

Happiness Flows Both Ways

Had an awesome experience with AOX?
Happy employees are one of the reasons why.

What's the secret to a successful business?

"Our secret to success is in showing genuine care for our staff, business partners and customers. If we care for them, they too will care for the growth of our business," says Mr Jeffrey Tan, 51, who was crowned champion by SME One Asia Awards 2014 under the Emerging Award Category. Branded just five years ago with a 'customer-first' company philosophy, AOX Water uses 100 percent natural minerals from South Korea to offer their customers natural, antioxidant alkaline, other companies tend to use man-made alkaline ionisers to make their water.

A SATISFIED CUSTOMER

Managing Director of Rainmaker Nutrition, Mr Peter Boo, 55, loves AOX Water so much he installed a dispenser in the office for all his staff to enjoy. "It benefits everyone, the cost of maintenance is very low, and it's better than bottled water," Mr Boo enthuses.

A diabetic with high cholesterol and high blood pressure, Mr Boo reveals AOX water, together with his doctor's medication, has helped him tremendously and even his physician says his condition is now stable. "It's a very good natural antioxidant," Mr Boo explains. "It's very good for neutralising the acidic waste in our body. Our body is made up of 70 per cent water and you need to drink a lot of water to regulate bodily functions."

He is also impressed with the level of customer service offered by the company. "Once, I couldn't get hot water so the service staff came to my office immediately and checked the whole system, then informed me I had used the wrong setting. They adjusted it and didn't charge me at all!"

With the rigour involved in their processes,



it's no wonder AOX has won a sizeable number of leading business awards. Accolades include the "Successful Entrepreneur 2010 in the Platinum Category", the "Super Health Brand Award" in 2012 and the "Singapore Prestige Brand Award 2012".

"We're a trusted brand for medical centres, non-government organisations and leading cuisine chefs," Mr Tan shares. "We also have distinct product differentiation, for example, with the world's first oxygenated antioxidant alkaline water dispenser, with the convenience of having instant hot and cold alkaline water from the tap."

For more information about AOX and its products, visit Aox.com.sg.



From left to right: Peter Boo, Jeffrey Tan and AOX staff