

CONTEST

WIN AN EXCLUSIVE UMW WIRELESS MOUSE!

All you have to do is answer 3 simple questions. Find the easy answers to these questions in this issue of UMW Industries newsletter. Then send in your entries to the address listed on this page, no later than 15th December, 2012. Ten lucky winners will be randomly selected from the correct entries.



1. What feature in the 8FB electric powered forklift heightens the centre of gravity of the machine and thus increases the truck's stability?

2. Name one of the key features in Tennant M20 Integrated Scrubber-Sweeper that dramatically lowers the total cost of ownership.

3. Name one of the awards won by UMW Industries in 2011 Award Programmes.

SURVEY

1. How do you rate our company newsletter 'UMW Industries Today'?

Informative Neutral Uninformative

2. What type of content in the newsletter interests you most?

Cover Story – Business Partnership with Customers
 Product Watch – Company's Product Updates
 Company News Company Event
 Safety Tips Contest & Survey

3. Do you wish to continue receiving our company newsletter?

Yes No

Send your answers in by 15th December, 2012. The first 50 completed survey forms received will be entitled to an attractive UMW Stylus Pen.

Name: _____ I.C No.: _____

Contact No.: _____

Company Name: _____

Company Address: _____

Delivery Address: _____

Results will be published on our website by 31st December, 2012. Successful winners will be notified by post.

UMW INDUSTRIES



TODAY

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COVER STORY

Growing by helping
customers to save

PRODUCT WATCH

Enter the Toyota 8FB Series

PRODUCT WATCH

Tennant M20 Integrated Scrubber-Sweeper

GROWING BY HELPING CUSTOMERS TO SAVE



Not so very long ago, when one needed to get the week's groceries, buy a hammer and try on a few shirts, the first trip was made to the wet market, then to a hardware shop, and finally to a clothing store. The nearest equivalent to a one-stop shop was the ubiquitous, usually family-run sundry shop that sold a little bit of everything but did not offer too many choices.

The last 30 years or so have seen these mom-and-pop shops being slowly squeezed out of existence, unable to compete against the lure of supermarkets and hypermarkets. These newer establishments lacked the friendly personal touch of the neighbourhood sundry shops, but they offered lower prices, more choices and the comfort of an air-conditioned shopping environment.

One of these sundry shops, however, doggedly carried on its business and over the years, transformed itself into a huge retail chain. Econsave today is one of the top three grocery retailers in Malaysia with a total of 50 supermarkets and hypermarkets nationwide, an expected annual turnover of over RM1.8 billion in this financial year, and a targeted growth rate of 25% every year through an undiminished ambition to offer a vast range of economically priced goods to even more consumers.

THE EARLY DAYS

Enduring hardship, perseverance and a winning strategy: these were the ingredients that went into making Econsave what it is today.

"My father, Lai Poh Tian, had just 200 sq ft of a wooden shop to trade in, and only 100 items of goods to sell," recounted Mr Lai Sia Ling, Executive Director of Econsave Cash & Carry Sdn Bhd. "That was 60 years ago in Port Klang. My parents had a difficult time in the beginning but they worked very hard to grow the business."

The younger generation of Lai's – four brothers who now successfully run the retail chain – learnt from their parents' example that diligence, persistence, patience, discipline and work attitude are absolute necessities as entrepreneurs in a challenging industry.

Never veering from their original strategy of offering very low prices for their products, Econsave attracted customers from even far beyond their immediate vicinity. Their gradual but steady expansion resulted in Econsave becoming the most extensive retail network of branches in their home state of Selangor, unrivalled by any other supermarket/ hypermarket operator, serving over four million consumers.



1. The new Econsave outlet at Kampung Jawa, Klang

2. Econsave consistently offers the lowest prices in the market

"Econsave today is one of the top three grocery retailers in Malaysia with the most extensive retail network in Selangor."

EVERYDAY LOW PRICE (EDLP)

Econsave confidently challenges its consumers with its corporate tagline 'Compare Our Prices' (*Bandingkan Harga Kami*), secure in the belief that they consistently offer the lowest prices in the market. This is achieved via several ways.

