

» Time of Reflection - Coronavirus Pandemic

27th March 2020 - We are entering the ninth day of the Covid-19 restricted movement order nationwide in Malaysia and there are a few notable highlights that have encouraged and inspired me.

Firstly, kudos to our national medical community for fighting diligently and selflessly against the pandemic. They are our national heroes. When time was good, I didn't pay much notice to their significant contribution, which is apparent now, by leaving behind their loved ones and families, risking their own lives to save others.

Crisis forces commonality of purpose on one another. As such, we now can see how people around the world, with different backgrounds, cultures, beliefs, religions and races is coming together in encouraging and showing compassion to one another. In my lifetime, I have not seen this scale of unity among ordinary people, standing with common purpose with compassion and love for one another. Excuse those that went and wallop all the toilet rolls!

It takes crisis to allow us to understand ourselves better. In a way, we got kicked so hard, from daily home imprisonment to home cooking, to really understand what we want to get out of our lives. Sometimes, we need a little crisis like this to wake us up and help us realize our potential.

Surely many people are also staring at the oncoming financial difficulty, but every cloud has a silver lining. **It is not a matter of waiting for the rain to stop, but of learning how to dance in the rain.** The Chinese character of "CRISIS" - is composed of two words - one represents danger and the other represents opportunity.

In this unprecedented event in our lifetime, since WWII, or some says since the 1920's Great Depression, the world could never be the same again. What does it stand for us moving forward? Nobody has the crystal ball. But surely it has enlightened me to share on seven critical aspects of running a successful company.

1. PEOPLE determine success. VALUE and CULTURE determine sustainability.

People shall always be the biggest asset of a company. A company can only be as good as the people it has. Because people develop ideas, execute plans, solve problems, and deliver the results. Identifying and nurturing the right talent is adamant to the success of any company.

Shared Values bind the same kind of people together, a strong culture creates consistent habits. I heard a saying if we pay peanuts, we get monkeys. That is true to a certain extent. From my experience, best people are least motivated by money on its own. People need respect, sense of achievement, learning opportunity, and feeling appreciated. If money is the sole motivation, what will happen in the time of crisis, when the money dries up? They would walk out and go wherever the money is better. That is why money should always be used as a reward, an output or as the results of doing the right thing, rather than becoming the input that leads behavior. By the way, I am not saying that I am going to pay my employee lesser than what is rightfully theirs!

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You could buy a Ferrari, but you could never drive it like Michael Schumacher.

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2. Kindness And Generosity

What comes around, goes around. With kindness and generosity, we build appreciative and thankful hearts among the people around us. Always show kindness and generosity. With big hearts, we could achieve big things. Treat your stakeholders, employees, suppliers, customers, and competitors well, because in crisis, they could be your lifeline. And in crisis, you will know your true friends.

3. Financial Discipline And Prudence

Always plan for the downside, because the upside can take care of itself. Either you always keep an umbrella to prepare for rainy days, or you could just learn how to dance in the rain.

4. Building Competency From Failure

I am good in problem solving because I have created many problems in my life. Each time I put myself in trouble, I learn how to get myself out from it. Don't be afraid of creating problems. Problems always appear big until I got into a bigger one. Finally, I realized, as long as I am bigger than the problem, then there will be no problem too big for me. The lesson is about self-learning and continuous improvement. Failure is only a necessary event in our journey of self-discovery.

Strength is built through repeated struggles and not giving up. **Grit is proven to be the single most critical success factors**, and it is the major reason why many talented, resourceful, and smart people have never been successful. It is due to the lack of grit. In every failure, we learn new perspectives of failing, and each lesson prepares us for greater challenges ahead. Never be afraid of failure. Just be afraid of not learning through failure. And real failure is only when we repeat the same mistakes again and again.

5. From Relationship To Partnership

Good business relationship is always built on mutual benefits. Sometimes business relationship can fall back into "no money, no honey" situation. Always strategize a mission with your stakeholder. Ensure the mission is big enough to motivate participation of all. Build a vision big enough that the journey could be rewarding and purposeful for all that is with you. When each one of you is part of the journey, playing different roles, with different capabilities and competencies, backing each other up, then the relationship has grown into a partnership.

6. Innovation at Core

Innovation is not confined to product or technology. Innovation could be in the form of processes or methods in problem solving. Always try to inhibit innovative thinking by integrating curiosity and courage to try new things. Begin with listening well, creating strong intuitive observation and develop constant learning. Innovation is about creating your own rules, and not playing by the rules. **Don't even think outside the box, throw the box away.**

7. Leadership In Crisis

"We need to manage the unavoidable, to avoid the unmanageable." Tom Friedman.

Managing in crisis - strong leadership is a must. Leaders must be able to take the bull by its horns. He needs to be ready to get himself dirty and stay at the frontline of attack. Nobody would like to fight a war without armor and shield, imperatively impossible, to fight along a weak commander.

In summary, life isn't fair. When the shit hits the fan it certainly won't be evenly distributed. Like how someone called it China Virus or Wuhan Virus, it won't change a thing to be better. Blaming others is the character of weak leader. Indeed, one of the best way to deal with things that cannot be changed is to accept them. Acceptance is the beginning of action. Only by action we could overcome. Or we could say we cannot choose what may happen to us, but we could choose how to respond to it.

It goes like this in the Serenity Prayer: "God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference".

