

SHOWROOMS

BOFI (MALAYSIA) SDN BHD (345459-A)

Lot 43, Jalan BRP 9/2A, Bukit Rahman Putra,
47000 Sungai Buloh, Selangor, Malaysia

T: + 603 6156 6360

F: + 603 6157 1135

E: enquiry@bofi.com.my

W: www.bofi.com.my

Kuching

Sub Lot 6 Ground Floor, Queens Court Block E,
Jalan Wan Alwi, 93350 Kuching, Sarawak

T : + 60 82 460016

F : + 60 82 460016

Kuala Lumpur / (Rossana Cucine)

D7, Sentul East Lot G7 - G10, No. 800
Jalan Sentul, 51000 Kuala Lumpur

Viewing by appointment

T : + 603 7958 8806

F : + 603 7958 8807

Singapore

18 Sin Ming Lane, Midview City #01-13,
Singapore 573960

T : + 65 6365 2239

F : + 65 6362 6256

Selangor

32 Jalan Kemajuan, Seksyen 12, 46200
Petaling Jaya, Selangor

T : + 603 7958 8806

F : + 603 7958 7810

Surabaya

Bukit Darmo Boulevard 8N, Surabaya 60226,
Indonesia

T : + 6231 7344 911

F : + 6231 7340 543

Penang

Penang Plaza Lot G04-G06 & 118-121,
126 Jalan Burma, 10050 Georgetown, Penang

T : + 604 227 3006

F : + 604 227 3025

India

1-A, First Floor, HTC Aspire No. 19,
Ali Asker Road (Off Cunningham Road)
Bangalore 560 052

T: +91 9980 5664 46

T: +91 9341 9871 94

T: +91 9845 2144 77

enquiry@bofi.com.my www.bofi.com.my



Bofi

CORPORATE PROFILE



THE CULINARY CARPENTRY

The kitchen is the home's heart of love and nutriment. An area where fission and fusion is explored while creativity and innovations take flight. Bofi combines the art of culinary finesse with exceptional carpentry craftsmanship to present an elegant range of luxury kitchens that exemplifies the beauty of modern living. Every Bofi kitchen is meticulously crafted with the finest materials and a passion for excellence to express the unique aura of your home, creating spaces of practical dynamics while emanating exquisite aesthetics that accommodates the needs of any lifestyle splendor. With Bofi, every kitchen is a culmination of stunning visual satisfaction, functionality and personality.



THE GALLERIA OF STYLE

Suave, opulent and practical, Bofi's wardrobe collection is a delectable quintessence of stylish modern living contrived with taste and intelligence to provide you with the utmost convenience and pleasure. The finest steel and wood scrupulously crafted and sculpted into an edgy, open space design that exudes the sense of subtle ingenuity and simplicity. The Galleria of Style is your admirable living space that blends in flawlessly with the groove of urban living.





Table of Contents

- Experience @ Bofi
- Craftsmanship
- Target Market
- Research & Development
- Advertising
- Strength @ Bofi
- Our Projects

EXPERIENCE IS NOTHING WHEN NOTHING IS LEARNED

With over 25 years of experience in the industry, the sheer amount of knowledge is undeniable. Knowledge only counts when it is put into good use. And we at Bofi put it to the best of use. Aesthetic yet practical designs, quality materials and finishes, brand prominence in the market, Bofi aims higher and higher with each passing day. Being the best means even more improvements, more hard work, more competition - and we are extremely excited about it.

HISTORY

Bofi started off as Artfurn Manufacturing in 1988, a manufacturing firm that specializes in kitchen cabinets, sells through dealers and was never at the retail end of the business. After many years of manufacturing experience and research, coupled with a positive vision about the future, the company's founders decided to bring its quality cabinets to the retail front and thus in 1999, Bofi was born.

Bofi's objective is clear and simple – to be the No.1 brand name in quality kitchen systems.

