



OCT • NOV • DEC 2017



Goodbye 2017! We will miss you.

2 mai™ CSR  
Stories

Sorry,  
Mother Earth

mai™ Modesty





It has been a pretty hectic but fruitful year for maimai over here. No doubt the economy has slowed down significantly compared to our more prosperous times in the past, through persistent efforts maimai survives with very little injuries. In fact, maimai had even decided to move our Kota Kinabalu, Sabah, office to a new and better location.

All these cannot be possible without a change in our mindset to take up the challenge that is not only restricted to the political or economical climate, but also to the overall conditions of our Mother Nature. She is angry, and we are doing our little piece of "interview" with Mother Nature with regards to her recent bout of tantrum. Yes, this is a big concern to us all, and we should take note of how to treat her right.

Meanwhile, maimai is continuously doing our part for the community. Last quarter, maimai visited one old folks home, Precious Family Home. It was once a pretty luxurious old folks home, but due to greed of an appointed manager, the home was in ruins by the time the owner found out when the damage had almost bulldozed the home to ground zero. It was in a pathetic state, and some of us are helping them to stand up once more with the basics that we are able to provide, to ensure that they are able to provide a good place for the elderly to stay.

At the same time, maimai introduced the Triplets into the market, plus a new product called maiMODESTY with its feature of Easy Maintenance as the main attribute of this new product to humankind! Time is scarce these days, and what can be better than not having to spend it on housework?



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## Sorry, Mother Earth: Nature's Anger in the midst of Human Greed

### What have we done to ourselves?

The hurricanes are not coincidental. Neither are they the norms of a monsoon season. Many years ago, there had already been the discovery of global warming and the depletion of the ozone layer. In recent years, the polar caps melted significantly, and summer becomes warmer and warmer. Sea tides are high everywhere, and earthquakes became pretty regular. The moment it rains, the rainfall would be tremendous, causing flash floods with the water rising possibly waist-high. In fact, scientist found the Earth's axis shifting its position to find a new center.

It is not surprising. Mother Earth will have its way to find her center without our permission. It is similar to our human nature, to shift our thoughts and our hearts to find the center when we feel lost and disturbed. It is fair for Mother Earth to regain her center through a series of changes because we, humans, have exploited her for too long.

### Our Greed, Our Fault

When humans started to become greedy for money and caused the famous Industrial Revolution, things started to spiral downwards. Yes, humans have more money, but humans are also losing humanity. There was the least respect to the environment when we started killing trees rampantly in the name of development, and killing wild animals for the sake of luxuries.

Humans started to look at foods as gourmet, instead of as a need for sustaining life. Even our bodies protest to this. Our ancestors' diet are mostly vegetables with some meat as a means of obtaining energy. They kept a healthy lifestyle, as work was more physically demanding. Today, our bodies do not move as much, but we are constantly robbing off animal lives to fulfill that small need for satisfaction. The result is a body that refuses to stay healthy, always rioting against our wishes for health and longevity.

### The Remedy

Is it too late yet for us to repent and to change our ways to make our Earth better? Not at all. Some people may speak about the end of the world being near, but there is a lack of evidence that this will happen within our current lifetime.

The first thing that we should do is to change our mindset to "think good". Think good means to get rid of all that thoughts of greed, anger and hatred that will create disputes and arguments with others. Think good means to fill up our thoughts, words and actions with goodness, genuine words of kindness and to care for others with sincerity. It is not the duty of a nurse to care for your elderly parents, it is your duty as a child to care for them just like how they cared for you when you were young.

Think good will also mean that we should dispel intentions of greed, anger and hatred. Mother Earth has abundance of resources, enough for everyone if we only use what is enough for us. Waste not, want not. This is a very important mantra for us especially in this modern world to prevent us from being lost in the race of greed. When we are not greedy for things, we eventually understand that our emotions of anger and hatred comes just because we were greedy. Anger happens when there are people trying to compete with us for something, for example we get angry with a child for not being able to obtain straight A's for his exams, because in our mind we have set a target and we see the child as a competitor to not allow this achievement. We may not realise this, but when we do, we call it "expectations". When this happens, we get this anger to the next level of hatred, hating the obstacle, the person or the people that stops our interest for the child to score straight A's.

This is how it is in reality. Widen the scope to our adult world, and you will see a lot of greed followed by anger and hatred in corporate offices. In effect, we harvest more than we need from Mother Earth. We did not treat her well.

### Conclusion

It is time for us to change for the better. There are many motivation gurus out there encouraging changes for more greed. Higher position. Higher social status. Higher enjoyment. Higher scores. Higher everything! How high can we go, ultimately, when we will all end up 6 feet under one day?

