

what's new from Malaysia

INNOVATIONS FOR TRANSFORMATION

Discover The Latest Products & Services From Malaysia



MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION
www.matrade.gov.my

MESSAGE FROM CEO

Welcome to the 21st edition of "What's New from Malaysia".

Malaysia is home to a broad range of industries, from the manufacturing of automobile parts to new home building materials. Our products and services are a blend of true innovation and quality, capable of changing the world for the better.

In this issue, we'll be covering some of the many gems our homegrown designers have cooked up: these include an app that gamifies the learning of chemistry, bespoke lighting solutions, and a new series of digital comic books true stories from the golden age of Islam. We'll also be covering some industry game-changers such as the company that specialises in doing "real time" T-shirt design as-a-service and the affordable cybersecurity application.

We at MATRADE hope that by compiling this issue, we'll be able to enlighten you on the true potential of Malaysian products and services.

**DATO' DZULKIFLI
MAHMUD**
Chief Executive Officer
MATRADE



Malaysia External Trade Development Corporation (MATRADE), is a national trade promotion agency under the Ministry of International Trade and Industry (MITI) to develop and promote Malaysia's export to the world.

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**what's new from
Malaysia** **WHAT'S
NEW FROM
MALAYSIA**

is a complimentary publication published by MATRADE that provides regular updates on Made-In-Malaysia products and services to the international business community.

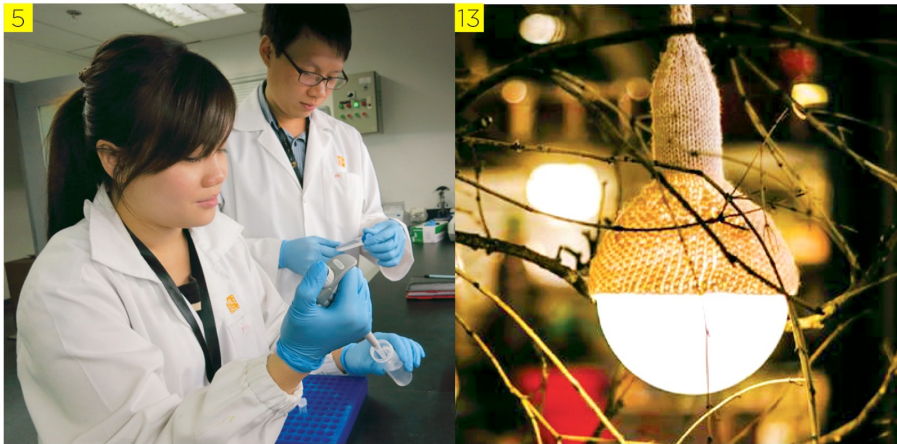
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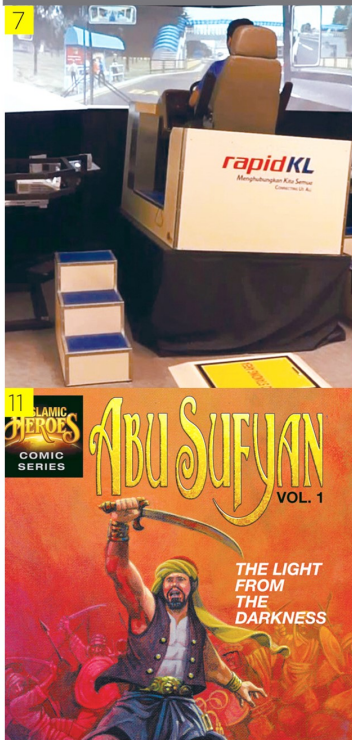
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CONTENTS



GREEN TECHNOLOGY

- 04 Environmentally-Friendly Non-Toxic Fire Suppression System

HEALTHCARE

- 05 Simple Screening Solutions for Genetic Risks Detection

MACHINERY & EQUIPMENT

- 06 Diesel Turbocharger for Maximum Engine Efficiency

ICT

- 07 Customisable Life-like Experience Driving Simulator
 08 Educational RPG for Chemistry Learning Fun
 09 Multipurpose Smart Card for Educational Institutions
 10 World-Class Secure Mobile Communications App
 11 World's First Digital Islamic Comics

LIFESTYLE

- 12 Custom Apparel Consultants
 13 Customisable Lighting Designs for Your Home

BUILDING MATERIALS

- 14 Rain or Shine: Light Weight & Tough Roofing
 15 Natural & Flexible Marble Veneer for Classy Look

