

Company Profile




copyright. 2023

— SCAN HERE —



page	2	Introduction
page	3	mission & vision
page	4-6	company data
page	7	product development/ quality management & policy
page	8	production facilities & warehouse
page	9	product portfolio of propan raya
page	10	go to waterbased save the planet
page	11	CSR
page	12	marketing activities
page	13-14	project references

 www.propanraya.com
 info@propanraya.com
 Propan Raya ICC

 @propanraya
 @propanraya
 Propan Raya

Introduction

In 1979, after successfully completing his studies in the University of Stuttgart, Germany, DR. HENDRA ADIDARMA - Dipl. Chemiker, returned to Indonesia. He soon realized that Indonesia is rich in natural resources such as wood and rattan, which are often used to built houses, furnitures, and other related craft products. As Hendra observed the local furniture workshops, he noticed the poor quality of conventional paints that took a long time to apply and cure, thus the finishing paint is not good and does not last. With a zeal to innovate and create value, Hendra immediately developed a new "Wood and Rattan Finishing System" for the industry. It was a big hit, as it satisfied the market needs: a paint that 1) is easy to apply, 2) has shorter process time, 3) is able to enhance the natural beauty of wood grain, and at the same time 4) protects the wood and rattan itself.

In a short period of time, this new "Wood and Rattan Finishing System" exceeded expectations and became the market leader! It was a very simple beginning, yet it revolutionized the furniture industry in Indonesia. Hendra named his company as PT. PROPAN RAYA ICC. It grew rapidly as the company continues to innovate and fulfill the market demands, even for the export market.

Since then, series of innovative products have been developed by Propan Raya such as metal protective coatings, polymer flooring, water proofing, plastic coatings and car refinish paints. With a vision to be the most innovative surface coating and building chemical company with world class quality, Propan Raya has built a reputation by continuously innovating, researching, and developing products that match international standards at an affordable price. Hendra declared: "We committed to support Indonesian infrastructure development by continuously developing international standards paint products at an affordable price."

Now Hendra is expanding Propan's product range to architectural paint, using state of the art technology called RPS (Rapid Production System). Currently, Propan is the only company that use such technology in Asia Pacific. Propan's architectural paints is rapidly becoming the painters choice due to its durability, coverage, and the cost effectiveness.

As Hendra is greatly concerned about the sustainability of our environment, he strongly supported the Indonesian government program "Save the Planet" and thus developed eco-friendly water based paints to replace solvent based paints. Since 2015, Propan Raya has actively launched WB (water based) Acrylic Lacquer for furniture, WB Wood Care for joints, WB Metal Protective Coatings, WB Polymer Flooring, etc.

Finally, as part of his philanthropic efforts, Propan Raya supports the development of Indonesian "Green Building", "Arsitektur Nusantara", and "Creative City" programs. Recently Propan Raya has contributed in the restoration of "Kota Tua" - original downtown area of Jakarta, by formulating Silicate Paint to preserve its old structures. This is Hendra's commitment to preserve local wisdom, culture, and heritage.



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 mutually beneficial business relationship.

People

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

Environment

To produce environmental friendly products through a process accordance with environmental regulations.

Nations

Committed to support government in the development of Indonesia infrastructure.

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 ”

