

SINGAPORE, Orchard Road

C.K. Tang Limited

Located directly in the heart of Singapore's most vibrant shopping belt, C.K. Tang has established itself as a prominent leader in local retail landscape. Founded in 1932, C.K. Tang constantly strives to break new ground within the industry through store design innovation, unique merchandising, creative marketing and high service standards.

The year 2004 was a significant year for C.K. Tang. In its efforts to continually improve the shopping experience, C.K. Tang embarked upon a major three-floor revamp of its monolithic flagship store in Orchard Road.

Priority was to make the store look brighter and fresher. Most of the facade (3,200 sq.ft) was replaced with glass doors and displays, allowing natural light to permeate through. Amongst many other offerings in the market, C.K. Tang selected IQue's Safety & Security (S & S) film. The chosen CS400/83 (4 mil Clear) acts as a security measure in burglary prevention for C.K. Tangs.

CS400/83 also minimizes accidental glass-related injury or bomb blast as it has Fragment Retention properties that hold broken glass shards in event of glass breakage, ensuring shoppers a safe shopping environment. C.K. Tang management was impressed with our S & S film and non-disruptive installation that they earmarked us for future projects to come!

AT A GLANCE

PROJECT: C.K. Tang Limited

SITE: Singapore, Orchard Road

COMPLETED: November 2004

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