





COLORING THE WORLD

Lebih dari 20 tahun **PT. Warnatama Cemerlang** telah menghasilkan produk-produk Cat, Thinner dan Tinta yang berkualitas. Mewarnai dunia adalah salah satu tujuan kami untuk terus memberikan produk-produk unggulan. Kami telah melakukan distribusi keseluruh pelosok Indonesia dengan konsumen dari berbagai segmen mulai dari Retail hingga Industri, termasuk Industri Furniture yang telah mengespor produk-produknya ke berbagai negara seperti Amerika, Jepang, Korea Selatan dan negara besar lainnya.

For more than 20 years **PT. Warnatama Cemerlang** has been progressively manufacturing paint, thinner and ink products with the best quality. Coloring the world is one of our goals in order to give superior products continually. We have distributed our products to every corner of Indonesia with consumers from various segments ranging from retail to industry, including the furniture industry which has exported its products to various countries such as America, Japan, South Korea and other major countries.

OUR COMMITMENT

CONTRACT

Another observed discrepancy between the theory and real markets is that at the late stages of a bull market, markets go into free fall as participants repudiate themselves from positions such as forward price to earnings ratios which are higher than fundamental values. This is indicated by the large differences in the valuation levels compared to fundamentalists. Another theorist might say that rational (and hence, rational) participants should always take advantage of irrational participants by taking advantage of their irrational behavior. This is what happened during the dot-com bubble, when stock prices were extremely high, but the market was still strong for a publicized event such as a takeover announcement. Another observed discrepancy between the theory and real markets is that at the late stages of a bull market, markets go into free fall as participants repudiate themselves from positions such as forward price to earnings ratios which are higher than fundamental values. This is indicated by the large differences in the valuation levels compared to fundamentalists. Another theorist might say that rational (and hence, rational) participants should always take advantage of irrational participants by taking advantage of their irrational behavior. This is what happened during the dot-com bubble, when stock prices were extremely high, but the market was still strong for a publicized event such as a takeover announcement.



*Bagaimana mungkin sesuatu yang tidak berwatak tampak begitu dinamis?
Bagaimana mungkin sesuatu yang tidak bersuara ternyata mampu mengatakan banyak hal?*

Itulah kekuatan warna. Dengan keajaiban yang dimilikinya, warna memiliki kemampuan menyentuh setiap sudut emosi manusia. Warna mampu mengekspresikan perasaan apapun. Bahagia, sedih, bahkan perpaduan antara keduanya. Oleh sebab itu hubungan warna, manusia, dan alam begitu selaras.

PT. Warnatama Cemerlang percaya bahwa masa depan adalah milik mereka yang mampu membangun harmoni dengan sekitarnya. Warna adalah inspirasi kami dalam mewujudkan harmoni dengan alam semesta dan membuat impian Anda menjadi kenyataan. Warna adalah bagian dari kehidupan dan melalui warna kami mewujudkan mimpi Anda menjadi kenyataan lebih dari yang Anda harapkan. Inspirasi inilah yang mendorong kami untuk melahirkan inovasi-inovasi produk berkualitas dengan hasil nyata yang telah kami ciptakan guna memuaskan imajinasi Anda dalam berkreasi.

“ CUSTOMER SATISFACTION IS OUR PRIORITY ”

*How could something that has no character look so dynamic?
How could something that did not make a sound turn out to be able to say many things?*

That is the power of color. With its magic, color has the ability to touch every corner of human emotions. Color is able to express any feelings – happiness, sadness, even a combination of the two. Therefore, the relationship of color, human and nature is so harmonious.

PT. Warnatama Cemerlang believes that the future belongs to those who are able to build harmony with their surroundings. Color is our inspiration in bringing harmony to the universe and making your dreams come true. Color is a part of life and through colour we make your dreams come true beyond what you expected. This inspiration has driven us to manufacture products with the best quality and tangible results which we have created to satisfy your imagination in creating.

COMPANY OVERVIEW

“ BRINGS COLOR TO YOUR LIFE ”



**PT. Warnatama
Cemerlang**
Was held in
Surabaya



Opening Jakarta
Branch

1996



Opening Semarang,
Jepara, & Cirebon
branch. Not so long
we reach Medan, Bali,
& Palembang.

