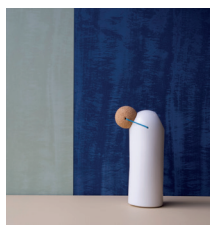
CATALIST

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FROM THE CEO'S DESK

COLLAB AND CONQUER!



Within Catalyste HQ, our headquarters in Singapore, there is a phrase on a wall that reads: Alone we can do so little; together we can do so much.

This simple, yet impactful phrase alludes to an essential term that holds huge significance to me: collaboration. In this issue, discover how our collaboration with Youngblood, a Malaysian interior space content creator, resulted in a booth at Archidex 2023 that engaged visitors with interactivity and creativity. We were also awarded Exhibit of the Year, the highest accolade at the exhibition.

Collaborations can also be more personal. In the Enhanced Surfaces section, Dekodur Distil's Magnetic Series laminates encourage ideations and discussions with their functional features like being writeable and magnetic. If you are going to renovate a space soon, a visit to CATALAB is well worth the effort. Our Creative Wall (Surfacing Soon section) is a great tool for collaboration as you mix and match different sizes of samples including full height ones. I encourage you to seek fruitful collaborations, through conversations and cooperation in all that you do. You can achieve so much more when you do so.

Warmest regards,



Geraldine Tan
CEO Catalyste



BREAKING THE SURFACE

ARCHIDEX 2023 – A COLLABORATION THAT GOES BEYOND SURFACES

At Archidex 2023, one of the region's premier architecture and interior design exhibitions, we co-created a multi-sensorial experience with Youngblood, a Malaysian interior and architectural space content creator. Our team worked closely with Creative Director EiLing Tay and her team to design a booth that encouraged interactivity and conversations as it inspired creativity for the many visitors who came by.

From Catalyste's "L" supergraphic that alluded to forward motion, to the monochromatic theme which formed the ideal canvas for our laminate brands, Dekodur Distil and O2+, to shine, our booth presented an experiential journey that enthralled everyone, including the judges of the prestigious awards.

We are privileged to have won the following Archidex 2023 Awards: Winner – Exhibit Of The Year and Gold Winner – Booth Design Award (Open Structure Category). We are grateful and honoured to have been conferred these awards, especially the former as it is the highest accolade of the exhibition.

These awards and overall positive reaction we received from the people who visited our booth, are affirmation of our approach to this project.

A sense of daring, coupled with forging a new partnership with Youngblood, enabled us to connect the dots between market expectations and our surface solutions to deliver a booth that showcased our brands, and creative ingenuity.

We look forward to the exhibitions that we will be participating in this year where we will continue to show how we journey Beyond Surfaces in all we do.

(Archidex 2023 was held from 26 to 29 July 2023 at the Kuala Lumpur Convention Centre, Malaysia)

ENHANCED SURFACES

WHAT YOU DON'T SEE IS WHAT YOU GET

Dekodur Distil's Matt Shield real metal laminates are designed to be used on horizontal surfaces

Dekodur Distil's new Matt Shield series is the one you need if you have been yearning for beautiful, real metal laminates that can be applied horizontally like on tabletops, countertops, desktops and other horizontal, interior surfaces which experience constant usage.

These applications are not possible with conventional metal laminates because scratches, scuffs and other surface imperfections will appear over time. Take your study table for instance, its surface is constantly in contact with your stationery, laptop, LCD screen, files, and other work items. And as you move these across the surface, they leave small abrasions, even deeper scratches, which will eventually cause the gleam and shine to fade.

With Matt Shield laminates, the eye-catchingly elegant, brushed finish is protected by scratch resistance so that they will retain the lustre for a long time. Every laminate is also imbued with Supermatte so that it leaves a nice feeling with every touch.

Available in an array of attractive hues, beauty is more than skin deep with Matt Shield.



Scan to know more about Dekodur Distil's **Matt Shield** series.



Scan to view O2+ **LUME** and **TIMBER** ranges

LUME

TIMBER



NATURE'S WONDERS

Add character and colour to any space with TIMBER and LUME laminates from O2+

The PLAY collection from O2+ has always been about enabling you to be playful and be creative with your choices when it comes to surface selections. The two newest ranges encapsulate this aptly with their inspirations from nature – light and wood.

LUME laminates glow with the beauty of luminescence. The essence of the range comes to light when rays, even the softest ones, caress the surface to create dynamic effects from all angles. The way the LUME's pearlescence dances and changes in intensity is a remarkable sight.

TIMBER gives a new, refreshingly modern take on a much-loved texture – woodgrain. Woodgrain's consistent lines and wavy streaks exude enduring charm, and this is further enriched with the myriad hues that TIMBER laminates come in.

Bring nature into your spaces with surfaces that delight, calm and soothe now.



1


2

1,2 - Photos by: UPSTRS_



SUR-FACES

OF GRAPHICS, NAMES AND OUR UNIQUE LOGO

Delve into the mind of his creativity, thought process and ingenuity as well as how he embodies going Beyond Surfaces in his work.

Mark Lai, a veteran in the field of design and communications, owns a design agency. He is also the Creative Director at Catalyste where he oversees our design outputs across myriad platforms and uses.

