

# LEEDEN

*insight*

## Leeden Sdn Bhd at OGA 2023

Showcasing our benchmark of excellence at the region's largest oil and gas show



Leeden Sdn Bhd marked yet another successful participation at Oil and Gas Asia (OGA) 2023 in Kuala Lumpur Convention Centre from 13 September to 15 September 2023. Boasting an open and inviting space just next to one of the main entrances, the prominence of our booth attracted many visitors as they were welcome to walk in and around the booth to explore the featured products freely.

Leeden Sdn Bhd continued to leverage on its close working relationship with brand principals to showcased key products using innovative exhibition styles to wow visitors.

Visitors could quickly get hold of necessary information from the digital product brochures which were easily accessible via screen stands.

A warm and inviting smile was an ever-present on the faces of the Leeden team as they were always eager to make a positive first impression with visitors. Each member of the team was attentive and patient as they interacted with visitors and their enquiries.

Leeden Sdn Bhd's presence at OGA 2023 signifies its strong commitment to be a dependable integration specialist of comprehensive welding and safety solutions. Leeden Sdn Bhd looks forward to working with its customers and partners to soar to greater heights.

## Leeden NOX expands overall specialty gas, chemical capabilities and supply chain in Singapore with newly launched SSG Warehouse

The upcoming inauguration of our new SSG warehouse at Leeden National Oxygen marks a significant advancement in the company's commitment to provide timely delivery of quality electronic specialty gases to our customers. Built with the growing needs of the semiconductor industry in mind, the warehouse reaffirms Leeden National Oxygen's aspiration to become a leading provider of electronic specialty gases in Singapore.



Apart from the modern technology to facilitate the handling and storage of electronic specialty gases, the inclusion of a robust system of safety detectors and a scrubber underscores the company's commitment to both employee and environment safety.



**INTERESTING FACT:** The street lamps installed around the warehouse will be powered by solar instead of electricity.

## MIRAKN<sup>®</sup> manufacturing facility begins operations in Johor, Malaysia



Leeden NOX has designated Mega Mount Industrial Gases Sdn Bhd's (MMI) as a contract manufacturer with Sumitomo Chemical Asia (SCA) to formulate MIRAKN<sup>®</sup> products in a manufacturing facility in Johor, Malaysia.

MIRAKN<sup>®</sup> is SCA's unique dry and non-flammable insecticide CO<sub>2</sub> formulation. It may be used as an insecticide to address pest problems in food factories, hospitals, schools, hotels, warehouses, poultry farms, central kitchens and F&B premises. As part of sustainability efforts to reduce carbon emissions, the facility uses CO<sub>2</sub> recovered from by-products of natural gas and syngas processing plants in Malaysia via the latest CO<sub>2</sub> capture technology.

Commissioned since July 2023, the manufacturing facility caters to present customers' need for MIRAKN<sup>®</sup> products in Singapore, Malaysia and Thailand. It is also well-positioned to meet potential demand from the rest of the region.

Our partnership with SCA reflects the group's endeavour to diversify our product offering through expansion of CO<sub>2</sub> applications and create new revenue opportunities.

# Powerweld Brand gets a new look and feel



PowerWeld old logo



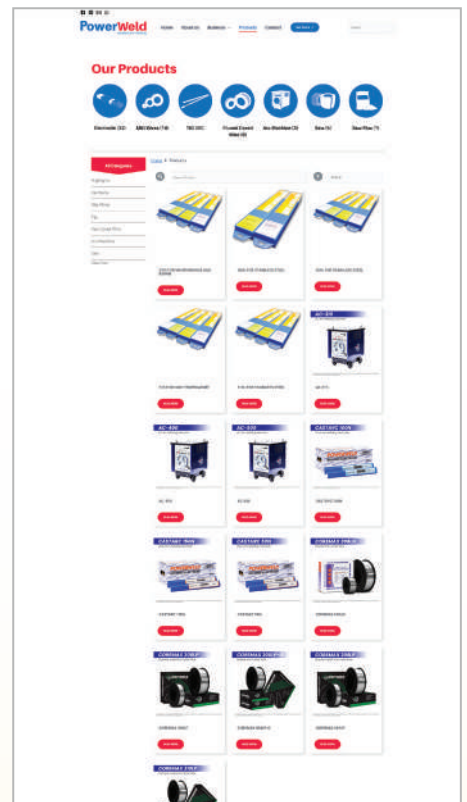
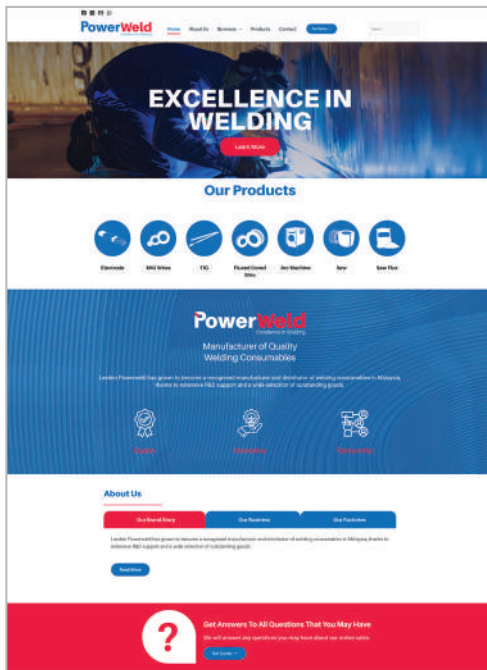
PowerWeld new logo

PowerWeld, a renowned name in Malaysia's welding industry, underwent a recent rebranding exercise, accompanied by a website revamp aimed at enhancing user experience and reinforcing its commitment to excellence and customer-centric focus.

