



**Jardine Distribution, Inc.**

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Jardine Distribution Building  
222 Sen. Gil J. Puyat Avenue  
Makati City 1230  
Philippines  
Tel (632) 843 6011 Fax (632) 817 9461  
[www.jardinedistribution.com](http://www.jardinedistribution.com)

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## **Press Release**

For immediate release

### **SOLIGNUM CONFERRED AS SUPERBRAND STATUS**



**Jardine's Solignum wins Superbrand award.** Ian McConnell (3<sup>rd</sup> from left), CEO of Solignum Wood Preservative maker Osmose Protim, receives the Superbrand Award from Karl McLean, Superbrands International Chairman. Joining them are (from left) Peachy Tiu, Solignum Product Manager, Edwin Hernandez, President and General Manager of Jardine Distribution, Inc. Solignum's marketing and distribution partner in the Philippines, Meng Reolada, Osmose Protim Trade Development Manager, and Malcolm Farmer, Osmose Protim Regional Manager.

Longevity, big market share and immense consumer loyalty mark a "superbrand". Its exceptional performance and overall market acceptance surpass those of all other competitors. Jardine Distribution, Inc.'s (JDI) Solignum Wood Preservative has been given the Superbrand distinction by Superbrands, an international, independent authority and arbiter on branding.



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*“Superbrand has become a key annual barometer on the performance of brands across a wide variety of sectors in the country and we are happy to have been given the distinction in our category,”* said Peachy Tiu, Product Manager of Jardine Distribution.

Solignum is proven to have a great market share, longevity, goodwill, market acceptance and possess great loyalty from customers thus meeting the criteria given by Superbrand Philippines as headed by Mr. Karl McLean, Chairman and Harry Tambuatco, President. The acclaimed product has been protecting the Filipino homes against the attack of termites, wood borers (bukbok), and fungi (amag) for more than 50 years, holding an estimated 90 per cent market share in the country.

*‘Solignum’s dominant position in the market is brought about by many years of continuing partnership between two companies that believe in building brands. These are Osmose / Protim who ensures the consistent quality of their product and Jardine Distribution, Inc., a marketing organization engaged in both construction and agricultural products,’* says Edwin Hernandez, President and General Manager of JDI.

Solignum will soon be displaying its Superbrand distinction on all labels, packaging, communication and advertising materials, providing consumers confidence and assurance that they are buying a quality premium wood preservative for protecting their homes from possible damage by destructive pests.

Solignum comes in two variants: Solignum Colourless AZ, for wood that can still be painted such as decks, floorboards and wood ceilings, and Solignum Brown, for wood that does not need to be painted such as trusses, fascia and wall frames. It is available in more than 7,000 hardwares nationwide and in all leading Do-It-Yourself (DIY) chains, Ace Hardware, Handyman, Wilcon Home Depot and Citi Hardware, to name a few.

For further information, please contact:

Jardine Distribution, Inc.  
Edwin H. Hernandez

(632) 843-6011

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