

Version 6.0 – Oct 2025

puricare

COMPANY PROFILE

Health & Hygiene Wellness
in Your Living

THE CONTENT

Company Overview	03
Our Core Value	04
Our History	05
Why Choose Us	06
Our Key Achievements	07
Awards & Certifications	08
Our Product Division	09
Water Dispenser	10
Our Services	11
Package Water Solutions (New)	12
Corporate Solutions	15
Everyday Hydration	17
Clients & Partners	18
Corporate Testimonials	19
CSR Initiatives	20
Contact Information	23

COMPANY OVERVIEW

Established in **2007**, Puricare is a trusted **Singapore-based** provider of high-quality water dispensers. With over **18 years of experience**, we deliver reliable, performance-driven solutions in partnership with leading manufacturers.

Trusted by **3,000+ clients** across diverse sectors such as **corporate offices, healthcare, education, hospitality, F&B, and more**, we provide hydration systems tailored for demanding environments. From **expert consultation** to **seamless installation** and **ongoing support**, our solutions ensure **convenience, safety, health, and sustainability** at every step.

VISION & MISSION



Our Mission

Following our motto “Health & Hygiene Wellness in Your Living”, we aim to offer world-class products and customer-oriented service for everyone.

Our Vision

To become a leading environmental business while building strong relationships with our business partners.



OUR CORE VALUE



Professionalism

We uphold high standards in every partnership, ensuring dependable service and quality.



Understanding

We take time to understand each client's unique needs and deliver tailored solutions.



Reliability

Our clients count on us for consistent product performance and responsive support.



Innovation

We adopt smart, forward-thinking solutions that improve efficiency and sustainability.



Commitment

We are committed to long-term partnerships and delivering value beyond expectations.



Accountability

We take full responsibility for our products, services, and promises—always.



Responsiveness

We act quickly and effectively, ensuring timely service and client satisfaction.



Environmental Responsibility

We champion eco-conscious practices in everything we do, from packaging to operations.

OUR HISTORY

Since **2007**, we have been committed to making clean and reliable hydration accessible to all. Over the years, we have built a **trusted reputation** and evolved into a **one-stop solution** for comprehensive **hydration systems and services**.



2007

Founded in Singapore; partnered with Korean brands to import quality water purifiers. Started working with builders, designers, and architects.



2008

Partnered with premier Korean & Taiwan manufacturers to provide superior water dispensers for corporate, commercial, marine, hospitality, and education sectors.



2015 - Present

Supplied leading MNCs, government agencies, and the marine sector across Singapore and Malaysia, collaborating closely with designers, builders, and contractors on large-scale installations.



2015

Introduced our first Premium Smart Tap Water System, blending advanced technology with a sleek, minimalist design for modern offices and homes.



2023 - Present

Launched an Environmental Sustainability Scheme to empower customers in adopting eco-friendly water solutions, supporting the global shift towards sustainable living and responsible



2025

Expanding into new markets with complete water solutions, from RO systems to private label offerings, through strategic manufacturing partnerships for scalable growth.

WHY CHOOSE US



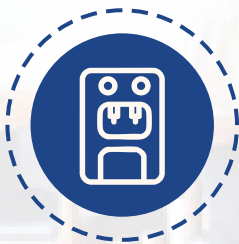
18+ Years of Expertise

With years of expertise, we deliver reliable water solutions tailored to customers.



Trusted by 3,000+ Clients

Trusted reliability and commitment for offices, schools, hospitality, and healthcare.



Wide Range at Competitive Prices

Our solutions are competitively priced and built for every space.



Certified Technology

Trusted certifications ensure safety, quality, and reliability.



Dedicated After-Sales Service

We offer responsive after-sales support to keep our customers fully satisfied.



Sustainability Practices

Our sustainability initiative focuses on eco-friendly practices and responsible water solutions.

