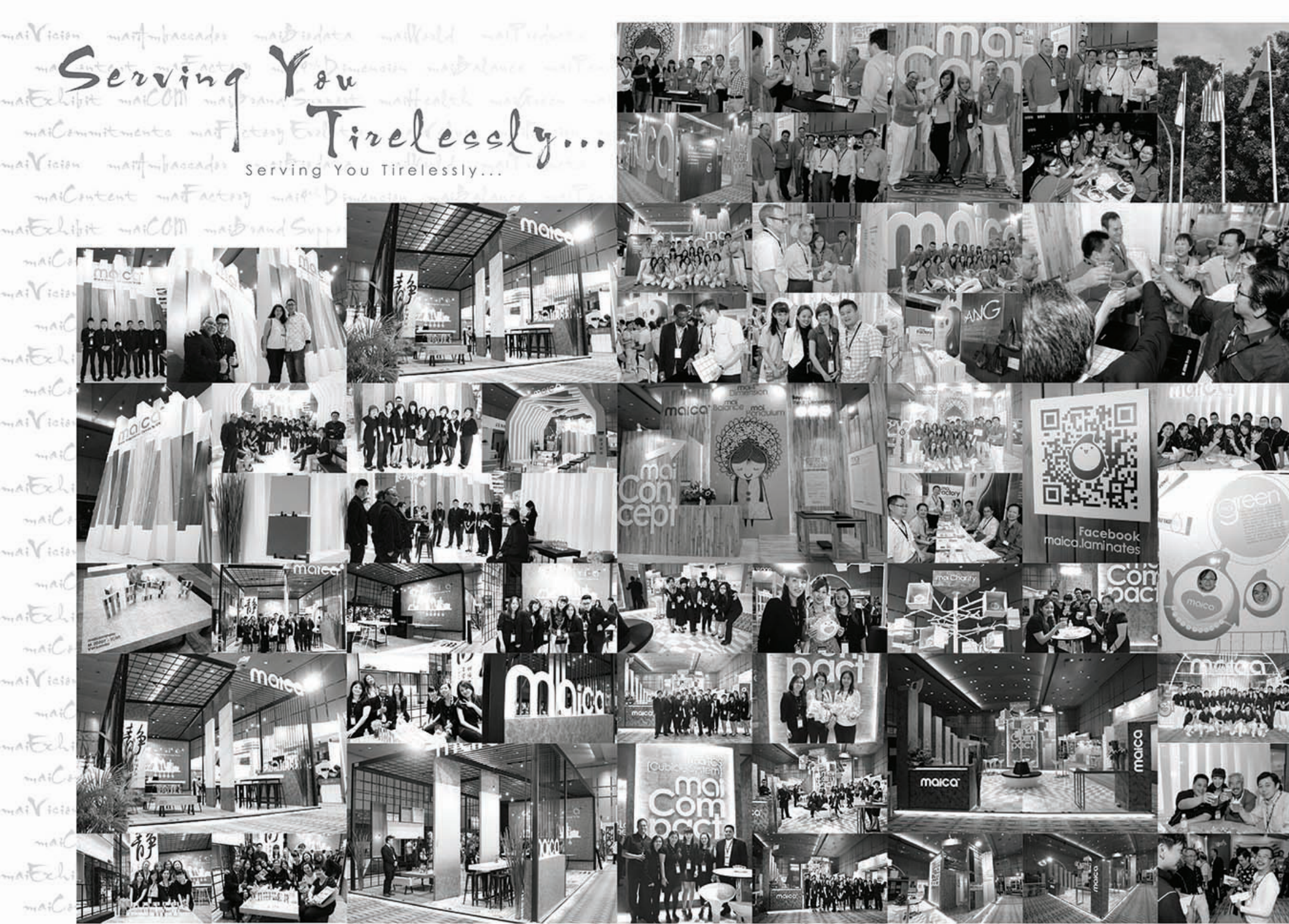




maica Company Profile

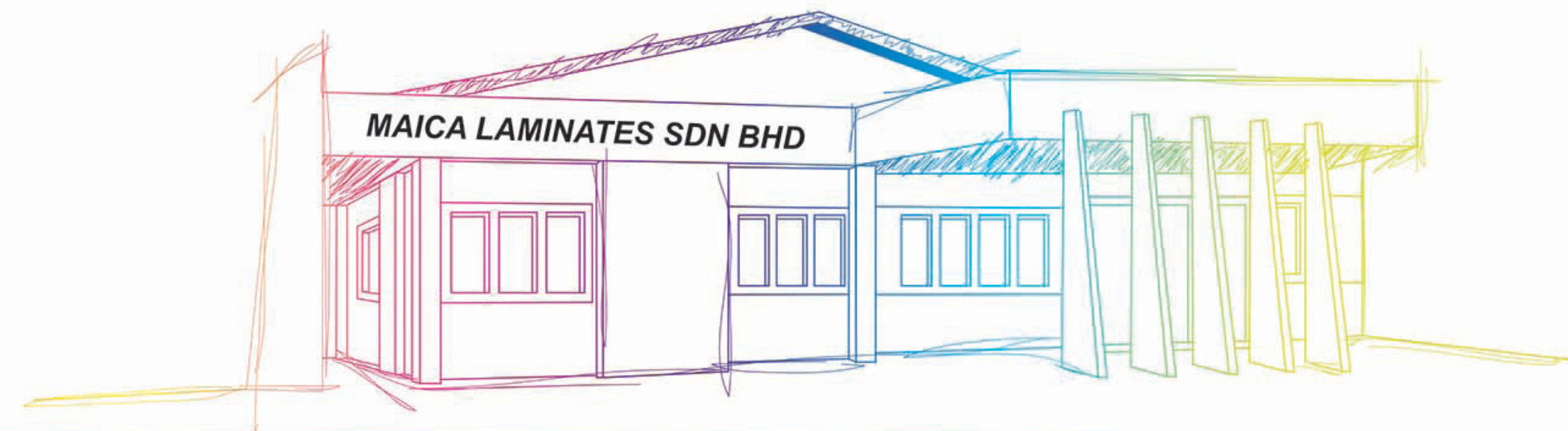




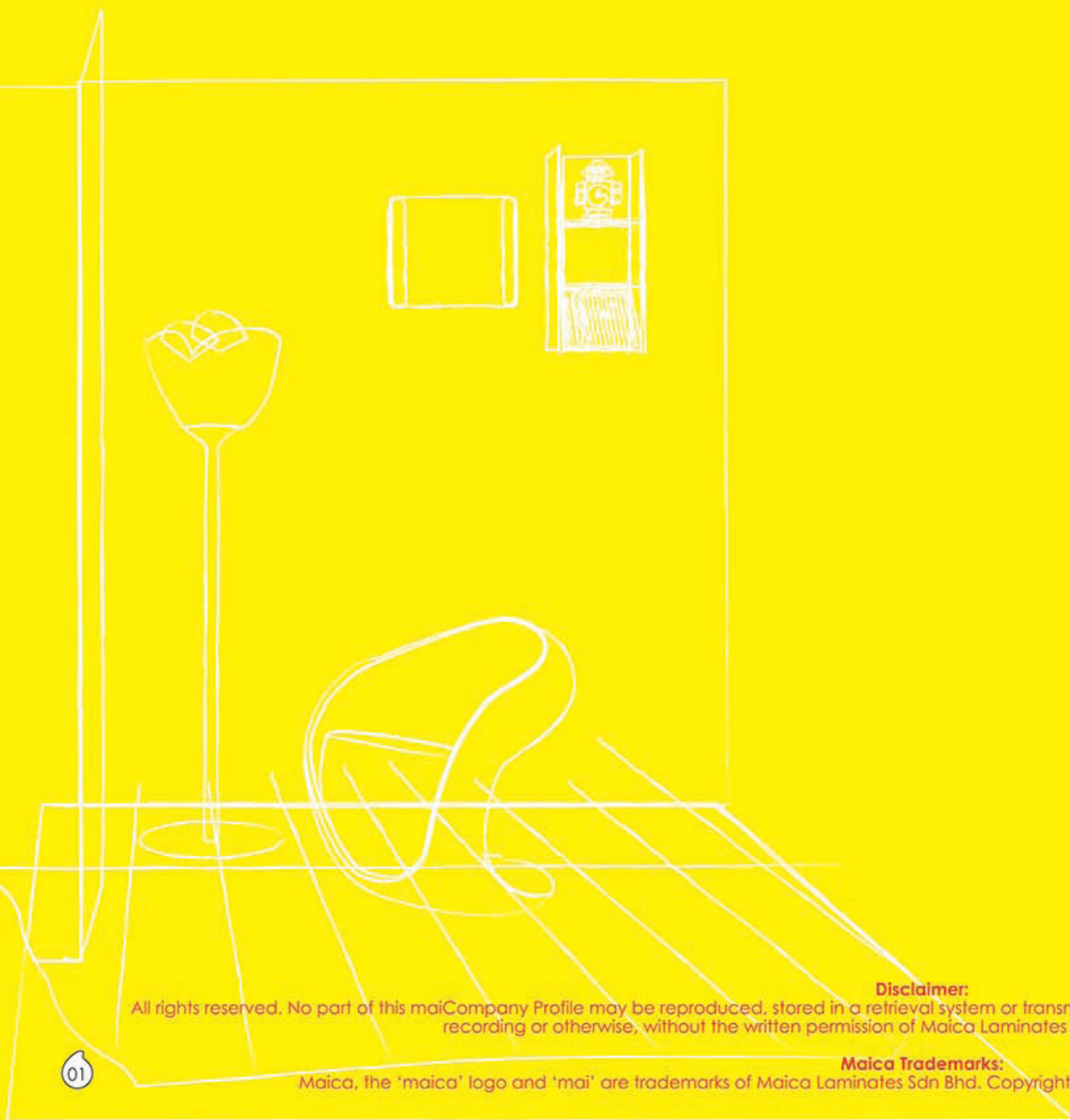




Welcome to Maica Laminates  
Welcome to Maica Laminates







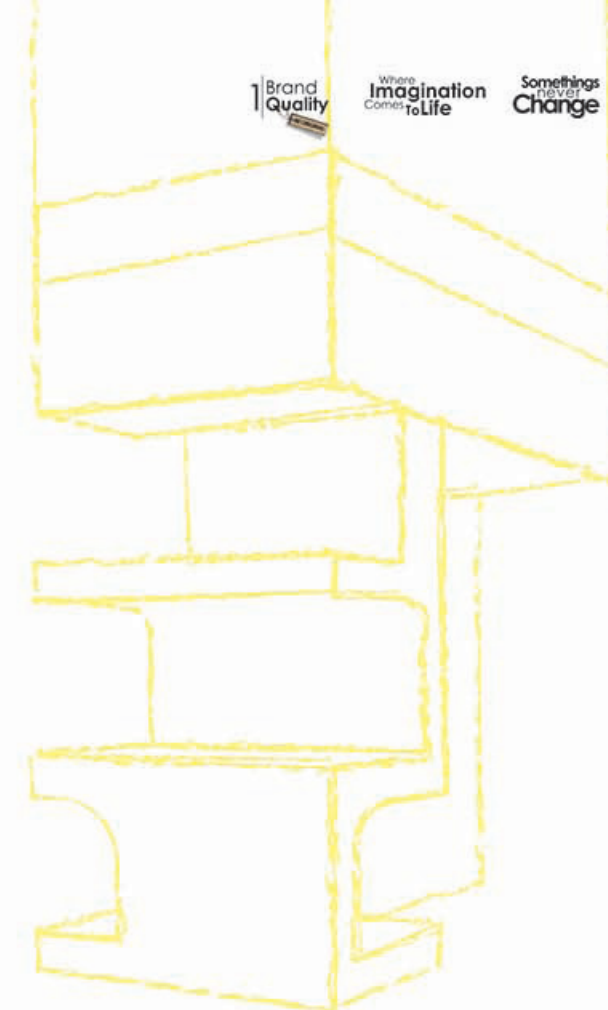
# maiContent

maiContent

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**Maica provides manufacturing support and we are highly supportive of our customers.**

*We select the finest raw materials, coupling them with our R&D technology and manufacture our laminates according to EN 438. Our customers can be sure of Maica's 1 Brand 1 Quality products worldwide.*

**maifactory**  
maifactory

**Maica Laminates Sdn Bhd, incorporated in 1968,** is engaged in the manufacturing and marketing of high pressure decorative laminates worldwide. maifactory's products include a wide range of products under maiLaminate and maiCompact as the main product categories, and delivers its products to customers worldwide through direct sales force and dealers.

