



FOR IMMEDIATE RELEASE
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Loscam Pallets Serve both CSR Initiative and Guinness World Records Breaker

Loscam recently supported a Hong Kong charity mega event, Together We Build, organised by Hong Kong Sheng Kung Hui Welfare Council and the Government District Offices, to raise public awareness and needed funds for stroke rehabilitation campaign. Taking part as an exclusive Pallet Maze Sponsor, 8,000 Loscam pallets sat at the Hong Kong Central Harbourfront Event Space to form a 5,000 m² gigantic maze in a shape of 'HK' on August 26, 2017. However, it was announcing the achievement of a new Guinness World Record for the Longest Line of Pallets of 1,020.47 m at 18:02 confirmed Loscam pallets capacity in fulfilling charity initiative and creating a world record.

Sturdy and standard 1,000 x 1,200 mm Loscam ECR China pallet enable construction and measurement of the maze with precision. In supporting the event, Loscam also donated 20,000 mini pallets for workshops held along the event and provided full logistic assistance to streamline pallet move-in and out of the venue. The team has taken one step further to exhibit the Group's staunch support by forming a Maze Build Crew consisting of 50 staff and management to participate 2 build-up sessions.

A continuous line of yellow at a maximum height of 7 pallets has taken 6 hours of work and 2,000 participants to accomplish. Led by the Officiating Guest, Matthew Cheung Kin-chung, GBM, GBS, JP, Chief Secretary for Administration of Hong Kong Special Administrative Region (HKSAR), 80 VVIPs were then grouped into teams of four to complete an unbroken maze line with 20 pallets during the Opening Ceremony. With cheers from more than 200 people including sponsors, guests and participants, a new world record was announced and was forever written in the history of Guinness and the HKSAR.

"Loscam is honored to participate this remarkable event. Our support to community programs are without reserve, and always strongly echoed by the management of the China Merchants Group," said Sirin Limpitton, President of Loscam.

Tai Chingnam, Loscam's Executive Vice President of Greater China, expressed his excitement for standing at the maze, "Without any hesitation, I say 'yes' the first time I heard about this project. 'Together We Build' is not only the theme for this event, but has been rooted in our CSR agenda. Each year, we launch different community projects using our retired pallets for the benefit of our neighbouring communities, especially to schools and NGOs. We always say contribution is not always about money, but to create something out of everything around us!"

Linda Tsui, Loscam's Executive Vice President of Finance also gave her remarks, "This event sends two important message about Loscam, first being the unlimited possibilities our pallets can bring; second being Loscam's capability and flexibility in meeting our partners' need, especially amid unforeseeable circumstances like the two surprise typhoon hits this time."



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In celebrating 75 years of embracing passion and innovation in the Asia Pacific market, Loscam already kicked off a series of new community engagement program across the regions it operates.

“We have created history with our customers, and we are going to make new ones together. Our contribution to our neighbourhood will never be a random act, but a consistent pursuit across our operations.” said Sirin.



Pallet maze view from above



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Guinness World Record certificate for the Longest Line of Pallets



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Dr Donald K T Li SBS OStJ JP, Chairman of Hong Kong Sheng Kung Hui Welfare Council (left) presents souvenir to Loscam management team: (2nd left to right) Sirin Limpaitoon, President; Linda Tsui, Executive Vice President of Finance and Tai Chingnam, Executive Vice President of Greater China of China Merchants Loscam



Loscam Corporate team



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Loscam Greater China team



Mini Pallet Workshop



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About Loscam

LOSCAM is a leading provider of Returnable Package Handling (RPH) solutions for use in supply chains. LOSCAM operates in 12 regions throughout Asia Pacific and is focused on delivering high quality, efficient and environmentally sustainable solutions. This has led to a position of leadership in the manufacturing and retail sectors. The business was established in the 1940s in Australia and the mid-1990s in Asia. www.loscam.com

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