1998-2000



Started in retail
business

2002



Started in ink
industry.
Moved to new
factory in Gresik

2006



Opening Makasar
Branch

2009



2010-11



Starting floor
coating
industry and
marine paint
industry

2012-Now



Opening Bandung
and Solo Branch

Berdiri pada tahun 1996, **PT. Warnatama Cemerlang** merupakan perusahaan muda, fleksibel, dan agresif yang memproduksi cat, thinner, dan tinta berkualitas tinggi untuk kebutuhan industri dan dekorasi. Seiring berjalanannya waktu **PT. Warnatama Cemerlang** berkembang pesat menjadi perusahaan skala internasional dengan aplikasi teknologi terkini yang efisien.

Selain kualitas yang menjadi prioritas utama kami, **PT. Warnatama Cemerlang** juga mengedepankan konsep "GO GREEN" untuk produk-produknya. Melalui produk-produk ramah lingkungan ini kami menyalurkan keseimbangan harmoni antara teknologi terbaru dengan alam semesta.

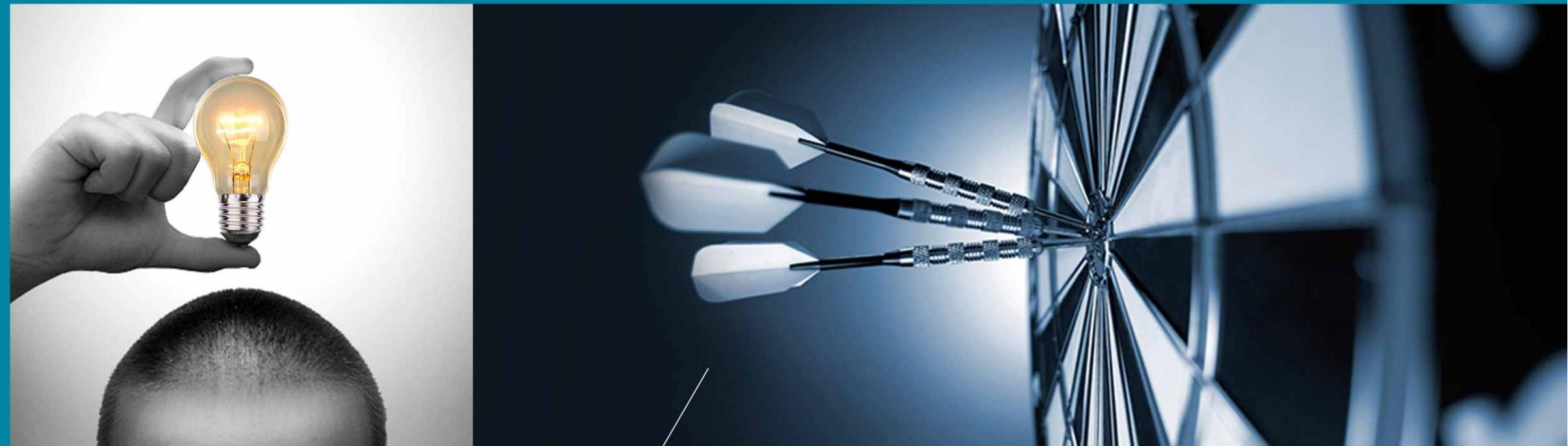
Bersama **PT. Warnatama Cemerlang** semua imajinasi Anda menjadi lebih nyata, hidup, dan bermakna.

*Established in 1996, **PT. Warnatama Cemerlang** is a young, flexible and aggressive company that produces high-quality paints, thinners, and inks, for the needs of the industrial market and retail sales. Over time **PT. Warnatama Cemerlang** developed rapidly to become one of the largest paint companies in Indonesia, which prioritizes quality and innovation with a leading edge technology.*

*In addition to quality which is our top priority, **PT. Warnatama Cemerlang** also puts forward the concept of "GO GREEN" for its products. Through these environmentally friendly products we align the balance of harmony between the latest technology and the universe.*

*Together with **PT. Warnatama Cemerlang** all your imagination becomes more real, lively and meaningful.*

VISION MISSION & MOTTO



VISI

Menjadi produsen cat, thinner dan tinta yang bermutu tinggi dengan harga kompetitif baik di pasar lokal maupun internasional.

