

**Lam Soon Singapore Pte Ltd**

**Building 21st Century Brands**

Lam Soon is a household name in South East Asia, known for its quality products with trusted brands such as Knife, Naturel and Duck.

The history of Lam Soon Singapore dates back to the early days in 1929 when it was first established by the late Mr. Ng Keng Soon as a sole proprietorship trading in copra and canned food. In 1950, the family business was incorporated as “Lam Soon Cannery Private Limited” and more emphasis was placed on manufacturing and establishing the most modern margarine and soap plants of its time in Singapore.

Lam Soon products are manufactured to the highest international standards including ISO 9001, ISO 22000, GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis Critical Control Points) awarded to its factories in Malaysia, Thailand and Vietnam. It operates a strong sales and distribution network for its finished goods throughout the region including Singapore, Malaysia, Thailand and Vietnam.

Over the years through its many FMCG brands, Lam Soon has cultivated a brand identity that focuses on the values of integrity, trustworthiness, user friendliness and approachability. Lam Soon stays committed to continuously rejuvenate its brand portfolio and introduce new quality products in response to evolving consumer trends.



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**Tasty Singapore-endorsed brand(s):**

Knife, Naturel, Duck