

mowilex[®]

PT MOWILEX INDONESIA



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SUMMARY

WHO WE ARE



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WHO WE ARE

Over 50 years ago PT Mowilex Indonesia was established with a single mixer in a small workshop and an unwavering commitment to quality. The company released the first water-based paint manufactured in Indonesia that same year. Today, this leading producer of premium paints and coatings is known for quality, ethics, innovation and environmentally responsible practices.

Mowilex became Indonesia's only certified Carbon Neutral Manufacturer in 2018, and it's on track to receive a fifth consecutive certification in 2023, for Scope 1 -3.

Deloitte named Mowilex one of **Indonesia's Best Managed Companies** in 2022 and 2023.

Pioneering ESG initiatives have earned the company many other national and global awards, as well.



AT A GLANCE

mowilex

1970

Since

6000+

Retail outlets reached
across Indonesia

2018

The first year we certified
scope 1-3 carbon neutral;
and continued since.

1250+

Tinting machines in retail
outlets

600+

Corporate salesforce +
outsourced in store
salespeople

16

Branches and Sales Offices
across Indonesia

FIRST

In market to disclose VOC
labeling standards

ALL

Present in all major island
and provinces

2

Consecutive years
recognized as a "Best
Managed Company" by
Deloitte

FIRST

To committee to no lead
added, and WHO
standards for lead levels

FIRST

In market to manufacture
water-based paints since
day 1 of operations

30+

Distributor entities

FIRST

In SE Asia to produce a
paint that earns LEED
Points, and is certified by
US Green Seal

HIGHEST

Score given to any paint
company to date by Green
Label Indonesia

n

Yes, literally too many to
present in terms of
product excellence awards
over the years

1 of 3

Paint manufacturers
globally to sign the UN
Climate Compact

FIRST

In Industry, in market to
develop a Management
Trainee Program for new
graduates

ZERO

Wastewater in our factory
completed in 2022

2 of 2

Present in both largest
modern channel / big box
hardware and paint retail
chain stores

FIRST

To in market to have a
Scientific Advisory Board to
guide R&D efforts

AT A GLANCE

mowilex

6600+

Donated hours of
community service by our
employees

+210000

Liters of paint donated to
schools, mosques, cities,
and charitable organizations

