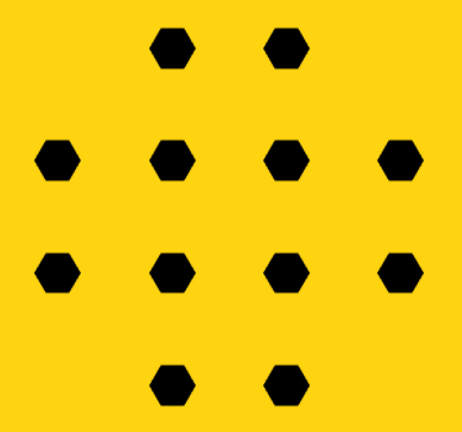
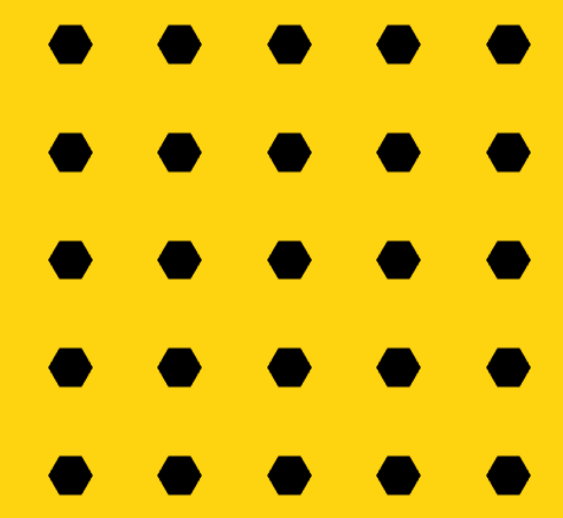


PRESS KIT



“ CREATE YOUR OWN PLAYGROUND, A SPACE THAT’S TRULY YOURS ”



Minthe(d) is a Singapore-based product design company that understands the constraints of urban living and believes that limited space shouldn't mean limited creativity.

The company designs innovative and fun products that serve as much-needed solutions for consumers. Our vision is to be a game-changer in the industry by empowering individuals to create their own personalised spaces and to experiment with their environment using our products.

#CREATEYOURSPACES



PRODUCT INSPIRATION

THE HONEYCOMB STORY

With nature as the backdrop for our inspiration, we design innovative products that revolutionise the urban living space.

Minthe(d)'s first group of products is greatly inspired by the theme of honeycomb.

In the nature world, hexagons abounds everywhere and they are the most scientifically efficient packing shape.

Hexagons form the fundamental structure of honeycombs, as the geometry of this shape uses the least amount of material to hold the most weight. This allow bees to build the perfect honeycombs with minimal time and energy, likewise, Minthe(d)'s products will serve the same purpose of efficiency and space saving benefits as well.



INNOVATING THE
CONNECTIONS BETWEEN
NATURE & DESIGN



OUR PRODUCT

M.I.N.T BLOCKS - ACACIA

M.I.N.T BLOCKS

MODULAR. INTERACTIVE. NATURAL. TRANSFORMATIVE

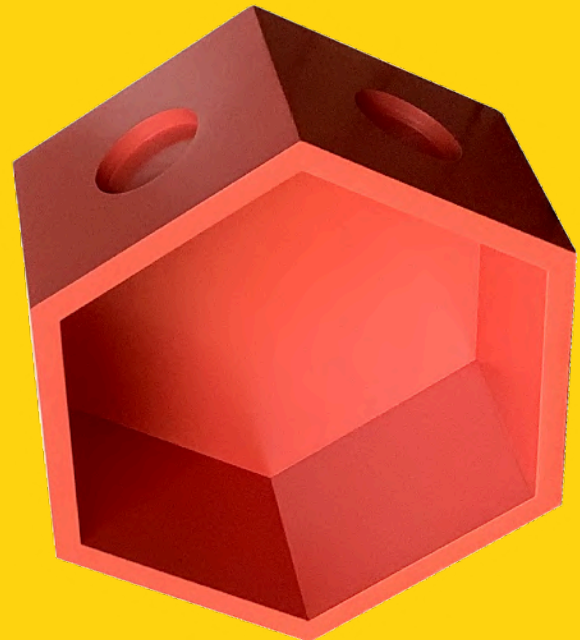
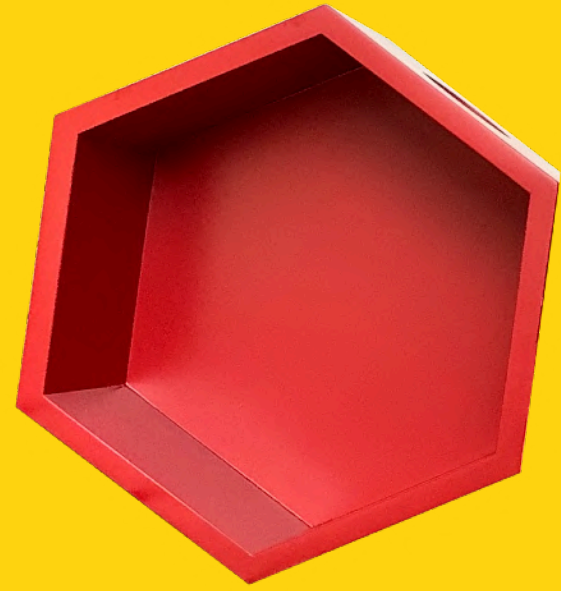


M.I.N.T Blocks are intuitively designed with magnetic connectors so that individuals can easily attach and detach the blocks to create their own furniture piece.

Connect, stack and mount the blocks effortlessly to transform the spaces around you.

From a versatile coffee table to display shelves and storage system, the possibilities are up to your creativity!

M.I.N.T Blocks are not just furniture blocks. They are the building blocks to your creativity.





KEY FEATURES OF M.I.N.T BLOCKS

01 MULTI-PURPOSE DISPLAY
Coffee table. Storage. Display

02 ADAPTABILITY
Different experiences. Multiple occasions

03 MULTI-CONFIGURATIVE
Magnetic connectors. Different functional arrangements

04 COST-EFFECTIVE
Easy maintenance. Multiple usages

05 SPACE-SAVING
One block. Multiple transformations





OUR FOUNDERS



RAY KOK

CEO & Co-Founder

Since young, Ray used to paint and brought images in his mind to life with strokes on blank canvases. Now, he brings ground-breaking ideas to life by innovating research methodologies for industries ranging from fintech to landscaping. Adding on to his career canvas, Minthe(d) is the latest creative brainchild of Ray, who is the CEO, overall strategist and dabbles in the kickstarting of all product innovation and conceptualisation of the company. Before creating Minthe(d), he founded Decii Pte Ltd and Roffel Investment, both are investment companies with varied focus.



EDMUND KOK

COO & Co-Founder

The founder of Trace Design + Build is a man with many visions. With more than 35 years of experience in the architecture and design field, Edmund leads a multidisciplinary team in Trace which provides support and consultancy for Minthe(d)'s product development and interior inspirations. Edmund's noteworthy projects include the MRT Laboratory at Kallang (SIA Design Award), Community Hospital at Ang Mo Kio, private residences at Sentosa Cove, One Chiltern, Oxley 3, St. Patrick's Residences and etc. In Minthe(d), Edmund plays a crucial role in further developing and refining product designs, making sure that the application of the products are sustainable and sound.

For media enquiries, please contact:
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<https://minthed.co>



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