

## Thai Wacoal receives Best Innovation Award from Saha Group Innovation Contest 2017

Thai Wacoal Public Company Limited received the Best Innovation Award (named Chairman Award) from the Saha Group Innovation Contest 2017. The winning entry was “The Smart Kaizen System” innovation which the company has implemented Kaizen technique for work improvement for 9 years, resulting in 1,316 pieces of Kaizen and 63 suggestions. The Kaizen works have been systematically archived by writing KM program (Knowledge Management) to collect information in order to make it easy and fast to use and search. In addition, the company has organized "Kaizen Knowledge Sharing" to provide the useful knowledge of Kaizen for the work improvement to the company groups in order to improve their work efficiently and effectively and to reduce the costs of production.

Furthermore, the company received other 5 innovation awards as follows:

- The 2<sup>nd</sup> Place Outstanding Award, in Corporate Social Responsibility (CSR) Category, for “Wacoal Bra Day : Valuable bra, create job, love environment” campaign. The company is the first lingerie manufacturer in Thailand to manage unused or deteriorated lingerie products systematically with international standard and does not affect the environment by using 3R principles as follows:-
  1. **Reuse** : Reuse old bras by giving lingerie accessories to Association for the Promotion of the Status of Women under the Royal Patronage of HRH Princess Soamsawali for bringing the lingerie accessories to do handworks, which create jobs and income for women in emergency home.
  2. **Reduce** : Old bras are converted into fuel energy, burnt with cement production in order to reduce energy consumption, environmental pollution, and greenhouse gas emission.
  3. **Recycle** : Wastes from bra wires, adjustment metal loops and hooks are molded to be recycled. This is the most effective and worthy way of using resources.
- The 3<sup>rd</sup> Place Outstanding Award, in Product Category, for “Feel Free”, representing an innovative Free cut with special fabric production that does not make the edge to roll and loose, together with the bonding technique, instead of sewing bra cup without wire frame and without hooks, as well as the bottom moulding technique for close-fitting, smooth and soft touch, and being comfortable in every movement. It is suitable for wearing with fitted outerwear.
- The 3 Admirations Awards, in Product Category as follows :
  - “Ultimate Bra : Comfortable, smooth, seamless bra”, representing an innovative lingerie product created to solve customers’ problem from wearing lingerie. The innovation of seamless knitted fabric with lining helps in the fittedness without excess and smoothness around the back. Furthermore, the sewing of mold without wire frame makes the wearers comfortable and does not hurt, together with push up breasts beautifully.
  - “Smooth Support” The development of lingerie that helps in tightening up excess in order to build good personality and boost confidence for women when wearing with fitted outerwear.
  - “Body Base II” The innovative design for providing smoothness of the body, tightening belly, and beautifully uplifting the round hip.