

Launch of the revamped CaseTrust Certificate

Consumers can now shop with greater assurance by knowing whether retailers are genuinely accredited with CaseTrust.

CaseTrust, the accreditation arm of Consumers Association of Singapore (CASE) recently revamped its CaseTrust certificates awarded to accredited companies. The new certificates now come with a unique barcode feature and are awarded to businesses accredited from 20 September 2011 onwards.

With the new feature, consumers can check a company's accreditation status using the iGepir (iPhone Global Electronics Party Information) phone application by scanning the barcode on the certificate. The phone application can be downloaded from the iPhone App Store at USD \$0.99. With the enhanced feature of the certificate, it would dispel occurrence of merchants misrepresenting themselves being CaseTrust-accredited.

In its effort to enhance the security feature of the CaseTrust certificate, CASE is glad to receive support from GS1 Singapore.

If consumers find any companies misrepresenting themselves being CaseTrust-accredited, they are welcome to contact the CaseTrust Department at 6461 1800 or casetrust@case.org.sg.