

## Welcome to Kleen-Pak's World of Wipes

Founded in 2003, Connect traces the evolution of Kleen-Pak over the past decade, and gains insight into how the local brand has been a beneficiary of the government's productivity drive.

Widely regarded as industry leaders in the field of hygienic products, Kleen-Pak has over a hundred products in its portfolio. This includes six house-brands such as Bello, MyGenie, and Kleen-Up to name a few. Mr. Tan Hock Khim, Managing Director of Kleen-Pak and Mr. Tan Hock Thye, Director of Kleen-Pak actively participate in domestic and international exhibitions, expanding its brand presence beyond our local shores.

In the light of an increasingly challenging business environment, things haven't always been as easy. "Kleen-Pak has the same set of challenges as manufacturers around the world, namely operating costs, labour costs, rental costs and increasing wages," explains the younger Mr. Tan. He further adds that "the strong Singapore Dollar indirectly translates to higher expenditure on our side."

Thus, the impetus to raise productivity was born. Having been introduced to EDC@SMF at the Asia Productivity Organisation Seminar in October 2011, the brothers invited Winston, a representative of EDC@SMF to conduct a strategic review and IMPACT assessment.

"EDC@SMF identified productivity as one of our key implementation areas, and introduced us to the Inclusive Growth Programme (IGP). At that time, we had a semi-automatic line, which required a lot of human labour. Through the assistance of EDC@SMF, we successfully tapped on IGP, and received funding for our newly automated line," said Mr. Tan.



(L-R) Mr. Tan Hock Khim, Mr. Tan Hock Thye, Managing Director and Director of Kleen-Pak respectively, with Mr. Winston Kum, representative of EDC@SMF

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The automated line was completed and installed last December. Although there was resistance initially from the mature workers, the brothers quickly realised that the new line effectively reduced both the number of man hours as well as the amount of physical labour required. "Previously, we had limited capacity because of the semi-automated line. With the new line, we have been able to increase capacity by about 40% on average. We are also able to carry out multi-functions which translate into a reduction of set-up time of close to 60% on average."

Going forward, plans to look into the upskilling of workers to further enhance job scopes are in the pipeline. "We definitely welcome further collaborations with EDC@SMF, especially if there are new schemes and grants."

For more information, please kindly contact EDC@SMF at 6826 3020 or log in to [www.edc-smf.sg](http://www.edc-smf.sg)

### A look at the Inclusive Growth Programme in numbers

- Launched in August 2010
- Funding capped at up to **S\$150,000** per project and **S\$500,000** per company
- More than **540** projects on job redesign, improved work processes, automation, as well as best sourcing initiatives.
- **8,000** workers have benefitted so far (as at June 2012)
- Increased funding to **S\$100** million to upgrade **100,000** workers by 2015