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GREEN TECHNOLOGY

ENVIRONMENTALLY-FRIENDLY NON-TOXIC FIRE SUPPRESSION SYSTEM

The AEROHUB® aerosol fire suppression system is a new breed of system that serves as a long-term, effective replacement for traditional Halon and CO₂ suppression agents. Using patented zero-ozone-depleting technology, the AEROHUB® is environmentally-sound, portable and safe for humans. With a lifespan of 5 - 10 years, the AEROHUB® is incredibly low-maintenance and can be installed onto any surface (such as walls, ceilings, etc.).

Fire-Suppressing Technology of The Future, Now

Small but powerful, the AEROHUB® uses an organic admixture that is non-oxygen depleting and that leaves minimal residue after discharge. The system is also capable of snuffing out fires in 10 seconds, using local and total flooding techniques to ensure complete extinguishing.

- Non-toxic & non-corrosive
- No negative environmental effects
- Zero-Ozone-Depleting & Global Warming Potential
- Light and portable, allowing for flexible installation
- No pressure cylinders or pipes necessary
- Lifespan of 5 - 10 years
- Extinguishes in 10 seconds
- Holding time of 30 - 60 minutes to ensure no reignition
- Minimal residue

The AEROHUB® has been tested by TUV Singapore and Bureau Veritas and holds multiple certifications,



including those from the Malaysian Fire Department (BOMBA), CIDB certification and MyHijau.

About Hub Technologies (M) Sdn Bhd

Founded over a decade ago, Hub Technologies (M) Sdn Bhd has invested significantly into the research and development of solid aerosol compound technology. With internationally-compliant

products and advanced technology, the company has plans to expand and distribute its fire-suppression technology worldwide.



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CERTIFICATIONS

- Sijil Pemasangan Keselamatan Kebakaran (BOMBA)
- MyHijau, Green Tech Malaysia
- CIDB

SIMPLE SCREENING SOLUTIONS FOR GENETIC RISKS DETECTION

Genetic screening is an important process everybody should go through at some point in their lives. Genetic screening uses genomics technologies to detect known genetic mutations, also known as genetic markers, in the DNA. These markers indicate how likely a person is to develop certain diseases or disorders and can also reveal whether they have any adverse reactions towards certain drugs.

Genetic screening is especially important for those with a family history of genetic illness, as such risks are often passed down from generation to generation. With an understanding of an individual's genetic profile, doctors can recommend lifestyle, dietary or other specific interventions to their patients. By intervening early, doctors have a better chance to prevent the disease from occurring.

An Insight Into Your Health Risks

The Dtect range of tests offer a simple and non-invasive way for people to test their genes. With eight key products that test for a number of genetic markers, people simply need to swab the inside of their cheek with a cotton bud, and send it, via a doctor to Malaysian Genomics Resource Centre Berhad for analysis. Once the centre's experts have run the tests, a report will be generated and sent back detailing the person's own genetic marker percentages contrasted against a societal average for reference.

The Dtect Range of Tests:

- Dtect PGx - four different types of tests which checks your drug



response and adverse drug reaction risks and identifies appropriate medication and suitable drug dosages based on your genetic profile.

- Dtect Wellness - identifies relevant genetic markers which play an important role in influencing your health and wellness.
- Dtect Onco - identifies genetic risk factors associated with predispositions to familial cancers.
- Dtect Cardio & Metabolic - identifies genetic risk factors associated with cardiovascular diseases and metabolic disorders.
- Dtect Child - identifies risk factors for inherited illnesses and developmental disorders in children.

About Malaysian Genomics Resource Centre Berhad

Malaysian Genomics Resource Centre Berhad (MGRC) is one of Asia's leading providers of genomics solutions for analysing and interpreting DNA-based

sequence data. The company provides a wide range of genetic screening and molecular diagnostic services to doctors and medical centres worldwide. With a comprehensive range of services for the research (including biomarker discovery), design and development of customised genetic tests and reporting systems, MGRC currently exports its Dtect range of genetic screening kits to Indonesia and Thailand.



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MACHINERY & EQUIPMENT

DIESEL TURBOCHARGER FOR MAXIMUM ENGINE EFFICIENCY



The internal combustion engine is an engineering marvel that has led humanity into the modern era by making independent locomotion possible. Today, cars and other vehicles dominate modern life, and is a necessary tool for maintaining a high level of productivity in society. The turbocharger was the next step in making the engine more efficient and powerful.

