

Course Code: EN 4519
Course Name: Public Relations Writing

<p>PR Case Study Assignment - The Tollox Textile Printing and Dyeing Company Case</p>
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January 10, 2005

Angela Tong

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Phone: (852) 2118-3635

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Email: angela.tong@tollox.com.hk**Our Position in Combating Pollution and
Bringing Up Better Health and Environment**

HONG KONG S.A.R. - January 10, 2005 - Tollox is highly concerned the about the pollution problem in our neighbouring streams in Taipo. We are now working closely with the Environmental Protection Department and the local community for ways to solve the problem as immediate as possible.

Tollox is aware that black smokes and the waste products create nuisance to our neighbourhood and has been striving to improve the situation by cleaning up our plant using the latest cleansing technology. We think that further investment is necessary to safeguard the health and the environment of our neighbourhood.

Tollox has been putting a lot of efforts in keeping our plants environmentally-friendly:

What has been done?

- ✚ Tollox spent HK\$4 million to clean up pollution at our plant in Taipo in March 2004. We hired the 'Best Cleansing Company' for cleaning up our plants and our facilities using the latest vacuum cleansing technology.
- ✚ Tollox donated \$300,000 to the 'Hong Kong Green Environmental Fund' in April 2004. The fund went to bringing up environmental education and safeguarding marine pollution in Hong Kong.

What we will do?

- ✚ We will spend another HK\$6 million for upgrading our pollution abatement facilities in 2006-7. Our last upgrade was in 1998.
- ✚ We is planning to launch a HK\$10 million new environmental programme budgeting on two globe refractors, which purify waste destined to be deposited in surrounding streams, and four hyperventilation systems, which remove noxious particles dispersed to the air from the smokestacks.

More...

✚ We will hire 100 extra workers for our pollution-abatement programme. They will be responsible for keeping Tollox's operations beyond the international environmental standard.

With our 32 years experience of providing high-quality fabric printing and dying operation in Hong Kong, Tollox will work hand-in-hand with all parties concerned to provide quality products, quality living and quality environment. We know that success of the textile industry involves co-operation and collaboration of all parties concerned.

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FOR IMMEDIATE RELEASE

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January 15, 2005

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Striving for 'Greens' Tollox's New Anti-Pollution Measures

HONG KONG S.A.R. – January 15, 2005 - Tollox knows that the whole world is talking about 'green' production. Being one of the leaders in the textile dyeing and printing industry in Hong Kong, Tollox aims beyond world-class environmental standards.

Tollox is planning to launch a new HK\$10 million environmental programme in July 2005. It involves equipping two new globe refractors that purify waste to be deposited in streams, and four hyperventilation systems for removing noxious air particles. In addition, 100 extra workers will be hired responsible for keeping Tollox's operations beyond environmental standards.

Tollox will also commit another HK\$6 million for pollution abatement facilities over the next year.

Mr. Paul Lu Tien, the plant manager, is responsible for planning the new project.

"With my experience in dealing with the plant at Blackrock Iowa, I have confidence that our plant in Taipo will reach beyond the Environmental Protection Department's standard by 2006," says Mr. Tien.

Mr. Tien is acclaimed of converting textile dyeing plants to meet up with standards judged by the USA's Environmental Protection Agency.

Mr. Tien will participate in the Environmental Protection Department Public Inquiry on Thursday, January 16, 2005 in the Legislative Council. He will explain to the public

More...

Tollox Hong Kong has been operated for 32 years and has been renowned to be one of the largest fabric printing and dyeing company in the territory. At present, the company employs 1500 local workers and its corporate value accounts for HK\$20 billion in 2004. Its plant is situated in Taipo Industrial Estate adjacent to the Tolo Harbour.

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The News Release should be issued to the print media, such as the newspaper and magazines because journalists will attend the public inquiry conference and it is essential for them to know what Tollox has been doing for maintaining pollution control in order not to get a biased view. Also, the news release should be distributed to radio stations, TV and the trade publications (e.g. journals, newsletter).

If the news release is published on the net, perhaps a video clip or a sound clip having a short speech made by Mr. Tien could be added. He could give a presentation of what he plans to do in the coming 2 years in the pollution-abatement programme and about the budgeting. A higher transparency could be achieved on the Internet.

Moreover, hyperlinks to news stories concerning about the successes of Mr. Tien in Iowa and homepages of his past publications could be added.

