

# Satu Bumi

amazing glass fibre technology



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[satubumi.com.au](http://satubumi.com.au)



# ABOUT SATU BUMI / Why Work with Us

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## What we do

Satu Bumi is a family owned business that commenced manufacturing Glass Fibre Reinforced Concrete (GFRC) furniture and outside garden décor products from its factory in Yogyakarta, Indonesia in 2012. The factory covers over 10,000 square meters (approx. 100,000 square feet) and employs approximately 200 staff.

The founding owners of Satu Bumi, Gary Landers and Harry Grace, both had very successful commercial careers in the Asia/Pacific region before establishing Satu Bumi and were looking for an opportunity to establish a new business with their sons, Robert and Lachlan

The founders decided to enter the GFRC manufacturing industry after recognising a real gap in the supply of quality GFRC products to the garden decor and furniture markets. Although GFRC manufacturing technology had been around in these markets for some time before their involvement, it was clear that very few companies were able to manufacture and reliably supply quality GFRC products in commercial volumes on an international level.

## GFRC is a great technology.

It is amazingly adaptable to the manufacture of almost any shape or size, enables impressive colors and textures and is incredibly durable. However, GFRC manufacturing is typically labor intensive and therefore expensive in high labor cost countries. On the other hand, low labor cost countries typically tend to have under-capitalised businesses, difficulty in attracting good quality managerial staff, poor communication skills (i.e. limited language skills) and commercial cultures that are generally incompatible with most western countries.

In essence the market was ripe for the introduction of a new GFRC manufacturer into the garden decor and furniture markets that could combine the advantages of Indonesia's low cost of production with adequate capital and managerial expertise.

# WHAT MAKES US DIFFERENT

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## **Family Owned, Focused on Building Relationships**

Having introduced their two sons into the business, the two founding owners have developed a business strategy based on building long term, reliable commercial relationships with a controlled number of well established distribution, wholesale and retailer customers throughout the world. Satu Bumi is committed to providing those customers with a combination of quality, innovation, service, ethical business practices and the pursuit of mutually beneficial commercial outcomes in all its business relationships.

In addition, Satu Bumi is a member of SEDEX and is dedicated to improving and maintaining responsible business and social practices in Labor Standards, Health & Safety Standards, Environmental Standards and Business Ethics to ensure it meets both local Indonesian standards and the standards required by our international customer base.

## **Competitive Pricing**

The garden decor and furniture markets are highly competitive and therefore creating an ever increasing demand from distributors and retailers for direct access to lower cost internationally based manufacturers. This demand is being made easier to satisfy with the advent of inexpensive Internet based communications, low cost international air fares and competitive international shipping rates. However, international commerce brings with it the potential risks and frustrations associated with language barriers and different country based commercial and social infrastructures and cultures.

## **Ease of Doing business with English Speaking Management**

What makes Satu Bumi unique is its ability to combine the benefits of low cost manufacturing in a developing economy and the "ease of doing business" with an English speaking management and sales team that is able to directly communicate effectively and efficiently with first world businesses. This opens the door to businesses that have previously found it difficult or even daunting to establish supply arrangements in Asia that would otherwise provide them with access to a range of high quality and very attractively priced products. In reality, if these business are not taking advantage of the Asian market today their competitors probably are!





## WHY WE CHOSE INDONESIA

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Before choosing to establish Satu Bumi's manufacturing facilities in Indonesia the founders considered a number of other countries in the Asian Region including China, India, Vietnam and the Philippines. As a result of that work Indonesia stood out, with approximately two hundred and sixty million people, as an emerging regional powerhouse for manufacturing but with a far less commercially developed and consequently more cost attractive position than those other countries. In addition, Indonesia provides easy access to international shipping, the perfect warm and humid climate for concrete curing and unique access to Teak Wood that is an essential ingredient in Satu Bumi's furniture range.

### **Our Process is Focused on our Clients**

Satu Bumi recognises that building effective communication, reliable service and providing competitive pricing are all essential elements in a good commercial relationship. However, in the end, sound long term commercial manufacturing and supply relationships always depend on the quality of the product being supplied.

Satu Bumi's has a very strong focus on quality whereby its manufacturing philosophy is to design, produce and package all its products to be "fit for customer", "fit for purpose" and "fit for transport".

**"fit for customer"** by being aesthetically appealing, attractively packaged and competitively priced.

**"fit for purpose"** by being structurally sound and designed to meet their intended purpose.

**"fit for transport"** by being strong enough to withstand the rigours of international shipping and land based transport and by being well packaged and designed from the ground up to optimise shipping costs.

