

TAK takes interior design to a new level

Laminate-maker's rebranding exercise aims to allow architects to create a specific look

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HOMEGROWN laminate-maker TAK is leveraging on its rebranding to take the interior design industry in the region by storm.

Instead of merely being a supplier of patterned laminates, Lamitak – TAK's core business of producing high-pressure laminates with 420 various types of stylised surfaces – is now spearheading the rebranding exercise.

The company is meeting market needs by enabling architects and interior designers to create a specific look through Lamitak, said executive director of TAK, Ms Geraldine Tan.

"It stems from our desire to position ourselves as a brand that is ready to inspire," said Ms Tan.

"To create a lot of choices for our designers and our architects and not to only see laminate as a flat sheet of product, but when they are put together in a very nice manner, you get a beautiful space."

Lamitak's products mimic patterns of raw material such as wood grains, marble



TAK executive director Geraldine Tan.



An example of how Lamitak helps interior designers create a wood effect. PHOTOS COURTESY TAK

and concrete by printing a realistic, close-up image of the material's surface on the laminate.

It also has a product line with various contemporary and textured designs, such as carbon fibre or hologram.

Ms Tan added that interior designers can use finished laminates in place

of expensive and rare materials such as mahogany wood and marble to create the same effect, but at a fraction of the cost and with lower maintenance.

A TAK brand since 2001, Lamitak's latest 2010 collection was showcased at TAK's relaunch held late last month at the Red Dot design museum.

Ms Tan took over 21-year-old TAK early this year from her father Andrew Tan, who remains chairman of the company.

TAK also has offices in Malaysia, Thailand and most recently, Guangzhou, China, and derives 30 per cent of its businesses from these overseas markets.

Catering mostly to the retail and hospitality sector, Crowne Plaza Hotel and McDonald's are some of its biggest clients, and the company expects a turnover of \$30 million this year.

But with TAK's new look and strategy, Ms Tan is looking to re-establish the brand in the region before taking things further elsewhere.

"We are looking at our core competencies. We are also realigning what we intend to do with the brand and then we ensure we cascade it down to the different offices in Thailand, Malaysia and China," said Ms Tan. "So the brand equity will continue to be leveraged on and be strong,"

"Hopefully in five years' time, we can start looking at the European and the American market."