TOLLOX HONG KONG

12-25, CHI KEUNG DRIVE

TAIPO INDUSTRIAL ESTATE

HONG KONG

TEL: (852) 2118-3635 FAX: (852) 2118-3636 [HTTP://WWW.TOLLOX.COM.HK](http://www.tollox.com.hk)

15 January 2005

Graham Jennings, Senior Editor
South China Morning Post
Morning Post Centre, 22 Dai Fat Street
Tai Po Industrial Estate
Tai Po

Dear Graham:

Tollox will rescue the people (and the fish stocks) in Taipo out of pollutants by launching a HK\$10 million environmental programme in 2005. Money will be spent on the latest pollution-abatement systems including purchasing 2 globe refractors from Germany and 4 ventilation systems from Japan. 100 extra local workers will be hired. Please publish this as a news story in the SCMP.

Mr. Paul Lu Tien will attend the EPD public hearing tomorrow at 3pm, 3/F East Wing, in Central Government Office. He is our plant manager and renowned in environmental management in our plant in Blackrock Iowa, USA. Powerpoint presentations, details of the pollution-abatement programme and media enquiries will be available during the public hearing.

I believe readers will want to know how Tollox rescue out the neighbourhood and the fishery industry in Taipo out of contamination problems, and will be inspired to know that Tollox creates employment opportunity to Hong Kong people.

Looking forward to seeing you tomorrow 3pm at Central Government Office.

Sincerely,

Angela Tong
Public Relations Officer

*** * MEDIA ALERT * * ***
*** * * PHOTO OPPORTUNITY * * ***

Striving for 'Greens'
Tollox's New Anti-Pollution Measures

WHAT: Tollox's Meeting With Environmental Protection Department's Public Inquiry

WHO: Mr. Paul Lu Tien, Plant Manager, Tollox Hong Kong
Miss Susanna Chan, Secretary of the Environmental Protection Department

WHEN: Friday, 3-4pm, January 16, 2005

WHERE: 3/F, East Wing, Central Government Office

BACKGROUND:

- ✚ He will account for what has been done by Tollox on protecting the health and the environment of the neighbourhood.
- ✚ Mr. Tien will explain to the public the current positions of Tollox in its environmental issue and its future plan (the HK\$10 million pollution-abatement programme).
- ✚ He will explain how the new globe refractors and hyperventilation systems help reduce pollution levels on the air and in the river.
- ✚ He will answer public enquiries about Tollox's position on safeguarding the environment and its budget.
- ✚ He will share experience of his project in Tollox Blackrock, Iowa.

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List of Content for the Media Kit

Corporate Profile

Tollox should give the media representatives some background information about Tollox, such as its branches overseas, sizes, market position, revenues, products and executive. The media could get to know more insights about what productions and operations do Tollox involves and its contribution to the local economy.

Feature articles, By-lined articles & Op-eds

There may be articles written by journalists or experts in the industry about the production of Tollox. These articles should be included to illustrate a positive image of Tollox has done in the community and can raise its profile as an internationally-renowned company. Some articles will enhance the credibility of Tollox's operation because they are written by experts in the garment field.

Backgrounder of Tollox Textile Printing Company

Detailed information that highlights what Tollox do and its production should be included for journalists to refer to.

Biography of Paul Lu Tien

It gives detailed information of Tollox's plant manager, Paul Lu Tien. This will include his past publications and the work done. His biography can help increase the public confidence about the leader / top management of Tollox.

Fact Sheet

When editorial staff wants to report about Tollox, they can easily get to the more general information about the company at a glance.

Q&A

A Q&A can be used to illustrate specifically what the pollution-abatement programme is about. For example: What is a globe refractor? What is the expected outcome? What is the reason for spending on the project?

CD-ROM

Presentations showing the expected outcome of the HK\$10 million pollution-abatement programme should be included in the CD-Rom, this could be in a video file format or a powerpoint format. The presentation could be done using 3D animations. Interview clippings of Mr. Paul Lu Tien should be included as he could explain how he could achieve the project with his experience in Iowa. Hyperlinks to Mr. Lien's publication and the news stories illustrating his success in the Blackrock newspapers should be included., soft copy of company logo, computer graphic of expected result after

anti-pollution work will be included in the CD-ROM. All of these can facilitate editorial staff on their report. They are manageable to use more photos and graphics when they do report.

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Corporate Backgrounder

Tollox Textile Printing and Dyeing Company has based in Hong Kong since 1973. It continuously aims at producing high-quality textile printing and dyeing products. The company also involves itself actively in local community service for better community relations with the people in Hong Kong.

