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Miscellaneous
 * Asterisks denote mandatory information

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Announcement is submitted by *	Tse Ching Hing
Designation *	Chairman & Managing Director
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>> Announcement Details
 The details of the announcement start here ...

Announcement Title * VALUETRONICS' PORTABLE AIR PURIFIER UNDER WHIRLPOOL BRAND RATED HIGHEST IN US CONSUMER REPORTS MAGAZINE

Description PLEASE SEE ATTACHED

Attachments
 [Media_Release_for_Air_Purifier_Score_in_Consumer_Reports.pdf](#)
 Total size = **190K**
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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 - For Immediate Release

VALUETRONICS' PORTABLE AIR PURIFIER UNDER WHIRLPOOL BRAND RATED HIGHEST IN US CONSUMER REPORTS MAGAZINE

Singapore, 11 August 2010 - 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 design, manufacturing and licensing partner for the world's leading brands in the consumer, commercial and industrial electronics sectors, is pleased to announce that its portable air purifier model AP51030K marketed under the licensed Whirlpool brand, was rated highest by *Consumer Reports* magazine in the US in its September 2010 issue.

Commenting on rating, Mr Ricky Tse Chong Hing ("谢创兴"), Chairman and Managing Director said, ***"It is a truly an honour for us to get such a high rating on our first portable air purifier product. It has given us the encouragement to press on with our commitment to ensure that our next generation air purifier products continue to perform with distinction both in terms of quality and value."***

Consumer Reports focused on portable and whole-house models that use filters because they do not produce ozone, which is a respiratory irritant that can aggravate asthma and cause permanent lung damage. It noted that the Whirlpool AP51030K worked very well even at quieter fan speeds, which was important because most people put portable purifiers in their bedrooms or living rooms. In *Consumer Reports'* air purifier test program of some 30 models, the Whirlpool AP51030K, which is retailed at

approximately US\$300, scored “Excellent” for dust/pollen/smoke removal at high speed; “Very Good” for both dust/pollen/smoke removal at low speed and for noise at low speed; as well as “Good” for noise at high speed. These scores, together with scores for annual energy cost and annual filter cost, allowed the Whirlpool AP51030K to achieve a 74 out of a 100 overall score, putting it at the top of the list with a *Consumer Reports* recommendation.

In March 2010, the Group entered into an exclusive licensing arrangement with Whirlpool Properties, Inc., Maytag Corporation and Maytag Limited, to design, manufacture and sell portable air purifier appliances using their Whirlpool, Maytag and Amana brand names, for the North American market. Sales have started registering in Q1 of the financial year ended 31 March 2011 (“FY2011”) and new models are scheduled for launch in Q3 and Q4 FY2011.

“The No.1 rating in by Consumer Reports magazine will no doubt help to enhance the demand for our first air purifier product under the Whirlpool brand but will also help to spur US consumer demand for our later models as well”, added Mr Tse.

Consumer Reports is published by Consumers Union (“CU”), an expert, independent, nonprofit organization founded in 1936. The magazine 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.

The *Consumer Reports* magazine article entitled “Air purifiers: Our tests reveal which ones deliver” can be found at: www.consumerreports.org/cro/magazine-archive/2010/september/appliances/best-air-purifier/overview/index.htm

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**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 3623, 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 and manufacturing 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 portable air purifiers 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.