

## PRESS INFORMATION

### Teckwah Launches New Corporate Identity, Highlighting Transformation to an Integrated Visual Communications and Marketing Solutions Provider

SINGAPORE, May 20, 2014 - Teckwah Industrial Corporation Ltd today officially launches its new corporate identity, inclusive of a refreshed corporate logo, alongside its move into the new global headquarters at Pixel Red. The new corporate brand underscores Teckwah's transformation from a manufacturer of print and packaging to an integrated visual communications and marketing solutions provider. It will also support business growth by expanding the company's visibility in international markets.

Thomas Chua Kee Seng, Chairman and Managing Director of Teckwah said, "At Teckwah, we are constantly evolving to meet our customers' changing needs. In today's on-demand culture, we believe that there are more ways than ever to excite and engage consumers through unique and personalized interactions in print and packaging. Today is a significant milestone in our transformation journey as we unveil our new corporate identity and move into our new global headquarters, Pixel Red."

The new corporate identity symbolizes a modern and adventurous Teckwah with its unique hand-drawn wordmark. It reflects Teckwah's enduring entrepreneurial spirit and feisty courage to constantly evolve. The newly created symbol, in the design of an upward spiral, expresses Teckwah's long-standing philosophy towards continuous improvement. Adding motion to the logo, the symbol is a powerful indicator of change - signifying Teckwah as the catalyst for transformative change in the printing and packaging industry.



*Teckwah's New Logo*

The move into Pixel Red, the new global headquarters, is also part of Teckwah's transformation journey. An innovation hub for interactive media technology, it is designed to foster creativity, cultivate partnerships and nurture young talent in the new era of print and packaging industry.

"Pixel Red will be the catalyst to create ideas, new products and services. It is our commitment to the future of innovation and partnership working in the digital age. This is where we will see print and packaging become truly interactive and new possibilities created to drive brand value and enhance the consumer experience," added Mr Chua.

#### **About Teckwah**

Since its inception in 1968, Teckwah has evolved from a producer of plain paper boxes to a group of companies today as an integrated visual communications and marketing solutions

provider. Teckwah provides flexible interchangeable supply chain solutions - delivery of 1 to millions with full life-cycle management from print/packaging/fulfilment/return and spare parts logistics/ asset recovery and recycling - a single destination for brands looking for integrated solutions. With facilities in Singapore, Malaysia, Indonesia, China, Taiwan, Thailand, Philippines and Australia, and a global network of 96 locations, Teckwah offers the most advanced, relevant and sustainable solutions for global brands across sectors including, pharmaceutical, lifestyle electronics, food & beverage and technology.

For more information, visit Teckwah at [www.teckwah.com.sg](http://www.teckwah.com.sg)

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