



Since 1962

SYN TAI HUNG TRADING SDN BHD COMPANY PROFILE





WELCOME NOTE

The Malaysian construction industry is a robust and vibrant growth driver for the nation's economy. As a leading distributor of building materials, Syn Tai Hung Trading Sdn Bhd is well-positioned to participate in the developments that are shaping our nation's landscape and contribute to the growth of the industry and its players. We are committed to being your preferred partner in building materials.

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YOUR
PREFERRED
PARTNER IN
BUILDING
MATERIALS

OUR STORY

Syn Tai Hung Trading Sdn Bhd is a leading distributor of building materials in Malaysia with the distinction of being one of the leading companies in the market. We provide high quality, innovative products for the construction industry encompassing the whole built environment.

TOTAL BUILDING MATERIALS PROVIDER

With a focus on becoming the preferred partner in building materials, we aim to provide customers the convenience of comprehensive range, quality products and trusted brands grouped under one company together with reliable service.

Whether it is basic building materials or specialised products, we ensure that we work only with the most reputable partners who have demonstrated trustworthiness, quality and leadership in their respective sectors. Our suite of brands attest to our exacting standards which give customers the confidence to trade with us.

INNOVATIVE SOLUTIONS

Our extensive industry experience together with our commitment to excellence put us at the forefront of discovering new solutions that will help us serve our customers better. We are consistently developing and sourcing for market-changing products that improve safety, increase quality, enhance architectural and design aesthetics while providing cost savings.

WIDE NETWORK COVERAGE

Our vast network of branch offices as well as strategically located warehouses throughout the country allow us to deliver prompt, efficient and reliable service with local understanding and knowledge as well as cost effectiveness.

STRONG TRACK RECORD

Syn Tai Hung is a wholly owned subsidiary of Wah Seong Corporation Berhad, an international oil & gas and industrial services group listed on the Main Market of Bursa Malaysia.

We are proudly Malaysian, tracing our roots to Penang. Through organic growth and strategic acquisitions, we became a leading building materials distributor in the country with a clear vision for regional expansion. Our more than 30 years in the industry is an assurance of quality and commitment.

ACCELERATING CUSTOMER GROWTH

Our commitment to helping our customers grow – by offering better products, smarter solutions, superior service and greater cost efficiencies – is ingrained in all that we do. Our motivated team of specialists take a hands-on approach, working alongside with clients for the best results.

Syn Tai Hung – your preferred partner in building materials.

OUR VISION

To be the preferred building materials partner in the region with significant presence along the whole value chain.

OUR MISSION

We will be the preferred partner in building materials by

- Developing high value-added proprietary products to ensure quality control and price efficiency for customers.
- Strengthening our professional distribution network across the nation and region to better serve our customers.
- Supporting one-stop solutions centres catering to homeowners and SMEs.





OUR APPROACH



Winning Through **STELLAR** Performance

Our seven guiding principles for growth

- S**trategic alliances with suppliers and customers
- T**raining and technical support
- E**stablished track record and in-depth industry experience
- L**eadership, professionalism and team work
- L**everage on technology
- A**dd value to products and services
- R**egional expansion programme

We believe in delivering value to our customers and shareholders. As we strive to become the preferred partner in building materials, we have orientated towards strengthening existing competencies and building new capabilities along the whole value chain.

Seamless vertical integration will allow us to control the whole supply chain, giving us better command over quality, efficiency and innovation.

Meanwhile, our focus remains on enhancing our leadership position in trading and distribution. We

are exploring new synergies and product lines, and extending our distribution network and warehousing facilities in our home market as well as abroad. There is also concerted effort to bolster reach and access through in-house logistics support and one-stop solution centres for end users.

With our road map, we are well-positioned to be the preferred partner in building materials.

OUR CULTURE

Excellence underscores everything we do. Ours is a culture that strives for performance, results and transformation in the business as well as in our people.

WE ARE ENTREPRENEURIALY DRIVEN

We may have outgrown our humble beginnings but not our entrepreneurial roots. Our pioneering spirit creates an environment of innovation and motivation that encourages our people to break records, explore new territory and create value.

WE EMPOWER OUR EMPLOYEES

People are at the cornerstone of our company and success. Because we view every employee as a leader and an enabler, we are committed to nurturing and mentoring our people to achieve their full potential. Structured training, on-the-job coaching and staff engagement are as much a part of this agenda as entrusting employees with the autonomy to take charge and shape their work life. Our aim is to provide fulfilling, challenging as well as fun careers.

WE ARE ROOTED IN VALUES

Our results-driven culture is grounded in core values of integrity, accountability and mutual respect. This directs our everyday interactions and decision making involving suppliers, staff, stakeholders and the environment.

