

Tiger You, Founder and Managing Director,
Tiger Excellent Wood Sdn Bhd

BRINGING COLOURS TO THE TIGER'S WOODS

By Zoey Chong

Stepping into the factory at Tiger Excellent Wood Sdn Bhd, I was surprised to note that it was bright and well-ventilated, unlike most other factories that I've been to in Southeast Asia. The factory made very good use of sunlight to brighten up the space – a hint at its environmentally friendly practices. I walked a little further in and soon, a 'machine' sorting wood lamellas at an extremely high speed caught my eye – behold, the latest Colour-Sorting Line from Weinig Asia Pte Ltd.

Weinig Asia's machine stood out from the rest, not only in terms of its output; it screamed modernism and advanced technology all in one machine. According to Patrick Phua from Weinig Asia and Tiger You, Founder and Managing

The last few months saw the successful installation of Weinig Asia's latest colour-sorting line at Tiger Excellent Wood Sdn Bhd in Muar, Malaysia. This line was tailored according to the client's requirements and the fruit of a joint development between Dimter's automatic cross-cut saw Opticut 450 Quantum and Luxscan's scanner technology, one of the best custom machines available in the market to-date. ZOHEY CHONG headed to the factory with Patrick Phua from Weinig Asia Pte Ltd to understand how the world's first colour-sorting line for rubber wood works. She sat with Tiger You, Founder and Managing Director of Tiger Excellent Wood Sdn Bhd, to discuss his long-term collaboration with Weinig Asia Pte Ltd from Singapore.

Director of Tiger Excellent Wood Sdn Bhd, the production line was not only capable of recognising two sides of a piece of wood and marking the chosen one (determined by the client) while sorting six different colours, it was also capable of producing 125 pieces per minute. In fact, they were looking into the possibility of increasing that number to 200 pieces and above.

125 was already a pretty impressive figure on its own, so why more?

"Times will continue to change, and there are so many variables in the industry. You have to keep improving to stay at the forefront of your business," commented Mr You.

Weinig Group's technologies were known to be among the



The colour-sorting scanner for Tiger Excellent Wood Sdn Bhd



best in the industry and their latest range of Colour-Sorting Scanners from Luxscan did not fail to impress. Its machines and technologies have not only surpassed others in the field, the Weinig Group has also taken its clients' requirements and feedbacks very seriously. This was the reason Tiger Excellent Wood Sdn Bhd chose to remain in close working relationship with Weinig Asia Pte Ltd for many years.

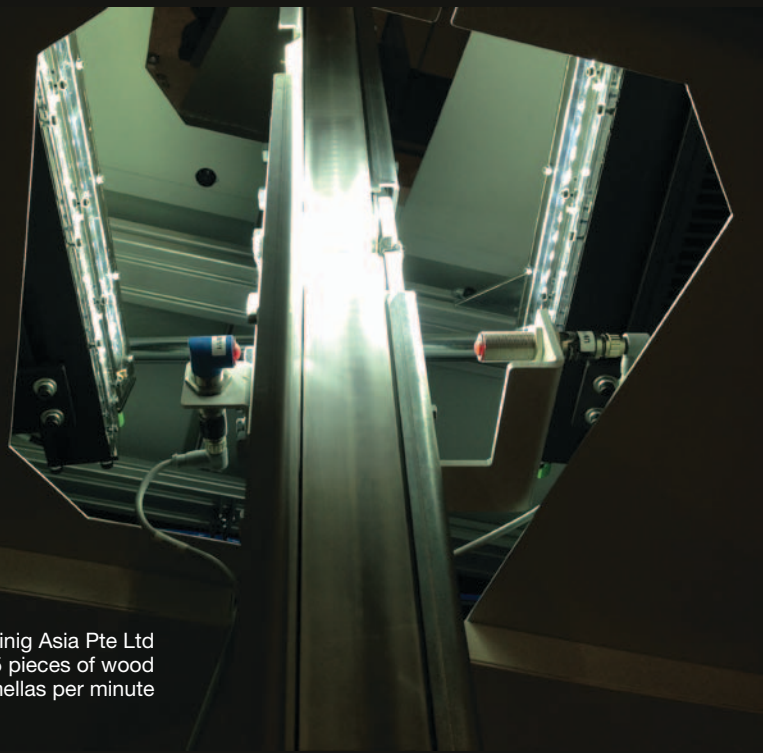
In fact, this project was not the first that Weinig Asia and Tiger Excellent Wood have embarked on together – "and it is definitely not the last," said

Mr You. According to Mr Phua and Mr You, the project took four years before it was set in stone and installed. During this period, Weinig Asia brought Mr You on several factory visitations to look at existing Weinig installations so that he was able to better understand what Weinig had to offer. Both parties also sat down on numerous occasions to discuss what Mr You envisioned for his factory, and what he wanted in his colour-sorting production line.

As Mr You told PFA, there is no perfect machine, "It depends on how you use your machine, and what you use it for. Everyone uses

different machines for different purposes. You need to understand what you need and what you want."

And Mr You is definitely one who knows his requirements and desires very well. He is someone who believes in being hands-on about every thing he does. Hence, it comes as no surprise that he understands every need and every issue the factory meets



The colour-sorting line from Weinig Asia Pte Ltd is capable of producing 125 pieces of wood lamellas per minute

more thoroughly than anyone else. In fact, Mr You added that he has purchased machines from other companies as well, but have modified them according to what he needs.

Weinig's latest colour-sorting machine was customised to meet his stringent requirements and cost a bomb, but here's the question – was it worth it?

"Definitely," affirmed Mr You. "In general, I prefer German machines to Taiwanese and Chinese machines. According to experience, while German

machines can be very expensive, they are durable and the quality is excellent; Taiwanese and Chinese machines may be cheap, but quality is not guaranteed – maintenance costs may add up to more than what a German machine would cost. And when it comes to Weinig Asia, quality and service is assured."

Mr Phua also highlighted some points to which this latest range of colour-sorting line has made for an attractive investment: The reduction of foreign labour saved on colour sorting, immense

increase in production volume within an eight-hour shift and the consistent quality and stable production make this colour-sorting production line an easy-to-agree investment.

Indeed, in addition to these, the impressive ROI of less than two years, savings on occupied factory space and a vastly increased competitiveness have given Mr You much more confidence to consider further investments with the Weinig Group. **PFA**



Tiger Excellent Wood Sdn Bhd

About Tiger Excellent Wood Sdn Bhd

Occupying five hectares in space and with a staff strength of approximately 100, Tiger Excellent Wood Sdn Bhd manufactures furniture components and exports to all of Asia, including China, while the local market accounts for 55% of its sales. The company is sustainable in its business and owns a rubber wood plantation, from which it sources all of its rubber wood for production. Defects are sold to chipboard factories, thus minimising wastage. Tiger Excellent Wood has been present for more than a decade, and founder, Tiger You, believes that maintaining good relationships and hard work have contributed to his success today. While many say that this is a sunset industry, he trusts that there is no free lunch in the world: "You need to go out there and look for business opportunities."