

# NEWSLETTER

**HELIPRO**  
helipro.com.my

DISTRIBUTOR

**vivopac**  
vivopac.com

● RETAIL

**metropoly**  
metropoly.my

● MANUFACTURING

EDITION: 2023, JANUARY

## LETTER FROM DIRECTOR

I am thrilled to introduce the first edition of our newsletter, bringing you the latest news and developments from our group of companies - a leading force in the packaging industry in the central region of Malaysia. In this newsletter, we aim to keep you informed of the latest happenings within our group of companies as well as in the industry, providing you with a comprehensive overview of the current trends and news.

Over the past year, we have undergone major organizational restructuring, with new leaders joining our team to head finance, sales, and retail operations. Additionally, we have established a marketing department, positioning us for an exciting 2023. I am grateful for our dedicated team of experienced staff, without whom our journey would not have been as successful.

I would also like to extend my heartfelt gratitude to our loyal customers for their unwavering support throughout the years. Your trust in our products and services has been instrumental in our success and we are deeply appreciative of the continued confidence you place in us. Your satisfaction is our top priority and we will continue to strive to exceed your expectations.

"As we welcome in the new year of 2023, I wish you all a prosperous and joyful Gong Xi Fa Cai. May the coming year bring you happiness and success."

- Wong Chee Sing  
Manager



**"MORE THAN 50 YEARS EXPERIENCE  
IN THE PACKAGING INDUSTRY"**

# 2022 HIGHLIGHTS



Dated on 27/8/2022, our company had the first-time-ever annual grand dinner gathering which participating the whole organization from Helipro, Vivopac, and Metropoly. The event was held at our warehouse in Balakong with more than 90 attendees joining the event. Wearing all blue, we had so much fun with all the tasty foods, games, lucky draws, as well as stage performance by one of the staff from Vivopac, Chan Pei Wen, singing an iconic song from Titanic movie (My Heart Will Go On). The event was a success despite of a rainy weather early on the night with everyone bringing home a door gifts, and 30 lucky participants to received the lucky draw prizes.

## ANNUAL GRAND DINNER 2022

## STRATEGIC PLANNING SEMINAR



Sustainability of a business involves a well planned strategy to move forward in the market. Two days seminar on 21-22 July 2022 at Kommune Living & Wellness, Cheras was held in the purpose of brainstorming on the action plan towards improvising and innovating the business. The seminar was attended by the representatives from all three companies, Helipro,

Vivopac, and Metropoly, who carry the responsibility in their own respective field of works in the organization. Peter Lam, a business coach from Petican Concepts PLT, and the founder of ProfitMAX Entrepreneurs Network (PEN), led the seminar with a brilliant module in helping us figuring out the ways in maximizing our service to the community.

## KASA - PRODUCT SHOWCASE

By the year of 2030, Malaysia government led by Kementerian Alam Sekitar dan Air (KASA) expecting to ban and reduce the usage of single-use plastics (SUPs) in here. A roadmap towards this sustainability had been introduced to guide the stakeholders in Malaysia while having a continuous discussion on the implementation and adaptation of this program. June 14, 2022, a seminar was held by

