



GOODRICH GLOBAL

Be inspired by A Goodrich Apps from iTunes Stylish updates at your fingertips! Igniting Passion and Creating Value, the Goodrich way

A world's favourite choice for mind-blowing designs in wallcoverings, GOODRICH GLOBAL is bringing an unprecedented degree of choice and convenience to your fingertips. ALFRED NEO shows you just how Goodrich Global is empowering our customers with this SMART Application.



ALFRED NEO: "With the Goodrich Application, you will be up-close and personal with our extensive collection of mind-blowing designs, vibrant colours and amazing textures."

Goodrich Global is building an empowering, truly on-line shopping experience for smart companies looking into delighting customers with convenience creativity and 24/7 tailor-made solutions.

Brainchild of its Mr. Alfred Neo, Managing Director, Goodrich Global Hong Kong and China, this Goodrich Application promises to help both trade and end-users illuminate the amazing possibilities all from the convenience of an iPad or iPhone or a computer.

For the trade this means precision and swifter decisions and for the end user, it means – greater control, better customer satisfaction and having fun while redecorating your living spaces.

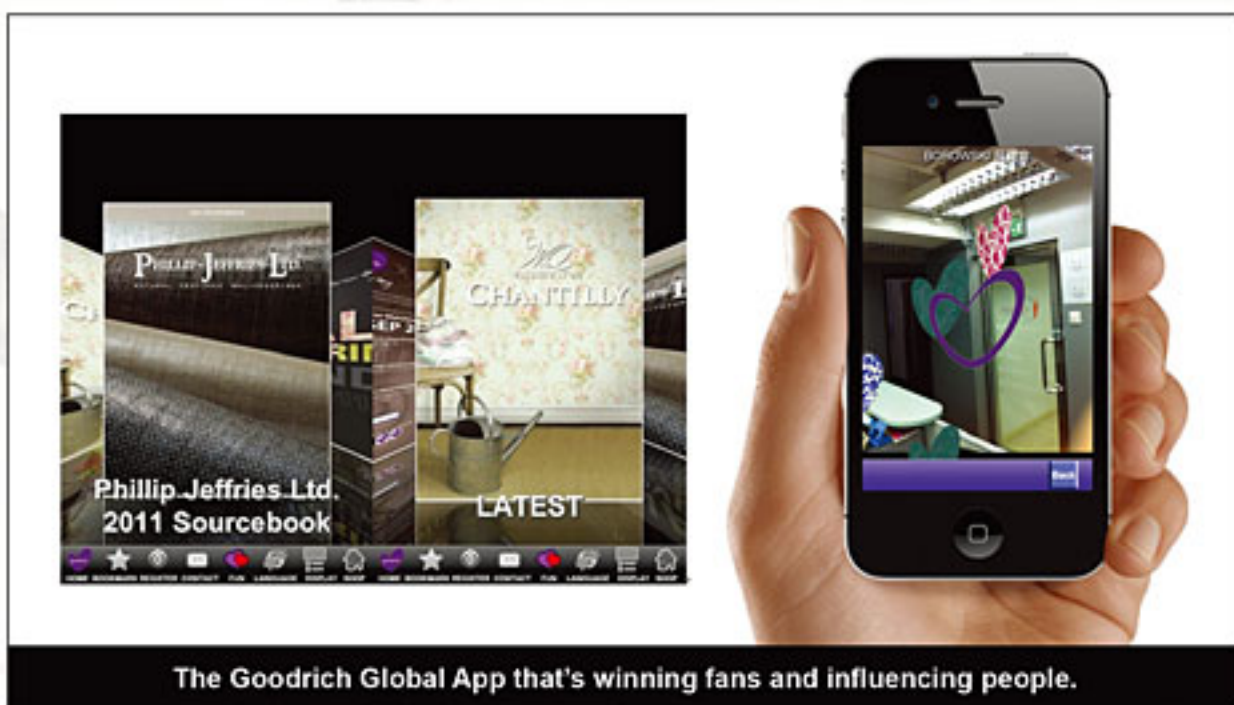
“Having fun is the beauty of our business,” says Neo. “We have always been about creating a living or working space that you can truly call your own. Today, Goodrich wants to invite you into our world with our Goodrich Application that allows you to get up-close and personal with our extensive range of mind-blowing designs, vibrant colours and amazing textures.”

Industry-Leading Initiative

This is definitely a bold step forward that Goodrich Global took. Now, interior designers can instantaneously walk their customers through the various collections and pick their favourites. With just a click, interior designers can send requests to Goodrich for quotes or even specific information. As a result, the customer will be able to get a response rapidly.

Why is this so important? Because Asia's true growth engine is the collective strength of its competitive companies.

