofing under the brand "Ha Huang" (meaning 'five circles' in Thai), which served as the solid foundation and the source for nurturing the commitment, inspiration and skills among staff from generation to generation. These efforts contributed to making the dreams of Thai people come true.

The last 40 years of commitment has seen significant growth. The company has expanded to a number of plants serving Thailand and the Asian region and it has taken part in ensuring growing quality of life not only for Thai society, but also for the region.

The company has grown significantly under the brand "SHERA", which is not limited only to roofing but has extended its range to fiber cement materials for walling, ceiling, flooring and furniture.

f SHERA Malaysia



Super Wonderful Office, Kuala Lumpur
Arch: Seshan Design

HARO

QUALITY FLOORING



Some things change with time: the brickyard and sawmill founded by Franz Paul Hamberger in Rosenheim, Bavaria, in 1866 have grown from a small family business to Germany's leading parquet manufacturer. Some things never change: after more than 150 years Hamberger is still a true family business. It is managed by the company owners in the fourth and fifth generations. This synthesis of tradition and innovation is also reflected in our HARO brand-name Parquet. At Hamberger, high-quality wood from sustainably managed forests is refined with modern manufacturing processes and innovative technologies to a flooring that upgrades every room and turns your house into a home.

Trust in the quality of HARO and in our knowledge and expertise perfected over five generations. Hamberger Flooring GmbH & Co. KG is a subsidiary of Hamberger Industriewerke GmbH and responsible for all activities in the floor covering segment.

The company, which is run by the Managing Directors Peter Hamberger, Dr. Peter M. Hamberger and Uwe Eifert, offers a product portfolio ranging from parquet, laminate and cork flooring to the exclusive CELENIO wood floor and the parkettmanufaktur premium parquet, and from the DISANO design floor for healthy living to the high-quality sport flooring.

In addition to Hamberger Flooring, Hamberger Industriewerke GmbH also incorporates the Hamberger Sanitary, Hamberger Hardwood and Farming and Forestry divisions.

With more than 2,000 employees, the Hamberger Industriewerke GmbH group of companies achieves an annual turnover of approx. 270 million euros. In addition to Germany as the largest single market, the group's products are exported to more than 90 countries around the world.



HARO Parquet



HARO Laminate Floor



HARO Cork Floor





SURPRISES YOU LOVE | SERVICES YOU CAN COUNT ON | PEOPLE WHO CARE.



ARBORITE

50

51



PHOTOGRAPHY / C.Y.WONG REAL PIXEL STUDIO
ART DIRECTION / RAINZS LIM
STYLING / NG HAN MINE A LOT OF THINGS
HAIR & MAKEUP / ERANTHE LOO
MODEL / KAREN CHONG
LUXURY FLOORING, HIGH PRESSURE LAMINATES AND ARCHITECTURAL FACADE (A.F.E.) / SURIWONG

RUN THE WORLD

SURIWONG PARTNERS WITH RENOWNED INTERNATIONAL BRAND WILSONART, EQUITONE AND HARO TO SHAPE THE WORLD OF TOMORROW RESPONSIBLY BY SUPPLYING INNOVATIVE AND SUSTAINABLE WORLD CLASS FLOORING PRODUCTS HIGH PRESSURE LAMINATES AND FACADE MATERIAL.

MILLENNIAL

THE 21ST CENTURY IS ALL ABOUT INFORMATION AND THE FUTURE. NOTHING IS MORE FUTURISTIC THAN A METALLIC FINISHING.

Wilsonart Metalaminate by SURIWONG

Ralph Wilson, Sr., a retired laminate industry executive, founded Wilsonart in 1956 in Temple, Texas as a producer of High Pressure Decorative Laminate (HPL). Surprisingly, Wilson's intent was never to build a major competitor, but rather to fill his free time. Today, we still honor his thoughtful approach to business: hire a dedicated local work force, produce high-quality products, and insist upon an old-fashioned commitment to top-notch customer service.

In November, 2012, the Wilsonart businesses, along with our global sister companies, became an independent company once again. Wilsonart is one of the world's leading manufacturers and distributors of High Pressure Laminates, Quartz, Solid Surface and other engineered surfaces used in furniture, office and retail space, countertops, worktops, and other applications. The company operates today under the Wilsonart®, Resopal® (Germany), Polyrey® (France), Arborite®, Durcon® and Ralph Wilson® brands and has achieved success through a combination of outstanding service, high-quality products, and a focus on continuously redefining the laminate surface through improved performance and aesthetics.