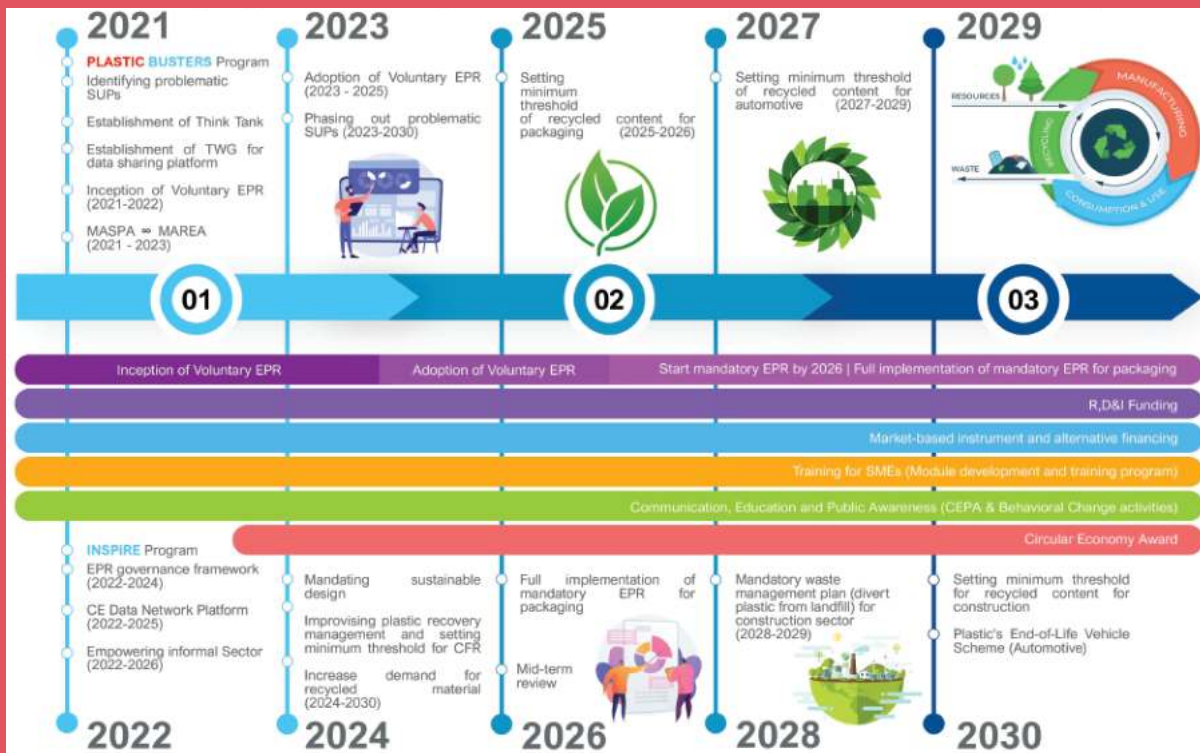


KASA at JW Marriott Hotel Kuala Lumpur and we were among the stakeholders invited to the event and showcasing our newly formulated biodegradable Polypropylene (PP) material produced by our own manufacturer, Metropoly. This material will be one of the replacements for the existing material in the market to liaise with this effort by our government.

# THE WORLD OF PACKAGING

## MALAYSIA PLASTIC SUSTAINABILITY

### ROADMAP 2021 -2030



Kementerian Alam Sekitar and Air (KASA) has started a roadmap towards plastics sustainability in Malaysia back in 2021. The objectives of the program are to sustainably address plastic pollution in Malaysia, ensuring economic development, environmental protection, and societal wellbeing. In their booklet, they had highlighted three key innovation strategies to cope with this movement, that are; phase-out, reuse, and material circulation.

“Sustainable consumption and production patterns are important to reduce the usage of natural resources and environmental degradation, which leads to planetary health.”

- YBhg. Dato' Seri Ir. Dr. Zaini Ujang

#### i. Phase-out

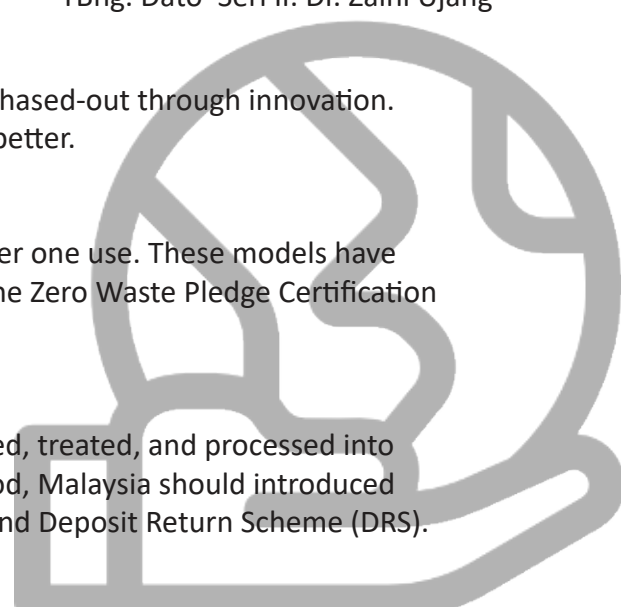
Product that do not serve an essential function need to be indirectly phased-out through innovation. This includes development of new product that function similarly or better.

#### ii. Reuse

This strategy focuses on reusing packaging, rather than discarding after one use. These models have been implemented in Malaysia by local business operators through the Zero Waste Pledge Certification programme initiated by Zero Waste Malaysia (ZWM)

#### iii. Material Circulation

To ensure circulation, plastic waste has to be properly collected, sorted, treated, and processed into recycled resin. Besides collecting waste using the conventional method, Malaysia should introduced and implement initiatives such as Reverse Vending Machine (RVM) and Deposit Return Scheme (DRS).



## tanpa PLASTIK Cap Telefon -by MUDA

• evolution of  
hawker paper



## biodegradable POLYPROPYLENE (PP) -by METROPOLY

• eco-friendly  
• fully degraded within  
24 months



**HELIPRO ENTERPRISE SDN. BHD.**

TEL: 03-9131 4073

EMAIL: ENQUIRY@HELIPRO.COM.MY  
NO.12-1, JALAN MANIS 4, TAMAN SEGAR,  
56100, CHERAS, KUALA LUMPUR.

**VIVOPAC MARKETING SDN. BHD.**

TEL: 03-9133 4364

EMAIL: ENQUIRY@VIVOPAC.COM  
NO.14, JALAN MANIS 4, TAMAN SEGAR,  
56100, CHERAS, KUALA LUMPUR.

**METROPOLY PACKAGING SDN. BHD.**

TEL: 018-210 2181

EMAIL: ENQUIRY@METROPOLY.MY  
LOT 15462, JLN CH LIGHT INDUSTRY 1,  
KAWASAN PERINDUSTRIAN RINGAN,  
COLLEGE HEIGHT, 71700 MANTIN,  
NEGERI SEMBILAN.