

**SPBA - PROMISING BRANDS**  
新加坡金字品牌奖 - 潜质品牌

The SPBA - Promising Brands recognises and honours emerging brands that have been established for 3 to 8 years in Singapore. It encourages start-ups and acknowledges their efforts in employing branding as a key strategic tool from the onset of their business strategy.

新加坡金字品牌奖 - 潜质品牌旨在肯定和表扬在本地成立3至8年的新品牌。此奖项的目的是为了奖励有潜质的起步公司，肯定它们在利用品牌建设作为商业策略之一所做出的努力。



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Crawfort is one of Singapore's leading premier microfinance companies, offering viable financial solutions for individuals faced with limited credit access.

Since its inception in 2011, Crawfort has been the trailblazer in upping the ante on traditional models of moneylending, and bringing it into a new era of technology-enabled consumer finance. Crawfort will continue to transform the industry by driving innovation and leveraging the emergence of smart digital processes to propel higher trajectories of growth. Coupled with the delivery of best-in-class customer service and hospitality, Crawfort has successfully differentiated itself among peers.



D-Team is an engineering company with a solid foundation in designing, supplying and installing air-conditioning, and mechanical and ventilation systems. D-Team's services caters to all stages of project development, and it serves a variety of architecture such as commercial complexes, factories, institutions and hospitals. Within a span of 5 years, D-Team has grown from a Level 1 to Level 6 BCA Mechanical & Electrical Contractor. D-Team's unparalleled expansion is a testament to its exceptional technical knowledge and commitment in providing high-quality and comprehensive services to clients.

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New Life Global Pte Ltd was incorporated in 2014 by Founder and Director, Lynn Zhang. The company's core business is in the manufacturing, distributing and retailing of its own brand of hair loss products – hair+ lab. Combining Eastern and Western expertise, hair+ lab's philosophy focuses on research and product development. Using premium ingredients and cutting-edge technology, New Life Global has a genuine passion to help customers rebuild their confidence through effective, safe and simple-to-use hair+ lab products. The company aims to be a global pioneer in hair growth solutions.

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PlayFACTO School is a premium education centre providing student care services and children enrichment. Established in 2015, it is the first and only Positive-Education-accredited school in Singapore that brings together the science of positive psychology with best-practice teaching.

Through the teaching of life skills, PlayFACTO School provides its students with an increased capacity to learn effectively and offers a strong foundation for life-long learning. With 10 locations islandwide, PlayFACTO School has been featured in the press and on various parenting portals for its unique Positive Education pedagogy approach.

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Founded in 2013, Proofer started off as a humble pizzeria kiosk at Changi City Point, serving hearty sliced pizza. Positive results from the venture fueled the founders' desire to further expand the business. In 2014, Proofer opened its first flagship store, offering a wide range of innovative baked goods in addition to its signature pizza. Despite stiff competition from major local players, the homegrown business has seen great success, with 16 outlets established across Singapore in a span of only 4 years. Today, Proofer has earned itself a steady stream of loyal customers, evident from its strong membership base of approximately 10,000 members.

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As a highly networked and multi-disciplinary group of companies, RHT Fintech Holdings is a professional services group that delivers the Right solutions to move businesses in the right direction. The brand's subsidiaries comprise of RHT Capital, RHT Communications & Investor Relations, RHT Compliance Solutions, RHT i-Assets Advisory and RHT Rockchain Advisory. Being ambitious for its clients' success, RHT is constantly on the lookout for ways to capitalise on business opportunities. Armed with in-depth experience and expertise, RHT possesses the right edge in developing innovative technology-driven solutions to 'unlock value' for its clients.

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The Curtain Boutique has been delivering quality soft-furnishings such as blinds, curtains, wallpapers and window films to homes in Singapore. With an appreciation and passion for the market and products, the company grew rapidly and achieved significant milestones in a short span of 7 years.

In addition to showroom and office expansions, The Curtain Boutique has also collaborated with over 8,000 clients from both the residential and commercial sectors. Recognised for its commitment in serving the perfect ambience to spaces, The Curtain Boutique has received accreditations such as Bizsafe Star, CaseTrust, ISO9001 and Tripartite Standards.

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In 2012, husband-and-wife duo, Ms Mariana and Mr Sufandi, began a business venture to provide unique décor services and catering for Malay-themed weddings. With the aim of creating fairy-tale experiences that transcends lifetimes for couples, Wedding by LQ has been taking great pride in ensuring that every wedding is designed with much love and dedication.

Focusing on a two-pronged strategy – décor and catering – for wedding planning, Wedding by LQ's décor furnishings include dais design, stage setup, chair and table design, drapery, and walkway and entrance arches. The wedding service provider also offers a delightful array of carefully curated menu selections to satisfy every palate.

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The Original Sembawang White Beehoon is very much considered one of Singapore's unique dishes, just like the Hainanese Chicken Rice or Chilli Crab, which constitutes Singapore's intangible cultural heritage.

Originally prepared as a homely dish by its founder, Mr Tay, the dish has since been developed into a well-loved menu item on the palette of the Singapore culinary landscape.

With many pretenders and no contenders, the White Restaurant has re-branded itself in relation to its signature white beehoon dish, in efforts to dignify its uniqueness and heritage.

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