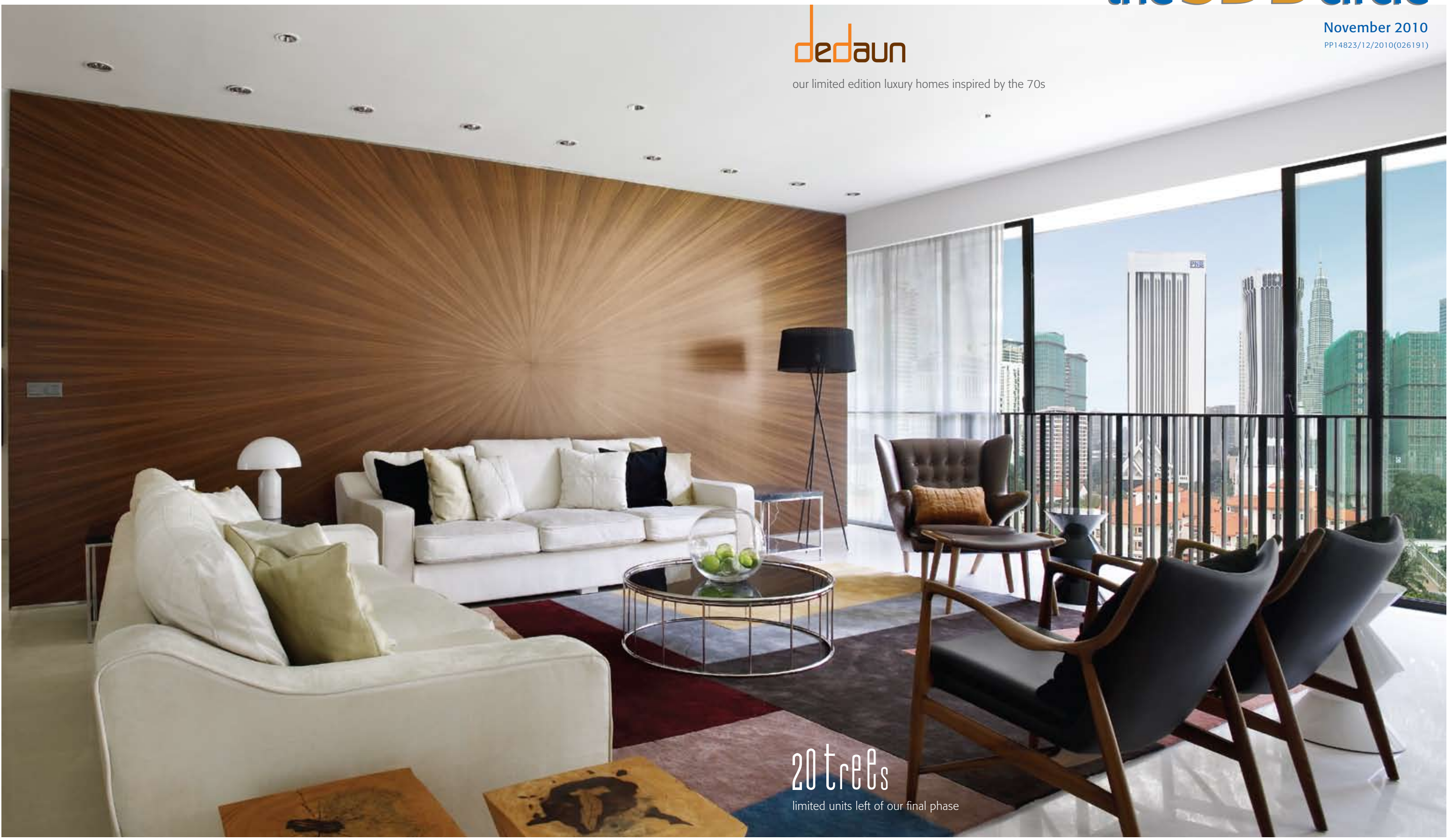


dedaun

our limited edition luxury homes inspired by the 70s

20 trees

limited units left of our final phase





for Wisma Selangor Dredging, please contact :

**Selangor Dredging Berhad**

t +6.03 2161 3377

e [wsd@sdb.com.my](mailto:wsd@sdb.com.my)

w [www.sdb.com.my](http://www.sdb.com.my)

for properties in Malaysia & Singapore, please contact :