Lately we have been seeing the works of the elements in a tantrum. Water, fire, wind and the earth are protesting, voicing out on behalf of Mother Nature against mankind. We cannot discount the fact that all these are due to our human activities resulting in the imbalance of our ecosystem and atmosphere, which comes as a reaction by nature itself to balance out its conditions to continue the survival of the Earth.





# mai CSR

@ House of Hope,  
Penang



Maica's booth during the ARCHIDEX 2017 had a special breathe of life when visitors were invited to play on the maiRM1 Charity Chance wheel game. The participants enjoyed the game that can be played with only RM1 for every spin, and happily brought home limited edition souvenirs by trying their luck at the wheel while contributing to charity at the same time.

We raised RM7000 through this game and through the sale of custom-made maiMushroom Chairs, DIY made by our in-house team of maimai eager for charity. At the same time, there are also other maimai who collected old clothes to be given to the very poor people. The money and the clothes were then sent to House of Hope.



# mai CSR

@ Precious Family Home,  
Penang



9 cabinets and 1 U-shaped kitchen set had been made using maiCompact Laminate panels sponsored by Maica Laminates, with accessories sponsored by Chow Choon (M) Sdn Bhd. These items were sent in 2 separate batches to a little known old folks home, Precious Family Home, in Penang.

The home is located very near to the Penang Hill station at the foot of this tourist destination, hidden within a residential area that is not visible from the main road. It experienced a sad history that was pretty dramatic, and its owner Timothy, is also an OKU who recently passed his OKU driving license. His leg was amputated after a motorcycle crash which, miraculously, did not claim his life.

The elderly in the home are not well-to-do people. They are mostly parents abandoned by their children just because they are senile. They suffer from hard hearing, memory loss and loneliness. Timothy has 3 staff members helping him, but one is 70 years old and the other two are hired mostly for their physical strength to help with all the carrying and physical works because Timothy himself is not able to do these anymore.

We hope that the elderly will live a better life here. In Timothy's own words, "When they come here, they will stay here and my job is to cover for them including the end of their lives."





# Yin Yang Balance







Beauty of the colour chosen  
by the royalties.

M 11004 Glaze Blue	M 11000 Light Petal Blue
M 01237 Slate Blue	M 01239 Tropic Blue
M 01241 Darksky Blue	M 11001 Midnight Blue



M 10701 Laite Purple	M 10700 Pleasant Lavender	M 10702 Fonce Purple
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# Blue Versatility





Housework can't kill you,  
but why take the chance?  
- Phyllis Diller



## maiModesty

### What it is...

maiModesty is a maiLaminate product. It is a product that requires minimal maintenance, and it will be your favorite product in the near future.

It is also an anti-finger print product. This special product also exhibits wear resistant of 2x stronger compared to the normal standard grade product based on the EN438 requirements.

### maiTechnology...

maiModesty is made possible using a specialised technology. As a manufacturing with our own Technology Research & Development section, we experimented and developed our own protective foil that gives added values to maiModesty.

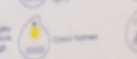
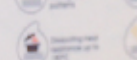
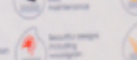
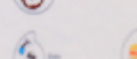
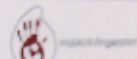
- **maiAnti-Finger Print** – the protective foil has a specialized structure that minimizes the microscopic contact area of the fingers to the actual surface, which allows for the anti-finger print properties.
- **High Wear Resistance** – up to 2x more wear resistant compared to the normal standard grade product based on the EN438 requirements.
- **maiAnti-Microbial properties** – maiModesty comes with anti-microbial additives that do not migrate out of surfaces and do not lead to allergies and environmental influences. The additive is embedded into the product, hence it lasts for the lifetime of maiModesty.

### maiApplication:

Both horizontal and vertical application. Most suitable for high-traffic areas where there is frequent contact with grease and fingerprints such as F&B, dining, pantry and kitchen areas.

#### Advantages of Applications:

- Hospitals
- Clinics
- Children
- F&B outlets
- Nursing homes
- Healthcare centres
- Nursery and Kindergarten
- Industrial and commercial furniture
- Homes with little children and elderly





I am not Simai  
am maimai



mai™ Anti  
BACTERIAL  
Silver-Ion Technology

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## CERTIFICATE OF COMPLIANCE



**Maica Laminates Sdn Bhd**

See 614-332454-001

UL GREENGUARD Certified Products Listing

Product Name	Product Description	Product Category	Product Code	Product Status
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Environmental

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Environmental

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