LOCAL IS KEY

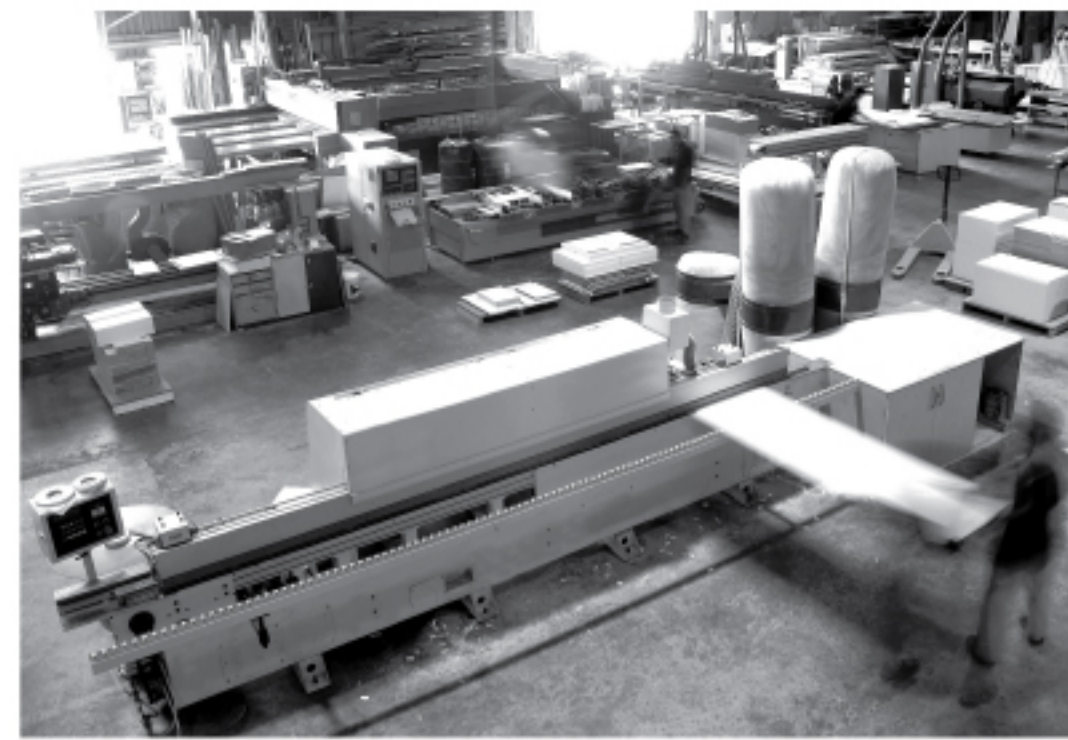
In the local/regional market, many people would ask, "Why should I buy a locally manufactured kitchen? For just a little bit more, I can buy an imported kitchen just across the street!" The misconception that 'local' means poor quality is common in South East Asia. While others might see it as our weakness, we find it to be our strength. Local means closer relationships, better communications, acclimatised materials, more timely & efficient service and more importantly, Bofi is here to stay.

Besides, our quality speaks for itself.