MISI

Menghasilkan produk cat, thinner, dan tinta yang dapat memenuhi seluruh persyaratan pelanggan dan regulasi yang berlaku, untuk mencapai kepuasan dan loyalitas pelanggan serta meningkatkan pangsa pasar.

MOTO

Kualitas adalah segalanya.

VISION

To become a manufacturer of high quality paints, thinners, and inks at competitive prices in both local and international markets.

MISSION

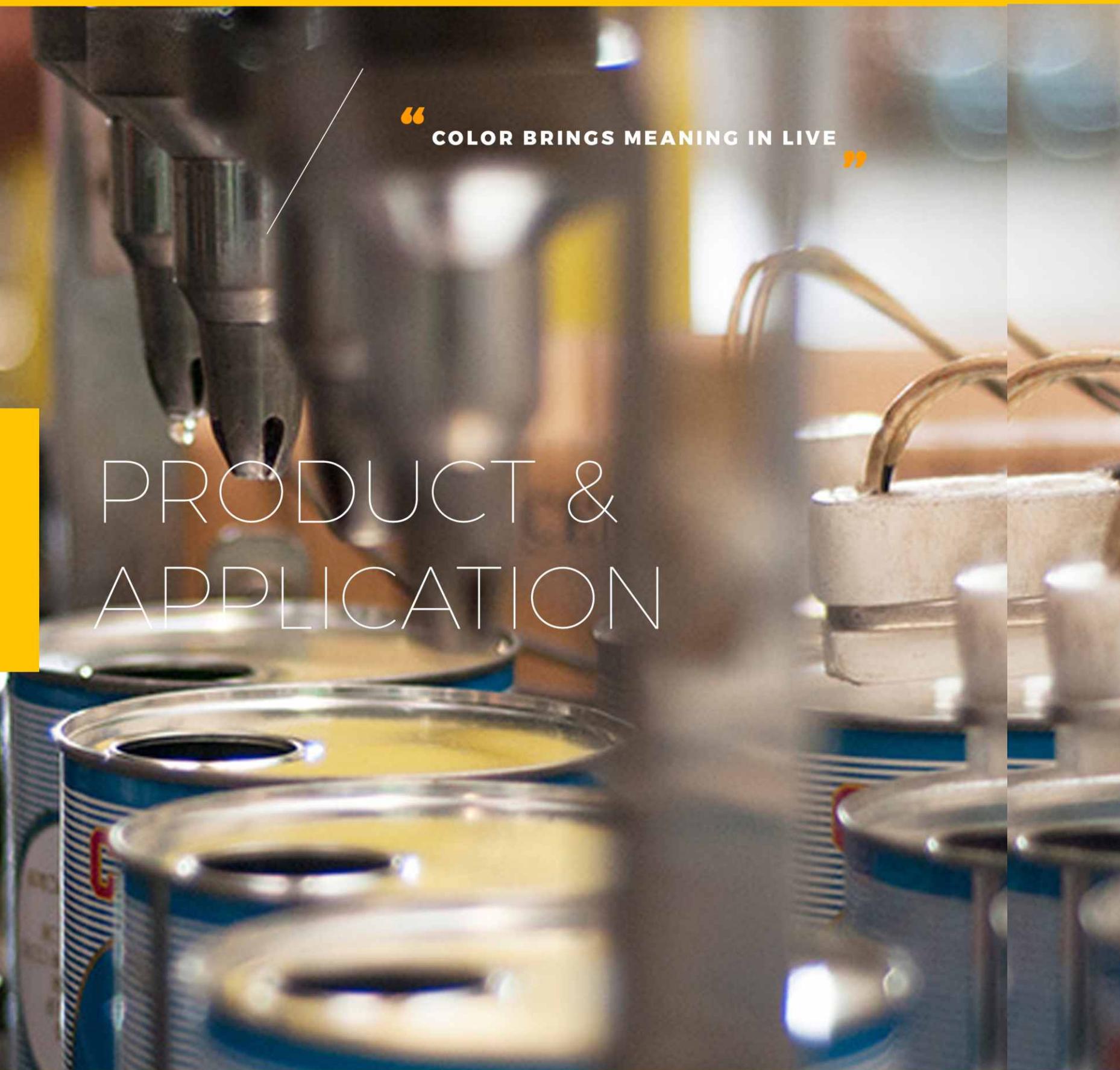
To produce paint, thinner and ink products that can meet all customer requirements and applicable regulations in order to achieve customer satisfaction and increase market share.

