Embracing technological innovations to stay ahead

Selko Architectural Wall Systems wins Enterprise 50 10-Year Award, steps up transformation efforts to stay relevant in an increasingly digital world. BY LIM HWEZ ZHAN, TANG HUI XIN MELISSA AND WANG SHU

In September 2019, the company gave a presentation to 180 engineering students in Nanyang Technological University as an introduction to career prospects in the building facade industry.

Its unique employee value proposition includes giving people the opportunity to work on foreign projects for experience. Employees will also work on the one-stop, multi-disciplinary (MD) and robots work side by side. Self-organized and conscientious employees will be groomed for leadership roles as part of succession planning to secure the company’s future.

Employees are also rewarded variable bonuses when Selko Wall is profitable, as it believes that every staff member is part of the profit equation.

These initiatives reinforce that employees are valuable assets of the company.

Re-shaping the building facade industry with new technologies

Despite the costs and potential disruption to operations, Selko Wall has been investing in research and development (R&D) to ensure operational excellence.

It has collaborated with Singapore’s agencies for Science, Technology and Research to incorporate the latest technology into building facades.

Selko Wall is aware that the digital transformation of the building industry continues to evolve.

Selko Wall’s efforts have paid off, as it now boasts a strong R&D department with innovative technology that makes it stand out.

The first step was to fully automate standardization and high volume/batch manufacturing processes that have a fixed production line or manufacturing method that does not deviate.

As a result of automation, productivity has increased while labour costs and defects from human error were reduced.

Selko Wall complemented the automation of its factories with new software and hardware solutions for the first time to further enhance productivity in its manufacturing processes.

For instance, the company installed a human resource management system that is accessible to the local nucleous of time cards for staff.

The complicated payroll functions were also streamlined to increase efficiency.

It is also taking steps to fully digitise its remaining departments. In 2018, Selko Wall introduced a QR code material traceability system that automates the location of raw materials and tracks material locations.

The QR code improves inventory visibility, accuracy, traceability and accountability.

It enables both clients and Selko Wall to monitor in real-time the completion status of raw materials using 3D building information modelling (BIM), which has been well-received by clients.

Selko Wall receives the prestigious Enterprise 50 10-Year Award under the leadership of its managing director, Mr Rodney Cheong. His success is attributed to his consistent pursuit of excellence, leadership development, talent management and adoption of new technologies.

Artist’s impression of Selko Wall’s commercial project in Vancouver. The building, named 400 West Georgia, has a modern three-dimensional “stacked boxes” design unique for its eco-friendly exterior.