



# BLP

## CAPABILITY STATEMENT



## Who We Are

Incorporated in 1991, SunshineBLP (SBLP) has morphed from a furniture supplier to a mass market retailer by coming up with patented products to ensure they stand out. In addition, we are now involved in the hospitality business serving hotel, restaurant/café and apartment projects. In its short foray, SBLP has since clocked an impressive portfolio of projects around the world.

While headquartered in Singapore, SBLP has operational branches in Malaysia, UK, USA and our operational office and showroom in China, to ensure all customers are served in their time zones for timely reaction when required. Additionally, the multilingual team is able to address cultural issues with ease.

Our 3,200 SQM showroom in Guangzhou with actual customers' mockup rooms ensure strict adherence to design and quality standards. Our factories located in the manufacturing hubs of Guangzhou and Xiamen provide our customers with competitive pricing integrated with skilled workmanship and punctual deliveries.



In essence, SBLP upholds by its motto: Creative, Commercial and Competitive to ensure that we remain the preferred working partner to our many customers, worldwide.

# Ng Boon Long

## Managing Director

**INSPIRE, DESIRE:** A combination of past experiences in other manufacturing fields and derring-do attitude to challenge conventional furniture construction methods and materials inspire Boon. These give him enough motivation to ensure he will always be looking to improve existing items - even those considered "perfected" are fair game.

Stablyne and Bolt Zero are standout patented products he is proud of. That said, version 2, and even 3, are already in the making. There is always room for improvement. No single item is made totally out of one's own ingenuity, he asserts. It's a combination of experiences and skills from others in BLP, and sometimes from outside as well.

**LUCKY, PLUCKY:** Luck and being in the right place at the right time is certainly one point that confirms what is the best part of the job. The current Covid pandemic is an apt example. Boon's luck in having dedicated and plucky colleagues to pull through rough patches of the company ranks high in the "best" category. There is no "worst" part of the job. Being an optimist who looks at most things as half full, Boon says this category does not apply.

**OLDIES ARE GOODIES:** Boon is a sucker for old classics! Be it Chinese, Doowop, Motown and old rock songs! Newer songs catch his attention only if they are mega hits. He is also more of an animal, sports and science documentary person. Movies and TV shows are just to kill time.

**LEARN WELL, LIVE WELL:** Boon's motto in life is to learn from mistakes, don't do evil and pass on the values to all around him. And when it is time for play, go all out - he has a Tonto fancy dress, as an example!

**TABLE SECRET:** The dining table is where Boon's family enjoys meals and bonding time. And he considers himself extremely lucky that his kids NEVER complain about his cooking. The secret is, he doesn't cook! And that is because he can't cook, anyway!



# Alan Soh

## Project Director

Alan spearheads BLP's project functions. With 30 years of experience in the furniture industry, he is responsible for the company's marketing initiatives, particularly in customer relationship management.

Over the last 15 years, he has expanded the company's market rapidly by delivering successful projects to hitherto unreached customers, including in Africa. He was involved in manufacturing, marketing as well as in buying and purchasing positions in his earlier years in the industry.

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A five-year stint in a Singapore company with a furniture factory in Malaysia started it all. Those pre-Internet days provided him with the opportunity to form life-long friendships with like-minded individuals and forge a sweaty hands-on approach to manufacturing and delivering the final product.



When the company expanded into the furniture retail scene in Singapore, Alan was an integral part from its conception to the shop opening and eventual success. This was his first foray into interior fitting-out. Subsequently, he was in charge of opening more outlets.

When a retail customer mentioned that some of the furniture was procured and used in a hotel café, it sparked a chain of events leading to his involvement in supplying and fitting out hotels. These experiences have equipped him with a bird's eye view of the complete turnkey process when it comes to projects.

The attention to detail, having a keen sense of communication and strong work ethics drive him. Currently working with a committed team with offices in Singapore, Malaysia, Philippines and China, Alan has the ability to work, and integrate, with the various project stakeholders towards timely and successful handovers.

Alan believes in being a SMART operator – certainly an apt description of his Specific, Measurable, Attainable, Reliable and Timely traits.

Meanwhile, this English football fan can be easily mistaken for being a sci-fi enthusiast, if his ultimate dream were to come true – he would like to have his furniture installed on a moon colony before he leaves this planet.

# Brandon Ng

## Project Manager

Brandon personifies the youthful fervour in BLP's management team. His lifestyle exemplifies the ethos of "work hard, play hard".

He has both worked 15-hour days on our five-star hotel projects as well as danced 15-hour days at international music festivals. Brandon's high-school years were spent in Hwa Chong International School followed by tertiary studies in Singapore Polytechnic, attaining an L2 Accountancy qualification.

This Project Manager credits his industry foundation to his time as a Combat Engineer in the Singapore Armed Forces. Having excelled in his original role as a Pioneer, Brandon was awarded the coveted Best Soldier award and given the opportunity to specialise in Heavy Mechanical Equipment operation.

While on an overseas exercise in Thailand, Brandon was given his first glimpse into civilian projects. There, he participated in a military initiative to help improve infrastructure and conduct maintenance in rural Thailand. His experiences in the military cemented (pun intended) his decision to pursue a career in a construction-related field.

Stepping out of the military, Brandon joined BLP's Project and Contract Furniture department as a project coordinator, transitioning easily from heading the construction of minefields and anti-tank ditches to furnishing hotels and commercial entities.

