

## MARK OF EXCELLENCE



Domestic Trade, Co-operatives and Consumerism Minister **Datuk Seri Ismail Sabri Yaakob** (centre) and Superbrands Malaysia chief executive officer **Mark Pointer** (seated, sixth from right) with **representatives of the brands** which received certificates on Tuesday night.

## Celebrating Malaysia's top choices

**MUCH-DESERVED PROMINENCE** 32 brands earn the distinctive logo that enjoys high consumer awareness

**T**hirty-two of the country's favourite consumer brands for 2011 were recognised as Superbrands in Superbrands Malaysia's sixth brand certification and presentation ceremony recently.

Domestic Trade, Co-operatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob presented the certificates of achievement to representatives of the 32 brands at Hilton Kuala Lumpur. Also present was Superbrands Malaysia chief executive officer Mark Pointer.

The brands, which include Gardenia, Colgate, Honda, SONY, Firefly, Smart Reader and Blackmores, were identified as the favourite brands among Malaysian consumers through the Superbrands survey conducted by The Nielsen Company in February.

In his speech, Ismail Sabri commended Superbrands Malaysia for being one of the institutions that inspire Malaysian companies to endeavour to greater heights of brand recognition.

"All recipients of the Superbrands certifications, past, present and future, are extraordinary companies that have made exemplary efforts in enhancing the quality and prominence of their brand names.

"They are beacons of achievement, which will serve as benchmarks for other Malaysian companies as they constantly strive to build a brand name that will be renowned around the world, and last through the ages."

Meanwhile, Pointer said the brand certification and presentation ceremony celebrated and recognised the achievements and outstanding quality of some of Malaysia's strongest and most valued local and international brands.

Superbrands, with its distinctive "Malaysia's Choice" logo, enjoys high awareness among Malaysian consumers at, according to a recent survey, 77 per cent.

According to The Superbrands Survey by Nielsen, membership of the Superbrands programme also brings real and tangible benefits to brands, with 73 per cent of consumers saying that they believe a brand associated with Superbrands must have a good reputation, while 84 per cent claim that they are more likely to consider buying a Superbrand.

"Today's sophisticated consumer is fully aware that many of the products and services they can choose from offer similar functionality and benefits, and clear differentiators can be difficult to dis-

tinguish," said Pointer.

"Malaysian consumers associate positive brand attributes, such as quality and trust towards brands, with the Superbrands logo.

"We believe this provides brands with the opportunity to leverage their Superbrands status with consumers, help gain a competitive advantage, retain customer loyalty and reassure consumers that they are making the right brand choice."

Meanwhile, Nielsen Malaysia managing director Kow Kuan Hua said: "Strong brands share common traits: they deliver the value customers desire and expect from them, and fulfil their needs.

"Repeated positive customer relationships and experiences, nurtured and grown from consistent marketing efforts, help to establish the desired perception and brand over time."

This is the sixth Superbrands programme in Malaysia.

Brands which achieve Superbrands

status and become members of Superbrands are entitled to use the Superbrand award logo on their products and collaterals — empowering customers with the confidence that they are choosing a trusted brand.

This has become a leading brand standard for companies in Malaysia.

Superbrands has also published the Superbrands Malaysia Volume VI reference book, which explores the history, development and achievements of many of Malaysia's strongest and most valued brand names.

The Superbrands survey was conducted online and consisted of a panel 1,500 Malaysian consumers.

The panel was weighted by age and gender to reflect the profile of Malaysia's adult internet population.

Consumers were asked to identify their favourite brands in each of the 100 categories and brand name responses were unprompted.

The research took place between Feb 18 and 26.

# Superbrands



## St Guchi's safe way

## CUSTOMERS COME FIRST

A leading name in lockset security products, St Guchi strives to provide a comprehensive and fast security solution to individuals and businesses nationwide.

A brand under Teamware Sdn Bhd, the St Guchi brand's success is attributed to its impeccable customer service and trust-building activities.

The company does not have its eyes fixed on profit alone.

Customer benefit is its main priority as it places importance on gaining trust and confidence in their brand in order to build a strong foundation for St Guchi.

St Guchi focuses on providing excellent customer service, besides producing authentic and innovative lock-set security products.

The idea of contended customers coupled with a well-position brand and unique marketing and product concept makes St Guchi one of the most preferred and trusted brands in its industry.



