

Panasonic EVOLTA battery
"Seriously Long Lasting" challenge
 recognized by Malaysia Book of
 Records (MBR) listeners



Left to right; Datuk Danny Ooi, Founder and Managing Director, Malaysia Book Of Records 5dn Bhd (1st left) present the certification to Mr Yosuke Matsunaga, Managing Director Panasonic Malaysia (2nd left) and Mr Ray Fu, General Manager , Tomy Company Ltd (1st right).

Panasonic Malaysia marked another achievement through the challenge in Malaysia Book of Records with the longest distance travelled by Plarail Train. The ceremony was held at South Court area Mid Valley Megamall.

The achievement proved that Panasonic long lasting EVOLTA AA Alkaline Battery is able to take up the challenge of travelling a 6.3km distance using Takara Tomy Plarail Train N700 Shinkansen. This challenge is a 1.25km built up track comprising of a total 11,760 pcs plarail parts.

In order to complete a minimum 6.3km distance, the Plarail Train had to travel the track for 5 laps. The distance of 5km is equivalent to the distance between Mid Valley Megamall and KLTower, at a direct distance.

The main objective for Panasonic was to emphasize that Panasonic EVOLTA Alkaline battery is seriously long lasting and of high performance even for high

drain devices to low drain devices.

The EVOLTA batteries are packed with new and improved innovations :

1. Anti-Leak Protection - Improvement in Materials & Production Process (stronger Sealing Structure & usage of Metallic Outer Can) provides a Safe and Longer-Lasting Power.

2. Triple Tough Coating - Unique triple layer structure which minimizes oxidation to improve battery contact, thus ensuring a Comfortable Usage at all times.

3. Extra Power Formula - Panasonic's original Extra Power Formula have been further improved with key changes done to the High-Reactivity Material to give a Stronger Power.

"Panasonic EVOLTA is able to activate any devices powerfully, anytime and anywhere. We have also made it our upmost priority to ensure that we will not compro-

mise any safety issues in regards to usage of the newly improved EVOLTA," said Cheng Chee Chung, Deputy Managing Director of Panasonic Malaysia.

The Evolta batteries are suitable for a wide variety of equipments. Especially like today's event, Evolta are suitable for toys - the middle drain devices.

This award was achieved through a collaboration between Takara Tomy, the Toy Maker and Panasonic. Both Metrojaya and Mid Valley Megamall came in as venue partner to support this challenge.

In conjunction with the event, Panasonic Malaysia will be organizing a roadshow in Mid Valley

Megamall at South Court till 8 June 2014. Many exciting activities will be planned for the general public such as battery hand-made session and toy train track workshop for children.

JORDONE CORPORATION PROUDLY LAUNCHES JEEP® SPIRIT APPAREL IN MALAYSIA

Jeep® Spirit Offers Casual Wear for Malaysians with Adventurous Souls

Inspired by the different cultures in Malaysia, Jeep® Spirit today proudly unveils a new collection of casual wear, blending different cultures to create one unique style for this spring and summer season.

Themed 'Carefree Tripper', the collection is created to inspire dreamers with adventurous souls to express themselves freely and create their own unique style by mixing different cultures. Urbanites with wanderlust, who strive to go closer to the places where honest beauty and truth reside, will appreciate the new collection as it features casual styles in colours and textures inspired by multiple world cultures. Key colours of the collection are black, grey, dark olive green, red, blue, and yellow.

For Him

The Jeep Spirit collection for men this season is a tribute to adventurous and ambitious men of today. For dreamers to explore and travel the world in confidence, the men's line mainly consists of wardrobe essentials that are functional, comfortable and fashionable. Trendy geometric prints and mixed fabrics are subtly highlighted throughout the entire collection.

Tees feature classic fonts with Jeep Spirit taglines, vintage graphics and distressed effects for a retro feel. Some tees come in graphic prints inspired by Jeep vehicles from the 1960s. Men can match basic tops with plaid checked shirts and jeans, or with a hip and trendy jacket to make each ensemble a unique reflection of the wearer's style.

