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SINAR BAJA ELECTRIC COMPANY PROFILE

*Loudspeaker development
and manufacturing*



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ABOUT US

Sinar Baja Electric (SBE) was established in 1981 by Mr. Hendro Sunjoto in Surabaya, East java, Indonesia. To this day the company is still privately owned by Mr. Sunjoto who oversees the group management team. Through more than 45 years SBE has steadily expanded and grown to be one of the leading speaker manufacturers in South East Asia

VISION AND MISSION

“To be a world class manufacturer of loudspeakers”

SBE carries the mission to dedicate skills and technology to produce the best quality and sound from transducers and loudspeakers, with a goal to provide the preferred sound solutions to the world market.



COMMITMENTS

- Be the market leader in Indonesia.
- Provide Middle and High end speakers for International markets.
- Supply world class automotive industry in Europe, USA, and Asia.
- Apply marketing strategies for distribution, promotion, and price for local markets.
- Strong human resources with international vision, focusing on continuous improvement and awareness to carry out the company's values and culture.
- Innovation in technology.
- Effectively and efficiently implement ISO/TS 16949 quality system in all divisions, supported by RoHS & REACH standard.

CERTIFICATIONS

Devoted to offer highest levels of quality, SBE Group has passed the requirements set by ISO 9001:2015 and IATF 16949:2016 certification for automotive industry. The company confirms that the product qualities, processes, and production capacities are organized and documented. Sinar Baja Electric is proud to announce our newly acquired certification of Environmental Management System ISO 14001:2015 and also Occupational Health & Safety Management System ISO 45001:2018. Both from the International Organization for Standardization.



HISTORY

Sinar Baja Electric
established in
Surabaya, East java,
Indonesia.



Multicone Paperindo
(Soft Parts Company)
established.

Supply for
Honda Indonesia
as tier-2.



ISO 9002 certified by
Benchmark Australia.



- Painting & Coating
facility for steel parts
established.
- Supply for
Bentley & Skoda.



Wood Working
facility established.



ISO 14001 : 2015
certified by BSI.



Aluminum Die Casting
facility established.



1981

1985

1987

1990

1993

1994

1996

1997

1999

2000

2006

2017

2018

2019

2020

2022

PT. Indoyoke
(Steel Parts Factory)
established.



**PT. Sentral Bahana
Ekatama**
(Plastic Injection Factory)
established.



ACR Pro Driver
released to
Indonesian market.



- Supply for **Yamaha.**
- Tooling Workshop
facility established.



- AZ/NZA ISO 9001
certified by
Benchmark Australia.



- Supply for
Daihatsu as tier-2.



- Engineering Company
established in Denmark
(Danesian Audio).

- ISO/TS 16949 : 2022
certified by Benchmark
Australia

- **SB Acoustics &
Rhyme** brands
released to market.



IATF 16949 : 2016
certified by SGS.



- ISO 45001 : 2018
certified by BSI.
- SBE 3 (Supporting Soft
Parts Factory) established.
- **SB Audience** brand
released to market.



FACILITIES

Surabaya, Indonesia

- Speaker driver assembly
- Voice coil assembly
- Production Quality Assurance
- Metal Parts & Machining
- Zinc Plating & Painting
- Tooling & Workshop
- Woodworking
- R&D and Specification
- Aluminum Die Casting

Sidoarjo, Indonesia

- Woodworking
- Electronic assembly
- Wood painting and coating
- Loudspeaker assembly

Kertosono, Indonesia

- Soft part production
- Voice coil assembly
- Speaker driver assembly

Pasuruan, Indonesia

- Soft part production

Jakarta, Indonesia

- Showroom & Logistics / Warehouse

Herning, Denmark

- Logistics / Warehouse





BEHIND THE VERTICAL INTEGRATION

We go beyond simple assembly processes and procurement. SBE has been built through many years from the philosophy of a strong Vertical Integration Manufacturing process for our most critical components, improving product quality as well as reducing cost and time.

The Vertical Integration of SBE comprises of:

- Voice Coil winding, including processes for multi-layer flatwire and round wire assembly.
- Steel Chassis production & tooling, including galvanizing & painting.
- Aluminium Die Casting production & tooling.
- Cone, Spider, and Dustcap tooling and production.
- Machining shop, focusing on own tool-dies, molds, jigs, and product parts machining.
- Wood working facilities for speaker cabinet production and finishing.