*St Guchi aims to give its consumers peace of mind.*

Quality and secure lockset products provide a peace of mind to consumers as they secure the surrounding environment, protect valuable assets and can be done systematically if consumers opt for St Guchi's one-key solution.

As the largest marketer of lockset, the St Guchil brand is monitored by professionals and researchers whose focus are set on precision engineering.

St Guchi's takes pride in its recent innovation, the St Guchi One-Key System, which enables users to open multiple locks using one master key.

Keeping ahead of changing market needs, St Guchli stays informed on the latest needs and products, using the social media networks and advertising tools to promote its products and gain feedback.

With a strong technical back-up, St Guchi aims to spread its products to other parts of Southeast Asia in the long run, besides establishing a solid consumer database locally.



Jasmine's confidence is evident in its **product guarantee**.

## Jasmine leads with 2,000 sub brands

**JASMINE** is a leading rice brand in the Malaysian consumer market, which boasts of more than 2,000 sub brands.

The total market consumption for rice is 2.2 million tonnes per year and is valued at RM5 billion.

Sixty-five per cent of the rice sold in Malaysia is grown by local farmers while the balance is imported from various countries such as Thailand, the United

States, China, Vietnam, Cambodia, Myanmar, Pakistan, India and Australia. Local production mainly comprises the long grain, white rice variety.

This is the main type of rice widely consumed. Other imported varieties include fragrant, brown, basmathi, calrose and glutinous rice.

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# PRIDE OF MALAYSIA



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# Superbrands



## MARK OF EXCELLENCE

# Winning hearts and minds of consumers



**MAKING WAVES** Brand positioning contributes to business certainty in an ambiguous economy. A well-positioned brand means businesses must strive to live up to consumer demands. And when superbrand status is attained, it is an indication that these companies have secured an unshakeable trust in their brand. The sixth edition of Superbrands in Malaysia paid tribute to some of the country's most valuable consumer brands. Here, we look at some of Malaysia's most popular brands.

**100PLUS** The name came into existence to commemorate parent company Fraser & Neave's (F&N) centenary celebrations, and has remained the country's most preferred isotonic drink.

The company's vision and tenacity to initially promote and launch the brand in 1983 to the sporting community, who were then unfamiliar with the concept of isotonic hydration, paid off as people started becoming more health conscious.

The driving force behind 100PLUS' success is encapsulated in its famous tagline "Outdo Yourself", going beyond the realm of sports, and encompasses all sorts of active lifestyle activity.

The growing awareness of the benefits of daily isotonic hydration keeps the brand relevant. 100PLUS' scientifically-tested isotonic formulation of carbohydrates, electrolytes and water enable quicker and more effective hydration, allowing maximum performance of activities.

In fact, recent studies revealed that 100PLUS is clinically proven to re-energise and provide 43 per cent more endurance than water alone.

**SHARP** The brand was founded in 1912 by Tokuji Hayakawa, who established a metalworking shop in Tokyo



to manufacture snap buckles.

He then invented the mechanical pencil, named "Ever-Ready Sharp" which inspired the brand name.

Sharp aims to become a unique brand that enhances lifestyle with its forte in electronics technology.

It's innovativeness has given consumers high-technology audio visual products, a wide range of household items, including products that use the Plasmacluster Ion Technology and Information System products.

Sharp is also a pioneer in the development of solar energy systems. As a proponent of eco-friendly manufacturing processes, it also aims to reduce greenhouse gas emission from its business activities through green production concept.

Sharp has implemented various promotional efforts for its main sub brands, namely AQUAS and Plasmacluster, in Malaysia apart from sponsoring major events and holding road shows, canopy sales and in-house dealers' promotions to accelerate its brand growth.



**MAGGI** The products have over the years become a household name in Malaysia. In fact, Maggi has become so much part of the local culture.

Maggi has been building rapport with its consumers since 1969, and has walked away with numerous awards and recognitions for its extensive range of products, from instant noodles to cooking aid.

Popularly known as comfort food, Maggi's first two flavours of 2-minute noodles were Curry and Chicken, which remain the most popular choices till today.

A recent research has showed that Malaysians consume more than 1.3 million packs of Maggi noodles daily, thanks to today's fast-paced lifestyles.

