



## Bosch launches Workplace Health and Safety Education Campaign in Malaysia

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- ▶ New initiative sees Bosch take industry leadership stance on advocating and educating on workplace safety and health work practices to protect workers

**8 July 2010, Petaling Jaya** – Leading global power tools manufacturer, Bosch, today announced a new health and safety initiative in Malaysia, as part of a regional programme to raise greater awareness of the importance of safe work practices and workplace safety in Asia.

Present at the launch was Yang Berhormat Senator Dato' Maznah Mazlan, Malaysia's Deputy Minister of Human Resources, as well as Chairman of the National Council of Occupational Safety and Health (NCOSH).

The Bosch health and safety campaign is designed to inform and educate entrepreneurs, businesses and workers in Asia of safe work practices, so as to help promote a culture of safety and health in all workplaces and minimise workplace risk.

"The protection of workers' health and safety was a key concern of our founder, Robert Bosch, in the way he conducted business. Since 1973 till now, it remains an integral part of Bosch's business policy," explained Mr Chu Chee Bee, Regional Sales Director, ASEAN, South of Bosch Power Tools.

Elaborating on why Bosch mooted the safety and health initiative in Asia, Mr Chu said, "In Europe, there are very strict health and safety regulations. However, in many parts of Asia, this is still not the case."

"Bosch is not only the world's leading power tools manufacturer, we are also committed to carrying out our business in a sustainable and responsible manner in the countries we operate in. Hence, Bosch is taking

an industry lead to advocate workplace health and safety practices in the region.”

Mr Chu added, “We aim to foster a professional dialogue within industry and businesses that use power tools as part of their everyday business to increase knowledge of potential risks, raise awareness of the importance of workers’ safety and promote best practices.”

The prevention awareness campaign will include the distribution of a special Bosch Health and Safety Toolkit, which provides guidance and practical information on measures to ensure safe work practices when using power tools.

There is also a special Bosch Health and Safety manual, as well as an online campaign that highlights health and safety issues, and provides useful tips on the correct handling of power tools. The public can log into [www.bosch-pt.com.my](http://www.bosch-pt.com.my) for more information the campaign.

“I applaud Bosch for its vision, with its technological initiative to develop products that enhance the health and safety of workers. It is indeed heartening to know that a global organization like Bosch has been actively entrenching a policy to protect workers’ health and safety for quite some time now,” commented YB Senator Dato’ Maznah Mazlan, Deputy Minister of Human Resources.

Since the company’s formation, Bosch’s business philosophy is grounded on developing technologies that are not only innovative, but also environmental and work friendly. In early 2001, Bosch was the first to recognize and address the issue of Hand Arm Vibration Syndrome (HAVS) caused by excessive or continuous exposure to high levels of vibration, with the introduction of a ‘Vibration Control’ handle for angle grinders.

Bosch’s new series of Rotary and Demolition Hammers and 36 Volt Lithium-ion Cordless Compact Hammer have been fitted with a number of features to reduce the risk of injury for additional safety at work. These include anti-vibration handles, power indicators and one-handed bit change to ensure maximum convenience and safety for workers.

Models such as the GBH 2-23 REA Professional are also fitted with removable micro filter dust extraction system to prevent workers from inhaling harmful dust in the workplace.

Other technological features of Bosch power tools include being lightweight and eco-friendly, as well as security aspects such as kick back stop, re-start protection, soft start and protective guards.



From left – right: Mr Chu Chee Bee, Regional Sales Director, ASEAN, South of Bosch Power Tools and YB Senator Dato' Maznah Mazlan, Deputy Minister of Human Resources and Chairman of the National Council of Occupational Safety and Health (NCOSH) inspecting the safety tools.

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**About the Bosch Group**

*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as “Workshop for Precision Mechanics and Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

*Additional information can be accessed at [www.bosch.com](http://www.bosch.com).*

**About Bosch Malaysia**

*Bosch has been present in Malaysia since 1923. It is currently represented in the country by Robert Bosch Sdn Bhd and Bosch Rexroth Sdn Bhd, with offices located in Selangor, Perak and Penang. Robert Bosch Sdn Bhd is responsible for the sales and distribution of Bosch automotive original equipment, automotive aftermarket products, power tools and security systems in Malaysia. Bosch also has three manufacturing arms in Penang providing car audio products, power tools and steering gear components, which is 50 percent owned by Bosch. The two joint ventures Bosch has in Malaysia are with BSH Home Appliances Sdn Bhd and FMP Automotive (Malaysia) Sdn Bhd.*

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