



# [ EMPOWERING THE WORLD ]



Available in English  
and Chinese Translation  
提供英语和普通话



ENGLISH VERSION

# [Content]

## 02 Introduction

## 03 About us

## 05 Our Value

The Core, The Company, Vision, Mission,  
Code of Conduct

## 07 Our History

Simetri's Milestone

## 09 Products & Services

Simetri's Electrical Switchboard Designs

## 11 Quality Control

Materials, After Sales Service, Features,  
Our Testing Devices

## 13 Our Projects & Clients

## 17 Corporate Social Responsibility

Community Development, Environment  
Development, Employee Development

## 21 Chinese Version



The moment was captured with a drone, to illustrate the beauty of Jakarta at night. This concept of electrical power flow represents Simetri as the manufacturer of electrical switchboard. In facilitating the distribution of electrical power that suit the needs of society. Wherein it is in line with Simetri's vision itself, in growing synergically with the nation, for the good of people.

*\* There is no intentional element when using certain building icons to represent the cover page concept.*



## Introduction

---

**Simetri is a well-established company which guarantees to bring you safety, satisfaction, and quality for your business. Our after sales service staff are ready to bring you peace of mind.**

Founded in 1986, PT Sinar Metrindo Perkasa saw golden opportunities in the growing development in Indonesia. There were high demands on electrical panel at that time. With limited budget, the founders built the company from scratch and persevered through hardships. As the company grew, PT Sinar Metrindo Perkasa managed to increase capital to expand.

Therefore managers must have good management skills to develop and sustain the company. Managers have to work diligently to improve their management skills.

From the beginning, company founders wish their company to flourish, to be resilient, able to prosper their employees, serve the customers well, and contribute to the preservation of the natural environment and the welfare of people. This vision can be realized if all personnel have the same concept/philosophy with those of the founders. Simetri always encourage its people to drive themselves better not only for their success but also for the company success. Under the guidance of our own code of conduct, and following strictly to our vision and mission, we have been in the electrical switchboard field for more than 30 years.

We have expertise in electrical switchboard field, and we know that customers put after sales service as major consideration for choosing the right manufacturer. We give them the best solution of providing the best service for them.

We plan our future targets by putting our customer satisfaction first. We live because of our customers satisfaction and we intend to prolong our company legacy by improving it every day.



# [About Us]

PT. Sinar Metrindo Perkasa (Simetri) creates high quality switchboards, and implements automation system, that are in accordance with safety regulations and standards.

Simetri was founded in 1986 to fill the huge gap between supplies and demands for good quality switchboards in the market at that time.

A good switchboard could prevent any harmful event that threatens people's lives and deliver good distribution in electrical power usage.

Barriers like limited resources in Simetri's first few years did not slow our growth. We break any barrier by working hard to gain customers trust and to optimize the production of switchboards more efficiently. There are other hard times when global economic recessions hit us in 1998 and 2008. However we successfully overcome those hard times.

As Simetri grows prosperously, we still hold to ethical principles such as perseverance, commitment to excellence, fairness, accountability, and integrity. Simetri continuously serves our loyal and new customers. The sales figures hit record high, year in, year out. One of our proudest moments is when Simetri obtaining ISO 9001:2008 in the year 2002. These achievements drive us forward as well as educate us to be more mature.

Simetri intends to produce high quality products that not only do they ease daily lives of people, but also protect them from any accident that prones to occur when dealing with electricity. We innovate on how the product can be optimized for efficiency and cost effectiveness. Customers safety and satisfaction are the leading factors that we always have in our mind when producing our high quality switchboards. Thus, our switchboards are the safest and the most reliable in this industry. Our technicians are always ready to provide excellent service.

Powered by highly motivated and highly skilled employees, Simetri are ready to challenge current competitive era with high determination. Guided by Simetri's fundamental philosophies, we persistently innovate the synchronization between switchboards and automation, improve product quality and service satisfaction, and contribute to society and environment.

#### DATE OF FOUNDING

19 April 1986

#### BUSINESSES

- Electrical switchboards manufacturer
- Electronic products manufacturer

#### WORKSHOP AREA

Building : 1500 m<sup>2</sup>

Land : 4020 m<sup>2</sup>

#### NUMBER OF EMPLOYEES

250+

#### SHAREHOLDERS

Ir. Agus Sudjito  
Ratna Indrajani  
Reyno Agus Sudjito, B.Sc.