Located in Surabaya with one of Indonesia's busiest ports, SBE is a One-Stop-Source solution.

SINAR BAJA ELECTRIC 1

Transducers Division

- Established : 1981, in Surabaya East java,Indonesia
- Founder and Chairman : Mr. Hendro Sunjoto
- Managing Director : Mrs. Elly Sunjoto
- Factory Area : 50.000 m2
- Employees : 800 persons
- Production Capacity : 12M pcs / year (1 shift)



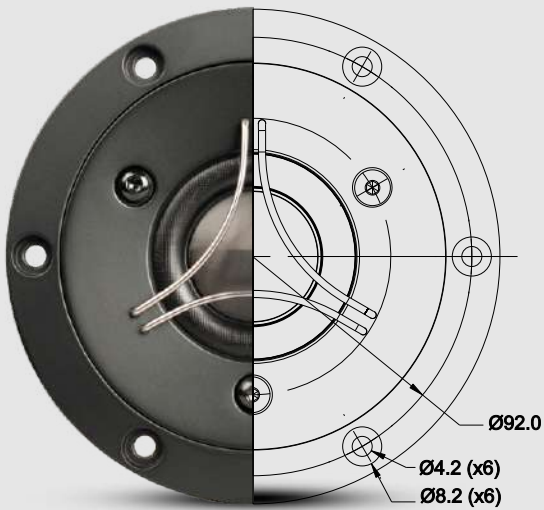
The transducer division is the main facility of Sinar Baja Electric and we refer to this as SBE 1 facility. Most aspects of transducer component manufacturing and development is done here.

The transducer division offers design flexibility and production line processes to suit the customer needs that may range from low volume specialized transducers to dedicated lines for high volume OE productions. Flexible manufacturing process integrates sub-assembly to complete assembly process, allowing for a production capacity up to 12 million units per year. We are continuously expanding with new buildings and introducing even more in house capabilities, modern machinery and capacity.

RESEARCH AND DEVELOPMENT FACILITIES

Our Research and Development facilities (R&D) are an integral part of the company and product development. From concept and initial specification to product maturing and mass production the R&D department is highly involved with a skilful team of industry veterans.

State of the art software and numerical methods are used to optimize design and quality of both acoustical and mechanical design. Some tools worth mentioning: Klippel, Solidwork, Fine Cone, Fine Motor, and Fine Box by Loudsoft, leap by linear X, Bass Box Pro, Smart Live, and Fem Motor Simulation.



Additional Industry specific acoustic softwares, such as: Soundcheck Listen Inc, Neutrik Test Instrument, DAAS Pro, Audiomatica's Clio, Linear Measurement System, Fine QC by Loudsoft, Audio Precision, and Suspension Compliance measurement tool. The department also designs our in-house production machinery with innovative solutions for customisation of processes.

SINAR BAJA ELECTRIC 2

Finished Loudspeaker Assembly Facility

- Established : 1999
- Factory Area : 35.000 m2
- Production Capacity : 400.000 pcs / year
- Sales markets : 80% OEM and 20% Domestic
- Export : 60% Export - 40% Domestic
- Export Destinations : US, Europe, & Asia.
- Employees : 800 persons

Sinar Baja Electric 2 has grown from simple cabinet production to be the go-to factory high-end OEM/ODM turnkey manufacturing. This division was established in 1999 to meet the expanding needs of customers, with capacity exceeding 250.000 finished speakers. The 35.000m2 factory is separated into three areas; woodworking facility, loudspeaker and electronic assembly, and painting facility.

Sinar Baja Electric support a variety of cabinet shapes, working with cold press techniques to create the most unique cabinets along with a variety of woodworking CNC machines. The division also provides finishing solutions such as vinyl lamination, satin and high gloss polished painting, timber veneer, and soft touch finish.





