



# The Office planner

# MOBILINK

open plan panels system



Mobilink open plan panels system is a slim profile system which is able to manage a large quantity of cabling within. Its stackable modules make it a truly flexible system with various finishes options. It is easy to install and reconfigure.

Call Centres / Hot Desking / Executive Workstations / Managerial Workstations

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Almost 12,000 sq. feet of office space in Novena square



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In **2006**, I engaged the services of Chris Kalis to redesign our company logo. To many people, it was about just changing the "old logo". To the team at OP, it was about changing the entire system so that it was "clockwork" and rebranding the entire company.

The furniture trade has never been one where much attention was given to the branding. We wanted to take the OP brand global but before that, much had to be done to change mindsets, expectations and workflow.



## Managing Director Notes

Franchising was not just about expanding the business. It was taking a proven business model and duplicating it overseas successfully. Whilst each country had its own preferences, we believe that we had not only a good product line but a even better workflow system which could be implemented anywhere.

In July this year, we signed a franchise agreement with our Korean partner, Lee Hyung Woo. Hyung Woo felt that the Office Planner franchise would cut the learning curve by half as there was already a system in place as well as a readily accepted range of office system.

Gavin Woo

### Membrane pressing

Membrane pressing uses an inflated bladder or "membrane" to physically press heated foil onto MDF (medium density fibreboard) which is the most suitable composite substrate. Core surfaces can be flat or machined to create three-dimensional contours and seamless edges with compound curves.

Membrane pressing is more than a process of shaping the worktops. Unlike postforming which can only take place in 2 opposite sides, membrane pressing enables profiling to be done on all sides. Even in non linear shapes, membrane pressing is achieved with the best results.



Thema



Itaca



Circe



Elena





Katrina Tan  
Marketing Director  
Office Planner Pte Ltd

In January, we were awarded the contract for Ministry of Manpower for about 150 workstations which we completed in 2 weeks.

In February, we were awarded the contract for "The Singapore Embassy in Manila, Philippines" We were very proud and happy to be awarded this contract as we were the only Singaporean company working on our very own embassy.

In March, we were awarded the contract for Royal Sporting House, Puma and Nike.

In April, we completed 600 workstations to Dairyfarm (Cold Storage) in their new headquarters which is located opposite to Ikea (Tampines).

In June, we were awarded the contract for Fuji Xerox

In July, we were awarded the contract for GE Money and Qimonda. Both major contracts totalling more than \$1 million.

I look forward to the next few months as we are working towards the launch of our latest open plan desking system which we are developing with our Italian partners. This is scheduled to be in full production towards the end of this already interesting and eventful year.

The OP team is the strongest we have had in the last 10 years. From January to July this year, we have clinched a total of 52 major projects to supply system furniture to MNCs, Governments & statutory boards.



# IFFS 2007

International Furniture Fair Singapore 2007 was held from 1st to 5th March and Office Planner Pte Ltd took up 80sq metres of space exhibiting our latest desking system, Itaca amongst other systems. The clear interest in the Itaca system was evident as we received many enquiries from Australia, India, Hong Kong, Indonesia etc...

Having received lots of favourable responses from those that visited the fair, we have since developed the Itaca range to accommodate wire management. Unlike most desking systems which have welded legs and trunking systems, Itaca boasts telescopic trunking which can be extended as and when the need arises. In addition, cabling can be concealed within the extendable trunking which also forms the support of the desk.



**2007** is a special year of Office Planner. We started the year like all others with our first general meeting of the year. It was all about setting targets, goals and how best to achieve them. But somehow it felt different...there was no tension when we set the annual targets and the entire OP team did not display any pessimism. The new "catch phrase" in the office was **"HAPPY OFFICE"**.

The term "Happy Office" was coined by Anna and it has now become our corporate culture where we strive towards achieving just that.

It started from our very own office whereby the staff had to be motivated to be happy. So we started to redesign our office and change the workstations. This change caused a series of happy events which propel the OP team to strive and achieve the targets which were set.

The new "catch phrase" in the office was **"HAPPY OFFICE"**.





Lee, Hyung Woo  
Director &  
Major Shareholder

The partnership with Gavin and Katrina of Office Planner & xO-Celsus provided us with technical know-how as well as the aesthetically pleasing range of office systems.

Office Planner has facilitated my entrance into an office furniture market that represents a rapid growing sector with a lot of opportunities.

My company and myself have concluded that it is only a matter of time; Office Planner's competitive solutions and products will start to earn market share in this region of South Korea. Long standing as a one of the market leader in Korea's home furnishing market, we are more than pleased to be part of Office Planner's overseas expansion through our vast and countrywide sales network. Office Planner is our ideal partner in our pursuit of becoming the market leading group in the Office furniture industry.

It has been a significant year for my company and myself. Our parent company is one of the largest furniture retailers in Seoul with more than 20 retail shops. We have done detailed market research in the office/commercial sector and realized that there was a void which needed to be filled. As such, when we launched our newly-born business we encountered the common struggle to source quality and appropriate products, as quite simply these were not available. It was our earnest desire to find the right partner to penetrate Korean market.

