



TIMELESS DESIGNS,
CRAFTED WITH POETRY





Origin

Since 2008, Moonler, located in Chiang Mai, the land of mountains, has crafted furniture that transcends the ordinary. Our work reflects a valuable design heritage and a genuine commitment to the environment. We believe that true beauty lies in the essence of form and function, meticulously refined by skilled artisans through generations.

Our design philosophy is inspired by Leonard Koren's quote: "Pare down to the essence, but don't remove the poetry." Each Moonler piece, therefore, emphasizes minimalist simplicity with clean lines and practical utility, while still retaining its beauty. This careful approach results in furniture that adds timeless elegance to any space, remains contemporary, and appeals to those who value sustainable design.

Moonler's beauty is not found in luxurious embellishments but in the small details that tell stories of heritage and respect for nature. We use sustainable Chamchuri wood, selected for its unique character and warmth, connecting every piece of furniture to the earth. Our expert craftsmen, guided by traditional wisdom, transform this wood into precious heirlooms worthy of being treasured for generations. Their dedication ensures that every piece possesses enduring value and is imbued with true quality craftsmanship.

Moonler's furniture is like a whisper from history and a symbol of responsible practices. It also serves as a conversation starter, reflecting an appreciation for quality, artistry, and timeless design. Thus, Moonler furniture is more than just furnishings; it becomes a cherished part of your story, a legacy passed down through generations, showcasing the enduring beauty of both form and function.

Craftsmanship Wisdom



Chiang Mai is considered a center of woodcraft cultural heritage, passed down for many hundreds of years, with “Sala Mai,” or skilled artisans, transmitting their knowledge and craftsmanship from generation to generation. “Sala Mai” are true masters of woodworking; they use traditional tools and techniques to create beautiful, intricate, and functional wooden pieces. Through years of dedicated practice, they develop a profound understanding of the nature and spirit of wood.

Craftsmen, who are experts in Chamchuri wood and inherit wisdom from the Sala Mai, highly value every part of the wood and are committed to minimizing waste from production. We select high-quality Chamchuri wood, combining the artisans’ skills and knowledge with modern tools to create excellent quality furniture, much like an artist crafting meaningful works of art.

With a thorough understanding of the value of Chamchuri wood and the wisdom of local craftsmen, combined with an awareness of cultural roots and a clear identity in the modern world, Moonler’s creations are thus more than just furniture.



