



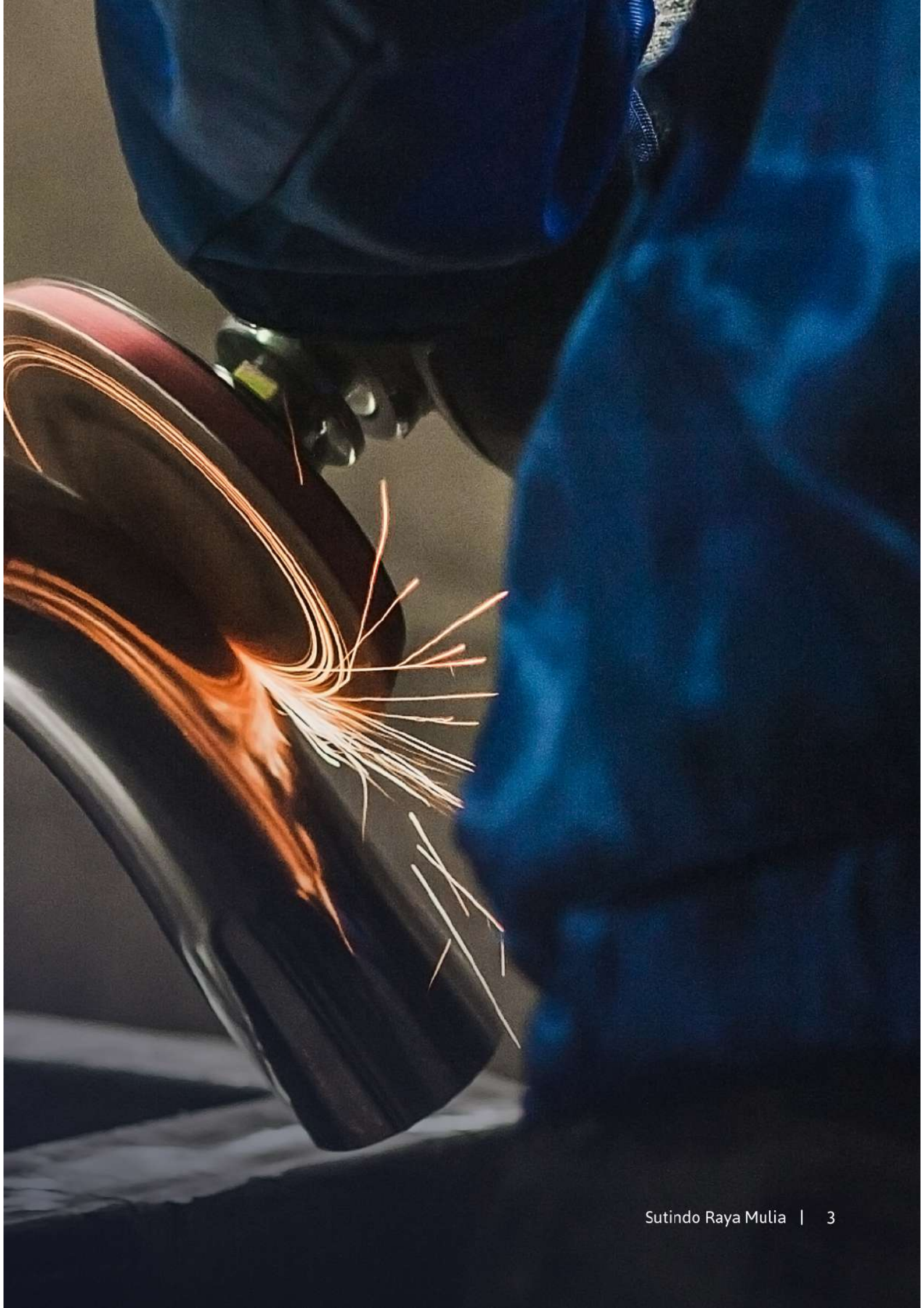
**SUTINDO  
RAYA MULIA**

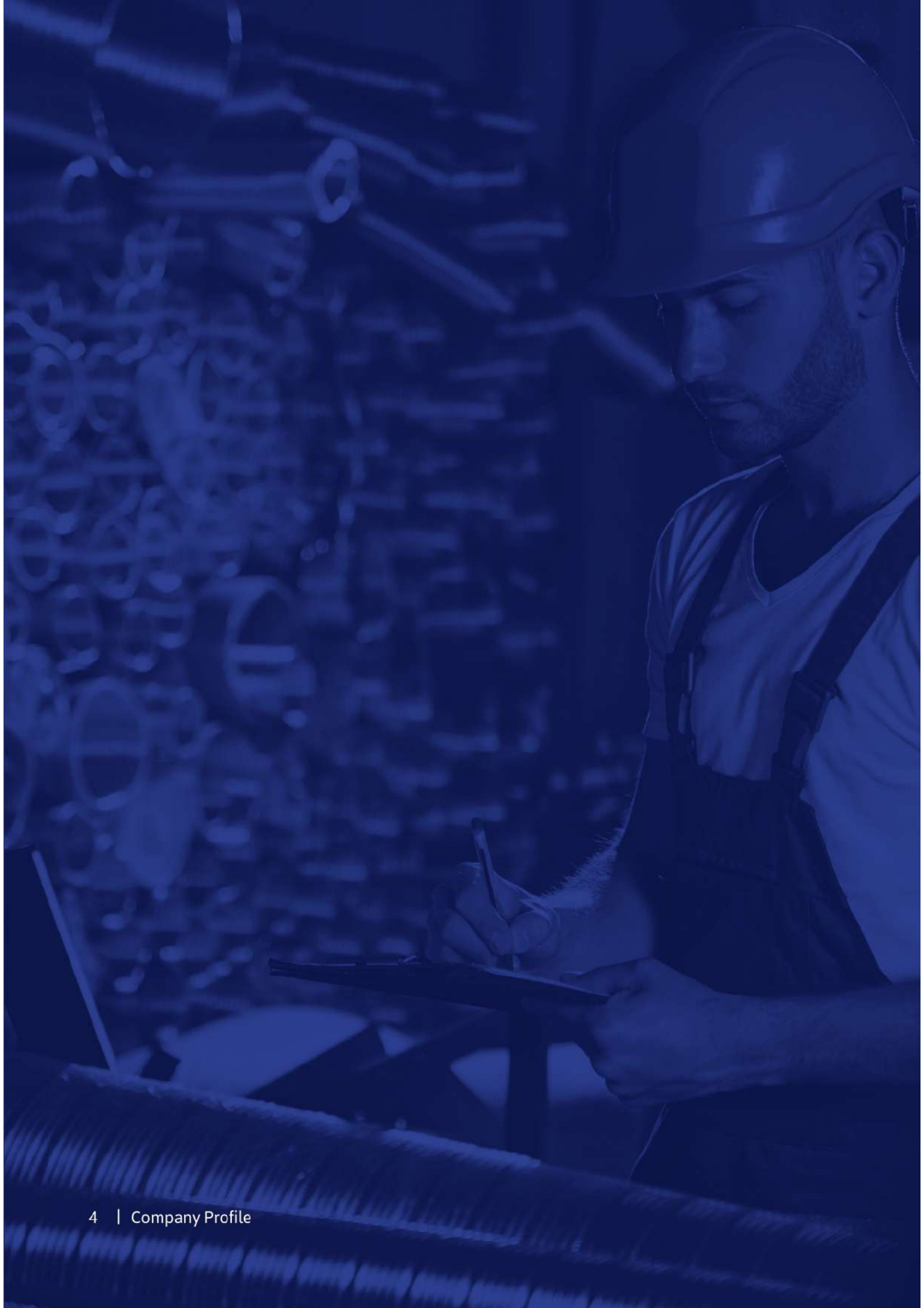
# **COMPANY PROFILE**

A close-up photograph of a highly reflective stainless steel surface. The metal is polished to a mirror finish, capturing and reflecting light in a way that creates bright, elongated highlights and deep, dark shadows. The background is a soft, out-of-focus gradient of dark tones, making the metallic sheen stand out prominently. The overall mood is industrial and sophisticated.

# **The Most Reliable Solution for Stainless Steel**









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# Foreword from CEO

In 2017, our Minister of Industry Indonesia Airlangga Hartanto had targeted that in the year of 2018 stainless steel production in the country can achieve three million tons and four million tons in the following year. With the projection amount of stainless-steel in the country, Indonesia will have an equivalent market with Europe countries. Indonesia will face many challenges in term of economic, politic, and infrastructure in order to be equal to Europe market.

