

 [Print this page](#)

Miscellaneous

* Asterisks denote mandatory information

Name of Announcer *	VALUETRONICS HOLDINGS LIMITED
Company Registration No.	38813
Announcement submitted on behalf of	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted with respect to *	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted by *	Tse Chong Hing
Designation *	Chairman & Managing Director
Date & Time of Broadcast	17-Feb-2012 07:10:08
Announcement No.	00005

>> Announcement Details

The details of the announcement start here ...

Announcement Title * Media Release – Valuetronics' Whirlpool portable air purifier ranked #1 in US Consumer Reports magazine for the second time

Description Please see attached.

Attachments
 [Valuetronics-MR-WPAPranks.pdf](#)
 Total size = **250K**
 (2048K size limit recommended)

Close Window



Valuetronics Holdings Limited
Unit 9-11, 7/F, Technology Park
No. 18 On Lai Street, Shatin,
New Territories, Hong Kong
Tel: (852) 2790 8278
Fax: (852) 2304 1851
www.valuetronics.com.hk

Media Release

Valuetronics' Whirlpool portable air purifier ranked #1 in US Consumer Reports magazine for the second time

Singapore, 17 February 2012 – Mainboard Listed Valuetronics Holdings Limited (“Valuetronics”, “鸿通电子控股有限公司”, or collectively with its subsidiaries, the “Group”), a premier designer, manufacturing and licensing partner for the world’s leading brands in the consumer, commercial and industrial electronics sectors, is elated to announce that its air purifier model AP51030K sold under the licensed Whirlpool brand, was ranked no.1 in US’ *Consumer Reports* magazine’s March 2012 issue, with the highest score ratings for the second time since September 2010.

Commenting on the recognition, Mr Ricky Tse Chong Hing (“谢创兴”), Chairman and Managing Director of Valuetronics said, ***“We are indeed heartened to have been given the highest rating by Consumer Reports magazine for the second time. This serves as a testimony to our commitment to excellence in quality and effectiveness in our products.”***

Experts at *Consumer Reports’* National Testing and Research Center tested the performance of 38 models of air purifiers and Valuetronics’ Whirlpool AP51030K had emerged with the highest overall score. The tests were based on how well the models removed dust and smoke from a test chamber, plus the level of its quietness while in operation. The Whirlpool AP51030K was also rated one of the Best Buys by *Consumer Reports*, as it was effective in removing dust and smoke quietly even at low speeds, which is ideal for consumers who might want to use it while sleeping or having a quiet conversation.

Whirlpool AP51030K

✓ BEST BUY

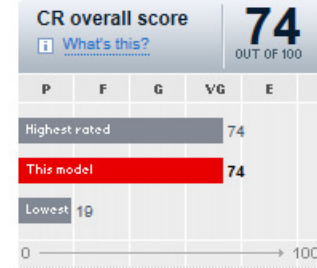


Approximate retail price:
\$300

Summary: This model has been tested by our experts.

19 people have reviewed this model.
See all 19 user reviews [CR](#)
[Write a review](#)

Type: Portable Air Purifiers



Overview	Ratings	Brand Reliability	User Reviews	Specs	Price & Shop
--------------------------	-------------------------	-----------------------------------	------------------------------	-----------------------	----------------------------------

Ratings Report Card					
The model report card shows the Ratings the model received for each of the tests our experts performed upon it. Learn more					
MORE INFO ● EXCELLENT ● VERY GOOD ○ GOOD ● FAIR ● POOR					
Dust/pollen/smoke removal (high)	●	Dust/pollen/smoke removal (low)	●	Noise (high speed)	○
Annual cost (\$)	212	Noise (low speed)	●	Room size	Large
See Ratings for all models CR					

Image was adapted from Consumers Unions' Consumer Reports: www.consumerreports.org

For the second time, the Whirlpool AP51030K, which retails at approximately US\$300 scored in its test for dust, pollen and smoke removal as well as for its noise level. It was rated “Excellent” for its dust, pollen and smoke removal at high speed and “Very Good” at low speed, while it was rated “Very Good” for its noise level at low speed and “Good” for its noise level at high speed. Combined with the annual filter and energy costs scores, and its ability to function effectively in a large room size, the Whirlpool AP51030K achieved a score of 74 out of 100, putting it first in place. It is well equipped with HEP filtration, with filter-replacement indicators, four different speeds, and is able to combine fine performance with quieter operation especially when set on low.

“We are looking to grow our Licensing business by actively strengthening our sales and marketing efforts in the North American region. This ranking would greatly help us to place our products in more mass retail outlets and departmental stores and expand our consumer base and market presence,” Mr Tse added.

The Whirlpool AP51030K is currently available at Sears, Specialty stores and a number of online retailers.

As a natural and strategic extension of its original OEM and ODM businesses, Valuetronics had entered into exclusive licensing agreements in March 2010 with Whirlpool, to design, manufacture and sell portable air purifiers using their Whirlpool, Maytag and Amana brand names, for the North American market. Since then, the licensing business has grown with the Group and recorded revenue of HK\$57.0 million for the 9 months period ended 31 December 2011, representing an increase of more than 2.6 times from the previous corresponding period. In September 2010, the Group clinched more exclusive licensing agreements to design, manufacture and distribute other home appliance products such as portable heaters and fans under the Whirlpool and Amana brand names.