Every company in every industry is looking to boost value, cut cost and progress faster. Goodrich Global is giving them the power to do just that. On the end user side, people are leading increasingly busy lives and dull, boring painted walls



The Goodrich Global App that's winning fans and influencing people.

don't do much for the imagination. If you believe that old saying, 'you are what you're surrounded by,' then why not jazz up your personal living space, at work or at home?

“Most people don't realize just how much of an impact your surroundings have on your personal productivity, moods and even inter-personal relations. Most, also don't know the possibilities. But, as Asia grows and the industry matures and evolves we are witnessing a new attitude toward wallcoverings. In fact, we are on the threshold of a new Do-It-Yourself era and if I may be so bold to say, Goodrich is leading this new wave of what I call, initiative-based empowerment,” says Neo.

Built to Serve

“Ten years ago who would have thought that we'd see the day when a person sitting on a mountain-top or even at sea, at any time of the day or night, will be able to reach in and touch the colours and textures of our collection with a click of a button? This is a start of a new wave of thinking and the next step is Do-It-Yourself. This Do-It-Yourself phenomenal

is gradually gaining popularity in Asia.

Like in the West, people have fun painting their own homes, doing their own odd jobs because not only does it give you control but it also saves costs particularly as labour costs which are always on a rise. So, why not use your own creativity and imagination and Do-It-Yourself? To kick start the trend along, we have this new and amazing technology.”

Today, wallcoverings boasts longer life spans can be cleaned using ordinary soap and water, retain their original beauty and performance and the possibilities to mix and match are limited only by the imagination.

“This trend is coming to Asia and it will change the way we live and work. Technology will make wallcoverings more versatile, environment-conscious, user-friendly and cost-effective. Asians will begin to exercise their creativity and get more involved with interior design and the trade will have to serve its offerings up-close and personal to the end user and Goodrich is perhaps the first to take this customer-proximity to its highest level yet. This is most timely.”



Handpainted wallcovering,
Flora's Secret, Spring Awakening, FS-CX



Phillip Jeffries Ltd, Geology,
Volcano, 4120



Why Timely?

Let's face it, China is our biggest market, says Neo. While the sheer volume of opportunity is mind boggling it

is not a market without challenges. There is much educating to do and it helps when you can whip out an ipad and show your customer your range no matter where you are in China, says Neo.

"Our Chinese customers from China know and trust Goodrich especially because of our reputation established in Hong Kong and regionally. It is important for us to deliver on our promises and offer the Chinese customers innovative products and service that create value to their projects.

In this respect, Goodrich is second to none. We have a largest range with the most unbelievable textures and colours. Our range also boasts a revolution advance in wallcoverings in terms of our Easy-Walls – a range that is 100% vinyl free, washable, pre-pasted, is fully breathable, inhibits mold, is free from residual air bubbles and fully removable." Easy-Walls is definitely a new product that enable our customers to express their own creativity into their living spaces and they could also hang their wallcoverings

by themselves with no hassle at all.

For an exquisite wallcovering that will offer a very high degree of exclusivity and art, Goodrich supplies a unique – hand-painted on vinyl wallcoverings! It offers everyone a one-of-a-kind look and enlivens your living space.

"Flora's Secrets" is a part of the exclusive and the latest handpainted wallcovering collection by Goodrich.

This collection is whimsically artistic, combining the inspirations of the Oriental influence with Mother Nature providing a special and unique sense of the Oriental beauty.

"Flora's Secrets is all painted by our artisans and inspired by a collection of exotic flowers and birds. Regardless of the use of color, brush strokes, and composition, the moods created reflect Flora's delightful moments with Mother Nature. The simple and succinct picture from this collection aims to portray a unique visual sense of space that is serene yet elegant."

What's your style?

Just tell us what you want to achieve in terms of design, look, feel and budget and let us show you the possibilities. That's the best way to achieve the style that you want and gain more value for your design dollar, advises Neo.

Goodrich is definitely creating immense value for its interior design

partners both locally and regionally, who in turn are keen to provide their customers with great designs and quality at competitive prices.

"It isn't merely about the price of the wallcoverings. It is about the lasting value that these vibrant designs and textures bring to the lives of so many. It is this attitude that brings us so much referral business – satisfied customers who are impressed with our delivery and quality. It is a small but growing industry and reputation is everything in this business. We have a responsibility to our suppliers and our customers to enhance their future in Asia and of course the immense joy that our work brings the end user will be the ultimate reward for Goodrich. Life is much more than business. We walk through this world only once, why not offer something good for our fellow human beings too," concludes Neo. ■

For additional information please visit
www.goodrichglobal.com.hk