As the world begins to accept the reality of climate change, better technology is required to make the world more efficient, and less wasteful. The turbocharger makes use of the excess energy released by vehicles as exhaust fumes. By capturing this kinetic energy, the turbocharger is able to force more air into the combustion chamber than is possible with atmospheric pressure alone.

Turbocharger and its Modern Technology

Niitsu Turbo Industries Sdn Bhd specializes in the development and

manufacturing of turbochargers based on NIITSU MONOZUKURI TECHNOLOGY. The use of this technology ensures the longevity of the turbocharger's component lifespan being made of a higher density material and more heat resistant.

OEM compatible turbochargers are mass produced at an affordable price at Niitsu Turbo Industries through quality assurance and quality control checks. This highly specialized component can be used in automotive and heavy machinery applications such as **Caterpillar, Komatsu, Kobelco, Hitachi, Toyota, Hyundai, Scania, Mitsubishi, Isuzu, Nissan, Perkins, Mercedes, Volvo, Cummins, etc.**

About Niitsu Turbo Industries (M) Sdn Bhd

Niitsu Turbo Industries (M) Sdn Bhd was established in 2009, from a new partnership with a Malaysian Company as the main distributor for international markets due to excellent cost advantage. They obtained the

'Made in Malaysia' manufacturing license and Certificate of Origin in 2014. The company is the only manufacturer of turbochargers in the region using the Monozukuri technology. Niitsu Turbo Industries focuses on the stringent manufacturing process to ensure the quality of the products. All of their engineers are highly qualified in their respective fields and the machineries being used in their plant are the most recognised brand in this industry. What makes them different from other manufacturers are "**Quality, Delivery, Price, and Constant R&D**".

CERTIFICATION

- Manufacturing License / Certificate of Origin (Made in Malaysia)



Niitsu[®]
Turbo Industries

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CUSTOMISABLE LIFE-LIKE EXPERIENCE DRIVING SIMULATOR

Driving is a difficult task, especially when the driver has to manoeuvre a vehicle that is significantly larger than anything they've driven before, or when faced with the difficult task of going off-road. It would prove quite expensive and time-consuming to practice, let alone physically reproduce, such situations repeatedly.

Companies, organisations and individuals need a safe way to practice and improve their driving proficiency. A controlled learning environment that would allow the driver to be exposed to complicated situations multiple times, would better prepare them to respond to situations in the real world.

Defence Driving Simulators and More

Jayonik's SIMULASIA® driving simulator system was originally developed to train defence personnel. The virtual reality system now boasts a range of unique properties that would allow for a more realistic, customised approach to training. This include an Instructor Inject function for Instructor to insert dangerous situations to drivers, a defensive driving mode, disabled passenger training, actual route scenarios to familiarise a bus driver with actual routes they'll be driving, a behavioural graph and unique scoring to better asses the driver's capabilities, a real dashboard to familiarise the driver with their vehicle, as well as a full control and management system for the instructors.



The SIMULASIA® driving simulators are networked, making it capable of taking on multiple trainees per simulator for automated evaluation. These features make it an economically sound choice to reduce training time and cost effective. Courses are as listed below, and are available in both English and Malay languages.

- Heavy vehicle driving simulator (truck, bus)
- Car driving simulator
- Motorcycle riding simulator
- 4X4 driving simulator
- Rehabilitation driving simulator
- Multi vehicles and Troops Virtual Reality System
- Counter Terrorism Virtual Reality System

About Jayonik MSC Sdn Bhd

Jayonik's simulators can be used for training, rehabilitation, research and entertainment purposes. The company sells, rents, and provides services to develop driving simulators in the form of:

- Car Simulator
- Truck Simulator
- Bus Simulator
- Motorcycle Simulator
- 4X4 Simulator
- Rehab Simulator

AWARDS

- **WINNER** of MSC APICTA Awards 2015 for "Jayonik RapidBus Simulator System" - Best of e-Learning
- **WINNER** of International Asia Pacific ICT Alliance Awards 2010 for "Jayonik Convoy Dynamic Driving Simulator System" - Best of e-Learning
- **WINNER** of MSC APICTA Awards 2010 for "Jayonik Convoy Dynamic Driving Simulator System" - Best of e-Learning
- **MERIT** of MSC APICTA Awards 2009 for "Jayonik Defensive Driving Simulator System" - Best Media & Entertainment
- **Winner** of Enterprise E50 Awards 2010 - Jayonik MSC Sdn Bhd
- **Malaysia Book of Records (MBOR) 2014** for "Simulasia-RapidBus-MBBA-5400" - First Dynamic Bus Simulator in SE Asia



