

Derived from the word “Synergy”, the brand name “Synergis” suggests successful partnerships and value-added performance.

The two interlocking shapes signify our strong partner relationship with customers and other stakeholders. The two shapes are set at an angle, moving forward, conveying our pioneering, innovative and progressive culture.

The Synergis brand is more than a logo. It is our promise to our customers. Our name is a powerful expression of our vision, mission and values while the existing identity evocatively expresses our brand driver “Unbounded Thinking, Meaningful Results”.

Vision

Our vision is to be the benchmark of the property and facility management industries in Asia.

Mission

We are committed to creating value for stakeholders by providing innovative and practical customised solutions that:

- Enrich quality of life
- Improve cost and operational effectiveness
- Provide peace of mind
- Contribute to sustainable growth

Values

We seek to realise our vision by honouring the following values:

- Integrity
- Customer Focus
- Pursuit of Excellence
- Innovation
- Teamwork
- Social Responsibility

本集團的品牌名字「Synergis」源自「Synergy」協同效應一詞，寄意我們能夠與客戶建立成功的夥伴關係，並能為客戶提供增值服務。

公司標誌以兩個互相扣連的矩形組成，象徵我們與客戶及利益相關者彼此間建立的穩固夥伴關係。此外，兩個矩形朝向前面同一方向，具有向前邁進之意，亦正好顯示我們開創先河、不斷創新且積極進取的企業文化。

Synergis不只是一個公司標誌，它同時也是我們對客戶的承諾。公司的名字充份表達出公司的遠景、使命及企業價值；現有形象更帶出品牌背後的理念——「無限思維、深遠成果」。

遠景

成為亞洲物業及設施管理業的基準。

使命

我們矢志為所有利益相關者創建價值，為他們提供創新、務實和貼身的方案，以：

- 提升生活質素
- 改善成本及營運效益
- 令人安枕無憂
- 推動持續增長

企業價值

我們透過發揮下列的企業價值以實現公司遠景：

- 正直誠實
- 以客為本
- 追求卓越
- 不斷創新
- 群策群力
- 貢獻社會

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