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# Boost for the environment

## FRIM gets used aluminium cans to kickstart recycling campaign



**In support of the environment:** Hemalatha presenting a token for the 20,000 used cans to FRIM head of corporate management Norhayati Nordin.

IN conjunction with World Environment Day, which is celebrated globally on June 5 every year, Permanis Sdn Bhd recently gave away 20,000 used aluminium cans to the Forest Research Institute of Malaysia (FRIM) to kickstart a Recycling Campaign.

FRIM will hold a World Environment Day Celebration to mark the occasion on Sunday, at its premises in Kepong.

Members of the public are encouraged to join in the campaign by bringing their used aluminium cans to the Recycling Booth on that day to get a free 325ml can of Revive Isotonic drink, a new-generation isotonic beverage solution from Permanis.

Revive Isotonic, available in a unique blend

of grapefruit taste with a twist of orange flavour, comprises a special formulation of vitamin B and electrolytes that efficiently rehydrates and replenishes body fluids – perfect for a day out at FRIM.

Free drinks are limited to the first 200 participants of the recycling campaign.

"We are happy to support FRIM in its efforts to preserve the environment.

"We hope this initiative will encourage members of the public to carry out the culture of reduce, reuse and recycle even as they enjoy Revive Isotonic drinks!" Permanis Sdn Bhd marketing manager Hemalatha Ragavan said.

For details on FRIM's World Environment Day effort, log on to [www.frim.gov.my](http://www.frim.gov.my).