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SUGA Unveils New Logo and Tagline



SUGA International Holdings Limited ("SUGA" or the "Group", stock code: 912), a leading electronics total solutions provider that also operates smart pet products and pet food business, is pleased to announce the launch of its brand new logo and tagline.

The new logo retains the blue color of its predecessor, reinforcing SUGA's established brand identity as innovative and dynamic. It prominently features the SUGA name in large, bold type, delivering a clear message about the nature of the business. Subtle cut-outs in the logotype symbolize the concept that "every piece matters," highlighting the significance of each component in completing the overall picture. Together with its clients, SUGA crafts high-quality products that make a meaningful difference in people's lives.

Accompanying the new logo is SUGA's new tagline - "It Matters" - which sums up the core of everything the company does. This guiding principle emphasizes that every client, every project, and every decision is driven by a deep sense of purpose and responsibility. SUGA takes pride in every detail, knowing that its solutions have a significant impact on the lives of those it serves.

SUGA believes in the power of collaboration and partnership. The company's story began decades ago, built on trust and putting the customer at the center of everything. This spirit of collaboration continues today as SUGA works closely with its clients to constantly push boundaries and exceed expectations. With a global network spanning Asia, the USA, and Europe, SUGA adapts to the evolving needs of its clients, ensuring that distance is no obstacle; the company speaks their language and works seamlessly to bring their visions to life.

Dr. Alfred Ng, Chief Executive Officer of SUGA, said, "We are very pleased to unveil our new logo and tagline. This rebranding reflects SUGA's commitment to innovation and excellence, as well as its dedication to understanding its clients' business goals and becoming an extension of their teams. Every detail matters when it comes to products, and SUGA invests in the best people and technologies to ensure that each product meets the highest standards."

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