WE ARE COMMITTED TO THE COMMUNITY

Giving back to the community is intrinsic to Syn Tai Hung. We live out our corporate citizenship by first conducting our business in a socially and environmentally responsible way as well as through meaningful initiatives that effect positive change.

TOUCHING LIVES

Syn Tai Hung is proud to be a partner of Yayasan Wah Seong. The foundation established by our parent company, Wah Seong Corporation Berhad, awards scholarships to academically strong but financially needy or less fortunate students. Since inception in 2003, it has given out more than 50 scholarships to students to pursue their degrees.

The foundation offers a management trainee programme that places scholars in companies within the group upon graduation. Syn Tai Hung is a participating company and has welcomed YWS interns and management trainees over the years.

Apart from YWS, we also participate in ad hoc charity projects. As part of our employee empowerment, we also encourage our people to champion initiatives. Together, we have organised blood donation drives, fund raisers, home visits, recycling programmes and many other purposeful activities.





OUR TEAM

Syn Tai Hung is led by a passionate and dedicated management team of professionals and specialists with expertise in engineering, construction, finance, sales and marketing. They bring years of experience in their respective fields and a proven record of success that is the foundation of our achievements and performance.

On the ground, our branch office teams offer local market understanding combined with specialist product and industry knowledge. Their insights and experience allow us to be untiring in delivering better service to our customers every time.

People are our most important assets, powering Syn Tai Hung's success as well as our customers' continued growth.

OUR PRODUCTS

Syn Tai Hung offers a comprehensive range of top quality products engineered to meet the exacting demands of the construction industry. Our unwavering focus on becoming the preferred partner in building materials pushes us to ensure our customers have the best in convenience, choice, competitive costs and service.

Our inventory is broad and deep encompassing basic building materials, architectural products, ironmongery, special products, design-and-build furniture and children playground systems.

- Cement and Concrete Products**
 - ▶ RC / Spun Piles
 - ▶ Culverts
 - ▶ Drains
 - ▶ PC Manholes
 - ▶ Ceiling Boards
 - ▶ Portland & Special Cements
 - ▶ Cement Mortar Additives

- Steel Products**
 - ▶ Reinforcement Bars
 - ▶ Structural Sections
 - ▶ Wire Mesh
 - ▶ Pipes
 - ▶ Windows & Door Frames

- Roofing Materials**
 - ▶ Roof Tiles & Sheets
 - ▶ Clay Roof Tiles
 - ▶ Roof Trusses
 - ▶ Insulation Materials
 - ▶ GI Sheets

- Additives and Chemicals**
 - ▶ Mould Oils
 - ▶ Plasticisers
 - ▶ Rapid Hardeners
 - ▶ Diesel

- Timber Products**
 - ▶ Plywood
 - ▶ Timber Flooring
 - ▶ Fire-rated & Decorative Doors
 - ▶ Sawn Timbers
 - ▶ Timber Frames

- Clay Products**
 - ▶ Vitrified Clay Pipes & Fittings

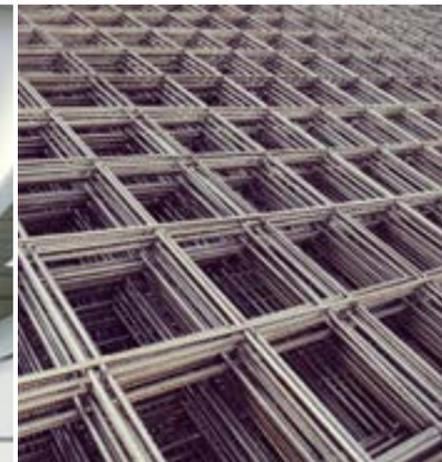
- Tile Products**
 - ▶ Floor & Wall Tiles
 - ▶ Mosaic Tiles
 - ▶ Terra Cotta Tiles & Slates

- Sanitary Products**
 - ▶ Full Range of Sanitaryware
 - ▶ Taps & Fittings

- Ironmongery**
 - ▶ Locksets
 - ▶ Door Handles / Hinges
 - ▶ Nails, Bolts, Nuts & Screws

- Special Products / Systems**
 - ▶ HDPE Formwork System
 - ▶ Homogeneous Vinyl Floors
 - ▶ Wall Paper & Carpet
 - ▶ PC Lamp Post
 - ▶ Custom-built Office Furniture
 - ▶ Children's Playground Equipment

- Specilaised Paints / Timber Coating**
 - ▶ Propan



OMEX

OUR BRANDS

We work only with carefully selected partners with a proven record of competency, quality and reliability.

