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M'sian brand earns global recognition

KOTA KINABALU: Homegrown Malaysian brand Ekowood was awarded the "Brand of the Year" Award in its national category of wood flooring at the World Branding Awards ceremony in Kensington Palace, London last Thursday.

The award was accepted by Ekowood International Chairman Datuk Dr Kelvin Tan (pic). "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 Dr Kelvin.

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

Winners are judged through three streams namely, brand valuation, consumer market research and public online voting, as well as voting by the World Branding Forum Advisory Council, which comprises luminaries from the world of branding.

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Recognition for Ekowood

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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.

"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.

Over the years, Ekowood has won many stamps of approval. Last year they were awarded the "Brandlaureate Best Brand Award". They also won the same award in 2008. In 2005, they received three awards namely Superbrand Status by Superbrands Malaysia, Brand Excellence Award by the Ministry of International Trade and Industry and made it into the Malaysian Book of Records as the Biggest Range of Solid Hardwood Flooring in Malaysia.