

## LWC and Greencast launches strategic partnership

**SINGAPORE - 22<sup>nd</sup> May 2015** – Greencast, the trusted lightweight precast concrete wall manufacturer announced today the leading custom made architectural precast concrete system provider, LWC Alliance Pte Ltd has signed a joint marketing and distribution agreement with Greencast Pte Ltd. This is a global strategic partnership that will greatly expand their cooperation and broaden their products and services offer by the two organizations.

Greencast is committed to working with LWC, which is in line with Company's growth strategy. As part of the agreement, Greencast will increasingly leverage on LWC extensive network and clientele. This is the first agreement made by Greencast and they acknowledge that this collaboration will extend its reach to a larger client base in Asia.

This strategic partnership will benefit both companies economically and strategically in the long run. LWC will now have new products to offer to their valued clients across Asia Pacific region, while Greencast creates a new revenue line in cross selling opportunities in Asia.



"LWC and Greencast will give clients the ability to source for the overall architectural elements for their construction, said Jay Fung, LWC, Managing Director. "Our joint offering brings a new dimension of product classes to the construction industry at large and we are excited about working together."

"By having this formal alliance with LWC, we can leverage on each other's capabilities to strengthen our market positioning in the construction sector", said Alvin Hong, EVP, Business Development of Greencast. "We see this strategic partnership as a significant milestone for our mutual growth strategy."



To learn more about Greencast's patented Compac™ Green Wall Technology, visit [www.greencast.com.sg](http://www.greencast.com.sg)

## **About LWC**

Established in the early '70s, LWC pioneered Architectural Precast Concrete and GFRC façade system in SE Asia. For over 30 years, LWC has maintained its leadership position in the region through its blend of innovative concrete technology and creative artistic craftsmanship.

LWC specializes in custom-made concrete finishes that is unique in their colors, textures, profiles and forms. It offers a comprehensive service to its clients from feasibility studies, design, manufacturing and installation.

To learn more about LWC, visit [www.lwc.com.sg](http://www.lwc.com.sg)

## **About Greencast**

Greencast has established itself as a trusted eco-friendly lightweight precast concrete wall specialist assisting multi-national construction companies, renowned architects and, property developers.

A government related company since 2012, Greencast has developed key domain knowledge in non-structural wall elements, providing technologically advanced wall systems to meet challenges of its clients. Greencast is the worldwide exclusive licensee for the Compac™ Green Wall system. BCA and NUS have contributed greatly in the invention to improve building construction while ensuring a sustainable environment.

Capitalizing on this advantage, Greencast has expanded its value proposition to clients with constant Research and Development to meet clients' needs.

To learn more about Greencast, visit [www.greencast.com.sg](http://www.greencast.com.sg)