100%

**Voluntary repurchase of
paints containing lead
and replacing for free**

+1200000

Plastics cups and bottles
avoided in offices since
2018

1500 Km²

Area of ocean habitat
protected in Sumbawa

65000

Hectares of forests
protected –Rimba Raya,
Kalimantan

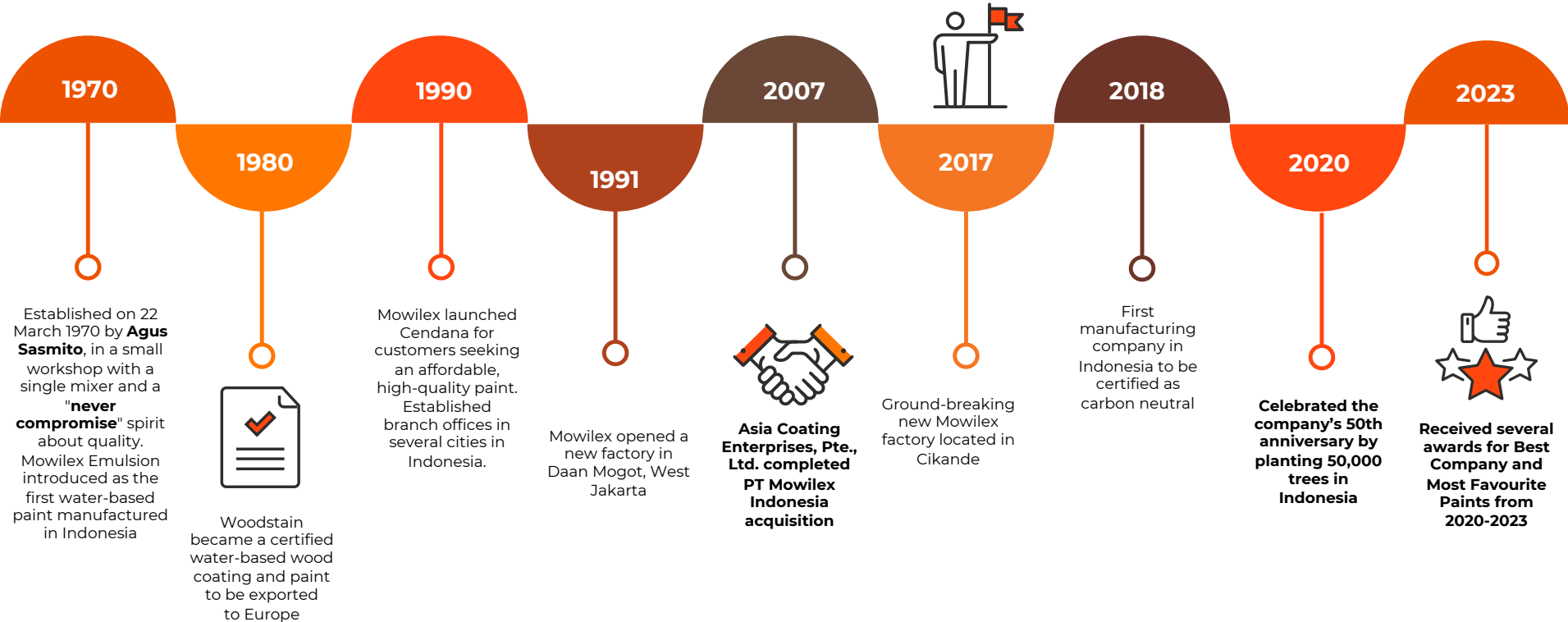
55000

**Trees planted in the last 3
years with Ministry of
Forestry 45000 are
mangroves**

FIRST

To use renewable solar
power in our market

HISTORY AT A GLANCE



VISION

To be the most trusted paint brand in our market

MISSION

Produce the highest quality products, offering our customers maximum value while operating in a manner that respects our environment, customers, employees, communities and shareholders

BROAD & DIVERSE WORKFORCE

Mowilex has an 1,100+ workforce, across Indonesia.

- Nearly 80% of those professionals focus on supply chain operations and sales, with additional support for R&D, finance, HR and marketing.
- Female employees hold more than 50% of Mowilex's division head roles.
- Close to 40% of the company's female employees occupy supervisory roles or higher



OUR ACCOLADES

We are internationally recognized as an award-winning organization.
We continue to innovate and lead the industry

- **First** company to manufacture **Water-Based Paints** in Indonesia
- We are the **First** in SE Asia to formulate a paint that meets US Green Seal standards, qualifying for **LEED Points**
- **First carbon neutral paint company** and first carbon neutral manufacturer in Indonesia
- Only major paint manufacturer globally with Scope 1-3 carbon neutrality
- First digital loyalty program
- First to pledge to **no lead** in paint, and to meet US EPA and WHO standards
- First paint manufacturer with a formal **Management Trainee program** in Indonesia
- **First** to set voluntary **VOC labelling standards** based on air quality regulations in the U.S. State of California



OUR COMMITMENT TO...



QUALITY

Mowilex never compromises on quality.

We strive to be the best in our manufacturing practices, innovations, corporate citizenship programs, and products. We help customers beautify and protect their properties, elegantly merging form, function and value.



CORPORATE CITIZENSHIP

Mowilex aims to be Indonesia's most trusted paint brand.

That starts with donating products, time and money to our communities. We have **funded hundreds of projects that support schools, parks, care conservation groups and families** across Indonesia and Southeast Asia.



EFFICIENCY

Since 1970, Mowilex has been **committed to efficient practices** that lighten our environmental footprint.

From reducing company-wide plastic use, to replacing diesel equipment with electric, to installing solar panels and double-glass technology that decreases air conditioning needs, we're constantly investing in a better future.



RELIABILITY

For generations, applicators and contractors have trusted Mowilex to provide premium products developed with health and safety in mind.

The company makes it easy for customers to make an ethical, environmentally friendly choice each time they purchase paint, without sacrificing quality or style.

OUR CAPABILITIES



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RESEARCH & DEVELOPMENT

Leading the Industry

Training

Our chemists are routinely trained, including by academics from a leading US university with a specialty program for polymers and coatings.

