

WEDNESDAY, SEPTEMBER 30, 2015

NEW STRAITS TIMES

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Ekowood International chairman **Kelvin Tan** (right) receiving the World Branding Awards from World Branding Forum chairman **Richard Rowles** in London recently.

# Ekowood named 'Brand of the Year'

**MILESTONE:** Company, which specialises in supply chain of engineered hard wood flooring, exports to 35 countries

## KUALA LUMPUR

**E**KOWOOD International Bhd has won another international accolade for its exemplary efforts in branding.

The homegrown brand won the "Brand of the Year" award in its national category of wood flooring.

The award at the World Branding Awards ceremony was presented to Ekowood International chairman Datuk Kelvin Tan at The Kensington Palace, London, on September 24.

The World Branding Awards recognises and celebrates some of the best global and national brands for their work and achievements.

Winners were judged through 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 included Maybank from Malaysia, Hugo Boss from Germany, Prada from Italy, Seiko from Japan, Samsung from South Korea, KLM from the Netherlands, Chunghwa Telecom from Taiwan, Santander from Spain, and Royal Mail from the United Kingdom.

Global winners included Apple, Cartier, Coca-Cola, Facebook, Google, Guinness, Lego, Louis Vuitton, McDonald's, Mercedes Benz, Nescafe, 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 Tan.

"The awards are a celebration of the achievements of some of the greatest brands around the world," said World Branding Forum chairman Richard Rowles.

"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."

Ekowood International Bhd, incorporated in 1994, is 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 centres in the United States, Spain and Luxembourg.

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 and Ireland

□ 2005: Superbrand Status by Superbrands Malaysia

— Brand Excellence Award by the 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 company says its branding journey continues.