OMEX[™]
THE PERFECT FLOW

Omex is an upcoming premium brand of bath accessories, fittings and fixtures that combine function and design with exacting standards of quality. Inspired by German design philosophies, its range of products feature sharp aesthetics and are meticulously designed and built. Advance technology, sustainable design and features, innovative R&D and quality materials deliver the Omex brand promise to inject touches and details of luxury for exceptional living experiences every day.

Combining form and function, Omex products are designed to elevate and transform the bath time experience. Contemporary, trend-based and smart designs meet the demand for visually striking spaces that also deliver high functionality and user satisfaction. This is enhanced by an emphasis on sensorial pleasure through high tech, high touch sustainable features.

Through creativity, innovation and an uncompromising commitment to quality and design, Omex is redefining bathroom interior fittings.



PROPAN



WALPLAST



PPI



SPIROLITE



As 'The Paint Specialist', Propan offers an innovative, cutting-edge range of decorative paints and surface coating solutions for homes, commercial and industrial use. The Indonesian-based brand is a leader in specialised chemical coatings for wood, ceramic tiles, concrete, natural stone, masonry, asphalt, roof tiles, bricks and more. It also carries complementary products like construction adhesion, multi-purpose paint remover and multi-purpose sealant.

Propan products are used in protecting and beautifying specific surfaces, reconditioning surface materials, waterproofing, for zone marking, and as non-slip coating for industrial flooring, among others. Special features of the coatings include environmentally friendly, non-toxic, low odour or odour-free, and weather-, fungal-, algae- and abrasion-resistant (features vary according to product).

Its bestselling products include Aqua Parquet Lack, Aqua Politur, Aqua Stone Care, Cerakote, Deck Lasur, Multi-Pox Solvent Free, Polyfloor, Propan Stone Care, Sicosol, Tennokote, Traffikote, Ultran Politur and Ultran Teak Oil.

Complete information about the full range of Propan products is available at our service centre-cum-showroom in Kuala Lumpur. A trained technical applicator is stationed on site to offer advice and solutions. We also conduct free technical training for homeowners, professional painters, industry professionals and any interested parties.

Walplast is the preferred choice of building professionals for cement mortar additives. Formulated for better dispersing of portland or masonry cement into plastering and bricklaying cement mortar, it is an effective and economical additive for higher productivity, excellent workability, less shrinkage cracks and quality finish.

Walplast is specially developed to replace the use of conventional hydrated lime in cement or sand plastering mortar. It is a recommended product for plastering clay, cement or calcium silicate bricks and ALC blocks as well as for bricklaying and general use mortars.

A pioneer spiral welded steel pipe manufacturer in Malaysia, PPI manufactures structural pipes, water pipes, fittings for water pipes, general and customised accessories for piling pipes, and made-to-order pipes and parts. It also provides external coating and internal lining services.

As part of its plans to be a one-stop pipe solution provider in the region, PPI also has a comprehensive product development programme to supply all piping requirements including longitudinal welded pipes (LSAW), electric resistance welded pipes (ERW), seamless pipes, stainless steel pipes, ductile iron pipes, and high density polyethylene pipes (HDPE).

PPI products are used in the construction of marine infrastructures such as ports, jetties, wharfs, harbors and bridges, and to convey fluids such as the construction of water transmission lines, sewerage pipelines, water treatment plants, desalination plants, and so on. The company has been part of major infrastructure development projects like Penang Bridge, Sultan Abdul Halim Muadzam Shah Bridge, Resorts World Sentosa and Marina Coastal Expressway.

PPI is the only pipe manufacturer in Malaysia that is certified to Australian standards for manufacturing water pipes and fittings.

Spirolite is the leading manufacturer of high density polyethylene pipes, tanks and fittings used for water resources management, flood and river management, storm water management, trucking and cable solutions. Its top products include Spirolite PE Pipes, Spiral HDPE Tanks, Spiral HDPE Pipe, Ribflo corrugated subsoil drainage pipes, SPI PE Sub-duct and Spiral HDPE flap gates.

The company has established a reputation for its high quality niche products that is supported by German technical expertise. SIRIM certified and approved by SPAN (Suruhanjaya Perkhidmatan Air Negara), Spirolite is a trusted brand for a wide range of applications including drainage, sewerage, slurry, effluent treatment and disposal, irrigation, culverts, waste gas ducts and ventilation, cable and optical fiber ducting, landfills leachate discharge, district cooling, soil nailing, sea intake or outfall pipeline, submarine pressure pipeline and more.