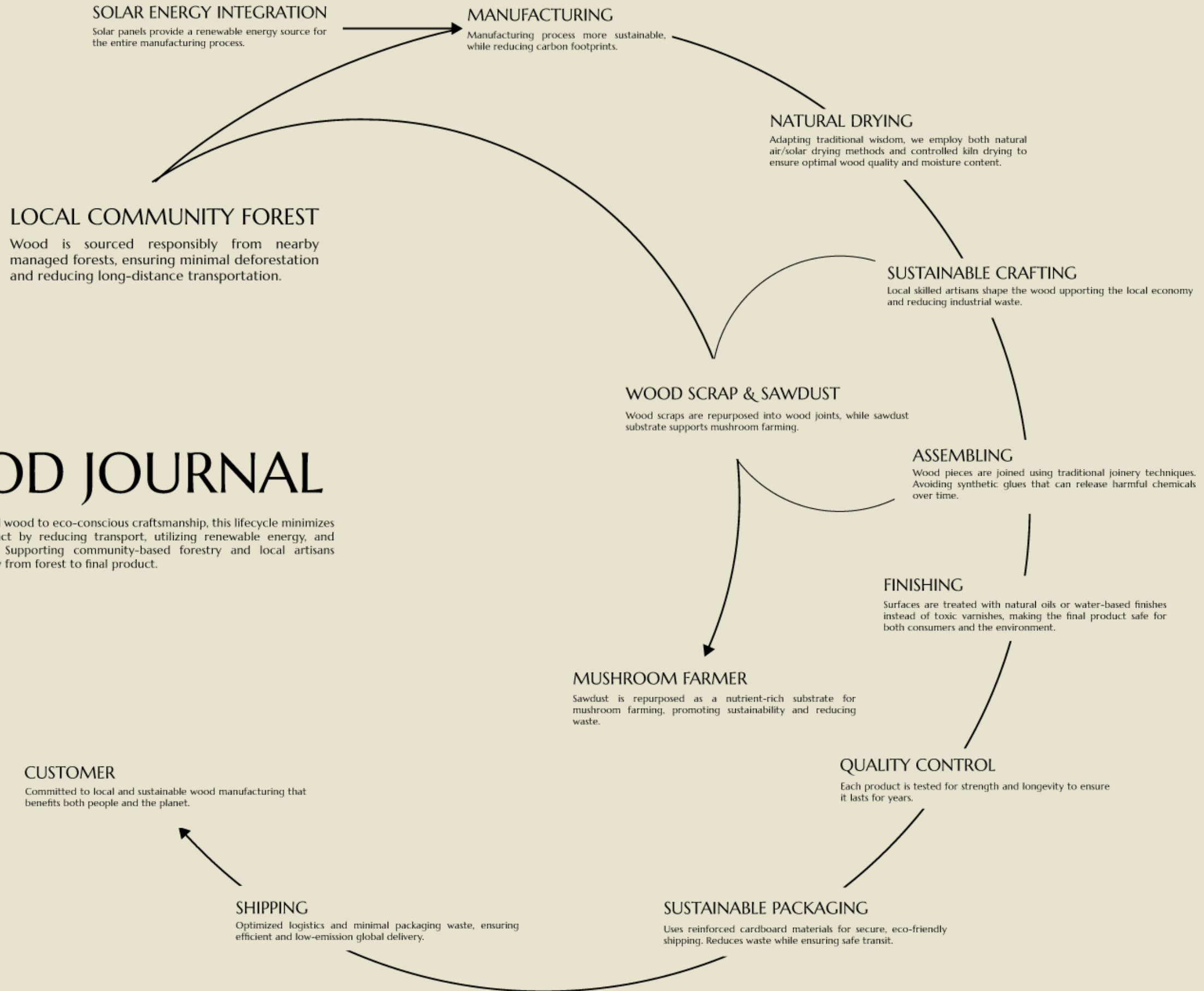


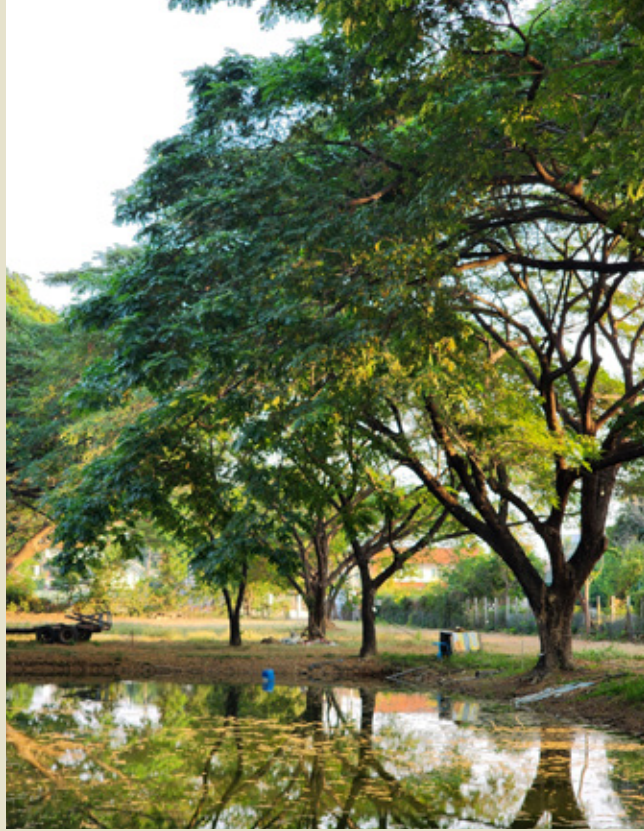
The Chamchuri wood we primarily use is sourced from planted forests in the surrounding areas of Northern Thailand. This not only helps create local jobs but also reduces carbon dioxide and fine dust emissions from the combustion of fuel for long-distance transportation. Thai Chamchuri wood is known worldwide as Acacia, Rain tree, or Chamcha. It is classified as a tropical plant with patterns and colors that differ from cold-climate woods. The wood typically features dark streaks alternating with light brown and naturally has a relatively high moisture content. Therefore, a thorough understanding of the nature of this wood is crucial for its utilization.

Thailand has significant Chamchuri tree cultivation areas, especially in the North, where many Chamchuri trees are grown to feed lac insects (a type of insect that excretes a resin-like substance). The resin from these Chamchuri trees is sent to the industrial sector for processing into various products. Concurrently, the Chamchuri tree itself also provides high-quality wood that can be excellently utilized. The familiarity of local craftsmen, who have grown up with Chamchuri trees, provides them with a deep understanding of the importance of selecting quality wood and an awareness that these high-quality materials should not be wasted. This attentiveness ultimately enhances the value of our craftsmen's work.

