

Company Profile



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Forewords

In 1979, DR. HENDRA ADIDARMA – Dipl. Chemiker, returned to Indonesia after finishing his study in University of Stuttgart-Germany.

He realized that Indonesia is a huge resource of woods and rattans which is used to build houses and made into many kinds of furniture and other utensils. He was challenged by the quality of the conventional paints and system which takes a long time to apply and cured. The outcome also poor and not long lasting. Immediately Hendra developed “Wood and Rattan Finishing Systems” that meets the demand of the market. His idea is: the paint must be easy to apply, the process time must be short and it must be able to beautify the products by showing the natural wood grains and at the same times protect the Wood and the Rattan itself. This Wood and Rattan Finishing System exceeded the expectation of the market and soon become a market leader!

It was a very simple beginning but a big revolution for the furniture industries in Indonesia. Hendra named this company as PT. PROPAN RAYA ICC. It grew rapidly because it can fulfill the demands, especially for export markets.

Since then, a series of innovative products has been developed by Propan Raya such as metal protective coatings, polymer flooring, water proofing, plastic coatings and car refinish paints.

With the vision to be the most innovative surface coating and building chemicals company with world class quality, Propan carries its reputation continuously driving innovation, research and development to invent better formulas for its products.

Now Hendra is expanding Propan's product range to architectural paints with a state of art technology called RPS (Rapid Product System). This is the only one in South East Asia.

As Hendra is very concern about the environment, he supports strongly the Indonesian Government's program: “Save the Planet” and replaced Propan's solvent based paints with Eco-friendly water-based paints. More over, since 2015 Propan Raya actively launches water based paints such as WB (Water Base) Acrylic Lacquer for furniture, WB Wood Care for joinery, WB Metal Protective Coating, WB Polymer Flooring etc.

Beside that, to preserve the local wisdom, culture and heritage, Propan Raya actively supports the development of Indonesian “Green Building”, “Arsitektur Nusantara” and “Creative City” programs.

Dr. Hendra Adidarma-Dipl.Chemiker.
President Director PT. Propan Raya





Indonesia membangun,
Propan mendukung pembangunan Indonesia
dengan produk hasil karya anak bangsa

Mission

Customers

To deliver high value added products and solutions to our customers according to :

Quality of conformity, Quality of reliability,
Quality of consistency, Quality of service, Quality of use

Business Partners

To develop mutual business relationship

People

To develop our people to be knowledgeable, creative, and innovative associates for their professional growth

Environment

To produce environmentally friendly products through environmentally compliant process

Vision

To be the most innovative surface coating and building chemical company recognized for It's world class quality

Core Value



“ Human Spirit of Innovation is Our Way of Life ”
“ I learn, I know, I do, I create and I innovate ”






Company Data

HEAD OFFICE

Jl. Gatot Subroto Km. 8
Tangerang 15810, Banten
Indonesia
Phone : +62 21 5930 3333
Fax. : +62 21 5904 994

Employee	: 3.664 Persons
Production Area	: 20.000 m ²
Warehouse	: 45.000 m ²
PSC (Propan Service Center)	: 23
PSHC (Propan Sandimas Home Center)	: 1
PIC (Propan Inspiration Center)	: 1
Production Capacity	: 70.000 mT/annum
Branches	: 31
Distributor	: 24
Retail Outlets	: > 19,381



-  Branch
-  Distributor
-  PSC

Address :
Jl. Satria No. 1D Jelambar
Jakarta Barat, DKI Jakarta
Indonesia

Phone :
+62 21 56800081/82



Inspiration Center

Propan Inspiration Center (PIC) is the modern outlet specially designed and built to give inspiration to customers. A wide range of coating products and choices of color are prepared to meet customer's expectation and solution for all painting problem. We provided PIC with complete set of product tools such as various product panels, product advisors/color, lists of chosen applicator as well as application training and workshop dedicated for customers as part of our commitment. You might also considered PIC as a "HUB" not only between end user-designer-contractor/painter but also for everyone that needs specific coating product.



