

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**DELUXE SYSTEMS TO SHOWCASE ICONIC  
ITALIAN CRAFTSMANSHIP AT ARCHIDEX 2025**

*From Italy to Malaysia: A Celebration of Design, Precision, and Architectural Elegance*



**KUALA LUMPUR, MALAYSIA, 5 JUNE** – Deluxe Systems is proud to announce its participation in ARCHIDEX at the Malaysia International Trade and Exhibition Center (MITEC, Kuala Lumpur), 21-24 July 2025. The brand invites guests, from trade professionals to enthusiasts, to experience a showcase where Italian craftsmanship meets contemporary Asian luxury. Guests will get to see a curated selection of their architectural solutions, from spanning doors to windows, glass building elements, and panoramic glazing designs. The celebrated portfolio includes six of Italy's pioneering brands: Apexfine, Ponzio, Flessya, Faraone, Chirenti, and Dimensione Serramenti.

The appearance of Deluxe Systems at ARCHIDEX marks an exciting step in bringing premium European architectural products closer to the Southeast Asian market. This showcase is not only a celebration of Italian design excellence but also a commitment to supporting the region's growing demand for high-performance and design-forward building solutions. Deluxe Systems continues to expand its presence and reaffirm its role as a trusted partner for architects, developers, and interior professionals across Asia.

## **APEXFINE**



Apexfine reflects Deluxe Systems' core values by offering ultra-minimalist sliding door systems that prioritise seamless movement and architectural simplicity. Their solutions are the perfect combination of innovation and design. Apexfine windows feature large sliding windows with slim aluminum frames and stainless-steel wheels to support glass insulation. They also include built-in drainage systems for water resistance and protection. All achieved while maintaining a clean, minimalist aesthetic, adaptable to all interior design styles.

## **PONZIO**



Since the 1970s, Ponzio has been at the forefront of aluminium innovation. Their history and commitment to excellence align perfectly with Deluxe Systems' commitment to timeless quality. The brand offers reliable solutions that combine safety, thermal, acoustic performance, and refined surface finishes. It is not only a pioneer in quality, but a favorite amongst designers and customers alike.

## **FLESSYA**



Flessya is recognised for its fully customised interior doors that reflect the ideas and preferences of each client. Crafted according to the preferences of each customer, finishes such as style, materials, colors, finishes, and other door details can be modified. Each product can be made to measure, encompassing craftsmanship with personal preferences. Already known as a brand with the largest range of doors, and yet, ready to make your doors – your way.

## **FARAONE**



Faraone is a specialist in architectural glass, offering solutions for balconies, terraces, fences, staircases, interior partitions, and facades. They pioneered the use of point-fixed glass that supports modern design with tested, high-performance products. Faraone is a brand that shapes modern architecture, combining transparency and design excellence. With decades of experience in glass engineering, Faraone supports Deluxe Systems' mission to deliver refined, high-spec solutions for contemporary architecture.

## CHIRENTI



With over 50 years of experience, Chirenti is a leader in outdoor and solar architecture, offering systems that combine functionality, comfort, and refined engineering. Its range includes panoramic sliding glass systems, motorised vertical screens, and modular structures for verandas, pergolas, and sunshades. Chirenti also develops innovative building components such as G2G (Glass to Glass) and BIPV (Building Integrated Photovoltaic) integrated glass, allowing for seamless energy collection without compromising design. These solutions are ideal for residential gardens, hospitality venues, and seasonal spaces. With Chirenti's systems, clients can make the most of their outdoor areas.

## DIMENSIONE SERRAMENTI



Dimensione Serramenti produces high-quality PVC windows. The brand is well-known for its thermal insulation, durability, and design precision. With decades of experience and a strong reputation across the industry, the brand delivers solutions tailored to both residential and commercial projects. Each product reflects a commitment to performance, reliability, and the specific needs of architects and homeowners alike.

**Deluxe Systems and ARCHIDEX: A Natural Fit**

ARCHIDEX is a key platform for anyone interested in architecture and design. This year marks the 24<sup>th</sup> edition of the event. It aims to bring together over 850 exhibitors and more than 56000 visitors. This event is the perfect opportunity to explore design trends and connect with trade experts.

As Deluxe Systems continues to expand its presence in Southeast Asia, the company is actively seeking strategic partner opportunities in Malaysia. Through this expansion, the brand will remain open to new opportunities with potential collaborators across the rest of the ASEAN region.

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**About Deluxe Systems**

Deluxe Systems Pte Ltd, headquartered in Singapore, was founded under the visionary leadership of Daniele Campione. The company specialises in high-quality window and door solutions that combine sustainability with innovative design. Each product is developed with superior materials, expert engineering, and meticulous attention to detail, reflecting the artistry of Italian design thinking. More than just architectural elements, Deluxe Systems' windows and doors are statements of elegance, durability, and environmental consciousness. The company aspires to be the leading provider of premium windows in the ASEAN region and the preferred choice for architects, developers, and homeowners seeking Italian excellence in window solutions.

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