Therefore, I invite you, our suppliers and customers to join and face these challenges so that we can grow for this country together. Stepping in the twenty first year of Sutindo Raya Mulia, we as the leading stainless-steel stockist in Indonesia are committing to serve stakeholders wholeheartedly and improve our operational excellence. First, we will constantly give the best quality, price, and service to fulfill our customers' satisfactions. Second, we will work innovatively and creatively in terms of working procedure to gain operational excellence. By focusing with these two commitments, I assure that our company can have huge contribution to our nation to compete with Europe market.

Furthermore, in order to fulfill stainless-steel needs in Indonesia market, Sutindo Raya Mulia, which is supported with five branches in the biggest cities will reach any customer needs around Indonesia. May God bless Sutindo Raya Mulia and all its stakeholders so that we can bring blessing and value to the nation, Indonesia.

Steven Ponny Sutiono

**MANAGING DIRECTOR OF PT. SUTINDO RAYA MULIA**



**Brand Core Idea**

# **Build Together, Grow Together**





## Positioning Statement

Sutindo Raya Mulia provides reliable stainless steel material by giving wide range and high quality products that meet the international standard.

Along with excellent services and extensive network to fulfill large enterprises and customer who demand highest quality of stainless steel, thus by going through rigorous international standard's inspection.

Sutindo Raya Mulia is here to give only the highest quality products and excellence services for all of its customer.



# Overview

## The Most Reliable Solution for Stainless Steel

Headquartered in Surabaya. Built with vision to be no.1 stainless steel player in Indonesia. To achieve the vision Sutindo Raya Mulia (SRM) along with its affiliated, spread their wings by opening nationwide network, currently SRM had branches office in Jakarta, Semarang, Balikpapan, and Samarinda.

SRM had massive variety stocks of stainless steel used in many industrial sectors such as oil & gas, petrochemical, pulp & paper, agro industries, chemical, commercial, etc.

SRM represents two biggest mills in special products with technical support capability and stock availability for special products. SRM imports and stocks stainless steel, carbon steel and special products from the best mills around the world. All products are confirm to international standard ASME, ASTM, JIS and DIN / ISO.

SRM had two main distribution warehouses in Surabaya and Jakarta. The wide network and huge facilities enable our dedicated staffs to deliver the best quality service to the customer throughout Indonesia.

SRM is the pioneer of Good Corporate Governance Practices in its market, makes us the most reliable material construction in the country and the best partner to collaborate with.

We are also active in PPSSI (Indonesia Stainless Steel Development Association) in order to collaborate, grow, and develop together among all stainless steel industry players in Indonesia.



### Our Vision

To be the leading stainless steel stockist & manufacturing company in the whole Indonesia region by 2019 through well knitted network, continual innovation, and operation excellence.



### Our Mission

To provide reliable solution of all stainless steel material in the whole Indonesia region through establishing world class process and developing people competence, as well as obtaining sustainable profits for stakeholders.

# History

## Sutindo Raya Mulia Milestone:

### 1996

PT. Sutindo Raya Mulia was established in 1996 by Steven P. Sutiono in Dupak area, Surabaya – East Java, Indonesia. Specializes in local Stainless Steel plates.

⋮

### 1997

- To deliver and achieve customer satisfactions, PT. Sutindo Raya Mulia started to expand its range of products such as, local and import Industrial Pipes, Ornament Pipes, Stainless Steel Profiles, and Round Bars.

- First import shipment and collaboration with foreign companies from China, and later Spain, South Africa, Brazil, Italy, Taiwan, Thailand, and Malaysia.

⋮

### 2001

Extending our distribution coverage by opening the first representative branch in Balikpapan.

⋮

### 2003

Expansion of the warehouse capacities by moving it at company headquarters in Tanjungsari area, Surabaya – East Java, Indonesia.

⋮

### 2008

To create better outcomes, PT. Sutindo Raya Mulia using SAP as business operating system.

⋮

### 2013

Opening our second representative branch in Jakarta.

### 2014

Opening our third representative branch in Samarinda.

⋮

### 2015

Opening our fourth representative branch in Semarang.

⋮

### 2019

- Joining Stainless Steel Association in Indonesia called Asosiasi Pengguna Baja Tahan Karat (ASIPBTK).

- Launching private brand for pipe ornament, Taisho.

⋮

### 2021

Brand rejuvenation and reposition. Changing the 'look and feel' of our brand, with an increasing number of loyal and satisfied customers.