MOTTO

Quality is everything.

PRODUCT & APPLICATION

“
COLOR BRINGS MEANING IN LIVE
”



Selama lebih dari satu dekade beragam produk (cat, thinner dan tinta) **PT. Warnatama Cemerlang** telah dipergunakan secara luas oleh industri-industri dan developer baik dalam skala nasional sampai internasional. Produk-produk unggulan seperti: melamine, polyurethane, NC (duco), acrylic, teak oil, thinner, wood stain, rotogravure, flexographic dan screen printing telah lama menjadi produk kepercayaan yang mampu melindungi dan memperindah barang-barang kesayangan yang mampu melindungi konsumen, seperti: mebel rotan, kayu, besi, otomotif, elektronik, kapal laut, plastik, bingkai, percetakan seperti: woven bag, sablon/ hand print, packaging film (OPP, PP, HDPE, LDPE, PET & PE) dan kayu.

Memilih warna berarti membangun sebuah citra kehidupan anda. Mulailah sebuah citra kehidupan anda. Mulailah dari sebuah mimpi, kemudian wujudkan impian tersebut bersama **PT. Warnatama Cemerlang**.

*For more than two decades **PT. Warnatama Cemerlang** (paint, thinner and ink) has been used extensively by industries and developers both nationally and internationally. Excellent products such as Melamine, Polyurethane, NC (Duco), Acrylic, Teak Oil, Thinner, Wood Stain, Rotogravure, Flexographic and Screen Printing have long been trust products that are able to protect and beautify customer's favourite items such as rattan and wood furnitures, iron, automotive, electronics, shipbuilding, plastic, frame and printing such as woven bag, screen printing/ hand printing packaging films (OPP, PP, HDPE, LDPE, PET & PE) and wood.*

*Choosing color means building an image of your life. Begin the image of your life. Start with a dream, then realise it with **PT. Warnatama Cemerlang**.*

PAINT & COATING

WOOD COATING

1. Poly Urethane

Two component paint special designed based on poly resin and crosslinked with polyisocyanate.

2. Acid Curing / Melamine Coating

Two component paint special based on alkyd and amino resin that cured with organic acid.

3. Duco / Nitrocellulose Coating

An air drying painted based on alkyd resin and nitrocellulose.

4. Water Base Wood Coating

An environmental friendly waterbase wood coating based on self crosslink acrylic polymer.

DECORATIVE COATING

1. Wall Paint

Ginza

An environmental friendly wall paint based on vinyl acrylic polymer that has Singapore Green Label Certificate.

Q-Tex

Medium wall paint based on vinyl acrylic polymer.

Colombus

Economic wall paint based on vinyl acrylic polymer.

2. Enamel Paint

Bintang Laut

High gloss synthetic enamel suitable for decorative paint wood and metal.

3. Roof Paint

Water base roof paint based on acrylic polymer.

PROTECTIVE COATING

1. Epoxy Coating

Two component anti corrosive paint based on epoxy resin bisphenol A and polyamide

2. Alkyd Primer (Zinc Chromate)

Anti corrosive paint base on alkyd resin.

3. Waterbase Water Proofing

One component waterbase water proofing based on acrylic copolymer

INDUSTRIAL COATING

1. Plastic Coating

a. Thermo Plastic Acrylic

One component non yellowing top coat based on thermo plastic acrylic.

b. Poly Urethane Acrylic

Two component non yellowing top coat based on poly resin and crosslinked with aliphatic polyisocyanate.

PAINT & COATING

2. Metal Coating

a. Air Drying Paint

Air drying coating based on phenolic modified resin.

b. Stoving Paint

Stoving paint with baking condition at 150°C - 200°C.

i. Stoving Alkyd : Base on alkyd resin combined with melamine formaldehyde.

ii. Stoving acrylic: Base on thermosetting acrylic resin combined with melamine formaldehyde.