These include digital, social media, marketing collaterals, and the spaces within Catalyste HQ which is one of two areas this story covers. Mark was also instrumental in the design of our company's logo.

SPACES WITHIN CATALYSTE HQ

Why do all the names of the spaces within Catalyste HQ begin with "CATA"?

The answer is quite simple – to be consistent with the company name. Also, it connects all these places better when the names are being used. Say you are bringing someone on a tour around Catalyste HQ, as you mention CATALAB, CATAPOD and CATAPOT, it becomes a talking point and an opportunity for storytelling.

How did the second part of each space's name come about?

For CATALAB, our highlight space and Experience Hub, LAB refers to laboratory – a place where you can experiment our laminates and make new, exciting discoveries, like you would in a science laboratory with chemicals. As for CATAPOD, our meeting rooms, and CATAPOT, our pantry area, the former alludes to a conducive space where discussions can be held while the latter refers to an often-used kitchen item. "POT" in particular, has this sense of informality, which is nice.

What can you tell us about the graphics for the decals on the glass panels?

These decals were designed to be in line with the design philosophy of Catalyste HQ (read about this in CATALIST Issue 01/2023 – and that is to be bold and confident. Having large characters, across multiple panels, expresses this intent in the best way possible. Also, it piques curiosity as the decals partially block the inside of each space. Also, with the monotone theme of all the spaces, these sizeable graphics add more energy to the environment, without the need to add more colours.

THE CATALYSTE LOGO

For any company or brand, having a logo is an integral part of making it successful. This is right up there with having high-quality products and positive referrals.

A well-designed logo, supplemented by its story, are important. It grabs attention, is memorable, makes a strong first impression and it is the foundation of your brand identity. It also fosters brand loyalty and makes you stand apart from the competition in the eyes of your audience.

How did the concept of the CATALYSTE logo come about?

There are different layers of thinking behind the concept but foremost would be to echo the Catalyste brand name. I wanted it to be unexpected, and unconventional – you don't often see a logo that repeats the company name thrice. I also wanted the logo to be bold and confident as it reflects our CEO's courage to think big and her aspiration to compete with more established names in the industry.

Why the need for "CATALYSTE" to appear three times in the logo?

Unofficially, it sounds so good that you have to say it thrice! On a more serious note, I wanted a logo that is perpetually in motion – even if it is mostly used on a static medium, like print or signage. A key aspect of this is the letter "L" – it appears to lean forward, from first to last row.

Is there a further meaning behind this leaning "L"?

The "L", in different phases, symbolises our company's relentless attitude toward accelerating transformation in all that we do, with the ability to disrupt, re-imagine, re-invent, and revolutionise the status quo. This is in line with our mission statement.





ENHANCED SURFACES

MAGNETIC LAMINATES MAKE MAGIC

A vertical surface, anywhere in a residential or commercial space, with a surface that attracts magnets will do wonders in a variety of ways. Dekodur Distil's Magnetic Series has been designed to give you this functionality and convenience with its solid metal core. This feature enables magnets of various shapes, sizes and types to stick securely. The uses are endless and only limited by your creativity. With Writable Magnetic laminates, you also can jot down notes, messages and reminders at home as well as encourage ideation and suggestions during meetings at work. Eatery owners will be able to inform diners of the day's specials while retail store operators can display the latest deals and offers.

An application that is both enjoyable and enriching is a wall for young ones to draw and doodle so their imaginations can soar. This aids cognitive development and provides excellent bonding opportunities for daddies and mummies.

Being writable and able to attract magnets are not the only useful features of the above mentioned laminates – Matt White can also be projected on, So, in a room or space where there is a projector, presentation slides and videos can be shown. Or how about movies in your entertainment room with the family at home?

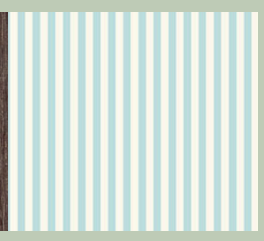
RAW ATTRACTION, DRAW ATTENTION

Dekodur Distil's Raw Magnetic laminate is the ideal blank canvas for anyone who wants a surface that can attract magnets, but who would also desire a degree of personalisation where the design and colour of the surface is concerned. This innovative laminate's surface has been designed to be painted on as well as applied with your favourite laminate, wallpaper, or any other decorative surface material of your choice.

Be it homes, showrooms, offices or any interior space, Raw Magnetic laminate 'attractively' transforms any vertical surface into one that captures eyeballs and is cleverly useful too.



Raw Magnetic
EC 306B-MH



STRYPES Blu
HP 1102VT



SURFACING SOON

MIX-AND-MATCH AT CATALAB

CATALAB, our Experience Hub in Singapore, has a new feature to enhance your visit – the Creative Wall. One of the key elements of CATALAB is Experiment, this wall being designed to facilitate experimentation with laminates from Dekodur Distil and O2+. Equipped with fixed holders that hold an array of door tiles and A4 boards as well as a space next to them for large panels, you can experiment with different combinations of laminate colours, textures and motifs to find the laminate solution to a dream interior.

As the Creative Wall is illuminated by sunlight beaming through the glass window from the outside, the laminates are experienced in their most natural hues.

Make an appointment to visit CATALAB so you will be excited to interact with our Creative Wall.



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