

NEW SABAH TIMES

Sabah's First Established Paper

Number 16224

Tuesday September 29, 2015

PPH 223/04/2013(032167)

Sabah RM1.20

<http://www.newsabahtimes.com.my>

<http://ebrowse.bluehyppo.com>



Ekowood awarded 'Brand of the Year'

KUALA LUMPUR: Ekowood has won yet another international accolade for its exemplary efforts in branding. The homegrown Malaysian brand was awarded the 'Brand of the Year' Award in its national category of wood flooring. The award at the World Branding Awards ceremony was presented to Datuk Dr. Kelvin Tan, Chairman of Ekowood International at The Kensington Palace, London on the 24th September 2015.

The World Branding Awards recognises and celebrates some of the best global and national brands for their work and achievements. Uniquely, winners are judged through three streams; brand valuation, consumer market research and public online voting, as well as voting by the World Branding Forum Advisory Council, which is made up of luminaries from the world of branding.

Other National Winners around the world include Maybank from Malaysia, Hugo Boss from Germany, Prada from Italy, Seiko from Japan, Samsung from Korea, KLM from the Netherlands, Chunghwa Telecom from Taiwan, Santander from Spain, and Royal Mail from the United Kingdom.

Global Winners include Apple, Cartier, Coca-Cola, Facebook, Google, Guinness, Lego, Louis Vuitton, McDonald's, Mercedes Benz, Nescafé, Nike and Rolex.

"I'm truly honoured and would like to thank the World Branding Forum for this prestigious award. It is indeed an important milestone. Ekowood has always believed in value creation through branding since its inception," said Kelvin Tan.

"The Awards is a celebration of the achievements of some of the greatest brands around the world. To win, a brand needs to have built a good reputation and trust with consumers, as 70 per cent of the scoring process come from consumers voting for their favourite brands," added Richard Rowles, Chairman of the World Branding Forum.

Ekowood International Bhd was incorporated in 1994 and listed on Bursa Malaysia. Ekowood specialises in the supply chain of engineered hard wood flooring. The products are exported to 35 countries and are well received internationally.

To serve the customers better, Ekowood established international offices and distribution centers in USA, Spain and Luxembourg. It offers a wide variety of species, colors and designs to suit the most discerning designers befitting its tagline of a "stylish way to live". Branding has been part of the DNA of Ekowood since the beginning and the efforts are very much bespoke than off the rack, making it a successful brand.

Over the years, Ekowood has won many stamps of approval. Chief among them are:

2002: Best Engineered Solid Hardwood Award by Contract Floors Magazine UK & Ireland

2005: Superbrand Status by Superbrands Malaysia

-Brand Excellence Award by MITI (Ministry of International Trade and Industry)

-Biggest Range of Solid Hardwood Flooring in Malaysia (The Malaysian Book of Records 2005)

2008: The Brandlaureate Award

2014: The Brandlaureate Best Brand Award

The latest award is a testament to all that Ekowood has achieved. The journey of branding continues.



Kelvin with the award.



The award.