

**SPBA - ESTABLISHED BRANDS**  
新加坡金字品牌奖 - 成名品牌

As part of the Award Organising Committee's ongoing efforts to encourage and support companies in developing and managing their brand equity, the SPBA - Established Brands honours local brands that have been established for more than 5 years.

主办委员为了鼓励及支持企业对建设和管理品牌资产，专设计新加坡金字品牌奖 - 成名品牌好让予成立超过5年的本地品牌获得肯定和至高荣誉。



Bulox Corporation is a fast-expanding, Singapore-based, specialist engineering group that focuses on the design, manufacture and distribution of a wide range of standard and customised equipment for the aerospace, automotive and railway industries.

Bulox Power, a company under the Corporation, is one of the leading and most established electrical solution providers in the region. The brand collaborates with a wide network of global partners with leading-edge technologies to design, manufacture and integrate energy-efficient equipment for the electrical power generation, transmission and distribution industry. Bulox Power also designs and provides turnkey solutions for its customers.

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E-TECH commenced operations in 1990 and grew from a modest building service company into a full-fledged and integrated mechanical and electrical (M&E) engineering service provider. The brand's services range from all aspects of M&E work for buildings and industrial installations to a whole host of related work such as building upgrading and maintenance. E-TECH also works closely with international M&E technology, hardware and industry experts to meet clients' expectations for intricate and complex projects. Armed with an experienced team, the brand is committed to providing customised and effective solutions, along with quality service, to satisfy its clients' needs.

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Established in 1987, the FotoHub Group has since expanded to become one of Singapore's leading provider of choice in state-of-the-art total imaging solutions and products.

Through its retail outlets, FotoHub brings to market one-stop professional imaging solutions with services ranging from personalised HD Photobook and lifestyle wall décor, such as HD Metal Print and FotoCanvas, to on-site and online digital imaging.

Exemplifying the values of trust, efficiency and dynamism, FotoHub is a recognised and trusted specialist in the on-site and off-site digitisation of heritage and photographic materials, as well as private and confidential records, for both major public and private institutions.

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Launched in 2002, GreenLife has been serving the Singapore market with a broad range of safe, natural and high-quality health supplements for people of all ages. GreenLife works with suppliers from the United States, New Zealand and Taiwan to create supplements from premium-quality ingredients to best suit the needs of consumers.

Quality customer service and user satisfaction are key to GreenLife's growth. As such, the brand is proud to have loyal customers over the years, and the positive responses from satisfied customers have emboldened GreenLife to take its products beyond Singapore's shores.

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福成和  
Hock Seng Hoe

Established in 2009, Hock Seng Hoe Metal Company Pte Ltd is a veteran in the structural steel industry. The brand has grown tremendously in terms of sales turnover, client base and overall development. It has also successfully entered new markets and established more sources of supplies with steel mills in the ASEAN region.

Hock Seng Hoe is a producer for structural steel with value-added services like cutting and bending, galvanising and sand blasting. With zero tolerance for delays or errors during delivery or stock-taking, the brand employs enterprise resource planning (ERP) systems and radio-frequency identification tags (RFID) to serve its customers with maximum satisfaction.

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Established in Singapore since 1996, Info-Tech offers cloud-based HR software to companies to improve productivity and efficiency at the workplace. Possessing a comprehensive set of modules such as employee attendance, payroll, leave, claim and performance appraisal, the software helps to streamline HR and payroll processes with automated workflows. Using a cloud-based system, it affords clients the flexibility to access data from their company's HR system anytime, anywhere. Along with Info-Tech's mobile application, clients are also able to perform any HR functions on the go.

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Established in 1998, LAVISH is dedicated to conceptualising and presenting exquisite dining experiences. As the premium catering brand of choice for many MICE events, corporate galas and private banquets, the LAVISH team has consistently come up with bespoke menus and uniquely designed themes for occasions held in-house and off-premises. The brand has also attended to esteemed guests who include royalty, foreign dignitaries and international celebrities. Served by a team of award-winning chefs and highly attentive service ambassadors, the brand aims to redefine catering and set the standard for culinary innovation, while providing impeccable service.

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Established in 2012, Natureland started with a simple desire to provide affordable full body wellness and relaxation to the deserving masses. With 7 outlets island-wide and an overseas outlet in Dubai, the brand is committed to providing quality service to its customers.

All Natureland outlets are located at prominent and accessible locations, designed to provide a respite from the hustle and bustle of the city. Each outlet also promotes a calm ambience, allowing customers to immerse themselves in nature.

Through word of mouth and a dedicated team, Natureland has plans to expand to other Asian markets in the next few years.

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Started in 2009, Ocean IFM provides one-stop integrated property and facilities management solutions to building owners across Singapore and Cambodia. Starting with day-to-day facility management, the company is also committed to providing professional consultation to ensure regulation compliance, as well as technical, administrative and accounting support to enhance and optimise the value of its clients' assets.

Ocean IFM's robust track record, industry accreditation and burgeoning list of satisfied clients have set it apart from other players in the market. With round-the-clock support services that offer a personal touch, clients can be assured that their concerns will be swiftly addressed.

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As a leading boutique caterer in Singapore since 2002, Purple Sage seeks to create excitement by delivering the highest quality food for all kinds of events. Armed with a team of passionate chefs and the finest hospitality professionals, the brand uses locally grown and sustainable food ingredients, while catering to a variety of dietary needs. From private parties to large-scale corporate functions, Purple Sage goes above and beyond to elevate the ordinary to extraordinary. True to its mantra of "Passionately, Personally", Purple Sage is committed to unfurling edible stories and creating lasting impressions for its clients.

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Incorporated from sole proprietorship in 2015, Union Casket Pte Ltd continuously strives to provide professional yet economical funeral services to families. The brand believes that a dignified funeral should not be a heavy financial burden for its' clients.

Having started with doing traditional funerals, Union Casket has been constantly evolving to keep up with changes in society and technology. Apart from funeral services, the brand also provides pragmatic advice and guidance that are personalised and customised to the needs of its' clients, even after the funeral is over.

To Union Casket, bereaved families are not just customers, they are family too.

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The US Clinicals® story begins with family. To help an aging parent suffering from osteoarthritis, the founder embarked on a two-year research and development journey that led to the creation of US Clinicals StrongJoint™ in 2014. Over the years, US Clinicals® has expanded to include more products and a StrongKids™ series. To provide the best assurance of quality, effectiveness and credibility to families and customers, the brand uses naturally derived and clinically tested ingredients in its products. Products are also manufactured under strict adherence to Good Manufacturing Practices (GMP) in FDA-approved facilities in the United States.

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Wang Learning Centre is an extra-curricular language education centre. Catering to students from Kindergarten 1 to Secondary 4, the centre has developed a systematic and challenging series of Chinese language classes. The curated teaching materials not only focus on building up students' Chinese language ability, but also educates them on moral values.

Employing a small-class teaching model, students are provided with a lively, interactive, and fun learning atmosphere. They also enjoy individual attention that is tailored to specific needs. Wang Learning Centre tries its best to encourage every student as they believe "Study Chinese, yes, we can!"

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