

Lighting up the green way

Environmentally friendly solar lantern launched at conference

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PANASONIC has introduced an environmentally friendly solar lantern which operates on both solar and battery power.

The lantern can be viewed at the Panasonic Pavilion during the 4th International Greentech and Eco Products Exhibition and Conference Malaysia (IGEM).

It will be held from Oct 10 to 13 at the Kuala Lumpur Convention Centre (KLCC).

The lantern will be available in stores from next year.

Panasonic Malaysia Sdn Bhd managing director Yosuke Matsunaga said Panasonic also has a new global brand slogan – A Better Life, A Better World.

"The new slogan demonstrates Panasonic's commitment to creating a better life for societies around the world.

"The IGEM 2013 theme is Advancing Green Growth. The exhibition continues to take the lead in allowing top industry players to

explore and seize the opportunities available in the country and region.

"Panasonic's participation in IGEM emphasises our commitment to promote a green lifestyle and minimise damage to the environment," said Matsunaga at a press conference recently.

Among the other eco-friendly products by Panasonic to be featured at the exhibition are the Electric Vehicle Charging Solutions, Solar Photovoltaic Technology, Eco Navi Technology featuring Smart Energy Efficient Products, LED Lighting, VRF Cooling Solutions and Eco Kitchen Solutions.

Matsunaga also pledged energy saving appliances to five charitable homes and NGOs.

This was made possible through a collaboration with the Truly Loving Company's programme, Where Aid Turns to Sustainability.

The five homes and organisations are Pengasih Malaysia, Pusat Kebajikan Good Shepherd, Rumah Ozanam, Kiwanis Down Syndrome Foundation and the National Kidney Foundation of Malaysia.



Live demonstration: Two Panasonic Malaysia representatives demonstrating the solar lantern. The product runs on both solar and battery power.