

**SPBA - HERITAGE BRANDS**  
新加坡金字品牌奖 - 悠久品牌

The SPBA - Heritage Brands pays tribute to time-honoured homegrown brands that have embraced exceptional brand practices for more than 25 years.

新加坡金字品牌奖 - 悠久品牌特别肯定已有超过25年历史的成功品牌，激励这些走过岁月并经过磨炼的本地品牌，能够再接再厉，在新时代里进一步发挥品牌效益和更上一层楼。



Established in 1990 as a Singapore-based travel agency, Commonwealth Travel Service Corporation Pte Ltd (CTC Travel) offers a wide array of travel services to worldwide destinations. This includes the provision of outbound travel packages, corporate MICE travel, worldwide cruises and customised vacations. Aligned with calls to innovate and digitalise, the brand continues to stay abreast of current trends and technological advancements. Working with a global and dynamic network of partners, CTC Travel is committed to delivering the best travel experience to its clients. Upholding its tagline, "Keep Travelling... Keep Smiling...", the brand maintains a high level of service standards to keep travellers happy.

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Established in 1927, FishBoat is known as the oldest restaurant to serve traditional and authentic fish head steamboat for four generations. The heritage brand is famous for its silky smooth and delectable fish soup that incorporates both rich and sweet tastes for a unique dining experience. Unlike the use of gas stoves in other establishments, every steamboat at FishBoat is heated with charcoal and prepared freshly upon order. The brand is driven by a mission to preserve the custom of families and friends bonding over a meal, so as to retain the communal spirit of social bonding and inclusivity.

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Established in 1968, Four Star started out as a company that manufactured mattresses by hand. With a commitment to maximum comfort and quality bedding, the brand is dedicated to providing everyone with a good night's sleep. As the first to introduce individual pocket spring mattresses and anti-static mattresses to Singapore, Four Star has continued to bring out a variety of products to cater to different needs. The brand's innovative culture and uncompromising attitude towards product quality have enabled it to evolve into a trusted household name worldwide.

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Mary Chia Beauty & Slimming Specialist Pte Ltd is a homegrown and leading beauty and wellness spa brand. Armed with professional specialists, state-of-the-art equipment and lab-tested products, the brand was and continues to be a pioneering force in providing premium, quality skincare and physique management services for women.

From its humble beginnings 40 years ago as a one-woman endeavour, the inspirational brand has progressed to become a publicly-listed entity and a household name with numerous awards and accolades. To date, Mary Chia has five studios in Singapore and Malaysia respectively.

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