

Superbrands

VOLUME IX



AN INSIGHT INTO MANY OF SINGAPORE'S STRONGEST BRANDS



MARKET

Daikin is the World's No.1 Air Conditioning Company and the only Japanese air-conditioning specialist with over 90 worldwide production bases and sold in over 150 countries.

ACHIEVEMENTS

For the past 50 years, Daikin Singapore has been touching the lives of Singaporeans. Set up here in 1968, Daikin has mirrored the nation's growth and gone on to achieve many firsts in Singapore.

Daikin is honoured to be the only air conditioner brand in the Singapore Book of Records. With 4 'firsts' in the air-conditioning industry, this prestigious recognition greatly reinforces Daikin's position as a strong market leader and its dedication to continually provide the best for its new, current and long-term customers in Singapore.

When the nation's Housing and Development Board (HDB) was paving the way to house Singaporeans of growing affluence, Daikin was the first to introduce multi-split air-conditioning systems to HDB homeowners. As businesses boomed, Daikin also introduced to the island in 1986, the world's first super-efficient VRV® Systems for commercial buildings. Daikin is also the first to manufacture Modlair Air Handling Units which are widely installed in commercial buildings. At home, at work and at play, Daikin has always been the preferred choice for residential, commercial and industrial buildings in Singapore.

Daikin also popularised inverter technology



and 5 Ticks energy efficient models to address the country's quest for greater eco-friendly and energy efficient products. In short, the Daikin story in Singapore is intertwined with the glowing success of the nation-state.

Other than being voted as Singapore's Favourite Aircon Brand in Superbrands Research Survey, Daikin has also been voted as Reader's Digest Trusted Brand Gold Award Winner for 17 consecutive years – the longest holder of Reader's Digest Trusted Brand Gold Award in the Singapore Airconditioning Industry.

As the only manufacturer that develops and manufactures both air-conditioners and refrigerants, Daikin also launched the world's first residential-use air-conditioner using R32 refrigerant.

HISTORY

Daikin Airconditioning (Singapore) Pte Ltd is a subsidiary of Daikin Industries Ltd. As the only Japanese aircon specialist, Daikin applies cutting-edge technologies to enhance

man's inner space, providing the comfort of sophisticated air conditioning systems to thousands of Singaporean homes, educational and recreational needs, now and in the near future. Apart from delivering premium, energy-efficient products that allow our customers to enjoy quality lifestyles, Daikin Singapore also values our relationship with them. We aim to be "Everywhere With You", in a partnership that begins by putting customers first. Always.

PRODUCT

Daikin is firmly committed to research and development, creating innovative cooling solutions that have won several awards.

The Daikin SMILE Series, a popular choice among HDB owners, provides you with more reasons to smile! Recognised as the highest energy efficiency rating of 5 Ticks, Daikin SMILE Series offers you the most energy savings.

It offers the most robust cooling capacity* that can quickly cool every corner of your house and only require a single outdoor unit to maintain comfort up to 5 rooms. At the same time, it is also the quietest** in the market to ensure utmost comfort for a peaceful night's sleep.

Daikin SMILE Series gives you complete peace of mind from the convenience of reusing existing pipes to the flexibility of pre-piping to be ready for future expansion plans.

Daikin SMILE Series has also earned the Good Design Award. With its stylish look, it can complement your home interior easily. Furthermore, with its compact size, it can solve space constraint issues.

To bring you greater convenience, you



can control your air conditioner anytime and anywhere using the Smart Control optional function.

Daikin also takes innovation in air-conditioning to the next level with the Daikin Super Multi Hot Water system where your air-conditioner smartly doubles up as a water heater by collecting the discharged heat from the outdoor unit and recovering the heat to generate hot water at nearly zero cost.

More recently, Daikin has also launched EZi Series - 1st R32 Multi-Split aircon system in Singapore, as part of its effort to reduce greenhouse emissions throughout the entire product life cycle.

RECENT DEVELOPMENTS

Being at the forefront in the field of technology, Daikin is also proud to introduce D'SmartHome – a customisable solution that can be catered to your needs to enhance a lifestyle of comfort and convenience. With a single interface, the system can be integrated to control various devices and appliances such as your air conditioners, air purifiers, lighting and security systems. Additional features include voice activation which acts as your personal butler, remote digital control of doors, doorbell intercoms, smoke detector, motion sensors as well as motorised curtains.

Daikin also offers DSP installation materials such as copper pancake coil, straight copper pipes, trunking, drainage pipes and insulation which are manufactured to stringent quality standards.

PROMOTION

Daikin has expanded its retail network with 5 Daikin Proshops to better serve customers with professional advice and services. These one-stop specialist outlets offer sales, installation and after-sales service, where customers receive professional consultations and customised



cooling solutions from dedicated sales staff with expertise and knowledge of Daikin products and services. Daikin Proshop follows through with excellent service and experienced service teams. In order to provide the Assured Daikin Standard, they offer DSP superior installation materials promising you greater peace of mind.

Customers can join as a Daikin Proshop member when they purchase a Daikin air conditioning product and enjoy member benefits that include:

Attractive Referral Rewards - As a member of Daikin Proshop, you will receive referral rewards upon successfully recommending a friend to purchase a Daikin Airconditioner at any shop, and he/she registers as a member.

Exclusive Promotion - Be the first to receive the latest updates on new product launches and promotions.

Extended Warranty - Receive the privilege of having an additional extended warranty for FREE upon signing up for membership.

Special Event Invitation - Get exclusive

invites to Daikin's events and parties!

BRAND VALUES

Create New Value by Anticipating the Future

Needs of Customers: Daikin's mission is to identify and realise its customers' future needs and dreams. This is accomplished by paying careful attention to changes in social trends and conducting extensive marketing to win the hearts and minds of customers. It is essential to offer customers optimum convenience and comfort that is always one step ahead of its competitors by providing customers with the highest quality products, materials, and services. Daikin will also continue to offer products and services that provide customers with fresh excitement and continued enjoyment.

Be a Company that Leads in Applying Environmentally Friendly Practices:

Being a leader in creating clean and fresh environments means that Daikin develops quality products that are both innovative and lower Earth's carbon footprint. Daikin is the only air conditioning company in the world to manufacture both air-conditioners and refrigerant. It is also the world's first to use R32 refrigerant for Residential air conditioners which will not destroy the ozone layer and helps to reduce global warming potential by up to 3 times as compared to the current R410A refrigerant.

Together, Daikin hopes to achieve a more sustainable, environmentally-friendly tomorrow for our community and society.

While product and services are essential, Daikin Singapore always finds ways to give back to society. Charitable activities include the annual Daikin Charity Golf Tournament to raise funds to aid selected welfare organisations. Daikin also supported Mediacorp's Rice Donation Drive to help ensure needy families don't go hungry; Radio Gives Back initiatives as well as RenovAID-programme about helping the less fortunate to revitalise their homes.

* For Japanese Aircon outdoor unit with height below 1m.

** Applicable to selected models only.

daikin.com.sg



THINGS YOU DIDN'T KNOW ABOUT DAIKIN

- Daikin is the only Japanese air-conditioning specialist
- Daikin Singapore celebrates its Golden Jubilee this year!
- Daikin Singapore is the only air conditioning brand in the Singapore Book Of Records.
- There are 5 Daikin Proshops (your one-stop specialised air-conditioning outlet) island-wide.



Offering a wide range of services including sales, installation and aftersales support. Enjoy complete peace of mind at our one-stop shops for all Daikin air conditioners.



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