

MOOVE MEDIA UPCYCLES CARDBOARD BOXES INTO FUNCTIONAL TABLES FOR NEEDY FAMILIES

14 May 2020 – Home schooling is a pain for many. Well, imagine it without proper tables and chairs to work on!

Moove Media Pte Ltd – ComfortDelGro’s outdoor advertising arm – is looking to ease that pain.

Starting today, it will be distributing the first 20 of 100 tables that have been upcycled from cardboard boxes to needy families through SG Enable and Early Childhood Development Agency. These cardboard boxes were previously used to store rolls of vinyl stickers for outdoor advertisements wraps. In all, about 300kg of cardboard boxes will be used to create the 100 tables.

Each table, which measures 92cm in length, 55cm in width and 72cm in height, is easily assembled by holding two table legs upright and laying the table top on them. It is not only sturdy enough to support a maximum weight of 5kg but also big enough to accommodate two persons at a time.

Mrs Jayne Kwek, CEO of Moove Media, who conceptualised the table, said: “During this circuit breaker period, many families have found home-based learning challenging. For some, it has proven even tougher as they just aren’t equipped things that many of us take for granted. Without a proper table, children have to resort to lying on the floor and propping themselves up with their elbows. This is heartwrenching. That is why I decided we could upcycle the many cardboard boxes that we normally recycle into tables. By doing so, we hope that we can do our part to make home-based learning that much easier for the children of these families.”

Ms Ku Geok Boon, CEO of SG Enable, is heartened by the kind gesture. She said: "This innovation is both environmentally friendly and practical. We are touched by Moove Media’s warm gesture of extending this sustainable solution to persons with disabilities, enabling them to study and work more comfortably from home during the circuit breaker period."

Background

Moove Media Pte Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia. For advertising, please contact advertising@moovemediacom.sg or +65 6383 7035.