



[Home](#) [News](#) [Sport](#) [Radio](#) [TV](#) [Weather](#) [Languages](#)

 

[an error occurred while processing this directive]

[Low graphics](#) | [Accessibility help](#)



[Watch](#) One-Minute World News

**News services**  
Your news when you want it



**News Front Page**



- [Africa](#)
- [Americas](#)
- [Asia-Pacific](#)
- [Europe](#)
- [Middle East](#)
- [South Asia](#)
- [UK](#)
- [Business](#)
- [Health](#)
- [Science & Environment](#)
- [Technology](#)
- [Entertainment](#)

**Also in the news**

[Video and Audio](#)

**Programmes**

- [Have Your Say](#)
- [In Pictures](#)
- [Country Profiles](#)
- [Special Reports](#)

**RELATED BBC SITES**

- [SPORT](#)
- [WEATHER](#)
- [ON THIS DAY](#)
- [EDITORS' BLOG](#)

[Languages](#)

Last Updated: Monday, 6 August 2007, 09:14 GMT 10:14 UK

[E-mail this to a friend](#)

[Printable version](#)

## Thai cops punished by Hello Kitty

**Police chiefs in the Thai capital, Bangkok, have come up with a new way of punishing officers who break the rules - an eye-catching Hello Kitty armband.**



The armband is large, bright pink and has a Hello Kitty motif with two hearts embroidered on it.

From today, officers who are late, park in the wrong place or commit other minor transgressions will have to wear it for several days.

The armband is designed to shame the wearer, police officials said.

"This is to help build discipline. We should not let small offences go unnoticed," Police Colonel Pongpat Chayapan told Reuters news agency.

"Guilty officers will be made to wear the armbands in the office for a few days, with instructions not to disclose their offences. Let people guess what they have done," he said.

Further offences would be dealt with using a more traditional disciplinary panel, he said.

The cartoon character Hello Kitty was first introduced by Japanese company Sanrio in 1974.

The cute round-faced cat has become an Asia-wide marketing phenomenon, with Hello Kitty products such as stationery, hair accessories and kitchen appliances available across the region.

The armband is designed to shame the person wearing it

### SEE ALSO

- [Japan's Hello Kitty comes of age](#)  
01 Nov 04 | Asia-Pacific
- [Japan's Hello Kitty cabs](#)  
17 Sep 03 | Asia-Pacific
- [Japan's madness for manga](#)  
18 Sep 03 | Asia-Pacific

### RELATED INTERNET LINKS

[Hello Kitty](#)

The BBC is not responsible for the content of external internet sites

### MOST POPULAR STORIES NOW

[MOST SHARED](#) | [MOST READ](#)

[Map: Which country pays the most bribes?](#)

[Brotherhood rejects Egypt poll plan](#)

[Winning world wonders - top travel photographs](#)

[Lauryn Hill starts prison sentence](#)

[Could one man have shortened the Vietnam War?](#)

[Pakistan 'incompetent' on Bin Laden](#)

[Explosion rocks south Beirut suburbs](#)

[Whole life tariffs 'breached rights'](#)

[UK flights restricted after glitches](#)

[Costa Concordia trial adjourned](#)

[Most popular now, in detail](#)

[E-mail this to a friend](#)

[Printable version](#)

### FEATURES, VIEWS, ANALYSIS



[Ghost town](#)  
Has China's housing



[The guerilla plant](#)  
How the world's



[Walking away](#)  
Whv Royal Ballet