The company practises a straightforward policy of low pricing for all items instead of engaging in the strategy of enticing customers with loss leaders but making up the difference with other higher priced goods. Advertising and promotion expenditure is also kept at the lowest and the savings are passed on to their customers. The sheer size of Econsave's business gives them better purchasing power and pricing from their suppliers. On top of that, eschewing middlemen, they import directly from countries such as Thailand, China, Australia and Chile. Econsave even produces its own house brand for over 1,000 items with the lowest prices nationwide.

The company's strong emphasis on professionalism, integrity and excellence sees to it that all products are thoroughly vetted for their market support, marketability, pricing and quality before they are put on Econsave's shelves.

IN GOOD HANDS

"We've got a dedicated workforce, a dynamic senior team, and we want to be the leading supermarket and hypermarket operator in Malaysia," said Mr Lai. "For us to achieve that, we believe in working closely with our suppliers and others as partners so that they grow with us too." To-date, no less than eight public listed property developers have collaborated with Econsave to set up supermarkets/hypermarkets to enhance the value of their developments. Likewise, some abandoned shopping malls and lacklustre commercial areas have seen new life with the entry of Econsave.

The no-frills operation, tight controls on non-essential costs, bulk-buying in cash and direct imports eventually turned the humble 100-item, 200 sq ft sundry shop into 30,000 stock-keeping units (SKUs) and 50,000 sq ft supermarkets, the biggest being in Senai, Johor with 100,000 sq ft. That much total floor space takes a lot of work to keep clean.

That's where we came in.

The UMW-Econsave working partnership began in 2009 when we delivered the first unit of a Toyota forklift to an Econsave outlet. We've not looked back since then. In 2011, Econsave began using Tennant T7 scrubbers in their cleaning operations. Another 20 units joined the ranks of Econsave's growing cache of Tennant T7 machines this July to take care of the cleanliness of 20 new outlets throughout Peninsular Malaysia. The latest addition of 12 units of T7 will soon be delivered to service their existing and new outlets, which will bring their fleet of T7 machines to 37 units. Together with Toyota equipment, Econsave will be the owner of 67 units of UMW-delivered machines.

The Tennant T7 Ride-on Scrubber makes cleaning large areas a ride in the park. Its quiet operations and easy manoeuvrability, even in narrow aisles, is a real boon to supermarket and hypermarket operators. We're very pleased to be able to help create a cleaner, safer and healthier environment for all Econsave's shoppers!



3-6. The Tennant T7 micro-rider cleans tight spaces and narrow aisles with its compact design and highly manoeuvrable handling

ENTER THE TOYOTA 8FB SERIES



In the previous issue of our Newsletter, we introduced the Toyota 8FB Series of Electric Forklifts with inbuilt high-efficiency systems that push productivity to higher levels.

On 31st May and 1st June 2012, UMW Industries officially launched the new, improved, energy-efficient Toyota 8FB Series over two days of 'Look, Touch & Feel' FunDrive sessions held at our regional offices in Shah Alam, Johor Bahru and Butterworth for customers to test-drive the machines.

Witnessing the launch were representatives from Toyota Material Handling Company, Japan, comprising Mr. Michio Yonezawa (General Manager Parts and Service Planning Operations) and Mr. Kenji Nagahiro (Assistant Manager, Overseas Planning Group). Our UMW Industries team was led by Mr. Gan Kim Teck (Senior General Manager) and Mr. Lee Chong Kuan (General Manager, Operations).

TECHNOLOGICALLY ADVANCED MACHINES

The 8FB Series is a range of 1.5 to 3.0-tonne rated capacity battery-operated electric forklifts that meet customer demands for longer operating times between charges, improved safety and environmental performance, reduced operator fatigue and increased durability and water resistance.

The high technology employed includes:

- **AC power system**
High-efficiency inverters are used together with power-select and power-keep functions to enhance travel and load-handling performance. There is zero exhaust emission and replacing the battery is hassle-free with either the roll-out option or the side-out system.
- **SAS (System of Active Stability) – ε**
Automatic controls direct the turn and vehicle speed according to lift height and load weight. The Active Mast Function Controller ensures that the angle of tilt corresponds to lift height and load weight to avoid tip-overs or load spills.
- **Regenerative brake with pedal-stroke detection system**
This system operates during braking, switchback, and when the accelerator is released. Regenerative braking force is controlled by the pedal depression stroke.
- **PIN-code entry**
A PIN code must be entered to start the machine. Up to 100 PIN codes can be registered, with 10 preferred performance settings for different operators.
- **Operator presence**
The Operator Presence Sensing System (OPS) interrupts travel power and stops load-handling operations if it senses that an operator is not present.

