

Halal Food Company Pondok Abang Creates “Wall of Fame”

Mr Hasan proudly exhibits his news coverage on high-quality plaques made by SPH Media Archive Sales at his office to which he fondly calls the “Wall of Fame”



Background

- Since taking over management in 2015, Mr Hasan Abdul Rahman, Managing Director of homegrown F&B company, Pondok Abang, has been instrumental in transforming the business which began from selling curry puffs on a motorcycle into one of Singapore's leading halal food manufacturers.

His hard work has not gone unnoticed. Local media outlet, Berita Harian, has featured his stories of various milestones and achievements over the years.



“We wanted a way to document the news features, and we initially did so by cutting out the articles and framing them up. However, over time, these paper copies tend to discolour and deteriorate.”

The Implementation

- It was in 2017 when Mr Hasan was attending a course that he came across a row of plaques on display at the course provider's office. They looked grand and professional. He then produced the plaques with SPH Archive Sales for all the articles, and continues to do so whenever there are new features.

Mr Hasan proudly exhibits these news features on high-quality plaques made by SPH Archive Sales at his manufacturing facility in Jurong Food Hub. He fondly calls it the "Wall of Fame".



Throughout the years, I have ordered more than 20 plaques from SPH Media. Their team members have always been professional and prompt in responding to my inquiries. I truly appreciate the high-quality plaques that capture our proud moments and achievements."

The Results

- Almost every visitor was amazed by the number of news features the company had. The plaques instill confidence especially to potential partners and creates a positive perception of their business as these news features are a testament to their successes and provides credibility.



We now have 22 plaques on our "Wall of Fame" strategically displayed at a prime location that catches the eyes of visitors including key customers and partners."

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