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EDUCATIONAL RPG FOR CHEMISTRY LEARNING FUN

A good education is one of the most important fundamentals for children nowadays. Millions are spent on textbooks and reference notes annually, but the dry medium of long texts and notes often fail to make an impact on students, resulting in ineffective learning.

Studies have shown that students who suffer from high levels of stress can experience a shrinkage of the hippocampus, resulting in memory impairment. By ensuring students enjoy their learning experience, educators and parents alike can foster a positive attitude towards the pursuit of education.

A Unique Chemistry Adventure

ChemCaper is a unique ed-venture game designed and developed to be an immersive chemistry-learning experience for your child. With beautiful graphics and an engaging storyline built around Chemistry, learning takes place at a subconscious level on a platform that children naturally gravitate towards video games. Through playing and exploration, Chemistry can become a point of fascination rather than frustration.

- Exciting and fun storyline
- Chemistry-based gameplay, lore and characters
- Engaging mini-games that simulate real-life Chemistry experiments



ChemCaper is available in the App Store and Google Play.

About ACE EdVenture Studio

ACE EdVenture Studio is an education group that specialises in unique and fun learning solutions. With almost two decades of experience and a highly qualified and accredited team of educators at its helm, ACE EdVenture's ChemCaper is the latest in its education offerings and has been downloaded in the USA, Indonesia, Singapore, Hong Kong, New Zealand, Australia, Canada and the UK.

CHEMCAPER
A CHEMISTRY ADVENTURE GAME

ACE EDVENTURE STUDIO

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Contact: Mr Vincent Xu

www.aceedventure.studio

MULTIPURPOSE SMART CARD FOR EDUCATIONAL INSTITUTIONS



The modern world is becoming increasingly digital – and the education sector is no different. Many educational institutes have begun to look into digitising their processes in order to improve safety and security for students and parents alike. However, too many processes can result in stress and confusion for all involved.

A streamlined single solution is what you need.

A One-card Solution for Education

The EDUPurS is a single smart card solution that can cater to all campus needs. With an in-built microchip and the EDUPurS is an easy-to-use identity card, security and attendance monitoring system and cashless card.

- **A simple solution**

Integrate staff and students ID with existing systems for an all-rounded, single-card solution.

- **Keep track of time**

Capture student and staff time attendance via access card or fingerprint. Get comprehensive reports through our integrated web-portal access.

- **Be secured**

Register, track and manage visitors with a reliable visitor management system integrated with CCTV, flap barriers, turnstile and door access.

- **Go cashless**

Enable cashless transactions for various services, including canteen, cafeteria, bookstore, public transport, energy access and multi-function printers.

- **Top-up anytime, anywhere**

Top-up your card in a multitude of ways, including through online banking facilities, bank branches and self-service kiosks that can be set up on-premises.

- **Enjoy painless pick-ups**

Authenticate authorised guardians

to effectively and safely disburse your students.

The EDUPurS can integrate with and unify your existing systems by providing integration with other vital security layers, such as door access systems, CCTV and mobile location based applications, providing real-time awareness and intelligence that enhances student and campus safety effectively at minimal cost.

About CALMS Technologies Sdn Bhd

CALMS Technologies Sdn Bhd is a Malaysian incorporated company that provides leading cost-effective smart card solutions for regional organisations. Solution deployed to over 500 companies in Malaysia, Singapore, Thailand, Indonesia Cambodia, Brunei, Myanmar and Philippines. CALMS prides itself on empowering organisations in every industry to take charge of their security in a SMART manner.

CERTIFICATION

• ISO 9001 : 2008 Certified

CALMS TECHNOLOGIES SDN BHD

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WORLD-CLASS SECURE MOBILE COMMUNICATIONS APP

A fact of modern life today is the ubiquity of the smartphone. We carry the device with us wherever we go, use it to stay in touch with friends, family and colleagues. It is more than likely to carry a lot of our personal, private information such as our phonebook, security numbers, and photos from our everyday lives. As nations gear up to a new reality of cybersecurity, where warfare is fought not with tanks but with keyboards, our everyday lives are also in danger of being hacked into.