OUR KEY ACHIEVEMENTS

YEARS OF EXPERTISE



Over
18+
Years of Experience

CORPORATE REACH



Serving
3000+
Corporate Clients

RECOGNISED EXCELLENCE



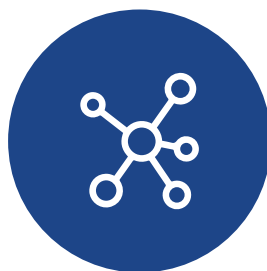
Winning
4
Excellence Awards
and Certifications

CUSTOMER SATISFACTION



Earning
4.5+
Stars Average on
Google Review

RAPID GROWTH



Distributing
1700+
Bottles in
Less Than 6 Months

SAVING EARTH



Saving
1400+
Bottles through
BYOB Initiative

AWARDS & CERTIFICATIONS

Recognition of our excellence reflects the dedication behind every solution.



2012

Singapore Outstanding Enterprise



2013

Singapore Top 100 Excellence Award



2014

Singapore Brands

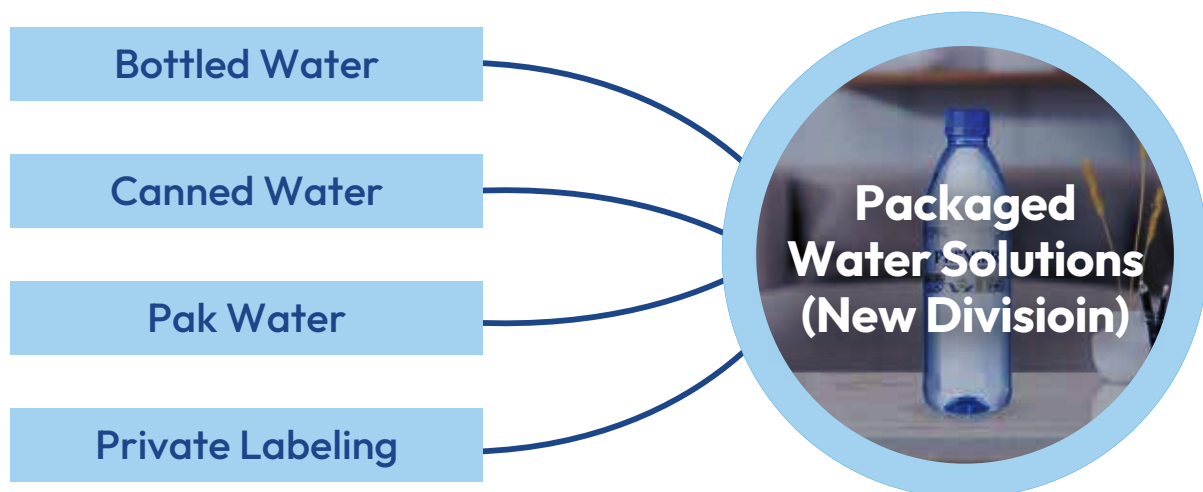
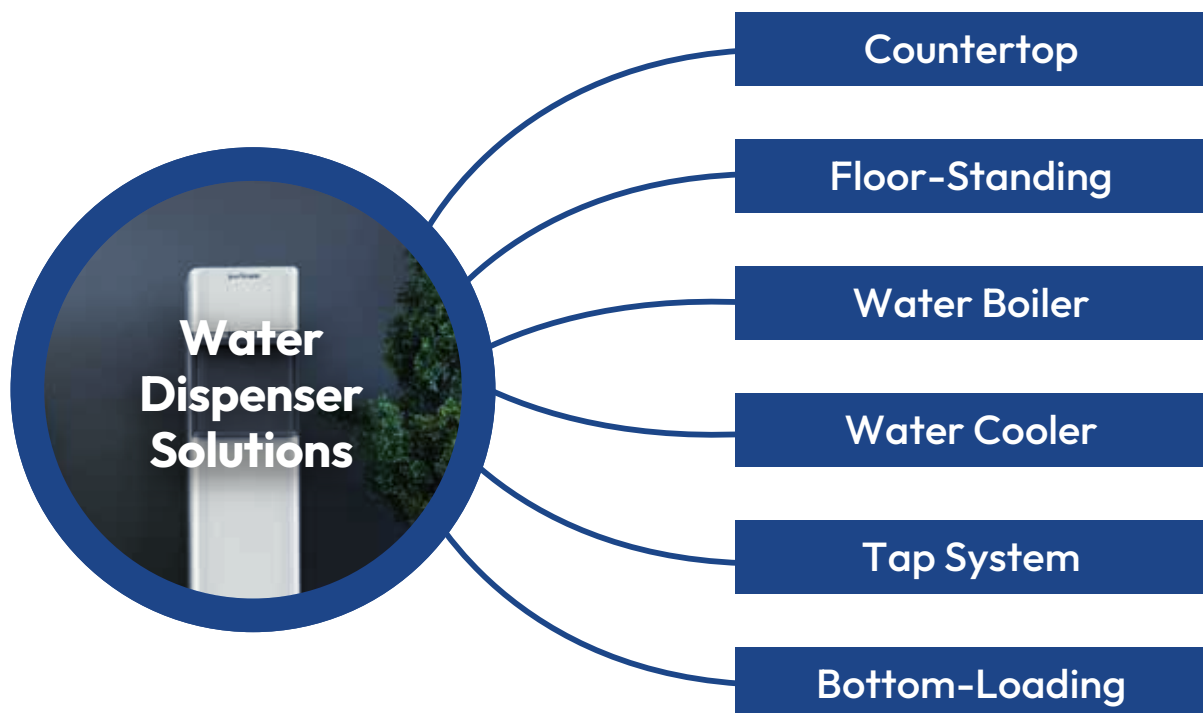