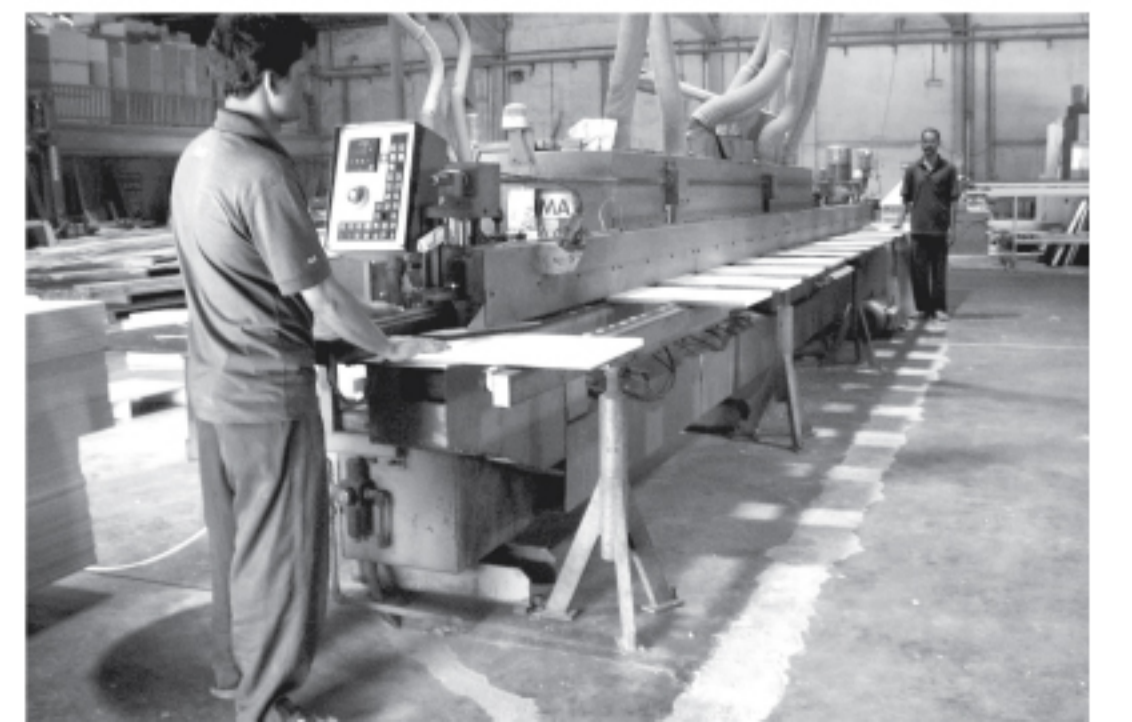
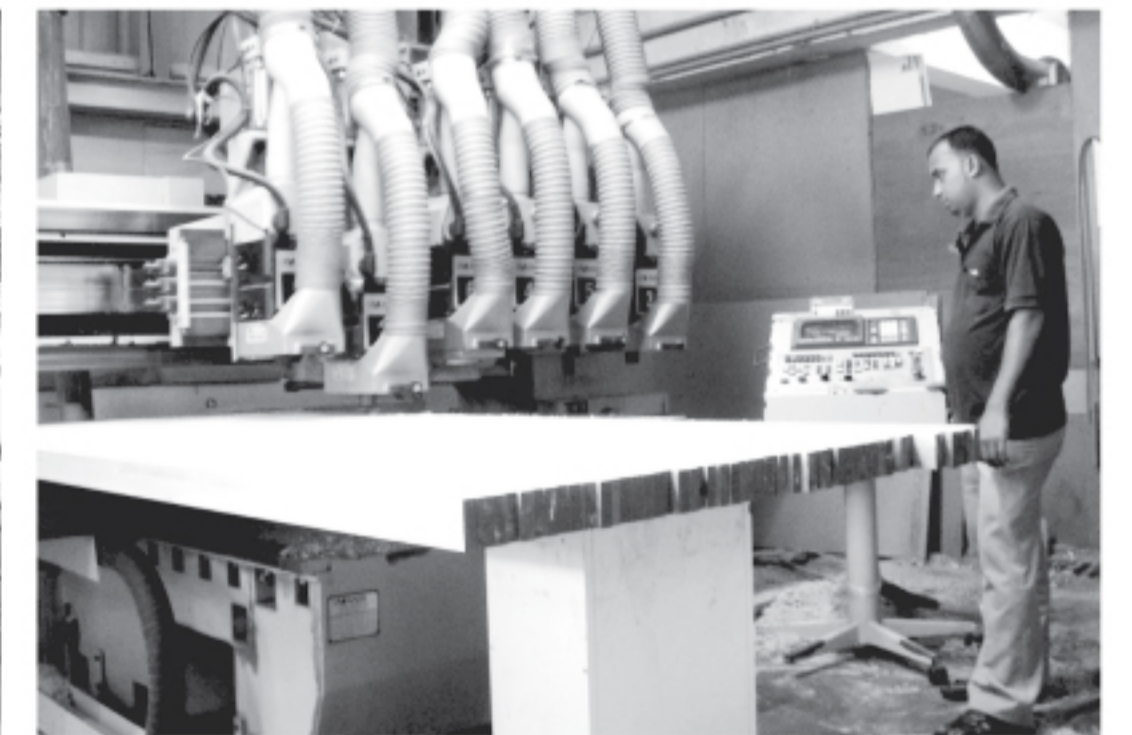
Now, why not local?

