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Greatpac eyes profit from Jasa Eco brand in 3-5 years

Launches eco-friendly disposable foodware using raw material derived from corn starch

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PETALING JAYA: Wawasan TKH Holdings Bhd subsidiary Greatpac Sdn Bhd has launched an environmental-friendly biodegradable disposable foodware that uses a patented raw material from China.

With a RM1 million initial investment in the machineries, Greatpac currently has the capacity to produce RM100,000 to RM200,000 worth of Jasa Eco-branded foodware products each month. The patented raw material, with the registered trademark of Plastarch Material (PSM), is derived from corn starch.

Greatpac managing director Datuk Tan Hoe Pin said the company expected the venture to contribute to the group's bottom line in three to five years.

"We are not expecting much return from these new eco-friendly products that are still new in the market. There is still a lot of awareness needed," he told reporters after a signing ceremony with China's Wuhan Huali Environment Technology Co Ltd here yesterday.

Pursuant to the three-year stra-



(Foreground, from left) Wawasan TKH Holdings Bhd CEO Datuk Tan Boon Pun, Hoe Pin, Wuhan Huali Environment Technology Co Ltd chairman Zhang Xian Bing, and sales and marketing director Wilson Tse at the signing ceremony yesterday. Photo by Chu Juck Seng

tegic partnership between the two parties, Wuhan Huali will supply PSM to Greatpac exclusively in Malaysia.

Tan said the group took two years to identify and research the suitable raw material for its range of Jasa Eco products. For the first phase, he said products such as plates, bowls, cups and cutlery had been developed.

"We are looking to roll out our second phase of products which in-

clude lunch boxes and carrier bags in the next three months," he said.

Greatpac's export and eco-development manager, Douglas Tan, said Jasa Eco products had been available in the market for three weeks, through the Carrefour hypermarket chain, its sole distributor currently.

"We will launch our range in Carrefour Seberang Perai, Penang this weekend and the products will be

rolled out in all Carrefour outlets nationwide in two months' time," he added.

Greatpac was established in 1991 as Malaysia's pioneer disposable food and beverage packaging company. In 2005, the company came under the control of Wawasan TKH. Greatpac currently runs over 90 injection machines, 50 extrusion and thermoforming lines, as well as straw extrusion lines.