



SINARMAS

FURNITURE

elegance your home



WWW.SINARMAFURNITURE.ID

ABOUT US

We are CV Sinar Mas a manufacturer and exporter based in Pasuruan, East Java, Indonesia that produce kinds of furnitures and home decors. Established in 1997, we have more than 25 years of experience in furniture industry. Our business journey is marked by the regeneration process that we have carried out. We collaborate between Indonesian craftsmanship and environmentally friendly sources of materials. Our highest priorities are customer satisfaction, by providing good quality products of course.



FOUNDER INSIGHT

Dear Valued Customer,

Established in 1997, starting from zero, from the small town in East Java, until now we have exported to various countries. Almost 25 years experience in the industry requires continuous improvement on every element in our business. Convicence, consistency and adaptation are the keywords in our sustainable business development program. In order to maintain our growth, we conduct a continuous research on products, market trend, and in line with the human resource development and also other social responsibilities. As time goes by we have been developing many products of wood. Started with an assortment of wood, we develop products with combination of wood with metal, wood with drum, wood with rattan, and also waste of wood.

In terms of design, we keep developing natural minimalist european style furniture. Regarding to market segment, we experienced in serving global market and our production capacity could supply the needs of wholesaler, retailer, and interior projects.



Esty Lestari

Commissioner



INSIGHT



Turning 25 years old of CV Sinar Mas's business journey is marked by the regeneration process that we have carried out. In developing the company, of course, we often encounter obstacles and in the end we are able to overcome these obstacles that keep the company standing until it can enter the second generation as it is today. This is inseparable from the guaranteed quality of each product because our priority is customer satisfaction. Keep in touch business relationship with customers is very important to us.

Penetrating the digitalization era, it is a must to upgrade abilities both hard skills and soft skills. We must always think creative and innovative in accordance with the times so that we can compete in the global market.

Rara Pramesthi

Director





OUR VALUES

We collaborate with local craftsmen who have expertise in furniture to increase economic welfare. The majority of our products are made from teak wood and also some materials are waste that is rarely used, but in our place they are converted into goods with higher economic value.

Sustainability is our concern. We are committed to ensuring the use of sustainable harvested timber for our wooden products. We have SVLK certificate to support our commitment to always prioritizing the safety of nature. So it makes our products are environmentally friendly and sustainable.

We also use several environmentally friendly finishing techniques to produce a variety of unique and special products for our customers.



VISION

Being a furniture company that uses local natural sources of raw materials, which has good quality products, on time delivery, and has the soul of each product.

MISSION

- Aware with potential craftsmen around of us and we want to grow together with them to increase people economic welfare.
- Inspired by local natural resources from Indonesia to create furniture and home decor based on lifestyle and trends. Many natural resource wastes can be explored to become beautiful and unique handmade furniture and home decorations.
- Fulfilling customer satisfaction is one of the goals in every stage of the production process, so that later it will produce unique, beautiful and quality products. Long-term cooperation with customers is very important to us.



OUR WORLDWIDE EXPERIENCE



Long-term cooperation with customers is very important to us.
We have exported our products to several countries in the world :

**Indonesia | Singapore | Vietnam | Hongkong | China | South Korea | Taiwan
| Australia | New Zealand | Netherland | Switzerland | Germany | Denmark |
Belgium | Spain | Itlay | France | Turkey | Bulgaria | Russia | United States**



TRADE FAIR

INDONESIA

- TEI (Trade Expo Indonesia) - Jakarta (2009, 2010, 2011, 2012, 2013, 2014, 2015, 2019, 2022)
- IFEX - Jakarta (2014, 2015, 2016, 2017, 2023)
- JIFFINA - Jogjakarta (2018, 2019)
- IFFINA - Jakarta (2011, 2013)
- JATIM FAIR - (2014, 2015, 2016, 2017, 2018)
- *and many more. . .*

INTERNATIONAL

- CAEXPO (China-ASEAN Expo) - China, Nanning (2014, 2015, 2016, 2017, 2018, 2019, 2023)
- KOFURN - South Korea (2018, 2019)
- Korea Int'l Furniture & Interior Fair - South Korea (2013)
- MUBA - Basel (2013)
- Copenhagen - Denmark (2012)
- International Furniture Fair Singapore - Singapore (2011)
- HOMEDEC - Kuala Lumpur (2011)
- China Shanghai International Furniture Exhibition - China (2010)
- *and many more. . .*



TRADE FAIR



OUR WORKSHOP



GET IN TOUCH

📍 Jl. Karya Bhakti Blok G/9, Pasuruan, East Java, 67139

☎ +62 88-7777-5777

✉ info.sinarmasfurniture@gmail.com

🌐 @sinarmasfurniture.id

🖱 www.sinarmasfurniture.id

👤 Esty_sinarmas





SINARMAS

F U R N I T U R E