As a manufacturing company with its own direct sales force, maifactory also provides the necessary knowledge support to customers, sometimes including those that are project tenders. maifactory addresses the needs of customers by giving accurate product information based on honesty and integrity without any discrimination.



**Sincerely Malaysian**  
Sincerely Malaysian





# Beyond The 3<sup>rd</sup> Generation

Beyond The 3<sup>rd</sup> Generation

When the world's industry started, everyone was only concerned about product quality. So, the 1<sup>st</sup> Generation concentrated on the development of the product, to heighten its quality and stabilize the manufacturing of the product.

When product quality was stabilized, the 2<sup>nd</sup> Generation emerged to add aesthetic values to the product. The 2<sup>nd</sup> Generation will make a product beautiful and trendy, but it still needs the continuous support of those who still carry the legacy of the 1<sup>st</sup> Generation for product quality improvement.

When the world started realising that there is a depletion in the world's resources, there emerged a new generation, a 3<sup>rd</sup> Generation, that looks into the ecological responsibilities. This is just how it is today, in most parts of the world, where everyone is really working hard on environment-friendly products and practices.

Do we stop at the 3<sup>rd</sup> Generation? No, not at all. We go Beyond The 3<sup>rd</sup> Generation even as we take one step ahead by constant improvement in our product quality, aesthetic, trend, and of course certifying GREEN with the international organizations of various specialties. We look into the world's needs through a kaleidoscope, as we move into the future...

Within the efforts of going Beyond The 3<sup>rd</sup> Generation, we embrace 3 principles:

## mai4<sup>th</sup> Dimension

mai4<sup>th</sup> Dimension

mai4<sup>th</sup> Dimension refers to TIME. Since our establishment in 1968, we have proven our loyalty to maiCustomers, embracing quality improvements and trend setting simultaneously against the challenges of the world, especially in the aspects of economy. TIME continues to be our witness, and will continue to be, in our quest of Making Life Better, Everyday, for everyone.