The smooth and safe operations of the Toyota 8FB Series owes much to several innovative features incorporated into the machines.

- The high-mount rear axle is placed near to the forklift's centre of gravity for higher stability and also reduces the moment when turning.
- To ensure safety when the machine is stopped on a slope, the Anti-rollback feature comes into play.
- Special protection is given to the drive motor, load-handling motor and controller compartment to make the 8FB Series water resistant and suitable for use at a wide range of worksites.

Operator fatigue is reduced with the fully hydraulic power steering system, small-diameter steering wheel, armrest and easy entry and exit. The 8FB Series is also equipped with a shock sensor that activates a visual and audio alarm as well as records details if it collides with a hard object. This discourages rough handling of the machine and reduces maintenance costs.

Test-drive the Toyota 8FB Series for yourself. See how the optional features available will further add to the efficiency of the machines. Please call our Customer Info-Desk @ +603 5163 3833 for more information.

“The bottom line from these enhancements is an approximate 5% improvement in operating times.”



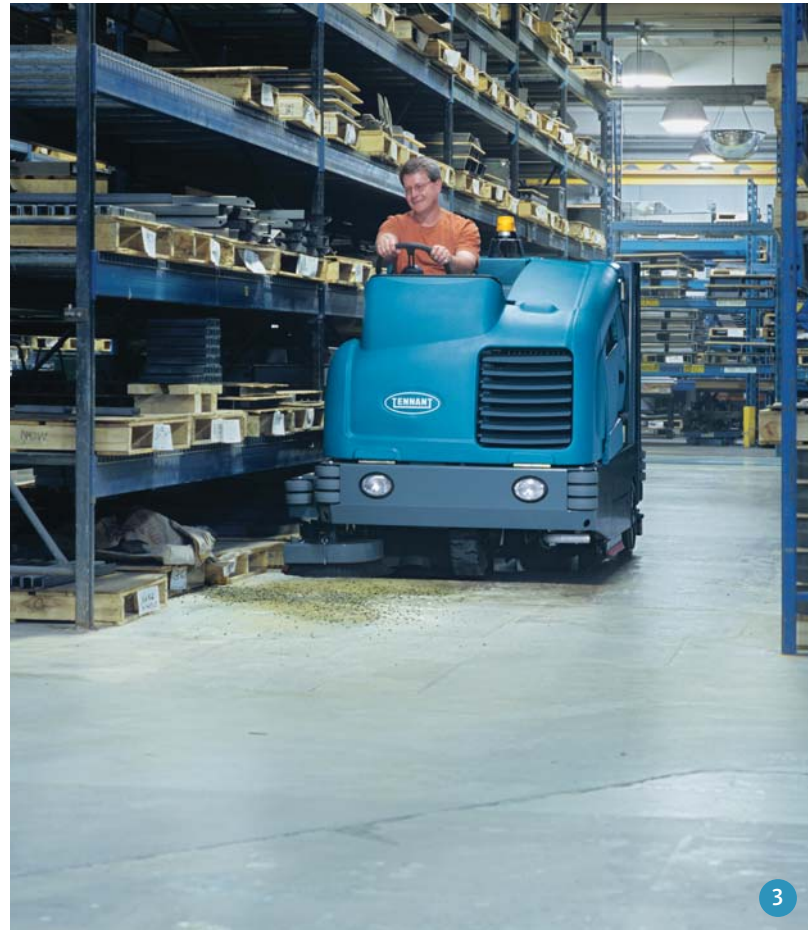
1-6. The UMW Industries team explaining the many improvements of the new Toyota 8FB Series to customers from various industries who attended the two-day launch



TENNANT M20 INTEGRATED SCRUBBER-SWEEPER



1



3



2

The new Tennant M20 Integrated Scrubber-Sweeper is the smart way to keep floors scrubbed and swept clean, all in just one smooth drive-over. Sweep or scrub, or do both at once.

Instead of bolting two separate machines together to do two actions, Tennant has simplified things by making one machine handle it all. The result is a scrubber-sweeper which has fewer parts but operates for longer hours and at less cost, thanks to the use of Tennant technologies.

