



MAG

APRIL • MAY • JUNE 2017



2 mai CSR
Stories

maiTrend
Yin Yang Balance

maiInvisible-T



maimai's World

It's Parents' Day. A day for both daddy and mommy, both of which must be there to bring us into this world. However, some may experience one or both parties not being there due to many reasons.

Regardless, we are now celebrating Parents' Day. It is a day where we are able to thank both our parents for bringing us into this world, because it is indeed not easy to be able to be here. Some parents have it easy with parenting, but some have it tough.

These days, most parents need to be off for work without much time to spend with children. They had to be out there to earn a living, and there are also times when the desire for quality time with children has to be watered down by the needs to earn a living. We see this very often when we are doing CSR programmes here at Maica, especially when we are doing it for our selected beneficiary, House of Hope.

House of Hope is selected as a beneficiary of our CSR programme as we are prepared to do our part, even though how insignificant it may be, to fulfill one of the 17 Sustainable Development Goals of UNICEF, No Poverty. We may not be the best philanthropist in the world given our limited resources, but we drive ourselves to give the best that we can based on this direction. In time, we will extend ourselves to assist even more people in the poor communities to eliminate poverty in every step of our efforts.

We also take this opportunity to extend our invitation to you to our booth at ARCHIDEX 2017. The date is from 19 to 22 July 2017, at Kuala Lumpur Convention Centre. Our booth is at Hall 8A, booth number 124, which is right in front of the entrance.

Lastly, we hope that each step that maimai is taking towards the improvement and betterment of our society will be fruitful. If possible, maimai would like to hold your hand as we walk into the right path of goodness together, as a partner in a long-lasting relationship together.

Looking forward to see you!

maimai



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"Sweet Memories"

mai CSR

@St Nicholas Home For the Blind,
Penang.



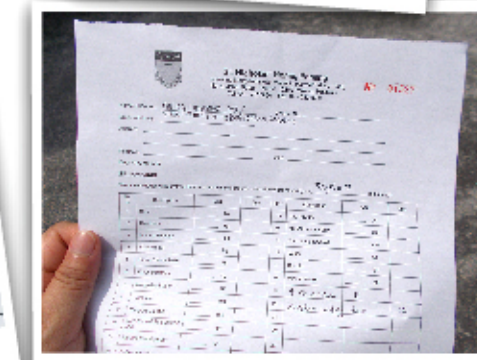
08 Mar, 2017 – Maica Laminates Sdn Bhd had sponsored 4 writing tables and 8 shoe racks to St Nicholas' Home in Penang with the items being delivered to the home yesterday morning at 11:00am. This CSR programme sees the sponsorship of Maica's premium custom print product, maiConcept, for the table tops and the racks of the shoe rack, in collaboration with Shini Furniture & Decoration for the workmanship and Shini's customer, Mr Goh (who prefers to be anonymous but allows the publication of his surname only for reference) for the sponsorship of the wood materials for the table's legs and shoe racks' wooden support beams.

St Nicholas' Home Penang is a non-profit, non government organisation specifically catering to the needs of the blind and visually impaired. They have noble visions of a nation "that is free of barriers, where blind & visually impaired persons are not discriminated against; to have the same rights and

responsibilities, share equal opportunities & the quality of life that is available to their sighted peers". They have good facilities to provide education training and employment opportunities, and they accept donations in cash and in kind. Each year, they will also have a food fair to raise funds for their home.

The tables and shoe racks are intended for their guest rooms. The rooms are tidy and clean. Maica's initiative to use maiConcept for the sponsorship of these tables and shoe racks are based on the considerations that the product is anti-microbial, hence it helps to ensure minimal maintenance of the table tops and shoe racks.

We will be doing this again. It feels good to be able to help. This is our 2nd maiCSR programme, and our first was with House of Hope, Penang.



maiTM CSR

@House of Hope, Penang



20 Apr, 2017 – Maica Laminates Sdn Bhd had performed a 2nd CSR activity to House of Hope as the beneficiary of the programme. This time, it is the sponsorship of 14 table tops made from maiCompact to replace the original, existing ones.

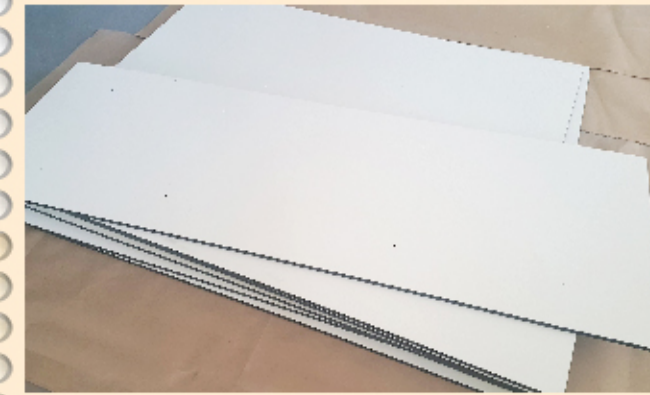
The existing table tops were made of MDF boards and due to wear and tear, some of the edging and the boards itself were damaged. When maimai first saw these tables, maimai examined the steel legs and they were still in excellent condition. So, the next thing we did was to place in the instruction to cut 2 sheets of maiCompact (size 6ft x 12ft x 13mm) into the specific sizes of the table tops!