Technology

We have deployed a sophisticated labware to improve efficiency and take advantage of the the developing field of AI, reducing lab waste and improving time to market.

Responsible Raw Material Selection

Our research aims to optimize quality while building formulation platforms that rely on materials with the least feasible environmental impact. This includes a focus on quality to assure nonrenewable material are long-lasting.

Real Outdoor R&D Exposure Lab

Testing does not end in the lab. We have a dedicated exposure lab to test our paints in real weather, real salt, real UV, and real pollution.



COVERAGE & DISTRIBUTION

From our head office in Jakarta to branch offices across, Java, Sumatra and Sulawesi we believe in a presence across the nation. Employees in **16 sales branches and over 30 distributors** who connect wholesalers, agents, stores and builders with premium products



CONTRACT MANUFACTURING (OEM)



We have the capabilities to provide highly customized contract manufacturing tailored to meet demanding business needs and requirements.

Alora is an example of what we produce for the Singapore Market.



Meet Alora.

Hi! We are Alora and we are here to simplify your whole painting experience.

We produce high quality, eco-friendly certified paints with all the trimmings to get your home painted, and we get it straight to your doorstep.

It couldn't be easier dealing with us, you can choose your paint, calculate how much you need, include add-ons and we will get it all shipped to you the next day. We could even do the painting for you ourselves.

Check out some of our features below:



NO-ODOR
FORMULA



NEAR ZERO
VOC



ANTI-MOULD



ANTI-VIRAL



EASY
CLEAN



SAMPLE
SWATCHES

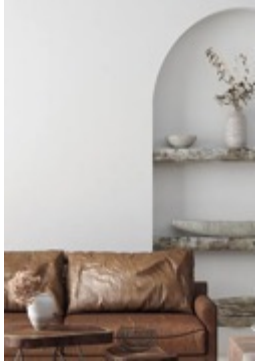
[Find out more](#)

MOWILEX SOLUTIONS



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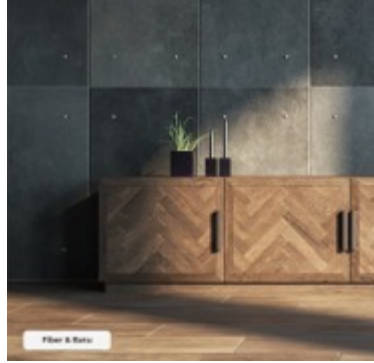
MOWILEX CORE PRODUCTS



INTERIOR



EXTERIOR



STONE & FIBRE
COATINGS



WOOD & METAL
COATINGS



BUILDING SOLUTIONS

Mowilex a leading producer of premium paints and coatings in Asia. Mowilex has released best-sellers such as **Emulsion**, **Weathercoat** and **Woodstain**, while earning prestigious brand and product awards across Indonesia and the globe.



OUR AWARD-WINNING PRODUCTS



**MOWILEX
EMULSION**



**MOWILEX
WEATHERCOAT**



**MOWILEX
WP02**



**MOWILEX
WOODSTAIN**



BRAND PORTFOLIO

CENDANA®

CENDANA

Mowilex launched this mid-tier, water-based paint brand in 1990. Cendana is the solution for customers seeking high-quality paint at an affordable price.

Cendana Paints are both budget-friendly and equipped with recognized product certifications such as Singapore Green Label, SNI Certification and Green Label Indonesia (for professional-grade PRO products)



BUILDING CHEMISTRY

With its Building Chemistry brand, Mowilex creates a one-stop solution for walls, repairs, and home building projects.

The brand's lineup includes durable sealants, bonding agents, waterproofing tools, cement glue, and cementitious products used to patch wall cracks caused by aging, settling, moisture and damage.



WOODMASTER

This new Mowilex brand focus on wood coatings and derivatives ranging from Woodmaster Beeswax to products for Polyurethane (PU) wood flooring.

WoodMaster products have better durability and more enhanced technology than traditional wood stain and wood coatings.



PABLO ARTIST'S CHOICE

Several art paints make up this new Mowilex brand. The first releases were mural paints that have high pigmentation and rich, vibrant colour. Featuring one-coat coverage and better workability than average wall paints, these mural paints can be used indoors or outdoors.

Upcoming Pablo Artist's Choice products will include professional acrylic paints and student-grade art paints.