2020

bizSAFE Certificate

OUR PRODUCT DIVISION

Since 2007, Puricare has been a trusted name in **Water Dispenser Solutions**. In **2025**, we expanded into **Packaged Water Solutions**, offering pure and sustainable hydration through **Bottled Water**, **Canned Water**, **Pak Water**, and **Private Labeling**.



WATER DISPENSER

Puricare offers a **wide selection of water dispensers** to meet diverse customer needs, including **countertop, floor-standing, bottom loading, coolers, boilers, and tap systems**. Each product is thoughtfully designed to meet your **daily hydration needs**.

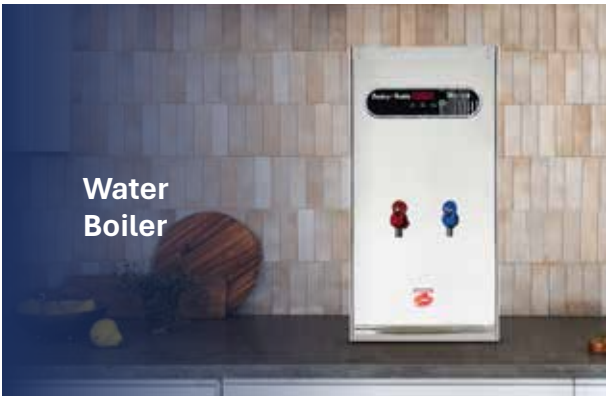
Countertop
Dispenser



Floor-Standing
Dispenser



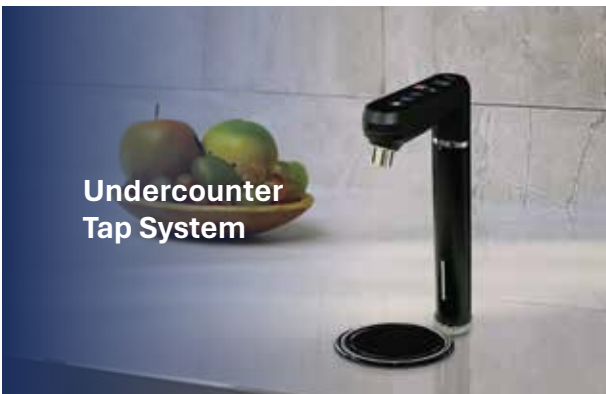
Water
Boiler



Water
Cooler



Undercounter
Tap System



Bottom-Loading
Bottled Dispenser



OUR SERVICES

At Puricare, we provide **exceptional support** and **lasting satisfaction**. Our full range of services includes **maintenance, reconditioning, third-party servicing, rental, lease to own (PureZero)**, and, **trade-in program** to reliably meet every **customer's needs with care**.



