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# Toshiba joins green campaign

**KEPONG:** Tele Dynamics Sdn Bhd (Tele Dynamics) joins the ranks of the 'green' advocates with its very own Toshiba e-STUDIO. The project is in sync with 'Empower the Environment Tree-Planting Green Campaign' at Kepong Botanical Gardens, adjacent to Forest Research

Insitute of Malaysia (FRIM). Tele Dynamics' Electronic Imaging Division pledged to plant one tree for Bukit Hari Tree Reserve Project for every Toshiba e-STUDIO Multi Function Printer System sold. The initial pledge was 500 trees. The green campaign coincided with Tele Dynamics' 30th anniversary in Malaysia. Toshiba Group's 1.5 million tree-planting project, a worldwide forest development project to mark the 150th anniversary of Toshiba Group. This year also marks the International Year of Forests, which is recognised by the United Nations and the Toshiba e-STUDIO's green campaign supports the 40th World Forestry Day launched by FRIM earlier.



**GO GREEN:** Toshiba's green effort includes the planting of species such as Palaquium Obovatum, Alstonia Angustiloba and Maingaya Malayana. Picture shows representatives from Tele Dynamics pose with the 'green ambassadors' in the making at the official launch.