



**SARI MAS PERMAI**



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Indonesia



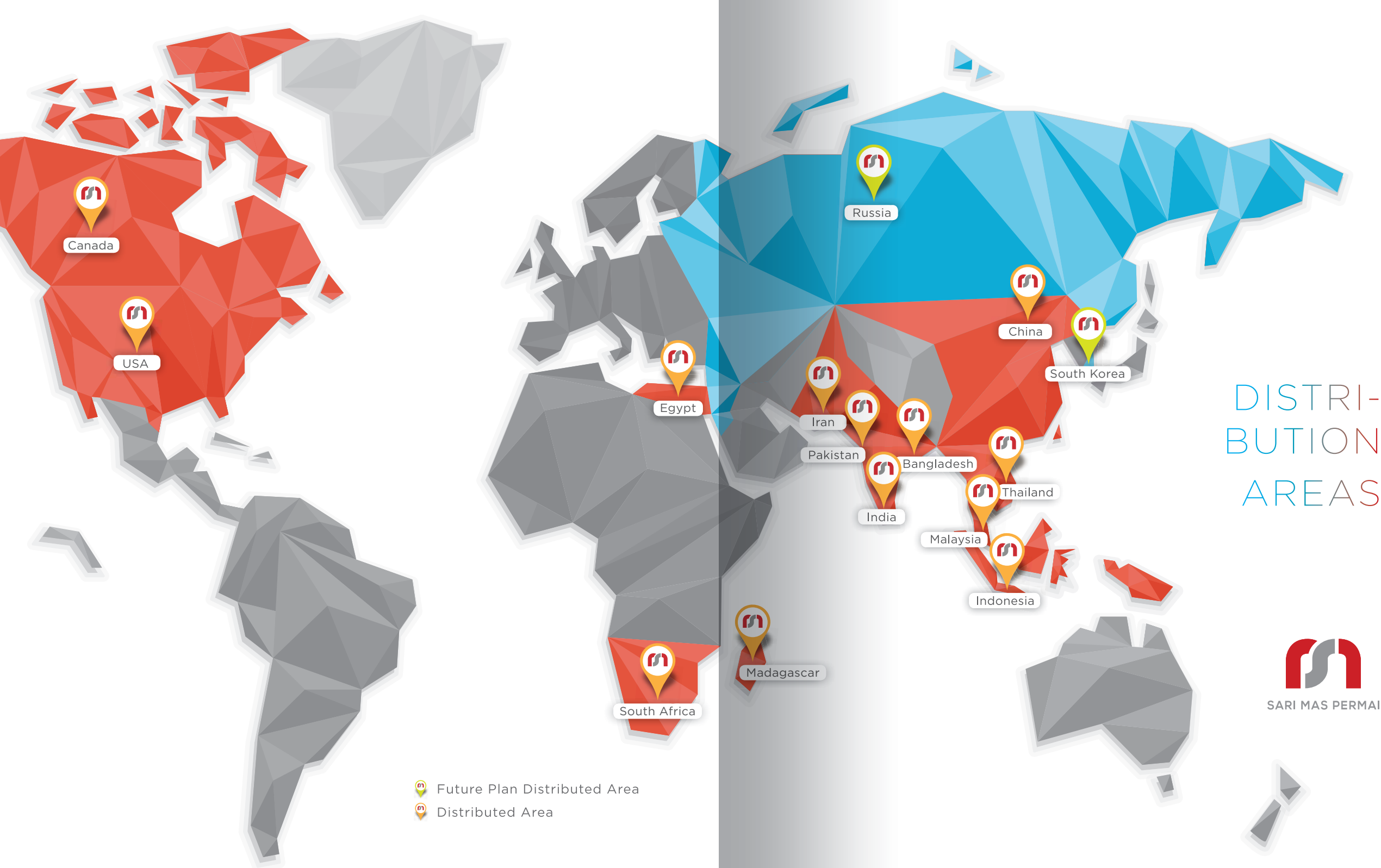
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profile



**A SATISFIED  
CUSTOMER is the best  
business strategy of all.**

*Michael LeBoeuf*



# MILESTONE

## 1978 In the Beginning

Sari Mas Permai started as a high quality coconut oil plant with ten employees that produced up to 5 tons of cooking oil per day.

