

TOP GLOVE BAGS READER'S DIGEST PLATINUM TRUSTED BRAND AWARD FOR SECOND TIME

29 April 2024 / 12:04



Top Glove marketing deputy general manager Chris Ang (right) accepts the Reader's Digest award on behalf of Top Glove.

KUALA LUMPUR (April 29): Top Glove Corporation Bhd bagged the Platinum Trusted Brand Award in the Hygiene/Disposable Gloves category at the Reader's Digest Malaysian Trusted Brand 2024 awards.

In a statement on Monday, the glove maker said the award, which was the company's second consecutive win, reinforced its status as a leader and preferred brand in the glove industry.

The company said the award, which is determined by consumer votes, reflected the high regard and trust consumers have for Top Glove.

Top Glove said it outperformed its competitors significantly by 25% in terms of total votes, achieving the highest average score across six key attributes: trustworthiness and credibility, quality, value, understanding of customer needs, innovation and social responsibility.

Top Glove said that receiving the Platinum Award encourages the company to maintain its pursuit of excellence and to continue delivering high quality products.

"We are committed to innovation and quality, and we take great pride in being acknowledged as a Trusted Brand by our consumers in Malaysia," it said.

The Reader's Digest Trusted Brands Award is a consumer driven accolade that evaluates brands based on a survey of 8,000 consumers across five Asia-Pacific countries, including

Malaysia, Singapore, Philippines, Hong Kong and Taiwan.

The Edge

Link: <https://theedgemalaysia.com/node/709669>