Besides sponsoring countless community projects, Maggi also communicates the idea of reviving homemade meals and uniting families through cooking.

**ICI DULUX** This is one of the world's largest paint manufacturer, and the first to recognise and meet the need for an exterior and interior wall finish that decorates and protects at the same time.

The Dulux Project Team, which built the RM70 million Nilai plant, has gained international recognition by implementing high standards of safety and anti-pollution control features, which won the ICI Chief Executive's Safety Award.

It is also the market leader for premium and environmentally-friendly paints and was the first to introduce the full range of low-odour and low-volatile organic compound interior emulsion products with Green Label accreditation.

The company's reputation as the most innovative paint company in the region can be attributed to its emphasis

on research, progressive attitude, sensitivity to the changing market needs and ability to anticipate discerning lifestyle change.

Besides meeting professional market needs with well-trained staff and colour consultants, Dulux is also actively involved in a wide variety of community projects, including imparting painting skills to the less privileged.

**SONY** The brand's core products include audio visual, digital imaging and IT products for customers from all walks of life.

Having received numerous awards in recent years and assumed leading position in the total Audio Visual Digital Imaging category, Sony continues to develop and innovate new products to suit modern lifestyle needs.

Sony has always been recognised as a high quality, prestigious and premium brand, and is known as the only consumer electronics manufacturer whose business interest spans electronics, games, movies, music, mobile phones and broadcast and professional products.

In 2009, Sony Corporation introduced its brand message "make believe" (make dot believe) that unites its products and reflects on their creativity to turn ideas into reality.

The Sony Group of Companies in Malaysia offers employment opportunities to more than 15,000 people nationwide besides establishing itself as a caring corporate citizen through its involvement in various educational, health and environmental programmes.



**GARDENIA** The brand has always been associated with freshness, reliability as well as healthy living and it continues to stand tall by consistently enhancing its product lines.

With a total production capacity of over two million loaves a day, Gardenia Malaysia is the largest wholesale bakery in Southeast Asia, delivering fresh daily-baked breads to more than 22,000 outlets.

The idea to include Uncle Slocumm's red pie in the Gardenia label keeps history alive in honour Horatio Sye Slocumm, an American who started a chain of bakeries in East Malaysia in the 1970s.

Since then, Gardenia has achieved phenomenal growth and market dominance, thanks to its traditional sponge and dough method of bread-making, which gives each slice the texture and flavour consumers love.

Apart from being diet-friendly and diabetic-friendly, the multiple award-winning brand continues to dominate the market with variants of specialty breads, buns and rolls while consistently improving their products to meet changing demand.

# Superbrands



## MARK OF EXCELLENCE

# Trust in Tupperware

**STAYING RELEVANT** Brand soldiers on with mission to educate and empower

**D**id you know that Tupperware is listed as one of the greatest inventions of the 20th Century by the Guinness World Records?

With a three-year period to take products from concept to market, it's no wonder that Tupperware promises reliability and top-notch quality.

"Tupperware is a brand icon. We provide products that really work," said David Wong, Tupperware Brands Corporation area vice-president for South East Markets.

With the tagline "Simply good living solutions", Tupperware products are aesthetically pleasing, with intelligent designs for functional and reliable products.

"Everybody needs Tupperware. Our products are always relevant," he added.

Its innovative products include the FridgeSmart range, developed in collaboration with the Post-harvest Department at the University of Florida.

The product is designed with a special venting system, with two valves for different fruits and

*"What makes our brand successful in Malaysia is the fact that the products give customers peace of mind"*

**David Wong**  
Tupperware Brands  
Corporation  
vice-president for  
South East Markets

vegetables so that the produce can "breathe" and thus remain fresh and crisp longer than conventional containers.

Then there is the GoFlex containers, which are collapsible and expendable, fold flat and take up minimum storage space.

Meanwhile, the One Touch Canister is a top-selling item in Malaysia that allows food to stay fresh, and only requires one touch on its seal to ensure that it is airtight.

"What makes our brand successful in Malaysia is the fact that the products give customers peace of mind," said Wong.

The Tupperware quality lies in its research and development, and in its moulds. Each product has its own mould, which take between two and three years to develop.

Tupperware's mission in Malaysia is to educate, enlighten and empower women by offering them the opportunity to start their own business.

