



**KUMPULAN YAYASAN SABAH**  
Menara Tun Mustapha  
Kompleks Ibu Pejabat Yayasan Sabah  
Teluk Likas, Peti Surat 11623  
88817 Kota Kinabalu, Sabah, Malaysia  
Tel: 6 088 326300 Faks: 6 088 326424  
E-mel: [ysinfo@ysnet.org.my](mailto:ysinfo@ysnet.org.my)  
Laman Web: <http://www.ysnet.org.my>



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# SIARAN MEDIA

## [ MEDIA RELEASE/STATEMENT ]

### ***FOR IMMEDIATE RELEASE***

**28 April 2015**

### **PKS WINS MALAYSIA GOOD DESIGN MARK 2014 AWARD**

**Kota Kinabalu (Tuesday):** Pusat Kraftangan Sabah (PKS), a brainchild of Chief Minister of Sabah cum Chairman of Yayasan Sabah Board of Trustees, Datuk Seri Panglima Musa Haji Aman, is moving a step further in producing excellent handicraft products.

PKS was acknowledged as one of the winners of Malaysia Good Design Mark 2014 Award organised by Majlis Rekabentuk Malaysia (MRM), an agency under the Ministry of Science, Technology and Innovation (MOSTI), on 14 April 2015 at Marriot Hotel, Putrajaya.

Malaysia Good Design Mark is a recognition of handicrafts designs, awarded by the government through MRM, to innovative and high in quality local product designs. It is the highest design recognition which endorses products that bear quality in design manufacturing. Every product is judged based on a few criterias which are aesthetic values and appearance, practicality and functionality, ergonomic elements and safety characteristics. By having the recognition, it provides good reputation for an organisation in both trust and assurance in business, besides building product confidence among consumers over the long term.

According to the Director of Yayasan Sabah, Datuk Sapawi Bin Haji Ahmad, PKS submitted seven sets of gift packaging that can be categorised into four types which are *Kelarai* product and paper bags; souvenirs and ceramic; Batik and glass as well as woven fabrics. "These projects are

produced through collaboration with SIRIM Bhd. The characteristics of the products are based on the Kadazan-Dusun-Murut ethnic motifs and the flora and fauna of Sabah,” he said.

Datuk Sapawi added, “The usage of papers made from recycled materials gave a positive impact especially in the judges’ evaluation as an organisation that is environmental friendly and produces handicrafts without giving a negative impact to the environment.”

“In view that good design not only adds value on our products, but will also shape consumer purchasing trends, Yayasan Sabah Group through PKS will continue to emphasise on Research and Development (R&D) activities to produce quality new products,” he said.

This award is proof of PKS’ hard work in ensuring a continuous development of handicraft production not only in its packaging but also in its quality, innovation as well as remaining competitive in the local and global market.

The award was presented by Minister of Science, Technology and Innovation, Datuk Dr. Ewon Ebin and representing PKS was its Group Manager, Puan Zaiton Bakri.



**PIX 1** : Puan Zaiton (second, left) receiving the award from Datuk Dr. Ewon Ebin (second, right).



MAJLIS REKABENTUK MALAYSIA  
MALAYSIA DESIGN COUNCIL  
dengan sukacitanya menganugerahkan  
*is pleased to award the*

**MALAYSIA GOOD DESIGN MARK**

Tahun / year : 2014

Kepada / to : PUSAT KRAFTANGAN SABAH  
KMS, JALAN APIH - APIH, KENINGAU  
P.O. BOX 104, 89007 KENINGAU,  
SABAH

Produk / Product : PACKAGING FOR SABAH NUYEN PUAH CLOTH

Jenama / Brand : PUSAT KRAFTANGAN SABAH

Model / Model : -

Tarikh / Date : 14 APRIL 2015

Endorsed by:



Y.B. DATUK DR. EWON EBIN  
MENTERI SAINS, TEKNOLOGI DAN INOVASI MALAYSIA  
MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION, MALAYSIA

Organised by:



PROFESOR DATO' DR. AHMAD HJ. ZAINUDDIN  
PENGERUSI MAJLIS REKABENTUK MALAYSIA  
CHAIRMAN OF MALAYSIA DESIGN COUNCIL



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KMS, JALAN APIH - APIH, KENINGAU  
P.O. BOX 104, 89007 KENINGAU, SABAH

Produk / Product : PACKAGING FOR SOUVENIR ITEMS  
AND SABAH CERAMIC VASE

Jenama / Brand : PUSAT KRAFTANGAN SABAH

Model / Model : -

Tarikh / Date : 14 APRIL 2015

Endorsed by:



Y.B. DATUK DR. EWON EBIN  
MENTERI SAINS, TEKNOLOGI DAN INOVASI MALAYSIA  
MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION, MALAYSIA

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CHAIRMAN OF MALAYSIA DESIGN COUNCIL



PIX 2 : Certificates awarded by MRM to PKS



**PIX 3** : PKS packaging design that were submitted for evaluation



**PIX 4** : PKS packaging design for Woven Fabrics category



**PIX 5** : PKS packaging design for Souvenirs and Ceramics category

Our Batik's designs are inspired by Sabah's very own culture and heritage suitable to be worn anywhere.



Nama Produk : Packaging for Batik Scarf  
Model No. : 488  
Jenama : Pusat Kraftangan Sabah  
Kategori : Pembungkusan  
No. Pendaftaran : 0511

Taking inspirations from nature, our glasswork is meticulously made to perfection



Nama Produk : Packaging for Glassware Souvenir  
Model No. : 488  
Jenama : Pusat Kraftangan Sabah  
Kategori : Pembungkusan  
No. Pendaftaran : 0512

PIX 6 : PKS packaging design for Batik and Glass products



**PIX 7** : One for the album...Puan Zaiton (six, left) with recipients of the Malaysia Good Design Mark 2014 Award.

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For further details, please contact:

Sam S. Karnail  
Group Manager  
Corporate Communications Division  
Yayasan Sabah Group  
Tel : 088-326448  
Fax : 088-421526  
Email : [sam@icsb-sabah.com.my](mailto:sam@icsb-sabah.com.my)