

# Mulia Ceramics

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## Leading the Indonesian tile manufacturing

Established in 1990, Mulia Ceramics specializes in decorative ceramics for all kinds of structures including houses, offices, malls, and shops – indoor as well as outdoor. Being a dominant and largest player in the industry in terms of output ( 62 million m<sup>2</sup> per year from production capacity of 87 million per year), Mulia Ceramics outperforms the competition with our single and integrated production and business complex in Cikarang, an industrial estate on the outskirts of Jakarta, Indonesia. On the 200-hectare area we manage not less than 12,000 employees and 8 factories, manufacturing our entire product lines of wall tiles, floor tiles, decorative tiles, and trims.

Leading the national tile industry for more than a decade, we have substantially extended our market reach to all of the major cities throughout Indonesia with the support of 40 distributors. Meanwhile, our overseas market has also grown significantly as we gain more dedicated customers from not less than 50 countries including USA, Canada, UK, France, Spain, Italy, as well as the Middle East and Asia Pacific regions such as Australia and New Zealand.

To reinforce our foothold in the North American market, we established a subsidiary Mulia Inc. in the early 1990s. The company is now a leading wholesaler of ceramic tiles in the USA, supported by selected independent distributors, experienced sales representatives, and strategically situated warehouses.

Mulia Ceramics is a subsidiary of Mulia Industrindo, the manufacturing arm of the larger Mulia Group that also consists of a glass manufacturing company Muliaglass and 2 financial-services providers. The Mulia Group itself is by far one of the dominant players in Indonesia business and economy, maintaining an efficient focus on 3 highly strategic industries - manufacturing, property, and hotel.

Our product portfolio consists of 7 brands – Mulia, Accura, Maxima, Prisma, Legend, Crystal, Magna, Ceramica Europa, and Signature Ceramics – each of which carries its distinct design and size of floor, wall, decoration tiles, and trims. Design-wise, they come in 3 major categories: Rustic, which features random and uneven patterns in earthy colors; Marble, glossy and elegant like a real marble; and Trim, smaller in size and used to cover corners and edges to make the tile structures seamless without any bridging gap.

## Creating value with technology

The fact that our manufacturing is based in a single, integrated complex rewards us with a competitive advantage in production process: A seamless integration between factories, departments, and employees on the factory floor and in the office, streamlining and speeding up communication, quality control, and decision making. Such advantage is notably absent in separately situated production facilities used by most tile manufacturers.

More importantly, our tiles are manufactured utilizing advanced production technology and machines from Italy, and inspected under a rigid quality control to ensure only the best ones reach our customers. Our production teams – highly qualified and trained in advanced manufacturing techniques and methods - regularly participate in vocational trainings in overseas to sharpen their skills and knowledge.