

BRC ASIA SHARES WITH BUILDERS ADVANTAGES OF PREFABRICATED REINFORCING STEEL PRODUCTS

One of the oldest and largest specialist reinforcing steel fabricators in the world, BRC Asia designs and manufactures a full range of prefabricated reinforcing steel products. From cut and bend rebars and meshes to columns, beams and walls, the company's products are tailored to assist builders in constructing faster, more safely and with consistent quality.

"Specially engineered to client specifications, our prefabricated steel solutions enable builders to raise productivity and save on time and money while reducing pollution and accidents on site," says CEO and executive director Seah Kiin Peng.

The company draws on more than 80 years of accumulated know-how in steel prefabrication technology originating from Britain. Incorporated in 1938 in Singapore, BRC Asia caters to the requirements of development projects of any size and type. Today, the BRC brand is so renowned worldwide that builders in certain markets often refer to steel meshes as "BRC".



Seah Kiin Peng, CEO and executive director

"We have managed to reinvent ourselves over time to stay relevant decades into the future," Seah says. "We are a B2B outfit trying to emulate B2C companies in terms of their connection with customers."

Complementing its just-in-time deliveries, BRC Asia is committed to further digitising its processes. Such

initiatives include implementing a comprehensive enterprise resource planning system and supporting the Singapore government's initiatives in creating a common digital platform where various industry players can plug into and collaborate seamlessly.

Following its success in Singapore as showcased by its participation in iconic projects such as the integrated resorts Marina Bay Sands and Resorts World Sentosa and the tallest public housing project in the world The Pinnacle@Duxton, BRC Asia is expanding overseas, particularly into China, Malaysia and other countries in Southeast Asia. To this end, the company welcomes builders who want to try its technologies and potential partners who share its passion to improve traditional construction processes.

"Our brand is our heritage," Seah says. "Our steel prefabrication solutions are based on a total reinforcing steel concept focused on helping clients build better, faster and cheaper."