# Brand Value

These values are what we believe in and live by since our establishment in 1996 and have led us to become one of the leading stainless steel providers in Indonesia.

With the spirit and values of our company, we believe we can face any challenges ahead.

To build together, grow together with you.



**Strong**



**Reliable**



**Agile**



**Trusted**



**Integrity**



**Human**



## Strong

With integrity and efficient business processes, Sutindo Raya Mulia is committed to present wide range of products with high standard quality control.

The ultimate goal of Sutindo Raya Mulia is to become No. 1 Leading provider of Stainless Steel in Indonesia.



## Reliable

Sutindo Raya Mulia is committed to being a trusted partner for customers, suppliers, and all stakeholders.





## Agile

All business processes at Sutindo Raya Mulia are designed in such a way by utilizing the latest and latest technology in all processes from upstream to downstream. So that all processes from upstream to downstream will be very agile, effective, and efficient.



## Trusted

Human relations are highly valued at Sutindo Raya Mulia. Both internally to the company, as well as with all customers and stakeholders.

We realize that everyone's needs are very different.

Therefore, we strive to serve every customers need wholeheartedly.







## Integrity

Integrity is always in the heart of Sutindo Raya Mulia employees with the value of “serving with heart”, all of our customers are treated like our partners in growing together.



## Human

Human relations are highly valued at Sutindo Raya Mulia. Both internally to the company, as well as with all customers and stakeholders. We know that everyone's needs are very different.

Therefore, we strive to be able to serve every consumer's needs wholeheartedly.



# Our Products









# Mechanical Properties & Chemical Composition

## Ferrite Series

Ferritic stainless steel is made up of ferrite, a form of iron which absorbs such a small amount of carbon because of its body-centered cubic crystal (BCC) structure - one iron atom at each corner, and one in the middle.

Characteristic:

- The crystal structure contains a minimal amount of carbon, therefore it is soft and ductile.
- Limited corrosion resistance
- Average durability and adequate formability
- Magnetic
- Containing nearly 0% Nickel, generally makes the cost lower than 300 series stainless steel

Common grades: 405, 409, 430, 439, and 446

Application: decorative strips, sinks, cooking utensils, and automotive applications



Type	C	Mn	P	S	Si	Cr	Ni	Mo	Other
405	0.08	1.00	0.040	0.030	1.00	11.50/14.50	0.60		0.10/0.30Al
409	0.08	1.00	0.045	0.045	1.00	10.50/11.75	0.50		6xC/0.75 Ti
429	0.12	1.00	0.040	0.030	1.00	14.00/16.00	0.75		
430	0.12	1.00	0.040	0.030	1.00	16.00/18.00	0.75		
446	0.20	1.50	0.040	0.030	1.00	23.00/27.00	0.75		0.25N

\*Chemical Analysis % (Max. unless noted otherwise)

### Nominal Mechanical Properties (Annealed sheet unless noted otherwise)

Type	Tensile Strength		Yield Strength (to .2% offset)		Elongation in 2" (50.80mm) %	Hardness (Rockwell)
	Ksi	Mpa	Ksi	Mpa		
405	65	448	40	276	25	B75
409	65	448	35	241	25	B75
430	75	517	50	345	25	B85
446	80	552	50	345	20	B83

\*Chemical Analysis % (Max. unless noted otherwise)

# Mechanical Properties & Chemical Composition

## Martensite Series

Martensitic stainless steel is formed by the creation of martensite, a body-centered cubic form of crystallised iron which is created when heated austenite is rapidly cooled by quenching.

Characteristic:

- High strength, it is often use when hardness is critical
- Moderate corrosion resistance
- Low ductility and poor formability
- Magnetic

Common grades: 410, 420, 431

Application: cutlery, cookware, surgical and dental instruments, springs, scissors, industrial blades, screwdrivers, and pliers.



Type	C	Mn	P	S	Si	Cr	Ni	Mo	Other
410	0.15	1.00	0.040	0.030	1.00	11.50/13.50			
420	0.15(min.)	1.00	0.040	0.030	1.00	12.00/14.00			
431	0.20	1.00	0.040	0.030	1.00	15.00/17.00	1.25/2.50		

\*Chemical Analysis % (Max. unless noted otherwise)

### Nominal Mechanical Properties (Annealed sheet unless noted otherwise)

Type	Tensile Strength		Yield Strength (to .2% offset)		Elongation in 2" (50.80mm) %	Hardness (Rockwell)
	Ksi	Mpa	Ksi	Mpa		
410	70	483	45	310	25	B80
420	95	655	50	345	25	B92
431	125	862	95	655	20	C24

\*Chemical Analysis % (Max. unless noted otherwise)

# Mechanical Properties & Mechanical Properties

## Austenite Series

Austenitic stainless steel contains austenite, a form of iron created by heating ferrite to 912 °C, at which point it transitions from a body-centered cubic crystal structure to a face centered cubic crystal structure, so it can absorb more carbon.