## maiBalance

maiBalance

In our efforts to deliver the best to maiCustomers, we enforce maiBalance in maiFactory, ensuring that our manufacturing processes and governance stay focus on the single goal of making maiFactory the most preferred manufacturer in maiCustomer's minds.

## maiPendulum

maiPendulum

Momentum for continuous improvements in maiFactory is similar to the continuous movement of the Pendulum, regardless of time and obstacles. maiPendulum continues just like a heartbeat of maiFactory, as we go Beyond The 3<sup>rd</sup> Generation.





## maiVision maiVision

Our Vision is to be known as the most preferred and most reliable laminate manufacturer in the world.

## maiMission maiMission

Our Mission is to ensure high quality standards compliance of our ecologically-friendly products and delivering them to our customers, ensuring total customer satisfaction. We build meaningful relationships with our customers and suppliers to enable continuity of our efforts in the present and future generations.

## maiValues maiValues

We believe in Quality and Equality, Honesty and Integrity.

maiVision  
maiVision

maiMission  
maiMission

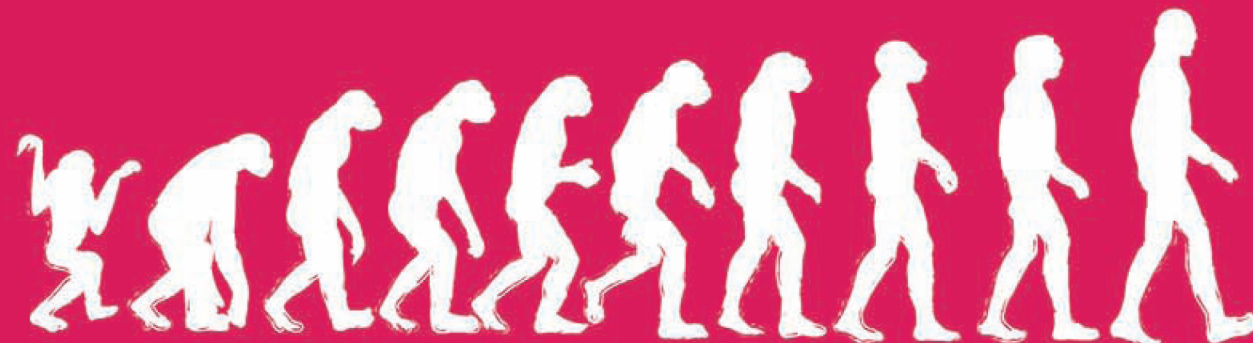
maiValues  
maiValues





# maiFactory Evolution

maiFactory Evolution



maiFactory started since 1968, and is one of the first local-foreign joint venture companies in Penang. maiFactory is also one of the pioneer factories in Mak Mandin Industrial Estate.

In 1995, maiFactory received its first ISO 9002 for excellent management. Over the years, the steady management of maiFactory conserved maiBalance, which allowed maiFactory to stay loyal to customers through global economic crisis. The first challenge had been the second oil crisis in the 1980s.

After the ISO accreditation, the demand for maiProducts continued to increase. Even during the midst of the 1997 - 1998 global financial crisis, maiFactory continued to thrive with increasing demands from the worldwide market. In year 2003, maiFactory upgraded its ISO 9002 to ISO 9001.

While the economy becomes unstable in the millenium world financial crisis which has become more apparent from year 2007 onwards, maiFactory continued improving and brought forth the birth of maimai, the company's new Ambassador, and many other improvements to product quality, moving towards the direction of going Beyond the 3<sup>rd</sup> Generation.





# maiCommitments

maiCommitments

## Where Imagination Comes To Life

Maica is the place Where Imagination Comes to Life. maiCustomers' imagination created beautiful designs, and maiProducts solidify their designs into reality.

Where Imagination  
Comes To Life  
Where Imagination Comes To Life

## Somethings never Change

There are some things that never change in Maica: our commitment to quality, being people-oriented, being an equal-opportunity employer and our leadership principles that sets us apart from others in the industry.

Somethings  
Never Change  
Somethings Never Change

## 1 Brand Quality

Whichever part of the world you go to, there will be only one superior grade of maiLaminate and maiCompact products, originating from maiFactory in Malaysia.

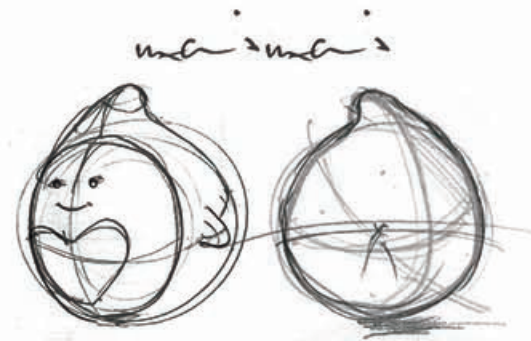
One Brand  
One Quality  
One Brand One Quality

## Be Original

maiCustomers original designs should be coupled with original quality maiLaminate and maiCompact that comes from maiFactory.

