

Sorento Capital to launch concept showroom in Johor

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KUALA LUMPUR: Bathroom and kitchen sanitaryware solutions provider Sorento Capital Bhd has established a new Sorento Concept showroom in Johor as it pushes into the country's southern region.

"Designed to elevate brand visibility and customer experience, the showroom will showcase Sorento's latest product innovations, including the upcoming premium 'Sorento Serene' series," said the company in a statement.

Sorento Capital said it has put aside RM2.5mil to develop the flagship showroom, which is scheduled for completion in end-2025.

"This showroom will allow us to better serve our customers in Johor while tapping into the Singaporean market. With the region's rapid growth in property development and infrastructure, we are confident that Sorento is well-positioned to capture rising demand for quality bathroom and kitchen solutions," said Sorento Capital managing director Loo Chai Lai.

Meanwhile, Sorento Capital is investing in brand visibility through upgraded dealer stores, targeted advertising and high-impact billboards, in line with its ambition to build Sorento as a trusted Malaysian brand.

Loo added that the outlook for Malaysia's bathroom and kitchen sanitaryware industry remains positive, supported by robust growth in the residential, commercial and hospitality sectors.