#### CHAIRMAN

Ir. Agus Sudjito

#### PRESIDENT DIRECTOR

Reyno Agus Sudjito, B.Sc.

#### CHIEF OPERATING OFFICER

Djoko Setiawan, S.T., M.M.

#### VP MANUFACTURING

Frans, S.T.

#### VP SALES

Risza Dwi, S.T.



6111118-17	A	4000
0.72/3.0	KV	KS1-IS2
E 50/60	Hz	A 5
11th 60x1n	KA	VA 30
IEC 60444-1	CT	1M2

6111118-18	A	4000
0.72/3.0	KV	KS1-IS2
E 50/60	Hz	A 5
11th 60x1n	KA	VA 30
IEC 60444-1	CT	1M2

# [ Our Value ]

## THE CORE

“ GROWTH with THE NATION,  
GOOD for THE PEOPLE. ”

## THE COMPANY



Best Service  
to Customer



Fairness &  
Honesty



Professionalism



Striving for  
Improvements



Naturally  
Growing

## VISION

Simetri believes in sustainable growth. Together with the nation's development, the company puts utmost commitment to survive and ever grow for the better future. The company dedicates itself to be the best business partner for all stakeholders including the shareholders, suppliers, customers, government bodies, communities and competitors. Simetri always believes that stakeholder interest is company's best command.

## MISSION

The name Simetri is associated with the word symmetry which means balance and stability. The core of the company's business is Sinar (Light), Metal (Metal), and Listrik (Electricity). The logo takes the form of a circle which symbolizes the natural cycle of life. This cycle embodies the organization, and which continuously works for sustainable development, so that in the future everyone can live a better and safer world for our future generations.

Simetri believes that the company must always strives to be the best company amid intense competition by providing high quality product with competitive price and good service. In doing so, Simetri will transform themselves into reliable partner for everyone that has interest within company's business.

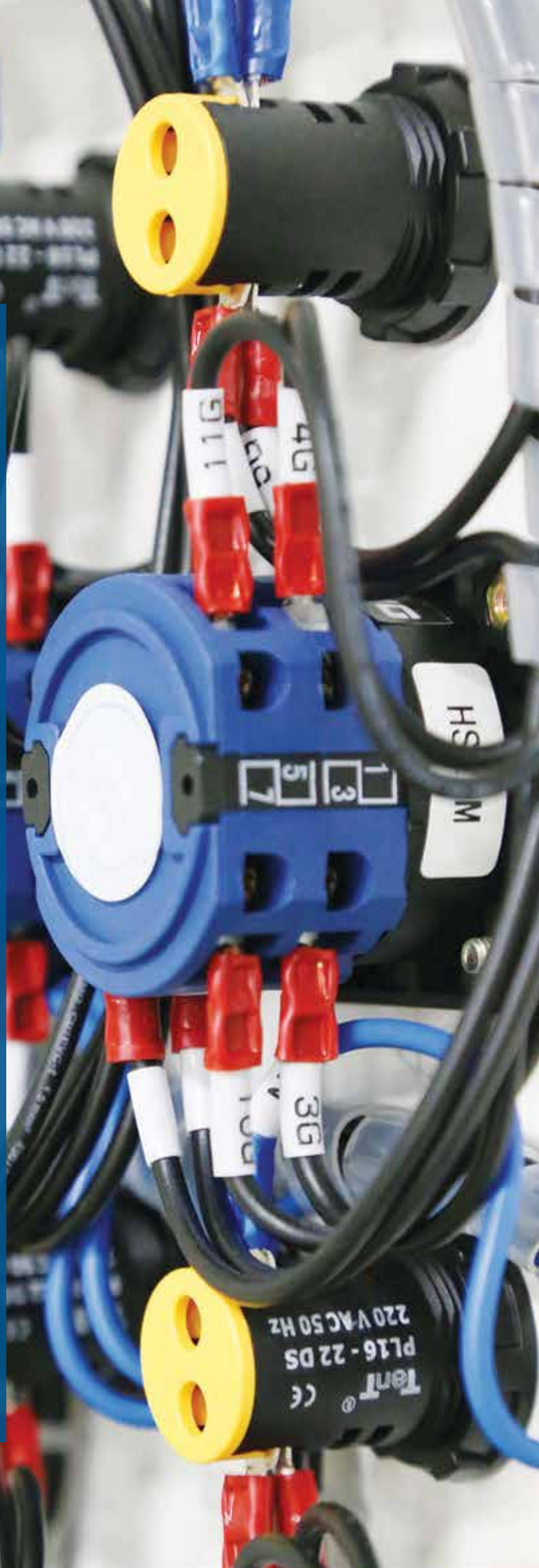




## CODE OF CONDUCT

In order to achieve those mission, Simetri is committed to the following acts :

