

Already a household brand, Tupperware strives for sustainability.

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TUPPERWARE is what it is today thanks to innovative products that enhance the lives of consumers.

The brand was founded in 1946 by American chemist Earl Tupper. At that time, he probably did not realise that his innovative transformation of environmentally-unfriendly petroleum waste into eco-friendly containers would revolutionise storage systems in millions of homes worldwide.

Since its inception, Tupperware Brands (now diversified into a multi-brand with eight brands in its portfolio) has been a winner of numerous prestigious awards. Among them, the Reddot Award which the Tupperware Design Team won 39 times.

Tupperware has also gained recognition as among the century's six most extraordinarily-designed products by *Fortune* magazine.

However, the underlying question is what makes Tupperware so different from the rest?

"Sustainability has always been the main concern for Tupperware and it is part of our history, practices and products," says Tupperware Brands South-East Markets area vice-president and managing director David Wong.

"Our eco-friendly products provide sustainable solutions for much of today's environmental challenges, helping to preserve food longer and reduce waste."

Wong also mentions the three key values that make Tupperware unique: design, research and development (R&D), and quality.

Design

All Tupperware products are designed with the consumer's needs in mind. Tupperware will soon be launching a new range called "Healthy Eating System" which discourages users from overeating.

Simple yet smart, this new system is designed to apportion your food intake. The containers come in different sizes so that you store the right amount of food.

There is a container for fruits and another container for your main meal – all apportioned systematically. This system also comes with a food guide that has been prepared by a nutritionist.

"Tupperware's products have a global appeal and are very versatile. One product to be launched soon is a noodle carrier, which appeals to the Asian market," adds Wong.

Research and development

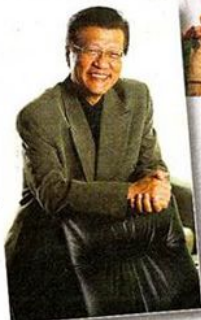
According to Tupperware Brands' vice-president of product development David Kasuma, Tupperware's R&D means engaging in radical innovation.

The company strives to take bigger jumps with new product technologies for the "Tupperware of Tomorrow" that maximises consumer value.

The products are indeed testament to their principle, particularly the FreezerMate which was introduced in 2005.

The FreezerMate has a specially designed base at the bottom of every container which prevents slipping and sliding. The rounded corners and recessed bottoms allow air to circulate around stacked containers, allowing fast freezing.

This innovation was brought to space by the Russians who used it to store human cells for a 10-day mission to the International



Smart pick



Handy containers: These containers are great to take along on picnics; (pic left) Tupperware Brands South-East Markets area vice-president and managing director David Wong.

Space Station as part of a major scientific experiment.

Today, Tupperware is venturing into food science and natural anti-bacterials grown from nature for inspiration. Its R&D team found that by adding some natural additives into

the plastic of the containers, it extends the quality and freshness of food much longer than before. The nature extracts are derived from bamboo, chitosan, wasabi, cloves, rosemary and pomegranate, among others.

Quality

Apart from being a manufacturer of high quality and lifetime warranty products, Tupperware is known for adhering to the strictest quality control in all manufacturing plants worldwide.

To be the best supplier of containers, Tupperware ensures that all products should pass stringent tests. These include migration and extraction (checks for unsafe components leaking into food), colour migration, safety of printing ink, UV testing and odour and taste testing.

Their strict quality control process also abides by the requirements of the ISO 9001 quality system. Based on these guidelines and regulations, Tupperware is a world-class premium brand.

Preserving the future

Products by Tupperware Brands provide a sustainable solution to the billions of PET bottles, plastic bags, styrofoam containers and aluminium foils used and discarded every year.

In line with the green movement, many local universities have been supporting the use of Tupperware's eco-friendly products. Universiti Sains Malaysia in Penang and Tupperware collaborated to give first year students the GoFlex! products as an alternative to styrofoam containers.

Since then, many educational institutions have been working with Tupperware, including Taylor's University College, Monash University and KDU College.

Income opportunity

Tupperware also believes that sustainability comes in the form of offering business opportunities.

"Many housewives went into the Tupperware Brands Business Opportunity to earn a side income. Before long, the wives were earning more than their husbands," explains Wong.

"Many husbands soon realised the busi-

ness potential and decided to join the business on a full-time basis. Some are able to earn an average of RM5,000 or more on a monthly basis. On the whole, this business opportunity helps to create jobs for people, especially during a recession. It is a respectable business and career pathway for both men and women to earn a good income," adds Wong.

The future ahead

While some plastic container brands copy

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the designs of Tupperware, Wong is unfazed. "The best compliment a competitor can give us is to copy our product, as who will copy something that is generic or of low value? This just shows that Tupperware has products that people trust," says Wong.

Tupperware is not made of disposable plastic. When you use a Tupperware product, you can be assured that you have an item that is suitable for everyday use, yet durable enough to last a lifetime.

Here's good news for visitors to FemmeCity. There will be a Tupperware Brands auction at FemmeCity's Community Centre on July 31 and Aug 1 at 3pm. Earn "TupperDollars" to bid for the products. To get five TupperDollars, simply register online at tupperwarebrands.com.my/tupperdollar.

■ Tupperware is one of the blockbuster partners of FemmeCity. For more exciting developments on Tupperware, drop by FemmeCity (organised by Clove) at the Kuala Lumpur Convention Centre from July 30 to Aug 1. Admission to the fair is free. For more information, log on to clovetwo.com/femmecity/.