Press Release



**SCGD Partners with AXENT Switzerland to Drive Growth in the Smart Sanitary Ware Market, Aiming for Leadership in Southeast Asia**

Mr. Nampol Malichai, Chief Executive Officer and President of SCG Decor Public Company Limited (SCGD), a leading company in ceramics, surface decoration materials, and sanitary ware in the ASEAN region (second from right), and Mr. Sitichai Sukkitprasert, Managing Director of Siam Sanitary Ware Company Limited (COTTO) (first from right), together with Mr. Frank Li, Chairman of the Board and President of AXENT (second from left), and Mr. Book Huang, General Manager of Manufacturing Center at AXENT (first from left), a leading Swiss company specializing in smart sanitary ware technology, signed a Memorandum of Understanding (MOU) to explore opportunities for comprehensive growth in the smart sanitary ware market across Southeast Asia.

This collaboration combines AXENT’s cutting-edge global technology with SCGD’s strong regional distribution network and market insights to elevate sanitary ware standards, expand the high-value product segment, and strengthen brand leadership in the regional smart sanitary ware market. The partnership will also involve knowledge sharing, joint management of distribution channels, and marketing strategies to support the expanding sanitary ware market across ASEAN countries.

**About SCGD**

SCGD operates in the decor surfaces and bathroom business, with an extensive distribution network across the ASEAN region. The company has subsidiaries in Thailand, Vietnam, the Philippines, and Indonesia.

**About AXENT Switzerland**

AXENT is a smart sanitary ware expert known for its product designs that emphasize cleanliness, water efficiency, and ease of use.