## 1985 Factory and Corporation Establishment

The factory was established in 1985 in Surabaya-East Java, incorporated on April 1st, 1986 and officially became a private limited company (corporation), by Indonesian Government official registration on May 22nd, 1990.

## 1994 Added Machineries

To increase the production capacity, the first refinery facility and refinery plant were built. The new refinery facility can produce more than 200 tons of coconut oil per day.

## 2000 New Products and Fractionation Plant

By building a new fractionation plant, Sari Mas Permai Ltd. has successfully made a breakthrough in producing a new product, palm cooking oil. This new plant has the capacity to produce 200 tons of palm cooking oil per day.

## 2004 More Plants

In further development, Sari Mas Permai Ltd. added more refinery plants that could deliver up to 500 tons of coconut and palm oil per day and an extraction plant that made copra pellets from coconut oil extraction.

## 2012 ISO Certification

Achieved ISO 9001:2008 for Quality Management System and ISO 22000:2005 for Food Safety Management System within the international standards.

## 2015 Giving Back to the Community

Consistently engaged in Corporate Social Responsibility programs that focuses on giving back to the community and the environment.

## 2016 Hydrogenation Plant

Using advanced technology on our equipment, hydrogenation plant stood out to help in adding our products.

## Overseas Distribution

Our products has been exported to more than 26 countries in Asia Pacific, Middle East, Africa, Europe and America.

## Continuous growth

Your continuous trust helps us to expand our distribution areas. By committing to our customers' best interest, our products are well received in markets worldwide.



# SARI MAS PERMAI

is one of the leading companies in oil processing industry with the main materials of raw



coconut

and



palm.



OIL

With ISO 9001:2008 and ISO 22000:2005 certified, we are committed to providing our customers with consistent, best-in-class products that meet the prescribed manufacturing and food processing standards.



TARGET MARKET

Aiming at providing coconut and palm oil needs for wide variety of industries that manufacture oil-based products in the oleo chemical and food industries.



Using machineries with advanced technology and carefully selecting raw materials to meet ISO standards for consistency in producing high quality products.



DOMESTIC



INTERNATIONAL



COSMETIC FACTORY



SOAP FACTORY



CHEMICAL FACTORY



CREAMER FACTORY



FOOD FACTORY



MARGARINE FACTORY



RESIN FACTORY



GROCERY

# VISION

“To be **recognized** and **trusted** as one of the **global leaders** in edible oil industry. ”

# MISSION

“ To provide **high quality edible oil** that will **satisfy our customers.** ”



## COMPANY VALUES

- ✓ Passion for customers
- ✓ Uncompromising integrity
- ✓ Trust and respect for people
- ✓ Results through teamwork
- ✓ Continuous strive for excellence



### High Quality Products.

Your satisfaction is our top priority. In meeting your needs, we adhere to strict quality control procedures every step of the manufacturing process, by carefully selecting high quality raw materials, using high tech machineries, and other rigorous quality control measures to comply with international standards. We create the best products to guarantee the needs and satisfaction of our customers.