Brandon helms the management of BLP's project sites. Be it for turn-key installation, where FF&E is delivered to site and installed ready for use, or a simple DDU door-to-door delivery, you can expect to see him working tirelessly to get the job done. The supervision of construction workers, tradesmen as well as coordination with other contractors on site fall under Brandon's responsibility.

While his main role is site management and installation, nothing helps to smooth out installation work like having adequate product knowledge and ensuring the quality of each item. To facilitate this, Brandon also communicates directly with the department's factory managers, quality control supervisors as well as visit the manufacturing plant directly for various key inspections.

Enthusiastic, resourceful, detailed and attentive, 15-hour work days notwithstanding, Brandon looks forward to assisting in your FF&E installation.



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## Our Factories

Our furniture manufacturing facilities are divided in order to specialize in the different requirements of each project. Xiamen houses our joinery/built-in/upholstery furniture facility while Guangzhou is home to our loose furniture factory.

Each factory is then sub-divided into production lines based on the materials that will be worked with. Examples - Metal works, Carpentry/Woodworking, Upholstery.

Each production line is supervised by a quality control specialist with a final assembly and quality inspection before being prepared for shipping.



Additionally, each factory is equipped to handle the different packaging requirements of any project. From a simple shrink wrap to crates that house triple corrugated cardboard cartons lined with Styrofoam, all provisions are catered for.

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Our positive hands-on, teamwork oriented, customer-centric approach has made us the supplier of choice for many customers.



# The Capitol Kempinski Hotel, Singapore

BLP supplied and installed the built-in and loose furniture.



- Located in the Heart of Singapore's CBD, the 146-room 5-star Capitol Kempinski Hotel follows years of restoration that has sought to bring out the best of the neoclassical-style Capitol Building (1930) and Venetian Renaissance-style Stamford House (1904).
- Being a project that embodies prestige and luxury in its truest form, everything from satisfying each design element to requirements for finishing quality was held to the highest of standards.

Be it a built-in 3-meter Nero Maquinna Marble Television console or an Indian rosewood director table completed with a nitrocellulose piano finish, each item met and exceeded the client's expectations.

# Orchard Rendezvous Hotel, Singapore

BLP supplied the built-in and loose furniture.

- Located at the top of Orchard Road, Singapore's premier shopping district, the 387-room 4- Star Orchard Rendezvous Hotel is a luxurious contemporary retreat for both business and leisure travelers.
- This project's versatile designs and high traffic durability requirements meant that build quality was paramount.
- Scratch resistance and load bearing capabilities were tested to the highest caliber to ensure longevity and safety of each item's use.



# Ariva Dalvey Residences, Singapore

BLP supplied and installed the built-in and loose furniture.



- Located just off Orchard Road, Singapore's premier shopping district, the 50-room Serviced-apartment complex, Ariva Dalvey Residences is a heaven for short to long-term travelers in Singapore.
- With this project being a conversion and refurbishment project, an emphasis on customization of item dimensions to maximize space and ergonomics took priority.

# Okada Manila

BLP supplied the built-in and loose furniture for the 49 Executive Suites

- A luxurious integrated resort located in Metro Manila, Philippines with 993 rooms.
- Due to a tight timeline when the project was awarded, we had to work closely with our factories in China and our Fitout contractor in Manila to meet the handover date. After a relentless effort from our team, the customer was highly satisfied with our performance.



# Sunflower Childcare Group, Singapore

BLP supplied the built-in and loose furniture for 34 pre-school educators

- An early education group based in Singapore
- We work with Sunflower from concept to reality once they have their floorplans ready. We supply and install and are actively involved until the opening day.



# The Crossley Hotel, Melbourne Australia

BLP supplied the loose furniture

- A 113-room hotel located conveniently at the Paris end of Bourke street, undergoing a refurbishment.
- We collaborated closely with their award-winning design, Carr Design Group to seamlessly bring into reality their vision for this transformation.
- When there was a delay to the site readiness even though our furniture was ready, we worked closely with the customer to adjust the delivery according to their requirements without adding further stress to the situation.



# Aeon Towers Hotel, Davao Philippines

BLP is supplying the built-in and loose furniture to the hotel rooms, serviced apartments and public areas



- This is a 32-storey, 600 units mixed commercial, residential and hotel project located in a fast growing region of the Philippines. When completed, it will be the tallest skyscraper in the region of Mindanao.
- We are supplying to 144 hotel rooms, 144 serviced apartments and public areas including a Roof top Pool and Restaurant.

# The Tamarind Tree Suites, Nairobi Kenya

BLP is supplying the built-in, loose furniture and decorations to the rooms and public areas

- This is a luxury 105 residential suites project in the heart of Nairobi's United Nations district.
- The project serves the business and diplomatic community, offering 5 star hotel accommodation and facilities that we are capable of delivering and more.





# Wombats the City Hostel, Austria

BLP is supplying the Storage bunk bed and loose furniture

- A uber-popular hostel chain spanning 6 hostels across 5 European cities
- Winner of the 'Best Hostel Chain' for 7 years



# Jumbo and Paradise Groups of Restaurants

## Restaurant Projects



We serve Singapore homegrown international restaurant chains in Singapore and China.

## Carpet Projects



Grand Hyatt Shanghai

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СЪВАБИЛЪ СЪТЪМЕНТЪ

