

Hartalega launches 360-degree virtual Sepang plant tour

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KUALA LUMPUR: Hartalega Holdings Bhd has launched a 360-degree virtual plant tour, the Hartalega Next Generation Experience (NGX), in collaboration with global professional services firm Accenture.

The digitally-enabled platform was created to orchestrate a unique and personalised experience for the glovemaker's audiences and facilitate informative customer purchase journeys.

The Hartalega NGX platform will enable key stakeholders, including customers and partners across the globe, to virtually explore the world-class operations and production processes at Hartalega's Next Generation Integrated Glove Manufacturing Complex (NGC), along with the company's innovative product range available for global users.

It provides a single touchpoint anytime and anywhere, bringing Hartalega's state-of-the-art factory located in Sepang right to customers' doorsteps.

Hartalega chief executive officer Kuan Mun Leong said leveraging cutting-edge technology, the company is bringing the manufacturing experience directly to stakeholders through a dynamic and immersive virtual plant tour.

"Enhancing accessibility and allowing us to strengthen engagement with customers the world over, the Hartalega NGX platform provides an in-depth look into our NGC facilities, showcasing the exceptional innovation, excellence and quality behind our products, as well as the values that drive our operations.

"It also emphasises our commitment to environmental, social, and governance (ESG) principles, highlighting our industry-leading sustainability initiatives," he said in a statement today.

Accenture Malaysia country managing director Azwan Baharuddin said the changing business landscape and evolving customer expectations are pushing businesses to explore innovative approaches to customer engagement.

"Our collaboration with Hartalega combines technology and creativity to reimagine the customer experience and drive deeper, more personalised and connected engagement.

"This initiative propels Hartalega toward new growth horizons and amplifies the value that Hartalega's OEM partners can deliver to their stakeholders through diverse innovative solutions and ESG initiatives," he added.

The virtual plant tour platform utilises generative artificial intelligence to provide a personalised experience, and can be accessed via laptop, mobile and virtual reality headsets.

Customers will be able to navigate a hyper-realistic experience of the NGC to gain an understanding of Hartalega's proprietary production processes and technologies.

Along with an audio tour guide, customers can also interact with informative touchpoints to explore the inner workings of Hartalega's production lines and sustainable practices.

Details on Hartalega's range of innovative products with 3D models will also be featured on the platform.