

Newspaper : Utusan MalaysiaDate : 11 June 2015Title : **Bina Puri Perkenal Projek Baharu OPUS KL**Section : BusinessPage : Business 01

Bina Puri perkenal projek baharu OPUS KL

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KUALA LUMPUR 10 Jun - Syarikat pembinaan dan pemaju hartanah terkemuka, Bina Puri Holdings Bhd. (Bina Puri) memperkenalkan pembangunan terbaharu bagi menara kediamannya yang kedua, iaitu Menara 2, OPUS Kuala Lumpur yang juga projek perdananya dilengkapi dengan set perabot berkualiti tinggi.

Pengarah dan Pengarah Eksekutif Kumpulan Bina Puri, Matthew Tee berkata, projek serba mewah berkenaan diperkemas dengan perabot serta perkakas dapur yang lebih moden dan elegan bersesuaian dengan konsep yang cuba ditampilkan oleh pemaju tersebut.

Menurut beliau, pihaknya akan menjalin kerjasama strategik bersama pembekal perabot terkenal di peringkat global, Calvin Klein Furniture dan Gorenje Group yang mempunyai kepakaran dalam pembuatan peralatan perumahan dengan pengalaman lebih daripada 60 tahun dalam industri berkenaan.

Walau bagaimanapun, bagi pembeli Menara 1, OPUS Kuala Lumpur, unit kediaman yang dibeli tidak disediakan dengan kemudahan perabot dan peralatan perumahan yang lain. Sekiranya mereka berminat, pembeli mempunyai pilihan untuk menaik taraf kediaman ber-

kenaan dengan bayaran tambahan.

"Pelbagai kelengkapan perabot dan perkakas dapur akan menjadikan OPUS Kuala Lumpur sebagai pilihan kediaman kepada orang ramai yang menjanjikan pelbagai kemudahan dan mereka tidak perlu bimbang mengenai jenis perabot yang bersesuaian untuk dibeli.

"Dengan pembangunan serba elegan yang dijalankan oleh Bina Puri, kami begitu yakin ia akan menjadi ikon terbaharu bagi Kuala Lumpur sekali gus memberikan landskap komuniti yang lebih selesa dan selamat di samping memberi gambaran kehidupan yang menyeronokkan," katanya dalam sidang akhbar majlis menandatangani perjanjian perniagaan di sini hari ini.

Yang turut hadir, Pengerusi Bina Puri, Tan Sri Ir. Wong Foon Meng; Pengerusi Bina Puri Properties Sdn. Bhd., Tan Sri Dr. James Foong Chen Yuen; Presiden dan Ketua Pegawai Eksekutif Calvin Klein Furniture, Michael Foster; Pengurus Jualan Serantau Gorenje Group, Janko Le Ulaga dan Pengarah Urusan, Bauer (M) Sdn. Bhd, Thomas Domanski.

Tambah Tee, projek yang dibangunkan dengan nilai pembangunan kasar (GDV) sebanyak RM344 juta itu telah dilancarkan pada Jun tahun lalu turut dilengkapi dengan kemudahan-kemudahan asas seperti sistem keselamatan, kolam renang, taman rekreasi, kolam re-



ILUSTRASI artis projek perumahan OPUS Kuala Lumpur yang bakal dibangunkan oleh Bina Puri Holdings Bhd.

nan, jakuzi, sauna dan gimnasium.

"Selain itu, kita juga dapat melihat lokasi OPUS sebagai kawasan yang begitu unik kerana berada bersebelahan dengan Menara Warisan Merdeka setinggi 118 tingkat yang dijangka akan menjadi peneraju ikon yang seterusnya bagi Kuala Lumpur menjelang tahun 2020," jelasnya.



