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SINAR BAJA ELECTRIC COMPANY PROFILE

*Loudspeaker development
and manufacturing*



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ABOUT US

Sinar Baja Electric (SBE) was founded in 1981 by Mr. Hendro Sunjoto in Surabaya, East Java, Indonesia. The company remains privately owned, with Mr. Sunjoto overseeing the group management team. Over more than 45 years, SBE has expanded steadily to become one of Southeast Asia's leading loudspeaker manufacturers.

VISION AND MISSION

“To be a world-class manufacturer of loudspeakers”

SBE's mission is to apply its expertise and technology to produce transducers and loudspeakers of outstanding quality and sound, providing preferred audio solutions for customers worldwide.



CERTIFICATIONS

Committed to the highest standards of quality, SBE Group has met the requirements of ISO 9001:2015 and IATF 16949:2016 certification for the automotive industry. These certifications confirm that the company's product quality, processes, and production capabilities are systematically managed and documented. Sinar Baja Electric is also proud to hold ISO 14001:2015 certification for Environmental Management and ISO 45001:2018 certification for Occupational Health and Safety Management, both issued under standards developed by the International Organization for Standardization.

COMMITMENTS

- Lead the Indonesian market.
- Provide mid-range and high-end loudspeaker for international markets.
- Supply world-class automotive manufacture across Europe, the United States, and Asia.
- Apply effective local-local market strategies for distribution, promotion, and pricing.
- Build strong human resources with an international outlook, a commitment to continuous improvement, and a clear understanding of the company's values and culture.
- Advance innovation through technology.
- Implement the ISO/TS 16949 quality system effectively and efficiently across all divisions, supported by RoHS and REACH standards.



HISTORY

Sinar Baja Electric was established in Surabaya, East Java, Indonesia



Multicone Paperindo, a soft-parts company, was established.

SBE began supplying **Honda Indonesia** as a Tier 2 supplier.



The company received ISO 9002 certification from Benchmark Australia.



A painting and coating facility for steel parts was established, and SBE began supplying **Bentley and Škoda**.



A woodworking facility was established.



SBE received ISO 14001:2015 certification from BSI.



An aluminium die-casting facility was established.



1981

1985

1987

1990

1993

1994

1996

1997

1999

2000

2006

2017

2018

2019

2020

2022

PT. Indoyoke, a steel-parts factory, was established



PT. Sentral Bahana Ekatama, a plastic-injection factory, was established.



Launched the **ACR** Pro Driver in the Indonesian market.



SBE began supplying **Yamaha** and established its tooling workshop.



The company received AS/NZS ISO 9001 certification from Benchmark Australia



and began supplying Daihatsu as a Tier 2 supplier.



Danesian Audio, an engineering company, was established in Denmark.

SBE received ISO/TS 16949 certification, and the SB Acoustics and Rhyme brands entered the market.



SBE received IATF 16949:2016 certification from SGS.



SBE received ISO 45001:2018 certification from BSI, established SBE3 as a supporting soft-parts factory, and launched the SB Audience brand.



FACILITIES

Surabaya, Indonesia

- Speaker-driver assembly
- Voice-coil assembly
- Production quality assurance
- Metal-parts production & machining
- Zinc plating & painting
- Tooling & workshop services
- Woodworking
- Research, development, and specification
- Aluminium 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

