



## **NEWS RELEASE**

### **HYFLUX LAUNCHES ASIA'S FIRST ONLINE STORE DEDICATED TO THE WATER INDUSTRY**

*Singapore, 28 December 2010* – Hyflux Ltd (“Hyflux”), a fully-integrated water solutions company and one of the world’s leading desalination suppliers, has launched HyfluxShop, Asia’s first online store dedicated to engineering products for the water industry.

Targeted initially at original equipment manufacturers in Southeast Asia, HyfluxShop will be able to offer customers a wide range of quality industrial products from Hyflux’s proprietary Kristal® ultrafiltration membranes to reverse osmosis membranes, pumps, test kits and accessories, valves and accessories, as well as pipes and fittings at competitive prices.

“HyfluxShop is able to offer competitive prices to our members which they may not necessarily be able to enjoy through their usual channels due to the lack of scale. Through Hyflux’s bulk purchasing, we are able to extend some of the volume discounts to HyfluxShop’s members,” said Vice President, Robert Lim.

Membership is free at HyfluxShop, and members will be able to view product pricing, product information and technical specifications, enjoy promotional and product discounts, and make quick and reliable payments using credit cards, PayPal or telegraphic transfers for their purchases. HyfluxShop members can also opt for shipping and tracking services to monitor the delivery of their goods.

Customer service is available during office hours (9.00 am to 6.00 pm, Mondays to Fridays) via hotline +65 6297 9777. Enquiries may also be submitted via fax +65 6396 5577 or email [info@hyfluxshop.com](mailto:info@hyfluxshop.com). For more information, please log on to [www.hyfluxshop.com](http://www.hyfluxshop.com).

## **About HyfluxShop**

HyfluxShop, an initiative of Hyflux Ltd, is a one-stop virtual store for engineering products used in the water and environmental industry. Quality industrial products from ultrafiltration membranes to reverse osmosis membranes, test kits, valves, pipes and fittings are offered at competitive prices. Every purchase is made easy, safe and convenient through the one-stop shop whether it is selecting the product, making payment, or tracking the order online to its point of delivery.

## **About Hyflux**

Hyflux is one of the world's leading fully-integrated water solutions companies, with operations and projects in Southeast Asia, China, India, the Middle East and North Africa.

Hyflux's spirit of innovation and entrepreneurship drives its technological advancements in membranes, commercialisation of applications, project management, and operations and maintenance.

Hyflux is committed to providing cost-effective, reliable and sustainable solutions to its customers worldwide, from seawater desalination, water recycling, wastewater treatment, including membrane bioreactor (MBR), and potable water treatment. Hyflux's track record includes Singapore's first water recycling plant and seawater desalination plant and China's largest membrane-based seawater desalination plant in Tianjin Dagang. The company is building the world's largest membrane-based seawater desalination plant in Magtaa, Algeria.

For more information, please visit [www.hyflux.com](http://www.hyflux.com).

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