



葉氏化工集團有限公司  
YIP'S CHEMICAL HOLDINGS LIMITED

To: Financial Editor  
Press Release  
For Immediate Release

### **Yip's Chemical's "Bauhinia" Brand Named "China's Top Brand"**

【01 September, 2005, Hong Kong】 Yip's Chemical Holdings Limited ("Yip's Chemical" or "the Group", stock code: 0408) announced that Bauhinia, a subsidiary brand on paint product, is awarded "China's Top Brand", the highest honour for branded products in China by the State General Administration of the People's Republic of China for Quality Supervision and Inspection and Quarantine(AQSIQ). Ms. Ip Fung Kuen, the Group's Director, received the "China's Top Brand" plaque and certificate in Beijing today.

Mr. Tony Chi Shing Ip, Chairman and Managing Director of Yip's Chemical said, "This is the Group's pleasure for "Bauhinia" to be chosen as one of the "China's Top Brand" amongst its strong peers nationwide. It is an affirmation on Bauhinia's outstanding product quality as well as the Group's laser focus on R&D for paints these years."

This is the first year for the AQSIQ to include paint category into the China's Top Brand Award assessment. The award is an authoritative endorsement on the leadership position of Bauhinia in China, based on its product quality, importance with regard to economic and social development, market share and customers' satisfaction.

The annual turnover of the Group's Bauhinia Paints Division reached HK\$600 million for the 2004/2005 financial year. As Yip's Chemical's Shanghai and Huiyang new plant commenced their operation earlier in the year, sales of paints division is expected to report a double-digit growth this year.

In 2004, Yip's Chemical launched the "Artistic Coatings Centre" retail franchise stores in six provinces in Southern China region to promote the "Bauhinia" brand. Through rigorous selection and training, the franchisees will be better able to promote the premium paint products.



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With the successful protocol in Southern China, the Group expected to expand the number of franchise stores from the present level of 50 to around 100 this year.

Named the China's Top Brand, the products of Bauhinia will be accredited the exemptions from all kinds of quality checks conducted by various departments in different regions and also the customs checks for export. The products are also automatically named as priority products for the protection against counterfeiting.

**About China's Top Brand**

The State General Administration of the People's Republic of China for Quality Supervision and Inspection and Quarantine (AQSIQ), the watchdog of product quality, awards China's Top Brand to the market leaders of well-known brands nationwide every year. To be included into this stringent selection process, the candidates are required to possess world-class product quality and are influential players in terms of market share, customers' satisfaction and its importance in economic and social development. The China's Top Brand certificate is valid for three years.

Brands named under China's Top Brand can be automatically classified as priority products for protection against counterfeiting and can be exempted for all kinds of quality checks conducted by different departments in different regions as well as priority customs check for exports.

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