

PRESS RELEASE: FOR IMMEDIATE DISTRIBUTION

apaiser signature Singapore showroom is open for business

Award-winning designer and manufacturer of luxury stone composite bathware apaiser has opened its first stand-alone showroom in Singapore in March this year as part of a global retail rollout. Synonymous with luxury, the Melbourne based company has opened a new signature showroom on Mosque Street, in the heart of Singapore's CBD area. The signature showroom in Singapore is the company's first international retail outlet.

apaiser already has a presence in Singapore with exquisite examples from its stone bathware collections selected to feature in a number of Singapore-based luxury hotels, condominiums and private residences, including Pan Pacific, PARKROYAL on Pickering, Crockford Towers at Resorts World Sentosa, The Marq and Hilltops. The brand even has a Sentosa range inspired by a luxurious resort on the island. These recent successes, and the recognition of Singapore as a discerning and aware market for apaiser's product ranges, were key in the company making its decision to begin global retail expansion here.



Melbourne showroom: 344 Burnley St, Richmond, Australia
Telephone: +61 3 9421 5722 | info@apaiser.com

Singapore showroom: 23 Mosque Street, Singapore
Telephone: +65 6223 2378 | singapore@apaiser.com

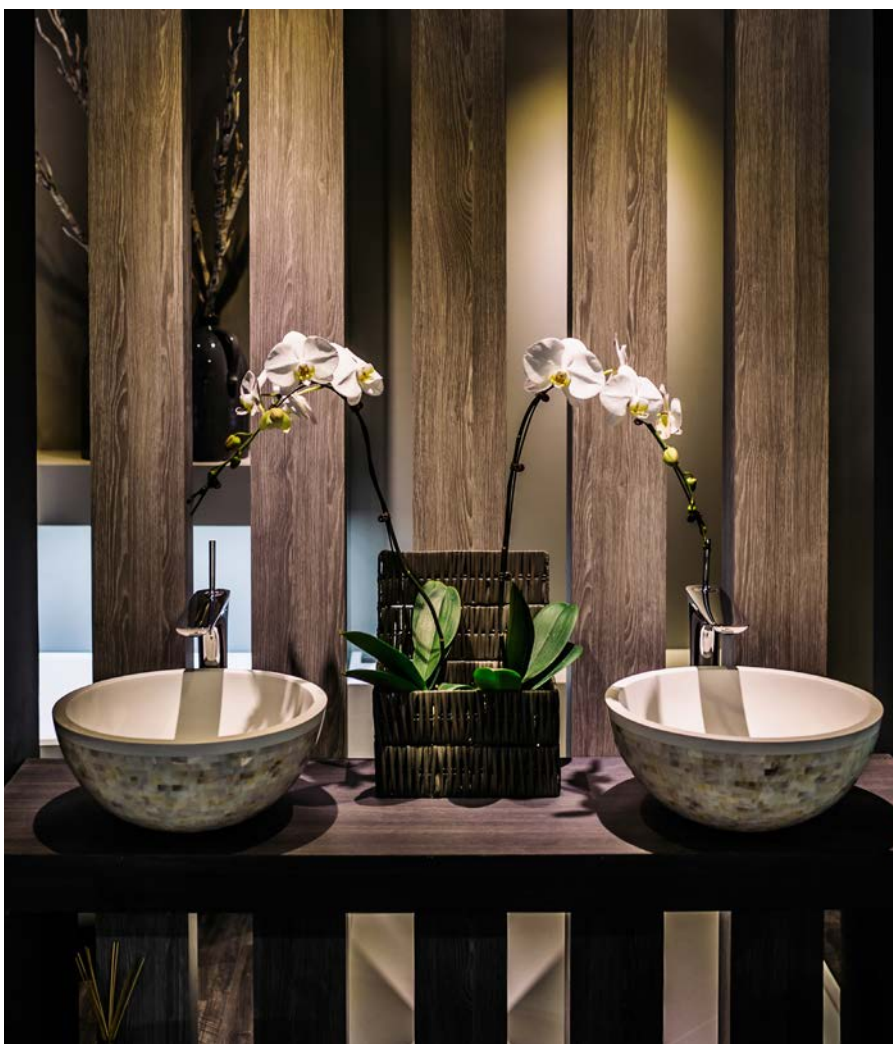
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RECLAIMED MARBLE STONE COMPOSITE – BATHTUBS, BASINS, VANITIES & SHOWER BASES

Australia, NZ, North America, United Kingdom, Asia Pacific, Europe, South Asia, United Arab Emirates, Middle East & Africa



apaiser has seen nearly a doubling of sales revenue over each of the last four years and signs for 2014 are that growth will continue to climb above trend. This remarkable success for a small Australian manufacturer and distributor is testament not only to the unique reclaimed marble material that all apaiser products are made of but also the value proposition of apaiser with its unprecedented customisation and tailoring for designers and developers. This remarkable growth of sales has seen the company looking to further develop its retail arm and also provide strong points of presence in key market locations including Singapore.

As the benchmark for modern opulence in the bathroom and designed with optimum performance and durability in mind, apaiser's hand-sanded and hand-finished stone composite bathware is manufactured using reclaimed sustainable ingredients,

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retaining the highest level of stone content in the market. The unique hand-finishing process minimises carbon output during production, ensuring low environmental impact.

Commenting on the launch of the company's first Singapore showroom, Belinda Try, Executive Director said:

"This exciting space in Singapore is the first step in our global rollout of dedicated apaiser showrooms. Capturing the sense of "sanctuary in stone" they will evoke the essence of luxury and modern opulence in the bathroom and allow our Singapore clients the chance to secure apaiser products directly for the first time! apaiser offers our clients hand crafted stone bathware that will enable them to transform the art of bathing into a luxury ritual rather than a function!"

2014 will see a continuation of apaiser's major expansion of its luxury retail outlets with new stores slated to open in New York and London, as well as in Southern California in early 2015.



Singapore Showroom
23 Mosque Street, Singapore
Telephone: +65 6223 2378
Opening Hours
Mondays 10am-6pm
Tuesday to Saturday 11am-7pm

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