Historical Overview

Tollox started as a converted warehouse printing small amounts of locally manufactured cloth in Kwun Tong in 1973. In the latest 1970s, there is a huge increase in demand of printing and dyeing textile with the thrive of the secondary industry in Hong Kong. With support of the



Our Present Factory in Taipo Industrial Estate

Hong Kong Government and the laissez-faire policy of Hong Kong, Tollox reached customers worldwide including the United States, Great Britain, France, Germany and Japan. In 1982, seeing a necessity in expansion, Tollox moved its factory from Kwun Tong Wei Yip Building to the present site in Taipo Industrial Estate. The site covers 5 acres of land and is the largest textile printing and dyeing plant in the territory. In 1992, Tollox expanded its textiles factories to the United States, Indonesia, Thailand and Sri Lanka. Tollox's production in Sri Lanka accounts for 1% of the GDP of Sri Lanka in 2003 and Tollox is reputable in providing job opportunities to people in less-developed countries.

In recent years, Tollox actively take up the role of turning the textile industry into an environmental-friendly industry. Tollox has spent HK\$4 million on an anti-pollution programme to clean up our plant in Taipo with the latest cleansing technology



Vacuuming parts of our Taipo's plant

provided by Best Cleansing Company. The project involves using the latest vacuum technology monitored by computers to clean parts of our dyeing machines and smokestacks. The project was completed in October 2004 with successes.

Implications

Tollox's long-term goal is to provide a high-quality fabric printing and dyeing production to the textile industry of Hong Kong and the world. On the other hand, we emphasize quality living of our citizens. We think that successes of our company comes from a better quality of living, a better health of our community, a better environment of Hong Kong, and of course, better garment.

To achieve this, Tollox will invest heavily in the upholding environmental protection in the 21st century. We are planning ahead for a HK\$10 million pollution-abatement programme which will involve budgeting on two globe refractors that purify waste to be deposited in streams, and four hyperventilation systems which remove noxious air particles from smokestacks. An extra 100 workers will be employed responsible for the project. It is hoped that by 2005, the air quality and the water quality in the Taipo area will be increased by 55%.

Biographies

Mr. Paul Lu Tien has been the Plant Manager of Tollox Hong Kong since 2004. He is the author of the book 'Swim your way to health' and is currently member of the Hong Kong Trade Association.

Mr. Paul Lu Tien is a graduate of BSc Electric Engineering and MSc Logistics in Michigan University in the 1980s. After working in the United Airlines for over 10 years, Mr. Tien



Mr. Paul Lu Tien, Plant Manager, Tollox Hong Kong

became the sub-manager of Tollox Iowa in 1998. Mr. Tien is acclaimed of his environmental management strategies in the plant at Blackrock and his accomplishment is recognised by the US Environmental Protection Agency.

Mr. Tien is 40 years old, married and has 3 daughters. He loves hiking and swimming.

Contact Information

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TOLLOX HONG KONG

Company Fact Sheet

Hong Kong Business:

- ✚ Fabric Dyeing and Printing
- ✚ Textile Design Consultancy
- ✚ Fashion Design

Founded: March, 1973

Headquarters: Hong Kong

Address: 12-25, Chi Keung Drive, Taipo Industrial Estate, Hong Kong

Employees: Hong Kong: 2,500, Worldwide: 75,000

Annual Revenue: HK\$16 billion (Fiscal year ended March 2004)

Branches: USA, Sri Lanka, Thailand, Indonesia and China

Executive Team:

- ✚ Mr. Paul Lu Tien- Plant Manager
- ✚ Mr. Tom Chan- Financial President
- ✚ Mrs. Jacqueline Tong – Head of Human Resources
- ✚ Mrs. Christine Lo- Head of Administration

Major Event:

- 2004: HK\$4 million anti-pollution programme
Apparatus installed for handicapped employees
Hong Kong Textile Industry Silver Award
Mr. Paul Lu Tien heads Tollox Hong Kong in September 2004
- 2003: Hong Kong Textile Industry Bronze Award
A new plant opened in Thailand in October
Corporate value accounts for 1% of Hong Kong's GDP
- 2002: Visit by the Chief Executive of Hong Kong SAR in July
Bronze Award, International Textile Industry Award, Berlin
- 2001: Company expanded to Xi'an, China
Visit of plant by Jiang Jiman, Chairman of the Chinese Government

Media Contact:

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MEMO

To: All Managerial Staff of Tollox
From: Mr. Paul Lu Tien, Plant Manager
Date: 10th January 2005
Subject: MATTERS CONCERNING MEDIA CONFERENCE DATED 22
JANUARY 2004

A media conference will be held in Conard Hotel, on Wednesday 22 January 2005. The purpose of the new conference is to present Tollox's anti-pollution work and publicizing the company's environmental commitment to the Hong Kong community.

