



EURO HOLDINGS BERHAD

INTRODUCTION



The history of EURO Holdings Berhad Group (EHB) began in 1976 with Fatt Sin Cushion, helmed by Mr. Lew Fatt Sin with a staff force of three (3) persons, which manufactured sofas and cushions for sale to furniture traders and resellers.



In 1984, Mr. Lew Fatt Sin incorporated Fatt Sin Cushion (M) Sdn Bhd (which is now known as Euro Chairs System), the flagship company of EHB Group, which took over the business of Fatt Sin Cushion. By then, the staff force had increased to sixty (60) persons and the business activities had expanded to include the supply of office chairs. The Group had

also developed its own dealer network, supplying to both private sector and government sector. In 1984, Mr. Lew Fatt Sin incorporated Fatt Sin Cushion (M) Sdn Bhd (which is now known as Euro Chairs System), the flagship company of EHB Group, which took over the business of Fatt Sin Cushion. By then, the staff force had increased to sixty (60) persons and the business activities had expanded to include the supply of office chairs. The Group had also developed its own dealer network, supplying to both private sector and government sector.



In 1987, the Group created the brand name “Euro Chairs” in a move to stamp its identity and mark of excellence on its products and started to market its products under the said brand. During that year, Euro made its maiden foray into the international market

by exporting office chairs to Saudi Arabia, The foray into the international market continued with subsequent exports to Hong Kong, South East Asia, New Zealand, Australia and the rest of the Gulf States. Meanwhile, on the local front, Euro enjoyed its first major breakthrough in 1993 when it secured a contract supply chairs to the Turf Club in Sungai Besi, Kuala Lumpur, which paved the way for Euro to bid directly for other corporate projects.

As Euro recognized the need to equip its production facilities with advanced machinery and equipment in order to ensure consistent high quality products and to improve production efficiency. In 1995, Euro moved into its new factory cum office in Rawang, Selangor with new machinery and set up its in-house R&D team to add impetus to the development of new furniture to the domestic market.



In 1996, Euro used the latest advanced technologies to modernize its production lines. Euro's production capacity was further boosted with the completion of its second factory, also located in Rawang, Selangor. In 1997, Euro attained the ISO 9002 quality system certificate and invested in new plant and equipment

In 2001, in response to changes in the business environment and customers' needs, Euro transformed its business methodology to offer 'Total Office Solution' to customers. By this time, Euro had already penetrated the export market of its office furniture in Iceland, Finland, South America, India, Pakistan and Bangladesh. In the following year, Euro started to export to Central America.



In 2003, as a testament of its commitment to continuously improve its quality, Euro's quality system was upgraded to ISO 9001: 2000 Management Systems Certificates. In 2004, Euro has revitalized the Euro brand identity, the same year Euro took home the "Best Brand Award 2004" under the best Malaysian Brand Category under the brand of "Euro".



In 2005, Euro has marked one of its glorious milestones in its history when Euro was public listed under Second Board of Bursa Malaysia.

To be in line with Euro's expansion plan, Euro has constructed a new factory with a total area of 122,407 square feet to house the production facilities for metal products fabrication in 2006.



As a testament to its passion for its product, Euro won the "Furniture Excellence Award 2006" for office furniture category at Malaysia International Fair 2006.



Believing ideas and inspiration, Euro looks beyond the sketch board of its designer and out side its shell. Euro was awarded the "The Brand Laureate" for Best Brands Office Furniture for consecutive years of 2006, 2007 & 2008.





In 2008, Euro was awarded the “Best Presentation Award 2008” during the Malaysia International Furniture Fair for exhibition booth design.



Today, through its technical competency and service orientation and backed by 32 years of in-depth furniture manufacturing experience and know-how, Euro prides itself as an original brand manufacturer of office furniture with integrated manufacturing facilities and the Directors believe that the EHB Group is one of the reputable leading manufacturers of ergonomic seating, system furniture and related office furniture products. Euro has an established network of sales in 53 countries across five continents. It operates from three (3) factories with the total area of three hundred thousand (300,000) square feet located in the Rawang Industrial Estate and has a total staff force of 700. As its motto says, “Euro delivers the promise of an effective work environment”, Euro focuses on providing optimal solutions that enable customers and their consultants to create work environment that harmoniously integrate architecture, furniture and technology.