Swissma clinches President's Award for BestBrands at BrandLaureate Awards

Recognised industry-wide as a total solution provider for roofing and wall cladding systems, Swissma was awarded BestBrands in the manufacturing (roofing) category.

ASK ANY marketing guru and the response will be fairly similar, i.e., in a competitive market, a brand name or logo differentiates a product or service from others. More importantly, for consumers, it symbolises quality, experience and reliability, benchmarks by which the product or service is identified and measured. Suffice it to say, if it is a strong brand or, for that matter, a best brand, then it is in the coveted realm of excellence, i.e., in hall-of-fame territory. This was where Swissma Building Technologies found an honoured place at the recent (10th) BrandLaureate Awards 2015-2016 when the company clinched the BestBrands – President's Award in the steel roof manufacturing category.

Early Development and Growth

Established in 1997 with the expertise of Swiss master craftsmen and a Malaysian construction company and incorporating European technology, Swissma's forte is in providing high-end premium roof and wall cladding systems utilising only premium quality materials such as Clean COLORBOND®, ZINCALUME®, Pure Titanium, Titanium Zinc, Copper, Aluminium and Stainless Steel to the domestic building industry. In the ensuing years, Swissma Building Technologies has carved a niche market for itself as roofing specialists, with strategic alliances formed along the way that have augured well for the company, namely, partnerships with Sanko Metal Industrial Co. Ltd (Japan) and Nippon Steel & Sumikin Bussan Corporation (Japan).

Swissma Today

Recognised industry-wide, the Swissma expertise is in providing total solutions for roofing and wall cladding systems in terms of (a) design, (b) fabrication, (c) installation and (d) technical support. Catering to all design requirements including buildings of 3-D shapes or those requiring long-length metal roof installation, Swissma's range of services include quantity take-offs, budgetary quotes as well as proposals for material options. Swissma is equally capable and competent in providing, if need be, customised solutions to meet specific acoustical and thermal requirements and/or fabricating tailor-made façade cladding for product differentiation. Yet another facet of Swissma's stock-in-trade is the undertaking of installation works of its products as a domesticated or nominated sub-contractor.

Dr K K Johan (left) and Tan Sri Rainer Althoff (right) presenting the BrandLaureate President's Award to Swissma's General Manager Mr Low Ping Hing.

Project Portfolio

Perhaps the real testament to Swissma's BestBrands Award is its array of successfully-completed projects, and a noteworthy few, of the many, include:

- Commerical buildings such as Malaysia International Trade and Exhibition Centre, the Setia City Convention Centre, MRT Stations around Cheras and the recent Setia City Convention Centre 2;
- Institutional buildings such as the Utar Grand Hall in Kampar and KDU University College in Shah Alam;
- Leisure buildings, e.g., the Lexis Hibiscus Resort in Port Dickson;
- Airports, i.e., Kota Kinabalu International Airport, Low Cost Carrier Terminal (LCCT) Airport and KLIA 2 (Integrated Complex) in Sepang;
- Industrial buildings such as the Hartalega factory in Sepang, Kellog's factory in Negeri Sembilan and Perodua Assembly Plant in Rawang;
- Residential homes developed by IOI Properties Group Bhd, Gamuda Land, S P Setia Bhd, Sime Darby Property Bhd and Tropicana Corporation Bhd, to name a few.

More information at www.swissma.com