The *Consumer Reports* magazine article entitled “The dirt on air purifier” and ratings on Whirlpool AP51030K can be found in the March 2012 issue and www.consumerreports.org respectively.

– End –

Issued for and on behalf of Valuetronics Holdings Limited

by Cogent Communications Pte Ltd, Tel: (65) 6323-1060, Fax: (65) 6222-1210

Ms Celine Ooi, celine@cogentcomms.com (DID: 6323 3178, MOB: 9820 3845)

Mr Gerald Woon, woon@cogentcomms.com (DID: 6323 1051, MOB: 9694 8364)

About Valuetronics Holdings Limited (www.valuetronics.com.hk)

Valuetronics is a premier design, manufacturing, and licensing partner for the world’s leading brands. The Group’s customer base covers the industrial and commercial electronics, medical equipment and consumer electronics industries, which span across a wide geographical region that covers America, Europe and the Asia Pacific. The Group’s customers include OEMs and ODMs as well as international brand owners such as “Dymo”, “TransAct”, “Graco”, “Hemisphere”, “HID”, “KitchenAid”, and “Philips”. Leveraging on its product design and development capabilities, Valuetronics has also moved into brand management with the exclusive license to use the “Whirlpool”, “Maytag” and “Amana” brands for a range of home comfort appliances in the North American market.

Headquartered in Hong Kong, the Group's main manufacturing facility is located in Dong Er Road, Western District of Science and Technology Park, Daya Bay Economy and Technology Development District, Huizhou City, Guangdong Province, PRC.

About Consumers Union

<http://www.consumerreports.org/cro/aboutus/mission/overview/index.htm>

Consumers Union (CU) is an expert, independent, nonprofit organization whose mission is to work for a fair, just, and safe marketplace for all consumers and to empower consumers to protect themselves. The organization was founded in 1936 when advertising first flooded the mass media. Consumers lacked a reliable source of information they could depend on to help them distinguish hype from fact and good products from bad ones. Since then CU has filled that vacuum with a broad range of consumer information. To maintain its independence and impartiality, CU accepts no outside advertising and no free samples and employs several hundred mystery shoppers and technical experts to buy and test the products it evaluates.

CU publishes *Consumer Reports*, one of the top-ten-circulation magazines in the country, and *ConsumerReports.org*, which has the most subscribers of any Web site of its kind, in addition to two newsletters, *Consumer Reports on Health* and *Consumer Reports Money Adviser*. They have combined subscriptions of more than 8 million. All of CU's work is informed by the more than 1 million readers who respond to our Annual Ballot & Questionnaire, among the largest and most comprehensive consumer studies in the world. In 2008, CU also launched several initiatives, including *ConsumerReportsHealth.org* and the *Consumer Reports Health Ratings Center*, which serve to educate and empower consumers to make more informed health-care decisions and to help change the market.

To further advance its mission, Consumers Union employs a dedicated staff of lobbyists, grassroots organizers, and outreach specialists who work with the organization's more than 600,000 online activists to change legislation and the marketplace in favor of the consumer interest.

The organization generates more than \$200 million in revenue, and a staff totaling more than 600 work at CU's 50 state-of-the-art labs and offices in Yonkers, N.Y.; its 327-acre Auto Test Center in East Haddam, Conn.; and our three advocacy offices, in Washington, D.C., Austin, Texas, and San Francisco. Consumers Union is governed by a board of 18 directors who are elected by CU members and meet three times a year. Consumers Union is a member of *Consumers International*, a federation of more than 220 consumer organizations from over 115 countries working to protect and empower consumers throughout the world.

Consumer Reports is published by Consumers Union ("CU"), an expert, independent, non-profit organization founded in 1936. The magazine rates over 5,000 electronics, appliances, home & garden, baby gear, and food products including over 80 cars, trucks, SUVs and minivans each year, and seeks to provide consumers with a reliable source of information to help them distinguish hype from fact and good products from bad ones. The process that CU undertakes in their testing is rigorous. CU first does research, gathering data about products and services, about consumer demand in the marketplace, and about what its subscribers plan to purchase. Their editorial, technical, and research staff then scrutinize that material, along with suggestions from their subscribers, to develop a testing schedule. After additional research to define a project's scope, staff shoppers—assisted by a network of shoppers in 65 U.S. cities—buy the products CU uses as test samples.

To supplement laboratory testing, the survey research department gathers the experiences that hundreds of thousands of its subscribers have had with products and services through an annual

questionnaire. More than 100 testing experts work in seven major technical departments—appliances, auto test, baby & child, electronics, foods, health & family, and recreation & home improvement, while more than 25 research experts work in three departments—product acquisition, product information, and statistics & quality management. In addition, CU has more than 150 anonymous shoppers throughout the country. State-of-the-art testing equipment is always used and is sometimes complemented by equipment designed by CU engineers. The actual tests are based not only on government and industry standards but also on standards their specialists think should apply.