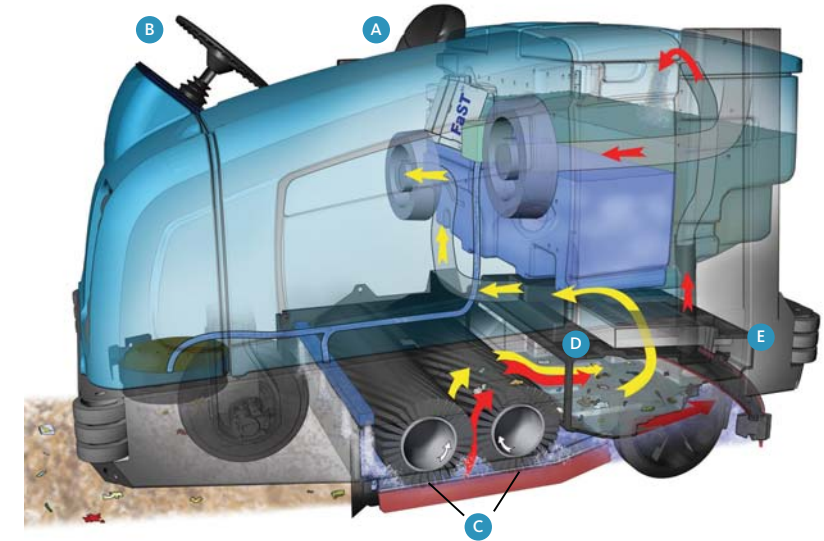
Engineered for industrial-strength cleaning, the M20 is the first fully integrated scrubber-sweeper in the market and one of the most cost-efficient industrial cleaning machines available.

1-3. Ideal for car parks, manufacturing facilities, warehouses, airports, in-door stadiums, convention centres etc, the Tennant M20 is the first fully-integrated scrubber-sweeper engineered for consistent, industrial-strength cleaning whether scrubbing, sweeping or doing both at once

Check out the reasons that the M20 has a total low cost of ownership:

SAVINGS IN COSTS & TIME

- Uses only two brushes, not four.
- 14% fewer parts to maintain.
- SmartRelease™ squeegee reduces replacement parts.
- FloorSmart™ integrated machine means less time needed to train users.
- EasyOpen™ service access reduces downtime and maintenance costs.
- On-board diagnostics for quick and easy maintenance.
- Less repair costs due to rugged steel frame and Duramer™ construction.
- Large 3.9 ft³/110 litre, 390 lb/177 kg debris hopper with 60 in/1,520 mm variable height dump holds more debris.



INSIDE THE M20

The M20 is designed to be easily manoeuvrable, comfortable for the operator and is built to last.

A	B	C	D	E
ErgoSpace™ makes it safe, easy and comfortable for the operators to clean with the M20.	Touch-N-Go™ control panel reduces training time. Features 1-STEP™ scrubbing and sweeping.	High performance results and reduced wear with FloorSmart™ (integrated scrubbing and sweeping system).	Superior dust control, excellent shake-back, and high durability from synthetic panel filter with InstantAccess™.	Long-life construction from heavy-gauge steel frame with T-beam members and Grip-N-Go™ corner rollers.

VALUE OPTIONS

Optional features are available to further enhance the performance of the M20.

- **ES®**
Ideal for more porous concrete, filters and recycles recovered solution, and extends cleaning time to up to 3 hours.
- **Side brush**
Cleans edges and expands cleaning path from 40 in to 56 in / 1,020 to 1,420 mm.
- **Spray hose**
Spot clean hard-to-reach places with the 15 ft / 5 m spray hose.
- **Overhead guard**
Protects operator from falling objects.

See the Tennant M20 Integrated Scrubber-Sweeper for yourself. Please contact our Customer Info-Desk @ +603 5163 3833 for a quick demonstration.

EXCELLENTLY DONE!



1. A unity pledge under the 2012 Toyota Distributor Conference Theme (Left to right) – Gan Lim Teck, Toshifumi Onishi, Lee Chin Min, Kazue Sasaki (TMHG President), Chew Chee Loon



2. Toshifumi Onishi handing over the Platinum Club Recognition to Chew Chee Loon

3. Lee Chin Min receiving the Sales Excellence Award from Toshifumi Onishi

4. Gan Kim Teck receiving the CS Excellence Award for UMW Industries

At the 2012 Toyota Distributor Conference held at the Pan Pacific Yokohama Bay Hotel Tokyu, Yokohama, Japan on 18th September 2012, UMW was honoured with several Excellence Awards under the 2011 Toyota Material Handling International (TMHI) Award Programme.

