

Pan-United Unveils New Corporate Identity

Signifies a new phase as a technology company in concrete and logistics

SINGAPORE, 12 OCTOBER 2018 – Concrete innovation company Pan-United Corporation Ltd (“PanU”, “泛联集团” or the “Group”) is pleased to commemorate the Group’s 60th anniversary with the launch of its new corporate identity. The new logo is a modernised version of the Group’s former corporate identity, as it embarks on its journey to become a technology company in concrete and logistics.



New corporate identity

The pair of fluid, interlocking triangles in red and blue signifies the linkage to PanU’s past, and its importance to the Group’s future. It also denotes the importance of its relationships with customers and partners, and the collaborative team spirit to grow the organisation.

Since 2001, through a deep focus on research and development, PanU has been introducing a wide range of new concrete products to the Singapore market to address customer needs and the demands of increasingly complex projects. Today, it produces some 300 products on average every month, many of which are among the most sustainable ranges of concrete in the world.

PanU will continue to invest in concrete product development, and to be technology-driven in operations and logistics capabilities.

Ms May Ng (“黄美美”), the Group’s Chief Executive Officer, said: “We believe PanU can compete globally in concrete technology and development. We will continue to build on our culture of excellence, as the trailblazer in the concrete industry, imagining and developing new possibilities in the concrete space. We will be open-minded to new ideas and ways of using our concrete to shape smart cities for tomorrow.”

ABOUT THE GROUP

panunited.com.sg

Concrete innovation company Pan-United Corporation Ltd (PanU) is a Singapore-based listed multinational corporation with operations in four Asian countries and a total workforce of more than 1,200 people. We are a global leader in concrete technologies harnessing innovation and cutting-edge digital platforms to develop industry-leading, sustainable solutions in the concrete and logistics space.

With a strong base as Singapore's largest concrete and cement company, PanU is expanding into markets in Malaysia, Indonesia and Vietnam, where we are the top brand in Ho Chi Minh City. We are a renowned and trusted brand for high quality concrete solutions and excellent customer service.

For further enquiries, please kindly contact:

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