



## MEDIA RELEASE

31 March 2026

### Water Filter Company, AOX Pte. Ltd., Taken to Task for Misuse of CCS's Logo

1. The Competition and Consumer Commission of Singapore ("**CCS**") has found local water filter company, AOX Pte. Ltd. ("**AOX**"), to have misused CCS's logo in its marketing materials used to promote its water filters.
2. Investigations revealed that AOX had, in its physical retail outlets, reproduced CCS's logo alongside a statement stating, "Our findings were verified by Competition and Consumer Commission of Singapore"<sup>1</sup>. This statement was false and misleading; CCS had not verified any of the findings claimed by AOX. The use of CCS's logo together with this statement amounted to an unfair trade practice under the Consumer Protection (Fair Trading) Act 2003. At the same time, the misuse of CCS's logo is an offence under the Competition Act 2004.
3. Following CCS's intervention, AOX admitted to committing the above offence and gave an undertaking to CCS to cease using CCS's logo and refrain from engaging in any unfair trade practices. It will be issuing a clarification on its website ([www.aox.com.sg](http://www.aox.com.sg)) and at its physical retail outlets.
4. "We take a firm stance against misleading marketing practices. CCS does not accredit businesses and did not review or verify AOX's findings as claimed in this case. Representations that CCS has verified any product-related claims when this was not done is an unfair trade practice as it misleads consumers. Businesses should not, in marketing their products or services, misuse CCS's logo." said CCS Chief Executive Mr Alvin Koh.
5. Members of the public can report cases of unfair trade practices to the Consumers Association of Singapore ("**CASE**") at 6277 5100 (Mondays to Fridays, 9am to 5pm) or <https://crdcomplaints.azurewebsites.net/>. False or misleading advertisements can be reported to the Advertising Standards

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<sup>1</sup> See Annex A for a screenshot of the misrepresentation

Authority of Singapore (“ASAS”) at 6461 1888 or  
<https://asas.org.sg/feedback/online-complaint>.

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### **About the Competition and Consumer Commission of Singapore**

The Competition and Consumer Commission of Singapore (“CCS”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975 and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit [www.ccs.gov.sg](http://www.ccs.gov.sg).

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## Annex A: The Misrepresentation