TMHI's massive global network of subsidiaries and appointed material handling dealers spans over 60 countries. All these are annually assessed on their overall performance based on their excellent management systems, innovative equipment sales strategies, effective parts and service management, and commitment to customer satisfaction.

It is therefore no easy task to emerge a winner among so many competitors. For 2011, UMW Industries (1985) Sdn Bhd in Malaysia won the Premier Club Recognition, Platinum Club Award and the CS Excellence Award. UMW Equipment & Engineering Pte Ltd, Singapore won the Sales Excellence Award and the Parts Excellence Award.



Mr. Toshifumi Onishi, TMHI President, handed out the awards to all the recipients. Mr. Chew Chee Loon (Executive Director, Equipment Division) accepted the Platinum Club Recognition; Mr. Lee Chin Min (Director, Material Handling Group) received the Sales Excellence Award and Parts Excellence Award on behalf of UMW Singapore; and Mr. Gan Kim Teck (Senior General Manager, UMW Industries) received the CS Excellence Award on behalf of UMW Industries. Also present at the ceremony was Mr. Lee Chong Kuan, General Manager of UMW Industries.

As the theme at the 2012 Conference encouraged us, let's 'Lift Beyond Together'!

IN THE DRIVER'S SEAT



UMW Industries earned well-deserved recognition from Tennant Company at an Award Ceremony held on 2nd April during the Tennant APAC Export Distributor Conference 2012 in Siem Reap, Cambodia. The Company won the three major awards for the Tennant 2011 Award Programmes.

Two UMW Industries' Tennant product specialists were acknowledged for their efforts during the past year. Mr Kelvin Lee was awarded the Tennant SEAT Champion Sales Representative, 2011 and Mr Brian Cheong won the Tennant Captains Table Award for his achievement in the Top 10 Machine Sales in 2011.



The icing on the cake was the announcement that UMW Industries won the Tennant SEAT Export Distributor of the Year Award. This was in recognition of our excellent overall performance in marketing and sales activities and initiatives, as well as in customer support initiatives, among all the distributors in South East Asia and Taiwan (SEAT). Mr. Mauro Compagnoni, Managing Director of Tennant APAC, handed out all the awards.

Way to go, Tennant Team!

1. Brian Cheong with his Captains Table Award

2. (Left to right) – Brian Cheong, Kelvin Lee and Austin Lau looking at the award trophies won

3. The proud winner of Tennant SEAT Champion Sales Representative – Kelvin Lee

4. Mauro Compagnini, Managing Director of Tennant APAC, handing the trophy to Kelvin Lee, accompanied by Kwan Kee Sern, Sales and Marketing Manager - South East Asia and Taiwan

FOLLOWING THE 5S WAY



1. All motivated to start 5S!

2. Gan Kim Teck giving words of encouragement to his Shah Alam staff

3. Group picture of the champions with Chew Chee Loon



Early on 29th June 2012, the staff of UMW Industries gathered at the Workshop at our Main Office in Shah Alam for the launch of a workplace organisation method that would result in improved staff productivity and reduced wastage of resources.

The 5S method uses a list of five Japanese words – *sein*, *seiton*, *seiso*, *seiketsu* and *shitsuke* – to organise work spaces in a clean, efficient and safe manner. In a nutshell, the five primary 5S phases are:

1. *Seiri*: Sort out and discard unnecessary items.
2. *Seito*: Systematically arrange and label necessary items for the most efficient and effective retrieval.
3. *Seiso*: Sweep, thoroughly clean and inspect the workplace to keep it tidy and organised.
4. *Seiketsu*: Standardise work practices so that any employee doing the same job will know exactly where things are even if at a different work station.
5. *Shitsuke*: Sustain the practice, review standards if an improvement is suggested, and train employees to continuously practise the above 4S so that the practice becomes a habit.

The 5S launch event kicked off with the Emcee's welcome remarks followed by a speech given by Mr Gan Kim Teck, Senior General Manager of UMW Industries. The Chief Champions and Champions then signed the Declaration Pledge and Mr Chew Chee Loon (Executive Director, Equipment Division) handed out badges and caps to the Champions. Also present at the ceremony were Mr Lee Chong Kuan (General Manager, UMW Industries) and Mr Kwong Tai Choy (General Manager, UMW Industrial Power).

