

# ISELLA

## COMPANY PROFILE



A person wearing a light blue shirt and a brown leather apron is working with large pieces of brown leather in a workshop. The person's hands are visible, one holding a piece of leather. The background is slightly blurred, showing shelves with various items.

# ISELLA

## HOME

### WELCOME TO ISELLA SOFA DESIGN

At Isella Sofa Design, we bring comfort and craftsmanship together. As a leading furniture manufacturer based in Malaysia, we specialize in creating high-quality, customizable sofas and seating solutions for homes, businesses, and designers. With Italian-inspired design and locally perfected techniques, our furniture combines elegance with everyday durability.



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# About Us

For over three decades, Isella Sofa Design Sdn Bhd has been a benchmark in the furniture manufacturing industry, delivering superior craftsmanship and innovative design. Operating out of a 300,000 square foot production facility, we specialize in creating high-quality sofas and furniture that bring comfort, style, and value to every space.

With a strong focus on quality control, design customization, and customer satisfaction, Isella has built a trusted reputation among retailers, interior designers, and global partners. Our commitment to excellence ensures every piece we produce meets the highest standards—making us the preferred choice for those seeking premium furniture solutions that sell.



**300K**  
SQ FT

PRODUCTION  
AREA

**300+**

EXPERIENCED  
EMPLOYEES

**15M**  
USD

ANNUAL  
REVENUE

**150+**  
CONTAINERS

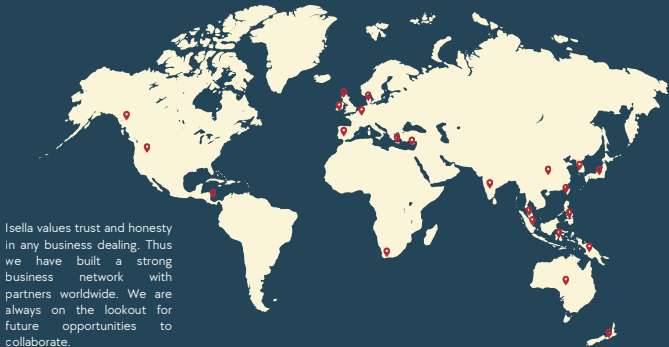
EXPORT CAPACITY  
PER MONTH

**PORT  
KLANG**

SHIPMENT  
PORT

# We Are Growing Globally

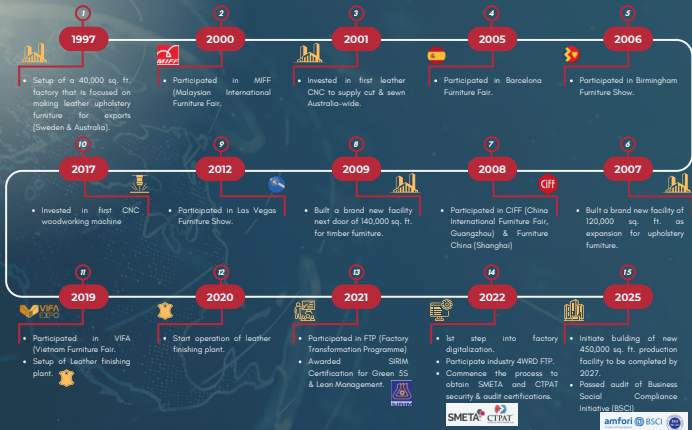
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Isella values trust and honesty in any business dealing. Thus we have built a strong business network with partners worldwide. We are always on the lookout for future opportunities to collaborate.

CANADA | UNITED STATES OF AMERICA | CARRIBEAN ISLAND | UNITED KINGDOM | IRELAND | BELGIUM | DENMARK | SPAIN | GREECE | CYPRUS | SOUTH AFRICA | INDIA | CHINA | SOUTH KOREA | JAPAN | TAIWAN | PHILLIPINES | ISELLA SOFA | MALAYSIA | SINGAPORE | INDONESIA | PAPUA NEW GUINEA | AUSTRALIA

# Timeline



# Awards & Recognition



Over the years, Isella Sofa Design Sdn Bhd has earned numerous accolades for its commitment to quality, innovation, and design excellence. Recognized both locally and internationally, our awards highlight our dedication to craftsmanship, customer satisfaction, and industry leadership. These honors reflect the trust our partners place in us and reinforce our position as a top-tier furniture manufacturer in the global market.

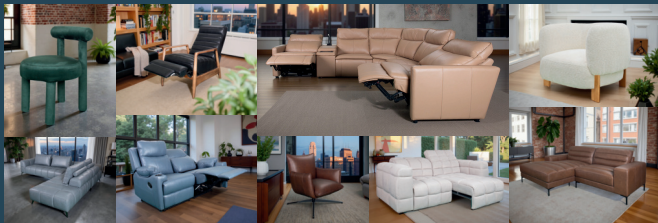
# Our Product

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At Isella Sofa Design, we specialize in high-quality upholstered furniture designed to elevate any space.

Our product range includes:

- Sofas & Sectionals
- Armchairs & Lounge Chairs
- Recliners
- Ottomans & Benches
- Custom Upholstery
- Commercial Furniture
- Sofa Beds



# Our Customers

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At Isella Sofa Design, we serve a diverse range of clients who value quality, design, and reliability.