**sdb properties sdn bhd**

**sdb asia pte ltd**

t +6.03 2711 2288

e [sdbproperties@sdb.com.my](mailto:sdbproperties@sdb.com.my)

w [www.sdb.com.my](http://www.sdb.com.my)

for hotel services, please contact :

**hotel maya**  
KUALA LUMPUR

t +603.2711 8866

reservation fax

+603.2711 2277

w [www.hotelmaya.com.my](http://www.hotelmaya.com.my)

## SDB CELEBRATES DEVELOPMENTS WITH EXTRAORDINARY LIVING EXPERIENCES

**DEDAUN**, SDB's latest prime development in the quiet enclave of Jalan Ampang was recently launched. Located in a quiet niche in the heart of KL, **DEDAUN**'s 38 unit low-rise condominiums is reminiscent of the 70's architecture, with generous layouts. The development also brings back the beauty and detail of handcrafted materials such as the Shanghai Plaster finish of the exterior wall; and the hand tooled copper door for each home.

We are very pleased to highlight our other project launched recently, that is **20TREES WEST**, which has been fully sold within only two months. As for **20TREES**, the apartment units have been recently handed over, after a slight delay. This marks the completion of the 23 acres **20TREES** development.

In the Singapore frontier, SDB's maiden development **JIA**, will be completed soon and **GILSTEAD TWO** is now over 90% sold. Moving forward, we have an exciting new line-up of launches in Singapore next year; a mixed development and residential development. Do log on to [www.sdb.com.my](http://www.sdb.com.my) for more information, and register with us to get an exclusive preview.

Merry Christmas &  
Best Wishes for the New Year!

Warm regards,

*Ms Teh Lip Kim*  
Managing Director



### Batu Feringghi, Penang

- an exclusive freehold beachfront development within 4.7 acres of land.
- 5 blocks of exceptional SoHo styled service suites.
- with designer landscape and distinctive facilities.
- launching in 2011.

### Balestier Road, Singapore

- an exclusive freehold mixed development.
- an 18-storey residential apartment block consisting of 104 units, and a 4-storey commercial block with retail offices.
- with designer landscape and distinctive facilities.
- situated at Singapore's bustling area with good accessibility.
- launching in 2011.

### Cavenagh Road, Singapore

- a freehold residential development, in the discerning neighbourhood of District 9.
- an exquisite 6-storey residential block consisting of limited edition apartments.
- with designer landscape and exceptional facilities.
- situated in a quiet enclave, yet just a few minutes walk to Orchard Road.
- launching in 2011.

\* For more information, please call 603.2711 2288 or register your interests with us at [www.sdb.com.my](http://www.sdb.com.my)



WE LIKE TO HANG AROUND  
LONG AFTER YOU'VE MOVED IN.

To help new homeowners find their feet quickly and settle-in nicely, we offer a whole host of services : arranging for satellite tv, phone and broadband connections, to rental agents, to housekeeping services, to renovators. All, just a phone call away.  
Next, you'll get our special card that offers discounts and access to our own list of resources, furnishing specialist, household electronics, and more.  
Then of course, our 36-month rectification warranty gives you the added assurance that we'll still be there long after you've moved in.  
We're simply not your ordinary developer. While we are extremely proud of our innovative designs, we are just as hung up on commitment and services.



18th Floor, West Block, Wisma Selangor Dredging,  
142-C Jalan Ampang, 50450 Kuala Lumpur, Malaysia  
t 603.2161 3377 f 603.2161 6651  
www.sdb.com.my



## Live In The Moment, Be One With Your Surroundings

20trees Apartments fully completed and handed over to Homeowners in October

Although a bit delayed, the 20trees apartment units are now fully completed with an issued CF (Certificate of Fitness for Occupation), and have been handed over to its homeowners since end of October.

All 20trees apartment residents can enjoy access to the Clubhouse and its facilities, including the 50-metre lap pool, children's pool, jacuzzi, gym, yoga and pilates studio, meditative gardens, BBQ area and facilities, as well as the creche and children's playground that is equipped with *Kompan*, the world's leading specialist in child-focused innovative play equipment from Denmark.

The final release of 24 Courtyard Homes in 20trees with a view of the world's longest quartz ridge

Saving the best for last, our emerald gem 20trees, which spans 23 acres in Taman Melawati, has come full circle with the sales release of its final remaining courtyard homes. The courtyard homes are bungalow-sized properties for the discerning. These are unlike the usual bungalow designs where extra land surrounds the property. The homes are designed so that residents can enjoy outdoor living indoors. The 760sq ft courtyard in the centre of the homes include a large open-air garden and an outdoor 7.45m plunge pool. This setting allows private functions to be held right at the centre of your home.

