



# CONSUMERS ASSOCIATION OF SINGAPORE

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## MEDIA RELEASE

For Immediate Release

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### **CASE accredits first batch of seven businesses under new e-CaseTrust scheme**

Consumers looking for protection and assurance when they shop online can now look for the CaseTrust mark, thanks to the first batch of seven businesses awarded with the new CaseTrust Accreditation Scheme for E-businesses ("e-CaseTrust scheme").

These e-businesses span a wide range of sectors such as fashion, household electronics and appliances, IT, home solutions and vehicle services. They have committed to clear and transparent pricing, secure payment transactions and strong security measures. Another 10 businesses have submitted applications for e-CaseTrust and their applications are being reviewed.

The accreditation process for the first batch of e-CaseTrust applicants took about seven months. As we refine the process, CASE is committed to reducing this time by enhancing support for applicants. The goal is to streamline the process, ensuring it is efficient while maintaining rigorous standards.

CASE launched the e-CaseTrust scheme in 2023 after a general increase in consumer complaints involving e-commerce purchases over several years. In 2023, CASE received 3,711 e-commerce complaints, a 47 per cent increase from the 2,530 complaints received in 2022. From January to May 2024, CASE received 2,277 e-commerce complaints. Common issues include consumers experiencing difficulties in receiving purchased goods and delays in receiving refunds.

Mr Melvin Yong, President, CASE said: "The pioneer batch of seven e-CaseTrust businesses has set a new standard for consumer trust when shopping online. Consumers who shop from CaseTrust accredited e-businesses can expect clear pricing, secure payments and robust consumer-friendly practices. CASE has also drawn lessons from accrediting this pioneer batch. We will continue to streamline our accreditation process to allow e-businesses to be accredited faster. Through this, we hope that more will apply for the e-CaseTrust scheme and provide consumers with a safer online shopping experience."

### **Pioneer Batch of Accredited Businesses**

The pioneer batch of seven businesses has successfully met CASE's rigorous criteria through a comprehensive assessment process. This includes ensuring transparent pricing, honouring

displayed prices, providing clear business information, implementing efficient online ordering systems and maintaining robust security measures.

One of the accredited businesses is PowerPac (or Everson Electrical (S) Pte Ltd). PowerPac is a well-known local brand specialising in the distribution of household electronics and appliances with an annual turnover of over \$15 million. Their products, ranging from appliances, home essentials, and personal care items, are available online on platforms such as Shopee, Lazada, and Amazon, as well as in physical stores like NTUC FairPrice and Giant.

Mr Francis Neo, Director, PowerPac said: “The e-CaseTrust logo will help consumers recognise PowerPac as a reliable e-business in Singapore, committed to fair and transparent practices. Our physical stores have a limited selection, but our online platforms offer over 400 products. Consumers can trust our pricing, quality, secure payments and transparent shipping charges. e-CaseTrust accreditation assures Singaporeans of our trustworthiness, encouraging confident online purchases and repeat customers.”

Another accredited business is ZALORA (or Jade E-Services Pte Ltd, trading). ZALORA offers a selection of over 3,000 international and local brands, including apparel, shoes, accessories, beauty items, pre-loved goods and home & living essentials. It attracts more than 50 million online visits each month.

Ms Suzy Pronstroller, Director of Legal and Government Relations, ZALORA said, “We understand that trust is paramount for online shoppers. That's why we're proud to participate in Singapore's CaseTrust accreditation scheme. This signifies our commitment to fair trading practices and transparency, assuring our customers that they can shop with confidence, knowing that their rights are protected and that we prioritise a positive and safe shopping experience. As online scams become more prevalent, CaseTrust accreditation serves as a valuable differentiator for legitimate and responsible retailers like ZALORA. Joining CaseTrust strengthens our collaboration with industry bodies to create a safe and secure online shopping environment for everyone.”

Please view **Annex A** for the list of accredited e-businesses.

E-businesses interested in applying for e-CaseTrust accreditation can contact CaseTrust at [casetrust@case.org.sg](mailto:casetrust@case.org.sg) to find out more.

E-businesses who wish to apply for accreditation can sign up for a workshop conducted by NYP-SIRS which offers essential guidance and practical insights tailored to achieving accreditation under the e-CaseTrust scheme<sup>1</sup>. Funding support of up to 90% is available to eligible attendees.

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<sup>1</sup><https://www.sirs.edu.sg/courses/retail-excellence/ecommerce/accreditation-schemes/casetrust-accreditation-scheme-for-e-commerce-business>

Melvin Yong  
President  
Consumers Association of Singapore

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**About the Consumers Association of Singapore:**

The Consumers Association of Singapore (“CASE”) is an independent, non-profit organisation that is committed to protecting consumers’ interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (“CPFTA”) which came into effect on 1 March 2004.

**About CaseTrust:**

CaseTrust was launched by CASE in 1999 to promote fair and ethical trading among businesses so that consumers can shop with confidence. Today, more than 1,200 storefronts are accredited under different schemes catered to the needs of each industry.

For more information, please visit <https://www.case.org.sg/casetrust/>.

**About e-CaseTrust:**

CASE launched the e-CaseTrust scheme, co-developed with Nanyang Polytechnic’s Singapore Institute of Retail Studies (“NYP-SIRS”), in October 2023 to address issues and pain points commonly experienced by consumers when they shop online.

CaseTrust accredited businesses must clearly display all charges, honour displayed prices, provide sufficient business information, maintain a secure and user-friendly online ordering system, allow purchase reviews before confirmation, handle cancellations and stock changes promptly, and implement security measures to protect transactions and consumer information.

## Annex A

	<b>First batch of businesses under e-Casetrust scheme</b>	<b>Industry</b>	<b>Link</b>
<b>1.</b>	Everson Electrical (s) Pte Ltd (trading as PowerPac)	Household Electronics and Appliances	<a href="https://powerpac.com.sg/">https://powerpac.com.sg/</a>
<b>2.</b>	Hepapapa Pte Ltd	Household Electronics and Appliances	<a href="https://www.hepapapa.sg/">https://www.hepapapa.sg/</a>
<b>3.</b>	Jade E-Services Pte Ltd (trading as Zalora)	Fashion	<a href="https://www.zalora.sg/">https://www.zalora.sg/</a>
<b>4.</b>	Orion Future Holdings Pte Ltd	Motor Vehicle Repair	<a href="https://clippedassist.sg/">https://clippedassist.sg/</a>
<b>5.</b>	PC Sifu Pte Ltd	IT	<a href="https://www.pcsifu.co/">https://www.pcsifu.co/</a>
<b>6.</b>	Remode Hub Pte Ltd	Home solutions	<a href="https://remodehub.com/">https://remodehub.com/</a>
<b>7.</b>	VIPSHOP Singapore Pte Ltd	Fashion	<a href="https://www.vipshop.sg/">https://www.vipshop.sg/</a>

## Annex B



(From Left) Mr Dexter Tay, Executive Director, CASE, and Mr Melvin Yong, President, CASE presenting the CaseTrust accreditation to Mr Francis Neo, Director, PowerPac, and Mr Derrick Neo, Marketing Director, PowerPac as one of the pioneer batch of seven businesses under the e-CaseTrust scheme.