



## **SINGAPORE STANDARD LTD.**

**The quality you trusted ! The value you received !**

### **The history of foundation**

Singapore is a leading national brand on the world for most aspects such as top GPA (US as third), ideal green environment, high living standard, perfect education and good health care system, political and economy development stability, etc. Singapore is also a worldwide financial center and regional management offices for Pacific Asia. In order to obtain these achievements Singapore has gone through over 60 years of building and developing with thousands of billions dollars invested and thousands of billions of working days. Therefore, Singapore itself is really a very strong global brand name.

In Singapore, a private enterprise's name is not authorized to contain the country name, since the strict rules of ACRA (Accounting & Corporate Regulatory Authority) are applied to avoid any misunderstandings with the government organizations as well as prevent the possession of national brand name. There are some special cases to overcome this difficulty. A passport was issued to us after many continuous attempts with attention of lawyers.

“Standard” is a powerful, prestigious and well-known brand. It goes along with many top giant and successful companies such as: American Standard, Standard & Poor, Russian Standard, Standard Chartered bank, Standard bank...etc. You would be very surprised that even a Singaporean Quality Management Organization has not owned the honorable national name and its website is not contained Singapore Standard words. This intensified the meaning and value of Singapore Standard Ltd. In addition, during the decades we maintained the brand “Singapore Standard” without any registration. All prove that the establishment of company along with its domain name was our significant achievements.

### **The ultimate power of brand**

The registration of Intellectual Properties Rights (IPR) was truly survival battle (different from company registration) because of 2 reasons. First: the country name appears in logo, trademark; Second: the lion head. Both are symbols of power and prestige of Singapore country. What if we remove the word “Singapore”, “Lion head” out of Logo & Trade Mark identity and just make them simple icon like others!? We perceived that without their presence, the ultimate power of brand would be decreased 50%. With a strong belief and differentiation, we decided to fight till the end with the cooperation of 2 best Singapore law firms. After receiving repeatedly rejected and opposed letters over 2 years, we finally won the right of protection in Singapore. Like a miracle! We also did the same in Vietnam and China, etc.

With the presentation of **“Singapore + Standard + Lion Head”**; these brand, logo and trademark do not only satisfy the criteria: outstanding, majestic, powerful but also **represent full strengths and prestige of Singapore country**. On the other hands, it reveals expectations in Feng shui meaning such as sacred animals, fortunate number, prosperity and also a prestigious shield to protect the enterprise.

### **The investment opportunity and development**

Nowadays, since the markets become the global competitive environment with more than 500,000 brands are registered per day. Where are you among the brand forest? **“You only get one chance to make a first impression” goes double for introducing a new brand and Your brand has already presold You**. It is wonderful that enterprise could own a brand with presentation of name, standard and symbol Singapore and exploit its values legally. These facts are truly unbelievable to most people.

At the moment, Singapore Standard Ltd. is developing to affirm the top corporation in Asia. We are offering a unique investment opportunity to become shareholders or new owners under franchise for the most consumers trusted and expected brand, the most useful and profitable business tools, the most prestigious and worldwide influential name. Singapore Standard Ltd would bring back exceeding profit, great pride and position to any investor who has appropriated investment.

Sincerely yours !

Henry Trinh and Pádraig Johannes.