



**Lim Kim Hai Electric Co (S) Pte Ltd**

A Tai Sin Electric Company



## Lim Kim Hai 50th Anniversary Celebration

In 2008, Lim Kim Hai Electric and its subsidiaries will celebrate 50 years of excellence in distribution business in Singapore. This golden jubilee also marks a celebration of our 50 years of customer relationship building, and the trust our customers and business partners have in us.

At the same time, we pay special tribute to the founder, the late Lim Kim Hai's philosophy of providing quality service to all our customers, and his legacy still lives on in the continued success of the organization.

The LKH 50th anniversary logo has thus been designed to signify the Company's celebration together with our staff members, customers, business partners and suppliers, who have made these five decades memorable and rewarding.

### Features of the logo

- ▶ Glowing shade of gold color surrounding the 50th number highlights the essence of the meaning of "Kim" in local dialect or "Jin" in Chinese interpretation. This communicates the bright and radiant future of the Company based on the solid relationship our partners and customers have with us.
- ▶ The creation of wavy text structure for the word "ANNIVERSARY" symbolises the Chinese character of "Hai" which connotes its forward-looking people ever progressing for growth and excellence ahead.
- ▶ The use of red color in the body of the "50th" number reflects a significant milestone of our achievements from a humble beginning since 1958, and signifies our special tribute to our founder and his legacy.