



Company founder Dato' Chua Chee Hieng regularly comes to visit the HOMAG Asia Smart Manufacturing Event where he sees the machines running.

Worth taking the risk

Taishi Tech Industries' vision is not only to become the premier producer and supplier of artificial marbles and decorative panels in Malaysia but also to the rest of the Asia-Pacific region.

■ ■ ■ It is their mission to produce top
■ ■ ■ quality functional and aesthetical
■ ■ ■ work tops and high gloss acrylic panels for
kitchen cabinets doors, wardrobe doors,
TV consoles etc.

in 2011, they launched the first German-made flat laminator from HOMAG in Malaysia. With purchasing the first lamination line in Malaysia they have taken a step closer to realising their vision. Their high gloss acrylic products which are marketed under the brand name NAXOS® is now the first wholly-made-in Malaysia high gloss acrylic panel.

Taking risks

Dato' Chua Chee Hieng, founder and Managing Director of Taishi, says, "When we bought the machine, we were taking a big risk because there was no market for high gloss acrylic then but it had paid off. We are committed to our goal to provide our existing and potential customers with excellent service quality and to always invest in a quality product. Therefore, all our machines are German."

Taishi Tech Industries today runs two factories in Batu Pahat, Johor, Malaysia and with an office in Singapore. With their large manufacturing and processing facilities as well as their skilled workforce, Taishi Tech is able to produce more than 15,000 sheets of solid surface material and 25,000 high gloss acrylic panels per annum respectively.

More surface and material variety

The lamination line from HOMAG is the right solution for their requirements. "I have trust in HOMAG; they're reliable machines," Dato' Chua says. Taishi's Fritz FKW 100 lamination line is a preconfigured solution for single-sided laminating and for the production of the compound and lightweight panels. The Fritz FKW 100 has led to the newly unleashed HOMAG FKW

lamination line. In a continuous process, the FKW 200 can process material on coils, high gloss veneer sheets and material such as hardboard which is high-density fibreboard (HDF). With the special quick change system, the adhesive application roller can be easily and quickly changed. The dosing roller speed and temperature is seamlessly adjustable. By means of the pressure zone lying below, the pressing force can be ideally adapted. The spacious lay-up zone offers a comfortable place for optional additional elements, such as the storage shelf.

Looking ahead

Dato' Chua is an entrepreneur with an innovative approach to technologies: "We look more ahead in Malaysia. I travel regularly to the HOMAG factory in Germany and visit customers in the region. It's always impressive and inspiring to witness in particular the German working attitude. I love their work; it's so easy going. We learn from them and do our best in controlling our quality. At the end, our customers appreciate our high-quality products."