Be  
Original  
Be Original





## maiAmbassador

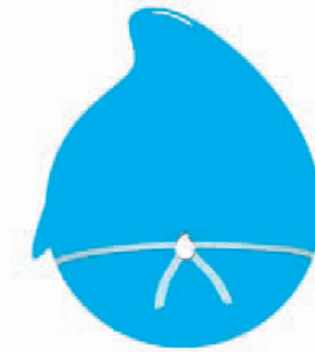
maiAmbassador

In year 2011, maiAmbassador was created. The name is maimai, and the name consists of two parts. The letter "m" represents "mother". It means maternal, or even Mother Nature. "ai" represents "love", a word with shared pronunciation in both Chinese and Japanese. This means that maimai is the embodiment of love from Mother Nature.

maimai is our representative for advocacy, for environmental causes and for the health of our planet Earth's children. The friendly maimai also carries the image of our customer service, as a caring and friendly partner for maiCustomers' home and office interiors.



Front



Back



Left



Right

## maiBiodata

maiBiodata



**Name** : maimai

**DOB** : 11.1.11 (11 January 2011)

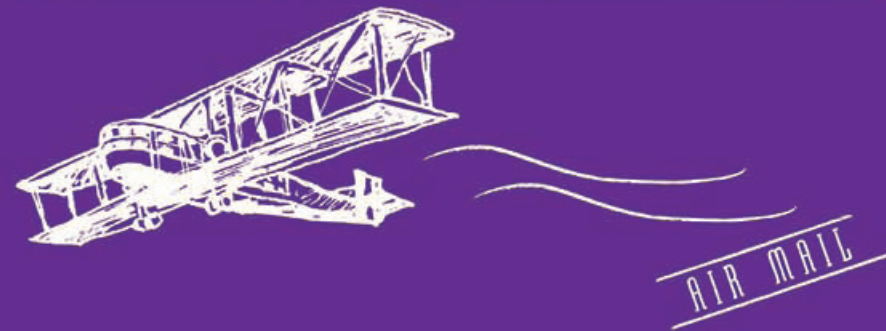
**Blood type** : O positive

**Hobbies** : Renovating homes and offices, traveling, making new friends on Facebook, house-keeping, eating.

**Personality** : Happy, friendly, vibrant, full of ideas, helpful, caring, polite, eager to learn new things.

maimai loves being with people. There is never a dull moment with maimai, and her favorite philosophy is "**Making Life Better, Everyday**".





maiWorld  
maiWorld

mimai travels worldwide, bringing maiProducts to every corner of the world. Countries include:

Japan • Middle-East • Europe • Australia • New Zealand • India • China • Hong Kong • USA • Malaysia • Singapore • Vietnam • Indonesia •  
Philippines • Thailand • Brunei • Cambodia • Myanmar





## maiProducts

maiProducts originate from maiFactory based on the most basic requirement of EN 438. All product characteristics are based on **mai4C**:

### maiCut

Workmanship, the most important factor determining maiProduct quality.

### maiColour

The importance of aesthetics in trend setting in maiProducts colours and designs, with sharp and high resolution superior quality print and paper.

### maiClarity

The specialised maiFinishes are clearly distinguished designs that can be felt by the touch of our fingers. Also, maiClarity in our delivery of ideas and communication with others.

### maiCertificates

maiProducts are tested by accredited, independent laboratories and received certificates to support our quality claims.

