

**PRESS RELEASE**

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## **Supratechnic Expands Regional IQAir Platform with Nationwide Distribution Rights for Indonesia; Suprayi.com to Launch in Indonesia in 2026**

*Appointment formalises a decade of Indonesia distribution, extends the Singapore sole distributor framework announced 14 April 2026, and positions SGX Mainboard-listed USP Group Limited at the centre of Southeast Asia's fastest-growing clean-air market.*

- PT Supratechnic Instrumentasi Indonesia appointed nationwide distributor for Swiss air quality leader IQAir in Indonesia.
- Second nationwide IQAir distributorship secured by the Supratechnic group, following the Singapore appointment announced on 14 April 2026.
- Suprayi.com — Supratechnic's dedicated IQAir e-commerce and advisory platform, successfully launched in Singapore — will be introduced in Indonesia within 2026, providing local consumers and institutions direct access to genuine IQAir products and certified after-sales support.
- Indonesia's air purifier market is projected to reach USD 410.48 million by 2030, compounding at an 18.53% annual growth rate\*, driven by acute indoor and outdoor air quality challenges and rising institutional adoption across the healthcare and corporate sectors.



*IMG\_001 (from left): Mr. Melvin Tan, Chief Executive Officer of Supratechnic and Mr. Jens Hammes, Chief Executive Officer of IQAir International*

**STAAD, SWITZERLAND, 28 April 2026** — **Supratechnic Pte. Ltd.** ("Supratechnic"), an indirect subsidiary of SGX Mainboard-listed **USP Group Ltd.** and a leading regional distributor of calibration, instrumentation, healthcare and marine solutions, today announced that its Indonesian affiliate, **PT Supratechnic Instrumentasi Indonesia** ("Supratechnic Indonesia"), has been appointed as nationwide distributor for **IQAir** in Indonesia. The appointment was formalised at INCEN AG's Swiss headquarters in Staad in the presence of Mr. Jens Hammes, Chief Executive Officer of INCEN AG (IQAir International), and Mr. Melvin Tan, Chief Executive Officer of Supratechnic.

The appointment elevates a longstanding relationship. Since 2016, Supratechnic Indonesia has built IQAir's presence across residential, commercial, and institutional segments in Indonesia, developing the technical depth, service infrastructure, and trade relationships required to represent a clinical-grade Swiss brand at scale. The new nationwide appointment formalises that foundation and authorises Supratechnic Indonesia to further advance market development across Indonesia from its Jakarta distribution base.

The Indonesia appointment follows Supratechnic's sole nationwide distributorship of IQAir products in Singapore, announced on 14 April 2026. Together, the two appointments grant the Supratechnic group authorised distribution of selected IQAir products across Southeast Asia's leading commercial hub and its largest consumer market, anchoring Supratechnic's strategic expansion into the clean-air healthcare sector.

**Mr. Melvin Tan, Chief Executive Officer of Supratechnic,** said:

*"Securing nationwide rights in both Singapore and Indonesia is a transformative milestone for the Supratechnic group. Our Indonesian team has earned this appointment through a decade of disciplined execution, and the trust INCEN AG has placed in us reflects the infrastructure we have built together. Clean indoor air is rapidly becoming a non-negotiable standard for homes, hospitals, schools, and workplaces across Southeast Asia. We are privileged to bring IQAir's hospital-trusted technology to Indonesian consumers and institutions with the service depth and integrity the brand deserves."*

Indonesia faces one of Southeast Asia's most acute indoor air quality burdens. Jakarta consistently ranks among the most polluted major capitals globally, and nationwide challenges including vehicular emissions, transboundary haze, volatile organic compounds from a rapid urban renovation cycle, and rising pet ownership in dense urban housing have combined to reshape how Indonesian households, workplaces, and healthcare facilities think about the air they breathe indoors.

Against this backdrop, the Indonesian air purifier market is expanding rapidly. Valued at USD 147.99 million in 2024, the market is projected to reach USD 410.48 million by 2030, compounding at an 18.53% annual growth rate\*. As nationwide distributor, Supratechnic Indonesia is uniquely positioned to serve the clinical-grade and ultra-premium segments of this expanding addressable market.