The 60-year old company has seen excellent growth on Malaysian soil for 45 years. Last year, the market here generated at least RM50 million

in sales. This is a clear indication of the trust Malaysians have in Tupperware.

Tupperware is an award-winning brand, having won numerous accolades for design excellence. Its products are displayed in the Museum of Modern Art in New York, the Centre Pompidou in Paris, the Design Museum of London and the Smithsonian Institution in Washington.

The company is committed to sustainability, offering solutions to disposable products and other plastic containers. "We want to encourage more Malaysians to reduce their dependency on disposable plastic bags and styrofoam boxes, and shift to reusable containers," said Wong.

Under its corporate social responsibility initiatives, Tupperware Brands Malaysia conducts fundraising efforts for various causes.

As it moves into the future, Tupperware is committed to ensuring that its products are in every home and kitchen in Malaysia.

This year, it launched an innovative water filtration system using nanotechnology to provide clean and healthy drinking water.

"We are constantly innovating and next year, we plan to launch four or five new products. We also aim to be the direct seller of choice and we are confident of our growth in the next year."



Tupperware is a **brand icon** which provides products that really work.





## MARK OF EXCELLENCE

# Blackmores keeps up passion

**RESPONSIBLE** Company is always keen to educate retailers

**B**lackmores aspires to improve people's lives by delivering the world's best natural health solutions.

It aims to become people's first choice in healthcare supplements.

Blackmores hopes to achieve this by translating the company's unparalleled heritage and knowledge into innovative, quality and branded healthcare solutions that work.

It remains committed in projecting its primary brand elements of reliability, effectiveness and affable services through ongoing research and development, and regular consultancy rendered to the government, media and health experts pertaining to natural healthcare.

The brand also maintains rapport with its direct consumers through its marketing initiatives.

Passion for natural health, integrity, respect, leadership and social responsibility are the corporate values of Blackmores.

Throughout the years, Blackmores



New lifestyle images have been added to enhance the Blackmores brand.

has launched many health campaigns aimed at providing consumers with credible health information, while promoting its range of products.

Blackmores has always been keen to educate its retailers, a majority of them pharmacists, so they can better advise their customers.

Its marketing campaigns worldwide include Today's The Day, based on inspiring natural health; Blackmores Sydney Running Festival; and, raising funds for the National Cancer Society of Malaysia.

Blackmores Malaysia has been enjoying consistent and healthy growth with an average compound annual growth rate of 16 per cent over the last five years.

Within the last five years, Blackmores Malaysia has introduced 37 new products and line extensions into the Malaysian VDS market.

The company also increased the consumer marketing database by 50 per cent in that period.

In strengthening Blackmores' channel development and marketing endeavours, the company has built strategic alliances with other celebrat-

ed brands such as AirAsia, Eu Yan Sang and Celebrity Fitness.

Blackmores Malaysia has won brand recognition numerous times in the midst of intense market competition. They include the Guardian Customer Choice Awards and the Watsons HWB Awards for key products like Fish Oil, Multivitamins, Vitamin C and Glucosamine.

In 2007 and 2008, Blackmores also won the Best CoOp Marketing Award from Watsons.

Blackmores has also organised outings for children of homes to bird parks and the National Science Centre as part of its corporate social responsibility.

Blackmores was the first brand in the market to take innovation further by introducing colour coded labels.

Today, all Blackmores product labels are colour-coded according to the health segment, and the brand has further added new lifestyle images to enhance its branding and relevance to consumers.

In Malaysia, Blackmores offers a wide range of products for different health segments, catering to people of all age groups.



# Superbrands

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As one of the leading brand today, with an incomparable assortment of locks, cylinders, exit devices and etc, St Guchi's aimed to be their customers' number one partner in security solutions.

St Guchi commenced operations with merely 10 items in 1997. Since 2011, St Guchi has achieved phenomenal growth with more than thousand items are ready to be served as security.

St Guchi takes great pride in designing its own products and its soon-to-be patented design is poised to be one of the brand's greatest achievements in 2011. The existence of a quality control unit has enabled St Guchi to maintain its product standards, allowing the company to steer ahead of its competitor and dominate the security solutions industry with full confidence.

On the road to success, St Guchi has amassed numerous accolades and these include prestigious SMM certifications, the Power Brand award and a Gold Award for Best Booth Design.