CRAFTSMANSHIP

Year in and year out – our kitchen is subject to tremendous amount of stress from its daily usage. Doors & drawers are opened and closed a thousand times a year, items are stored and used every day, multiple number of meals are prepared in just one day. The Bofi system is made to ensure that this constant stress is tolerated with no trouble at all.



PRODUCTION MACHINERY





FINISHING TOUCHES & QUALITY CONTROL



PACKAGING & DELIVERY

Article Code: LAB 90	
Description: Base unit-2 doors, 1 shelf	
Account Of: CLAUDIA YOUNG	
Deliver To: Lot 71, Jalan Suria, East Sanctuary, 47000, Petaling Jaya, Selangor, Malaysia	
Model: Line PG / AL	Date: 12/08/09
Our Ref No.: BMK 7888	Qty: 1
BOFI (M) SDN BHD Made in Malaysia	



EXPORT

With a strong market presence established locally we seek new markets abroad to share our creations with.

Starting with our close neighbours in the South East Asian region we have presence in East Malaysia, Indonesia, Singapore, and further west, India.

We welcome new enquiries for dealership, which can be made to enquiry@bofi.com.my



RESEARCH & DEVELOPMENT

As time progresses, the new becomes the old. As such, research and development is never ending. Every day at Bofi, we desire to be better than yesterday – to constantly raise the industry standards to evolve.

Bofi invests a lot of time (and money) in research and development. Just as the sun would rise & set every day, our commitment to constantly improve is unfaltering. New designs and pieces are subject to tests to ensure its usability, durability as well as its aesthetic value. Familiar and common pieces are revisited and revised. We are constantly changing for the better.



ADVERTISING

Throughout the years, our customers remain our best investment in advertising. We have customers returning to us after 10 long years, because they would want it no other way. And through word-of-mouth, our customers have enabled us to grow from strength to strength.

Bofi has already established itself as one of the most coveted kitchen brands in the South East Asia region. Bofi actively promotes its kitchen system through advertisements in magazines and newspapers. As we progress through the information age, people are more educated, they are more informed and they have more choices. And what better way for people to choose than to see & feel our 'live' size kitchens in our showrooms.

Our showrooms house a variety of models from the Bofi collection, fully loaded with appliances and accessories. Attraction from pictures and ads alone might not be enough in some cases. Our customers have admitted that being able to see & feel the kitchen shifted the scales to our side during their decision making process. And they have not looked back since.



EXCLUSIVE DISTRIBUTORSHIP

After years of excellent services and impeccable craftsmanship, we are proud to announce that Bofi is the exclusive distributor for fully imported Italian brands for living, kitchen and lighting systems.

ROSSANA

HENGE®

COLOMBINI CASA

TRUE STRENGTH REMAINS UNSHAKABLE IN TIMES OF UNCERTAINTY

We have been through ups and downs of business cycles. There were good times, and there were tough times. The important thing is that we are still here, supported by the people and reinforced by our long term business partners, Bofi continues to grow from strength to strength. We have come a long way and we will definitely go all the way. Let Bofi bring you there.

OUR PEOPLE

There is strength in numbers. Without our people, Bofi would just be an empty shell. We currently have over 140 heads with over 100 on our production team. Our sales consultants work tirelessly to attend to each of our customers' needs. Our designers attend to various design challenges each day. The production team ensures that our goods can be delivered on time. All of us work together to deliver the consistent quality that we promise.

OUR GUARANTEE

In Bofi, we believe in continuous improvement. Without improvements in all areas, we cannot simply maintain our high standards.

We understand that it takes time to move up a step, to be on another level and that's precisely what we aim to achieve each day. We see the future clearly in our visions, and the very small steps that we take every day are the ones that will take us there.

OUR SUPPLIERS

From our humble manufacturing background, Bofi has been with most of its suppliers for over a decade. In fact, we view them as our long term business partners. They understand our passion for quality, time and time again they have delivered. Unwavering trust has been built between Bofi and its suppliers over the years.

