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d-Bodhi's New Eco-Friendly Luxury Furniture Lines to Dazzle and Tease at International Furniture Fair Singapore 2009

– *Prelude to opening of world's first d-Bodhi furniture concept store in Singapore*

Thursday, 5 March 2009. Come Monday, 9 March 2009, the global furniture industry will be regaled with d-Bodhi's bold new eco-friendly luxury furniture lines at the International Furniture Fair Singapore (IFFS) 2009. Named *Fissure*, *Lucy*, *Trapegium*, *Lekk* and *Octa*, the five collections together embody the d-Bodhi story of breathing new life into old wood.

Describing the new collections, Ms Anita Sam, Director of d-Bodhi Pte Ltd, says, "d-Bodhi is internationally renowned for breathing new life into old wood. Wood that nobody wants, we reclaim for use in our furniture. Take the *Lucy* line, for example. In this collection, we make creative use of small pieces of wood that others would consider rubbish. We use them to make mosaic panels, creating one-of-a-kind, colourful and functional furniture pieces. At d-Bodhi, we leave no stone unturned when it comes to using reclaimed wood – we use even the sawdust. *Octa*, the cherry on the cake, is our collection of lamps and small furniture which are exceptional because of the use of wooden fibres combined with resin."

Old Wood, New Life

"Old Wood, New Life" embodies the d-Bodhi story, which will be told for the first time at the IFFS this year. In 2008, trade visitors were given a preview of d-Bodhi's eco-friendly reclaimed wood furniture which embody the qualities of functionality, innovation, uniqueness and "beauty in imperfection".

Explaining the d-Bodhi story, Ms Sam says, "d-Bodhi uses only reclaimed wood to produce our range of exquisite, handcrafted furniture. Our furniture pieces are distinguished by the blemishes inherent in their natural beauty – every split and gap, every scar and chink is a pleasure to behold. Using processes certified by the Forest Stewardship Council, we bring old wood back to life by handcrafting them into exquisite, functional and innovative furniture pieces. This way, our customers can have their own forest at home and be an ecological warrior at the same time."

So popular were the d-Bodhi furniture pieces in 2008 that over 400 visitors were interested in purchasing, although they were not on sale then. d-Bodhi also won the Best Exhibit Award and Dining Room Furniture Award at the IFFS 2008. This year, d-Bodhi will officially take orders at the IFFS.

World's First d-Bodhi Concept Store

2009 will also mark the launch of the world's first d-Bodhi furniture concept store in Singapore. Currently, d-Bodhi's furniture pieces are being distributed to Europe, Australia, Hong Kong and Canada. Ms Sam says opening their flagship store in Singapore reflects the firm's confidence that the "market has matured as discerning consumers seek out premium furniture lines that reflect their personal values of quality, artistry and environment-friendliness." "When we officially launch our store in April, we promise it will be an eye-opening experience even for those who are used to being surprised and delighted," quips Ms Sam.

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About d-Bodhi Pte Ltd

d-Bodhi was founded in November 2007 by Raymond Davids. d-Bodhi brings old wood back to life by designing and producing handmade furniture and handicrafts from reclaimed wood. Blending eco-friendliness and artistic taste, we constantly dream up creative new ways of turning old reclaimed wood into simple, stylish furniture, such as tables, cabinets, chairs and accessories.

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