The Courtyard Homes are sized at 6,400 sq.ft. with dimensions of 48ft by 96ft, and come with five bedrooms including two master bedrooms with walk-in wardrobes. Additionally, the homes are fitted with designer kitchen equipped with appliances, washing machine and dryer, designer wardrobe and air-conditioners in the master bedroom, junior master bedroom and living room. Its ceiling heights of 11ft and huge entrance doors of 9ft high, as well as large windows which functions as an indoor balcony, invite natural light and ventilation, thus cutting down on electricity consumption. And what's more, the car porch can accommodate up to six cars.

At 20trees, the emphasis is on the environment and the homes are designed to integrate into the natural undulating landform. The 20 landscaped environments - 18 within 20trees itself and the other two being Klang Gate's Quartz Ridge and the Melawati's greenery - gives the residents 20 green experiences.



The pockets of environments are all over the development for the residents to enjoy. Residents of 20trees will also have access to the Clubhouse and its facilities.

**\* Limited units are still available for sale.**  
For enquiries, please call 603.4107 8203 or 03.2711 2288 or visit [www.sdb.com.my](http://www.sdb.com.my)

## Electrolux Commercial Shoot @ 20trees

There was a slight buzz at 20trees recently, as Electrolux had an infomercial shoot for their latest toploader model washing machine. The 2-day shoot was carried out at our Courtyard Home show unit. The production crew were in awe with the unique house design and the surrounding view.

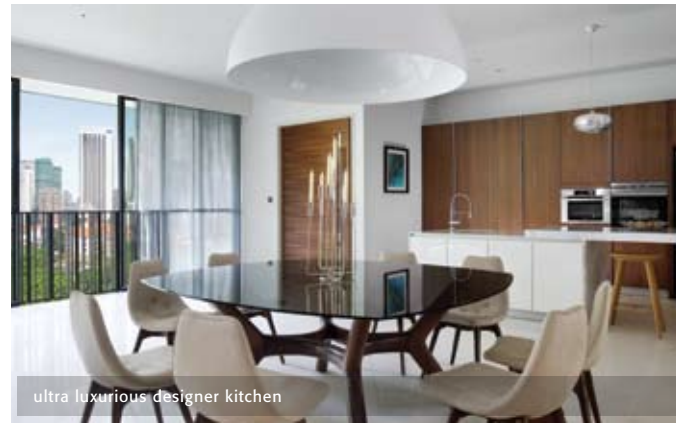
As SDB prioritises good and reliable products, all 20trees homes are fully equipped with kitchen appliances under the Electrolux brand. This internationally known premium brand is recognised as an industry leader in the latest *Dow Jones Sustainability Index* for its durable household products.

The infomercial will be screened on the various Astro channels this December.

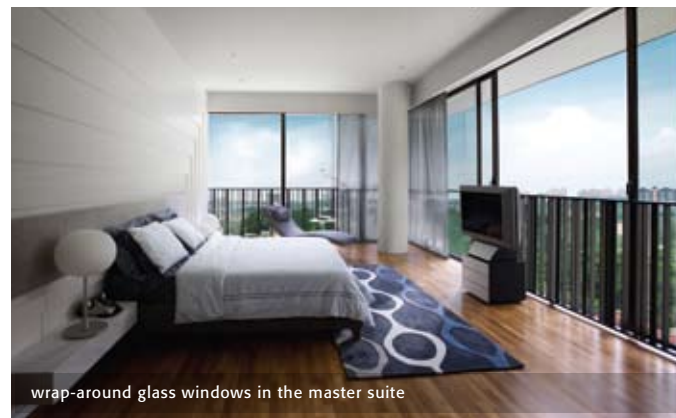


# dedaun

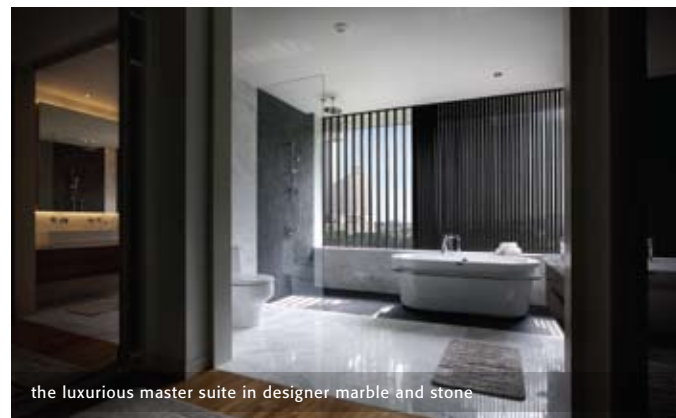
for those who understand  
the subtlety between  
the elegance of space  
and mere spaciousness.