After struggling for a year with unreliable office system furniture suppliers from China and Hong Kong, we realize that the best way to penetrate the Korean market was to enter into a franchise agreement with a reliable partner which has been in the office system furniture market for more than a decade. The Office Planner (OP) brand has been one which is reknown for its innovation in the otherwise mundane and run-of-the-mill office furniture products. Its young team are very enthusiastic about the business and is very design-oriented in their pursuit of the ideal office system. Their approach is to create the "happy office environment" with the creative use of materials in their furniture.



**Itaca** is an integrated system based on rectangular metal profiles which allows for a wide range of office desking solutions, i.e., free-standing straight desks, multiple workstations, in-line sharing desks, bench applications. The system is compatible with telescopic beams and full set of accessories, including columns, angular connections, beam-to-beam brackets, etc.



**ITACA**



# Office Planner Family





# Completed Projects

Over the last 12 months, we have successfully secured several major projects ranging from healthcare to school to MNCs. Every single project has been efficiently executed by our very experienced project team backed by our fully automated factory.



**ABN Amro**



**Timberland**



**Saxo Bank**



**Mahkota Hospital**



**Training Technologies**



**Teledirect**



**World Sport Group**



**Singapore Polytechnic**



**Eu Yan Sang**



**Unilever**

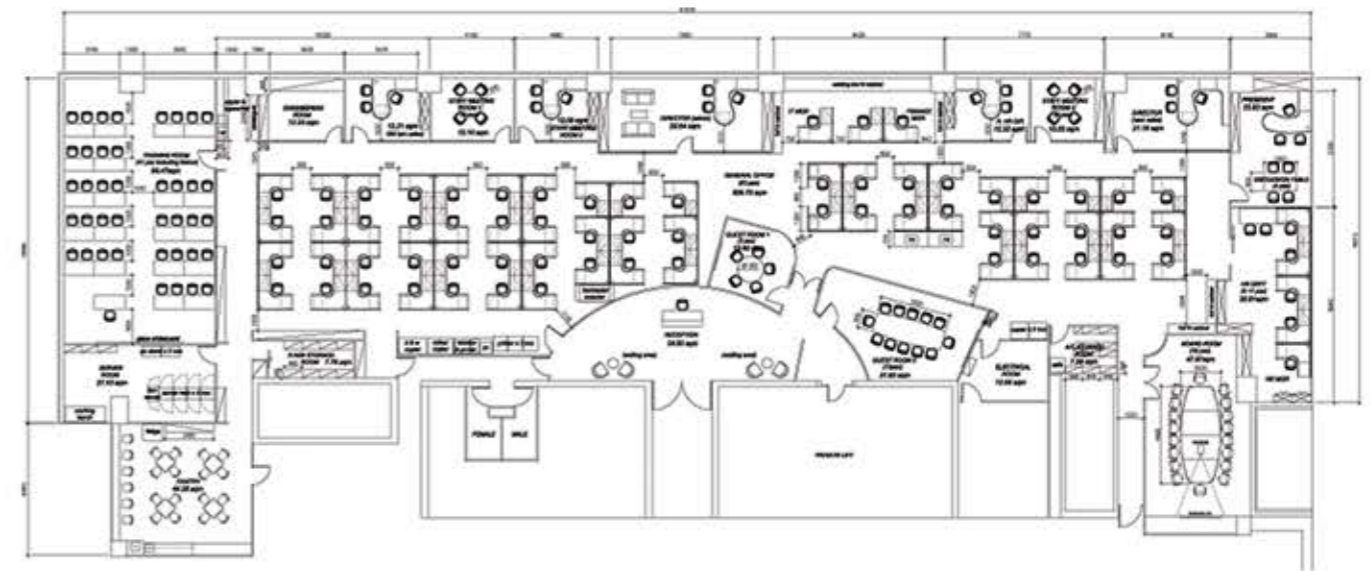


**Fujitsu Asia**





**NSK** moved into their new 12,000 sq ft office at Novena Square in June '2007. The entire project took 4 weeks to complete and all workstations have membrane press work surfaces and EVOMESH range of office seating.



12,000 sq ft OFFICE





Anna Semenova  
Director  
O-Planner Pty Ltd

After leaving Vladivostok, my home town in the far eastern region of Russia and a small 24 hour provision shop, at the age of 19 I have started the journey of my life in Sydney.

My personal interest in design landed me a job at the ED Design International, Singapore. where my interest developed into knowledge bordering on the verge of obsession.

In 2005 I joined Office Planner Pte Ltd and have opened their first branch in Australia, O-Planner Pty Ltd. O-Planner Pty Ltd situated in Perth, Australia, and leases a brand new 2 storey office unit that has been converted into a stylish boutique showroom.

Developing a new business and introducing new products to the Perth market proved to be both challenging and rewarding. With all the excitement that is happening right now in Office Planner I am looking forward to re-introducing O-Planner Pty Ltd to the design circles Australia wide and for a successful financial year.

The company has recently obtained a blue tick certificate of quality from AFRADI and working towards the green one.