FLOOR COATING

1. Epoxy Base

a. Epoxy Coating

Two component floor coating based on epoxy resin bisphenol A and polyamide.

b. Epoxy Self Leveling

Two component floor coating based on solvent free epoxy resin bisphenol A and cyclo aliphatic amine.

c. Epoxy Waterbase

Two component floor coating based on waterbase epoxy resin.

2. Poly Urethane Base

a. Poly Urethane Coating

Two component floor coating based on acrylic polyol resin and crosslinked with aliphatic polyisocyanate.

b. Poly Urethane Solvent Free

Two component floor coating based on solvent free polyol resin and crosslinked with aromatic polyisocyanate.

3. Acrylic Solvent Base

Air drying floor coating based on thermo plastic acrylic.

4. Liquid Hardner Semi Polishing

Air drying floor coating based on lithium silicate solution.

MARINE PAINT

1. Anti Corrosive

a. Epoxy Primer

Two component anti corrosive paint based on epoxy resin bisphenol A and polyamide.

2. Anti Fouling

Tin free anti fouling paint based on special modified hard resin and fouling released agent.

3. Top Coat

a. Alkyd Enamel

Top coat synthetic enamel based on special alkyd resin and high quality pigment.

b. Acrylic

One component non yellowing top coat based on thermo plastic acrylic.

c. Poly Urethane

Two component non yellowing top coat based on polyol resin and crosslinked with aliphatic polyisocyanate.

ROTOGRAVURE & FLEXOGRAPHIC INK

Ichiban Ink adalah salah satu produk yang sangat cocok untuk kemasan fleksibel baik general maupun *foodgrade*, dengan daya rekat yang kuat pada substrate, tampilan glossy dan banyak pilihan warna sesuai kebutuhan anda.

Ichiban Ink is one of our products that is suitable for flexible packaging both general and foodgrade, with strong adhesion to the substrate, glossy appearance and many choices of color to suit your needs.

IKM SERIES

Gravure printing ink system for surface print of treated PP, PE, OPP film and paper.

Key Feature

- Excellent adhesion to treated PP, PE dan OPP film.
- Excellent gloss, scratching, crinkle, rubbing to treated PP, PE dan OPP film.
- Very good gravure printing properties and high speed printability
- Freeze resistance

Resin Type : Modified polyamide.

Substrates : Threated PP, PE, OPP film and paper.

IKW SERIES

Flexographic printing ink system for surface print of woven bag.

Key Feature

- Excellent adhesion to woven bag.
- Excellent gloss, scratching, crinkle, rubbing to woven bag.
- Very good gravure on printability and flexographic printing properties.

Resin Type : Modified polyamide.

Substrates : Woven bag.

ROTOGRAVURE & FLEXOGRAPHIC INK

IKV SERIES

Gravure printing ink system for reverse print and lamination of threatend OPP film.

Key Feature

- Excellent adhesion to threatend OPP film.
- Very good gravure printing properties and high speed printability
- Good bond strength after extrusion lamination
- Good bond strength after dry adhesive lamination

Resin Type : Modified vinyl.

Substrates : Threatend OPP film.

IKU SERIES

Gravure printing ink system for reverse print and lamination.

Key Feature

- Good adhesion and better printability.
- Good bond strength after extrusion lamination.
- Good bond strength after adhesive lamination.
- Low solvent retention.
- Suitable for variable press speed.

Resin Type : Modified polyamide.

Substrates :

- Threatend polyester.
- OPP film with conversion additive.
- KOPP
- Nylon
- Cellophane
- For other film consult with our technical department.

ROTOGRAVURE & FLEXOGRAPHIC INK

IPC SERIES

Gravure printing ink system for the printing of flexible pvc film such us that used for imitation leather, etc. Can be used for surface and reverse printing. For using as surface printing, an over print varnish is recommended to enhance gloss and improve resistance properties, especially scuff resistance, or a matt over print vanish. Can be used to lower the gloss level, all depending on end use requirements.

Key Feature

- Good adhesion.
- Good gloss.
- Very good gravure printing properties and high speed printability.
- Good flexibility.

Resin Type : Modified vinyl.

Substrates : Flexible PVC.

IPC SERIES

Dip and spray printing ink system of flexible PVC that used for slippers, imitation teather, etc. Can be used to lower the gloss level, all depending on end use requirements.

