

# Press Release



Media : New Straits Times  
 Date : 4 April 2014  
 Section : pg. 6  
 Published : Daily  
 Language : Chinese  
 Circulation : 388, 917

PAGE 6 | NEW STRAITS TIMES

FRIDAY, APRIL 4, 2014

## STREETS YOUR GUIDE

# Breathe easier with Vent Smart

**FRESH IDEA:** Tupperware presents container with unique venting system that keeps food fresh longer

**SUBANG JAYA**  
 streets@nst.com.my

DESIGNED and developed after extensive research and tests by Tupperware Brands and consumer feedback, Vent Smart is a container with a unique venting system that regulates the atmosphere within.

The vent can be adjusted according to the type of vegetables or fruits stored. This keeps food fresh longer and reduces spoilage.

Tupperware Brands Malaysia managing director Tham Ying Hoong said Vent Smart is the result of the multi-brand company's research to find ways and solutions to improve lives.

Vent Smart was developed as a direct response to calls from the various communities for an affordable product that could extend the life span and maintain the freshness of food and vegetables.

"Vent Smart is more than a storage container. It is a healthy choice as the ventilation system helps contain the nutrients of fruits and vegetables longer.

"Like every single Tupperware product, Vent Smart is BPA-free, colour-safe and child-friendly," said Ying.

By keeping vegetables and fruits fresh longer, Vent Smart also allows the user to buy fruits and vegetables in larger quantities to enjoy greater savings. It also means fewer trips to the market or the supermarket, which translate into lower fuel consumption and a smaller carbon footprint.

Vent Smart is made from superior quality food grade plastic that complies with international standards and comes with a lifetime warranty.

The VentSmart Rectangular Medium High with a 4.4litre capacity is sold at RM109. The VentSmart Rectangular Set, comprising one unit of VentSmart Rectangular Medium Low (1.8litre) and two units of VentSmart Rectangular Small High (1.8 litre) is priced at RM205. They are available at Tupperware Brands authorised business centres nationwide at

Tupperware Brands offers design-centric preparation, storage, and serving solutions for the kitchen and home through the Tupperware brand; and beauty and personal care products through the Nutrimetics and NaturCare brands.

Visit [tupperwarebrands.com.my](http://tupperwarebrands.com.my) or [facebook.com/tupperwarebrandsmalaysia](http://facebook.com/tupperwarebrandsmalaysia), for details.

*Vent Smart is made from superior quality food grade plastic and comes with a lifetime warranty.*