Maintenance Program



Recondition Program



Third-Party Servicing Program



Rental Program



Lease-To-Own (PureZero) Program



Trade-In Program

PACKAGED WATER SOLUTIONS (NEW)



HOW CAN WATER DO MORE THAN JUST QUENCH THIRST?

Driven by the belief that **bottled water should be part of everyday life**, we created **Foyou**, a **sub-brand** that offers **more than just hydration**. Designed to fit seamlessly into your routine, Foyou stays with you throughout the day, whether you're starting your morning, on the move, or taking a break. **Foyou supports real people in real moments.**

OUR VISION

Just like bottled water is a **daily essential** that belongs to everyone, we aspire to become **Southeast Asia's go-to bottled water brand**. Trusted by all, shared by many, and present in every moment that matters.

OUR MISSION

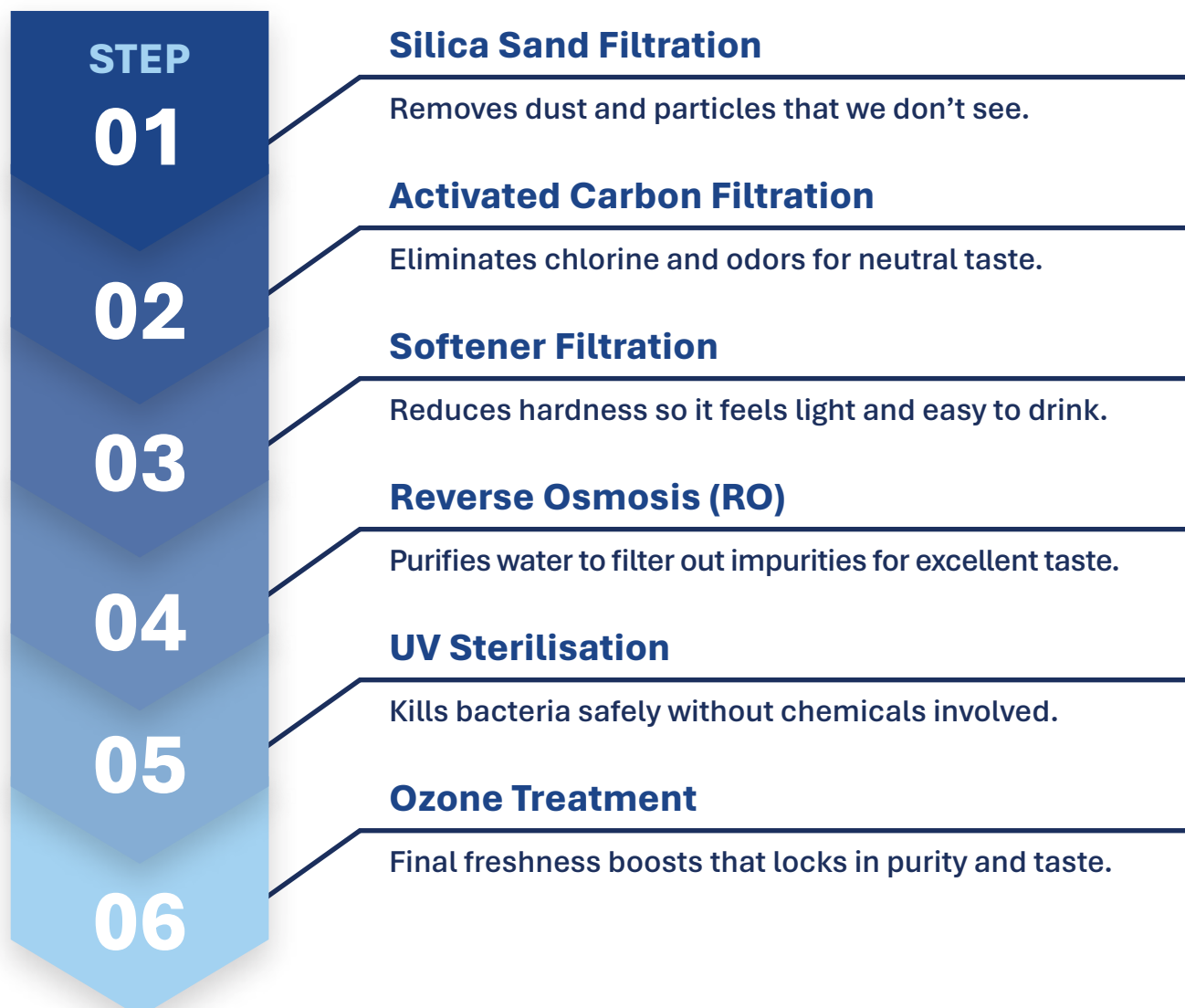
To be present in everyday lives by **bringing people together** through simple acts of care, which is offering **pure, affordable water that fits every lifestyle** across every individual.

