

## **Title: Artmatrix and the changing world of the office furniture industry.**

Artmatrix Technology Sdn Bhd was incorporated in June 2005 and today, Artmatrix is a leading Malaysian office furniture designer, manufacturer and marketer of office system and related office furniture solutions. Our success is built upon a strategic foundation focused on design and innovation, product leadership, agility, impeccable customer service, responsiveness and commitment to long term relationship with our partners.

### **The office furniture industry faces several key challenges in today's dynamic business landscape. How Artmatrix tackles each of these problems?**

- **Remote work and flexibility**

With the rise of remote work and flexible office arrangement, providing ergonomic, portable and adaptable products are crucial to meet the flexible work requirement. We launched a product called Office Everywhere (OE) desking which are portable, foldable and easy to store to in both office and private room. Providing both mobility and solving issues of workspace in a simpler way.

- **Sustainability and Environmental Concerns**

This topic has always been a growing emphasis across all industries. In order to meet this requirement, our office system and chairs are certified by Good Environmental Choice Australia (GECA), Singapore Green Building Product (SGBP), and own Malaysia MyHijau Mark for their superior environmental performance benchmarks. Following our environmental accomplishments and leadership, we are honored the highest accolade by attaining the Prime Minister's Hibiscus Award as Notable Achievement in Environmental Performance in 2015.

Furthermore Artmatrix Factory has become the first furniture manufacturer in Malaysia to achieve certified green building by Green Building Index (GBI) with 5 star rating for Building Energy Intensity (BEI). We have also work closely with Intertek (UK) to assess our product's life cycle to minimize the carbon footprint under the Environmental Product Declaration (EPD).

Our green journey comes to another milestone where in Sept 2021, we are announced as the overall winner by Sustainable Business Award Malaysia (SBA) for the Small and Medium Enterprise (SME) achieving 11 out of the 12 categories contested. But our effort will not stop there, we will always push ourselves higher to achieve harmony with Mother Nature.

- **Health and Well-being**

If you think that environmental and sustainability is the only concern for all industries, there is another factor to look at regarding health and well-being of a person in a workplace, our ergonomic products such as Xenic chair, Zeta chair, Height Adjustable Table and many more will make sure that the users are well taken care of to foster a healthy and productive environments for them to work in.

- **E-Commerce and Digital Transformation**

The growth of e-commerce has significantly impacted the office furniture industry. Digital marketing strategy, online platform and user friendly websites is a must to reach out to customers effectively and providing seamless purchasing experience. To enter that digital era, Artmatrix launches our own e-commerce platform in 2018 called Artmatrix Our-shop and in addition to Lazada and Shopee Market Place to embark on Business to Consumer (B2C) commerce and social media such as Facebook Page, Instagram, Youtube and LinkedIn.

- **Competition and Price Sensitivity**

The office furniture market operates in a very competitive landscape, with several players offering similar products and services. Price sensitivity can be challenging for us, but we at Artmatrix ensures that we work closely and interact with our clients to make sure that our products meets their expectation in terms of design and quality. While our Research and Development team further improving our existing products or comes out with a new design through innovation and providing unique value propositions.

All in all navigating these challenges required a proactive approaches, market research and deep understanding of our client's needs and the industry trends. This is to make sure that we remain competitive in this industry, because we at Artmatrix is INSPIRED BY YOU.