Key Feature

- Good adhesion.
- Good gloss.
- Good flexibility.

Resin Type : Modified vinyl.

Substrates : Flexible PVC.

IBS SERIES

Spray printing ink system of ABS that used for spare part automotive, motorcycle, etc. Can be used to lower the gloss level, all depending on end use requirements.

Key Feature

- Good adhesion.
- Good gloss.
- Good flexibility.

Resin Type : Modified vinyl.

Substrates : ABS.

ROTOGRAVURE & FLEXOGRAPHIC INK

IKS SERIES

Screen printing ink system for surface print of threatend PP, PE, OPP film and paper.

Key Feature

- Excellent adhesion to threatend PP, PE, OPP film.
- Excellent gloss, scratching, crinkle, rubbing to threatend PP, PE, OPP film and paper.
- Very good on printability and thixotroph.

Resin Type : Modified polyamide.

Substrates : Threatend PP, PE, OPP film and paper.

IKF SERIES

Flexographic alcohol base printing ink system for surface print of threatend PP and PE.

Key Feature

- Excellent adhesion to threatend PP and PE.
- Excellent gloss, scratching, crinkle, rubbing to threatend PP and PE.
- Very good on printability and flexographic printing properties.

Resin Type : Modified polyamide alcohol.

Substrates : Threatend PP and PE.

IKC SERIES

Gravure printing ink system for surface print of threatend PET and paper.

Key Feature

- Excellent adhesion to threatend PET and paper.
- Excellent gloss, scratching, crinkle, rubbing to threatend PET and paper.
- Very good gravure printing properties and high speed printability.

Resin Type : Modified nitrocellulose.

Substrates : Threatend PET and paper.

PRODUCT & PACKAGING

Paint & Thinner Series



*IKF, IKW, IKV, IKM Series hanya memproduksi tinta



IKF Series

Produk Diapers
Kemasan Minuman Probiotik
Kemasan Tepung
Pembungkus Fast Food



IKW Series

Kantong Semen
Kantong Pakan Ternak
Kantong Pupuk



IKV Series

Kantong Detergent
Kantong Permen
Label Botol Minuman
Tissue Basah
Kemasan Wafer
Kemasan Penyedap Rasa



IKM Series

Kantong Plastik Swalayan
Kantong Plastik Dept. Store
Kantong Plastik Toko Buku

Every color has its own magic and story.
No wonder, color trend has always been
new inspiration for paint and ink industry.

COLOR INNOVATION



RESEARCH & DEVELOPMENT



Dari masa ke masa begitu banyak elaborasi warna yang dapat dikembangkan menjadi inovasi baru. **PT. Warnatama Cemerlang** selalu menghadirkan terobosan baru teknologi Cat, Thinner dan Tinta dengan berbagai inovasi warna, mulai dari konvensional hingga non-konvensional, sesuai dengan perkembangan jaman.

Dengan sentuhan keindahannya, produk (cat, thinner dan tinta) **PT. Warnatama Cemerlang** merupakan solusi yang tepat bagi anda yang menginginkan nilai dan kualitas prima. Produk **PT. Warnatama Cemerlang** sengaja dirancang secara cermat dengan formula khusus sesuai karakteristik produk, aplikasi yang dibutuhkan serta kebutuhan alam tropis.

Produk **PT. Warnatama Cemerlang** dibuat dari bahan-bahan pilihan berkualitas ramah lingkungan yang diproses menggunakan teknologi paling modern. Bahan-bahan kelas satu ditakar dengan cermat secara proporsional dan diuji dengan berbagai macam aplikasi seperti kayu, besi, baja, plastik dan diuji daya tahannya terhadap cuaca dan suhu di Indonesia. Buktiya, hasil pengecatan lebih memuaskan, pengerajan lebih ringan dan mampu meningkatkan nilai ekonomis.