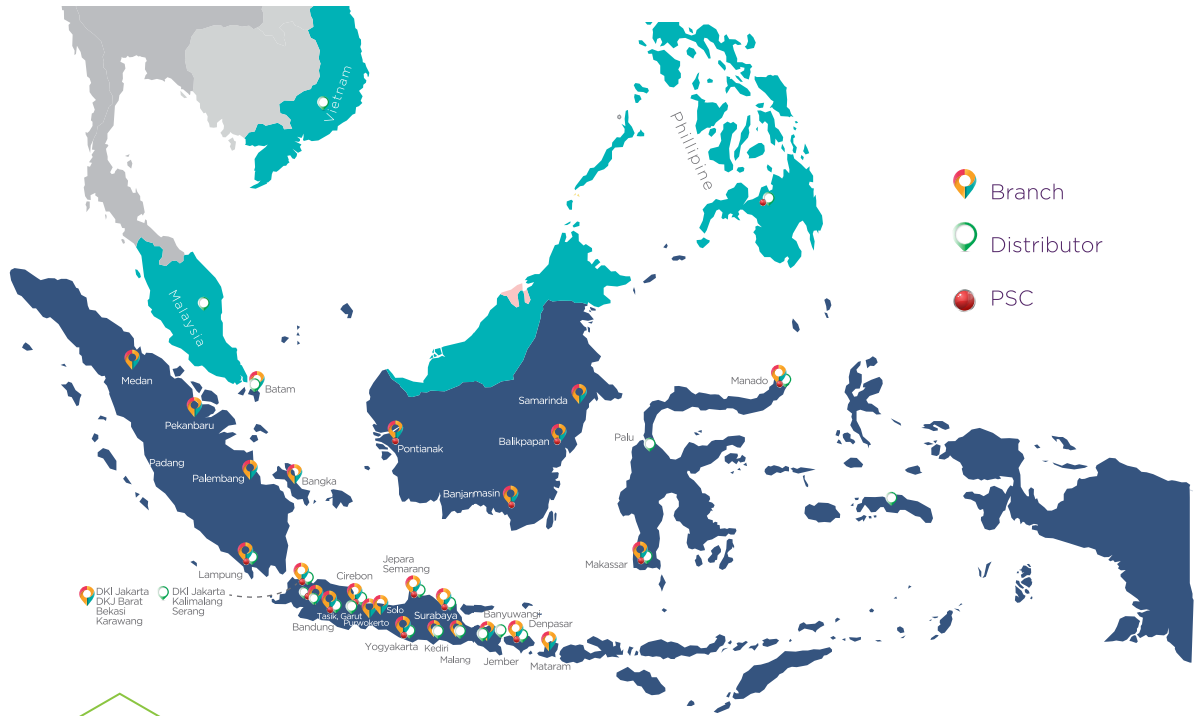


Company Data

▶ HEAD OFFICE

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

Employee	: 3.741 Persons
Production Area	: Plant I : 14.133 m ² : Plant II : 12 Ha
Production Capacity	: Plant I : 22.500 ton/tahun
Warehouse	: Plant II : 44.000 ton/tahun : 45.000 m ²
PSC (Propan Service Center)	: 17
PSHC (Propan Sandimas Home Center)	: 1
PIC (Propan Inspiration Center)	: 5
Distribution Center	: 9
Storage Location	: 8
Branches	: 39
Distributor	: 6
Retail Outlets	: 18.983



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

Phone :
 +62 21 5680081/82



propan Inspiration Center

Propan Inspiration Center (PIC) is a modern outlet that is specifically designed to inspire the customers. A wide range of coating products and color cards were prepared to exceed customers imagination and to provide solutions for all painting problems. PIC is equipped with a complete set of tools such as various product panels, product and color consultant, list of chosen applicator as well as the 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 and painter but also for everyone that needs specific coating products.



propan Service Center

Spread throughout Indonesia, Propan Service Center (PSC) and other retail shop were built to support the customers' various needs. PSC strategically located in all of our branch and each provided with:

- Detailed product information,
- Technical application service and training,
- Direct sales of certain coating products, tools, and kits.

Product Development

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



Quality Management & Policy

- Striving for the best quality is our commitment
- Quality management system is established through :
ISO 9001 version 2015,
ISO 14001 version 2015,
ISO 45001 version 2018
SNI 3564 version 2014
- Quality control facilities with the latest equipment and technology.
- Green Label Indonesia
- Green Label Singapore



Production Facilities

Propan Raya has been dedicating it self to produce high quality products. The continuous improvement of engineering and production process have been conducted to ensure the quality consistency.

Our recent investment is on water based paint production facilities, (with our state of the art technology namely "Rapid Production System"), currently is the only one that is available in South East Asia, and has been actualized by our company to enhance the quality consistency, production process efficiency, and overall productivity for wall paint and other water based paint products.



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/ SB & WB
- Waterproofing System / Liquid Waterproofing Membrane
- Marine Paints
- Metal Protective coatings for infrastructural
- Industrial Coatings

Market segmentation of Propan Raya

- Retail/DIY
- Project
- Industrial



Global warming is real. It is estimated the solvent emission from the furniture industries in Indonesia have reached approximately 180,000 mT/year, compared to 800,000 mT/year from the whole industries. To this day, the Indonesian government does not have any law and regulation that restrict the utilization of Volatile Organic Compound (VOC) contained in paint products.

Therefore, Propan Raya has taken initiative to develop water based paint system under the motto "Go to Waterbased, Save the Planet". Such initiatives have been actualized in assisting the government, to limiting the temperature volatility and developing a green city that is environmental friendly. Propan water based paint products were launched in early 2016 and successfully accepted by the market and now became increasingly popular.

Propan Raya is one of the important supplier for water based system for the IKEA furniture produced in Indonesia and SEA (South East Asia)

Quantum Leap



change to



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 → Go fast
- SB Ultran Politur → Aqua Politur / Propan Wood Stain
- SB Ultran 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



Corporate Activities

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.

Since 2020 actively support government project, infrastructural, and IKN.



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 “Eksplorasi 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 & 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. Hard Rock Hotel, Bali
Ultran Lasur
(Durable Exterior Wood Finish EL-501)
2. Maya Ubud Resort, Bali
Ultran Lasur
(Durable Exterior Wood Finish EL-501)
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. Car Park
Polyfloor Epoxy PFT - 213 - 2K SF
2. Factory
Polyfloor Epoxy PFT - 213 - 2K SF
3. Cold Storage
PU Concrete PFT - 615 - 3K WB (HF)
4. Food Industry
Polyfloor Epoxy PFT - 213 - 2K SF

Wall Paint



1. The Pakubuwono Residensi
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 Dharmais
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