**NOW! Stguchi HAS ACHIEVED SUPERBRANDS AWARD.**  
The prestigious achievement represents the highest mark of brand status for a company.

As St Guchi strives to earn the trust of its customers by delivering on the promise of high quality lock designs, applications and performances in Malaysia.

As St Guchi strives to earn the trust of its customers by delivering on the promise of high quality lock designs, applications and performances in Malaysia.

2011 SUPERBRANDS AWARD Malaysia

603-8044 5688 | 1300-88-1228 TEAMWARE Sdn. Bhd.





# Smart Reader stands out

**BUILDING LINKS** Organisation works to sustain brand value

**D**ealing with a unique group of customers, Smart Reader Worldwide Sdn Bhd is exploring newer frontiers to educate the young.

Known for products such as Smart Reader Kids, Smart Reader Junior, Smart Reader English Programme and Smart Reader Calculation, co-founder and chief executive Dr Richard Ong takes pride in this homegrown brand and continues to build links to establish the organisation as a wholesome education provider that fulfills every aspect of education, from pre-school to tertiary level.

The award-winning organisation was recently conferred the prestigious Superbrand status for the third time, exposing its quality, reliability and distinctive brand features.

Much is being done to sustain its brand value.

"We are dealing with a very delicate product.

"Our consumers spend at least three close years as every child in this



Smart Reader's **cheery and attractive** features have proven to work well with children.

programme would need that long to complete the programme," said Dr Ong.

To position the product well, Smart Reader focuses on cheery and attractive features, such as mascots

and bright red colour that works well with children.

"We also have a school song so the sight and sound factor is well covered, allowing the children to quickly familiarise themselves with

the concept."

Besides investing in outdoor and media advertising, Smart Reader has also thought of brand recall strategies.

With over 300 franchise outlets locally, Smart Reader also reaches out to the society through its corporate social responsibility (CSR) projects.

"Our CSR projects are unique as our children, too, involve themselves in the projects. Some of our current projects include recycling programmes and charity dinners.

Funds collected are channelled to various charitable organisations and our children follow us when we make our visits."

Dr Ong believes that inculcating volunteerism and the spirit of kindness in the children goes a long way in character-building, as they learn how to be humble, help each other and care for others besides developing into responsible citizens.

As communication and technology channels advance, Smart Reader is not resting on its laurels but is rising to the challenges in every way possible.

## Strong focus on quality

→ From Page Y2

Jasmine is aware of the challenges it faces as a leading brand in the industry. The current challenges involve consumer behavioural changes and buying patterns which need to be monitored along the way.

Towards this end, the company continues to focus on quality in tune with consumer feedback to make the brand successful. Jasmine keeps up by investing in state-of-the-art equipment, introducing new varieties of rice and improving the taste.

Its confidence in its products is the reason why a product guarantee is given. It is part of the company's continuing effort to provide its customers added value on their purchases.

The company's tagline "When only the best will do" reflects its aim to provide only what is good and of value for money.

It is the company's belief that consumers deserve the best value for their money.

To strengthen its brand positioning, Jasmine continues to invest in mass marketing and advertising for top-of-the-mind recall.

The company adopts a multi-pronged communication strategy to ensure that all target markets are covered.

Jasmine aspires to keep adding value to its brand and further improving its products and services to its customers in the future.

## Jasmine - The leading rice brand that's uncompromising in quality and hygiene.



From selection, to processing and packing, Jasmine rice products undergo stringent quality checks and tests to bring you the best you deserve. The latest processing, cleaning, colour sorting and packing machinery are used to achieve the highest level of quality and hygiene. To ensure your satisfaction, we are even providing a Money-Back Guarantee to you should you feel dissatisfied with your purchase.



As the leading rice brand in Malaysia, we are proud to be bestowed the 2011 Superbrands Gold Award.



Our wide range of rice products: Fragrant, white, brown, health, colour, beautiful, pearl and glutinous rice.



**Jasmine®**

When only the Best will do!

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Super White Imported White Rice



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Vita Grain Imported Parboiled White Rice



Super White Imported White Rice



Super White Imported White Rice



Vita Grain Imported Parboiled White Rice



# Superbrands



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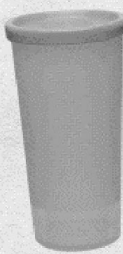
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# Superbrands

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