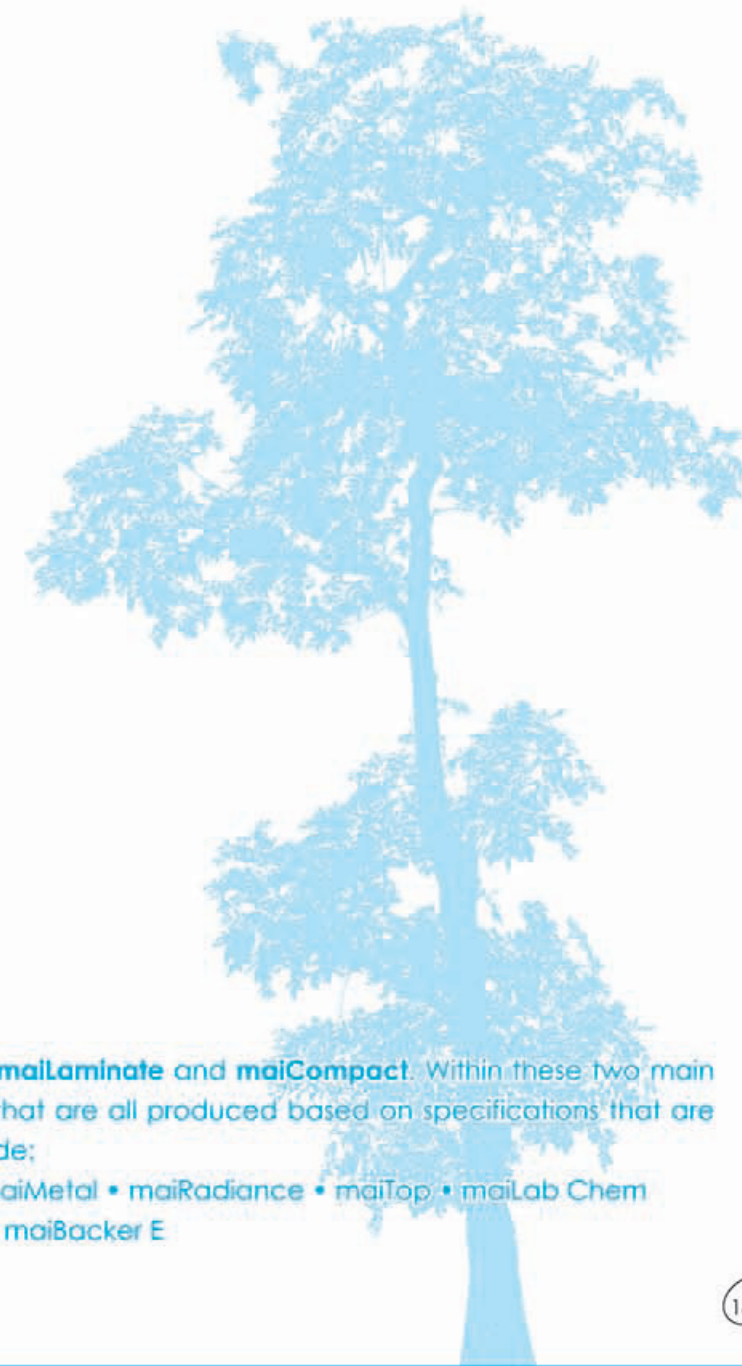
## maiProducts

mai  
LOMINATE  
Collection  
DIAMOND

mai  
COMPACT  
Collection  
CRYSTAL

There are two main categories of maiProducts: **maiLaminate** and **maiCompact**. Within these two main categories, there is a whole range of products that are all produced based on specifications that are strictly adhered to by maiFactory. Products include:

- maiLaminate • maiCompact • maiConcept • maiMetal • maiRadiance • maiTop • maiLab Chem
- maiLab Bio • maiInvisible-T • maiColour Core • maiBacker E







## European Standard EN 438

All maiProducts are tested and certified by accredited, independent laboratories, with maintenance of the quality tested by maiLaboratory within the facilities of maiFactory. maiLaboratory is equipped with test equipments especially for the validation of European Standard, EN 438: **High-pressure decorative laminates (HPL) - Sheets based on thermosetting resins (Usually called Laminates).**



In 2012, maiAnti-Bacteria with Silver-ion Technology became a standard to all products, both on maiLaminate and maiCompact products. The use of silver-ion technology enables the reduction of 99% bacterial activities, tested with 5 types of bacteria: *Escherichia coli*, Methicillin-resistant *Staphylococcus aureus*, *Pseudomonas aeruginosa*, *Staphylococcus aureus* and *Salmonella choleraesuis*.



maiAnti-Fungi is also another important attribute of maiProducts to complete a positive contribution to human health. Fungi causes health problems without us realising it, and are sometimes viewed as more dangerous than bacteria by many health officials. maiProducts are tested for 5 types of fungi: *Aspergillus brasiliensis*, *Penicillium pinophilum*, *Chaetomium globosum*, *Gliocladium virens*, and *Aureobasidium pullulans*.





maiCompact laminates had been sent to the Forest Research Institute of Malaysia (FRIM) for a validity test on the termite resistance of the product. Results showed that maiCompact is not consumed by the most dangerous termite for buildings in this world, the Subterranean Termites, signifying maiTermite Resistant properties.



maiFactory has also researched and developed maiAnti-Scuffing technology for High Gloss products, officially launched as a standard product in 2012. maiAnti-Scuffing is possible due to micro-solid particles technology, which causes slipperiness to the surface that allows tension to glide, instead of holding on.



maiLaminate and maiCompact were sent to ISEGA in Germany for analysis on the transfer of building material surface to food materials. The Certificate of Compliance specified that maiCompact and maiLaminate are laminated workplates which are used in the food preparing and treating sector. The tests determined that there is no need to worry about the possible release or migration of substances which might endanger health from maiProduct surface to food stuff that comes in contact with it.





