

Press Release

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what's new!



Twinkle Tup - Mummy's Sparkling Buddy

Tupperware Brands has recently introduced Twinkle Tup, a new range of innovative products for children and toddlers. Designed and developed after extensive research, tests and feedback from mothers, teachers and child developmentalists in markets worldwide, including Malaysia, Twinkle Tup is a range of bright, colourful and specially designed range of drinking and feeding system for toddlers aged 6-18 months and 18-36 months.

Parenthood spoke with Karen Ng, the Senior Marketing Manager of Tupperware Brands Malaysia Sdn. Bhd. who is also a mother herself, on why Twinkle Tup is every mummy's buddy.



Karen Ng, the Senior Marketing Manager of Tupperware Brands Malaysia Sdn. Bhd.

PH: As a mother, why did you feel that the Twinkle Tup range is every mummy's buddy?

Karen: Twinkle Tup is every mummy's buddy because it is designed to enhance the development of a child. It enables them to improve their eye-hand coordination, helps them with their pre-writing skills, boost their confidence level. It's a great help to every mummy!

PH: Why did you feel that it's important for innovative products like Twinkle Tup to be part of a child's mealtime?

Karen: Children gain confidence and are happier when they can self-help, especially being able to feed themselves. With the right tools, such as one like Twinkle Tup, it helps the young children to practice in developing their fine motor skills. The more the child gets to feed him or herself drink and food, the child will also develop strength in holding objects, ranging from using his whole hand to using only his fingers. Eventually, the motor skills will lead to handwriting skill with a pencil or a pen.

PH: What are the interesting features of Twinkle Tup?

Karen: Twinkle Tup is designed for a child to grow with it. Just like how a child can grow with a toy at certain age, Twinkle Tup offers two systems in drinking and feeding for children. One for infants aged six to 18 months; one for toddlers aged one and a half years to three years old. The handle in Drinking Training Cup can interchange with Straw Tumbler during the interim of switching from infant set to toddler set. The bright colours were carefully selected so that a child would associate Twinkle Tup with their favourite toys. Most importantly, Twinkle Tup has a straw brush to help mothers clean hard to reach places in the straw tumblers, ensuring good hygiene prevents bacteria from growing in the tumbler.

PH: How safe is Twinkle Tup?

Karen: Twinkle Tup is made from non-toxic food grade, FDA approved materials. They are colour safe, and most importantly BPA free. Mothers can use Twinkle Tup with ease of mind. Twinkle Tup is also child safe, ensuring no sharp edges that can potentially cut the tiny, delicate fingers.

PH: What's the life span of a Twinkle Tup product?

Karen: Twinkle Tup is under Tupperware's lifetime warranty except the straw and brush.



Twinkle Tup consists of Twinkle Training Cup, Twinkle Snack Cup, Twinkle Hang on Spoon, Twinkle Easy Grip Bowl, Twinkle Cutlery Set and Twinkle Feeding Bowl.

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Tupperware Celebrates Mothers!

With the RNS Small Round, you can reheat your favourite foods – direct from the freezer – whenever hunger hits!

20 BERRY MERRY & CHEERFUL CHERRY SETS TO BE WON THIS MOTHER'S DAY!

Just tell us why Berry Merry & Cheerful Cherry Sets are perfect for you and you'll be one of our 20 lucky winners!

Each lucky winner brings home:



One Berry Merry Set worth RM61.80

- Berry Tumbler (1) 650ml
- RNS Small Round (1) 380ml
- Pouch

One Cheerful Cherry Set worth RM61.80

- Cherry Tumbler (1) 650ml
- RNS Small Round (1) 380ml
- Pouch

I'd like to win Berry Merry & Cheerful Cherry Sets because

(in not more than 20 words)

PERSONAL PARTICULARS

Name: _____

Address: _____

Tel. No.: _____

Email add (compulsory): _____

Children's Names and Ages: _____

Send your entry to: (Closing date: 31st May 2013)

Tupperware Mother's Day Giveaway

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