*From time to time numerous color collaborations can be developed into new innovations. **PT. Warnatama Cemerlang** always presents new breakthroughs in paint, thinner and ink technology with various colour innovations, ranging from conventional to non-conventional in accordance with the current development.*

*With the touch of its beauty, the products of **PT. Warnatama Cemerlang** (paint, thinner and ink) are the right solution for those of you who want excellent value and quality. The products are designed carefully with a special formula according to the characteristics and the applications needed, as well as in accordance with the needs of tropical countries.*

Moreover, the products are made from selected high quality and environmentally friendly materials which are processed using the most modern technology. First-class materials are measured proportionally and tested with a variety of applications such as wood, iron, steel and plastic, and the resistance towards Indonesia's weather and temperature is tested. This is proven by the results of painting are more satisfying, the workmanship is lighter, and the ability to increase economic value.



QUALITY ASSURANCE

Colors tells different expression to every room and goods however the best thing of all is quality

“ QUALITY IS EVERYTHING ”

Dilengkapi dengan ISO Mutu dan Lingkungan, menggunakan peralatan sudah terbaru dan terlengkap sehingga konsentrasi pada lingkungan (go green) adalah prioritas kami.



Agar warna favorit tetap terjaga keindahannya, memilih cat, thinner, dan tinta berkualitas adalah pilihan yang paling tepat. tak perlu berlapis-lapis untuk menghasilkan warna-warna menawan. Mudah diaplikasikan, cepat kering, tahan lama dan aman bagi kesehatan lingkungan. Selain spesifikasi produk yang telah disesuaikan dengan kebutuhan, formulanya juga menjaga kesempurnaan warna secara konsisten. Belum lagi berbagai keunggulan lain seperti daya tahan terhadap cuaca, anti jamur, tidak memudar (*anti fading*), mudah dibersihkan, dapat menutup retak rambut (*cover hair line crack*) serta mengandung pengharum.

Bagi anda yang mengutamakan kualitas dalam hidup, produk Warnatama Cemerlang adalah solusi tepat yang mampu menciptakan spirit baru di sekitar anda dengan kesempurnaan warna-warna yang memukau.

Sebagai komitmen **PT. Warnatama Cemerlang** dalam memberikan yang terbaik, telah di lengkapi dengan sertifikat bertaraf nasional dan internasional.

In order to maintain the beauty of the favourite color, using the best quality paint, thinner and ink is the best choice. There is no need to apply many layers to produce attractive colors. Easy to apply, quick to dry, excellent durability and safe for environmental health. The formulas are made with products specifications that have been adjusted to the specified standards, and color stability is maintained consistently. Also other various advantages such as resistance to weather and no fade, anti-mildew, easy to clean, able to conceal hair cracks and low odor.

For those of you who prioritize quality in life, PT. Warnatama Cemerlang's products are the right solution that will create a new spirit around you with stunning color perfection.

*As a commitment of **PT. Warnatama Cemerlang** in providing the best, it has been equipped with national and international certificates.*

CERTIFICATE



Sebagai bukti komitmen dalam memberikan produk unggulan, **PT. Warnatama Cemerlang** dilengkapi dengan sertifikat :

*As a proof of commitment in providing superior products, **PT. Warnatama Cemerlang** is equipped with the following certificates:*

- DNV – GL
- NSF Internasional (NSF/ANSI 61)
- ISO 9001
- ISO 14001
- SNI
- SINGAPORE GREEN LABEL
- BKI

BRANCH & DISTRIBUTION

Cabang penjualan **PT. Warnatama Cemerlang** telah tersedia di berbagai kota besar di Indonesia seperti Jawa, Bali, Kalimantan, Sumatra, Sulawesi, dan Ambon. Dengan hadirnya kami lebih dekat dengan Anda maka proses pemilihan cat akan menjadi lebih mudah dan menyenangkan.

Selain itu, ketepatan waktu adalah salah satu fokus utama kami. Distribusi yang tepat waktu hingga ke pelosok daerah menjamin ketersediaan produk kami guna mewujudkan imajinasi Anda.

PT. Warnatama Cemerlang sales branches are available various major cities located in various parts of Indonesia such as Java, Bali, Kalimantan, Sumatra, Sulawesi, and Ambon. With our presence closer to your, the paint selection process will become easier and more enjoyable.

In addition, timeliness is one of our main focuses. Timely distribution to remote areas guarantees the availability of our products in order to realise your imagination.



Branch Contact

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or visit

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Quality is Everything



PT. WARNATAMA CEMERLANG

Sertifikat ISO 9001:2015 & 14001:2015

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