

HOUSEHOLD NAME**‘HEALTHY’ WEN KEN MARKS MILESTONE**

Company behind popular Three Legs Brand cooling water marks 80th anniversary, plans more innovation

AHMAD FAIRUZ OTHMAN
JOHOR BARU
 bt@mediaprima.com.my

THE company behind the Three Legs Brand cooling water and other traditional Chinese medicinal products is celebrating its 80th anniversary this year.

Syarikat Wen Ken Drug Sdn Bhd has made a name for itself over the years with its cooling water, which has become a household name in Malaysia.

It is now managed by two brothers — the third-generation descendents of one of the company co-founders, and produces its popular products for markets in South-east Asia.

Wen Ken group executive director Fu Shou Jeen said with more than 35 products, the company had grown by leaps and bounds since the days when his grandfather and four business partners went



Wen Ken group executive director Fu Shou Jeen (left) and managing director Fu Siang Jeen at the company's anniversary event in Johor Baru recently.

PIC BY ZAIN AHMED

door-to-door to peddle their four core products of headache powder, cough syrup, skin solution and cooling water.

“Consumers often associate certain products with specific brands. It is the same with Wen Ken.

“But through the years, we have con-

tinued to innovate on many aspects of our products, such as the packaging of our pharmaceutical-grade products.

“For instance, we began packaging our lotions and ointments in spray bottles last year. We use the same active ingredients but a different method of delivery to suit

changing consumer demand.

“We don’t take for granted that consumers will continue to be satisfied with our packaging,” said Fu after the company’s 80th anniversary celebration in Taman Johor, here, last week.

Fu’s older brother, Fu Siang Jeen, is the company’s managing director.

He said after eight decades, the company was setting its sights on overseas markets and focusing on product development.

The company plans to introduce the different flavoured versions of its popular Three Legs Cooling Water first unveiled in Singapore last year into the Malaysian market by the middle of next year.

Wen Ken was founded in 1937 in Singapore by Foo Yew Ming, Chan Seng Koon, Foo Yin Foo Yin and Chong Tang Seong.

It has a factory in Taman Johor Industrial Area, Johor Baru, and four other plants in Indonesia, its biggest market.