The "spot." logo, with the word "spot." in a bold, black, sans-serif font.

SPOT

Mowilex launched a revolutionary new touch up paint line. Repair and Restore in Minutes! Maintain and restore your porcelain sinks, tubs, appliances, and home furnishings with our ultra-low VOC and odor-free touch up paint.

**TRUSTED BY PROPERTY DEVELOPERS &
CONTRACTORS**

movilex®



PROJECTS

Case study 1

JAKARTA INTERNATIONAL STADIUM

PT Mowilex successfully secured the contract to supply paint for Asia's most expansive sports facility, complete with football fields and more. This challenging project demanded a premium-grade exterior paint suitable for new concrete, addressing curing and alkaline issues within a tight schedule. Built during COVID, the developer also required antibacterial paints for locker rooms.

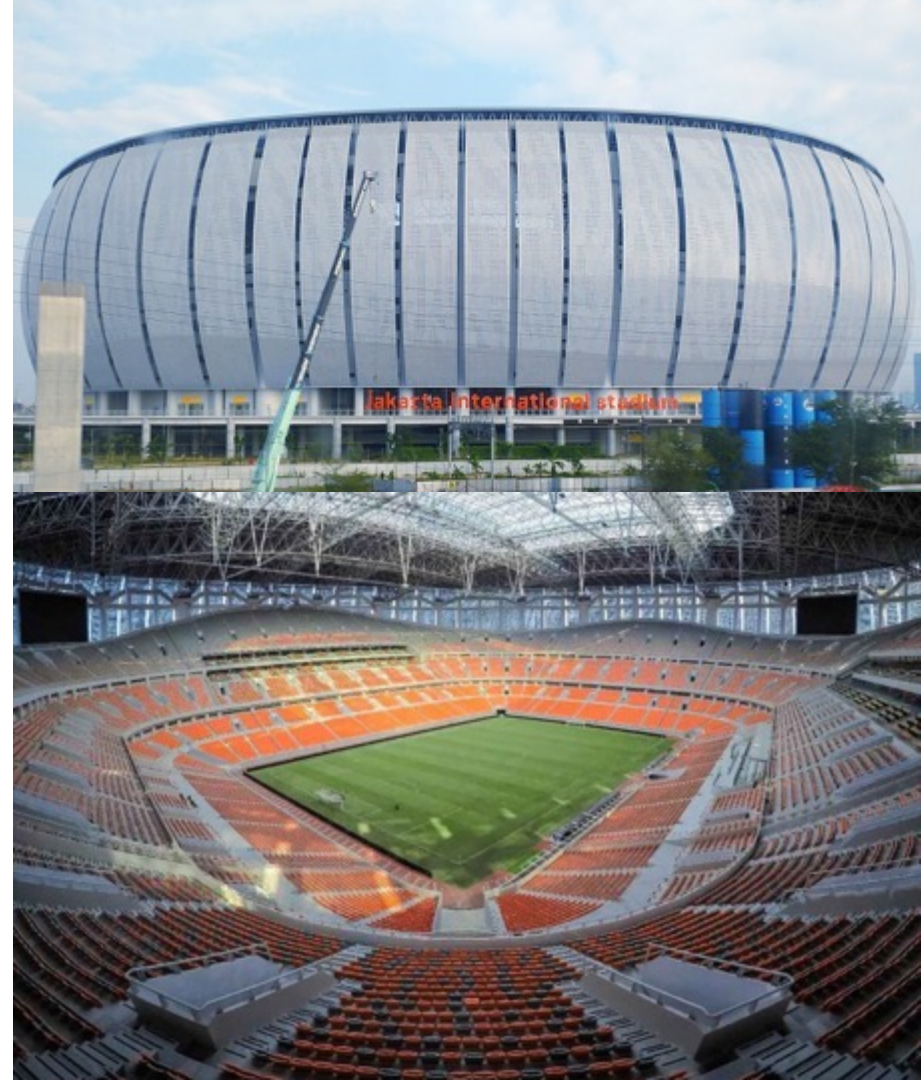
In April 2022, we proudly completed this monumental task, contributing to the creation of a national landmark designed to accommodate over 82,000 spectators. Spanning 22 hectares, the stadium complex features a massive 375.7 m² (4,044 sq ft) structure.

