



Rat Attack

According to APM's records and statistics provided by the National Environmental Agency (NEA), the number of rat enclaves found in Singapore has increased sharply over the recent years. This is no laughing matter; swift actions need to be taken to curb this growing rodent population in our homeland.



Rodents, though small, pose potentially great health risks to humans as they have been found to spread over 35 diseases worldwide.

These diseases may be spread to humans directly through improper handling of rodents, through contact with rodent faeces, urine or saliva, or through rodent bites.

Furthermore, diseases carried by rodents can also be spread to humans indirectly through ticks, mites or fleas that have fed on an infected rodent.

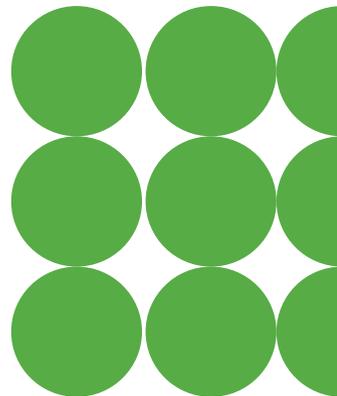
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The primary strategy for preventing human exposure to rodent diseases is in fact effective rodent control, especially in and around our homes. As the old adage goes "Prevention is better than Cure"; all of us thus have a part to play in minimising the chances of rodent nesting and infestation. The following are some simple measures we can take:

1. Eliminate possible rodent food sources and nesting sites

- Keep food in thick plastic or metal containers with tight lids
- Clean up spilled food immediately and wash dishes soon after use
- Use a thick plastic or metal garbage can with a tight lid
- Dispose of garbage frequently and eliminate clutter

2. Seal up even the smallest entries into homes
3. Trap rodents around the home

At APM, we adopt an integrated pest control philosophy. In other words, we employ a variety of strategies together to get rid of existing rodents and prevent future infestations.

Our rodent control programs and packages are custom-designed to suit individual needs and requirements. We strive to reduce rodent populations without harming any non-targeted species by placing traps and bait stations where pets, children and non-targeted animals cannot easily access.

Thorough examinations are also made periodically to ensure that all points of entry are secure against rodents. Trust APM, you'll get exactly the coverage that you need.

Technology

Borescope Camera Inspection

APM has acquired a new high quality visual inspection equipment to enhance rodent monitoring and inspection—the newly-designed borescope.



A borescope (also known as boroscope) is an optical device consisting of a rigid or flexible tube with an eyepiece on one end and an objective lens on the other connected by a relay optical system. This radically designed borescope is equipped with a revolutionary flexible shaft that can be adjusted to any position necessary during an inspection. Also, it features a high-powered lens that clearly focuses on close objects, as well as a solid state LED lamp that illuminates dark areas with the simple push of a button.

Applications of this equipment include the viewing of critical yet difficult or out-of-reach areas, such as burrows, the interior structures of walls, and other possible rodent nesting areas. With the help of the borescope, photos and video footages of inspected areas may be captured and saved in an SD memory card easily. These photos and videos may also be transferred to a computer and stored or reviewed on the monitor after the inspection. These functions allow our staff to be able to make better-informed decisions during and after every rodent inspection.



The use of this advanced inspection tool has helped to eliminate countless hours of time-consuming diagnostic and troubleshooting work, especially when facing inaccessible areas. It is undoubtedly a worthwhile investment!



The newly-acquired borescope is able to reach and inspect areas that are otherwise inaccessible with other equipments and is thus one of the most commonly used equipments in rodent detection efforts.

MD Speech

Note from APM's Managing Director

Mr Andrew Chan



Economists' first forecasts for 2012 tell a story of sluggish global recovery as growth dynamics in emerging economies as a result of slower export growth and partly because several of them have been growing above trend. Once again, we are reminded that market downturns do not last forever but tough people do survive them. I am proud to say that at APM, our wealth of experience and solid foundation has and will keep the company consistent in progress and growth.



Definitively Alliance

Our company started 2012 with a bang, followed by a series of good returns which culminated to the highlight of the first quarter of the new year—APM's achievement of the prestigious Asia Pacific Brands Awards 2012- Singapore's Finest Brands Coup D' Salute (read more about the award on page 6).