RELIABILITY IS THE PRODUCT OF HISTORY AND VISION

Ultimately, it comes down to reliability. We believe in long-term relationships. And relationships with our customers lasts a lifetime and a little bit more. We must take care of our past and at the same time, be prepared for the future too. Our kitchens may last long but our passion lasts forever.

WHAT THE FUTURE HOLDS

State-of-the-art showrooms. Where virtual hosts guide you through the planning of your kitchen. Where specific orders can be sent instantly to each department of the production team, at the point of sale.

Fully automated factories. Where machines can perform standard, monotonous & routine work, so that our experts can spend more time in planning and performing research and development.

Showrooms throughout the world, where communication is instantaneous with the help of modern technology.

These are just some of the things that we envisage, things that we will achieve, in the near future. Some might deem these visions to be impossible or just too difficult to achieve. We are just too stubborn in this sense. As such, we are already making our journey there.

OUR PROJECTS

Bofi has been involved in many projects over the years. Numerous successful local & foreign collaborations throughout Malaysia and around the world. This local and worldwide recognition clearly shows our experience & capabilities in handling large scale orders. Our range of projects include bungalows, hotel, high-end condominiums and service apartments.



SETIASKY RESIDENCES - CELESTE TOWER
Location : Kuala Lumpur
Units : 225 Luxury Condominiums
Developer : SP Setia Sdn Bhd Group



U-THANT RESIDENCE
Location : Off Jalan U-Thant, Kuala Lumpur
Units : 77 Luxury Condominiums
Developer : Tan & Tan Developments Bhd



SEPUTEH GARDENS
Location : Kuala Lumpur
Units : 42 Luxury Bungalows
Developer : Planet Uno Sdn Bhd



TIFFANI
Location : Mont Kiara, Kuala Lumpur
Units : 392 Luxury Condominiums
Developer : Ireka Land Sdn Bhd



28 MONT' KIARA
Location : Mont Kiara
Units : 230 Luxury Condominiums
Developer : Sunrise Sdn Bhd



KIARA 9 RESIDENCE
Location : Mont Kiara, Kuala Lumpur
Units : 16 Garden Villas
Developer : Mitrajaya Holdings Bhd



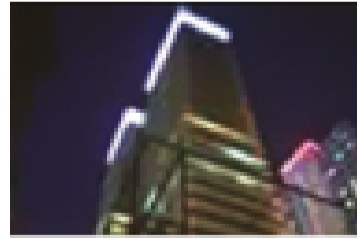
MASERA BUKIT SEGAR
Location : Taman Segar, Cheras, Kuala Lumpur
Units : 25 Luxury Bungalows
Developer : PPB Hartabina Sdn Bhd



CENDANA ON SULTAN ISMAIL
Location : Jalan Sultan Ismail, Kuala Lumpur
Units : 33 Duplex And Penthouses
Developer : Tan & Tan Developments Bhd



MASERA BUKIT SEGAR (PHASE 2)
Location : Taman Segar, Cheras, Kuala Lumpur
Units : 13 Luxury Bungalows
Developer : PPB Hartabina Sdn Bhd



11 GURNEY DRIVE
Location : Georgetown, Penang
Units : 50 Luxury Condominiums
Developer : Ikatan Awana Sdn Bhd



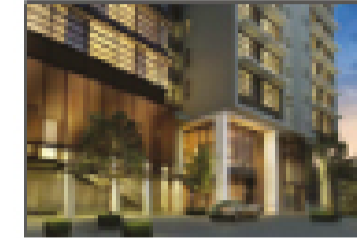
GALLERY U-THANT
Location : Ampang, Kuala Lumpur
Units : 58 Luxury Condominiums
Developer : Was Lian Enterprise Sdn Bhd



LUMINA KIARA - SEMI D
Location : Mont Kiara, Kuala Lumpur
Units : 12 Semi-D
Developer : ECH Development & Management Sdn Bhd



LUMINA KIARA - CONDO
Location : Mont Kiara, Kuala Lumpur
Units : 104 Luxury Condominiums
Developer : ECH Development & Management Sdn Bhd