Notably, it stands as Asia's largest retractable roof stadium and the second-largest globally, representing a significant achievement for PT Mowilex and a source of pride for the entire nation.

Products used:

Exterior:

- a. Undercoat Tembok
- b. Weathercoat Supreme
- c. Cendana Antibacterial interior paint



PROJECTS

Case study 2

UNIVERSITAS GAJAH MADA (Yogyakarta)

The university, located in Sleman, Special Region of Yogyakarta, Indonesia, stands as the nation's largest and premier public university. With a rich history of academic excellence, it holds a prominent position in global rankings and is viewed as one of Indonesia's premier learning institutions.

In a testament to its commitment to quality, Gadjah Mada University sought a reliable partner for its projects. Mowilex, a trusted ally and long-term supplier, was chosen for its consistent product quality and outstanding after-sales service. Mowilex's exceptional technical support, characterized by quick response times and precise problem-solving, played a pivotal role. Their proactive approach, including regular courtesy visits to both the project owner and project consultant, as well as their affiliated architect firm, solidified Mowilex as the perfect partner for this significant endeavour.

Products used:

INTERIOR:

- a. Undercoat Tembok
- b. VIP Interior
- c. Interior Matt

EXTERIOR

- a. Undercoat Tembok
- b. Exterior Semi Satin



PROJECTS

Case study 3

BALI INTERNATIONAL HOSPITAL & HOTEL (Bali)

Bali International Hospital, managed by Indonesia Healthcare Corporation (IHC), is envisioned to be Indonesia's premier medical tourism destination. In a strategic collaboration with the renowned Mayo Clinic, a global leader in healthcare, BIH is set to redefine healthcare standards.

Mowilex emerged as the perfect partner for this project due to the client's need for swift and responsive service, coupled with a robust network of project contractors. Embracing a green architecture approach, the client sought an environmentally responsible partner. Mowilex's vision and commitment to eco-friendly practices positioned it as the ideal choice for this significant endeavour.

Products used:

INTERIOR

- a. Undercoat Tembok
- b. Interior Primer
- c. Interior Anti-bacterial Matt
- d. Enamel Anti-bacterial

EXTERIOR

- a. Undercoat Tembok
- b. Weathercoat Supreme



A young girl with curly hair and face paint, smiling, against a colorful abstract background.

We INVEST in THE FUTURE

WE INVEST

mowilex®

WE INVEST IN THE FUTURE...

Of our planet...



Zero Water Wastage Plant
Adopted to renewable energy
Member of UNGC
Green Factory

Of our people...



Full year Management Trainee
program,
Six Sigma program
Continuous training
Supporting growth

Of our Industry...



State of the art facility
Scientific Advisory Board
Water based products
Bio-based Products

Environmental Impact

- Opened a green factory in 2023 that will reduce carbon emissions by up to **7% with zero water waste**, new machine technologies and **37% of the area committed to open space and landscaping**
- Invested in innovation and eco-friendly paint manufacturing techniques for 30+ years
- Has led the market with water-based paints and low-VOC products
- Has helped Indonesia reach net-zero carbon emission targets by 2060
- Pledged to **reduce new plastics used in packaging** by 80% by 2027
- Planted 50,000 trees to celebrate the 50th anniversary of Mowilex
- Launched voluntary recall and free-replace of lead paints with Mowilex Pasti Aman (Mowilex is Surely Safe) campaign
- Has protected **1,500 square kilometres of ocean habitat** through 5-year Sumbawa project
- Saved **65,000 hectares of forest** in Borneo's Rimba Raya Biodiversity Reserve, home to 105,000 endangered Bornean orangutans