Service Center

Spread throughout Indonesia **Propan Service Center (PSC)** and retail shop are created to give more support to the customers with better service. Our PSC and retail shop located in each branch and armed with :

- Product information
- Technical application servicee and training
- Direct sales of special coatings, tools and kits

Product Development

Innovative product design, development and management are the driving forces of our success.



Production Facilities

Producing quality products is our commitment.

Continuous improvement of the process engineering and control procedure have been conducted in order to ensure quality consistency.

New investment of water based production facilities (with the latest technology, state of the art technology for the processing of paint call RPS production system, the only in Asia was taken to get the consistent quality and also production efficiency and productivities for wall paint and other water based product.



Quality Management & Policy

- Striving for the best quality is our commitment
- Quality management system is established through **ISO 9001** version 2000 and **ISO 14001** version 2004
- Quality control facilities with the latest equipment and technology



Warehouse

Sufficient and efficient warehouse and delivery facilities in all branches.





Go To Water based Save The Planet

Product Portfolio of Propan Raya

- Wood finish system for wooden & rattan furniture
- Wood care for housing
- Architectural Paints / Wall Paints
- Metal Protective Coatings
- Polymer Flooring
- Waterproofing System
- Marine Paints
- Industrial Coatings

Market segmentation of Propan Raya

- Retail/DIY
- Project
- Industrial



The global warming is real. Estimated the solvent emission from the furniture industries in Indonesia reached 180,000 mT/year and from the total industry reach around 800,000 mT/year. Since the Indonesian government does not have any regulation to limit VOC of paint until now, to assist Indonesian government pursue efforts to limit the climate warming and to develop an environmentally friendly green city, Propan Raya has taken measure to launch the waterbased paint system under the motto “Go to waterbased, save the planet”. These waterbased products have been launched in early 2016 and well accepted by the market and starting becomes popular.

Propan Raya is the most important water based paint supplier for IKEA, a well known furniture producer in Indonesia and SEA (South East Asia).

Quantum Leap



change



SB Paint :
- High VOC
- Not Eco Friendly
- Flammable

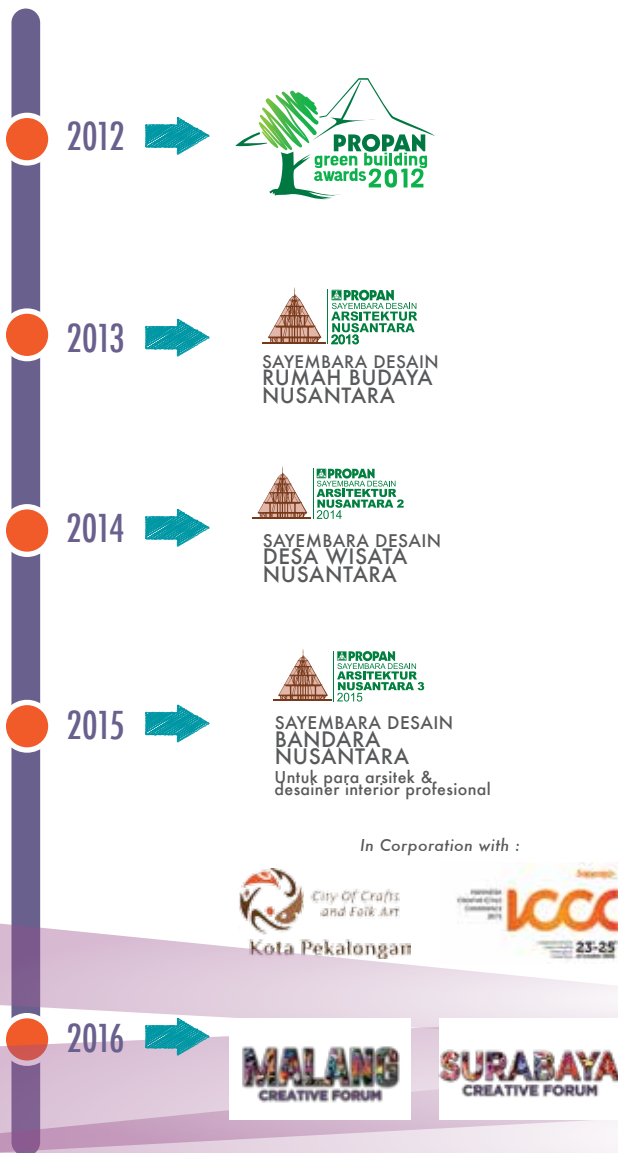
WB Paint:
- Zero VOC
- Not Toxic
(heavy metal & APEO free)
- Environmentally Friendly
- Save in Storage & Delivery