Unlike established operating systems on servers, workstations, and personal computers (PCs), the smartphone can easily be hacked. The weakest link in any organisation tends to be the human element. What better way to penetrate rival business competitors and public agencies, than through the least secure entry point of the unsuspecting individual?

Stay Safe In Cyberspace

Syphersafe offers a secure mobile communications platform as-a-service to encrypt text messages, secure instant messages, and encrypt your VOIP calls, using a state-of-the-art military grade encryption technology that has been certified by Common Criteria (the global certification body for all security related products and solutions) with a 10-year track record.

The Public Key Identity (PKID) technology ensures hackers would not be able to spy on your

communications. With Scalable Secure Communication Groupings, the app is capable of catering to communications groups of two or more persons.

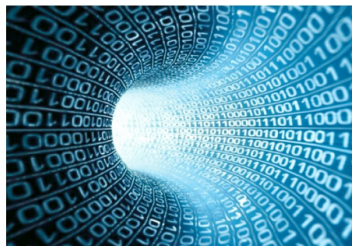
There is no data backup on server but we offer a highly secure personal backup service to your very own PC or Notebook for complete privacy and 100% user control.

About Wannastation.com (M) Sdn Bhd

Very few companies have in-house Research & Development (R&D) capabilities to create and develop high level encryption technology. Wannastation is one of the few companies that is capable of providing secure communications solutions for corporations and governments at a lucrative price point.



SYPHERSAFE 
SECURE MOBILE
COMMUNICATION SYSTEM



CERTIFICATION
• MSC Status Company, Solution Platform is ISO / IEC 15408 Common Criteria (CC) Certified

WANNASTATION.COM (M) SDN BHD

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WORLD'S FIRST DIGITAL ISLAMIC COMICS

The comic book industry has taken the world by storm, with sales reaching its highest levels not seen since 1997. This comes as no surprise, as comic book based superhero movies continue to top box offices around the world, the Marvel Cinematic Universe and the DC Extended Universe has a box office total of US\$12.5 billion.

Conversely, these comics are based on fictional characters mostly in the Western world. Aside from Japan's burgeoning anime and manga industry that has spawned a global subculture, there are very few comics that are globally available that cover topics aside from the aforementioned regions.

True Stories from The Golden Age of Islam

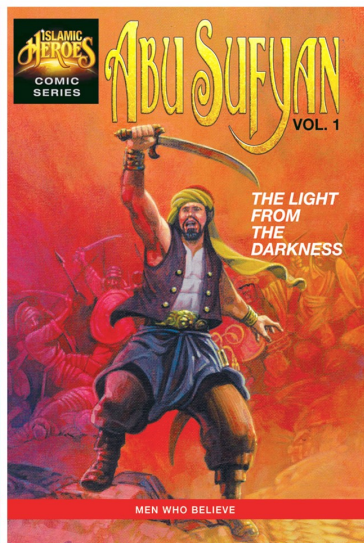
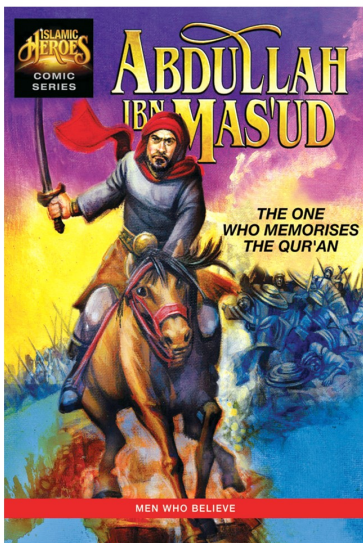
A quick Google search reveals there aren't many products that portray the stories of Islamic heroes in a visual manner. The stories of the heroes from the beginning of Islam, through the Golden Ages, up till the Modern Ages, aren't told very often. These true stories are what True Story Heroes Sdn Bhd was founded upon.

With other 70 titles in the online catalogue, this collection of comics has the potential to appeal to the now 2 billion Muslims around the world, and anyone who wants to read a good story. The comics are

currently available in English, with the possibility of being translated into many other languages. These comics have the potential to become a sustainable franchise with animated stories, movies, video games, and various merchandise.

