

The apaiser story

Founded in 2000 as a dedicated supplier of luxury stone composite bathware for the Melbourne, Australian retail market, apaiser has grown from its humble beginnings in suburban Melbourne to be a global supplier for luxury hotels, resorts, commercial projects and retail consumers. The establishment of apaiser was a product of both serendipity and deep business focus. Seizing upon the chance discovery of the unique reclaimed marble material that is the core of the apaiser product, the founders set out to create a luxurious, eco-friendly bathware range, that was able to offer the advantage of being a customisable solution for both interior designers and retail consumers. apaiser, from its inception, embraced the core values of maintaining its eco-credentials whilst seeking a bathware range that delivered superior performance and a hard wearing, long-life material.

The initial launch of apaiser was based on a limited retail range, sold from the Melbourne showroom, but after launching the product at DesignEx in Sydney in 2005 the market embraced the product and the growth of apaiser took off. Within six months of the exhibition apaiser had established national distribution Australia wide and also engaged with retailers in New Zealand and Singapore. Hand in hand with the rapid retail growth was the establishment of the first major hotel project sales. These were borne out of the value proposition apaiser was able to bring to the market. apaiser's unique material and customisation drew huge interest from designers and architects globally. Initially projects were located in SE Asia and the Pacific, with designs specified and drawn by designers in Singapore, Kuala Lumpur and Bangkok, but designers in Canada and the USA were very quick to specify apaiser as they grew to know of the unique material and eco credentials of the organic and luxurious apaiser range.

One of the core elements of apaiser's value proposition is the focus on customisation and the moulding capability of the apaiser team. It was determined early in the development of apaiser that one of the essential points of difference the founders would embrace was the focus on giving designers or architects the exact design they sought, rather than selling by a catalogue based approach. This value proposition was built on the extraordinary moulding and artisan skills of the apaiser factory production team and married with the focus on using a direct sales channel, provided apaiser a unique offering for the marketplace.



Corinthia Hotel London



In tandem with the growth in project sales was the spread of the retail and distribution of apaiser. Showrooms carrying apaiser were established in Hong Kong and Shanghai, UAE and the Middle East as well as selected markets in SE Asia, India, Sri Lanka and Pakistan. The sales growth apaiser was experiencing from 2004 to 2009 saw substantial investment in production capacity and the building of a new plant in Surabaya Indonesia in 2009 with 9000 sq. meters of space. This expansion saw production capacity increase to over 2400 baths per year. The skills that enable apaiser to create its unique shapes and designs are based on the artisan levels and skill sets of the apaiser production staff, in both moulding and finishing of the apaiser reclaimed marble material.

As apaiser gained global recognition, designers began to specify apaiser for a broad range of projects. Central to this growth was the interest in using apaiser from the 100+ designers located in the core design hub of Singapore/Kuala Lumpur and Bangkok. This regional powerhouse of hotel and resort interior design was to emerge as a major driver of apaiser's global growth and was recognised with the establishment of a dedicated apaiser sales support team in a new Singapore office in 2009. In addition, the nascent apaiser sales presence in USA was expanded to encompass the broader North America region with the creation of a sales office in Seattle staffed by two. apaiser began to win iconic projects globally such as the Four Seasons Toronto and the Park Hyatt New York as well as the St Regis Abu Dhabi. Against massive opposition from cheap copies apaiser secured the landmark Four Seasons Guangzhou project for the entire bathroom contract of over 330 rooms. This was the literal equivalent of selling ice to eskimos, as no other foreign supplier delivered fittings for this project in the face of local pricing and fierce competition for this iconic hotel.

By the middle of 2013 apaiser had established a global sales presence with offices in Australia, Singapore, USA and England as well as strategic distribution agreements with agents in Middle East, China and Hong Kong, India and Central Asia.



Four Seasons Hotel, Guangzhou



The St. Regis, Abu Dhabi