MATTHEW TEE

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Newspaper : The Malaysia Insider

Date : 11 June 2015

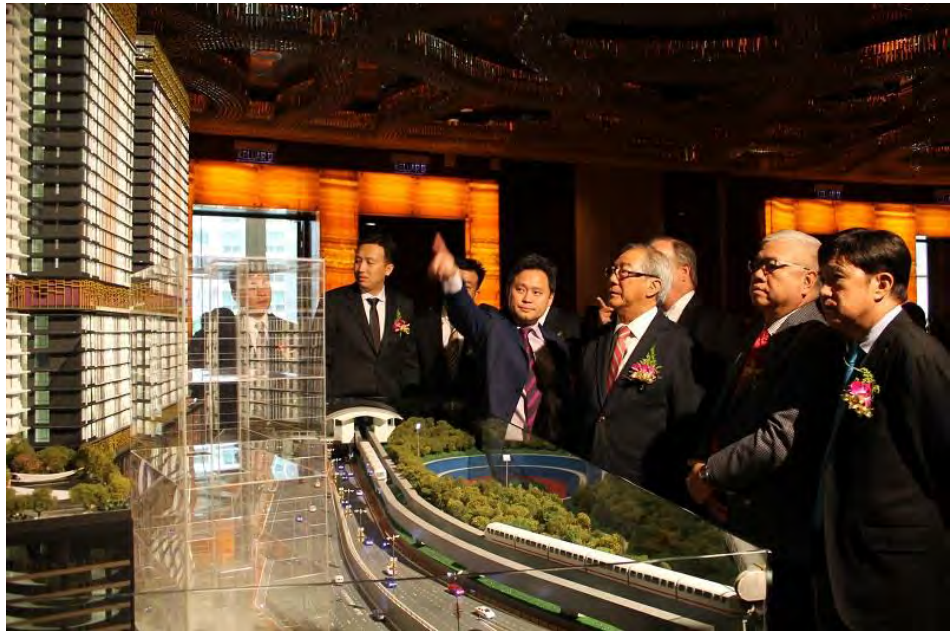
Title : **Bina Puri Signs Furniture and appliance deal with designer brands**

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Bina Puri signs furniture and appliance deal with designer brands



Bina Puri Holdings has signed a partnership agreement with Calvin Klein Furniture and Gorenje kitchen appliance supplier to fit all its 357 units with designer furnishings and kitchen appliances in the Opus Kuala Lumpur, which is under construction.

Group executive director Matthew Tee said Bina Puri wanted to “push the envelope” to add value to the property investment of its buyers and condo owners in sync with its premier address.

Tee said Bina Puri’s latest marketing push marked the group’s transition into becoming a serious developer of sustainable world-class real estate.

“You can’t be wrong because Opus will meet the demand of residential units for expat staff in the 118 office tower,” he said.

“Bina Puri understands the growing demand of younger buyers for nicher and finer products and the rationale of keeping prices realistic for its customers,” he says.

Tee signed the agreement on behalf of Star Effort Sdn Bhd, a subsidiary of Bina Puri Properties Sdn Bhd, President and CEO Michael Foster signed for CKF and Regional Sales Manager Janko Le Ulaga for Gorenje Group in charge of South Asia.

Foster said Calvin Klein was proud to be involved with Bina Puri to expand the brand name into Malaysia.

Janko said: “We have expanded our international sales for 50 years and generate 95 per cent of revenue of the core activity outside Slovenia where we started as a small workshop.” – June 10, 2015.

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Newspaper : Property Guru

Date : 11 June 2015

Title : Bina Puri Partners Designers Brands

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Bina Puri partners designer brands

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June 11, 2015

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Bina Puri Holdings has signed a partnership agreement with Calvin Klein Furniture and Gorenje kitchen appliance supplier in a branding exercise aimed at raising the bar of luxurious condo living in Kuala Lumpur.

The agreement will see the group's property arm working with Gorenje and CKF to fit all of its 357 units at OPUS Kuala Lumpur with designer furnishings and kitchen appliances.

In a release, Bina Puri said that its latest marketing push marks the group's transition into a serious developer of sustainable world-class real estate.

At the launching ceremony, Tee signed on behalf of Star Effort Sdn Bhd, which is a subsidiary of Bina Puri Properties Sdn Bhd, while President and CEO Michael Foster signed for CKF and Regional Sales Manager Janko Le Ulaga for Gorenje Group in charge of South Asia.