# CER- TIFI- CATES



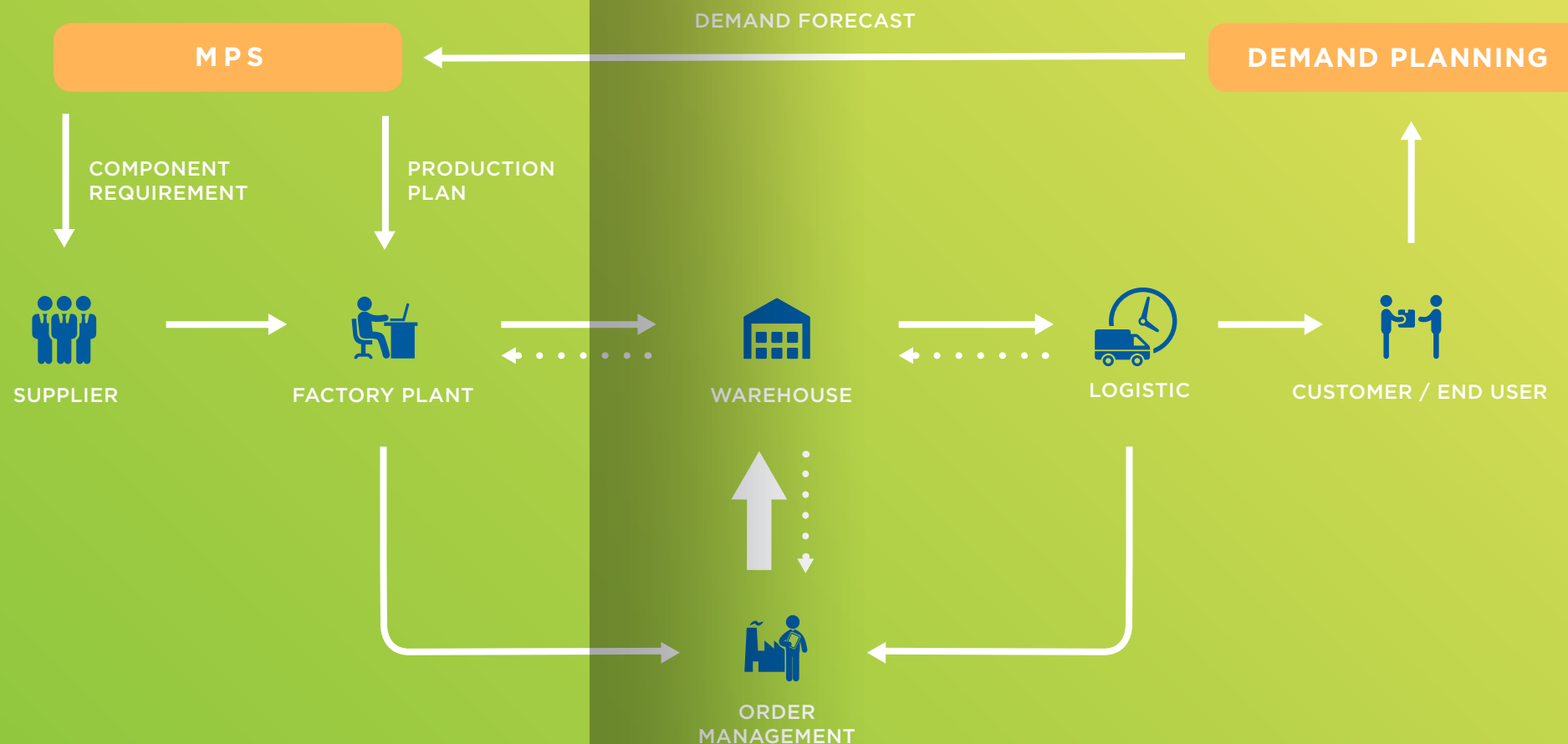
## MASTER PRODUCTION SCHEDULE

*In order to arrange a highly effective and efficient system that enables us to review and keep track of our overall productions and distributions, Sari Mas Permai Ltd. applies master planning to process customers order which includes sales and operations planning (S&OP) and master production schedule (MPS).*



Master Production Schedule consists of many steps from receiving demands and needs from the customers into planning the productions, and distributing the products to the markets.

Through S&OP, our company is able to form and execute a strategic business plan for our production rate and maintain good customer service relations by reviewing feedbacks from the market.







### RBD Coconut Oil (RBD CNO)

For Crude Coconut Oil to be suitable for consumption, it must be refined, bleached and deodorized (RBD). RBD Coconut Oil is a light yellow liquid and would change into a semi solid in room temperature. RBD Coconut Oil is used in coconut-based cooking oil, for food processing commercial and in oleo chemical industries.

### Crude Coconut Oil ..... (CCNO)

Crude Coconut Oil is crushed from copra, the dried meat of finely matured coconut. It must be further processed to be applicable for use in foods, soaps and in the oleo chemical industry.



### Copra Pellets

Copra Pellet is copra expeller made into pellet forms.



### Coconut Fatty Acid Distillate ..... (CFAD)

Coconut Fatty Acid Distillate is the side product obtained during the refining process of crude coconut oil. It is a reddish brown liquid at room temperature and is mainly used in soap manufacturing industries.



### Palm Fatty Acid Distillate (PFAD) .....

Palm Fatty Acid distillate is the by-product obtained during the refining of crude palm oil. It is solid and light brown in color at room temperature. It is used mainly in the production of soaps, detergents and a few in the cosmetic industries.



### Refined, Bleached and Deodorized (RBD) Palm Stearin

RBD Palm stearin is the solid product obtained from the fractionation of palm oil. The other product is in liquid form, called RBD Palm Olein. RBD Palm Stearin is white in color and solid at room temperature. RBD Palm Stearin is used in the production of margarine and shortenings as well as to make soaps, candles and also used in oleo chemical industries.



