

Every Monday and Wednesday, *StarMetro* dedicates a page for corporate-related events and launches. If you have anything interesting to share, email us at metro@thestar.com.my



Cleaning power

Top, acclaimed for its innovation to clean with anti-malodour expertise, has introduced a breakthrough technology detergent range to effectively remove mite dust from laundry. The detergent was launched at 1Utama shopping centre recently. (From left) Southern Lion Sdn Bhd, marketing director William Khoo, Lion Corp. Japan Fabric Care Research Laboratories head researcher (New Technology Development) Dr Seiichi Tobe, Southern Lion Sdn Bhd managing director Annette Ling and Southern Lion Sdn Bhd senior marketing manager Carmen Foo.



Environmental-friendly

The Dyson Trade-in Programme, launched to help the underprivileged and support the environment through a sustainable recycling programme of old vacuum cleaners and fans, concluded recently. Customers who traded in their old household equipment were given a 15% discount on a new Dyson vacuum cleaner or air multiplier. During the launch of the programme, five charity homes – Rumah Hope, Rumah Orang-orang Tua Seri Setia, Asrama Cahaya and Taman Megah Handicapped and Disabled children's Home and the SPCA – were presented with a Dyson vacuum cleaner each and cheques totalling RM10,000 as part of their commitment to the community. Photo shows Visionary Solutions Sdn Bhd managing director Ooi Kah Hin (third from left) with representatives of the homes and SPCA.



Importance of protection

Positive Parenting Management Committee chairman and consultant paediatrician and paediatric cardiologist Datuk Dr Zulkifli Ismail (left) and Selangor Health Department director Datuk Dr Azman Abu Bakar with the "Why Vaccinate & What Vaccines" booklet during a health education initiative themed "A Holistic Approach to Childcare".



Stars of the day

Prudential BSN Takaful Berhad (PruBSN) celebrated its success at the Malaysian Takaful Association's Takaful Starnite 2013 recently. PruBSN's Direct Agency and Prudential Assurance Malaysia Berhad's Agency brought home a total of 14 awards out of six categories namely Top Rookie, Top Agent, Top Unit Manager, Top Agency Manager (Direct), Top Agency Manager (Group) and Top Recruiter (Leader) awards. Photo shows the PruBSN's MTA Takaful Starnite winners.



Young and energetic

Chargers Outfitters, a leading casual wear brand, presents the latest YouTube K-Pop sensation, Lunaflly, live in Malaysia. The mini-concert, dubbed "F.Y.I On Stage with Lunaflly in Kuala Lumpur" was held at Taylor's University Lakeside Campus on March 30. Photo shows Lunaflly and their fans.