For Her

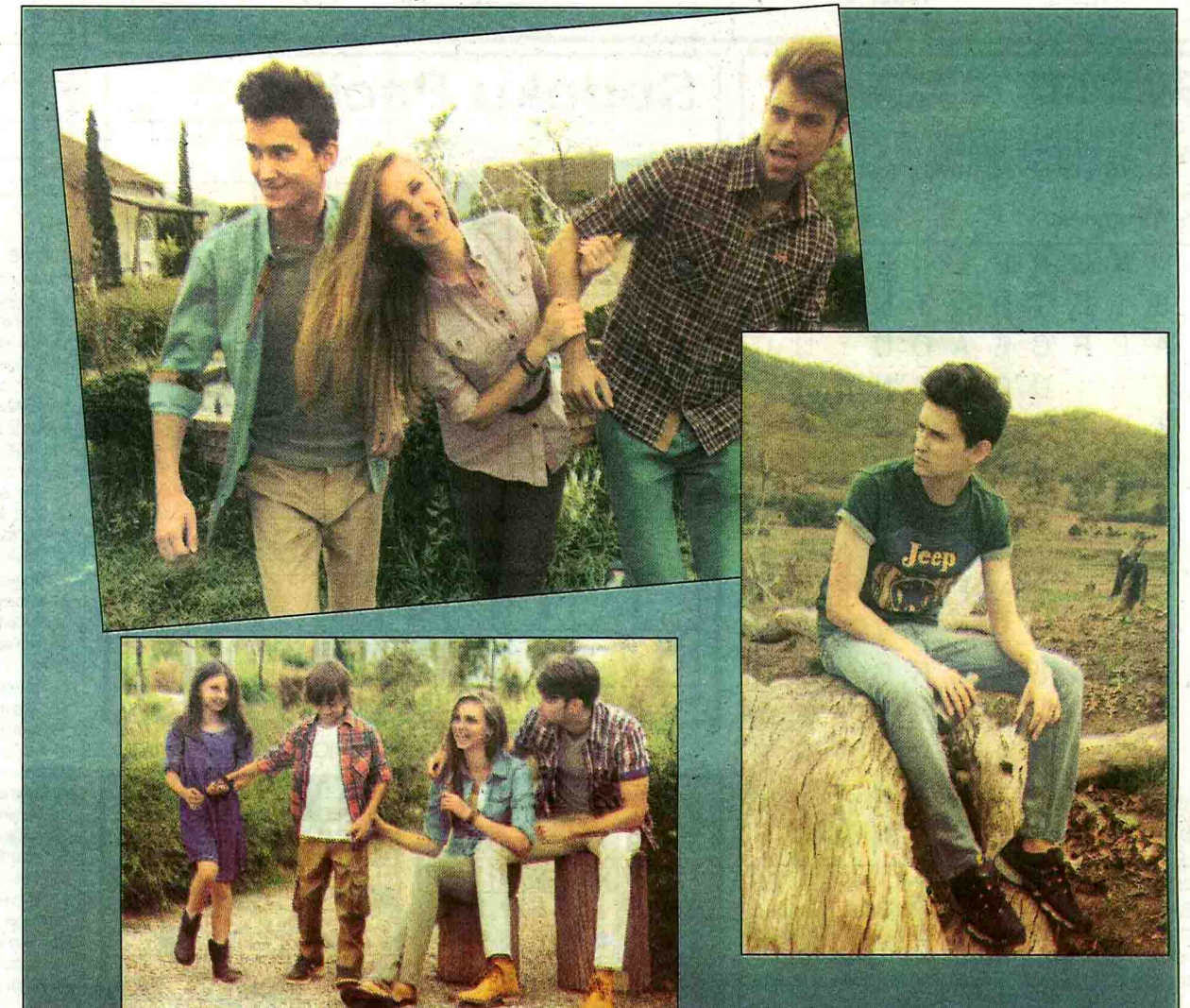
The new collection of Jeep Spirit ladies promises to inspire modern women to express their adventurous souls in a unique and feminine style. Long dresses and classic tops in bright shades like red, blue and yellow and soft floral patterns are perfect for today's confident, feminine women. Cultural elements, like tees in tribal and geometric prints and jackets are also highlighted in the collection.