# mai mai Green. Health.

One of maiFactory's policy is to ensure sustainability of our products and manufacturing processes for the benefits of the present and future generations.

maiCSR (Corporate Social Responsibility) programme, **maiGreen**, **maiHealth**, is aimed at educating the public about the importance of incorporating green living for the sake of their health.

maiGreen refers to maiProducts being made from sustainable raw materials. The validation for

this is the Singapore Green Label certificate for the category "Made from Renewable / Sustainable Materials" with certificate number 035 - 034.

maiHealth refers to maiProducts having low chemical emissions. This is validated by test and

certification by the GREENGUARD Environmental Institute. The tested emissions are carbon-based chemicals in gas form in room temperature, collectively known as Volatile Organic Compounds. These include identified carcinogenic agents, such as Formaldehyde and Phthalates.



Certification No. : 035 - 034  
MADE FROM RENEWABLE / SUSTAINABLE MATERIALS  
Certified under the Singapore GreenLabel  
maiLaminate™ & maiCompact™







# mai Green. mai Health.

With the supports of the Singapore Green Label and GREENGUARD certificates, maiFactory is able to become members of green organizations.



maiFactory has become a member of the Malaysia Green Building Confederation and the Singapore Green Building Council. Both organizations are the respective countries organizations responsible for the monitoring and promotion of green building efforts.



maiProducts are also sent for evaluation for the applicable Green Building Index points in green projects for Malaysia.

### MAICOMPACT

**INDOOR ENVIRONMENTAL QUALITY**

**APPLICABLE GBI CREDITS**

IBMD	EQ4, EQ5, M16
IBMD	EQ11, EQ12, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
INTERIORS	EQ11, EQ12, M16

**GREENPAGES CERTIFICATE**

**MAICA LAMKATES SON BHD**  
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 70300 Seremban, Perak, Malaysia  
 Tel: +604 332 7534  
 Fax: +604 332 6576  
 Email: marketing@maica.com.my  
 Web: www.maica.com.my

**PRODUCT FEATURES**

- MAICOMPACT is an ISO 9001 compliant decorative laminate, which can be used for both horizontal and vertical applications. The products are used as table tops, wall surfaces and other applications. It is made with high durability and wear resistance.
- It is used for a wide range of applications in both commercial and residential environments such as hospitals and nursing homes.
- In addition, it is also used as a wall and ceiling material which makes it suitable for use in wet areas.

**PRODUCT CERTIFICATION**

Certificate of Conformity - Food Contact Safety ISO 22061:2011

GREENPAGES MALAYSIA 4th EDITION

www.greenpagesmalaysia.com | www.mgbc.org.my

### MAILAMINATE

**INDOOR ENVIRONMENTAL QUALITY**

**APPLICABLE GBI CREDITS**

IBMD	EQ4, EQ5, M16
IBMD	EQ11, EQ12, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
IBMD	EQ4, EQ5, M16
INTERIORS	EQ11, EQ12, M16

**GREENPAGES CERTIFICATE**

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 70300 Seremban, Perak, Malaysia  
 Tel: +604 332 7534  
 Fax: +604 332 6576  
 Email: marketing@maica.com.my  
 Web: www.maica.com.my

**PRODUCT FEATURES**

- MAILAMINATE is an ISO 9001 compliant decorative laminate, which can be used for both horizontal and vertical applications. The products are used as wall panels and end paneling materials for kitchen cabinets, mail laminates, mail laminates and other applications.
- It is used for a wide range of applications in both commercial and residential environments such as hospitals and nursing homes.
- In addition, it is also used as a wall and ceiling material which makes it suitable for use in wet areas.

**PRODUCT CERTIFICATION**

Certificate of Conformity - Food Contact Safety ISO 22061:2011

GREENPAGES MALAYSIA 4th EDITION

www.greenpagesmalaysia.com | www.mgbc.org.my



# maiBrand Support

maiBrand Support

As an international company, we provide **maiBrand Support** for your co-branding purposes. When you use **maiProducts**, you can be sure that **maiQuality** assurance is there, regardless of where you are.

EN 438

maiAnti-Bacteria

maiAnti-Fungi

maiTermite Resistant

maiAnti-Scuffing

Singapore Green Label

GREENGUARD & GREENGUARD GOLD

maiFood Contact Safety







Communications is very important. maiCOM is done through various channels, including the following:

- Facebook
- Linked In
- YouTube
- maiMAG
- maiBiog
- maiNewsletter





# maiExhibit

maiExhibit



maiFactory participates in relevant exhibitions to promote maiBrand and maiProducts. The exhibition booth designs are all conceptual and rhetorical to deliver messages both directly and indirectly to visitors which include customers and potential customers.