After the ceremony, all staff were briefed by the respective Champions and subsequently kicked off the 5S Seiri activities at their own zones.



4. Tham Kum Chew signing the pledge, witnessed by Lee Chong Kuan, Chew Chee Loon and Gan Kim Teck (Left to Right)

5. Shah Alam staff attending the 5S Launch

A HELPING HAND FOR THE ENVIRONMENT



1. Gan Kim Teck, accompanied by Lee Chong Kuan, handing the mock key to Raja Amir Raja Hassan, accompanied by Nazar Abdul Raof

2. The 5860 delivery marks the first milestone of UMW- Alam Flora business partnership

3 & 4. Technical training in Alam Flora's depot

Alam Flora Sdn Bhd, a member of DRB-HICOM Group of companies, has been cleaning up after Malaysians since 1995 when it was formed. The ISO certified company's holistic approach to solid waste management means that Alam Flora not only responsibly disposes of the rubbish in the best way possible, it also looks into the wellbeing of the environment we live in.

While the team at Alam Flora works hard at keeping a clean and healthy environment for all, a team of efficient machines helps to lighten Alam Flora's workload.

On 30th June 2012, UMW Industries delivered 11 units of Tennant 5860 Walk-behind Scrubbers to Alam Flora at a handover ceremony conducted at our Main Office. As part of the handover event, the Alam Flora team was given a walkthrough of our Engineering Workshop and an inspection of the machines was conducted according to pre-delivery procedures.

Representing Alam Flora were En Raja Amir Hamzah Raja Hassan (Manager, Operation Planning), En Nazar bin Abdul Raof (Manager, Quality Management Department) and personnel from QC, operations, fleet management and procurement departments. UMW Industries was represented by Mr Gan Kim Teck (Senior General Manager), Mr Lee Chong Kuan (General Manager, Operations) and the Tennant sales and technical teams. A mock key was presented by Mr Gan Kim Teck to En Raja Amir Hamzah Raja Hassan. The team then paid a visit to GaleriKu.

A technical training session was later conducted at Alam Flora's depot to familiarise their maintenance team, and all other users of the machines, with basic maintenance of the machines and how to operate them.

WHERE THE RUBBER MEETS THE ROAD



1. Sam Koay handing over a memento to David Johnson

2. Matthias Reich getting a forklift miniature to mark the event

3. An occasion to commemorate!



When it comes to seeing whether the item bought actually does perform as it is touted to, that's where it really counts. We think that for Continental Tyre AS Malaysia Sdn Bhd (formerly known as Continental Sime Tyre AS Sdn Bhd, a joint venture company under the Sime Darby Group), the moment of truth about the efficiency of Toyota and BT machines was successfully passed five years ago.

That was when, on 1st April 2007, Continental first rented just ten units of Toyota towing tractors and three BT powered pallet trucks from us. Over the years, the number increased. This year, however, we marked a new milestone with Continental.

On 8th August 2012, we had the pleasure of handing over a total of 45 units of Toyota forklifts, Toyota towing tractors and BT powered pallet

trucks to replace Continental's existing fleet of rented machines.

The handover was attended by UMW Industries' Lynx Chong (Salesman), Peter Loke (Business Manager) and Sam Koay (Regional Sales Manager). Representing Continental were Mr David Johnson (Plant Manager) and Mr Matthias Reich (Manufacturing Services Manager).

UMW Industries is now also the sole supplier of material handling equipment to Continental.

THE NESTLÉ WORLD SAFETY DAY



1. The winner of the Safety Driving Competition posing with Gan Kim Teck and Daniele Jungling

2. Gan Kim Teck handling over a prize to one of the winners

3. One for the album!

4-6. Battling it out for the top prize!

The World Day for Safety and Health at Work is an annual international campaign to promote the prevention of occupational accidents and diseases. Emphasising the same message of safety, Nestlé Manufacturing Malaysia, Shah Alam Complex, underlined its support of the global campaign by organising its own support event – World Safety Day – on 27th April 2012 to raise awareness and promote a safer and healthier work environment for its staff and business partners. The event was declared open by Mr Daniele Jungling, Factory Manager at Nestlé.