SINAR BAJA ELECTRIC 3

Soft Parts & Assembly Facilities

- Factory Area : 22.000 m2
- Established : 2020
- Capacity : Cone Assembly, 400.000 pcs / month.
- Facilities : Automatic & Manual Cone Paper Body Assembly machine,
In-House Workshop,
QC Tools (F0 Test, Strength Test and Height Gauge).
- Employees : 250 persons

SINAR BAJA ELECTRIC 4

Soft Parts Facility

- Factory Area : 15.000 m2
- Established : 1987
- Capacity : Cone paper woofer 900.000 pcs / month
Cone paper fix 550.000 pcs / month
Dust cap 500.000 pcs / month
Damper / Spider 1.000.000 pcs / month
Gasket 300.000 pcs / month
- Facilities : Beater machine for pulp
Automatic & manual cone paper body machine, Cone - surround assembly,
In-house workshop for tooling & jigs
Automatic & manual spider / damper machine
- Employees : 200 persons



OWN BRANDS

ACR®

ACR has been the preferred name of Professional speaker drivers in Indonesia since 1994. The brand has earned much acclaim with many speaker manufacturers, and we are proud that this has lead ACR to be the largest domestic brand in Indonesia.

acrspeaker.com



Our passion in music and excellence leads the way with RHYME professional sound reinforcement speakers manufactured by Sinar Baja Electric. Proudly crafted with high-quality Birch-Plywood, RHYME has gained popularity and pride for the sound clarity and among other noteworthy constructions the exceptional array design. The brand has been around since 2006, and incorporates our own ACR transducers.

rhymeaudio.com





Legacy local brand for car audio has been loved and respected by the public for 3 decades. Legacy products are still providing the latest updates on their products in the Car Audio Loudspeaker segment. This Legacy products upholds high quality in materials and workmanship and meet the needs for a large variety of automotive customer needs.

legacy.us.com



AUDIENCE

With well over 40 years of experience in professional sound reinforcement drivers, we strive to bring this know-how to the world with the most competitive high quality drivers on the market. SB Audience is spawned from the heavyweight manufacturing of Sinar Baja Electric Indonesia and has serviced well-known brands in the PRO audio industry for decades with in-house engineering and manufacturing.

sbaudience.com





ACOUSTICS

Every day, we come to work to create the best speakers in the world, and to offer the best service and customer experience. To successfully do that, we focus on the goals of our audiophile heritage and ideals which were formed in 2006 to bring an excellent and truly international alternative to the high-end transducer market. Every product carrying the SB Acoustics name has proudly been developed by our consultancy partners in Denmark, Danesian Audio.

At SB Acoustics we have developed a range of high quality speakers from miniature bookshelf to large 3 way floor standing speakers. This showcases our driver technology as well as our ability to manufacture turn key speaker systems. The kit speakers are a very popular solution with high end enthusiasts who are looking for the very best performance.