Australia is well known for its environmental care, for the controversial "Green Peace" and for successfully developing and educating people on the household rubbish recycling program back in 1980.

Now with the climate change becoming more evident and individual involvement proven to make the difference, Australians are about to embrace the new, environmentally savvy measures & requirements introduced by GBCA (Green Building Counsel Australia) and the newly formed IRG (Industry reference group) for materials.

At O-Planner Pty Ltd we are gearing up to join the "green force" and to do whatever it takes to preserve our beautiful planet for the generations to come.



# BLUE TICK



**AFRDI**  
Blue Tick  
Product  
Certification

**Furntech-AFRDI Approved to  
Australian/New Zealand Standard  
AS/NZS 4443:1997 - Office panel systems -  
Workstations**

Supplier: **Office Planner PTE LTD**

Description: **Mobilink Workstation**

Certificate No.  
**7128/1**  
Expires  
11 July 2010

The above workstation has been assessed by Furntech-AFRDI and found to comply with the requirements of the Standard.

**Exclusions:** Section 5 Work Surface Resistance (Not tested)  
Section 6 Acoustics (Not tested)

The supplier having agreed to maintain the compliance of the product and to submit to retesting and auditing as appropriate, the Australasian Furnishing Research and Development Institute hereby certifies the product to the Australian Standard under the Blue Tick Product Certification Program.

This certification relates to a workstation system with the following components and is valid for three years but may be suspended, revoked or renewed.

Component/Attribute	Identification/Description
Height adjustment	Technician adjustable
Drawers	Not Fitted
Keyboard adjustor	Not fitted
Hamper	Not Fitted
Shelves	Not Fitted
Mobile pedestal	Not Fitted
Work surface	Material: Melamine coated MDF Thickness: 25 mm
Work surface depth appropriate for	Flat panel monitors







**Ian Burton**  
Laboratory Manager

Based on Report 6519/1

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**Australasian Furnishing Research & Development Institute Limited**  
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Tel (03) 6326 6155 Fax (03) 6326 3090  
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Standards, Testing and Product Certification for Commercial, Domestic and Nursery Furniture in Australia and New Zealand

The company has recently obtained the Blue Tick for the Mobilink range of modular furniture, from the AFRDI (Australian Furnishing Research & Development Institute), and are now working towards obtaining the Greenware Certification.





Signing of Perth Dealership



Signing of Korea Dealership



XO. An old cognac? "Kisses and hugs"? No. Look again. Don't try to apply a known pattern. It's a cross and a circle. If you like rebus, you can even read it "Cross the line". See? Now it's obvious. That's what design is all about: a new look on things. Putting together forms that do not seem to go along naturally and see that, in fact, they do. Like a cross and a circle. Simple, graphic - and yet unexpected.  
 Back in 1984, Philippe Starck is raising to stardom; Gerard Mialet's spirits are high. Together, they cross the line and decide to create a new design house. It will be XO.  
 To quote Starck,

**"To make a beautiful baby, parents have to be in love".**

XO is definitely a love affair.

The catalogue is impressive:

**Bob Wilson, Shiro Kuramata, Christophe Fillet, Matthew Hilton, Martijn Prins, Patrick Jouin, Christian Ghion... and Philippe Starck.**

**A collector's dream.**  
 In 1996, XO takes another bold step: industrial production. Gerard Mialet launches Starck's Bubu Ter. Bubu is an injected polypropylene stool. It is also a huge commercial success. And a crown put upside down.

Today, plastic and Starck are the two principal components of XO success. And with large production runs, innovative techniques and new ways of selling, XO still cuts the invisible lines defining the design industry.

**A symbol of democratization?**  
 Literally, XO has crossed frontiers. To XO, design is no longer reserved to an European elite. New countries, new distribution channels, new teams on the ground, XO takes full advantage of the benefits of globalisation. The 21st century XO, along with a property developer, sells all-furnished apartments in China, works hand-in-hand with distributors and retailers in Asia and in the USA, and continuously introduces new products designed by the design icons of our times.

**And keeps crossing lines.**  
 XO is not a cognac label or a written display of affection. Still, it may bring something like the ecstasy of a rich alcohol or the comfort of a love message. Maybe. Or just a new look.

# Cross the line

16th July marks an important milestone for OP. It marks the appointment of OP as XO exclusive representative in South East Asia for Philippe Starck's range of furniture. Philippe Starck, the design icon which revolutionize design in the modern world with his democratic designs teamed up with OP to create more interesting designs for both commercial and contract markets.

Launching its World premiere of the mini xOs which are scale-down versions of the real pieces which are targeted at the ardent fans of Philippe Starck, 16th July was an important date because it marks the opening of its first boutique shop in the world. On this occasion, dealerships for Australia and Korea were also finalized and plans are in motion to launch both 2nd and 3rd shop in Korea and Australia respectively before year end.

OP has already commissioned XO to design its new range of office system furniture with Philippe Starck providing the art direction in the overall design. This will be unfolded in early 2008.

# Starck XO





# Richmesh

