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Dutch Lady bags Putra Brand award

KUALA LUMPUR: Leading milk corporation, Dutch Lady Milk Industries Berhad (Dutch Lady Malaysia), was voted one of the best brands in Malaysia and awarded a silver medal in the "Non-Alcoholic Beverage category" during the inaugural Putra Brand Awards, recently.

The awards ceremony also honoured the country's leading brands within 20 categories. The recent event saw 27 brands winning gold awards, 30 receiving silver awards and 29 awarded as bronze winners.

Bas van den Berg (*pic*), Dutch Lady Malaysia's managing director, was quick to credit Malaysian consumers for this deserving win.

He said: "Winning a Putra Brand Award is one of the sweetest achievements for Dutch Lady'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 consumer needs. Milk is a healthy beverage which is enjoyed by all age groups and is filled with vital nutrition as well as ingredients to build strong, healthy bones and promote good health."

"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."

The Putra Brand Awards were introduced by the Association of Accredited Advertising Agents Malaysia (4As) and was organised in association with Malaysia's Most Valuable Brands (MMVB).

Also, it is the only brand awards in the country to be endorsed by MATRADE and supported by the Branding Association of Malaysia (BAM), the Malaysian Advertisers Association (MAA) as well as the Media Specialists Association (MSA).

