



Pioneer TCM group wins prestigious brand award



The 70-year-old Wen Ken Group's Three Legs Brand (Cap Kaki Tiga) is a winner of the Heritage Brands category of the Singapore Prestige Brand Award 2007.

The awards are presented jointly by the Association of Small and Medium Enterprises (ASME) and Singapore Press Holdings (Lianhe Zaobao).

The Heritage Brand Award recognizes time-honoured homegrown brands that "have embraced exceptional brand practices over a period of at least 30 years".

Nominees are judged on local history, recognizable icons, brand vision and mission, brand promise, product development and local, regional/international presence.

The award comes at a time when the group is celebrating its 70th anniversary which has, as its theme, 'Love and Gratitude'.

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Successive generations of the founders continue to be faithful to the original aim of providing good quality health solutions to the masses at affordable prices.

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Remaining true to the symbols of the Three Legs – Diligence, Humility and Parity – that the founders believed formed the foundation on which harmony and prosperity might be achieved, the families third-generation have entered the millennium branching out into biotechnology, Western pharmaceuticals, functional drinks, health supplements, foods and beverages.

"We have not lost sight of our forefathers' goal of improving the health of the community by making effective health products affordable and within the reach of everyone," say Cheong and Fu.

"The Heritage Brand Award helps to recognize the foresight and the efforts of our ancestors – and is a reminder to the current generation, and the generations following us, to stay true to the meaning of our icon."