Characteristic:

- Most common type of stainless steel
- Superior corrosion resistance
- Higher Chromium and Nickel composition
- Non magnetic in general annealed condition
- Excellent formability

Common grades: 201, 202, 301, 304, 310, 316, and 321

Application: pharmaceutical equipment, water tanks, food and beverage equipment, aerospace tubing, sinks, cookware and cutlery, furnaces, dishwasher, and washing machines





# Mechanical Properties & Mechanical Properties

Type	C	Mn	P	S	Si	Cr	Ni	Mo	Other
201	0.15	5.50/7.50	0.060	0.030	1.00	16.00/18.00	3.50/5.50		0.25N
202	0.15	17.50/10.00	0.060	0.030	1.00	17.00/19.00	4.00/6.00		0.25N
301	0.15	2.00	0.045	0.030	1.00	16.00/18.00	6.00/8.00		
304	0.08	2.00	0.045	0.030	1.00	18.00/20.00	8.00/10.50		
310	0.25	2.00	0.045	0.030	1.50	24.00/26.00	19.00/22.00		
316	0.08	2.00	0.045	0.030	1.00	16.00/18.00	10.00/14.00	2.00/3.00	
321	0.08	2.00	0.045	0.030	0.75/1.50	17.00/19.00	9.00/12.00		5xC Ti(min)

\*Chemical Analysis % (Max. unless noted otherwise)

## Nominal Mechanical Properties (Annealed sheet unless noted otherwise)

Type	Tensile Strength		Yield Strength (to .2% offset)		Elongation in 2" (50.80mm) %	Hardness (Rockwell)
	Ksi	Mpa	Ksi	Mpa		
201	95	655	45	310	40	B90
202	90	612	45	310	40	B90
301	110	758	40	276	60	B85
304	84	579	42	290	55	B80
310	95	655	45	310	45	B85
316	84	579	42	290	50	B79
321	90	621	35	241	45	B80

\*Chemical Analysis % (Max. unless noted otherwise)

# Our Products

## SS. I. Flat Stainless



### STANDARD: ASTM/ A240/A480

Standard specification for the flat product of stainless steel, i.e. plate/sheets, coil and strip form. Using this standard will give the assurance that flat product you used is applicable in general requirement and event in heat treatment.



### AISI300/400 SERIES & 253MA

For wide range of your requirement, we supply from AISI 300 series and 400 series. Type from AISI 300 series (austenitic): 304/304L, 310S, 316/316L; from AISI 400 series (ferritic): 409 and 430. For heat treatment, we also provide 253MA.

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## Product Applications



Shipyard



Oil & Gas Refinery



Metal Stamping



Petrochemical



Interior & Exterior



Food Equipment

# Our Products

## SS. II. Stainless Steel Bars



### Service Temperature

Type Of Stainless Steel Bar

CONTINUOUS HEATING °C

INTERMITTENT HEATING °C

304

925°C

850°C

316/316L

925°C

870°C

### Mechanical Properties | AISI 304, 316/316L

Diameter (mm)	Tensile Strength (min)		Yield Strength (min)		Elongation (min)	Reduction of Area
	ksi	Mpa	ksi	Mpa		
<12.70	90	620	45	310	30	40
>12.70	75	515	30	205	40	40

### Chemical Composition

Grade	%C Max	%Mn Max	%P Max	%S Max	%Si Max	%Cr Max	%Ni	%N Max	%Other
304	0.08	2.00	0.045	0.03	1.00	18-20	8-10.5	0.10	
316/316L	0.03	2.00	0.045	0.03	1.00	16-18	10-14	0.10	2-3

### Product Applications



Shipyard



Oil & Gas Refinery



Petrochemical



Interior & Exterior



# Our Products

## SS. III. Industrial Pipe



**STANDARD:**

ASTM A312: Standard Specification for Austenitic grade stainless steel pipe.