For the fashionista, this collection offers trendy denim dresses, coloured vests, shirts and jeans. In line with the authentic vintage style, checks and classic tees with vintage elements and graphics are prominently featured in this season's collection, lending an air of rugged sexiness.

For Kids

The collection this season offers rugged outdoor fashion to kids with carefree personality and adventurous souls. Full of travel and wonder, Jeep Spirit kids enjoy summer holidays in classic tees and checked shirts with shades of nature designed to be paired with shorts and jeans. Polo and basic tees for him and her come in colourful stripes and nature graphics. The new collection for girls also highlights beautiful denim dresses and shirts with woven prints that represent the beauty of different cultures.

Jeep Spirit Spring/Summer 2014 Collection is now available at all Outfitters Studios and leading department stores in Malaysia. Apparels are each priced from RM39.00 to RM399.00. For more information about the latest collections and brand, please visit www.jordone.com.my or www.facebook.com/JeepApparelMY.



Allianz Malaysia conducts financial literacy lesson for children of its customers, agents and employees over the school holidays

On June 2 2014, Allianz Malaysia conducted a My Finance Coach class at its training centre in Mudajaya at The Curve as part of its efforts in promoting financial literacy amongst young people in Malaysia.

My Finance Coach is a non-profit initiative founded in Germany in 2010 by partner companies Allianz, Grey and McKinsey. It is a financial literacy programme aimed at improving the money management skills of young people. Under the My Finance Coach programme, employee volunteers trained as Finance Coaches pair up to conduct classes in schools and non-profit organisations. Classes are interactive and engaging, with students encouraged to come to their own conclusions through role play, product tests and debates, among others. By using real life examples, economics and money management is taught in a way that young people can relate to. All Finance Coaches are required to abide to the code of conduct of My Finance Coach which expressly prohibits any form of selling activities.

During the class held on 2 June 2014, Allianz Malaysia invited children of their customers with education poli-

cies, as well as their agents' and employees' children aged between 9 and 12 years old to join the session. The session covered the topics of 'Shopping - Differentiating between Needs and Wants' and 'History of Money - Learning about Malaysian Currency'. For the second topic, representatives from Bank Negara Malaysia's Currency Management & Operation Department facilitated the lesson.

The class was engaging and full of interactive activities. When talking about 'Needs and Wants', the children were able to give their own input, talking about their own spending behaviour. They also spoke about advertisements and gave lots of examples of different ways that advertisers influence people to buy their products. During the session on the 'History of Money', they learned not just about how and why paper money became the currency of choice, but also about its security features. The children worked in groups with magnifying glasses, special UV lights and their own sense of touch to identify security features such as watermarks, micro-lettering and fluorescent elements

only visible under UV light.

"We believe that it is crucial for young people to learn about wise spending habits from an early age. Through this lesson, we hope that young people can gain an interest in money and finances," said Ng Siew Gek, Head of Allianz4Good of Allianz Malaysia.

Since the implementation of My Finance Coach in Malaysia in January 2012, it has reached over 3,000 students in 30 schools and organisations. In Malaysia, the programme has been well-received by students, with feedback forms indicating that they find the classes fun and educational and that the materials are varied and interesting. The Finance Coaches, who are all Allianz Malaysia employees, also find it beneficial to be able to experience a different environment through this programme. Dealing with teachers and students is a great change from their usual day-to-day interactions in the corporate world. The programme continues to expand across Malaysia, and interested schools and organisations are encouraged to contact the Allianz4Good department.