The company was awarded The Industry Service Excellence Award and The Interior Products Award by The Institute of Interior Designers for MAICA Compact Wall Lining, and received honorary mention for Interior Product Award for MAICA in-Print HPL in November 2006. MAICA's exhibition booth was also given a Silver award for the Open Booth Category at the Malaysia's Interior Lifestyle Showcase in Putra World Trade Centre (PWTC) from 29 May to 1 June 2008. The following year, we were awarded another Silver award, this time in the Archidex '09 for the Best Booth Award in the Open Booth Category. The awards are significant signs of Maica's effort in becoming the High Pressure Laminate industry's concept and design trendsetter.





Brand Quality  
Where Imagination Comes To Life  
Somethings never Change

Archidex 2015  
Archidex 2015  
16th International Architecture,  
Interior Designs & Building Exhibitions, Malaysia

maico  
Where Imagination Comes To Life

Gerflor  
the flooring  
solution for all





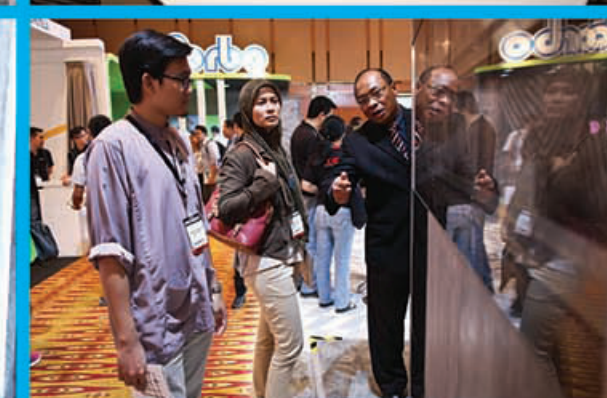
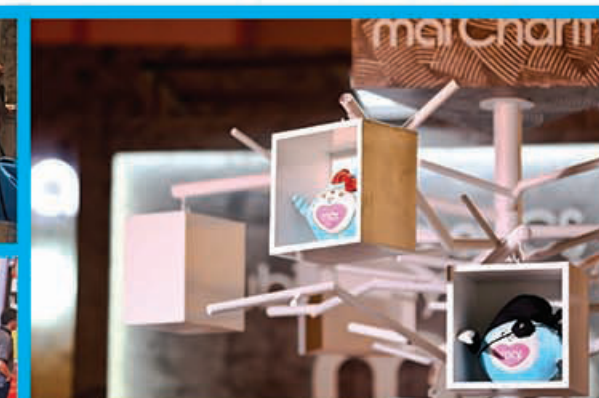




# Archidex 2013

Archidex 2013

14<sup>th</sup> International Architecture,  
Interior Designs & Building Exhibitions, Malaysia











# Archidex 2011

Archidex 2011

12<sup>th</sup> International Architecture,  
Interior Designs & Building Exhibitions, Malaysia





# Archidex 2010

Archidex 2010

11<sup>th</sup> Malaysia Architecture,  
Interior Designs & Building Exhibitions, Malaysia.



maiExhibit  
maiExhibit

# maiExhibit

maiExhibit



Best Booth Design  
Silver Award



# Archidex 2009

Archidex 2009

10<sup>th</sup> Malaysia Architecture,  
Interior Designs & Building Exhibitions, Malaysia.





# Malaysia Interiors Lifestyle Showcase

Malaysia Interiors Lifestyle Showcase

Best Booth Award Design 2<sup>nd</sup> Prize



maiExhibit  
maiExhibit



mai R-change (maiAromatic Laminates)

Now, in addition to beautiful, breathtaking laminate colours and designs in your interiors, you can also have the pleasure of delicious aromas leaving your senses. Enjoy the long residence of cloves, refreshing fragrances of lavender, wildflowers, and even the aroma of freshly brewed coffee with aromatic laminates.



The 24<sup>th</sup> ASEAN Building Technology Exposition  
The 24<sup>th</sup> ASEAN Building Technology Exposition



# Build Expo 2004 India

Build Expo 2004 India



# Tehran International Industry Fair 2005 Iran

Tehran International Industry Fair 2005, Iran



# Muscat International Fair 2006 Oman

Muscat International Fair 2006 Oman



# Intermob 2004 Turkey

Intermob 2004 Turkey

# Index Dubai 2005

Index Dubai 2005



# Index Dubai 2006

Index Dubai 2006



# Index Dubai 2007

Index Dubai 2007



# Rebuild Iraq 2005 Exhibition Jordan

Rebuild Iraq 2005 Exhibition Jordan



# Project Lebanon 2005

Project Lebanon 2005



# Cairo International Fair 2007 Egypt

Cairo International Fair 2007 Egypt





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[www.maica.com.my](http://www.maica.com.my)

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##### Maica International Sales Enquiries

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<http://www.youtube.com/MaicaLaminatesSdnBhd>

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[maica.laminates](http://www.maica.laminates)





# Making Life Better, Everyday

Making Life Better, Everyday



Some things  
never  
Change

Where Imagination Comes To Life