

UGS[®]

energy solution partner

MARKET

UGS is an energy solutions partner providing liquefied petroleum gas (LPG) supply, installation, consultation, and equipment to a wide spectrum of customers in the Food & Beverage industry. Ranging from coffee shops and hawker centres at prominent locations, to renowned restaurants located in swanky enclaves, such as Dempsey and Playground @ Big Splash, UGS continues to respond capably to the diversified gas needs of all its customers. It is also constantly on the lookout for cost-effective alternative energy sources that could meet the requirements of an expanding marketplace.

The growing trend of eating out within Singapore's ever-burgeoning F&B scene has created higher demand for LPG from both emerging new outlets, and existing operators whose usage has increased. Furthermore, as additional F&B establishments crop up in both new and existing properties, LPG is expected to stand out as a preferred alternative to piped gas.

The company has built a good mix of clientele across both high and low-end F&B establishments, but it also recognises there's a tremendous opportunity to expand and strengthen its footprint in the lower-end F&B market.

ACHIEVEMENTS

As a leading LPG provider in Singapore, UGS has received recognition for its performance from several top dealers and has been conferred



the following awards: BP's Quality Dealer Award; BP's Top 10 Dealers Award; Shell's Top Sales (Diamond Award); and winner of Shell's Champion of Commercial Specialists Competition.

In 2008, UGS became one of the first organisations in Singapore's LPG industry to receive the prestigious ISO 9001:2000 Certification. It was also the first and only to be certified BCMS 592021 BS 25999-2:2007 – an international quality Business Continuity Management System accreditation. In recognition

of its track record for safety, and continuous (no-downtime) gas supply for customers, UGS was selected as a named achiever of *The Professional Enterprise Certification Scheme*.

Then, in 2009, UGS received the Singapore Prestige Brand Award (Established Brand category), and its founder, Mr Thomas Tan, won the coveted Entrepreneur of the Year award. Two years later in 2011, Mr Tan was also conferred the Public Service Medal at the 2011 National Day Awards, for his achievements in Singapore's LPG industry.

2016 now marks the fourth time UGS has been bestowed the prestigious Business Superbrands Honour in recognition of its efforts toward brand excellence.

HISTORY

With roots dating back to 1993, UGS started as an LPG dealer for homes when Unique LP Gas Services acquired Ready Gas Company, along with its existing clientele of 2,000 household customers each month. Within two years, that number had grown to 8,500 customers per month.

In 1996, a new business entity called Unique Gas Trading was established to serve clients in the commercial sector. To secure a clientele base in this market, Unique Gas Trading was constantly innovating to attract new clients. Its efforts paid off as sales volumes grew steadily by 75% each year between 1997 and 1999. To



allow the company to focus its resources on the commercial market, Unique LP Gas Services was sold in 2003. By that time, most coffee shop food chains in Singapore were obtaining their LPG supply from UGS.

To better reflect its capabilities to offer turn-key services for gas, from piping installation to gas supply, the company name was changed from Unique Gas Trading to Unique Gas Solutions (UGS) in 2008. Today, UGS is one of the leaders of commercial LPG in Singapore.

PRODUCT

UGS offers a range of products and services to meet the needs of its commercial customers. These include the provision of LPG supply services; turnkey services that cover the installation of equipment and piping maintenance; piping consultation – including pipe design and installation for shop layouts - to ensure that pipes do not affect shop renovations; contractor recommendations to help manage quality and workmanship; as well as the sale of complementary products, such as stoves and LPG related equipment.

As one of the biggest players in the LPG market, UGS takes pride in its commitment to ensure that all staff are well equipped with the safety knowledge necessary to best serve customers, and its accident-free record is an added assurance of UGS' reliability. This is further reinforced by the company's International UKAS ISO 9001:2000 certification.

In addition to its 24 hour service guarantee for emergency maintenance requests, UGS strives to provide holistic solutions for the convenience and ease of its customers. It offers unique, bespoke options to help commercial owners grow their businesses, be it in sponsored advertisements for a fixed period; a trial period for free LPG usage; cash subsidies for renovations; or even sponsorship of awnings, tables, and chairs.

RECENT DEVELOPMENTS

Following the successful introduction of customised PDAs, and a digital billing system that has increased the efficiency of delivery teams, and reduced 90% of paperwork, UGS launched another new initiative to increase the



security of its LPG gas tanks. In efforts to ensure customers enjoy maximum use of supplied LPG, a barcoded tag is affixed to every cylinder tank. This provides greater peace-of-mind since customers know every tank supplied by UGS is original and un-tampered. It also ensures that illegal decanters cannot replace LPG cylinders with non-approved cylinders – containing less LPG – that may pose a potential danger to customers. Misunderstandings between customers and UGS regarding the mishandling of LPG cylinders, has also been minimised.

Most importantly, barcoded tags on each cylinder enable UGS to track the length of time that each cylinder has been in use by a customer, and identify customers who have been using the same cylinder beyond the recommended duration. The company is then able to contact customers to discuss switching cylinders for safety reasons.

UGS is also in the midst of launching a new brand identity that better represents the brand's personality. This is being achieved through its new mascots – MR UGS is featured amidst different clientele categories designed as gas cylinders. The programme is expected to help strengthen the brand's position as an energy solutions partner with more tangible attributes. Amongst the many tactical executions, are a new brochure and website game featuring the mascots. The intent is to educate customers about Singapore's LPG regulations; provide fire safety tips; and offer advice regarding the efficient use of LPG to help reduce wastage and lower costs.

PROMOTION

UGS invests in mainstream promotion tactics including advertising across major newspapers and trade magazines. The company also takes part in sponsorships of various activities such as cooking competitions, charity dinners, and sporting events. However, most of the company's promotion comes from word-of-mouth sources. For example, UGS was highlighted by Trade and Industry Minister Lim Hng Kiang during Singapore's inaugural IP week in July 2012, for its strategic use of patents. UGS was one of the first in the LPG industry to develop customised

software that reduced the time spent on data entry and administrative tasks. Productivity greatly improved, and customers appreciated the fact they could verify their billings on-the-spot.

Owing to the brand's persistence in delivering impeccable safety; no downtime; going the extra mile to upkeep customers' premises; and helping clients lower gas usage inefficiencies, UGS has been enjoying persuasive promotion via positive word-of-mouth.

The company is also an active participant in periodic Corporate Social Responsibility events. In 2011 and 2012, together with Dr Lily Neo, MP of Tanjong Pagar GRC, UGS staff conducted gas checks, and provided complimentary repairs and free burners to rental units occupied by the elderly.

BRAND VALUES

UGS intends to broaden its influence by providing a holistic pipeline of efficient and innovative energy solutions to its customers. It believes in elevating and instilling pride amongst its people with respect to their work. Employees and management share the same values of happiness, diversity, knowledge, thinking small, and integrity, and this synergy has helped align staff with the overall corporate goals. These simple, yet insightful values cultivate work-life balance; a positive work attitude; a celebration of community diversity; an appetite to learn as the business grows; and the principle of honesty and integrity in work ethic.

www.ugs.com.sg

THINGS YOU DIDN'T KNOW ABOUT UGS

- Managing Director, Mr Thomas Tan was conferred the Public Service Medal at the 2011 National Day Awards
- UGS was highlighted by Trade and Industry Minister Lim Hng Kiang during Singapore's inaugural IP week in 2012, for its strategic use of patents for its customised software to improve productivity.