- ☑ Simetri believes to run clean transparent business practice.
- ☑ Simetri always offers the best products within the customer's specifications.
- ☑ Simetri always strives to offer competitive price to the customer.
- ☑ Simetri is capable of executing customer's project tailor-made with wide-range flexibility.
- ☑ Customer satisfaction is company's top priority. Simetri provides extensive service to fulfill customer's needs and requirements.
- ☑ Key partnership with customers and suppliers is maintained with very well-mannered relationship.
- ☑ To ensure the best quality product, Simetri always practices quality management within guideline of ISO 9001:2015 corridor.
- ☑ Simetri is committed to develop every area within the organization as an effort for continuous improvement.
- ☑ Simetri offers equal opportunity for employees to develop themselves by providing necessary trainings, skills, and knowledge sharing



## [ Our History ]

Simetri is a fully integrated electric panel and automation company. We have years of experience in integrating high quality electric panel with automation technology and we are the leader in this field. There are great demands in safe and reliable electric distribution system for building, factory, etc. And for that reason, we work hard to deliver superb product and quality to our customers.

Founded in 1986, Simetri with the guide of company's own vision, mission, and philosophy start building itself. With increasing capital, we carefully build the company to be in line with the nation and the people.

Our journey up until now is an exciting one. We have our highs and lows between those years. We believe our hard work will let us create more achievements. With these achievements we are motivated to continue providing best products and services to both our old and new customers.

### 1986



Simetri was established to fill the potential market for good quality electrical switchboard in Indonesia.

PT. Sinar Metrindo Perkasa (Simetri) was established in 1986 to fill the potential market for good quality Switchboard in Indonesia. At that time, the infrastructure industry was booming, however there was a lack of quality switchboard. Simetri decides to provide high quality switchboard to achieve higher standard for building and people safety in Indonesia.

### 1992-1993



Simetri successfully synchronizes 3 to 4 generator set for the first time in company history. We also accomplished another distinguished achievement in company history by using PLC to govern 3 or more generator set.

### 1997-1998



In 1998, one of the heaviest economic crisis hit Indonesia and we work hard to escape and manages to. It is a great achievement to us and people working for Simetri.

In this year we also successfully synchronizes power from generator set and that from power plant in a chemical factory in Cilincing.





## 2002-2014

Having survived through the economic crisis in 1998, Simetri has to endure another economic crisis ten years later that hit the world including Indonesia. And once again with hard work and our strength, we manage to escape from it and continue our journey.

There are many achievements that we obtained throughout these years. Simetri is officially awarded with ISO 9001:2008 certification. We also successfully synchronize 6 generator set at medium voltage for the first time in company history. And in 2014, Simetri launches PT Simetri Putra Perkasa as its subsidiary.

## 2016-2021

Simetri reached 30<sup>th</sup> anniversary in 2016. As we get more mature, we do not stop to develop ourself.

We are officially awarded with ISO 9001:2015 certification. We also certified for OHSAS and SMK3.

Starting from 2017, Simetri is certified as Siemens Sivacon S8 licensed partner. We are licensed to manufacture the Sivacon S8 typetest panel. We hope this partnership take us to a higher level.



## Towards Our Future

We hope Simetri will improve and grow better annually. We also hope there will be more subsidiary companies so that the employees can improve their career according to the founders aspiration. Company vision and mission can only be realized if all employees know well their function and responsibility, and follow the values and philosophy that have been established by the founders.

## [ Products & Services ]



### Matrix

Simetri innovates by manufacturing low voltage switchboard with a brand name: "Matrix". This product is developed to compete with local and international made electrical switchboard.

Matrix has 2 types: Floor Standing Panel and Wall Mounted Panel. Matrix uses modular assembly system which simplify and increase the assembly time thus the production process becomes efficient and the electrical switchboard could be competitively priced.