I hope what I am sharing will give a hindsight and encouragement for us to go through this time of crisis. Always remember, "the courageous shall stand tall in the time of adversity".

May God bless you and keep you and your family safe!!

CKWan
Managing Director

A New Milestone



If we want to walk fast, walk alone. If we want to walk far, walk together.

In great excitement, we are pleased to announce that Respack Manufacturing Sdn Bhd has entered into a joint venture collaboration with Thorn Environmental Ltd for setting up a manufacturing plant dedicated to environmentally friendly packaging material in Kedah, Malaysia. The joint venture earth2earth Sdn Bhd, will be operating by second quarter of 2020, a timely venture into the high growth market segment of environmentally friendly packaging; namely biodegradable, compostable, biobased, and recyclable packaging. The manufacturing plant will be commencing production by May 2020, with installed capacity of approximately 500 ton/month focusing on the international market. The products have achieved numerous international certifications and meet multiple regulations in keeping with international markets.

Thorn Environmental Ltd is a Dublin, Ireland based company that concentrates on developing products that are sustainable and renewable and fit in with the desire to be part of a circular economy. Specializing in supply and marketing of environmentally friendly plastic packaging in Europe, they are a family owned company, and have been operating in the plastics industry for over 35 years. During this time Thorn have successfully built the earth2earth® brand to be the best in the market known for its high performance and dependability.

“It makes complete business sense to work together with Thorn Environmental, not only because they are specialist in this market segment, but our business relationship for over 15 years enforces a strong foundation of understanding for successful collaboration. Through the partnership, Respack is able to enlarge our network of distribution in European market, at the same time, enable us to venture into the highly attractive and high growth market segment of environmental friendly product. Now we combine the manufacturing expertise of a Malaysian company with the market innovation/know how of an European company.” - CK Wan

“We have been working with Mr Wan for many years. It was an easy decision to partner with Respack. Their knowledge and ability is what has kept us together all this time. Also, Respack’s core values would be in keeping with our own in Thorn Environmental; Quality, Reliability, Honesty, and Innovation. We have always focused on new innovations and providing packaging solutions that are kinder to our environment. Together, we build a sustainable future” Adam Thorn

RESPACK

The Epitome Of Brand Success

In Respack, we always strive for excellence in everything we do. We strive to continuously provide innovative solution, with competitive pricing, deliver consistently at high quality and always at the forefront of customer service. We continuously keep pushing the boundaries of expectations, delivering at every stage with unwavering commitment. Now, all these efforts put together has become our brand.

Winning the BrandLaureate Best Brands Award last month recently is a recognition for the commitment and accomplishments of our team. Respack is now a brand name recognized as a symbol of assurance and trust to our customers globally. We are able to garner unwavering loyalty from our customers because of what we have done and what we will do for them.

Our brand is our promise!



South China Morning Post, published on 28 Feb 2020

Respack patents ventilated stretch film, seals position as leader of the pack

Ensuring that goods are properly sealed, preserved, consolidated and conveniently transportable is a job that should only be entrusted to a high-quality packaging solutions provider. Crowned as the fastest-growing flexible packaging producer in Southeast Asia, Respack Manufacturing delivers innovative, tailor-made solutions through its flexible packaging, eco packaging, stretch film and masterbatch products.

Backed by shareholders from Malaysia, China and Australia, Respack exports to 33 countries worldwide, exhibiting phenomenal growth since its establishment in 2011. Being the youngest brand owner in the flexible packaging industry, the Malaysian company attributes its achievements to its young, dynamic and committed team of creative experts. Respack employs its proficient staff and cutting-edge machinery to create premium packaging products that are useful in the food and beverage, agricultural, medical, retail and industrial sectors.

Among these products are AIRMAX, the first ventilated and reinforced stretch film to be patented in Asia; XFORCE, a fibre-reinforced stretch film that provides greater efficacy while using less material; and eco-friendly products such as sugarcane-based commercialised polyethylene plastic. Engaging closely with its suppliers, technology partners and in-house research and development team to perfect its manufacturing systems and services, Respack offers not only a wide range of products, but a value-added experience.

This allows clients to customise the size, colour, property and performance of its flexible packaging products. Open to advancing itself in the industry through sharing novel ideas with other businesses, Respack invites partnerships with technology companies, more licensing opportunities and collaborations with distributors that possess a local market stronghold. "We see a great future ahead," Wan says. "We believe that continuously investing in innovation, thinking out of the box, and challenging the norms are our key factors to success."



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AIRMAX, the first ventilated and reinforced stretch film to be patented in Asia

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Seasons of joy and giving for Respack as the team visited the Vallalar Mandram Orphanage during Christmas 2019.



Playing fun games with the children aged between 2 and 12.



Clowning around with the hilariously funny Magician and Santa Claus while distributing Christmas gifts to the children.

Blessings

May your blessings be many
and your troubles be few.
And may you feel God's presence
In all you say and do.

May kind souls surround you
And give you reasons to smile.
May your friends and loved ones
go with you an extra mile.

May you know joy and gladness
And have a life of peace.²
And may your load grow lighter
And all your cares decrease.

May your sleep be ever so sweet
As you retire each night.
And when you wake each morning,
May your burdens feel light.

May mercy and grace follow you
every minute of every day.
And may you feel the love of God
As you go on your way!