The logo for Valencia features two slanted parallel bars, one green and one red, followed by the word "Valencia" in a black script font.The logo for Godrej is the word "Godrej" written in a black, elegant cursive script.The logo for Bob's Discount Furniture features the words "BOB'S", "DISCOUNT", and "FURNITURE" stacked vertically in a bold, red, sans-serif font.The logo for Nilkamal features a blue stylized "N" with a white lotus flower inside, above the word "Nilkamal" in a blue sans-serif font with a horizontal line underneath.The logo for Bless Brothers features the word "BLESS" in a large, teal, serif font above the word "BROTHERS" in a smaller, black, serif font.The logo for Delta Children features the words "DELTA" and "CHILDREN" in a black, sans-serif font, with a black heart symbol between them.The logo for Brick features the word "BRICK" in a bold, red, sans-serif font with a registered trademark symbol.

We're proud to build long-term relationships by delivering products that exceed expectations — in both form and function.

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# ISELLA & EVERGO

Isella Sofa Design Sdn Bhd proudly partners with Evergo in a strategic collaboration that blends Italian-inspired craftsmanship with smart, forward-thinking design. This partnership marks a significant step toward redefining the modern living experience by integrating stylish furniture with functional, lifestyle-enhancing solutions.

## ABOUT THE COLLABORATION

*The Isella x Evergo initiative represents a fusion of expertise:*

- ✓ Isella brings decades of excellence in furniture craftsmanship, focusing on aesthetics, comfort, and durability.
- ✓ Evergo, a leader in smart lifestyle solutions, introduces innovation, technology integration, and modularity to enhance user experience.

*We create furniture collections that are not only beautiful and customizable but also future-ready – combining elegant form with modern function.*

## SIGNATURE COLLABORATIONS

### MODULAR SOFA SYSTEMS

Flexible seating for homes, showrooms, and collaborative spaces.



### MULTI-FUNCTIONAL LIVING PIECES

Furniture with built-in tech, storage, or ergonomic enhancements.



### EXCLUSIVE CUSTOM PROJECTS

Co-branded designs tailored for developers, hotels, and premium clients.



100+

EXPERIENCED  
EMPLOYEES

60K  
SQ FT

PRODUCTION  
AREA

40 CNTS  
OF 40 HC

MONTHLY  
PRODUCTION  
CAPACITY

10M  
USD

ANNUAL  
REVENUE

# Intelligent Manufacturing Technologies

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Isella integrates intelligent manufacturing technologies to enhance precision, efficiency, and quality in its production processes. Key aspects include:

**Advanced Machinery:** The company utilizes German CNC (Computer Numerical Control) machines, enabling precise cutting and shaping of materials to exact specifications, ensuring consistency and high-quality finishes in their furniture products.

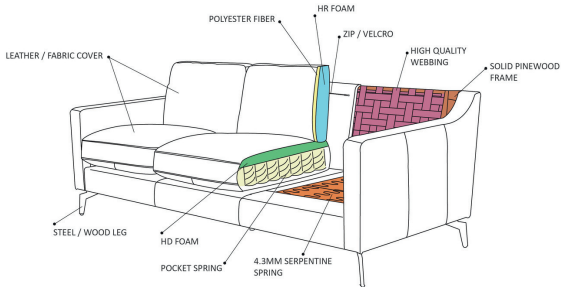
**LEAN Management Practices:** In 2021, Isella participated in the Malaysian Timber Council's Factory Transformation Programme (FTP), adopting LEAN management principles. This initiative led to streamlined operations, reduced workforce requirements, and increased annual turnover, highlighting the effectiveness of intelligent process optimization.

**Furniture Assembly Line:** Semi-automated systems used to streamline furniture production. They improve efficiency, consistency, and reduce labor costs.

**Quality Control:** The company implements rigorous quality checks at every stage of production, ensuring each piece meets their high standards. This commitment to quality is a cornerstone of their manufacturing philosophy.



# Product Structure



# Production Site



# Conveyor Belt

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## Benefits of Using Conveyor Belt in Furniture Industry

- Increases production efficiency
- Reduces manual labor and worker fatigue
- Speeds up material handling
- Improves workflow consistency
- Minimizes product damage
- Enhances workplace safety
- Handles heavy and bulky furniture parts
- Reduces operational and labor costs
- Optimizes factory layout and space usage
- Supports scalable and automated production processes



# Systematic Signage in Production Line

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- Improves workflow clarity and efficiency
- Reduces errors and rework
- Enhances workplace safety
- Provides clear instructions for workers
- Supports standard operating procedures (SOPs)
- Reduces training time for new staff
- Improves communication across teams
- Strengthens compliance with safety and quality standards
- Promotes organization and visual management (e.g., 5S)
- Increases overall productivity and consistency

# Packaging and Transportation

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Carton Packing



Soft Packing



Loading



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# Product Application



Isella's sofas and upholstered furniture are designed for various settings, including:

- **Residential Homes** – Living rooms, lounges, and home theaters.
- **Hotels & Resorts** – Lobby seating, guest rooms, and suites.
- **Offices** – Reception areas, executive lounges, and waiting rooms.
- **Retail & Showrooms** – Display furniture for interior design and lifestyle stores.

Our products combine comfort, style, and durability, making them suitable for both personal and commercial use.

# Our Team

Isella values its team by providing a safe workplace, fair pay, skills training, and employee benefits. We promote a positive, respectful work culture to support our people and drive excellence.



# ISELLA



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