



## New Econax bathroom setups in the market

ECONAX Malaysia Sdn Bhd, formerly known as Sime Inax Sdn Bhd, has unveiled 14 bathroom setups under the new Econax brand name.

This is a representation of the group's efforts in providing affordable sanitary ware products to a broad section of society with a view to improving the environment through better sanitation.

All products under Econax's range of bathroom solutions features innovative designs and comfort without compromising on water conservation.

The range will cater to discerning customers who are price-sensitive but expect innovation in the products.

This commitment is demonstrated not just in the products but also in identifying suppliers who support a 'better environment' concept, thereby helping to initiate environmental consciousness within the industry, said Hazimah Datuk Yusoff, Econax sales & marketing manager.

Affordability and reliability are the other two important aspects of Econax products, she added.

"There are many products in the market today. However, there is insufficient information on the manufacturers and the reliability of the product. For example, when a customer encounters a problem with their fittings, the loss could be more than the cost of the product, as very often the problem is found in flushing more water than necessary.

"Our main goal is to supply reliable products at affordable prices," she said in a statement recently.

Econax Malaysia is a subsidiary of the world's largest sanitary ware manufacturer, Roca Corporacion Empresarial SA of Spain, which acquired the former last year and has revamped the processes within the company to enhance its overall image.



Bathroom solutions with innovative designs

## Grand Hoover to reverse fortunes with luxury homes

*The group launched its maiden property project, Bukit Impiana, with a gross development value estimated at RM46 m in Country Heights, Kajang*

MAIN board listed Grand Hoover Bhd has ventured into property development in a bid to bolster its waning fortunes amid stiff competition in the construction industry.

Through its a wholly owned subsidiary, Grand Hoover Property Sdn Bhd, the group recently launched its maiden property project, Bukit Impiana, which promises luxury and comfort in a modern, yet tropical setting in Country Heights in Kajang, Selangor.

With a gross development value estimated at RM46 million, the freehold development is sprawled over 3.1ha of land and will comprise 29 exclusive two-and two-and-a-half-storey bungalows.

Depending on land sizes, which range from 5,809 sq ft to 13,274 sq ft, the bungalows are priced from RM1.6 mil-



Bukit Impiana is a freehold development sprawled over 3.1ha of land and comprising 29 exclusive two-and two-and-a-half-storey bungalows

lion each with built-ups at between 5,000 sq ft and 5,900 sq ft.

Buyers are offered a choice of six designs and layouts, all of which will consist of a standard five bedrooms with attached bathrooms, two living rooms and a family hall. A retention pond and courtyard have been incorporated in some of the designs.

"A sanctuary with architec-

ture that balances the best in home design and luxury into the natural breathtaking beauty of nature", was among the features and description of Bukit Impiana contained in its brochure.

For peace of mind, the fully gated community will have security patrols round the clock.

Purchasers will also be given a complimentary membership to the Country Heights Kajang Clubhouse.

According to a company official, 16 units have been sold to date including five to foreigners. All the 29 units on offer would be built regardless of whether the remaining 13 units are taken up or not, he added.

Scheduled for completion by September next year, Bukit Impiana is located just a few minutes' drive from Kajang

town.

Grand Hoover's venture into property development is projected to contribute positively to the group's coffers.

The company, involved in construction, civil engineering, trading of ceramic tiles, pipes and sanitary wares and various types of flooring, has been in the red in the last four financial years.

It incurred a net loss of RM665,170 for the year to June 30, 2007 on a turnover of RM28.30 million against a loss of RM130,524 on a turnover of RM48.84 million the year before.

For the half-year ended Dec 31, 2007, it suffered a net loss of RM761,000 on a turnover of RM13.34 million.

Grand Hoover is participating in the Modern Home & Property Fair 2008 to be held on April 18-20.

Artist impression of a bungalow, priced from RM1.6 million



## Tempo Properties rebrands image to reflect dynamism and creativity

TEMPO Properties Sdn Bhd yesterday launched its new logo and tagline — Tempo, "Ideas at Work" — in a move to re-brand its corporate image as a young, dynamic and creative company.

The boutique property developer, which began operations in 1995, embarked on the rebranding exercise to reflect its vision as a company with contemporary ideas and exuberant workforce.

"We have advanced into a

company with a more focused outlook and strategic direction together with a stronger, vibrant and an ambitious management team. Our target audience is also evolving with expectations of products of high-value, creative and with unique designs," CEO Khoo Boo Hian said at the launch of the rebranding exercise in Kuala Lumpur yesterday.

Following its maiden flag-

ship project called Taman Cengal Utama in Seremban, Negri Sembilan in 1997, Tempo Properties has grown into a reputable developer, building properties of quality and that are delivered in a timely manner. Its property projects are also fully sold.

Tempo Properties extended its market base in Seremban to the Klang Valley with a residential development in Seri Kembangan, Selangor in 2000. Launched in 2004, Prima Tropika saw good sales with a

take-up rate averaging at 90%.

It also takes pride in its workmanship, good caring 'after-sales service', trust, and building affordable homes as well as bonding with homeowners and their families to form new communities.

Given the positive outlook of the property market in Malaysia, with good returns expected within the next three to five years, the company is set to take advantage of the growing market, Khoo said.