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Siegwerk contributes to Malaysian Association for the Blind

Siegwerk Malaysia sponsors a community program organized by Universiti Teknologi MARA to raise money for the Malaysian Association for the Blind (MAB). The fund-raising event was held as part of the "Scoop on Books!" reading campaign that seeks to cultivate the reading habit among pre-schoolers aged four to six. The program raised RM 10,000 (2,140 Euros), which were donated to the MAB to be used by the Assistance to Blind Children Centre (ABC) to purchase braille books and braille machines.

A drawing and coloring competition was held at the event, where the top ten pieces of work were made into postcards. Siegwerk supported the project by providing the ink used to print 10,000 postcards that were sold throughout the university campus in Shah Alam and in the Klang Valley, thus contributing back to society in particular by helping children with visual impairment.

Yang Bahagia Datuk Napsiah Omar, patron of the National Association of Early Childhood Care and Education Malaysia (NAECCCEM) graced the event, alongside celebrities Adibah Noor, Ashraf Sinclair and Cheryl Samad.

About Siegwerk

With 4,000 employees in 36 countries and annual sales of Euro 830 million, Siegwerk Group International is a world-leading independent ink manufacturer. Established in 1830 and headquartered in Europe, the company is one of the oldest family-owned businesses. Countless inventions and patents demonstrate the Group's leadership in innovation. Siegwerk Group International is a global

market leader in packaging ink and publication gravure ink. In web offset the company is one of Europe's fastest-growing players in the industry.

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