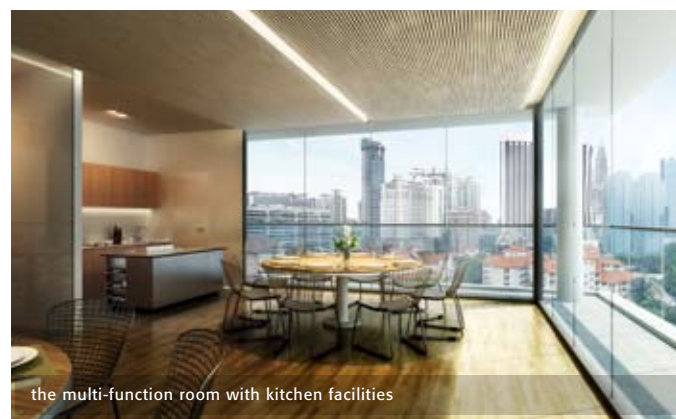
ultra luxurious designer kitchen



wrap-around glass windows in the master suite



the luxurious master suite in designer marble and stone



the multi-function room with kitchen facilities



## Remember when living was never brash, but gracious?

38 limited edition luxury residences, nestled in a private and quiet enclave, and situated at a prime freehold land in the heart of Kuala Lumpur, Dedaun draws its design inspiration from the 70s, to bring back a style of living that you never thought you would see again.

At **Dedaun**, we proudly bring back a style of living and a standard of craftsmanship you find in the homes of yesteryears - where there was a clear emphasis on the luxury of space, an intimacy with the garden, the quality of build, and attention to detail. On the outside, Dedaun exhibits a discreet and understated simplicity in deference to the heritage and the prestige of its location. Inside, the sense of space and natural light embraces you with the promise of a totally new perspective to how luxury living should be.

**Dedaun** is a discreet low-rise development in a height-controlled location, intimately set in two interlocking L-shaped blocks encircling an inner courtyard. Dedaun defies convention with a design of nostalgic simplicity.

Step out of the lift lobby, and you step into a unique and breezy forecourt, that's naturally lit and ventilated, with an inviting waiting lounge. You will be lingering longer, and taking time to enjoy the serenity of your private sanctuary, filled with the scents of the garden.

Wander beyond the specially crafted copper doors, and a truly spacious living room flows seamlessly into the dining and cascades into the dry kitchen – connected by a timeless, crystal white marble floor that seems to stretch forever. The span of the room is spectacular, framed by a 3-metre ceiling height, and 2.7-metre indoor balconies that slide open to let in a constant breeze.

In the living, dining, family room and master bedroom, glass windows that wrap-around presents 270-degree views and generously admit natural light and fresh air to bring in the outdoors.

Taking the concept of luxury living to new heights, **Dedaun** also features 3 garden villas with their own private themed gardens, and 3 penthouses with their own private rooftop swimming pools and similarly themed gardens with in-ground trees that grow 4 to 6 metres high.

Wander through **Dedaun**, and you'll discover its many hidden facets. Like an inspiring open-air multi-function deck with fully equipped kitchen facilities, just one floor below the rooftop, where there's a constant flow-through of breeze that literally brings in the outdoors. Here too, you'll find a fully equipped gym that takes advantage of the spectacular views.

A stroll away into the centre of **Dedaun**, a magical courtyard appears... with walkways that float across reflective pools, creeper plants that hang like a veil down the full height of the building, and lighting themes that create a cozy and intimate space. Explore its paved walkways and shaded gardens, to find a hidden playground for the children. And best of all, up on the rooftop, a shimmering 20-metre long infinity pool that seems to share its brink with the city skyline.

\* For more information, please call 603.2144 1510 / 603.2144 1530 or visit [www.sdb.com.my](http://www.sdb.com.my)



the open plan layout of the living, dining and kitchen, that stretches up to 13 metres

## THE SDB CARD

The SDB Card is a personalized card which enables SDB homeowners to enjoy discounts and special rates at selected partner lifestyle merchants. In this issue of the SDB Circle, partner merchants, Janine and Dasar Induk with their E2 Saver provide an introduction to their products and services.