**APPLICATION:**

ASTM A312 covers from Austenitic grade for industrial piping purpose in petrochemical, chemical, refinery, pulp & paper, gas, energy, etc.

**COMMERCIAL GRADE:**

304 and 316 are two most used grades among 45 Austenitic types. in Sutindo Raya Mulia, these grades are one of our main products.

**GRADE:**

ASTM A312 Pipe has more than 45 Austenitic grade. The most used grades are 304, 304L, 316, 316L, 317L, 304H, 321, 310S, etc.

**PRODUCTION:**

Pipe has to be made by automatic welding machine without any filter addition. This method of production makes it different compared with other standard, which "without filter addition" is not listed.

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### Product Applications



Shipyard



Oil & Gas Refinery



Petrochemical



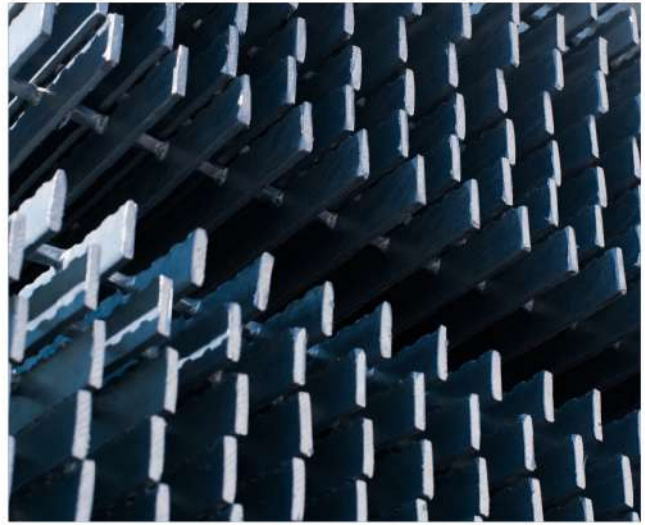
Interior & Exterior



Food Equipment

# Our Products

## SS. IV. Steel Grating



Specification	Description	Tolerance	Size
Carbon Structural Steel as per ASTM A36	Steel Grating type XSP 4.525-30/101-5	ASTM A6/A6M-96B	3 feet x 20 feet

### Product Applications



Shipyard



Oil & Gas Refinery



Petrochemical

## Our Products

# TAISHO

STAINLESS STEEL



## ORNAMENT PIPE

Our high-end quality ornament pipe is made from thousands of details. Concentrating on every detail from the raw materials to manufacturing, Taisho products make every product perfect. Our main products are square and tubes of different specifications are widely used in constructions and industries. Our products are extremely popular among customers, we have sold to a lot of cities, homes, and abroads because of their bright appearance, corrosion, and resistance.



Glossy  
finishing



Easy to  
be cut



Easily  
Bent



Easy to  
be shapped



# Our Products

## SS. V. TAISHO ORNAMENT PIPE



### 01. ROUND SS 201 & 304 ORNAMENT PIPE



Dia	0.8 mm	1 mm	1.2 mm	1.5 mm
5/8"	Y	Y	Y	Y
3/4"	Y	Y	Y	Y
7/8"	Y	Y	Y	Y
1"	Y	Y	Y	Y
1 1/4"	Y	Y	Y	Y
1 1/2"	Y	Y	Y	Y
2"	Y	Y	Y	Y
3"	N	Y	Y	Y
3 1/2"	N	Y	Y	Y

### 02. SQUARE SS 201 & 304 ORNAMENT PIPE



Dia	0.8 mm	1 mm	1.2 mm	1.5 mm
20mm x 10mm	Y	Y	Y	Y
20mm x 20mm	Y	Y	Y	Y
25mm x 25mm	Y	Y	Y	Y
30mm x 15mm	Y	Y	Y	Y
30mm x 30mm	Y	Y	Y	Y
40mm x 20mm	Y	Y	Y	Y
40mm x 40mm	Y	Y	Y	Y
50mm x 50mm	Y	Y	Y	Y
60mm x 30mm	Y	Y	Y	Y
60mm x 40mm	Y	Y	Y	Y
60mm x 60mm	Y	Y	Y	Y

Applications : Use for stairs, railings, table legs, beds, shelves, infusion poles, home industry, stainless craftman, etc.

