

Block H #02-04, BCA Braddell Campus
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SGBCCommunity Showcase

The SGBCCommunity Showcase series highlights what sustainability means to SGBC Members and how they are helping to build a greener and healthier built environment.



Mr. Daniel Low
Business Development Manager
HH Stainless Pte Ltd



How is the company helping to build greener buildings?

HH Stainless is one of the largest stainless-steel stockists with over 12,000 Tons of Stainless Steel. We distribute materials both in Singapore and around South East Asia to various industries, with one being the building and construction industry.

As a key material supplier, we are currently in talks with a few of our suppliers for the supply of Green Stainless Steel and our first batch of Green Stainless-Steel products will land on Singapore's shores some time at the end of Q1 2024.

What drove the founders to set up the company?

HH Stainless came about due to the business restructuring after the successful acquisition of Sin Ghee Huat Corporation by Hong Hock Hardware Pte Ltd and is now one of the largest stainless-steel stockholders in Singapore.

Next year, we would be celebrating our 60th year in operation where our original founder started the business as a scrap dealer but later found the opportunity to transition to a stainless-steel distributor.

What is the biggest challenge the company has faced? Are there any learning points for the rest of the industry?

Promoting higher end grades of stainless steel as a longer lasting sustainable choice. More often than not, the focus is usually not on lifecycle cost but on the upfront cost of the project itself. Usually by the time the procurement occurs, the material in question has already been selected and any changes are often met with a lot of resistance either due to it already being specified in or that material engineers may not be familiar with such products.

A lot of the legwork involved will have to be done upfront at the start during the planning stage and we are able to tap on to our mills for their expertise if required.

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What do you think can be done to move the needle on built environment sustainability?

A top-down approach led by our government will have the most immediate and drastic impact on the built environment.

How does the future of our built environment look like to you?

A heavier emphasis on sustainability for our next generation. Our built environment consists of many small and medium enterprises (SMEs) as our local sub-contractors for jobs and transitioning to a low-carbon built environment by 2030 may be quite an uphill task for them. We hope that those that are able to successfully transition would find a new niche and foothold for themselves in the industry,

What's next for the company?

We have started our plans to gather Scope 1, Scope 2 and Scope 3 carbon emissions data which we aim to complete by 2024 to better address the changes coming to the built environment sector.

By 2026, we hope to have mapped out at least 70% of all carbon footprint from our partnered mills and hopefully transition about 20% of our products to a greener offering in the latter half of this decade.