

Greencast and Unifix Systems enter a Strategic Partnership

SINGAPORE – 20th March 2015 - Greencast, the trusted lightweight precast concrete wall manufacturer announced today a strategic partnership with Unifix Systems that will provide significant economic and financial benefits to both companies. Having established itself as a construction and engineering product supplier in the industry, Unifix Systems will be able to include Greencast Compac™ green wall technology into their suite of eco-friendly products.



“We are glad to be able to work together with Greencast to provide more sustainable valued products to our clients”, said Eric Chua, CEO, Unifix System. “We are willing to work with Greencast because of their trusting and honorable values.”

In line with Unifix corporate strategy, this partnership will broaden their value proposition. Unifix has been working closely with manufacturers and is providing a one-stop solution to customers through their wide range of eco-friendly products. Being an eco-friendly precast concrete wall manufacturer, Greencast is able to leverage on Unifix’s clientele to be able to bring its products deeper into the market.

“Channel marketing is part of our marketing strategy, said Alvin Hong, EVP, Business Development of Greencast. “Cost control is vital for a business and we believe that we can keep our marketing cost with this marketing strategy.”



To learn more about Greencast’s patented Compac™ Green Wall Technology, visit www.greencast.com.sg

About Unifix Systems

Unifix provides construction and engineering products and service for various applications focusing on green, sustainable and innovative products geared to changing market requirements. Together with manufacturers, Unifix provides one stop solution to customers through wide range of products, excellent customer services and product knowledge.

Unifix also work closely with consultants and client to provide professional solution and alternative that is cost effective, designed to enhance productivity and efficiency for builders.

About Greencast

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

A government-related company since 2012, Greencast has expertise in non-structural wall elements, providing technologically advanced wall systems to meet clients' needs.

Greencast is the worldwide exclusive licensee for the Compac™ Green Wall system. BCA and NUS have contributed greatly in the invention of the Compac™ Green Wall system 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' requirements and needs.

To learn more about Greencast, visit www.greencast.com.sg