Winning this award truly calls for a celebration. Not only does it bear testament to the successful marketing and advertising efforts the company has invested in and sustained over the past years, the award also serves as an indicator that APM's brand name has indeed been firmly established and rooted in Singapore. APM therefore celebrates this achievement and promises to continue innovating and delivering quality and exceptional service to all our partners and clients.

Sincerely, Yours

On behalf of the management team, I hereby extend our sincere appreciation to all APM staff, partners and clients for your continued commitment and support to the company. We believe all of you have a part to play in contributing to the success of APM today.

Moving forward, APM will continue to grow, yet remain true to our promise to consistently create and deliver value to all we come in contact with. Have a Bountiful 2012!

Defining Technology

APM's focus and keenness in technology have allowed us to remain at the forefront of cutting-edge technology. This has also led to our outstanding technological capability, which has become one of our key differentiators in the pest management industry.

Driving this passion for technology has always been a deep-rooted desire to create value for our customers, and I am proud to say that the company in turn continues to reap the fruits of our technology efforts by winning the sustained confidence of our customers.

Our People, Our Key Asset

Rewarding Excellence - Best Service Award 2011



It is a proven fact a motivated work force is essential to a company's bottom line.

Research has shown that corporate recognition – be it staffs' dedication commitment or results, can boost workforce motivation, increase productivity and enhance the profile and reputation of a company.

The words "Thank You" are simple yet important and personally rewarding as it makes one feel that their contribution is valued. Appreciation is a wonderful thing; it makes what is excellent in others belong to us as well.

At APM, we believe that all our customers deserve the best service. To achieve this, APM constantly strives to be one of the best places to work in.



**Best Admin Award
Year 2011**
Serene Chua



**Best Technician Award
Year 2011**
Muhammad Farhan
Bin Salim



**Best New Technician Award
Year 2011**
San Htwe



**Best Supervisor Award
Year 2011**
Mohammad Haryandy
Bin Ismail



**Best Foreign Technician Award
Year 2011**
Ier Boon Kheng

Our People, Our Key Asset

Team Building @ Phuket



For our 14th Company Anniversary Trip, APM excitedly packed our luggage for a 3D2N getaway to the beautiful island of Phuket!



Corporate retreats are highly-regarded by the management of APM as they are viewed as great opportunities for the staff to enjoy a well-deserved break after all their invaluable contributions over the past year. Not only so, they serve to remind the importance of unity and team spirit in the company as well as reinforce the staff's commitment to the shared corporate goals and objectives. Moreover, such retreats never fail to strengthen interpersonal relationships which help to bond everyone in the company closer together.

This year, we left our worries and fatigue back at the shore and fully immersed ourselves in the picturesque scenery before us. We basked in the sun, soaked in the cool waters and even spent an afternoon out on a private yacht in the clear blue sea of Phuket. A series of team-building activities was also carried out, and everyone in the company actively participated.

It is no doubt that this retreat had been a successful one. Once again, fond memories have been formed, and the energy and enthusiasm that accompanies all of us back to the workplace is indeed precious and heartwarming.



Award Wining Company

Asia Pacific Brands Award 2012 Singapore's Finest Brands

Alliance Pest Management celebrates our achievement of the prestigious Asia Pacific Brands Award 2012 - Singapore's Finest Brands (APBA Coup D' Salute) and Singapore Excellence Award 2011 / 2012.



About the Award

APBA is a nation-wide initiative conferred to the finest commercial and consumer brands and organizations in Singapore. With the increasing number of finest local brands, achieving this esteemed hallmark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for local companies to benchmark their brand equity against their competitors.



APBA Coup D' Salute is the highest prestige and honor conferred to local brands established for more than 15 years. The brand had embraced in exceptional brand excellence, proven over many years, achieving the highest status among organizations and brands in Singapore.

Singapore Excellence Award 2011/2012



About the Award

Singapore Excellence Award is an award initiated by the Singapore Enrich Group. This award not only represents successful SMEs providing quality products and services but also to entrepreneurs that are socially responsible and contribute to charitable deeds.