*Check out your SDB Card pack on the location and details of the exclusive discounts offered by all the lifestyle merchants under the programme.*

### Janine

fine furnishing and designer home needs

Since our establishment in 1982, we have evolved our own special style of furnishing with an emphasis on classics and the added flavor of current trends in style. Discover luxurious silks, crisp linen, cool cottons and translucent sheers in a myriad of colours and textures from our extensive library of sample books of fabrics and wallpapers from international design companies,

Choose from our wonderful selection of sofas and hand crafted furniture made from rich cherry wood, walnut, mahogany, teak and Malaysian tropical timbers. Janine's services includes custom made draperies, bedcovers, cushions



and sofas in any fabric from Janine's collection. With all our displays and items specially selected, we can assist in transforming your home into your own special haven.

Janine's interior decorating services include custom made draperies, bedcovers, cushions and sofas in any fabrics from Janine's collection. Reupholstery services, advice on colour coordination and furniture layouts are also available. We have a wide stock of trimmings and curtain accessories with brass poles and holdbacks which even professional interior designer resort to.

*For more information, please call 603.2094 9530 (Bangsar Shopping Centre) or 603.4260 2743 (Great Eastern Mall) or visit [www.janine.com.my](http://www.janine.com.my).*



## OTHER PARTNER MERCHANTS

- Crown Relocations
- Goodrich
- Hotel Maya Kuala Lumpur
- Gudang Damansara & Gudang Studio
- Xtra Furniture
- Mediaplex
- Jia
- Toto Sanitaryware

\* For more information and enquiries, please call SDB Customer Services at 603.2171 2898.

### E2 Saver

plug it in and save up to 40%

As electricity tariffs hit an all time high with an 18% increase in residential properties, and a whopping 26% in commercial buildings, it is time to find ways and means to conserve energy. A simple solution is at hand with the E2 Saver. This nifty little gadget not only helps consumers save money on electricity, it also promotes energy efficiency, which in the long run saves the environment. Obviously, the E2 Saver has made quite an impression with those who have used it and is gaining popularity among households.

How the E2 Saver works is simple. The gadget has been equipped with the capacity to store additional electricity needed for stabilising electric currents within an inductive load and improves energy consumption by supplying electricity locally at the load. Further to this, the gadget is hardwired to reduce reactive energy consumed by inductive receivers.

Reactive energy is the extra demand for energy that certain types of inductive equipment such as motors, transformers, and lighting need in order to operate. The extra energy can cause imbalances in electrical installations, and have several negative effects, which includes higher electricity bills, over-loaded transformers, and lost of power in some installations.

By using the E2 Saver, one can easily save up to 40% on electricity bills, and there is no installation needed. All you need is to plug the gadget into any 13A 3-pin power outlet nearest the distribution box, and the E2 Saver will do the rest. The product is legal, safe and has been tested and approved by CE.

*For more information, please call Dasar Induk at 603.5630 0886 or visit [www.e2saver.com.my](http://www.e2saver.com.my)*



- saves up to 40% of electricity bill
- 60-day money back guarantee
- 3-year warranty against all defects including lightning related damages
- no installation or maintenance required
- increases energy efficiency
- raises power factor and quality of power supply
- prolongs the life of appliance and wiring
- eco-friendly
- compact & portable

## BAKING FOR FUN!

### SDB's CSR initiative with the learning disabled community

It had been a fun-filled and rewarding October. It all started when we had decided to launch our new development, Dedaun, which is situated in a private enclave off Jalan Ampang. Our group managing director, Ms. Teh Lip Kim, had wanted visitors to the show unit of Dedaun, to have a taste of something that reflected SDB's signature for excellence and community support. So, when she heard about Bake4Fund, she saw a chance in creating opportunities for the learning disabled community to be part of SDB's scheme of things. "We are moving gradually towards an inclusive corporation. Having a six-year-old son with autism helps me to see things in a different perspective. Providing working experience for the learning disabled is our (SDB) first step. It is something close to my heart," she admitted candidly.