SERI AMPANG HILIR
Location : Jalan Ampang Hilir, Kuala Lumpur
Units : 41 Luxury Condominiums
Developer : Tan & Tan Developments Berhad



SASTRA U-THANT
Location : Ampang, Kuala Lumpur
Units : 126 Luxury Condominiums
Developer : Juta Asia Sdn Bhd



NOBLETON CREST
Location : Ampang, Kuala Lumpur
Units : 24 Luxury Condominiums
Developer : Chan Lai Sdn Bhd



THE SIGNATURE
Location : Desa Sri Hartamas, Kuala Lumpur
Units : 338 Luxury Condominiums
Developer : Kiara Seleksi Sdn Bhd



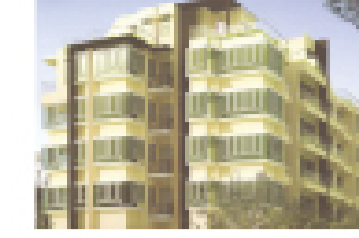
VERTE
Location : Telok Kurau, Singapore
Units : 35 Luxury Condominiums
Developer : Roxy Homes Pte Ltd



THE CASCADIA
Location : Bukit Timah Road, Singapore
Units : 47 Units Condominiums (Phase 1)
Developer : Alpha Investment Pte Ltd



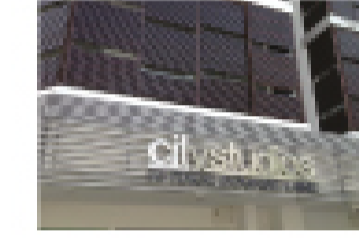
KIM HOCK ROAD
Location : Kim Hock Road, Singapore
Units : 3 Luxury Bungalows
Developer : Jean Yip Group Pte Ltd



MELROSE VILLE
Location : Singapore
Units : 28 Luxury Condominiums
Developer : TKE Development Pte Ltd



PARKROYAL SERVICE RESIDENCES (PHASE 2)
Location : Beach Road, Singapore
Units : 50 Luxury Suites
Developer : United Overseas Land Ltd



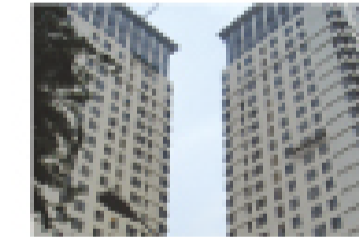
CITY STUDIO
Location : Race Course Lane, Singapore
Units : 25 Luxury Condominiums
Developer : Success Century Investment Pte Ltd



PATERSON COLLECTION
Location : Singapore
Units : 85 Luxury Condominiums
Developer : Bukit Sembawang Pte Ltd



CORONATION
Location : Coronation West Road, Singapore
Units : 5 Luxury Bungalows
Developer : Shaw Organisation Pte Ltd



SOMERSET BELIAN
Location : Jakarta, Indonesia
Units : 420 Luxury Condominiums
Developer : Pertama Belian PT

Why Bofi is Different?

Function and Aesthetics Design solutions that maximizes the functionality, comfort and pleasures of space, conceptualized and conceived with passion, discipline, artistic sense and keen sensitivity of modern living. Interior architecture that embodies the art of spatial aesthetics while providing practical lifestyle solutions. **Ergonomics** Structures and accessories coordinated to create designs that are easy to use and pleasurable to experience. Equipment and appliances created with intricate research and practical contemplation to provide maximum safety, functionality and simplicity, while blending into the overall spatial dynamic to improve user maneuverability and visual comfort. **Craft and Materials** Stringent material choices made with research, years of professional knowledge and experience. Precise and meticulous production processes to create solutions that are practical and durable. Austere craftsmanship that demands nothing less than absolute perfection, with the passion to pursue the sheer excellence of living space art. **Guarantees and Quality** Bofi products offer superior durability, with reliable service guarantees for any manufacturing defects. Meticulous choices to ensure only the finest materials reach the factory. Experienced professional techniques and rigorous standards at every production stage ensures precision at even the most delicate of details, while constant research and development provides product improvements and quality reinforcement.