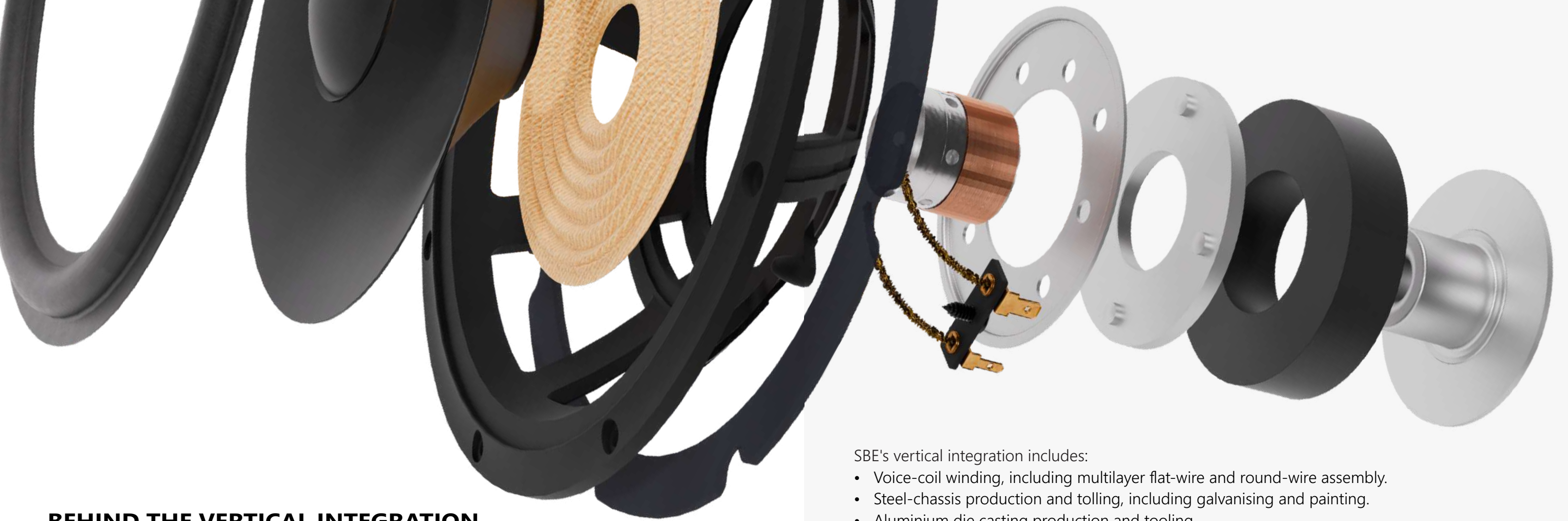
Jakarta, Indonesia

- Showroom, logistics, and warehousing

Herning, Denmark

- Logistics and warehousing





BEHIND THE VERTICAL INTEGRATION

We go beyond assembly and procurement. Over many years, SBE has built its operations around a strong vertically integrated manufacturing model for its most critical components, improving product quality while reducing cost and lead time.

SBE's vertical integration includes:

- Voice-coil winding, including multilayer flat-wire and round-wire assembly.
- Steel-chassis production and tolling, including galvanising and painting.
- Aluminium die casting production and tooling.
- Cone, spider, and dust-cap tooling and production.
- In-house machining of dies, moulds, jigs, and product components.
- Woodworking facilities for speaker-cabinet production and finishing.

With its Surabaya operations located near one of Indonesia's busiest ports, SBE provides a true one-stop-source solution.

SINAR BAJA ELECTRIC 1

Transducer 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
- Production capacity: 12 million pieces per year on one shift



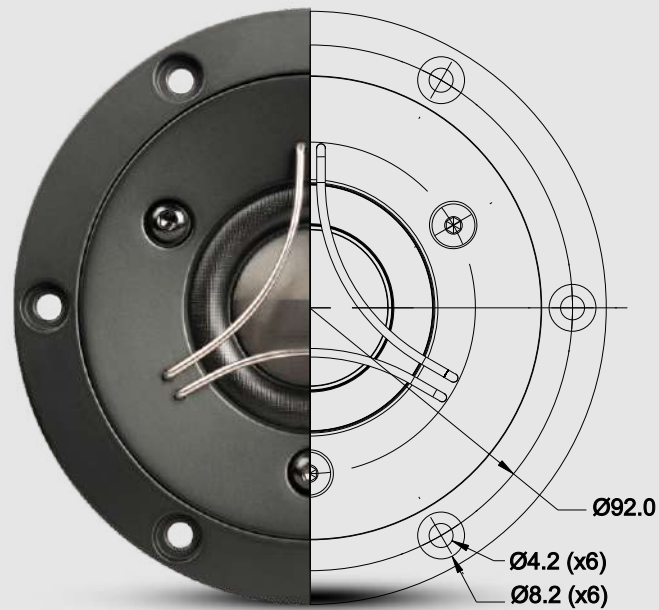
The Transducer Division is Sinar Baja Electric's main facility and is known as SBE 1. Most transducer-component manufacturing and development activities are carried out here.

The division offers flexible design and production processes tailored to customer requirements, ranging from low-volume specialist transducers to dedicated high-volume OE production lines. Its integrated manufacturing system connects subassembly and final assembly, enabling annual output of up to 12 million units. SBE continues to expand the site with new buildings, modern equipment, greater capacity, and additional in-house capabilities.

RESEARCH AND DEVELOPMENT FACILITIES

Our research and development facilities are central to both the company and its products. From initial concepts and specifications through design refinement and mass production, an experienced team of industry specialists is closely involved at every stage.

State-of-the-art software and numerical methods help optimise acoustic and mechanical design, performance, and quality. Key tools include Klippel, SolidWorks, Fine Cone, Fine Motor and Fine Box by Loudsoft, LEAP by LinearX, BassBox Pro, Smaart Live, and several tools for FEM motor simulation.