Spirolite products are used in major projects such as the South Klang Valley Expressway; Bukit Mertajam Electrified Double Track project; Legoland in Nusajaya; Seri Manjung Landfill in Ipoh, Perak; and MRT Package VI, among others.

OUR TRACK RECORD

Our dedication and commitment to excellence make us the preferred partner in the construction industry. A specific focus in trading and distribution coupled with our size in the market allow us to consistently deliver the right solutions for every project – from niche to iconic developments. We are proud to have participated in the following:

AIRPORT

- ▶ Kuala Lumpur International Airport (KLIA) 2
- ▶ Sultan Abdul Aziz Shah Airport

COMMERCIAL CENTRE

- ▶ Menara MBMR, Kuala Lumpur
- ▶ MITI Tower, Kuala Lumpur
- ▶ Parcel 25C, Precint 2, Office Tower, Putrajaya
- ▶ Office Tower (Block 4G10) Precint 4, Putrajaya
- ▶ Yayasan Malacca Office Tower – MITC, Malacca
- ▶ Bangsar Trade Centre – Office Blocks, Kuala Lumpur
- ▶ The Paradigm Office Tower B, Selangor
- ▶ Oasis Corporate Park, Ara Damansara, Selangor

RETAIL / SHOPPING MALL

- ▶ Bangsar Shopping Centre, Kuala Lumpur
- ▶ Queensbay Mall, Penang
- ▶ Paradigm Mall, Selangor
- ▶ Pavilion Kuala Lumpur, Kuala Lumpur
- ▶ TESCO Hypermarket – Bukit Tinggi, Selangor
- ▶ TESCO Hypermarket – Malacca
- ▶ TESCO Hypermarket – Setia Alam, Selangor
- ▶ TESCO Extra Hypermarket – Selayang, Kuala Lumpur
- ▶ GIANT Hypermarket – Kajang, Selangor
- ▶ GIANT Hypermarket – Bandar Kinrara, Selangor
- ▶ GIANT Hypermarket – Taman Puteri Jaya, Selangor
- ▶ AEON Malacca Shopping Centre, Malacca
- ▶ AEON Mahkota Cheras Shopping Centre, Selangor
- ▶ AEON Bukit Mertajam, Penang
- ▶ AEON Bukit Tinggi, Selangor
- ▶ MYDIN Hypermarket – UEP Subang Jaya, Selangor
- ▶ MYDIN Hypermarket – Seremban 2, Negeri Sembilan
- ▶ MYDIN Hypermarket – Taman Pelangi Indah, Johor

HOSPITALITY & LEISURE

- ▶ Cititel Mid Valley, Kuala Lumpur
- ▶ Cititel Express, Penang
- ▶ St. Giles (Premier Hotel) Penang
- ▶ Boulevard Hotel (St. Giles Premier Hotel) Mid Valley, Kuala Lumpur
- ▶ One@Bukit Ceylon Hotel Suites, Kuala Lumpur
- ▶ St. Regis Hotel & Residence, Kuala Lumpur
- ▶ Dorsett Hotel, Cheras, Kuala Lumpur
- ▶ Double Tree Hotel by Hilton, Kuala Lumpur
- ▶ The Shore Service Apartment, Malacca
- ▶ Banyan Tree Signatures Pavilion Kuala Lumpur, Kuala Lumpur
- ▶ LEGOLAND, Johor

INFRASTRUCTURE

- ▶ Kinrara – Damansara Expressway (Kidex Skyway)
- ▶ MRT – Sg. Buloh – Kajang (Dataran Sunway, Selangor)
- ▶ LRT 2 KL – Kelana Jaya – USJ Station 7 to 12 (Package B)
- ▶ LRT 1 KL – Ampang / Sri Petaling – Bukit Jalil – Puchong, Selangor (Package B)

RESIDENTIAL

- ▶ Damen USJ, Selangor
- ▶ Ritz-Carlton Residence, Berjaya Central Park, Kuala Lumpur

PUBLIC & COMMUNITY

- ▶ IGB International School, Kuala Lumpur
- ▶ KBU International School, Selangor
- ▶ Taylor's Lakeside Campus, Selangor
- ▶ Tropicana International School, Selangor
- ▶ UITM Dengkil campus, Selangor
- ▶ UITM Jengka campus, Pahang
- ▶ Kuala Lumpur University (UNIKL) Johor campus, Johor
- ▶ Columbia Asia Medical Centre, Puchong, Selangor
- ▶ Columbia Asia Medical Centre, Setapak, Kuala Lumpur
- ▶ Columbia Asia Medical Centre, Bukit Rimau, Selangor



OUR CONTACTS

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A MEMBER OF  WAH SEONG CORPORATION BERHAD