**In essence, Satu Bumi prides itself on being very cost competitive, reliable, honest and "easy to do business with" whilst always keeping a focus on the quality of its products.**

# THE GLASS FIBRE REINFORCED CONCRETE PROCESS / The manufacturing process is important

## The slurry mixture is critical

- Quantities must be precise
- Portland cement, Water, Sand and/or aggregates, Polymer, Plasticiser, Fibreglass strands

**Poured or sprayed into product moulds** - for form & texture

**Coloured** - for aesthetic appeal

**Cured** - for strength



### Manufacturing process - *Spray gun process*

To provide a high quality appearance and consistent quality



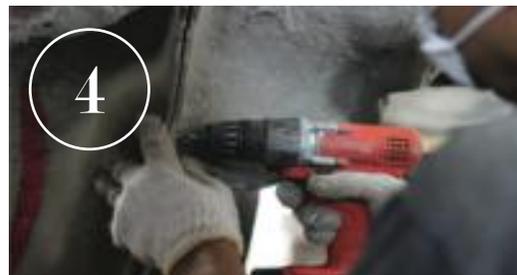
### Manufacturing process - *Adding the fibre glass*

To provide flexural and tensile strength



### Manufacturing process - *Smoothing*

Hand rolled to ensure full coverage of the mould and parallel fibre orientation for maximisation of strength



### Manufacturing process - *Joining*

Precise joining is critical in reducing seamlines



### Manufacturing process - *De-Moulding*

Moulds are left to harden before de-moulding. Some of these moulds can have as many as 30 parts



### Manufacturing process - *Colouring*

May include brushing, spraying or washing depending on the finish required and can take up to a week to complete

# THE PRODUCTS

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## 1. POTS & PLANTERS

### A – Classic Pots

Satu Bumi's "Classics Range" of pots has been developed to take advantage of its own versions of well-known classic shapes that have traditionally sold well in the market over many years. To these classic shapes Satu Bumi has added its own acid oxide colouring formulas to provide authentic looking rusted metallic appearances that are stylish and provide a unique differentiator in the market. Apart from their aesthetic appeal acid oxides provide impressive UV and weather resistant characteristics that maintain their intended look without discernible degradation over many years.

### B – Standard Planters

Planters with simple but elegant clean lines that add structure without dominance to a garden or patio setting have always been, and will continue to be, in great demand. In response to this demand Satu Bumi's "Standards Range" of planters consists of a variety of standard sized GFRC planters that have a subtle but solid contemporary appeal and come in a range of earthy colours that differentiate them from similar looking products made from alternative technologies.

Satu Bumi's GFRC standard planters provide excellent moisture permeability resistance and structural strength. This makes them a practical option where water seepage is undesirable and larger sizes are required.

### C – Designer Range

Both commercial and amateur interior decorators are continuously on the lookout for something a little different, and to some extent dramatic, as a statement piece when planning the interior design of new or refurbished spaces.

Satu Bumi's "Designer Range" of hand painted pots, although suitable for outdoor use, are primarily targeted at the interior decoration market. Vibrant rich metallic colours on contrasting white and black backgrounds provide striking pieces of interior décor. The "Designer Range" is perfectly suited to both domestic and commercial interior decoration applications.

Mixtures of contrasting blacks and whites in conjunction with high quality metallic gold, silver and copper paints provide stunning finishes to these pots that would appeal to the most discerning interior designers.

Satu Bumi's "Designer Range" pots are solid and functional making them perfect for holding interior plants. However, with such a striking appearance they are also appropriate as a standalone interior showpiece.

### D – Highlights Range

Satu Bumi's "Colour Highlights Range" of planters add a flash of color to the very industrial yet modern appeal of raw concrete in contemporary standard garden planters.

The products within Satu Bumi's "Colour Highlights Range" are hand painted and specifically designed to provide both a modernistic answer to patio furnishing and a robust and rugged option for commercial cafes, restaurants and bars.

The planter forms and sizes within the range have been chosen carefully to provide substance and presence without being overpowering. And the positioning and shapes of the colour highlights have been matched with the forms to deliberately provide a simplicity that will appeal to the more artistically inclined buyer.

The key design criteria set for Satu Bumi's design team when creating the "Colour Highlights Range" was to present a range of planters that provided interior designers with a "family" of planters that could be mixed and matched to provide visual interest yet an appearance of design harmony. As a result, each of the planter forms is very distinctive and interesting and the positions and shapes of the actual colour highlights are different. However, when you put all or part of the range together in one location they appear well coordinate rather than an eclectic selection of planters chosen to fill voids.



## 2. WATER FEATURES

### A – Traditional Water Features

Traditional water features are a great attribute to any garden setting and GFRC is the perfect technology for making very natural looking and attractive garden features that will last year after year. Satu Bumi has been manufacturing garden water features for several years and has provided the market with water features that are functional, robust and aesthetically appealing.

