

Press Release

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Tupperware gets ready to party this year

GROWTH STRATEGY: Agents throw parties to promote containers, Nutrimetics label

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TUPPERWARE Brands Malaysia Sdn Bhd is expecting to chalk better growth in 2012, as its agents throw parties to promote both its popular containers and cosmetic label Nutrimetics.

Tupperware in Malaysia posted over RM340 million in revenue in 2011, which was a 25 per cent growth over 2010.

Tupperware Brands Southeast Asia Markets vice-president and managing director David Wong said that growth will be spurred by synergies and economies of scale.

Prior to this, Nutrimetics was distributed by a different set of agents, although it has been part of the Tupperware Brands globally for several years now.

With the integration, the sales force will more than double to



The company's all-time best seller is the Nutri-Rich Oil which has over 100 apricots in one jar.

305,000 agents from 200,400 previously. And, Wong expects that this number will grow further by end-2012.

"We are expecting a strong double-digit (revenue growth) ... as we hope

to perform better due to the integration," Wong said during a press conference yesterday.

The consolidation will be in the area of sales, distribution, marketing as well as training.

"Our current product mix is 98 per cent durable products and 11 per cent consumables. With the Nutrimetics integration, we are expecting consumable products categories to grow to 20 per cent within the next two years," he said.

With the introduction of Nutrimetics, it has now phased out its competing product called Beauty-Control.

Meanwhile, Scott Williams senior brand manager of Nutrimetics Australia said that Nutrimetics is derived from the term nutritional cosmetics.

He said that its all time best seller is the Nutri-Rich Oil which has over 100 apricots in one jar. The oil is derived from the apricot kernel and has a close molecular resemblance to the human sebum.

Other products under the Tupperware brands include Armand Dupree, Avroy Shlain, Fuller, Natur-Care, Nuvo and Swissgarde.