About True Story Heroes Sdn Bhd

True Story Heroes Sdn Bhd aims to produce 500 new comic titles in the next 5 years. This is an undertaking to produce good comics based on true stories, by Malaysians for the world.



True Story
HEROES

TRUE STORY HEROES SDN BHD

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LIFESTYLE

CUSTOM APPAREL CONSULTANTS



MTV, Heineken, Nestle, Shell, Cadbury, HBO, Olympus, Tiger Beer, Prudential, Red Bull, PayPal, Samsung, etc.

About Saltycustoms

Saltycustoms began with two guys who quit their corporate jobs to pursue their passion. They believed in providing unparalleled customer service while delivering a consistent product to help anyone express themselves better. Their clientele has now expanded to over 900 startups and enterprises in 12 countries.

T-shirts are the ultimate tool of physical self-expression, offering infinite possibilities in colour and style. A t-shirt is a quick and easy way to get a message across - whether explicitly, through words, or implicitly, through illustrative images.

In the past, one's choice of t-shirt was restricted to what you could buy on the shelves. But with Saltycustoms, your t-shirt can now be fully customised to reflect whatever message you want to show to the world - and the process couldn't be simpler.

If You Want To Go Fast, Go alone. If You Want To Go Far, Go Together

Since its inception in 2010, Saltycustoms has worked hard to make its name synonymous with ease and beautiful custom t-shirts. An Apparel Consultancy business, Saltycustoms aims to enable businesses around the world - both big and small - to spread their

message through the medium of t-shirts.

The process begins with either a face-to-face consultation, or a website walk-through. Once the order is placed, an in-house creative team begins work on the unique design for the t-shirt, taking into account current fashion trends along with business identity and goals. Saltycustoms is the first company in Asia that offers "real time customisation" for their clients' apparel designs. Once the client has approved the design, the t-shirts are then produced at Saltycustoms' state-of-the-art facilities in Malaysia.

In its quest to further enhance its service offerings, Saltycustoms has since begun offering an Online Configurator that allows clients to design and order the custom t-shirts online quickly, without needing to leave the comfort of their seats.

A great T-shirt can function as a marketing tool for companies, and help increase a business' return on investment (ROI). Saltycustoms' clients include the likes of: Starbucks, Universal Music, Airbnb, 7 Eleven,



SALTYCUSTOMS™

CERTIFICATION
 • SME Competitiveness Rating for Enhancement
 (Retail & Distributive Trade)

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CUSTOMISABLE LIGHTING DESIGNS FOR YOUR HOME

Lighting a home can be a daunting task. Despite the incredible range of lighting designs available, you could either be spoilt for choice or not be finding what you are looking for at all.

With Stephanie Ng's award-winning designs you will find lightings specially created to stand the test of time. Her award-winning designs are clean, minimal and whimsical in nature. They are also known for their excellent hand-crafted quality and versatility. The versatility of her designs allows customers to create the ambiance they want for their space.

SCOOPing Goodness

The SCOOP pendant lighting is elegantly proportioned with a silhouette that is clean, sleek and modern. Smooth Hand-Turned American Oak is perfectly matched with a matte metal base in white or black and a distinctive ring to add a pop of colour. To date, SCOOP

remains as the best-selling lighting around the globe.

Over The Moon

"Luna Lana" means "moon" and "wool" in Spanish respectively. It is a perfect name for her whimsical cotton and yarn creations. Soft textures woven in an intricate semi-sphere wraps snugly around a frosted glass diffuser to create an illusion of the curving contours of a full moon. Available in a wide range of seasonal colours, these lightings are playful, fun and easy to fall in love with.

Modular Halo

Stephanie's Halo is a modular lighting design that allows customers to personalize their lighting by mixing with various colours to match their living space. The simple molecular structure is designed to fit together like a puzzle to create limitless arrangements that liven up a space.

About Stephanie Ng Design

Stephanie Ng Design is a multi-award winning industrial design studio from Melbourne and headquartered in Kuala Lumpur. Her designs and products have made their way into homes and venues in Malaysia, the USA, Australia, Thailand, Singapore and Europe.



