



The “A” Tower

In the coming days, you will be seeing more of “it”.

The success of Aver Asia today relied on an **A-Team** comprising Sales, Operations, Workshop, Finance, Admin, Invoicing and Store. Everyone plays a different role, but everyone is equally valued.

As we widen our influence into the region, it makes it even more crucial for us to have an identity. One, of our very own.

The tower of equipment will be symbolic to Aver Asia. There will be no more scattered products. Just one. It will create the distinction between us and our competitors, in Singapore or regionally.

We do carry many brands, and may probably build new relationships with new partners in the future. But what will not change is we are always the best equipment partner to our customers, manufacturers and suppliers.

It is also a tower of strength. It personified our competencies and standards; while clearly demonstrated that we know our business. Interestingly, the tower looks like an “**A**”.