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Design

WAIT-AND-SEE ATTITUDE SPOILS M'SIAN G-MARK PROGRAMME

SHAH ALAM, Jan 12 (Bernama) -- Science, Technology and Environment Minister Datuk Law Heing Ding today said response to the inaugural Malaysian Good Design Mark (G-Mark) was not very encouraging because of manufacturers "wait-and-see" attitude.

He urged them to discard such attitude and take part in the programme for their own benefit which is yet another government effort to enhance the international competitive edge of locally-manufactured products.

The programme gives recognition to outstanding products and packaging designed and manufactured by Malaysian companies.

"The design mark is another incentive like the Sirim Certification which will play a vital role as an effective marketing tool to promote locally made products not only here but overseas as well," he said.

He told reporters this after presenting the inaugural Malaysian Good Design Mark awards to seven locally-made products here.

Law urged local manufacturers to fully exploit Malaysia's abundant raw materials which could be resourced cheaply thus reducing dependence on imported materials.

The Matsushita Group bagged four of the awards for its innovatively-designed juice extractor, washing machine, iron and slow cooker.

The other winners were Sharp Electronic (M) Sdn Bhd for its twin video CD player, Water Tec (M) Sdn Bhd for its single-level basin and sink tap and Syarikat Permainan Malaysia (SPM) for its colourful congkak game board.

The Malaysian Good Design Mark award was announced by the Prime Minister Datuk Seri Dr Mahathir Mohammad in October 1996 while officiating at the "Malaysia Design Conference and Exhibition 96".

In his message in the souvenir programme in conjunction with today's award presentation, Dr Mahathir said conscientious research and planning should be done so that product quality and prestige or packaging could be developed from an early stage.

He said the Malaysian Design Mark suited the need and the change in the country's industrialisation environment.

Besides uniting industries and designers, the recognition also helped upgrade the standard of living in Malaysia, Dr Mahathir said.-- BERNAMA

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