

# **KRISBOW®**

*The Right Product at The Right Price*

## **COMPANY PROFILE**







Pic : Showroom Cikarang

## MILESTONE

Since 1998, Kawan Lama has developed KRISBOW as company House-brand to respond the high demand for quality tools, equipment and machineries at affordable prices.

Effective from JULY 2013, KRISBOW brand is marketed through PT KRISBOW INDONESIA ; a stand-alone subsidiary of Kawan lama Group

10,000 Types of Products

700 Associates

23 Categories

400 Direct Sales Force

Retail Stores in Strategic Cities

Nationwide Service Engineers



## PRODUCT CATEGORY

Krisbow has the slogan 'The Right Product at The Right Price' to give customers an idea that quality product is not necessarily expensive. With more than 10,000 types of products from 23 categories, Krisbow obviously provides a wide selection of equipment needed by various industries and households. Krisbow regularly releases new products to meet the customer needs.

Abrasive Products, Adhesive Products, Air Compressor, Automotive Equipment, and Cleaning and Hotel Equipment



Cutting Tool, Generator Set, Hand Tool, Ladder, Lifting Equipment



Machine Tool Accessories, Machinery, Material Handling Equipment, Measuring, and Painting Equipment



Pneumatic, Power Tool, Safety and Protection Equipment, Security System, Storage System



Welding Equipment, Wood Working, and Miscellaneous







## OUR CUSTOMERS

- Aircraft
- Auto Component
- Base and Chemical Industry
- Car Assembling
- Construction, and Other Industries
- Electrical and Electronic
- Food and Beverage Industry
- Hotel, Hospital, and Restaurant
- Mining, Oil and Gas

## PROMOTION AND COMMUNICATION KITS



- ✓ Product Catalog
- ✓ One Stop Solution
- ✓ Newsletter
- ✓ Segmented Brochures
- ✓ Website
- ✓ Mass Media
- ✓ 2,500 sqm Show Room
- ✓ 10,000 Displayed Products







**THE LARGEST  
EXHIBITOR STAND  
IN MANUFACTURING INDONESIA  
FOR MANY YEARS**

**CLOSELY PRESENT TO CUSTOMERS**



- ✓ Seminar product and management
- ✓ Trade Exhibition
- ✓ Demonstration Van
- ✓ Product Consultation
- ✓ In-House Expo / Fair
- ✓ Professional Sales Team







## OUR CHANNEL DISTRIBUTION



Toko Perkakas Krisbow (TPK) is a chain of retail stores owned by PT Krisbow Indonesia to reach customers in industrial cities throughout Indonesia. TPK operates in major cities in Indonesia and will continue to grow in line with the company's commitment to serve more customers in the country.

- ✓ Located in Strategic Cities
- ✓ 10,000 sku
- ✓ Skillful Sales Team







PwC Distribution Center Surabaya



PwC Distribution Center Tangerang



PwC Distribution Center Cikarang

## DISTRIBUTION CENTERS

Krisbow's product distribution to Customers and stores throughout Indonesia are supported by Kawan Lama Group distribution centers. In 2013, Kawan Lama will inaugurate the operation of the third distribution center in Tanjung Morawa, Medan to complement the existing two distribution centers in Cikarang and Surabaya.

- ✓ National Coverage
- ✓ Over 200.000 sku

## AFTER SALES SERVICES

Krisbow products are supported with after sales services that spread across country. Our trained, skillful and experienced staff and engineers are committed in providing responsive and on schedule after sales services. Krisbow also provides lifetime warranty for certain products.






**PT KRISBOW INDONESIA**

**Head Office :**

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