sbacoustics.com



CUSTOMERS

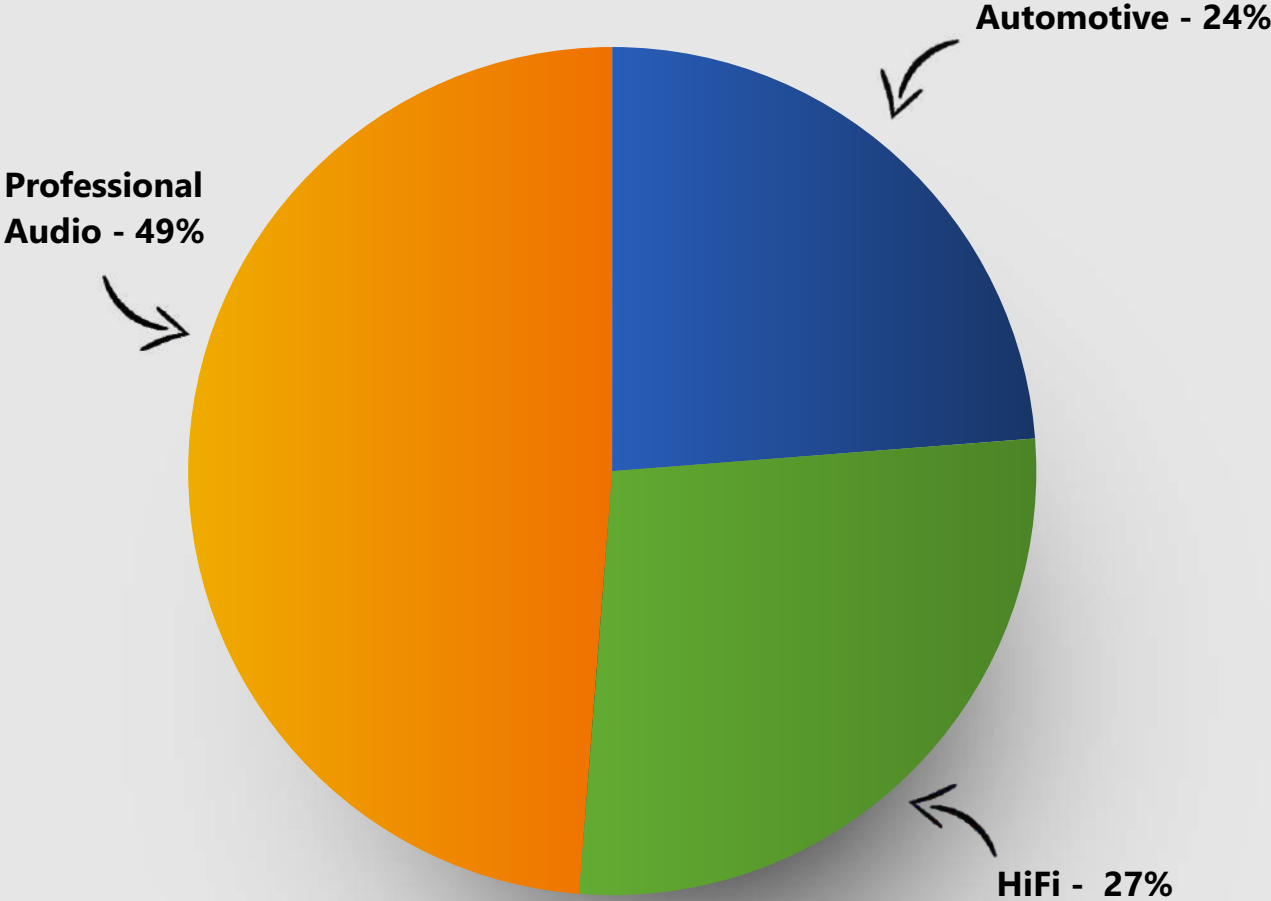
The success of Sinar Baja Electric started with PA speakers and meeting the market demand, gaining trust and earning the loyal support of our customers for more than 45 years on the local market in Indonesia. 60% of Indonesian speakers are supplied by Sinar Baja Electric from Professional Audio as well as Automotive customers.

Looking further than the local market, we have successfully engaged with the market world wide with our own brands, SB Acoustics and SB Audience. Collaborating with Danish engineers we have opened new doors to many international OEM interest for US & European markets as our main markets.

