



**KYM HOLDINGS BHD.**

Company No. 198201004556 (84303-A)

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **KYM's Bold New Look Signals a Bigger Mission**

PaaS' Your Pain Points: How KYM's Rebranding Signals a Bigger Mission

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PETALING JAYA, SELANGOR, 5 August 2025, KYM Holdings Bhd ("KYM"), a Malaysian packaging company has officially announced its rebranding, marking a significant evolution from a traditional packaging manufacturer to a full-fledged **Packaging Solutions Partner (PSP)**. The transformation reflects KYM's long-term commitment to helping businesses unlock greater value through packaging — from design to delivery.

At the core of this rebrand is KYM's newly launched **Packaging-as-a-Service (PaaS)** model. This strategic shift enables KYM to support clients across the full packaging value chain, offering services such as packaging design, structural development, material consultation, ESG alignment, and fulfillment integration.

KYM's repositioning is aimed at businesses looking for more than just a box. The PaaS model offers end-to-end support, giving brand owners and procurement teams a single point of contact for both creative and operational packaging needs.

KYM is proud to work with forward-thinking brands like **Trapo**, a leading Malaysian automotive accessories company. As a client, Trapo tapped into our Packaging-as-a-Service model to level up their packaging game — transitioning from plastic wrap and standard corrugated boxes to custom-engineered, paper-based solutions that align with their sustainability goals *without compromising on structure or style*.

"The Trapo project shows how thoughtful packaging can hit all the right notes — business efficiency, operational ease, and environmental impact. We're excited to keep growing with brands that are ready to rethink the role of packaging," said Darren Lee, Chief Executive Officer, KYM Group.

The journey with Trapo reflects KYM's larger mission — to build a growing ecosystem of bold clients, creatives, and collaborators that turn packaging into strategy.

With the rebrand now live, KYM is building a growing ecosystem of collaborators, designers, and value-chain partners who share its vision for smarter, scalable packaging.

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### **About KYM Holdings Bhd (金控股)**

Incorporated in 1982, KYM Holdings Bhd (“KYM”) has grown from a regional paper packaging specialist into Malaysia’s leading independent manufacturer of multi-wall industrial paper sacks and corrugated carton boxes. Leveraging decades of manufacturing excellence and operational agility, KYM—through its subsidiaries—delivers high-performance packaging tailored to industrial and commercial markets across Malaysia and the broader Asean region. With a reputation for quality, reliability, and innovation, KYM combines decades of technical expertise with a forward-looking approach—positioning itself as a trusted packaging solutions partner committed to sustainable growth and customer success.

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