Founded in Switzerland in 1963, IQAir is a global leader in air quality technology, trusted by hospitals, laboratories, and specialist clinics on every continent. Its proprietary HyperHEPA® filtration technology captures ultrafine particles down to 0.003 microns — filtering up to 100 times more particles than conventional air purifiers, including viruses, bacteria, tobacco smoke, and combustion particles. When the

Hong Kong Hospital Authority needed air purification it could trust to combat SARS, it selected IQAir — and turned to IQAir again when COVID-19 emerged. This is the standard hospitals set, and the standard Supratechnic Indonesia will now bring to the Indonesian market.

**Mr. Jens Hammes, Chief Executive Officer of INCEN AG (IQAir International),** said:

*“Our partnership with Supratechnic in Singapore dates back to 2004, and over the years I have been consistently impressed by the team's professionalism, technical depth, and commitment to building the IQAir brand with integrity. PT Supratechnic Instrumentasi Indonesia has shown that same dedication in one of our most important markets since 2016. Appointing them as our nationwide distributor for Indonesia is a natural progression of that trust, and reflects our full confidence in their ability to represent IQAir at the highest standards.”*

Alongside the appointment, Supratechnic confirmed that its Suprayi platform — the dedicated IQAir e-commerce and advisory channel launched in Singapore in April 2026 — will be introduced in Indonesia within this year. Operated directly by Supratechnic Indonesia, Suprayi.com Indonesia will offer Indonesian consumers and institutions the assurance of genuine IQAir products, local warranty coverage, expert technical advisory, and authorised after-sales service. Corporate and institutional clients requiring bulk procurement or detailed technical specification support will have direct access to Supratechnic Indonesia's specialist team through the platform.

Go-to-market priorities for the new appointment include expansion of the presence of IQAir's high-performance air cleaning solutions in Indonesia's premium residential and hospitality segments, dedicated account development across healthcare, laboratory, corporate, and institutional clients, direct-to-consumer access through Suprayi.com Indonesia once launched, and nationwide technical service and authorised filter replacement support via Supratechnic Indonesia's Jakarta branch.

The Indonesia appointment is part of a broader strategy to position Supratechnic and Suprayi.com as Southeast Asia's trusted platform for clinically validated healthcare and air quality solutions.

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For further media enquiries please contact:

Jason Fong

Tel: +6012 863 1134

Email: [jason@aegiscomm.com.my](mailto:jason@aegiscomm.com.my)

### **About Supratechnic Pte. Ltd.**

Established in 1968, Supratechnic is a trusted Southeast Asian distributor of premium marine engines, instrumentation, and healthcare solutions. As part of SGX Mainboard-listed USP Group Limited, Supratechnic has built a long-standing presence across Singapore, Malaysia, and Indonesia, supported by an extensive regional network and strong market relationships.

The Group represents internationally recognised brands and is committed to delivering operational excellence, quality products, and dependable after-sales support. With decades of industry experience, Supratechnic continues to strengthen its position as a reliable partner to customers across the marine, industrial, and healthcare sectors.

### **About IQAir Group**

Founded in Switzerland in 1963, the IQAir Group is a global leader in air quality technology, trusted by hospitals, laboratories, and institutions across every continent. IQAir's high-performance air purifiers are designed in Switzerland and manufactured to exacting precision standards at IQAir's own Swiss and German production facilities. The company's proprietary HyperHEPA® filtration technology captures ultrafine particles down to 0.003 microns and has been relied upon by the Hong Kong Hospital Authority and other public health bodies during both SARS and COVID-19. IQAir's AirVisual platform is one of the world's most widely used real-time air quality monitoring ecosystems, accessed by governments, researchers, and citizens globally.

### **Notes to Editors**

- High-resolution photography from the 28 April 2026 signing ceremony at INCEN AG's Swiss headquarters in Staad, as well as IQAir product imagery, is available on request
- Supratechnic invites media to an exclusive hands-on demonstration of IQAir's clinical-grade air purifiers in Singapore, and in Jakarta following the local Suprayi.com launch. To schedule a demonstration, please contact Jason Fong at [jason@aegiscomm.com.my](mailto:jason@aegiscomm.com.my) or +6012 863 1134.
- Media seeking an exclusive angle on Indonesia's indoor air quality landscape, the Southeast Asia clean-air market opportunity, or the Supratechnic group's regional expansion strategy are invited to contact Jason Fong directly.

*\*Source: Research and Markets, Indonesia Air Purifier Market Report, 2024-2030.*