PACKAGED WATER

(OUR WATER)

Our water is packaged in **lightweight, recyclable PET bottles** in **350ml** and **500ml** sizes for everyday convenience. **Certified** and **trusted**, our water undergoes **multi-stage purification** and meets **strict safety standards** including **ISO 22000**, **FSSC 22000**, **HACCP**, **KKM licensing**, and **Halal certification**.

OUR MULTI-STAGE PURIFICATION PROCESS



PACKAGED WATER (OUR PRODUCTS)

Our packaged water meets a variety of hydration needs across industries. We offer:

Bottled Water (350ml & 500ml)



Convenient single-serve **recyclable polyethylene terephthalate (PET)** bottles, available in **Foyou branding (In-House)** or customers' **customised private labels**.

Canned Water (330ml)



Sleek aluminum cans that are **fully recyclable** and ideal for **eco-conscious** consumers seeking **convenient hydration** on the go.

Tetra Pak Water (330ml)



Lightweight, eco-friendly packaging made from **layered paperboard, polyethylene, and aluminum foil** for lasting protection.

Bottled Water (5-Gallon)



A **dependable, reusable** hydration solution made from durable **polypropylene (PP)**, designed for shared spaces and **sustainability**.

CORPORATE SOLUTIONS

From **corporate offices** and **healthcare centers**, to **gyms**, **hotels**, **retail outlets**, and **warehouses**, our bottled water is crafted to **deliver pure hydration** while supporting your **sustainability goals** and enhancing your **experience**.

**Corporate Office /
Business Park**



**Healthcare
Center**



**Hospitality /
Boutique Hotel**



**Meeting / Incentive /
Conference / Exhibition
(MICE)**



**Food Catering /
Delivery**



**F&B /
Retail Store**



CORPORATE SOLUTIONS

SUSTAINABLE HYDRATION WITH PURPOSE

At Puricare, we do more than provide water. We deliver hydration that **supports wellness**, **strengthens your brand**, and **advances your sustainability goals**. Our packaged water solutions are tailored for **workplaces, events, institutions, and more** that value **quality, convenience**, and the **environment**. From packaging to every sip, we design with the planet in mind for a **smarter tomorrow**.

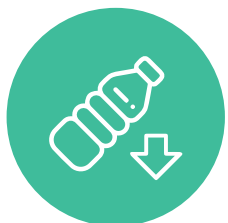
HOW DOES SUSTAINABILITY DRIVE YOUR BUSINESS VALUE?

Sustainability is a **strategic advantage**. Using **sustainable packaging**, **reducing plastic use**, and **cutting transport emissions** helps businesses **lower costs**, **build brand loyalty**, and **access new markets**.



74%

of global consumers prefer brands that use **sustainable packaging**.
(Trivium Packaging, 2023)



30%

less plastic is used when switching to **recyclable or renewable materials**.
(Ellen MacArthur Foundation, 2017)



15%

lower transport emissions are achieved through **lighter, compact packaging**.
(Tetra Pak, 2021)

EVERYDAY HYDRATION

From **office desks** and **gym workouts** to **school activities**, **on-the-go trips**, **outdoor activities**, and **weekend events**, our packaged drinking water delivers **pure hydration** you can trust and fits seamlessly into your **everyday lifestyle**.

