



Brother Singapore conferred the Singapore Service Class (S-Class)

First Printer company to be awarded with the S-Class certification

On 31st May 2011, Brother Singapore was awarded with the Singapore Service Class. We are the first printer company to be awarded with the S-Class certification.

Launched in 2003 the S-Class Award is one of the most prestigious awards conferred on organisations demonstrating a commendable level of service excellence in Singapore. This means putting in place a system and infrastructure to achieve quality service culture in delivering excellent service for our customers.

"The logo embodies the spirit of a dynamic, progressive organization that seeks to create market distinction by constantly reinventing service, delivering unique experiences and delighting customers. The red curve symbolizes warm and delightful service with a smile. The two ends of the curve signify the symbiotic relationship between the service provider and the customer, while the defined curve represents precision and elegance in service delivery. The Mona Lisa typeface symbolizes distinctive quality in service. The blue text signifies uncompromising standards in service. Red denotes passion for continuously scaling new heights in service excellence.

At Brother Singapore, we are proud to be honoured with such a prestigious award. The recognition, accorded by Spring Singapore celebrates our reach of high level of customer service standards and satisfaction which truly embodies our company motto "at your side".