Water based products was launched since early 2016

SB NC Lacquer	➔	WB Acrylic Lacquer
SB NC Color	➔	WB Acrylic Color / Acrylux
SB Synthetic Enamel	➔	Aqua Acrylic Enamel
SB Ultratan Politur	➔	Aqua Politur
SB Ultratan Lasur	➔	Aqua Lasur
SB PU Lacquer	➔	1K & 2K WB PU for furniture
SB Alkyd Primer	➔	Aqua Metal Primer
SB Epoxy Primer	➔	WB Epoxy Acrylic Primer & Top coat
SB 2K PU Color	➔	2K WB PU Acrylic Color
SB Epoxy Polymer Flooring	➔	WB Epoxy Acrylic Flooring/Epogreen Flooring

To preserve local wisdom, culture and heritage, Propan Raya actively support the development of green building, “arsitektur nusantara”, creative city and green city since 2012.

Marketing Activities



1. Kris Adidarma (Managing Director of PT. Propan Raya) in support of the activity the preservation and development of "Arsitektur Nusantara"
2. The launch of the book "Explorasi Desain Arsitektur Nusantara" by DR. Hendra Adidarma (President Director of PT. Propan Raya)
3. The winner of "Propan Green Building Awards 2012" competition design
4. The "Arsitektur Nusantara" event and awarding the winner of competition design architecture nusantara 2013
5. Speakers at a seminar "MEA 2015", opportunities & challenge for Indonesian creative industries
6. Speakers at a seminar "MEA 2015", opportunities & challenge for Indonesian creative industries
7. The visit of the minister of tourism Arief Yahya to PT. Propan Raya factory and office
8. Hendra Adidarma (President Director of PT. Propan Raya) support activity "Indonesia Creative Cities Conference in Solo, Central Java"
9. Talkshow in "Malang Creative Forum" event
10. Talkshow in "Surabaya Creative Forum" event

Wood Care



1. Angsana Ihuru, Maldives
Ultran Deck Lasur
(Durable Exterior Deck Lasur EDL-601)
2. Angsana Ihuru, Maldives
Ultran Deck Lasur
(Durable Exterior Deck Lasur EDL-601)
3. Samaya Breeze - Bali, Indonesia
Ultran Lasur
(Durable Exterior Wood Finish EL-501)
4. Baruna Resort, Malaysia
Ultran Lasur
(Durable Exterior Lasur EL-501)

Polymer Flooring



1. Pharmaceutical
Polyfloor PFT-253
2. Food & Beverage
Polyfloor PFT-253
3. Hospital
Polyfloor PFT-213 SF
4. Play House Land
Multipox MX-91

Wall Paint



1. The Pakubuwono Residen
Jakarta, Indonesia
Exterior : Decorflex DF-97
Interior : Decorcyl DI-400
2. Menara Satu Kelapa Gading
Jakarta, Indonesia
Exterior : Decorshield DW-500
Interior : Decorcyl DI-400
3. Mall @ Alam Sutra
Tangerang, Indonesia
Exterior : Decorflex DF-97
Interior : Decorcyl DI-400
4. RS. Kanker Dharmas
Jakarta, Indonesia
Exterior : Decorshield DW-500
5. Hard Rock Hotel
Bali, Indonesia
Exterior : Decorshield DW-500
Interior : Decorcyl DI-400
6. Pullman Legian Nirwana Hotel
Bali, Indonesia
Exterior : Decorshield DW-500
Interior : Decorcyl DI-400
7. New Kuta Condotel
Bali, Indonesia
Exterior : Decorshield DW-500
Interior : Eco Emulsion EE-4010
8. Club House Wisata Bukit Mas
Surabaya, Indonesia
Exterior : Decorshield DW-500
Interior : Eco Emulsion EE-4010