WOOD JOURNAL

From locally sourced wood to eco-conscious craftsmanship, this lifecycle minimizes environmental impact by reducing transport, utilizing renewable energy, and repurposing waste. Supporting community-based forestry and local artisans ensures sustainability from forest to final product.





PLANTED FOREST

The wood used also has a high tendency to come from sustainably managed planted forests. A sustainably managed forest means a forest where wood is utilized in a manner that helps protect the environment and ensures that the forest can regenerate itself to continue growing sustainably.



LOCAL WOOD

Local wood is wood that is harvested and processed in areas not far from where it will be used. This method helps reduce necessary transportation distances, which in turn saves energy and reduces greenhouse gas emissions.



AIR DRYING

This is a traditional wood drying method that has been used for centuries. Although it is a time-consuming process, it is a good way to dry wood naturally and evenly. We need to stack the wood in a sunny area with good air circulation. The wood should be stacked slightly elevated from the ground to allow air to circulate all around it thoroughly.



KILN DRYING

Kiln drying is a process that uses heat and air circulation to remove moisture from the wood. This results in wood that is stronger, more durable, and less prone to warping or cracking. We kiln dry all of our wood until the moisture content in the wood is approximately 10-16%, which is the most suitable level for woodworking.



CRAFTING

Our craftsmen combine traditional knowledge with new technology to create high-quality pieces. They use machines and tools to shape, cut, and assemble wooden parts, while also relying on their deep understanding of wood properties and traditional woodworking techniques. This fusion of knowledge with new technology enables our craftsmen to create pieces that are both beautiful and functional.



METAL WORK

Metalwork can be used to add beauty, strength, and durability to wooden furniture. Craftsmen use various metalworking techniques such as welding, forging, and bending to create custom pieces that perfectly complement the wood. Metal can be used to create various components for wooden furniture, such as table/chair legs and other hardware components.



ASSEMBLING

Assembling wood using traditional processes requires skill, patience, and precision. Wood is cut to the correct dimensions and joined together using traditional wood joinery techniques. It is then sanded smooth and finished to create beautiful, functional, and durable furniture that will last for generations.



SANDING

Craftsmen use their advanced skills to sand wood to a smooth finish, employing various tools and techniques to remove even the smallest imperfections. With a deep understanding of wood properties and by applying the correct pressure, they achieve a smooth surface without damaging the wood. The result is a beautifully smooth finish that preserves the true essence of the wood.



FINISHING

Craftsmen will coat the wood surface with water-based finishes, applying thin, even layers and allowing each layer to dry completely before applying the next. Light sanding may be done between coats to achieve a smooth surface. Once the final coat is applied, the craftsmen will allow it to dry completely before delivering the furniture to the customer.



QUALITY CONTROL

Quality control is the inspection process to ensure that each piece of wooden furniture meets the specified quality standards, which is important for ensuring customer satisfaction with the products received.



PACKING

Using cardboard packaging is a sustainable and environmentally friendly choice for packing and shipping products.



SHIPPING

Shipping products using cardboard packaging is a sustainable and environmentally friendly method. Cardboard is made from recycled materials and can be recycled multiple times. It is also lightweight and durable, making it a good choice for transportation.

PACKING STANDARD FOR TRANSPORTATION

We place the utmost importance on the safe and secure delivery of every item to our customers, ensuring that all products arrive in the most perfect condition. Our packing standard for international transportation involves using high-quality, reinforced cardboard to provide excellent protection for our solid wood furniture during transit. Each item is packed tightly and securely to withstand handling and various conditions that may occur during relocation. Our packing process strictly adheres to international transportation standards to guarantee that Moonler products reach customers worldwide in the same perfect condition as when they leave our factory.





SUSTAINABILITY FOR THE FUTURE

Currently, sustainability is a fundamental basis in design principles. Sustainable design involves social responsibility, where the role of design is not only to manufacture meaningful products to satisfy customers but also to create positive impacts on our world.

At Moonler, we prioritize integrity and commitment to sustainability. This includes transparency in sourcing raw materials, a manufacturing process mindful of minimizing waste and air pollution, and enhancing the well-being of our craftsmen. Our mission is to build trust among our staff before extending it to customers who share similar values. We will never lower our standards; instead, we seek to improve and adapt to face the evolving New Normal. We are strongly committed to creating positive impacts for the future of younger generations.

