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Opening of Singapore's Largest Reclaimed Wood Furniture Showroom to Boost Nascent “Green Furniture” Movement in Singapore and Regionally

- d-Bodhi to share knowledge and expertise with Spring Singapore eco-furniture expert committee

Thursday, 16 April 2009. Spanning more than 5000 square feet at an industrial estate formerly known for its automobile showrooms, Singapore's largest reclaimed wood furniture showroom will put the zing into the nascent “green furniture” movement when it opens on Friday, 17 April 2009.

Explaining the d-Bodhi story, Ms Sam, Co-Founder and Director of the company, 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 (FSC), 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.”

Ms Sam believes the time has come for Singapore to take the lead in driving awareness of eco-furniture production in the region, in keeping with its status as an international furniture hub. She says, “There comes a point when a society reaches a certain maturity level – and that is when it should make a contribution back to the environment. Singapore is at that threshold and d-Bodhi is poised to lend our expertise and know-how to help the country achieve leadership status in eco-furniture designing and manufacturing, which Spring Singapore has identified as a high value niche market sector.”

Welcoming d-Bodhi's presence in Singapore, Ms Kee Ai Nah, Director, Retail, Furniture, Textile and Apparel Division, SPRING Singapore, says, "d-Bodhi's opening is most timely as we and our industry partners are in the early stages of developing a roadmap to help the industry achieve relevant international 'green' certifications for furniture. Having been a successful industry player for the past seven years, d-Bodhi's experience and know-how as an FSC-certified furniture designer, manufacturer and distributor will be of great value in forwarding our cause."

Old Wood, New Life, No Waste

"Old Wood, New Life, No Waste" embodies the D-Bodhi story, which was told to enthusiastic reception at the International Furniture Fair Singapore 2009. In the same year, d-Bodhi won the *Best Bedroom Furniture Award*.

Ms Sam says in keeping with the company's philosophy, they have breathed "new life" into an industrial estate known for its automobile showrooms. She says, "The Alexandra Industrial Estate is fast developing into a lifestyle hub and d-Bodhi is excited to contribute to the exciting developments here. By opening our flagship store in Singapore – and the largest one too – amidst the economic downturn, we are asserting our 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."

Completeness, innovation and sustainability

d-Bodhi's new eco-friendly furniture lines *Fissure*, *Lucy*, *Trapezium*, *Lekk* and *Octa*, which will be unveiled at the official opening, reflect the growing demand for collections that are complete, innovative and sustainable. Ms Sam says, "Today's consumer of premium furniture looks for a complete collection that will cover his/her bedroom, dining, bathroom, living room and outdoor needs. Our *Lucy* and *Trapezium* lines embody completeness whilst offering innovation and sustainability. The sliding doors of the *Lucy* shelves defy the traditional open-and-close concept, whilst the *Trapezium* range have legs that protrude provocatively." However, Ms Sam is quick to stress that these "new" values do not supplant the time-honoured values of "sustainability."

"Sometimes our customers panic when they spill coffee or tea on the tables for fear of staining them, but we inform them that this merely adds to the furniture's beauty. Beauty in imperfection is the essence of our collections, and therein also lies their sustainability."

Leader in environmental awareness

Going forward, d-Bodhi will work closely with various government agencies and Non-Government Organisations (NGOs) to spearhead initiatives to raise environmental awareness at its showroom.

Ms Sam says, “d-Bodhi is a leader in wood reclamation in Yogyakarta, being one of the first few companies to achieve the global Forest Stewardship Certification (FSC) in Indonesia. Through our eco-friendly practices, we also help to preserve traditional Javanese artisanship. We hope to share our experiences and knowledge in Singapore through art exhibitions and educational tours. You could view our showroom as an education centre on wood reclamation for both Singaporeans and overseas visitors alike.”

“In time to come, we hope to position d-Bodhi as a must-see destination for aficionados of eco-friendly furniture,” 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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