

# Unveiling a Brand New Corporate Identity

What better way to celebrate MREPC's 20<sup>th</sup> anniversary than to have a new corporate identity!

I'm excited to announce MREPC's new corporate identity. This marks a significant milestone in our journey, providing an opportunity to reflect on everything that the Council stood for and everything that we aspire to become.

## Our Journey So Far

Since our inception in 2000, MREPC has experienced tremendous growth, and so has the Malaysian rubber products industry. We've become a trusted partner in bringing bold ideas, policies, programmes and assistance to the industry that we serve.

Our journey started with a vision to make Malaysia the leading exporter of quality rubber products – a Council that empowers individuals and teams to do their best work, based on integrity, adaptability, aggressiveness, creativity, co-operation and initiative. Drawing from these core values, MREPC's corporate culture – the **GETAH** way was born this year – and we have never been more determined than now to make our country the leading exporter of sustainably produced quality rubber products.

Today, we help our industry members grow a culture of continuous improvement by adopting automation and green technology to their production. We empower our MREPC team members to work together, giving them tools and skills to improve our internal processes to serve the industry better.

That's why we're excited to announce our new corporate identity along with an entirely new look. It marks the next phase in our journey and a new opportunity to help our industry to **innovate, transform and evolve**.

## The Thinking Behind Our New Corporate Identity

MREPC's new corporate and visual identity are inspired by our mission to help teams actively work together to deliver stakeholders value faster – building business fitness and strength from within.

We chose green to symbolize health and growth. This reflects our commitment to continuously innovate and evolve to improve the "health" of the rubber products industry– and the Council – to achieve sustainable growth.

## Some Things Remain Unchanged

Behind the new look we're still the same Council and team, dedicated to providing the Malaysian rubber industry with the best possible programmes and services.

We look forward to sharing this next phase of our journey with all MREPC team members and continuing to enable your success, and the success of our industry members.

Thank you for your support!

**Brandon Chan**  
Chief Executive Officer