**Office &
Workplace**



**School &
Student Activity**



**Gym &
Workout**



**Reception Areas &
Front Desks**



**On-The-Go
Service**



**Events &
Conferences**



CLIENTS & PARTNERS

With years of experience and a commitment to excellence, our water dispenser solutions are trusted by a **wide network of corporate and institutional clients.**























CLIENT TESTIMONIALS



Puricare has delivered excellent service at a great price. Their systems are user-friendly, low maintenance, and supported by a responsive team. We expect strong cost savings and highly recommend them for any workplace.



Puricare responded quickly, recommended the right model, and completed a clean installation. We highly recommend them.



We've used Puricare for over 6 months. Their dispensers replaced costly, unsustainable bottled water and now provide clean, on-demand drinking water. We're very satisfied and highly recommend them.



Puricare has provided reliable rental service for our hospital over the past year. Their team ensures our dispensers are well maintained and the water safe. The staff are competent and a pleasure to work with. Highly recommended.



Our staff are happy with Puricare's user-friendly system. Both the Technical and Sales teams were excellent throughout. We'll gladly recommend them to others.



We switched to Puricare after finding their website and were impressed by the team's patient and thorough demonstrations. Their service has been friendly, professional, and a great experience overall.

CSR INITIATIVES

01



COMMUNITY ENGAGEMENT

We are committed to **giving back** through **meaningful community engagement**. From **donations** to supporting those in need, we aim to make a **positive impact** where it matters most.



Every year, Puricare celebrates with the **nursing home** by organising **meaningful activities** and **donating food and drinks**, demonstrating our dedication to **caring for the community**, **promoting wellness** and **supporting a healthier planet**.



Puricare was honoured to collaborate with **Muhajirin Mosque** in supporting underprivileged Malay families during fasting month through the donation of Probiotic Fruit Juice, strengthening community ties and **encouraging healthier hydration habits**.

CSR INITIATIVES

02



SUSTAINABILITY PRACTICE

Committed to a **greener future**, we integrate **sustainable practices** across our sponsorships to **encourage hydration**, **reduce environmental impact**, and **promote responsible consumption**.



In **2025**, **Puricare** proudly partnered with the **BUFF Forest Force Run** to launch a meaningful **sustainability initiative**, encouraging participants to **Bring Your Own Bottle (BYOB)**. Together, we set up **water refill stations** across the event and provided **reusable sport bottles** in every **race pack**. This effort encouraged participants to **reduce plastic waste** and adopt **eco-friendly habits**, reflecting our ongoing commitment to **cleaner, greener communities**. By promoting mindful hydration, we aimed to inspire lasting change beyond the event.

CSR INITIATIVES

03



FUTURE COMMITMENT

Looking ahead, Puricare is committed to **sustainable practices** that **protect the planet**. Guided by the **6Rs**, we strive toward a **greener** and **more responsible future**.

Rethink**Refuse****Reduce****Reuse****Recycle****Repurpose**

OUR PATH TOWARD A SUSTAINABLE TOMORROW

Champion Sustainable Hydration

We are driving a culture of refill, reuse, and conscious consumption by empowering communities to hydrate responsibly and reduce single-use waste.

Lead with Greener Packaging

We are committed to replacing conventional materials with recyclable and renewable alternatives that reduce our environmental footprint and support a circular future.

Build Meaningful Community Impact

We deepen partnerships with local organisations to uplift vulnerable groups, spark positive change, and ensure no one is left behind.

Make Clean Hydration Accessible

We strive to bring pure water to more people through event sponsorships, outreach programs, and inclusive solutions that meet everyday needs.



Ready to make an impact? Partner with us for eco-driven solutions!

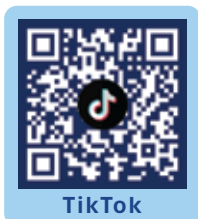


GET IN TOUCH WITH US

OUR OFFICE

10 Ang Mo Kio Street 65,
#05-12 Techpoint (Lobby B),
Singapore 569059.

LET'S CONNECT!



CONTACT US

Call us: (+65) 6742 1629
Chat with us: (+65) 8072 9938

REACH US

Email: marketing@puricare.com.sg
Website: www.puricare.com.sg

puricare