

Home decor options all under one roof

By Dawn Chan
streets@nstp.com.my

KUALA LUMPUR: If you have a sprawling garden and want it to be well manicured but simply do not have the time to carry it out, fret not.

Leave it all to Husqvarna Automower 220 AC, a Swedish robotic lawnmower which made its debut at the recently concluded four-day Home Decoration Exhibition 2011 at the Kuala Lumpur Convention Centre.

The debut also marked the automower's official launch in Malaysia, and is set to free homeowners to run other household errands without worrying about maintaining their garden.



Janice Gan says the exhibition displayed the best of the best in home decor products.

With the ability to cover a space of 46 sq m, the silent, electrically powered and fully automatic automower moves within the perimeter of a guide wire, which works as a sensor for the machine to find its way to the parts of the garden that need to be mowed.

The robotic lawnmower runs for 45 minutes at one go before making its way back to the charging station and resuming work.

Sold by Petaling Jaya-

based Chua Trading Company Sdn Bhd, its marketing executive Chua Zi Chao said the automower was launched in Europe just two months ago.

"The machine mows the garden in random patterns and the grass is cut into fine clippings. The clippings are left in the grass to form fertiliser, thus there is no need to sweep the garden like the traditional way.

"It is also environmentally friendly as it is electric, has no emissions and uses low

energy consumption. I feel this machine will be a hit with visitors as it's a new technology from Husqvarna and helps homeowners save time, as they do not need to keep an eye on it," he said.

Following the footsteps of Husqvarna was Kenaf World Marketing Sdn Bhd, which showcased its products of wall panels and ceilings, all made from the fibre extracted from the kenaf tree from South Africa.

Produced using the Kenaf

Polymer Composite Technology developed by Malaysian Agricultural Research and Development Institute, its managing director How Ying Chong said the product is set to be the next trend in the home decor industry.

"This is also a green product to replace the use of plaster ceilings, which contains hazardous materials. The wall panels and ceilings that we offer look like wood and are easy to maintain.

"Available in colours that

include pecan, walnut, *nyatoh* and beech, it gives a classic and elegant look to one's home," he said, adding that it comes with a 10-year warranty.

Sliderdrome Sdn Bhd, on the other hand, showcased their latest product that brings a whole new dimension to wardrobes by doing away with the usual plain and boring finishing on its sliding door panels.

Project director David Liew introduced visitors to its sliding door panels that can be customised to incorporate flower motifs, contemporary designs and mirrors, among others.

"Our customers are able to decide what sort of material they want — whether they want it to be tinted or frosted, or just about anything. Being able to match their wardrobe, room design or wall colours with each other brings a whole new perspective to the bedroom as a wardrobe defines a person's style and storage area needs," he said.

Showcasing their creative talent and ability to transform a plain room into a tasteful and exquisite space was the highlight of decorative art specialist Am Theme Works.

Offering what was described as faux finishes, Andrew Yap said it offers gliding, decorative finishes and effects, murals, hand-painted motifs as well as marble and faux marbling.

"We design, supply and install the entire finishing for our customers, with our products being more geared towards modern classic, Mediterranean and English designs. We are able to do decorative finishes and effects on any surface. For faux marbling, we imitate the appearance of polished marble through various techniques.

"For hand-painted motifs, we can paint doors, panels and furniture of various designs from classic and contemporary, to Islamic and Oriental," he said.

The four booths were among the new products introduced at Homedec 2011, which attracted 75,000 visitors.

C.I.S Network Sdn Bhd event director Janice Gan said the first show of the year themed Discovery Design catered to home design solutions of every kind and provided information homeowners wanted to know all under one roof.



Wendy Low and Andrew Yap of Am Theme Works showing their company's hand-painted decorative plaques. — Pictures by Yazit Razali

"We have 850 booths and they showcase the best of the best in home decor with top-notch brands.

"Visitors were able to research the market, marvel at creative interior designs, look at layout plans, take advantage of promotional packages and prices as well as consult interior design companies about their homes," she said.

The special feature of the exhibition was the Bedroom Design, which not only showcased top-notch bedding brands, techniques, materials and designs but also a guide to clever use of space, design elements and other essentials for the bedroom.

The exhibition also covers among others, the needs for kitchen cabinets and appliances, bath and sanitary ware, furniture and furnishings, blinds and carpets, wall decor, tiles and stones, roofing and insulation, smart home and switches, home security systems, audio visual and home theatre, water heaters and filtration, pools and outdoor living, as well as wallpapers and paints.

There were also a series of workshop sessions which taught visitors on how to plan or design their homes. The exhibition also offered visitors who spent a minimum of RM1,000 of bedding products from Dunlopillo, Getha, Goodnite, Lady Amer-



Homedec 2011 at Kuala Lumpur Convention Centre attracted 75,000 visitors during the four-day exhibition which offered a variety of home decor products.

icana, Simmons, Slumberland and Sweet Dreams a chance to win a trip to Paris as well as Koh Samui in Thailand in the Pose2Win contest.

Targeted at couples and newlyweds, all they need to do was pose for a creative shot in the Pose2Win studio. Potential winners will be shortlisted in the Homedec Facebook Fan Page.

Couples with the most "likes" will be announced the winners. Sliderdrome, the main sponsor of the Homedec contest, also gave away RM10,000 cash and RM20,000 in cash vouchers to a lucky visitor.

Eligible to those who spent a minimum of RM100 and RM500 in a single receipt respectively, Sliderdrome also

gave away prizes to six other winners.

A RM80,000 cash reward is also up for grabs and open to visitors of Homedec in Penang, Kuala Lumpur and Johor Baru to be held until July this year.

A grand prize of RM50,000 in cash and three prizes of RM10,000 each in cash will be given out to lucky Homedec visitors.



Chua Zi Chao with the Husqvarna Automower 220 AC, a Swedish robotic lawnmower which made its debut at the recently concluded Home Decoration Exhibition 2011 at the Kuala Lumpur Convention Centre.



How Ying Chong says its wall panels and ceiling products, made from the fibre of the South African kenaf tree, are set to be the next trend in home decor as it is a green product and easy to maintain.



Looi Foong Leng of Sliderdrome Sdn Bhd showing the wardrobe sliding door panels that can incorporate various designs, including mirrors under its customised wardrobe services.