### B – Contemporary Water Features

Satu Bumi's "Tullamarine Range" of contemporary water features moves away from the Ancient Greek, Roman, English Countryside and Asian influences that prevail in most traditional water features and focuses on simple clean lines that are more likely to appeal to a younger generation of buyers. Their combination of simplistic style and appropriate size correlates well with the current trend towards higher density apartment and townhouse style living in cities around the world.



## 3. TABLES

The advent of the highly sort after contemporary "back to basics" look in today's furniture market has opened the door to the introduction of concrete table tops making tables one of Satu Bumi's most sort after product ranges.

Satu Bumi's "Table Range" consists of high quality tables and benches specifically designed to take full advantage of Satu Bumi's GFRC manufacturing facilities to produce stunning and durable concrete table tops matched with either powder coated steel or teak legs. The remarkable compatibility of either powder coated steel or Teak wood and concrete provides both practical and aesthetically appealing table design combinations that look great in any garden, patio or dining setting.

The outstanding characteristics of Teak are a fundamental element in Satu Bumi's table range. Teak is visually appealing, smooth to touch and does not readily splinter yet it is a densely grained hardwood that resists rot, warping, shrinking and swelling. These are attributes that make great tables and Indonesia is renowned for the availability and quality of its ecologically sustainable Teak plantations. Satu Bumi's manufacturing facilities are ideally located in the middle of the Indonesian island of Java providing access to the best quality and attractively priced Teak in the world.



## 4. GARDEN STATUES & BOWLS

Highly sort after by professional landscapers, Satu Bumi's range of garden bowls are strong, durable and come in a range of earthy colors designed to blend into a natural garden environment. GFRC is an outstanding technology base for garden bowls with its resistance to water permeability and structural strength and the bowls look fantastic when filled with water lilies or colorful soil based plants.

Statues can provide additional interest and texture to a typical garden setting and Satu Bumi's GFRC statues provide very natural aged stone or rusted iron appearances that never look out of place from the day they are installed. In addition, GFRC technology provides a unique combination of solid appearance and comparatively light weight construction that enables quite large statues to be transported and situated in garden settings much more easily than similar solid stone or cast concrete products.

# WORK WITH US

Looking for additional information or in expressing your Interest in re-selling Satu Bumi products?

Satu Bumi is looking for an additional limited number of international business partners that have the following attributes:-

- A business model that would facilitate the sale of GFRC products
- A management team that can work collaboratively with Satu Bumi's management team

What Satu Bumi offers its business partners:

- High quality GFRC products that sell well and are very competitively priced
- Reliable product supply with a company that has integrity and is easy to do business with

Expression of interest should be directed to Harry Grace, Satu Bumi's Business Development Manager, at [harrygrace@satubumi.com.au](mailto:harrygrace@satubumi.com.au) OR you can obtain more information about Satu Bumi at [satubumi.com.au](http://satubumi.com.au)

# MEET THE SATU BUMI CARING MANAGEMENT TEAM

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**Ken Peacock** - *Factory Manager*

Ken Peacock is an electrical engineer with a strong background in staff and business management. Before joining Satu Bumi, Ken spent twenty years with British Aerospace involved in time critical technical projects and managing a highly skilled team of maintenance engineers in both England and Indonesia. Ken's experience brings a professional approach to production scheduling and quality control that underpins the company's customer service objectives.



**Lachlan Grace** - *Finance & Administration Manager*

Lachlan Grace completed his Bachelor of Commerce in 2006 majoring in Marketing and Commercial Law. His theoretical qualifications have been augmented with a breadth of practical experience in finance, administration, sales and customer care both in Australia and the UK.

Lachlan brings a structured, systematic and detailed approach to his role as Finance & Administration Manager for Satu Bumi.



**Robert Landers** - *Accounts Manager*

Before joining Satu Bumi Robert had eight years of practical experience in warehouse and transport logistics before moving on to account management with a large wholesale distributor. Robert's practical experience in both logistics and the management of customer expectations enables him to understand how to provide Satu Bumi's customers with a very high level of on-going customer service and attention.



**Gary Landers** - *Chief Executive Officer*

Gary Landers has a very strong accounting, business technology and business systems background. He started his career with PMM & Co. (now KPMG) in finance, consulting and corporate strategy before moving on to a number of senior management roles and eventually to become the founding CEO of a successful information technology business in the Asia/Pacific region.

Gary brings a wealth of practical senior management experience to the business that will support the business' focus on strong financial and business systems management, quality manufacturing processes and customer support.



**Harry Grace** - *Business Development Manager*

Harry Grace has spent 25 successful years in sales and sales management and was also a founding partner of a successful information technology business with Gary Landers.

Harry's vast experience in working with customers of various sizes enables him to understand that quality products, supply reliability and building long term mutually beneficial relationships with customers are keys to Satu Bumi's success.



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