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Pensonic debuts with RM25,000

PENANG, Fri. - Pensonic Sales and Service Sdn Bhd yesterday presented RM25,000 in sponsorship for the New Straits Times-Lembaga Lebuhraya Malaysia Penang Bridge Run.

Parent company Pensonic Holdings Berhad's marketing manager Vincent Chew handed over a mock cheque for the amount to NST bureau chief A. Kathirasan at the Pensonic plant in Prai this afternoon.

The sponsorship by Pensonic includes 140 electrical and household appliances to be given as prizes for winners in the seven categories of the run. Among the items awaiting the winners are compact disc players, stereo mini compos, stereo double cassette recorders, water purifiers, hairdryers and handy massagers.

This is the first year Pensonic is coming in as a major sponsor of the run which has been gaining immense popularity over the years.

Pensonic is also giving 10 prizes to winners of a quiz after the run. These include a 2-in-1 video TV, 7-CD changer hifi system, 14-inch colour TV, 2.5kg semi-auto washing machine and a water heater.

Pensonic started in 1965 as Keat Radio and Electrical Company, a sole proprietor business. It dealt in the import and export of electronic and electrical household appliances.

In 1977 it became a limited company and later grew into a public listed company called Pensonic Holdings Berhad.

On April 22, in opening Unico Berhad, Prime Minister Datuk Seri Dr Mahathir Mohamad mentioned Pensonic by name as one of the companies making Malaysia proud by producing end products under its own brand name.

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