Beautex is a leading tissue brand in Singapore’s personal hygiene industry. Beautex tissues give consumers the smoothness and comfort delicate skin deserves. For different needs and usages, consumers may choose from Beautex Facial Box Tissue, Bathroom Tissue, Multi-purpose Towels, Serviettes, Pocket Tissues, Personal Care Wipes or Household Care Wipes.

Beautex strives to be the most popular and ubiquitous brand in Singapore. It adopts a vibrant design in its packaging by making use of attractive colours in its tulip-themed motifs. Its marketing and promotional efforts have led it to become one of the most recognised tissue brands in Singapore.

Beautex offers paper grades ranging from premium to economical — the Beautex Three-ply Tissue for the premium range, the Beautex Two-Ply for the middle range, and the Beautex Supersave for the economical range.

The company behind the Beautex brand is Tipex Trading Pte Ltd, a subsidiary of PSC Corporation Ltd. Tipex Trading was founded in 1984 to build on PSC's distribution channels. The company has since set up an excellent distribution network in Singapore, making Beautex's paper products easily available across the island today. They can be found in hypermarts, supermarkets, minimarts, provision shops, medical halls, convenience shops and coffee shops. The distribution network has also expanded across the border to include Malaysia and beyond - Beautex paper products are now exported to countries as far as Brunei, Vietnam, Australia and New Zealand.

**ACHIEVEMENTS**

Beautex is a market leader in the Singapore and Malaysia consumer paper product sectors, and a key contributor to the Tipex Trading Group’s revenues. Widely recognised as Singapore’s leading local paper product brand, Beautex has a dominant market share in tissue sales in the country.

Year 2009 marks 19 years of success in the industry for Beautex; the Superbrands status of the brand is also reaffirmed the same year, a feat it has repeated since 2004. The brand’s rapid rise to success is due to a combination of savvy marketing, brand building and sales promotion, as well as continuing improvements in product design, development and production.

Beautex is also featured in the Singapore Books of Records for being the first to launch a complete range of premium and economical three-ply tissue paper products.

**HISTORY**

The name Beautex was coined in 1990 when Tipex Trading decided to develop its own brand of tissues for the local and export market. In 1992, a wholly-owned tissue converting plant, Tips Industry (M) Sdn Bhd was set up in Malaysia to develop a full range of Beautex paper products.

When it first started, Beautex produced only two paper products - facial box tissues and bathroom tissue papers. Today, Beautex offers a complete range of household paper products, personal care wipes, household care wipes as well as paper products for commercial and industrial use.

Beautex's vision is to be the number one local brand in Singapore. With constant quality improvement in the aspects of softness, strength and absorption, Beautex’s sales have grown quickly over the last 19 years. Its radical approach to marketing helped transform how tissue paper products are sold in the country today. Through word of mouth and experimental marketing, Singaporeans quickly learned about the Beautex brand name and its paper product lines.

Over the years, Beautex has also been an active supporter of many community outreach and charity campaigns.
Today, Beautex is a household brand name. Its paper products are sold in Malaysia, Australia, New Zealand, Vietnam and Brunei, and there are plans by the company to further expand regionally and globally.

THE PRODUCT

Beautex's diverse array of products include Box Tissue, Bathroom Tissue, Kitchen Towel, Pocket Tissue, Handkerchief, Serviette, Facial Cotton, Wet Wipe, Anti-Bacterial Wipe, Mosquito Repellent Wipe, Facial Cleansing Wipe, Wet Floor Wipe, Kitchen Wipe and Glass Cleaning Wipe. The company also offers a wide range of “away-from-home” products for industrial and commerce use, such as Jumbo Roll Tissue, Multi-fold Hand Towel, Interfold Hand Towel, Facial Box Tissue, Printed Serviette and Logo-Printed Napkin.

Over the years, Beautex’s designs have evolved to using bolder graphics and colours. Its vibrant and bold signature tulip motif symbolises pleasantness, beauty, softness and everlasting qualities, merits associated with Beautex’s products.

Beautex provides outstanding value by packing its premium tissue product line with three-ply sheets. Tipex Trading also adopts a medium pricing policy for its high quality tissues so that it is affordable across a wide range of income groups.

RECENT DEVELOPMENTS

To remain competitive in today’s market, Beautex emphasizes on value for money and consistent quality paper products for consumers. Beautex is the only brand in Singapore to have launched a full range of three-ply premium tissue products. Its products are designed and produced to be thicker yet softer, and to have better absorption capability.

The Beautex Brand continues to expand and introduce innovative products that cater to the needs of the consumers. It has recently introduced several products in the personal care range. One such example is the Beautex Mosquito Repellent Wipe, which is formulated with insect repellent to provide long-lasting protection against mosquito bites. Another example is the Beautex Instant Hand Sanitizing Wipe that is specially formulated to cleanse the hands without the use of water. The wipes effectively remove dirt and grim, and kill up to 99.9% of bacteria. In the household care range, Beautex Wet Floor Wipe, Household Kitchen Wipe and Glass Cleaning Wipe have become popular essential domestic cleaning aids.

Beautex has also introduced non-tissue products such as wet wipe, cotton, and cotton bud to cater for the skincare market.

PROMOTION

Beautex is very active in promoting awareness of its brand to maintain high brand recall among consumers. One of the ways in which it achieves this is by having Beautex delivery trucks painted to showcase the company’s paper products. Beautex’s advertising strategy, however, generally steers away from traditional media. Most of the company’s promotions are done through philanthropic community outreach programmes. Beautex sponsors many charity outreach programmes such as elderly care, and other community events such as polytechnic and university orientations. During the 2003 SARS outbreak, Tipex Trading supplied Beautex three-ply tissue boxes to 20,000 taxi drivers in Singapore in an effort to educate the drivers and their passengers on the importance of maintaining good personal hygiene.

Beautex also organised an art competition themed “Life is Beautiful” in 2009 to raise funds for the Straits Times School Pocket Money Fund. Winning artworks were printed on special edition Beautex box tissue and part of the sale proceeds were donated to the fund.

During the festive seasons, Beautex creates special designs for the packaging of its products sold during that period to reflect the festive cheer. For instance, during the Chinese New Year, the packaging of its products would typically be red in colour and would feature festive designs such as the popular Lion Dance.

BRAND VALUES

Beautex strives to be a friendly, household tissue brand. To maintain its commitment as a premium quality product, Beautex implements stringent quality controls to ensure that its paper products are soft, strong, highly absorbent, reasonably priced and suitable for use on all occasions.

THINGS YOU DIDN’T KNOW ABOUT BEAUTEX

Beautex is the number one local paper product brand in Singapore.

Beautex uses tulips as its signature motif.

Beautex was the first in Singapore to offer a complete range of three-ply premium products as well as a 30-roll Bathroom Tissue Jumbo Pack, and the first in South-east Asia to offer coloured kitchen towels.