

# ANNOUNCEMENT

*(Subject: Update of Logo and New Brand Identity)*

**To:** Our Valued Partners and Customers

Sunway Mario Plastics Co., Ltd. (SMP) is pleased to announce the **update of our logo and brand identity**, effective as follows:

## 1. REASON FOR CHANGE:

Evolving the global trends, particularly regarding plastic products reduction especially waste collection bags—this update to our brand identity is designed to clearly communicate our vision and strategic mission in this new phase of growth. As a company specialized in the production of plastic bags on roll, with a strong emphasis on eco-friendly and recycled materials, our new logo reflects our commitment to sustainability and environmental stewardship. The updated logo and identity system embody a modern aesthetic that aligns with our dedication to creating environmentally responsible products.

## 2. NEW LOGO RECOGNITION:

DETAILS	OLD	NEW
LOGO		

## 3. MEANING OF THE NEW LOGO:

The new logo is designed with both a symbol and wordmark, offering versatility for various applications where the symbol and text may be used separately.

The symbol features a stylized version of the letters "S" and "M," which are the initials of our brand name. The letter "S" is placed vertically with two ends that create a circle, symbolizing recycling and environmental protection—key values of our brand. The overall shape also suggests the image of a plastic bag roll, which aligns with our primary products.

The font is bold and modern, reflecting strength, professionalism, and a forward-thinking approach, enhancing brand visibility and recognition.

## 4. LOGO COLORS:

The primary color of the new logo is **green**, symbolizing our commitment to sustainability and environmental safety. The two-tone color scheme—featuring both light and dark shades of green—adds visual depth and reinforces the brand's eco-friendly message.

Primary Logo



Monotone Logo



On colored background



The new logo and brand identity will officially be implemented starting **November 11, 2024**, and will be adopted across all contracts, documents, products, services, digital platforms, and communications. During the transition period, both the old and new logo will remain valid. Therefore, both the previous and updated logos can be used concurrently during this transitional phase.

We appreciate your continued partnership and support as we transition to this exciting new phase in the growth of Sunway Mario Plastics Co., Ltd.

Yours Sincerely,

CÔNG TY TNHH NHỰA SUNWAY MARIO



TỔNG GIÁM ĐỐC

Nguyễn Quốc Tuấn