

Headline	Lexmark Malaysia's staff participates in special Plant A Tree with Meeco event		
MediaTitle	New Sarawak Tribune		
Date	05 Nov 2011	Color	Full Color
Section	Business	Circulation	46,471
Page No	B3	Readership	164,773
Language	English	ArticleSize	226 cm ²
Journalist	N/A	AdValue	RM 952
Frequency	Daily	PR Value	RM 2,856



Lexmark Malaysia's staff participates in special 'Plant-A-Tree with Meeco' event

PETALING JAYA: Lexmark International (M) Sdn Bhd recently took the opportunity to reinforce its corporate commitment to protecting natural resources and reducing the environmental impact of printing by participating in the 'Plant-A-Tree with Meeco' event at the Forest Research Institute of Malaysia (FRIM) in Kepong.

The community activity was organised in conjunction with the International Year of the Forest 2011 where the organisers hope to inspire Malaysians from all walks of life to consciously make an effort to plant at least one tree by the end of the year.

Larry Leow, Acting Country Manager, Malaysia, Lexmark International said, "At Lexmark, we strongly believe in our 'Print Less, Save More' strategy. We work with Malaysian businesses to ensure that they have an effective printing strategy to reduce wastage. Our philosophy is that by printing less and saving more, organisations can eliminate unnecessary output, which reduces the environmental impact, carbon footprint and at the same time also reduce business costs. It is a great



LEXMARK Malaysia staff taking part in the 'Plant-A-Tree with Meeco' event.

package for organisations who are environmental and cost conscious. This practice also extends to the team at Lexmark and this initiative at the FRIM is a great example of where both individuals and organisations can make a difference."

Lexmark Malaysia's team arrived bright and early at FRIM and apart from planting the trees; they also

took the opportunity to enjoy the fresh air and the luscious green surroundings of FRIM.

"For us at Lexmark Malaysia, it was also a good time to take a break from work and enjoy and appreciate what Mother Nature has given us and use this inspiration to continue to produce award-winning sustainable products." Larry added.