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## Award win cements Dutch Lady Malaysia's best-brand recognition

**KUALA LUMPUR:** Homegrown milk corporation Dutch Lady Milk Industries Bhd (Dutch Lady Malaysia) has established its stand as one of Malaysia's best brands at the inaugural Putra Brand Awards 2010, held recently.

In its release yesterday, the group took the silver medal for the non-alcoholic beverage category during the ceremony, which honoured the country's leading brands from across 20 categories.

Dutch Lady Malaysia's managing director Bas van den Berg said the win represented one of the

sweetest achievements for group's diverse range of milk products.

"The selection reflects the choice of Malaysian consumers who acknowledge brands that are very much a significant part of their daily lives. This is a true assessment of how brands contribute towards consumers' needs.

"Milk is a healthy beverage which is enjoyed by all age groups and is filled with vital nutrients and ingredients to build strong, healthy bones and promote good health," he added.

Van den Berg also highlighted Dutch Lady Malaysia as an established

corporation with strong branding and products that had built strong affinity with local generations over the past 50 years.

"Strong brands such as Dutch Lady have contributed towards the growth of Malaysia and its citizens, directly through its products for consumption and indirectly through the successful management of a public-listed corporation," he reflected.

The Putra Brand Awards was introduced by the Association of Accredited Advertising Agents Malaysia and organised in association with Malaysia's Most Valuable Brands'

programme. It is the only brand awards in the country to be endorsed by Malaysia External Trade Development Corporation (MATRADE), in addition to being supported by the Branding Association of Malaysia, Malaysian Advertisers Association and Media Specialists Association.