### BENEFITS

- Ergonomic handle design
- Compact design for space saving
- Comprehensive hinge
- Advanced locking system
- Condensation protection (<IP 54)
- After sales service

# MATRIX



To get more information about each product shown here, you could look through the data sheets that we provide inside the brochure. Each data sheet has technical information that would be useful for us to decide which products and components that suit your electrical system needs.

**Simetri is a qualified local switchgear manufacturer that is handpicked, certified, and constantly monitored by Siemens. Simetri and Siemens signed a partnership agreement for Sivacon S8 manufacturing in April 2017.**

Simetri provides proof of safety and quality by means of design verification, arc fault tests, and seismic tests.

By complying with company vision and mission, Simetri always innovates to increase the quality of products that we manufacture.

Staying up to date with the technology progress and market demand for good quality products, Simetri develops product with IEC 61439 Standard Fully Typetest using high quality materials so that the products have better resistance and safety levels.



### Sivacon S8

The Sivacon S8 Low-voltage power distribution board ensure high level of personal and plant safety. Continues testing to IEC 61641 and VDE 0660 part 500-2 guarantees safety in event of an arcing fault.

Many well-thought-out details, including a reduced use of plastic parts and insulated main busbars, guarantee maximum safety and plant availability, resulting in low liability risk.

### BENEFITS

- Emphasis on maximum personal and plant safety
- Flexible layout thanks to a modular concept and wide variety of parts
- Efficient implementation of technologically sophisticated solutions
- Safety at a high level
- Functioning during and after earthquake test
- Saline atmosphere with high air humidity
- Arc resistency; arc is caused by extremely high temperature and high pressure



Scan and find out more about Our Products  
<https://goo.gl/2zV23R>

SIVACON

Technology  
Partner

SIEMENS



## [ Our Control ]

Simetri products must be inspected through strict quality control with the use of high tech and sophisticated testing devices. We also have advantage over other switchboard manufacturers. For example, we use micro ohm meter instead of torque wrench to check the connection. By using the high tech tools and devices to inspect the quality of our electrical switchboard, we commit to satisfy our customers.

### MATERIALS

We import and use high quality copper for busbar (99.9% pure copper). Main busbar is designed and produced based on proper capacity by a standard rated electric current. Main busbar support uses isolated distance by each voltage and sufficient mechanical strength. At short-circuit accident, the busbar is designed in a way to resist well at a given short-time current. Main busbar can be treated with color coded heat shrink isolator.

We use high grade steel plates with 2.0 mm thickness for free standing type, and 1.5 mm thickness for wall mounting type.

### AFTER SALES SERVICE

Simetri guarantee a one year after sales service provided by our after sales service team which consists of 10 people. We have more after sales service staffs than that of other electrical switchboard manufacturers. This is our commitment to ensure customer satisfaction.

### FEATURES

---

We offer flexibility in choosing the components brand

---

---

Easy to operate

---

---

Simple and sturdy design; easy to maintain and to fix

---



Scan and find out more  
about Our Certifications  
<https://goo.gl/nBgWjQ>



## Our Testing Devices

### High Voltage Injection

Up to 2.5 kV. We use this device to make sure that our electrical switchboard has good isolation, and no leakage between phases. It can detect current leakage more accurately than regular megger device.

### Micro Ohm Meter

This device allows us to detect any problem with the busbar connection like overheating. We will be able to check the safety of contact points where the resistance should not be more than 50 micro ohm.

### Insulation Resistance Meter

We use this device to indicate the condition of the insulation between two conductive parts. The higher the resistance, the better the condition of the insulation.

### Primary Current Injection

Up to 3000 A. For testing circuit breaker, metering units, and current transformer on electrical switchboard.

### Power Quality Analyzer

A device to measure the quality of power, harmonic, etc. And it also used to detect other interruptions.

### Thermal Imager

This device is used to detect heat inside an operating electrical switchboard. It can detect any excessive heat.



One of the advantages of choosing Simetri for your project electrical system is the usage of high tech tools and devices for testing.

# [ Our Projects & Clients ]

## Residential

- The Peak Sudirman
- Mediterania Garden 2
- Oakwood Premier Cozmo
- Binus Boarding House
- Darmawangsa Tower Apt.
- De Paradiso Apt.
- Taman Rasuna Apt.