# Future Development

Standard specification for the flat product of stainless steel, i.e. plate/sheets, coil and strip form. Using this standard will give the assurance that flat product you used is applicable in general requirement and event in heat treatment.

## Coil Center:



Issue Mill Certificate  
for Stinox



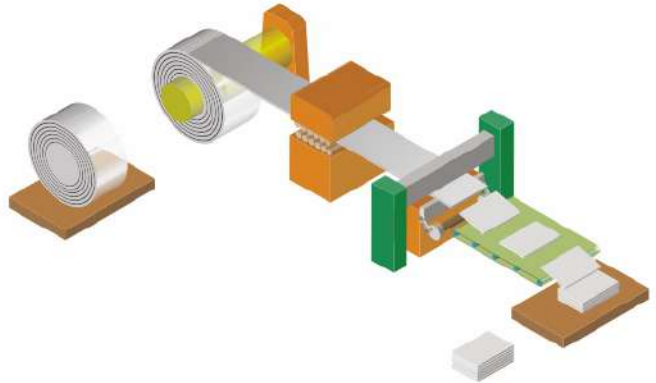
From D for free custom duties  
for all Asean Countries

# STINOX

Stinox is one of latest development where we establish a coil center to provide stainless steel coil cutting service. For start, we provide shearing and slitting services. Shearing is the cutting method based on coil width. Slitting is the cutting method based on coil length. Further development, we will also provide Mill Certificate under Stinox brand to ensure flat products that we process have guaranteed quality.

## Cutting

Provide the service of cutting Hot Rolled Coil (HRC) / Cold Rolled Coil (CRC) into sheets as per standard or customer's required length.



## Polish

Provide the service of polishing base 2B surface finish plates into other surface finishes, such as No.4, Hairline, BA finish.





# Product Handling Process



# Surface Protecting Films

## PVC White

Type	: Poly Vinyl Chloride (PVC)
Thickness (µm)	: 80
Color	: White
Adhesive Level	: Medium



## PE Blue

Type	: Poly Ethylene (PE)
Thickness (µm)	: 50, 70
Color	: Blue (translucent)
Adhesive Level	: Low, Medium & High



\*Please contact us for other customized surface protective films\*

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## Packing

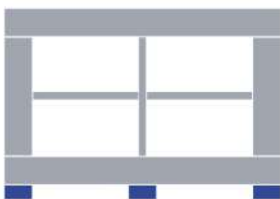
### Coil Packing



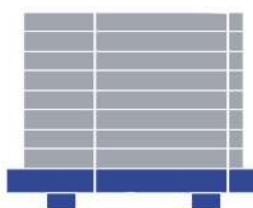
### Sheet Packing



### Circle Packing



### Strips Packing



# Client Portfolio

We share some of notable clients that already became part of Sutindo Raya Mulia for many years and will grow with us for many years to come.



We are proud to work with some of the most loved companies on Sutindo Raya Mulia.

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# Contact Us



## Contact & Location

### ① HEAD OFFICE

#### **PT. Sutindo Raya Mulia**

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Fax. : 031 749 0505

Email : srmsby@sutindo.com

### ② BRANCH OFFICE

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Jl. Angkasa Kav. B6 Blok A no 1-2,

Kota Baru Bandar Kemayoran - Central Jakarta 10610

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Fax. : 021 6570 1481

Email : jkt.sales@sutindo.com

### ③ REP. OFFICE 1

MT Haryono No. 3, RT 75, Kel. Gunung Bahagia,  
Balikpapan

Tel. : 0542 887 9955, 887 9977, 611 5555

Fax. : 0542 876 606

Email : bpn.sales@sutindo.com

### ④ REP OFFICE 2

Jl. H. Agus Salim 49 - Kav 9, Semarang

Tel. : 024 358 9052

Fax. : 024 352 0777

Email : smg.sales@sutindo.com

### ⑤ REP. OFFICE 3

Pergudangan Teuku Umar Dalam Tahap III Blok C-1,  
Samarinda

Tel. : +62-541-275 500, 272 555, 271 279

Fax. : +62-541-275 900, 271 255

Email : smd.sales@sutindo.com

### Marketplace

**tokopedia**

[tokopedia.com/sutindostore](https://tokopedia.com/sutindostore)

**BUKALAPAK**

[bukalapak.com/sutindostore](https://bukalapak.com/sutindostore)

**Shopee**

[shopee.co.id/sutindostore](https://shopee.co.id/sutindostore)

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