



CLIENT:

JEB Group (Singapore Office)

PROJECT:

Press Release:

New Singapore Showroom Launch



## PRESS RELEASE

10 November 2021

### ARCHITECTURAL SOLUTIONS TRAILBLAZER JEB TO LAUNCH NEW WORLD-CLASS SINGAPORE SHOWROOM

JEB is gearing up to launch a new, awe-inspiring showroom in Singapore next year, enabling architects and designers to experience their staple products, brands and green spaces like never before.

Located in Chinatown with an exact launch date to be announced once COVID-19 restrictions ease, the showroom will also provide a unique office space for employees to nurture creativity and innovative thinking.

Featuring flexible and sustainably sourced solutions from reputable suppliers, it will focus on maximising asset value, mitigating risk and enhancing wellbeing through an ergonomic approach. The space will also boast a sophisticated RFID system to explore JEB's product portfolio, displaying hundreds of different products and finishes to help support the selection process.

The carefully curated showcase of suppliers and products is demonstrative of JEB's holistic ethos, and ability to meet the requirements of any project. Featured brands include Flokk, 9am, Holmris B8, Walter Knoll, Lexta, DeVorm, Innovant, Sedus and Mossscape and of course, JEB.

Incorporating multiple areas to touch down for team meetings, concentrated working, relaxation or conferencing, the group hopes that their thought-provoking design will create awareness of new and smarter ways of working.

Charlie Pearson, General Manager - Acoustic Partitions and Furniture Solutions at JEB Group Singapore, says the space will be a game changer for the industry.

"When we launch, we would like to invite designers and architects to visit our new client-focused show space to foster ground-breaking new ideas and solutions for their projects".

"We have placed considerable emphasis on creating a space that is warm, friendly and welcoming but most importantly, is a proactive environment where ideas and discussions can thrive".

The inspiring interior design works were pioneered by Jenny Sun and Siren Design. Angela Scott from Light Collab masterminded the lighting design and implementation, also helping facilitate a partnership with Technolite for the Aria smart lighting system.

Other notable involvements include JAG who oversaw the flawless build and mechanical and electrical works, and Design Group's James Leow who helped obtain the necessary certifications and permissions to build in historical Chinatown.

As global leaders in architectural products and services, the showroom is a testament to JEB's ongoing commitment to supply the best in modern, beautiful and functional built environments.

For further media information, please contact JEB Group: [marketing@jebgroup.com](mailto:marketing@jebgroup.com), or go to [www.jebgroup.com](http://www.jebgroup.com).