## Infrastructure

- Kualanamu Airport
- Ngurah Rai Airport
- Terminal Pulo Gebang
- PLN
- PLTU
- Busway Koridor 2

## Restaurant & Mall

- Planet Hollywood
- McDonalds
- Menteng Central
- WTC Mangga Dua
- Plaza Indonesia
- Livingworld Alam Sutera

## Healthcare

- Immanuel
- Gading Pluit
- Zainal Abidin
- Fatmawati
- Puri Indah
- Jasa Medika
- Awal Bros
- Pirngadi
- Pulomas
- RSCM
- Eka

## Office Building

- BCA
- Sudirman Tower
- Gedung Askrindo
- Telkomsel
- Gedung Menara Karya
- Gedung Menara Allianz
- Menara Bank Mega
- PT. Kawan Lama Sejahtera
- Bank Indonesia

## Education

- Binus Anggrek
- Gandhi National School
- BPK Penabur
- UNHAS Teaching Hospital
- Prasetya Mulya BSD
- Sekolah Tinggi Akuntansi Negara
- Lentera School
- Universitas Indonesia

## Supermarket

- Carrefour
- Giant
- Hypermart
- Lotte

## Industry

- PT. Salim Ivomas Pratama
- PT. Djarum
- PT. Pakoakuina
- PT. Heinz ABC
- PT. Danone Indonesia
- PT. Indofood Sukses Makmur
- PT. Mayora Indah

## Social & Religion

- BI-Thamrin Mosque
- Al-Qaromah Mosque
- M.A. RI Mosque
- Maria Bunda Karmel Church
- Kristus Jemaat Church
- MKK Church
- GBI Basilea Serpong

## Government

- MPR DPR
- Bea Cukai
- Komisi Yudisial
- Kantor PPATK
- Dirjen Pajak
- Departemen Perhubungan
- Departemen Pertanian
- IPTN
- Kantor Walikota Ja-Tim

## Hotel

- Millenium
- Shangri-la
- Borobudur
- Santika
- Ibis Malioboro
- Patra Jasa
- Alila
- The Margo



More  
than

**7,000**  
**PROJECTS**

have been successfully  
completed throughout  
Indonesia since 1986





**Client: The Peak Sudirman**

It is the highest residential tower in Jakarta which is completed in 2007. It is a grand project as this residential consists of 4 towers with a total of 90 storeys. We are honored to provide the electrical system of this spectacular high-rise buildings.



**Client: Kualanamu Int. Airport**

One of the international airports in Sumatera island which was built in 2000. The electrical system is very reliable because it is very essential for the airport operator to provide a safe landing and taking off for each plane.



**Client: Living World Alam Sutera**

This gorgeous shopping mall is located in the one of the busiest suburbs in west Jakarta. The striking design is not only the best aspect of this mall, but the electrical installation also designed to give a dependable power for its tenants.



**Client: Eka Hospital**

A hospital always needs stable electricity because all the electrical tools and devices are linked with the health and the life of patients. In this project, we make sure that electricity will always be available throughout our system which utilize power from the power plant and backup power from the generator.



**Client: Menara Allianz**

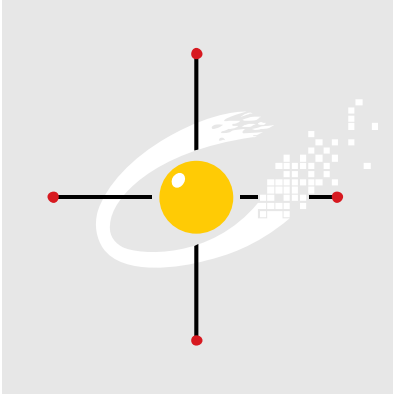
A high-rise office tower in the heart of Jakarta that owned by a high profile insurance company. We also assure our electrical system is installed and functioned well.



**Client: Millenium Hotel**

A well known five star hotel in Tanah Abang area which is famous for its garment market. We provide the best electrical system for the comfort and the safety of the guests.

## [ Our Projects & Clients ]



**Client: Binus University**

As one of the top universities in Indonesia, Binus provides top quality education for thousands of young people. The need of good electrical system is vital for the learning process.



**Client: PT Djarum**

It is one of the biggest company in Indonesia. The factory needs to produce a specific number of their products daily. Our electrical system manage to help them provide the reliable electrical system for them to reach their daily quota.



**Client: BI Thamrin Mosque**

A magnificent mosque which is located inside the Bank Indonesia office area. The lighting, air conditioner, and sound system that function optimally are essential when prayer times arrive. We install the necessary electrical system to ensure that the visitors can pray serenely.