We aim at showing to public that we have made progress to make Tollox green and our plan of launching the HK\$10 million pollution-abatement project. We'll explain to them Tollox's stance in protecting the environment while providing better employment opportunities, health and textile products to the citizens of Hong Kong. Possible media coverage include reports in TV and newspapers.

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18 January 2005

South China Morning Post
Morning Post Centre, 22 Dai Fat Street
Tai Po Industrial Estate
Tai Po

Dear Editor,

Responses to Recent SCMP's Coverage

We would like to clarify our position with regard to the two articles about Tollox published in your newspaper on 16 and 17 January 2005.

It is our company's ambition to transform the fabric printing and dyeing industry to an environmentally friendly industry. To achieve this, Tollox is now heading to launch a HK\$10 million pollution abatement programme. This programme will involve purchasing two globe refractors for purifying waste deposited in the nearby waterways and upgrading our existing hyperventilation systems. It is expected 70% less noxious particles will be emitted from our smokestacks after the project is completed. Also, we will hire 100 extra workers working responsible for the project. Tollox will also spend a further \$6 million on improving the pollution abatement facilities over the next year.

We would like to clarify the reason for Mr. Tony Wa Tse's departure. Because of private reason, Mr. Tse has decided to take an early retirement this month as Plant Manager so that he could spend more time working as a lifelong consultant in the Hong Kong Trade Development Council, and his family. Mr. Tse still remains as a non-executive member among our board of directors and act as an advisory role of Tollox. In the meantime, our financial vice-president, Mr Victor Tse will be

responsible for budgeting our \$10 million environmental programme with his experience in dealing with the budgets in Tollox Hong Kong over these 15 years.

Please reach our PR representative, Angela Tong at 9817 2333 for further media enquiries.

Yours faithfully,

Paul Lu Tien
Plant Manager

Alternative Ways to Promote Positive Messages

There are other ways besides writing the letter to the editor to respond to the claims made by the news reporter.

The first one is to agree to have an interview with the newspaper, radio or TV. A senior representative from Tollox (for example: Paul Lu Tien) should be present in the interview, answering the media's questions. Tollox could also ask the press to come to the plants of Tollox for interview. The news reporters could tour around Tollox and get a more insights of what's the real situation is in Tollox, so that the public don't need to guess. An advantage of the media tour is that the photos showing the progress of the pollution-abatement programme could provide an evidence to the public that Tollox actually concerns about the environment. After the interview, Tollox should give the media representatives a press kit.

If necessary, some key influencers can be invited for the interview, these may be the environmentalists and the government officials. The purpose of this interview is to seek compromise and reduce misunderstandings, perhaps in a round table, but the drawbacks of this is that no solution may result and the two parties may become more diversified in their viewpoints.

Perhaps, video clips showing the progress of the pollution-abatement programme with speeches/interviews of the plant manager could also be made and uploaded on the Internet, so the whole world knows what Tollox has done so far. Let the public believe what they see in naked eyes.

Another method is using the print media. Brochures published by Tollox and feature articles in local dailies and newspapers or in trade publications can explain what has been done and will be done with the pollution-abatement programme. Statistics, figures, examples and claims from experts should be used to convince the publics that Tollox has fulfilled its mission of concerning about the environmental issue and pollution has been kept to minimal. If so, include the persons' name responsible for the environmental protection in the brochure and the feature (i.e. Tollox's Environmental Department Head). A speech or a biography of him/her will increase public awareness of what has been planned by the top management of Tollox.

Futhermore, a Q&A session illustrating the common concerns about the

environmental protection practice of Tollox can be put in the Tollox homepage. These questions and answers can give readers a summary or a worldview of what has been done by Tollox.

Last but not least, in the future advertising of Tollox, more focuses should be placed on protecting the environment. Public confidence can be raised by showing photos of the progress of the pollution-abatement programme, using dyes derived from natural materials, and the banning of certain very toxic dyes and prints. Furthermore, roadshows and exhibitions showing the progress of the pollution-abatement programme will enhance the positive image of Tollox.