On 18 April, maimai received the good news that the panels were ready, along with CNC-made holes for the screws. Once the panels were there, the excited staff from House of Hope received the panels and one of them started to learn about what to do on YouTube DIY channels. By the next day, he started work.

When maimai visited House of Hope on 20 April 2017, maimai was pleased to see that the staff had successfully installed some of the table tops. So, we took some photos and made a video to celebrate this success: maiCSR Q2 2017 – House of Hope 2

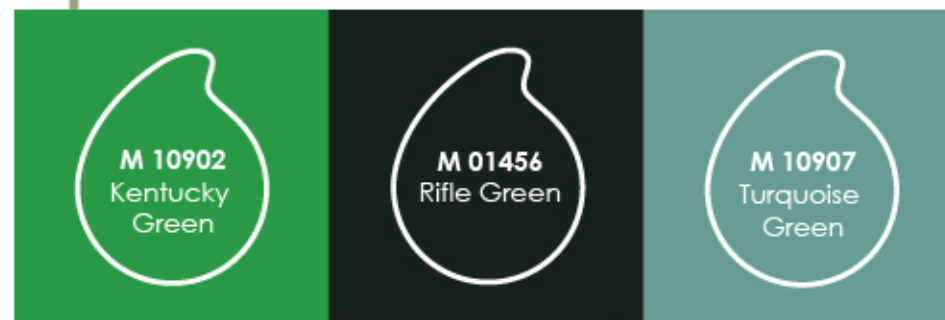
For more photos, please visit Maica's website at the maiActivities section or our Facebook profile. You may also watch maiVideos on our Maica's YouTube channel.

(Hyperlink: <https://youtu.be/BNMwn9h8pbc>)



Yin Yang Balance





Calming Blossoms



mailnvisible-T

Carpenters share the same anguish worldwide:
What can you do to wipe off the finger prints for black
colour laminates?



Black is a very stylish colour. It can represent many
different characteristics of the owners and the designers:

a. Black as a representation of elegance: It is not surprising that a lot of formal dinner wear is black. Black tuxedo, black dress... and there is always that simple guide about girls making life easier with a "little black dress" as a must in the wardrobe for formal functions. The colour is simple. It will flaunt the appearance, but not really screaming for attention, hence there is always the opportunity to pay attention to important conversation and have good eye-contact for a good conversation in the formal functions.

b. Black as a representation of sophistication: Black is the colour of the Public Relations sector. We are talking about the real PRs, those that lobby at the governments and create situations to garner news attention. Usually, we see them as sophisticated people with high intelligence and also regard them as people who knows exactly what they are doing. In this current era, black has become the colour of professionals, including architects.

c. Black as a representation of power: Black is magnetic. It symbolises power of a higher authority. Priests wear black because it represents the submission to God. Black makes things look powerful.

d. Black can easily match with other colours: In terms of designs, black is a colour that can easily match with other colours. Sometimes it may hide in the background, and suddenly it may also become the highlight itself.

With all these advantages of Black colour, it is no surprise that black is a favorite among designers. However, fabricators and carpenters experience the anguish of cleaning before the handover of the project to customer because all that finger prints come naturally during renovation works. It is very rare that a project using solid black colour will not experience the struggle of cleaning.

Even after the handover, the maintenance by the user is also a problem. Very often, retails and high traffic areas will prefer to use white, because all that public finger prints are not so obvious on a white panel. Hence, they are usually forced to adopt the "clean", "white" image that may not reflect the brand image. Or they may opt to just spray paint black instead of using laminate, knowing very well that painted surface can be easily damaged with high traffic visitors.



mailnvisible-T to the rescue!

We have a product coming to the rescue. Launched in 2015, we did a demonstration at Maica's booth at the ARCHIDEX exhibition where thousands of visitors witnessed the following characteristics of mailnvisible-T, without any tricks or magic up our sleeves:

- Anti-Finger Print** – Wiping off finger prints, oil and grease with just water and a soft cloth.
- Scuff Resistance** – Using a fork to create accidental scuff effects, something common that may happen especially during renovations. Then drip a few drops of water on the scuffed surface, covered with a piece of cloth, and then the placement of a hot iron on the piece of cloth for approximately 30 seconds. Once the iron and cloth had been removed, the water on the surface starts evaporating. After the water fully evaporated, the scuffing marks were no longer visible on the surface.
- Heat Resistance** – Experiencing water and hot iron on surface, and yet undamaged.
- Water Resistance** – Most cleaning made with water and cloth, without causing damage to the surface.



Applying mailnvisible-T into your life

So, what is the best application for mailnvisible-T?

