

13 July 2010

- FOR IMMEDIATE RELEASE -

### **POWERPLUS ACHIEVED BUSINESS SUPERBRANDS STATUS**

Prestigious achievement represents  
the highest mark of brand status for a company.

*8<sup>th</sup> July 2010, Singapore* – **POWERPLUS Group Pte Ltd** is pleased to announce that **POWERPLUS** has achieved the Business Superbrands Status today. This achievement is only presented when a company has fulfilled all the stringent standards set by the Superbrands organisation and marks an achievement in **POWERPLUS'** brand recognition.

**POWERPLUS GROUP PTE LTD** in association with **POWERPLUS GROUP INC, USA** is one of the world's leading manufacturers and suppliers of heavy equipment and offers the largest range available in the market today. Supplying globally to more than 100 countries in 5 continents, **POWERPLUS** machines have been in demand in various industries including general and heavy construction, forestry, quarries, and landfills and in mining.

What sets **POWERPLUS'** heavy equipment and machinery apart is that they harness the very best of European, American and Japanese technology and manufacture them according to international standards. International buyers from major organizations and governmental bodies have selectively purchased **POWERPLUS** machines for their projects.

**POWERPLUS** having achieved this status will have the rights to leverage on its Business Superbrands Status and use the Business Superbrands logo which has been proven to be a highly effective sales and marketing tool.

Derrick Ong, Chairman of **POWERPLUS Group** says, "**POWERPLUS** as a brand has certainly been making waves over the past few years not just locally, but also on the international scenes. However, with our new found status as a Business Superbrand, we are certain that our global reputation has gone up many notches higher!

Business Superbrands is an internationally recognized award which pays tribute to the best and most valued business to business brands around the world. To achieve Business Superbrands Status, companies must have an outstanding reputation, significant market share and achieve a high level of brand recognition to be able to qualify.

A Business Superbrands means that **POWERPLUS** is seen as more trustworthy, of higher quality and has a better reputation. These are traits that will help **POWERPLUS** grow and develop more.

#### **POWERPLUS GROUP PTE LTD**

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987  
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333  
Email: [inquiry@powerplus.us](mailto:inquiry@powerplus.us) Website: [www.powerplus.us](http://www.powerplus.us)

We are looking to expand our business into new markets and to set up factories and facilities around the world. However before all these can be accomplished, branding and smart marketing will help spearhead our efforts as we create our own **POWERPLUS** future and I believe this is how our newly acquired Business Superbrands status will empower our strategy.”

Companies which achieve Business Superbrands status are also included in the Business Superbrands reference book, the Superbrands website and they have usage rights to the Business Superbrands logo. They can also leverage on media coverage that any Business Superbrands campaign garners.

For more information, contact:

**SUPERBRANDS CONTACT**

Kenny Ang – Marketing Manager

Email: [kenny@powerplus.us](mailto:kenny@powerplus.us)

Hanna Manneby – Assistant Marketing Manager

Email: [hanna@powerplus.us](mailto:hanna@powerplus.us)

**POWERPLUS GROUP PTE LTD**

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987  
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333  
Email: [inquiry@powerplus.us](mailto:inquiry@powerplus.us) Website: [www.powerplus.us](http://www.powerplus.us)

## ABOUT SUPERBRANDS



With a focus on promoting and rewarding successful brands, the Superbrands organization was established in 1994 to spotlight businesses that were widely recognized in the market by consumers as a trusted name and brand.

Each year, Superbrands pays tribute to exceptional international and local brands in over 80 countries around the world. Winners are chosen through extensive analysis of brand performance of companies across all major geographical markets. Brands that perform above and beyond its competitors are identified and awarded with the highly regarded Superbrands Status.

Superbrands produce books, logos, Internet sites, events and promotional programmes for awarded companies to use as a platform to leverage their Superbrands Status. Extensive media coverage further highlights Superbrands recognized companies, through local and international media and PR coverage in newspapers, magazines and broadcast media. A book published once a year includes two-page case studies on all Superbrands-recognised companies, and each company will also have a space on the Superbrands website.

Superbrands is helmed by CEO Mark Pointer in Hong Kong, Malaysia, Singapore, Vietnam and Taiwan.

For more information, log on to [www.superbrands.com](http://www.superbrands.com)

### POWERPLUS GROUP PTE LTD

Asia: 7 Temasek Boulevard #12-00 Suntec Tower One Singapore 038987  
Tel: (65) 63399333 Fax: (65) 63399933 After Sales Service: (65) 93393333  
Email: [inquiry@powerplus.us](mailto:inquiry@powerplus.us) Website: [www.powerplus.us](http://www.powerplus.us)