

**Tupperware has proven that it has what it takes to be a household name.**

# Durable plastic

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**A**SK anyone to name a plastic container of any shape, colour or material, and more often than not, the word Tupperware comes up.

Indeed, Tupperware, a renowned household brand name with a 60-year global presence (45 years in Malaysia), has made a name for itself as a world-class manufacturer of containers that last a lifetime.

Trusted for generations and designed for everyday use, Tupperware products have passed stringent tests and are extremely durable. These are quality products that are food-grade safe, which is important for family health. They are also designed for repeated usage, thus reducing the need for polystyrene containers that will inevitably end up as garbage.

Gone are the days when Tupperware parties were organised by housewives. Today, Tupperware Brands Corporation has evolved into a multi-brand, multi-category, direct sales conglomerate. Brands under the corporation include BeautiControl, NaturCare, Nutrimetics, Fuller Cosmetics, Nuvo, Avroy Shlain and Swissgarde.

Plastic containers today are more than just pretty boxes that store your favourite snacks or leftovers. Consumers nowadays make it a point to look for products that are safe, eco-friendly, of high quality, and able to keep food fresh.



**Attractive:** Organise your kitchen with Tupperware's range of storage systems and utensils. (Pic below) Keep rice fresh in the Tupperware Rice Dispenser which slips snugly into any corner.



"Tupperware" is a name commonly used to refer to Tupperware look-alikes and these are usually unable to keep food fresh and crisp.

Because of Tupperware's assurance of its products being safe and of superior quality, many Malaysians have chosen to put their trust in the brand. With that in mind, Tupperware has launched

a campaign entitled *Come HOME To Tupperware Brands*. HOME stands for: Health, Organisation, Money, Environment – which make up the core values of Tupperware.

All Tupperware products are made from safe, non-toxic, non-carcinogenic materials; hence they do not release harmful chemicals into your food or liquid contents. Seeing how the microwave has become such a popular mode of cooking, Tupperware has taken the effort to ensure that all materials used in its products adhere to strict guidelines provided by international bodies such as the Toxic Substances Control Act Inventory (TSCA) in the United States, and are safe for microwave use.

It also brings order to your home – whether in the fridge, freezer, kitchen or cabinet – by providing a range of products to serve different purposes. To keep food fresh while you are in the outdoors, there is the

business centres in Malaysia and Singapore.

What's more important is that Tupperware helps save Mother Earth from further pollution. Due to the durability of its products, less than 5% of Tupperware products

are found in landfills. The company even has a take-back policy whereby broken products are sent to a recycling centre to be made into non-food items like plastic cabinets, watering cans, flower pots and heavy-duty plastics.

While the company continues to educate users on reducing waste, Tupperware still believes that it is the consumer who can make a difference.

Despite the accolades which Tupperware has achieved over the years, the brand is

not resting on its laurels. The company constantly invests in cutting-edge technologies, and carries out research and development to be at the forefront of design and innovation.

Tupperware products come with a guarantee against chipping, cracking and peeling. Nevertheless, like all products, Tupperware may eventually suffer defects in material or function. If that happens, all you need to do is call your Tupperware Brands consultant for a free replacement (terms and conditions apply).

■ To view the extensive range of products, visit [tupperware.com.my](http://tupperware.com.my). Tupperware is one of the household brands participating in *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/](http://clovetwo.com/femmecity/).

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GOFLEX! containers. Or you could opt for the FreezerMate range which helps seal in the freshness and reduces contamination when you store food in the fridge or freezer.

Additionally, Tupperware stays relevant in today's society by offering modern and contemporary products with designs that have withstood the test of time. Their designs have won prestigious awards and recognition worldwide, among them the Reddot Awards and, more recently, the 2009-2010 Brand Laureate Award for being the Best Brand in Consumer (Food Storage).

Apart from its exceptional form and function, Tupperware also provides the opportunity for people to earn a decent income. There are currently more than 100,000 Tupperware Brands consultants in Malaysia who have been maximising their income, and many of them can share inspiring success stories. Today, Tupperware has over 70