**Client: MPR / DPR Building**

This picturesque and historical building is the representative of iconic buildings of Jakarta. We install a perfect electrical system in this classic building.



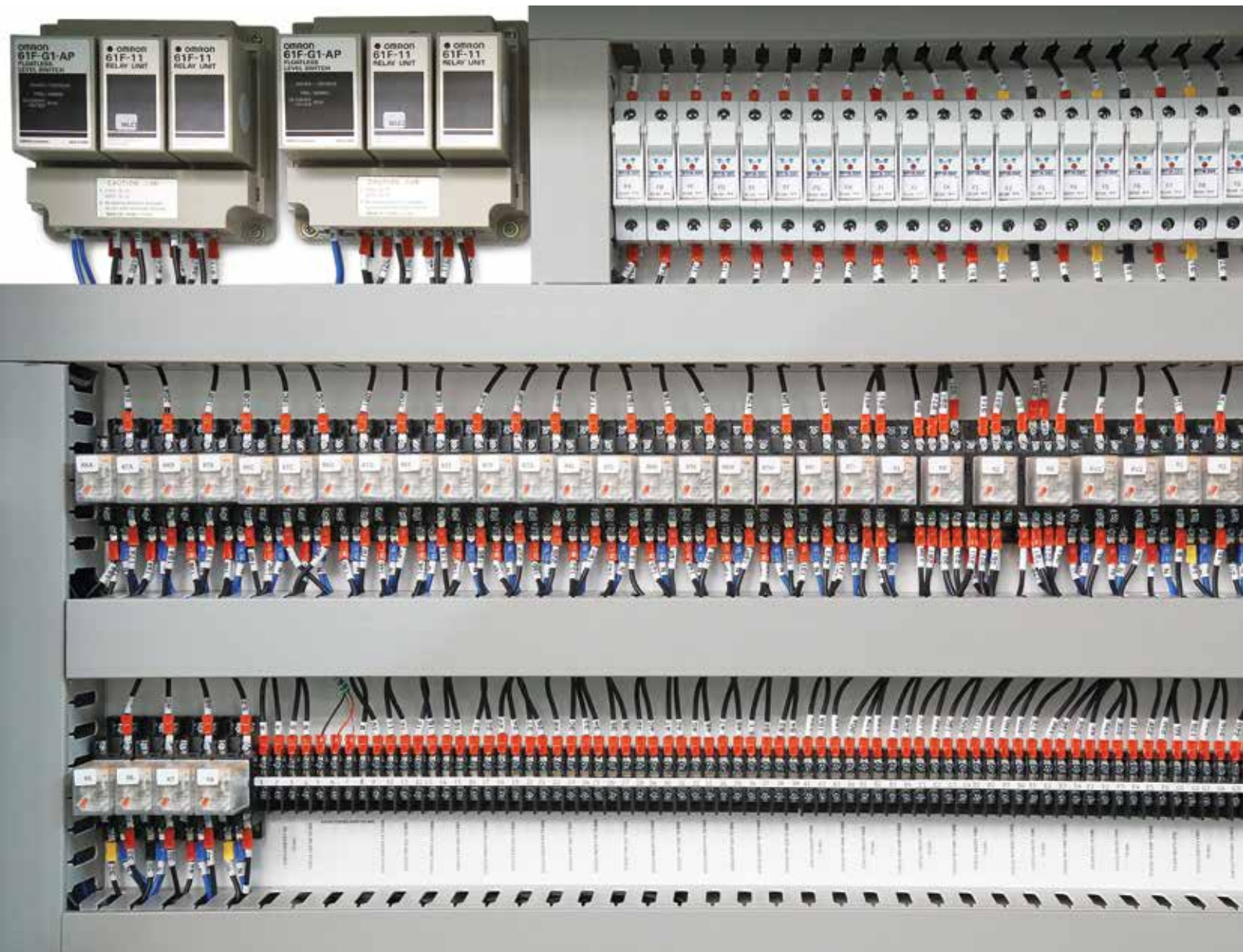
**Client: Shangri-La Hotel**

The elegant high-rise five star hotel is located near the dynamic business center of Jakarta. Our electrical system is installed to ensure that the guests are comfortable in their stay at the hotel.



