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## SIGNATURE KITCHEN WINS BRANDLAUREATE AWARD

10<sup>th</sup> Feb 2015, Signature Kitchen was awarded The BrandLaureate Best Brands in Kitchen & Wardrobe Systems under the Product Branding Award 2014-2015 at The BrandLaureate 2015 Gala Dinner, organised by the Asia Pacific Brands Foundation (APBF). The BrandLaureate Product Branding Award is a category of award which is presented to brands that have stamped their mark in the industry and are market leaders.

Each year, the winners of The BrandLaureate Product Branding Award are evaluated and selected based on a 300-point selection criteria consisting of key points such as brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

Commenting on winning the award, Signature Kitchen's Sales Director, Mr KS Lau said "It is indeed a great start to a new year. We are honoured to receive the BrandLaureate Best Brands Award which is the one of the highest category of award presented by the Asia Pacific Brands Foundation. The award is indeed a testament of Signature Kitchen's world-class product; and endorsed our position as the market leader in the kitchen cabinet and wardrobe industry in Malaysia. We attribute the award to our dedicated staff who have worked together to deliver our 'service promised' to our valued customers.

This is the second time that Signature Kitchen is receiving a BrandLaureate Award. In 2007, Signature Kitchen was awarded for Best Brands Consumers – Household Designs and Services. Receiving the higher award now reaffirms Signature Kitchen's consistency in delivering the brand value to its customers.

## **The Signature Group**

Signature is built on a tradition of trusted and reliable product quality. Our humble beginnings in 1994 as a distributor and retailer of modular kitchen systems has enabled us to keep our perspective, while consistently striving for growth. As we grew strength to strength, Signature International was incorporated and listed on Bursa Malaysia Securities Berhad in 2008. Our Signature portfolio thrives on maintaining a good balance between project and retail clients. Architects and designers from local and international developments appreciate the unparalleled versatility offered by Signature. As our retail clientele continues to grow, we consolidate our position as the largest retail network chain for living space solutions in Malaysia, bringing together a world of lifestyle inspirations and innovative kitchen and wardrobe ideas that offer value to homeowners.

[www.signaturekitchen.com.my](http://www.signaturekitchen.com.my)

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