In his opening speech, Bina Puri Properties Sdn Bhd Chairman Tan Sri James Foong said OPUS buyers will be proud of owning a great product within a great location and bought at a reasonable price.

He noted that the signature partners (Gorenje and Calvin Klein) will help create an appealing and practical lifestyle with a solid foundation with good finishing and quality.

Meanwhile, Foster said Calvin Klein is proud to be involved with Bina Puri in expanding the brand name in Malaysia.

"CK Furniture collection is young, modern and accessible and takes inspiration from the reputable brand Calvin Klein," he said.

"Each distinct lifestyle offering features sophisticated and contemporary options for the living, dining, home office and bedroom."

Gorenje' Janko revealed that the company's energy-efficient and superiorly-designed home appliances were supplied in 90 countries across the world.

Farah Wahida, Editor of PropertyGuru, wrote this story. To contact her about this or other stories email farahwahida@propertyguru.com.my

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Newspaper : Nanyang Siang Pau

Date : 11 June 2015

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郑家恩（左四）向合作伙伴及贵宾，讲解 OPUS 发展项目的特色。

减少依赖建筑业务 OPUS 5年贡献高峰10亿

(吉隆坡 10 日讯) 高峰控股 (BPURI, 5932, 主板建筑股) 推介 OPUS 发展项目, 估计将在 5 年内带来 10 亿令吉营业额。

今日, 高峰控股与多方公司一起进行签约仪式, 推介 OPUS 第二座发展项目。

高峰控股执行董

事郑家恩, 在签约仪式后的记者会上说, 建设业务带来的收入比较有周期性, 因此, 该公司希望能在未来注重产业发展业务, 减少对建设业务的依赖。

OPUS 发展项目共有两座, 拥有 32 层和 357 单位, 面积 700 至 1100 平方尺, 价格每平方米 1500 令吉至

1600 令吉。

OPUS 发展项目于去年 6 月推出, 预计在 2017 年完成。

竞标快铁基建项目

此外, 高峰控股放眼取得捷运第二路线 (MRT 2) 和轻快铁第三路线 (LRT3) 的基础建设项目。

郑家恩表示: “我们正在竞标上述项

目。”

早前, 有媒体报道指国家基建公司 (Prasarana) 预计在明年首季, 开始建设轻快铁第三路线。

高峰控股举办的签约仪式, 出席者包括 Calvin Klein (简称 CK) 家具总裁兼总执行长迈克福斯特、家电供应商 Gorenje 地区销售经理杨科乐乌拉伽、Bauer (M) 私人有限公司执行董事托马斯、Goldmine 产业私人有限公司执行董事孔令伟等。

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Newspaper : Sin Chew Jit Poh

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高峰與著名企業合作 提升OPUS公寓價值

冯正仁(右五)在黄共辉(左三起)、郑家恩、陈清吉及王蒂明陪同下,与旗舰伙伴的代表合照。



高峰产业(Bina Puri)旗下Star Effort公司配合正式推介OPUS服务式公寓发展计划的第二栋大楼单位,日前委任4家国内外著名企业为旗舰伙伴,以塑造更卓越及高尚的居住价值。

这4家为第二栋大楼单位提供专业服务与产品的企业包括负责产业行销的Goldmine、打桩承包商德国Bauer(马)有限公司、负责厨房设备的斯洛文尼亚Gorenje集团及负责家具的美国Calvin Klein Furniture。出席签约

仪式嘉宾有高峰控股主席丹斯里王蒂明、创办董事陈清吉、集团执行董事兼董事郑家恩及执行董事黄共辉。

高峰产业主席丹斯里冯正仁透露,毗邻KL 118大厦发展计划的OPUS建有两栋各32层的大楼,由于第一栋单位已经售罄,所以公司趁势推介第二栋大楼,共有157个单位供选购,每平方米售价从1千500令吉起,预计在2017年竣工。(JM)

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