**Client: Carrefour**

The supermarket chain giant has trusted us to install electrical system for their branches. We are also committed to provide high quality products to customer just as they do for their global customers.



Scan and find out more  
about Our Clients  
<https://goo.gl/mh6fCw>



# [ Corporate Social Responsibility ]

As one of the best performing companies in Indonesia, Simetri is committed to participate in any activities that enhance people's quality of life and environmental sustainability. We believe our responsibility could bring positive effects to the development of people as well as environment. Simetri feels it is our duty to contribute to the development of both environment and people, because their growths are adjacent to the company's growth.

Corporate Social Responsibility (CSR) is Simetri's commitment and responsibility for our nation, people, and environment. We commit to enhance CSR through inspiring and environment-friendly activities. The implementation of Simetri's CSR program is to create a secure, comfortable, and dynamic community as well as healthy and sustainable working area.

Simetri expects improvements in people's lives and environment by fully supporting the CSR. With improvements that have been made, Simetri will be able to bring good effects for people and

the environment, and also sustain a good company growth. Simetri's current involvement in CSR is grouped into three areas: community, environment, and employee.

Simetri cares for the fellowship and family of every employees. The events that we hold annually are Simetri realisations for the company's aim: "Grow with the nation, good for the people."



## Community Development

---

Since 2003, Simetri puts aside a percentage of our profit annually to charity. We pledge to do this every year to help the unfortunate people. Simetri always gives donations to charity and social activities as a realisation of company responsibility to their surrounding environment. Simetri believes giving to charity must be alongside doing business.

Simetri donates a sizeable proportion of annual profit to the local orphanage and

those others who are in need of help. We help make their lives better by bringing them closer to education. Education as we know is essential to the development of a nation and its people. We participate in growing the nation by establishing a good foundation in education for the people.

Since 1986, Simetri has contributed to numerous orphanages such as:

- Panti Asuhan Bhakti Luhur
- Yayasan Tri Asih

- Panti Sosial Tuna Netra Cahaya Bathin
- Yayasan Kasih Bunda
- Yayasan Griya Asih
- Yayasan An Nuriyah
- Panti Jompo Kamilus
- Panti Asuhan kasih Mulia Sejati
- Yayasan Sahabat Yatim
- Panti Asuhan Pondok Si Boncel
- Wisma Tuna Ganda Palsigunung
- Dan lain-lain.

## Environment Development

---

In Cikupa, Tangerang, Simetri analyzes the effect of the industrial waste to the surrounding area and work hard to prevent the industrial waste damaging the surrounding area. We try to decrease the CO<sub>2</sub> output and other gas emission from our factory and offices. We follow the government regulations and try to minimize the waste that our factory produce everyday. Not only do we restrict the waste production to save money but also to protect environment

as we know that energy is becoming more scarce in the future.

At Simetri offices, we also try to save on electricity and running water. We carefully allocate the use of paper for printing and photocopy. As a company that is based in a country where forests are main resources, we recognize the importance of preserving paper. Lots of paper waste will only increase the production of paper by cutting trees.

It takes trees 10-20 years for them to grow until they are large enough to be cut.

To save the earth and our future generations, Simetri teach the employees to apply our saving programs in their household. We teach them that it will save them money, teach their children important lessons, and give their future generations a sustainable environment for them to live peacefully.

## Employee Development

---

Simetri cares about the employees as they are essential for the growth of a company. Building a good relationship and teamwork between employees will increase their happiness and commitment to the company.

Simetri encourages and gives them stimulus to make them feel that they are the integral part of company's vision and mission. It is our duty to keep their motivation in this growing competition.



Simetri is open to suggestions about how we can improve our nation and the people. We always put the importance of human and environment first in every decision that we take. We invite you to help us bring the improvements in every aspect of life.



Scan and find out more  
about Our CSR  
<https://goo.gl/mLc3Au>



## PT SINAR METRINDO PERKASA

Aries Niaga blok A1 no. 3A-3B, Jalan Taman Aries  
Meruya Utara, Kembangan, Jakarta Barat  
DKI Jakarta 11620, Indonesia

**P** +62(21) 589 06959

**F** +62(21) 589 07350

**E** [support@sinarmetrindo.co.id](mailto:support@sinarmetrindo.co.id)



SCAN AND FIND OUT  
MORE ABOUT US

[www.sinarmetrindo.co.id](http://www.sinarmetrindo.co.id)