AWARDS

- Finalist, Good Design Award 2014, Australia
- Good Design Mark 2016, Malaysia
- Best Concept Award 2013, The Edge at Australian International Furniture Fair
- 1st Prize, Furniture Design Competition 2015, Malaysian International Furniture Fair
- Top 5 2014, Mobili International Furniture Design Competition

Stephanie
design

STEPHANIE NG DESIGN

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BUILDING MATERIALS

RAIN OR SHINE: LIGHTWEIGHT & TOUGH ROOFING

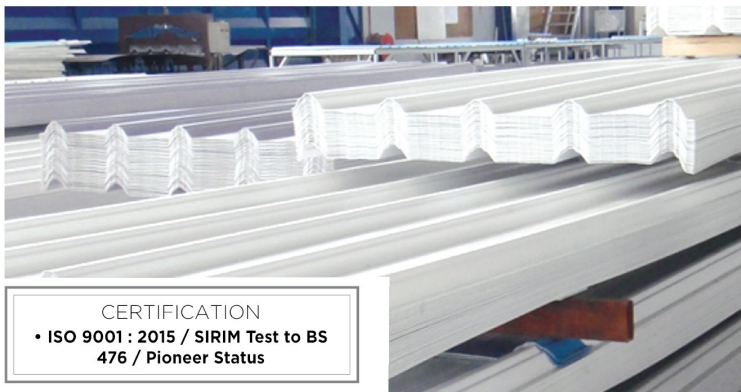
All over the world, property developers and construction companies need good, strong roofing materials to build roofs with. The varying temperatures and weather conditions of different countries means that a highly durable, highly adaptable roofing material is needed to ensure structural integrity.

Above The Competition

UPVC Roofing is an alternative multi-layered roofing option. With its numerous layers and lightweight material, UPVC roofing is incredibly resistant to temperature fluctuations and hardy in any weather. The unique nature of UPVC roofing makes it not only durable against natural weather conditions but also resistant to corrosion, chemicals, frost and other factors that many other roofing types bow under.

In addition to its durability, UPVC Roofing is also very easy to transport and use in the construction phases. Weighing in at only 3.4kg - 3.6kg per square metre, UPVC Roofing is lighter than many other type of roofing. UPVC Roofing is also flexible and easy to store, with a very high flexural strength.

- Lightweight
- Excellent thermal insulation
- Top-notch sound insulation
- Chemical Corrosion resistant
- Heat & fire retardant
- Weather & frost resistant
- Elastic & flexible



CERTIFICATION
• ISO 9001 : 2015 / SIRIM Test to BS
476 / Pioneer Status

UPVC Roofing is internationally-acclaimed and certified, with ISO 9001 : 2008, SIRIM Test Report and Pioneer Status certifications.

About VPN Euroline Roofing Sdn Bhd

Established in 2008, VPN Euroline Roofing Sdn Bhd is a manufacturer of high-quality roofing materials. With a well-established presence in several international markets scattered throughout Asia, the Middle East, Australia and Africa, VPN Euroline Roofing Sdn Bhd is well-poised to meet the needs of clients all over the world.

VPN EUROLINE®
(A member of Leopard Group)

VPN EUROLINE ROOFING SDN BHD

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NATURAL & FLEXIBLE MARBLE VENEER FOR A CLASSY LOOK

The eternal struggle for real estate developers comes in finding a balance point between meeting the market's desire for class and beautiful design while managing their own costs. A tasteful application of high-class accents - such as marble, stonework, metals and glass - can elevate any building from 'run-of-the-mill' to 'top-of-the-hill'. However, these classy materials often come at a high price and can be hard to source.

RAPA Flexible Marble Veneer

The RAPA Flexible Marble Veneer is an innovative solution to this problem. Made out of natural stone,

non-woven fabric and synthetic resin, the veneer is light-weight, highly pliable, environmentally friendly and endlessly adaptable. With a natural grit feel to simulate real rock surfaces, the RAPA Flexible Marble Veneer can transform any surface into a masterpiece of interior decorating, replacing traditional heavy stone.

The RAPA Flexible Veneer comes in a range of attractive shades and colours to suit any colour scheme and can be custom-made at any size, to give you a whole seamless panel perfectly suited to your needs. Visually indiscernible from real marble, the RAPA Flexible Veneer highlights the uniqueness of stone: elegant, noble and solid.



About Archi-Foam Sdn Bhd

Archi-Foam Sdn Bhd is a manufacturer and trader of lightweight architectural products. With years of experience in the industry, the company is led by a dedicated team of skilled designers that are committed to creating excellent decorative details and mouldings. With a commitment to constant improvement, Archi-Foam Sdn Bhd's products caters to Malaysia and overseas market.



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