### Refined, Bleached and Deodorized ..... (RBD) Palm Olein

RBD Palm Olein is the liquid product obtained from the fractionation of palm oil. The other product is called RBD Palm Stearin, and is in a solid state. RBD Palm Olein is a clear yellow liquid at room temperature. RBD Palm Olein is used as cooking oil and also in food preparation commercials. It is also used in oleo chemical industries as well as to make biodiesel and other cosmetic products.



### Hydrogenated Coconut Oil ..... (HCNO)

HCNO is RBD CNO that went through a Hydrogenation process. HCNO is a solid white fat in texture and a clear liquid if applied to heat. HCNO can be used as the main raw material in food industries.





# TECHNOLOGY, ..... HUMAN AND FACILITIES

Our company has been using the most advanced and latest technology which focuses on producing various products that meets our rigorous standards as well as to find better ways to preserve the environment. In addition to having certified industrial machineries and testing tools, our factory has also passed the ISO 22000:2005 certification as part of our international compliance.

We work with qualified suppliers from all around the world, and abreast with the latest technological development. We adopt a safe and environmentally friendly manufacturing practices to create the best products while caring for our surroundings.

“ Using the most advanced technology equipment available and adhering to strict quality control practices in every step of our manufacturing process. ”

Adopting the latest management tools and best practices, we make sure our business process keeps evolving and stays relevant in time. As a result of these practices, our customers get benefit by receiving high quality products in a timely manner, with a clear conscience.

We have integrated our business process using a high-tech ERP (Enterprise Resource Planning)

system implemented companywide. By doing so, we greatly improve operational efficiency, maintain consistent up-to-date information, reduce the probability of human error, and deliver exceptional goods and services to our customers in a timely manner.



Direct collaboration of our 300 qualified, dedicated and motivated employees with the latest manufacturing technologies and innovations.

## Hydrogenation

RBD coconut oil can be processed further into partially or fully hydrogenated oil to increase its melting point. Since virgin and RBD coconut oils melt at 24 °C (76 °F), foods containing coconut oil tends to melt in warm climates. A higher melting point is desirable in these warm climates, so the oil is hydrogenated. The melting point of hydrogenated coconut oil is 36-40 °C (97-104 °F).

Hydrogenation process is the chemical reactions between molecular hydrogen and oil. The process is commonly employed to reduce or saturate organic compounds. Coconut oil contains only 6% monounsaturated and 2% polyunsaturated fatty acids. In the partial hydrogenation process, some of these are transformed into trans-fatty acids.





# GIVING BACK TO OUR COMMUNITY

## We ♥ Our Community!

We devote ourselves to giving back to the community around us.



To show our love, part of our profits are used to fund corporate social responsibility (CSR) programs that meet many areas of the community's needs, among others: education, healthcare, environmental conservation, sustainable economic development and many others.

Our company is devoted to bringing positive impact to everybody we come into contact with: our suppliers, employees, customers, the government, and last but not least the community. Besides allocating funds for our CSR programs, we encourage our employees to get involved in volunteering for the benefit of the community.

## Our yearly CSR activities ►



## Caring for the Environment

In order to create a better change for the environment, we visit local neighborhood to sweep the streets, clean the sewers, plant trees or donate plants or fish seeds to residents. We conduct neighborhood fogging services to prevent dengue fever outbreak and donate cleaning tools for local neighborhood.



## Education

We work with local schools to improve their facilities by repainting the school walls. We also offer scholarships for students.



## Religious and National Celebrations

During Ramadhan month, we give away *takjil* (sweet desserts served during Ramadhan for breaking the fast) and celebrate with our Muslim friends. We help distribute gift parcels to our Muslim brothers and sisters for Idul Fitri holiday.

We also hold yearly Indonesian Independence Day commemoration, in which people enjoy fun traditional games such as *krupuk* (cracker) eating contest and rice sack race.

Charity

We are involved in distributing groceries and hold discount bazaar with affordable goods and raise funds for those in needs.



Employee Recreation

Work hard and play hard! We hold end-of-year picnics and recreation gatherings with our team members to celebrate a year of work well done.

“Truth builds trust.”  
*Marilyn Suttle*