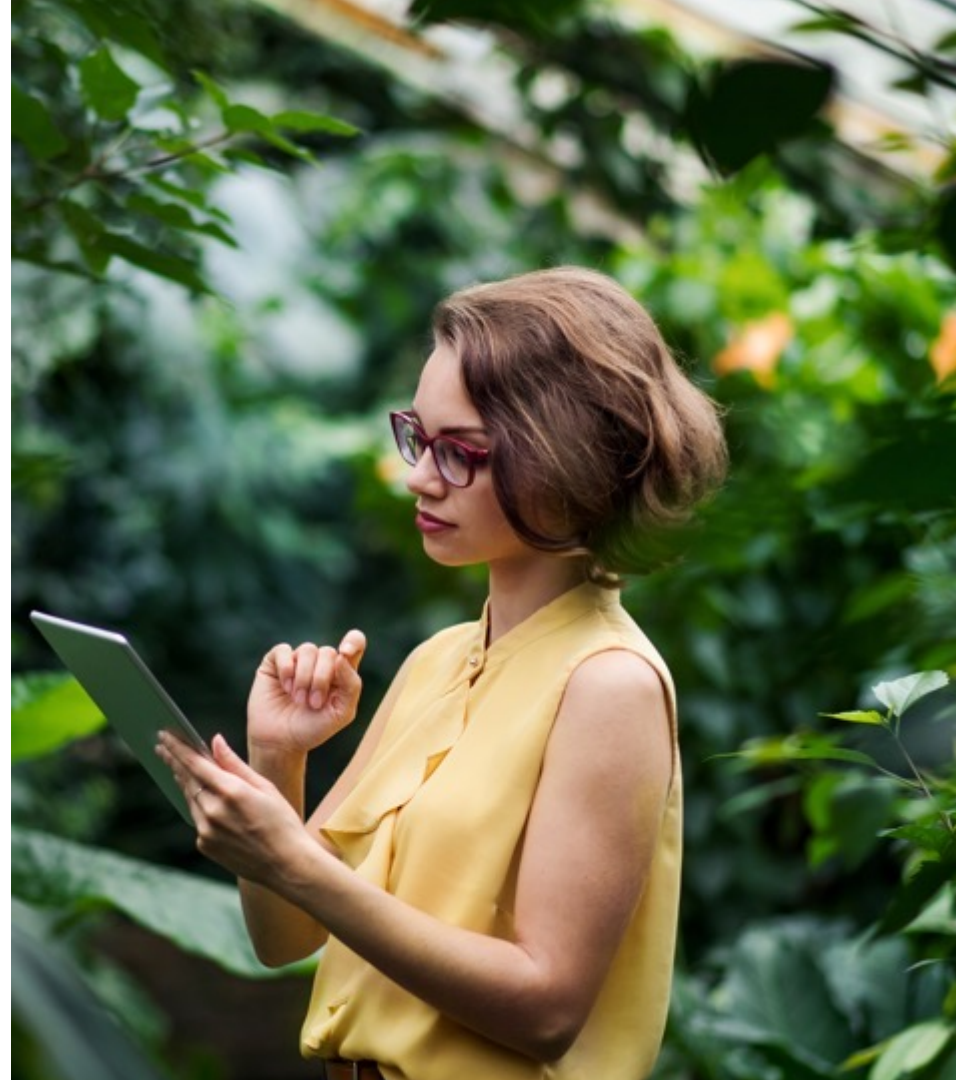
Social and Community Involvement

- Fostering an inclusive workplace, with a focus on gender equality and meritocracy-based leadership
- Tracking and analysing inclusivity data to map progress and opportunities
- 70% of division-head roles occupied by women
- 40% of female employees hold supervisory roles or higher
- Employees have contributed more than **6,665 volunteer hours** to non-profits and NGOs
- Trained 120 painters working with **Habitat for Humanity** Indonesia
- Delivered 18 tons of aid to families impacted by a devastating Palu earthquake
- Donated over **210,000 litres** of paint to various charities, educational and religious institutions



Governance

- **Earned ISO 9001** (quality management systems) and **ISO 14001** (environmental management systems) in 2020
- Created a committee to expand occupational health and safety practices
- Developed corporate policies around the flow and transparency of company information
- Earned **ISO/PAS 45005:2020** as the first paint company in Indonesia who received a workplace hygiene certification. One of three entities in all of Indonesia with this distinction as of 2023.
- Became a signatory to **United Nations Global Compact (UNGC)** as part of our Environment commitment.



What can PT Mowilex do for your business?

- 50+ years in the Industry
- Commitment to Quality
- Multi-Award Winner
- Extensive Distribution Network and Market Reach
- Broad Inclusive Workforce
- Contract Manufacturing
- Focus on the Future and Environment

We've got Indonesia Covered



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