UMW Industries was invited by Nestlé to organise a Forklift Safety Driving Competition as our contribution towards promoting safety awareness. Using the Competition, we sought to improve the forklift driving skills and knowledge of forklift drivers so that they will be more competent and responsible in handling the machines. This, in turn, will increase the company's productivity. Safe handling of the forklifts will also prevent injury to people as well as avoid damage to buildings, machinery, equipment and products.

Both spectators and competitors had fun at the event and the official judges made their final selection of winners at the end of the Competition. Mr. Gan Kim Teck, Senior General Manager of UMW Industries, presented prizes to the Competition winners.

OYLM'S SAFETY & HEALTH MONTH



1. The OYLM winners and the staff with the representative from UMW Industries, Mun Wei Kin, Service Executive (4th from left) and Eric Chai, Business Manager (6th from right)

2. Tan Yong Cheem, Operating Manager of OYLM, giving away prize to Mohd Khaidir Seman, the first winner of the competition

3 & 4. Participants going through the test circuit

A concern of paramount importance to any responsible management is that of ensuring safety at work. This is even more crucial in a manufacturing environment.

OYL Manufacturing Company Sdn Bhd (OYLM), one of UMW Industries' key fleet management customers, launched its Safety & Health Month in April 2012 in conjunction with World Day for Safety and Health at Work. The ISO certified OYLM is the only air-conditioning manufacturer in Malaysia that produces a wide range of HVAC (Heating, Ventilation, Air-Conditioning) equipment for the Malaysian and global export markets, from basic residential air-conditioners to high tech commercial heat pumps, and large capacity air-cooled and water-cooled chillers. At their Sungei Buloh plant, OYLM manufactures the brands ACSOON, McQuay, Daikin and York.

The Safety & Health Month programme aimed at raising awareness as well as creating a safer and healthier work environment for OYLM staff and business partners, with highlights that included safety exhibitions by its suppliers. UMW Industries was among those who participated in the campaign.

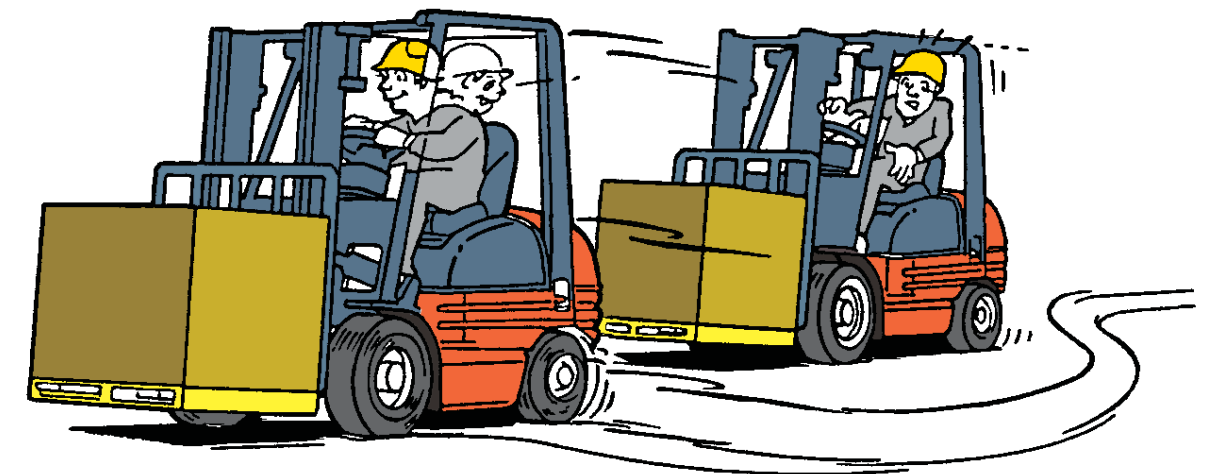
We set up a booth to promote safety practices when handling forklifts, but our main event during the Safety & Health Month was the holding of the Forklift Safety Driving Competition on 21st April. A total of 60 forklift drivers competed for the chance to be crowned 'Best Forklift Driver'.

Needless to say, one of the drivers had a pretty uplifting day, and we ended ours feeling good about having helped to promote safety at work.

TIPS FOR SAFER FORKLIFT OPERATION



Before starting, first make sure that the direction lever is in position for the desired direction of travel and then make sure that the road is clear.



Never pass other vehicles moving in the same direction at intersections, blind spots and other dangerous places. Always expect the unexpected!