Other changes in the PowerWeld brand include a modernised logo and updated color palette. Both brand elements maintain familiarity of the brand but at the same time, evoke a sense of freshness and innovation at the same. Accompanying this is a new tagline, "Welding Excellence, Always", emphasising the brand's enduring dedication to quality.

The revamped website acts the centerpiece of this rebranding effort. It focuses on improved navigation, faster load times, and a user-friendly interface, ensuring that visitors can easily access essential information about Powerweld's products and services. The online shopping experience has also been streamlined, making it more convenient for customers to explore and purchase PowerWeld's trusted welding solutions.

The PowerWeld rebrand marks an exciting chapter in the company's journey, reinforcing its position as an industry leader while strengthening its connection with both loyal customers and new audiences. With a fresh look and a renewed sense of purpose, PowerWeld is poised to continue its legacy of excellence in the welding industry.





# SEA Regional Distributors Conference 2023

In May 2023, uvex Singapore held its SEA Regional Distributors Conference 2023 which was attended by uvex's local distribution partners in Singapore.

The conference warmly welcomed attendees with a welcome reception as everyone was free to network and catch up with industry peers, setting a positive tone for the event. "Sustainability Through Innovations" was the theme of the conference and appropriately, attendees were given an in-depth overview of uvex's new products, specifically for eyewear & gloves, head, hearing and foot protection as well as company's other sustainability efforts. Additionally, the uvex team took the opportunity to provide an overview of its plans as well as upcoming key marketing initiatives in the region.



During the night's closing dinner, Leeden National Oxygen was proud to be honoured with the uvex safety Singapore Pinnacle Award FY 21/22 at the conference's closing dinner, in recognition of LNOX's achievements and continuous efforts in promoting and growing uvex's business. The award was presented by Mr. Matthias Stetter (Director RBU Asia, China & Japan, uvex) & Mr. Barry Sim (Director, North-East & South-East Asia, uvex) to Chairman of Leeden National Oxygen, Mr Steven Tham.



uvex Pinnacle Award FY21/22

The event was a success as it strengthened the collaboration ties between uvex Singapore and its distribution partners. Leeden National Oxygen looks forward to working hand in hand with uvex to drive greater growth for the business.



## Leeden NOX Credit Control Seminar 2023



Most of us will know that company profits are not based on just sales alone. Effective credit control to manage credit and minimise bad debt risk is an important way of optimising a company's financial performance and increase overall profitability.

Top management teams, sales managers and executives from LNOX group of companies were able to glean valuable insights as the importance of credit control and its framework were brought to the fore during the credit control seminar held on 19 May 2023 in Opero Hotel, Johor Bahru.

Various credit control tools, policies and processes to help mitigate credit risks, exercise greater credit vigilance and manage potential late payments or defaults from our business partners were presented and discussed in detail. Coupled with illustration of real-life case studies to showcase how different credit control strategies and approaches can be best implemented, participants were equipped with the practical knowledge of the components to plan and execute an effective credit control strategy.

## Our Maiden Participation at Gastech

For the first time, Leeden National Oxygen (LNOX) participated in Gastech 2023 from 5 September 2023 to 8 September 2023. Over 40,000 visitors converged at Singapore EXPO where the event was held.

Aligning with the event's focus on the role of natural gas, LNG, hydrogen, and climate technologies in driving the transition towards a low-carbon energy future, LNOX took this opportunity to showcase the land-based industrial LNG supply system, VSA technology to capture CO<sub>2</sub> and SMR hydrogen-producing technology.



In view of providing support to industry players in the energy sector, LNOX worked with its brand principals (Red Wing, uvex) to showcase a diverse range of head-to-toe safety solutions which will allow companies to take on the complex challenges facing the global energy sector with the required safety equipment.

Gastech 2023 was an exciting new platform for LNOX to foster new connections with potential partners and identify new opportunities to drive growth together in the area of energy production.

# Leeden NOX Cost Management Workshop 2023

Our Cost Management Workshop held on 25 August 2023 at Kuala Lumpur, Malaysia brought together business heads, GMs, finance managers, production and operation managers, and cost accountants eager to learn more the proper cost and decision-making approaches.

The workshop provided an insightful journey into the realm of financial efficiency and strategic resource allocation. Participants gained a deeper understanding of how factors such as direct cost, indirect cost, material, labour and overhead resources impact standard cost setting. Data capturing and utilising LMS as a supporting tool were also key lessons taught to participants so variance analysis can be made to enhance future business performance.

A workshop highlight was a segment on the sharing of productivity concepts which provided fresh perspectives and broadened the participants' outlook to come up with programs and ideas to achieve productivity in their respective areas of work.

Overall, the workshop was deeply engaging with active sharing of experiences and challenges from everyone. These exchanges added depth to the workshop and enriched everyone's learning experience.

Cost management is not merely a practice but also a mindset that propels businesses forward in today's competitive landscape. Together, we look forward to future opportunities further enhance our skills and knowledge to drive our company's business to new heights.



**NIPPON SANSO HOLDINGS**

## Integrated Report 2023

Our parent company, Nippon Sanso Holdings Corporation (NSHD) issued the "Integrated Report 2023" on 26 September 2023. The Integrated Report is published annually to provide an update to the Group's Financial information including management strategies and business overview as well as non-financial content such as sustainability activities to all internal and external stakeholders. Access the link here to read more - [https://www.nipponsanso-hd.co.jp/en/ir/library/integrated\\_Report.html](https://www.nipponsanso-hd.co.jp/en/ir/library/integrated_Report.html)