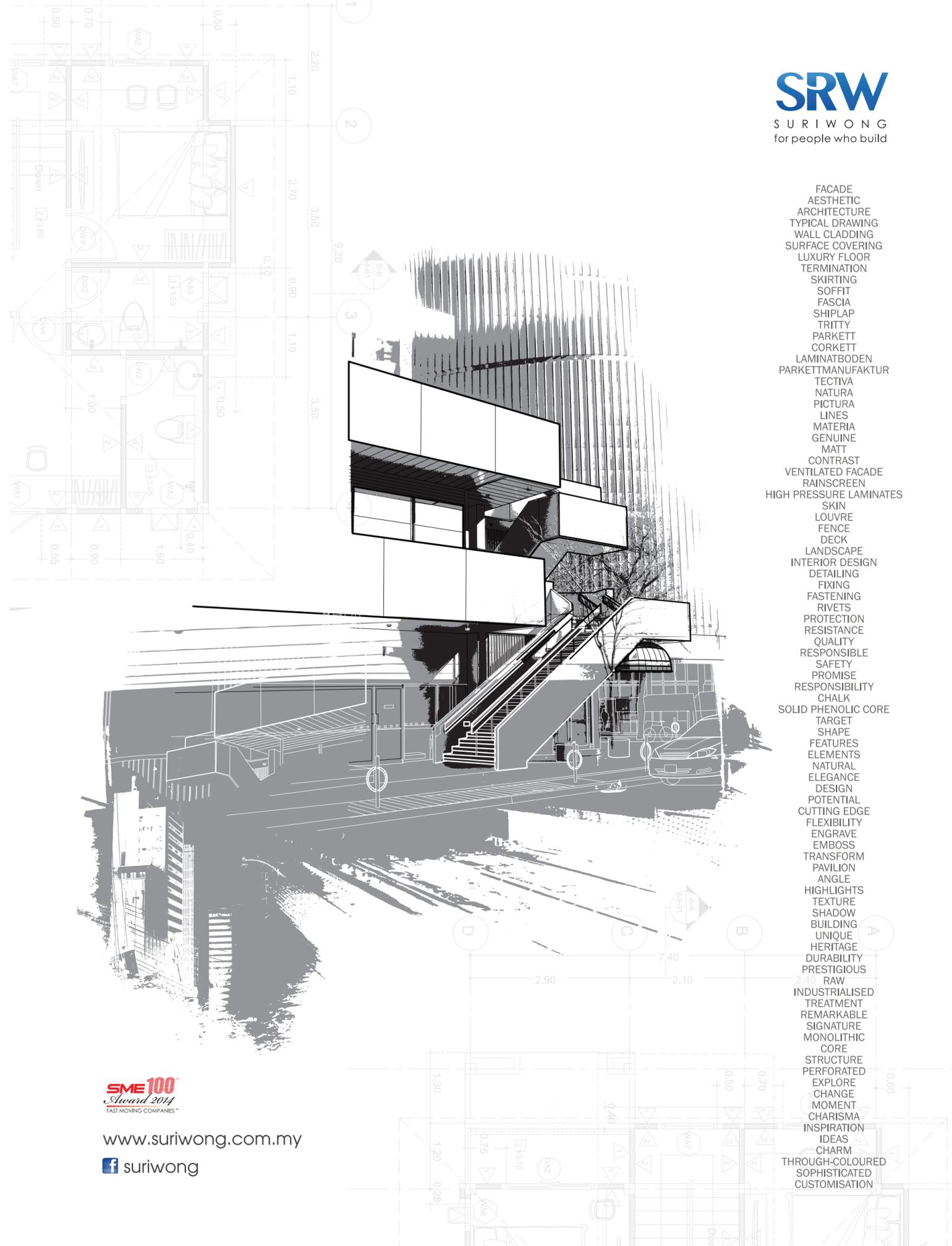


From their base in Montreal Canada, Arborite has been bringing decorative high-pressure laminate to the design community with inspired contemporary surfacing solutions since 1947. Offering a range of premium textures and over 200 innovative colors and patterns, Arborite is known for its solid reputation of customer service, quality and reliability.

Surface Covering Ideas

GOD IS IN THE DETAILS

Ludwig Mies van der Rohe



- FACADE
- AESTHETIC
- ARCHITECTURE
- TYPICAL DRAWING
- WALL CLADDING
- SURFACE COVERING
- LUXURY FLOOR
- TERMINATION
- SKIRTING
- SOFFIT
- FASCIA
- SHIPLAP
- TRITTY
- PARKETT
- CORKETT
- LAMINATBODEN
- PARKETTMANUFAKTUR
- TECTIVA
- NATURA
- PICTURA
- LINES
- MATERIA
- GENUINE
- MATT
- CONTRAST
- VENTILATED FACADE
- RAINSCREEN
- HIGH PRESSURE LAMINATES
- SKIN
- LOUVRE
- FENCE
- DECK
- LANDSCAPE
- INTERIOR DESIGN
- DETAILING
- FIXING
- FASTENING
- RIVETS
- PROTECTION
- RESISTANCE
- QUALITY
- RESPONSIBLE
- SAFETY
- PROMISE
- RESPONSIBILITY
- CHALK
- SOLID PHENOLIC CORE
- TARGET
- SHAPE
- FEATURES
- ELEMENTS
- NATURAL
- ELEGANCE
- DESIGN
- POTENTIAL
- CUTTING EDGE
- FLEXIBILITY
- ENGRAVE
- EMBOSS
- TRANSFORM
- PAVILION
- ANGLE
- HIGHLIGHTS
- TEXTURE
- SHADOW
- BUILDING
- UNIQUE
- HERITAGE
- DURABILITY
- PRESTIGIOUS
- 2.40 RAW
- INDUSTRIALISED
- TREATMENT
- REMARKABLE
- SIGNATURE
- MONOLITHIC
- CORE
- STRUCTURE
- PERFORMED
- EXPLORE
- CHANGE
- MOMENT
- CHARISMA
- INSPIRATION
- IDEAS
- CHARM
- THROUGH-COLOURED
- SOPHISTICATED
- CUSTOMISATION



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Company Activities



Head Office & Showroom

SRI MERGONG INDUSTRIAL PARK
 Lot 79 & 80, Lorong Perak 22
 Sri Mergong Industrial, Park
 05150 Alor Setar, Kedah, Malaysia
 T : +604 733 6567
 F : +604 731 1220

Shah Alam Branch

CROSSVENT INDUSTRIAL PARK
 Lot 19, Jalan Lira U3/41, Seksyen U3
 40150 Shah Alam, Selangor, Malaysia
 T : +603 7831 6633
 F : +603 7831 6699

Johor Bahru Branch

No.5, Jalan Mutiara Emas 7/7
 Taman Mount Austin
 81100 Johor Bahru, Johor
 T : +607 355 6628
 F : +607 355 5628