

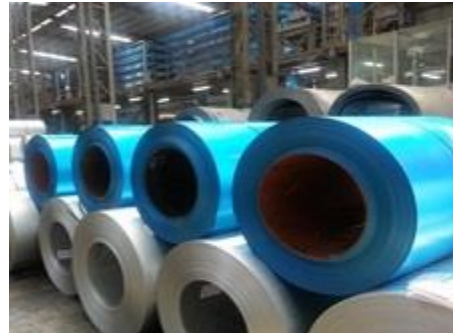
December / 2014 Indonesia

Outperform

Developing Customized Solutions in Indonesia

Since 2010, Henkel Indonesia has been working with Sunrise Steel, providing them adhesive solutions for their high-quality coated steel coils.

While working with Sunrise Steel on Thin Organic Coating (TOC) for steel coils, our Transport and Metal Adhesives team discovered that imported Henkel adhesives could be improved upon for the local market. This led to a journey to develop a customized solution which would be ideal for the Indonesian market.



To get the best result, Henkel's Technical Customer Service team collaborated closely with Sunrise Steel's engineering department. After several rounds of adjusting the formulation of the adhesive products, the end-product was optimal in terms of quality and cost, and met the customer's specific requirements.

With the success of the collaboration, Sunrise Steel has since been using solely Henkel's clear TOC for production of their clear steel coils.

Raimon, Sales Manager, Transport and Metal Adhesives, Henkel Indonesia, said, "Our business with Sunrise Steel is an excellent example of understanding the customer's needs, and adapting our solutions to meet their requirements. In this case, going that extra mile to develop the customized TOC for Sunrise Steel's local Indonesian market has helped both parties to grow, resulting in a win-win partnership."

Today, Sunrise Steel is the biggest steel coil company in Indonesia, and Henkel continues to work with them to develop variations on the existing TOC for different production lines.