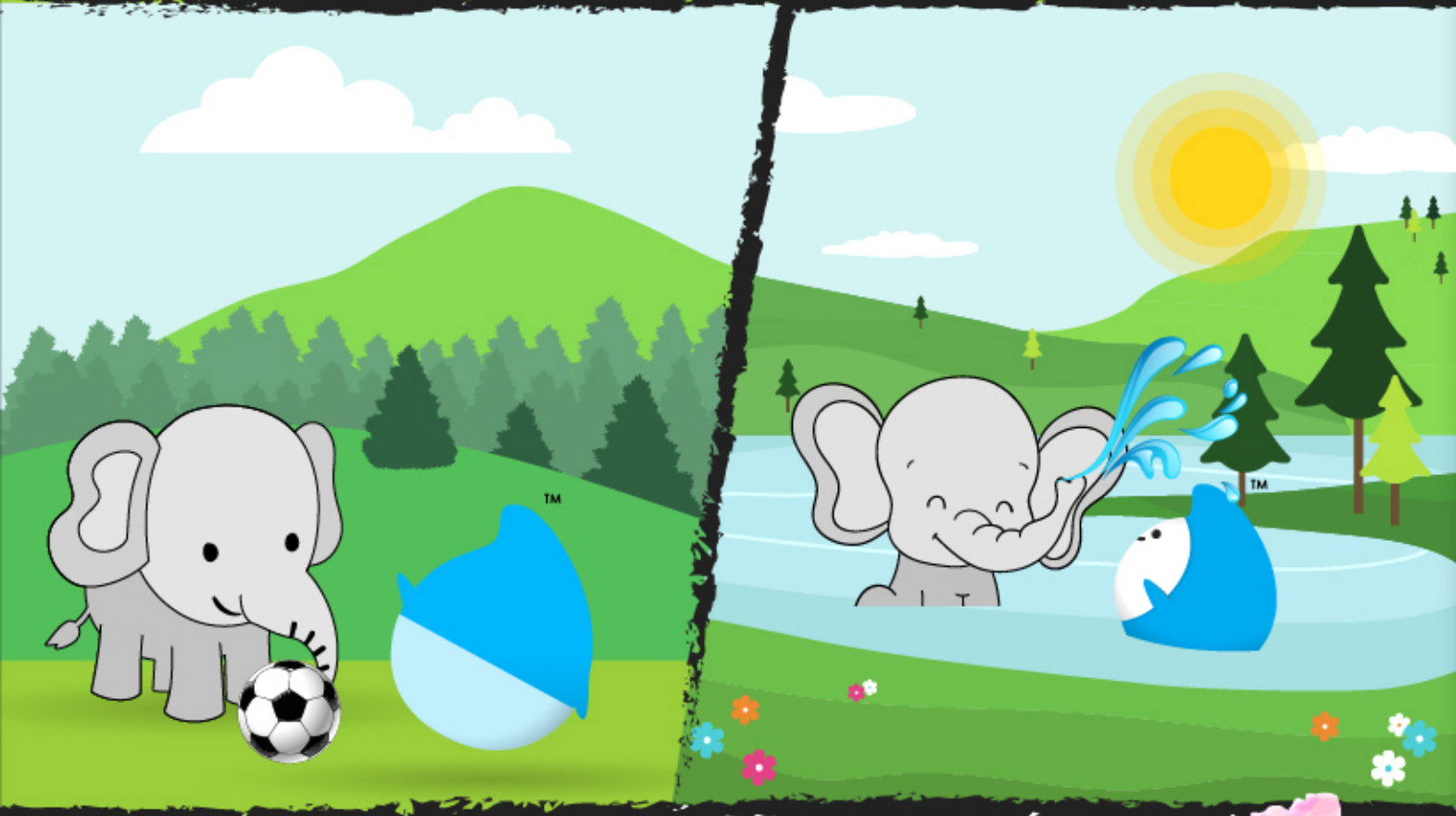
- Kitchen.** The kitchen is the place where there is a lot of grease and oil, finger prints and spilled juices, sauce and many other food stuff. The cleaning of the kitchen is usually the most painful process, which makes most of us opt for eat out in this modern times.
- Dining table.** The dining table can be a pretty demanding surface that requires a lot of cleaning, especially if you have little children. Children have a tendency to wipe their fingers on table surfaces, or any other surface that they can find. It is not a rare thing to find the marks of greasy little fingers on dining table tops. Thus, make cleaning easy by using mailnvisible-T for the table surface. You will be amazed by the amount of time that you save.
- Wall Panels.** Especially for high traffic public areas. You cannot stop people from putting their greasy fingers on the wall while they talk, but you can make it easier to clean the surface with just water and cloth at the end of the day.

There are a lot more creative ideas for the use of mailnvisible-T. The only limitation is that the application will need to be a flat surface as this product does not bend to any radius profile. However, this is not necessarily a bad thing, since a flat surface is usually timeless in terms of design and trend.

If you need more information about mailnvisible-T, do visit Maica's Official Website.



I am not Simai
am maimai



Disclaimer: The storyline between baby elephant and baby maimai is strictly fictional. Any similarities between anyone alive or dead is not intentional.



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MADE FROM RENEWABLE / SUSTAINABLE MATERIALS
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What surprise do
we have this year?

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