

For Immediate Release

Malaysian Rubber Council Boosts Promotional Activities to Generate Awareness on Malaysian Made Rubber Gloves

KUALA LUMPUR, 17 November 2021 – The Malaysian Rubber Council (MRC) amplified its promotional and advertising activities through a Public Service Announcement (PSA) initiative with Keretapi Tanah Melayu (KTM) to strengthen the brand presence of Made-in-Malaysia rubber and rubber products domestically.

The PSA will include the display of informative advertisements and promotional assets such as back seat stickers, poster panels, overhead panels and coaches exterior wrap in trains travelling along the Klang Valley to Seremban route for a period of 12 months, starting from November 2021 until November 2022.

“Driven by our slogan ‘No One Knows Rubber Like Malaysia Does’, MRC aims to educate, generate awareness, enhance public opinion and create an appreciation for our rubber and rubber products. We hope our efforts will help to humanise rubber products and encourage more buy-ins from local and global audiences,” said MRC’s Chief Executive Officer, Nor Hizwan Ahmad.

“Another key objective that needs to be highlighted is to include and position Malaysia as the source for quality and sustainably produced rubber products as well as educating the market on the importance of choosing quality rubber,” he said.

Nor Hizwan Ahmad added that the key message on the train would emphasise Malaysia’s imperative role as the most reliable medical gloves supplier in the world.

“Since the onset of the COVID-19 pandemic, Malaysian manufacturers have been playing a huge and critical role in providing quality rubber gloves that protect the hands of millions of health workers and frontliners worldwide from the spread of dreadful diseases. It is indeed a privilege to say that ‘We Protect the Hands that Protect Millions of Lives’ and we are honoured to share this sentiment with all Malaysians through this initiative,” she said.

Exported to 195 countries, Malaysian rubber gloves are known for their consistent quality and reliability. All medical glove manufacturers in the country, including the repackers of bulk medical gloves, strictly adhere to the Good Manufacturing Practices (GMP) that emphasises quality, hygiene, product integrity, and accountability.

Additionally, Malaysian medical glove manufacturers and distributors are required to be registered and regularly audited to ensure only superior quality medical rubber gloves are commercially distributed. Repackers of bulk packed medical gloves are also required to take necessary actions to ensure traceability and prevent adulteration of the re-packed products.

Nor Hizwan Ahmad emphasised that Malaysia produces the best quality rubber products – from raw rubber materials to a wide range of finished rubber products – that consistently meet stringent international standards.

“Today, Malaysian manufacturers supply a wide array of world-class rubber products to countries worldwide. As an agency mandated to help the government develop the rubber industry, we believe it is our responsibility to communicate Malaysia’s critical role as a world-class rubber and rubber products manufacturer and supplier domestically and even internationally. Hence, the reason we rolled out this PSA initiative,” he said.

“In fact, Malaysian rubber manufacturers have started embracing Industry 4.0 and integrate robotics, digitisation, analytics, and real-time data collection via remote-controlled sensors in their production facilities. This has improved the overall management, reduced cost and enhanced the quality of medical gloves and other rubber products produced in Malaysia,” he said, adding that the industry emphasises research and development (R&D) and manufacturing technology to further drive the country’s rubber product innovation.

Malaysian manufacturers are equally invested in ensuring socially responsible and sustainable practices.

“With solid support from MRC, our sustainability initiatives are focused not only on ensuring the preservation of human health but also to have a positive impact on communities and the environment,” Nor Hizwan Ahmad concluded.

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