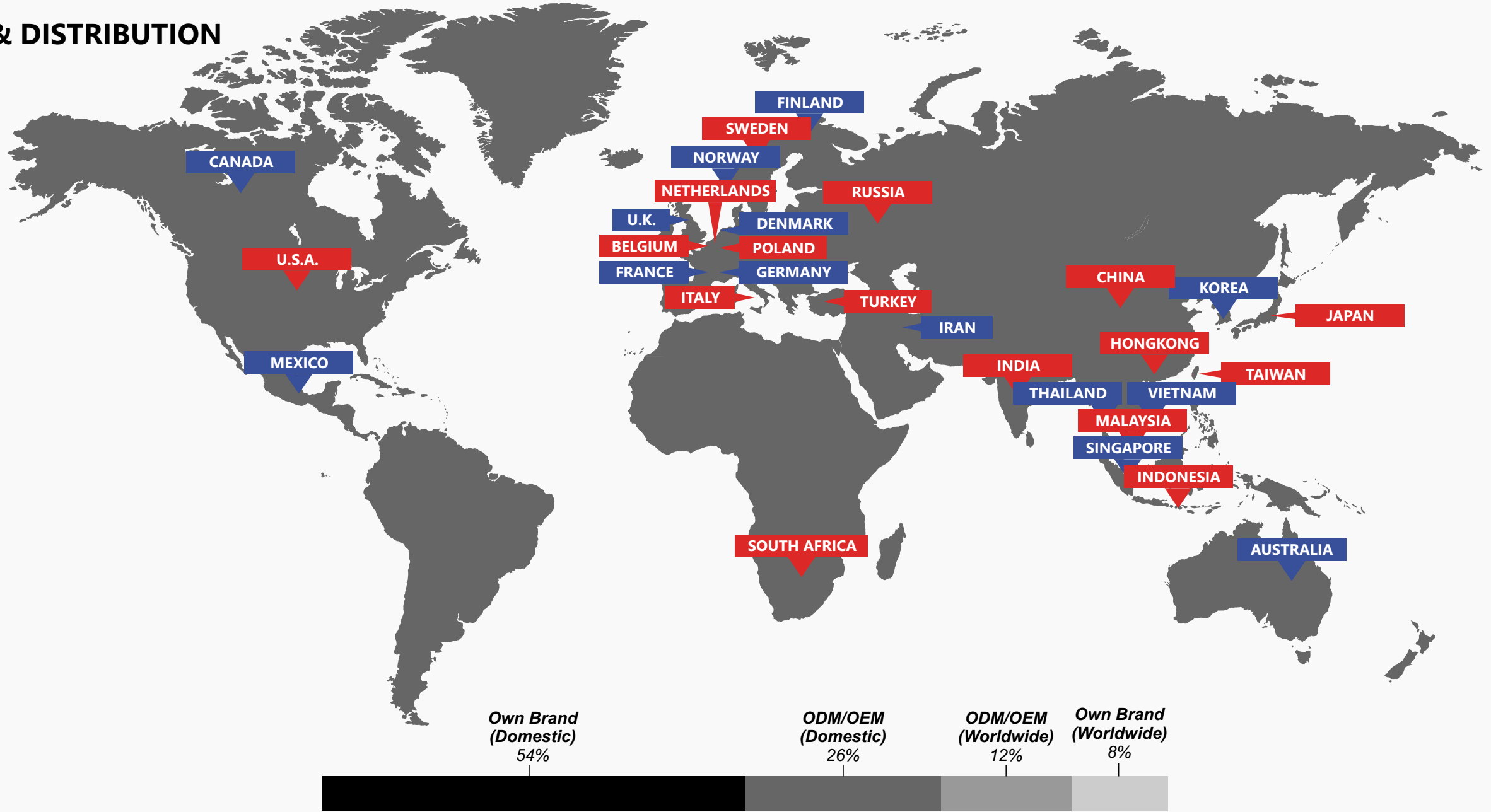
Having been in the industry for more than 4 decades, Sinar Baja Electric has been involved in a broad range of audio products. As we have worked with different industries, we can confidently say we are experienced in Hi-End Audio, Automotive, Hi-Fi, Lifestyle Audio, Professional Audio and Musical Instruments speakers.



INDUSTRY SEGMENTS



WORLD MAP
CUSTOMERS & DISTRIBUTION





PARTNER COMPANIES

DANESIAN AUDIO

Speaker Engineering Consultant

Danesian Audio is a technology driven company, constantly striving to push the boundaries of acoustics, delivering high class solutions tailored to our customer's needs. Danesian Audio is a research and development facility located in Herning, Denmark. This solid establishment is to capitalize the partnership of talents of Danish experienced engineers with the manufacturing experience of Sinar Baja Electric.

Danesian Audio uses advanced tools such as 3D CAD, FEA tools and high-class measurement solutions. This also includes a specially designed and built non-reflective measurement chamber, used in both Danish and Indonesian facilities.

Danesian Audio believes that, despite the advanced tools, the human ear is the most critical tool to be used in our development process. A significant amount of the development process is spent to evaluate the products in our specially designed listening room. Danesian Audio has produced several notable patents over the past years, including two tweeter technologies, shallow mounting solutions for long excursion woofers, including variation that could be used in Docking station, TV speaker as well as OE automotive applications.

These products are showcased by SB Acoustics and used by many of the most notable speaker manufacturers of the world.

PARTNER COMPANIES

PT. SENTRAL BAHANA EKATAMA

Plastic Injection Facility

- Established : 1990
- Factory Area : 30.000 m2
- Products : Plastic injection with various kinds of material and finishing
- Facilities : Plastic Injection Production (25 - 1600 ton injection machine),
Finishing Production (Painting & Printing Line),
Safety Helmet Production,
Workshop,
Warehouse.
- Sales : Sinar Baja Electric, OEM - Japanese Companies
- Employees : 150 peoples





PARTNER COMPANIES

PT. INDOYOKE

Steel Parts Facility

- Established : 1985
- Factory area : 20.000 m2
- Production Capacity : 3.000 tons / year
- Products : T-yoke, U-yoke, Top plate, Automotive parts
- Sales : 40% Domestics and 60% Export
- Customers : Denso Indonesia, Akebono (Toyota), Sinar Baja Electric
- Employees : 100 persons