Moonler has partnered with a non-profit organization dedicated to planting trees and restoring forests in Thailand. This partnership aims to plant trees in Chiang Mai province over the next five years. This collaboration is a win-win for both parties: Moonler can offset its carbon footprint and support sustainable forestry, while the organization receives funding and support for its important mission.

By working together, Moonler and the non-profit organization for sustainability are creating a positive impact on the environment and the community in Chiang Mai, and making a significant contribution to sustainable forestry. Supporting these organizations helps create a more sustainable future for northern Thailand.

We are committed to sustainability. We source our wood from sustainably managed forests and work with local communities to support sustainable livelihoods. Furthermore, we are proud to partner with the Plant Forest for Sustainable organization in planting trees and restoring forests in Thailand. By planting trees, we can help offset our carbon footprint and create a sustainable future for everyone.





Moonler's dedication to craftsmanship and innovation has been recognized by both public and private sector entities for our commitment to creating high-quality designs, implementing sustainable practices, and demonstrating leadership in the industry.

These recognitions continuously strengthen the trust we have with our business partners and customers, while also reaffirming and reinforcing Moonler's mission in developing craftsmanship and responsible production.



PRIME MINISTER'S EXPORT AWARD 2021

Best Design

Moonler is extremely proud to have received the Prime Minister's Export Award 2021 in the Best Design category. This is a prestigious honor bestowed upon outstanding exporters in Thailand. The main objective of this award is to strengthen and drive the Thai economy by supporting brand creation and development, as well as elevating quality standards in both manufacturing and service sectors to international levels.



PRIME MINISTER'S EXPORT AWARD 2022

Best of the Best

This award is organized by the Department of International Trade Promotion (DITP), Ministry of Commerce, on its 30th anniversary, to promote Thai businesses committed to developing for a better future. Experts selected 34 businesses with outstanding achievements in design, innovation, and brand building that align with the modern world, while also operating under the BCG (Bio-Circular-Green) economy concept and supporting the United Nations Sustainable Development Goals (UN SDGs).



PRIME MINISTER'S INDUSTRY AWARD 2022

Outstanding Small and Medium Industry Award 2022,
Creative product development

The Prime Minister's Industry Award 2022, there are a total of 57 awards. These will be presented to companies whose operations prioritize protection (such as environmental or safety standards) and social responsibility. Additionally, they are awarded to companies that create innovations to produce goods beneficial to the nation's industrial sector. This award aims to honor organizations that can serve as good examples for other industrial companies and to inspire business people to develop solutions advantageous to the nation as a whole.



PRIME MINISTER'S INDUSTRY AWARD 2023

Outstanding Small and Medium Industry Award 2023,
Global SME


This award is bestowed upon businesses with outstanding all-around qualities. They must possess a vision and mission committed to leading the organization towards international recognition, including readiness in technology and skilled personnel. Furthermore, they must have systematic management, continuous and efficient product development, and preparedness in marketing, sales, and planning to adapt to future changes. Importantly, they must demonstrate awareness and care in environmentally friendly management, aiming to reduce negative impacts on communities and society.



PRIME MINISTER'S EXPORT AWARD 2023 BEST THAI BRAND

This award serves as a testament to the quality and outstanding image of Thai products in the global market, making us (Moonler) a significant representative of Thai products recognized internationally. Furthermore, this award reaffirms our commitment to environmental and social responsibility in accordance with international standards that we have consistently upheld. It was indeed a great honor to have the Prime Minister preside over the award ceremony.



 GOOD DESIGN
AWARD 2020

 Design
Excellence
Award 2020



SIAM BOOKSHELF
GOOD DESIGN AWARD 2020
DESIGN EXCELLENCE AWARD 2020

 Design
Excellence
Award 2020



WALEE BENCH
DESIGN EXCELLENCE AWARD 2020



PHAKA CHAIR
GOOD DESIGN AWARD 2021
DESIGN EXCELLENCE AWARD 2021



SALMON BENCH
IFDA ASAHIKAWA 2014
GOOD DESIGN AWARD 2021
DESIGN EXCELLENCE AWARD 2021
PRIME MINISTER'S EXPORT AWARD 2021 (BEST DESIGN)



PEBBLE STOOL
GOOD DESIGN AWARD 2023
DESIGN EXCELLENCE AWARD 2023



STEP STACKING STOOL
DESIGN EXCELLENCE AWARD 2024
DIA DESIGN INTELLIGENCE AWARD (HONORABLE MENTION AWARD 2024)



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