

# PRO DESIGN

COMPANY PROFILE

# THE BUSINESS

## Who are We?

Pro Design was established in 1989, always striving to give the best quality products with the most reasonable price, and has become the best knock-down furniture manufacturer in Indonesia ever since. With our expertise in researching and manufacturing our very own product designs, we had achieved some of the hardest achievements in the business. Supplying to more than 1000 medium class local stores across Indonesia, and respected by more than 50 well known global megastores around the world. Started our new retail chain concept in 2012, supplying thousands of products with the best quality in the business in a lower price.

And yes, we are still growing.

You can read further to see our achievements within the years in more details.

## VISION

To be the best furniture company

## MISSION

To possess respected brand value in high-class panel furniture industry by providing customers high-value products and services, and pride of ownership experience.



# History & Experience



**PT Putera Rackindo Sejahtera** was founded in 1989 as a small industry producing audio and video rack under the brand "PRO DESIGN". Within a short period of time, the company has transformed into manufacturer, which specialize in producing knockdown panel furniture.



Since 1993, Pro Design has started to export products to more than 30 countries worldwide. Supported with European quality standard and innovative design, Pro Design has successfully supplied big buyers.

**1989**

**1993**



During the year of 2007, Pro Design innovated by producing some of the products using honeycomb paper and producing thick panel furniture, but still lightweight and environmental friendly.



In 2006, Pro Design Furniture started to produce indoor furniture which includes bed set, wardrobe, showcase, credenza and office furniture.

**2007**

**2006**



In 2008, Pro Design finished building its third production unit line to increase its production capacity to fulfil the local and international market demands.



As the market demand grows, Pro Design grows together in line with the market growth. Occupying land area of 88,000 square meters with 3 main unit production lines and employing more than 1200 people, Pro Design is set to strive in achieving its vision and mission.

**2008**

**Now**

# We Are **EVERYWHERE**

Since 1989 to the present, Pro Design Furniture has spread to almost all regions of Indonesia. In the future, will continue to be closer to you, to offer quality assurance with the prettiest design, became the best furniture company in Indonesia.

**897** stores are supplied in Indonesia.



# We All **OVER THE WORLD**

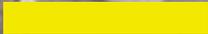


Pro Design first exports to Hong Kong in 1993. Followed by France in 1995. Until now, the Pro Design products have been scattered in dozens of countries around the world. With the best quality, proven Pro Design successfully meets the needs of and provide satisfaction to customers, not only the local market but also the international market.

**60%** of our capacity goes to international market and the rest for Indonesia market.

We put our vision for the future in this industry based on these important values : High-Quality products with remarkable Designs, at a reasonable Price. This is why our goal has always been to designs, produce and distribute innovative products, that defines functionality, durability, and beauty to your home thus providing you a better living. Our Global Market Countries includes Asia, America, Australia, Europe, French Island, and Middle East. Group / Importer: STEINHOFF (CONFORAMA, FREEDOM), XXXLutz Group, SHOP DIRECT GROUP (Littlewood - UK), SOURCEBYNET (JYSK), BUT Sourcing (BUT, Direct Low Cost, CAFOM), Leenbakker, DEMEYERE, NITORI (Japan), Legget & Plattes (Fashion Bed Group - USA)

# FACTORY & PRODUCT



# FACTORY

- Factory:  
Located & Expand In  
One Premises.
- Factory:  
Land Size: 98,000 Sqm.  
Production Size: 55,000 Sqm
- Installed Capacity:  
150 containers
- Current Used Up Capacity:  
100 containers
- Available Usable Capacity:  
50 containers
- System Implementation:  
ERP Program System

# PRODUCTION

We use European Machinaries, 90% from Germany (HOMAG Group) to ensure production stability and precision in our products, and IMA.



# Hygienic Factory Environment



Audit by Our  
Buyers

Auchan, France by Intertek; Shop Direct, UK by SDGS;  
Conforama Group by Bureau Veritas; Alinea, France by API;  
Walmart Group by Walmart

## DESIGN PROCESS



### Leader In Design

**Modern Minimalist Construction with ASTM**  
(American Society for Testing and Materials)



Why We are Better?

### International Standard Material

#### Particle Board

- Density min. 690 kg/m<sup>3</sup> max. 760 kg/m<sup>3</sup>
- Smooth Surface for Finish
- JIS (Japanese Industrial Standard)
- MDF min. 780 kg/m<sup>3</sup> max. 788 kg/m<sup>3</sup>

**High Quality Germany Glue**   
(Henkel, Jowat, Kleiberit, Hexsan, Inwood, Polychemie, Higo)

#### Safety Edging

- Euro Screw Hinges
- Ball Bearing Drawer Slide
- Metal Handle
- Honeycomb Technology from Netherland 

## MATERIAL TESTING



### R&D Department

WITH NO. OF R&D DEPARTMENT PERSONEL:  
Design Staff: 5  
Research & Technical Staff: 28  
R&D Workshop: 24

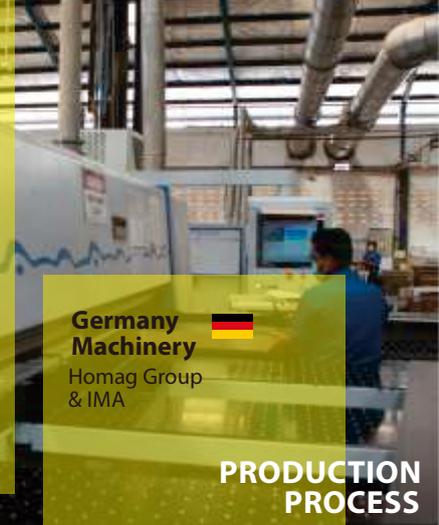
EVERY YEAR R&D CAN DEVELOP:  
960 Samples

### Professional Craftsmanship



- NUMBER OF EMPLOYEE 1,000
- Staff: 250
- Permanent: 510
- Worker paid by piece (equal to minimum wages): 240
- Working hours/week (exclude overtime): 40
- Working shift (1/2/3) : 2

**Germany Machinery**   
Homag Group & IMA



## PRODUCTION PROCESS

## RESEARCH AND DEVELOPMENT



# RESEARCH AND TECHNOLOGY



Vacuum Process Result



Honeycomb Process



CNC Cutting Process



Wrapping Process

There are at least 5 phases in testing of raw materials in the Pro Design, namely:



CREEP TEST



PEELING TEST



SCRATCH RESISTANT



WATER ABSORPTION



SOLVENT RESISTANT



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**Manufactured by :**  
**PT. Putera Rackindo Sejahtera**  
**Gresik - Indonesia**

**For More Information :**  
**[www.prodesignfurniture.com](http://www.prodesignfurniture.com)**

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