Bake4Fund is a setup by two mothers to help persons with learning disorders to learn and earn by baking cakes and cookies for sale. "It is about focusing on the persons' potentials by developing their interest in baking, even as care is put into the products to ensure they are delicious, original and of quality," explained Lim Ang Nei, the co-founder. They work closely together with Dignity and Services (D&S), an advocacy group that aims to empower people with learning disabilities of their rights, and help them gain independent living. Towards this end, D&S established a home for supported living in Taman Tun Dr Ismail, KL. "Our emphasis is getting teenagers and adults to learn to lead an ordinary life and be part of the community," said D&S executive director, Metilda John.

So, everything fell into place for the baking project, SDB-owned five star boutique hotel, Hotel Maya Kuala Lumpur, with the assistance of the Maya chefs and kitchen crew. As it was a first for everyone, the Maya kitchen crew took care of the logistics to ensure everyone had a chance to bake at the hotel's pastry kitchen. Understanding that special needs people have to sharpen their motor skills, Soong and his staff taught the participants how to do piping, besides the usual mixing and stirring. To accommodate one of the participants, Cheong Choong Jian who uses the wheel chair, care was given to ensure accessibility in the kitchen. While it may seem so ordinary, but for participants like Ho, Chin Keat Lai and Nicholas Mathew, donning their specially made aprons with their name tags, was a big deal as it gave them a sense of pride.

SDB was drawn to the energy and vision of D&S and Bake4Fund, because we shares the same values. "We believe in excellence and building lifelong relationships with our staff, clients and stakeholders," Ms. Teh added. Although it is an uncharted terrain, SDB is prepared to step out in faith to use the available resources, to bring together the abled and disabled alike as a community. Aware that our actions may be misconstrued as a mere case of public relations exercise, Ms.Teh reasoned: "Life is a journey and at times, it calls for taking risks. If we fall, we pick ourselves up. The key is not to be afraid to take the first step."

Even before the baking project came to an end, SDB had started working out the details to provide internships for the learning disabled community at the hotel. "It is our (SDB) way of giving back to the society. Making money is not everything," concluded Ms.Teh. Whichever the case, one thing is for sure: it is a win-win situation for all parties.



## BRINGING MAYA TO YOU right at your doorstep

Hotel Maya Kuala Lumpur brings you delectable cuisine, be it fine Malay or other culinary delights, to the comfort of your own premises.

Our dedicated and experienced culinary team provides our highly acclaimed catering service right to your doorstep. Tailor-made menus can be created, providing you all the privileges accorded to a function held at the premise of Hotel Maya, or your own home, making your personal event a pleasant and memorable one.

So, contact us now to celebrate the festivities and your cherished moments the Maya way.

For further enquiries, please call our Sales Team at +603.2711 8866, or visit [www.hotelmaya.com.my](http://www.hotelmaya.com.my).

## LUXURIOUS PAMPERING at Anggun Spa

Escape the complexities of the city at Hotel Maya's very own, Anggun Spa. Located at Level 3, it houses 6 treatment rooms, a hydrotherapy pool that massages the body and aids in improving blood circulation and a private café, where light refreshments and food can be ordered.

The hydrotherapy pool is a heated indoor pool utilizing pressurized jets of water to massage the head, neck and body. Out of the 6 treatment rooms, 2 are designed exclusively to cater for couples wanting to enjoy a spa session together. The rooms are aptly named in Malay - Badam, Cengkih, Pandan, Pudina, Serai and, Sirih to reflect the local ingredients commonly used in spa treatments. The rooms, decorated in minimalist, will bring out the Zen in you.

Spa lovers will be charmed by the wide array of pampering treatments that is offered. Choose from complete therapy treatments, massage therapies, bath & body treatments, foot therapies and basic aromatherapy facial. One can opt for a luxurious 3 1/2 hours Maya Indulgence Signature Therapy, a 50-minute Hot Stone Massage, or try out our Maya Express Treatment for only 25 minutes.

The Maya Signature massage is our recommended choice, which combines the therapeutic goodness of nature and age old traditions.



Expertly made from a combination of dry herbs compressed into a ball, the 'ball' is then warmed and soothingly applied to the body using traditional Malay massage techniques. Essential oil that penetrates the skin through the enlarged skin pores will then periodically be released through the warm compressed ball, relaxing the connective tissues.

For further enquiries, please call +603.2711 8866 extension 290, or visit [www.hotelmaya.com.my](http://www.hotelmaya.com.my).

\* Extracted from the article written by Ms. Pang Hin Yue for The Star's "One Voice".  
For enquiries, please call Bake4 Fund at 017.697 6354, and Dignity & Services at 03.7725 5569