Industry-specific acoustic systems include SoundCheck by Listen, Neutrik test instruments, DAAS Pro, Audiomatica CLIO, Linear Measurement System, Fine QC by Loudsoft, Audio Precision, and suspension-compliance measurement tools. The department also designs innovative in-house production machinery to customise and improve manufacturing processes.

SINAR BAJA ELECTRIC 2

Finished Loudspeaker Assembly Facility

- Established: 1999
- Factory area: 35.000 m²
- Production capacity: 400.000 pieces per year
- Sales markets: 80% OEM and 20% domestic
- Sales split: 60 % export and 40% domestic
- Export destinations: United States, Europe, and Asia
- Employees: 800

Sinar Baja Electric 2 has evolved from a cabinet-production operation into a preferred factory for high-end OEM and ODM turnkey manufacturing. Established in 1999 to meet growing customer demand, the division has capacity exceeding 250,000 finished loudspeakers pr annum. The 35,000 m² factory comprises three main areas: woodworking, loudspeaker and electronics assembly, and painting.

SBE 2 supports a wide range of cabinet forms, combining cold-press techniques with advanced CNC woodworking equipment to create distinctive designs. It also offers finishing options including vinyl lamination, satin and high-gloss polished paint, timber veneer, and soft-touch coatings.





SINAR BAJA ELECTRIC 3

Soft-Parts & Assembly Facilities

- Factory area: 22.000 m²
- Established: 2020
- Capacity: 400.000 cone assemblies + finished driver per month
- Facilities: automotive high volume assembly line, automatic and manual paper-cone body assembly machinery; in-house workshop; and quality control equipment for resonant-frequency, strength, and height testing.
- Employees: 250

SINAR BAJA ELECTRIC 4

Soft Parts Facility

- Factory area: 15.000 m²
- Established: 1987
- Monthly capacity: 900.000 woofer paper cones; 550.000 fixed paper cones; 500.000 dust caps; 1.000.000 dampers/ spiders; and 300.000 gaskets.
- Facilities include the equipment and processes required to transform raw materials into high-quality finished soft parts, including pulp-beating equipment; automatic and manual paper cone body machines; cone-and-surround assembly; and in-house tooling and jig workshop; and automatic and manual spider and damper machines.
- Employess: 200



OWN BRANDS

ACR

ACR has been Indonesia's leading name in professional loudspeaker drivers since 1994. Over the decades, the brand has earned strong recognition from manufacturers across the country, becoming a trusted foundation for countless loudspeaker designs. This sustained confidence and widespread industry adoption have made ACR the largest domestic loudspeaker-driver brand in Indonesia, a position built on consistency, reliability, and long-term performance.

acrspeaker.com



RHYME is a professional loudspeaker line created by Sinar Baja Electric, built for modern sound-reinforcement environments where clarity, output, and reliability matter. Each enclosure is crafted from high-grade birch plywood and paired with Sinar Baja's own in-house drivers, giving the range its signature combination of precision, durability, and consistent performance. Known for robust construction and well-engineered array solutions, RHYME has served touring, rental, and installation markets since its establishment in 2006.

rhymeaudio.com





Legacy is SBE's long-standing local car-audio brand, trusted by customers for more than thirty years. Its product line has continually advanced alongside the evolution of automotive acoustics, pairing dependable materials and craftsmanship with solutions that suit a wide spectrum of vehicle platforms. Built for everyday drivers and enthusiasts alike, Legacy remains a benchmark for accessible, reliable car-audio performance.

legacy.us.com

AUDIENCE

With more than 45 years of experience in professional sound-reinforcement transducer design, SB Audience delivers globally competitive, high-performance drivers built on true vertical integration. Every stage — from engineering and prototyping to motor assembly, diaphragm production, and final QC — is executed within Sinar Baja Electric's manufacturing ecosystem. This deep, end-to-end capability has supported major PRO-audio brands for decades, enabling consistent quality, rapid development, and reliable long-term supply. SB Audience represents the full weight of this heritage: robust, precise, and engineered for demanding professional applications.

sbaudience.com





SB ACOUSTICS

Founded in 2006, SB Acoustics was established to provide a sophisticated, engineering-led alternative in the high-end transducer market — one defined by audiophile heritage, technical rigour, and a commitment to long-term product excellence.

All SB Acoustics drivers are developed in partnership with Danesian Audio in Denmark, whose engineering leadership shapes the acoustic performance, industrial design, and quality standards behind every product carrying the SB Acoustics name.

Complementing its transducer portfolio, SB Acoustics has created a full range of loudspeaker systems — from compact bookshelf designs to large three-way floor-standing models — demonstrating both advanced driver technology and the capability to deliver fully engineered, turnkey loudspeaker solutions for OEM and commercial partners.

sbacoustics.com



CUSTOMERS

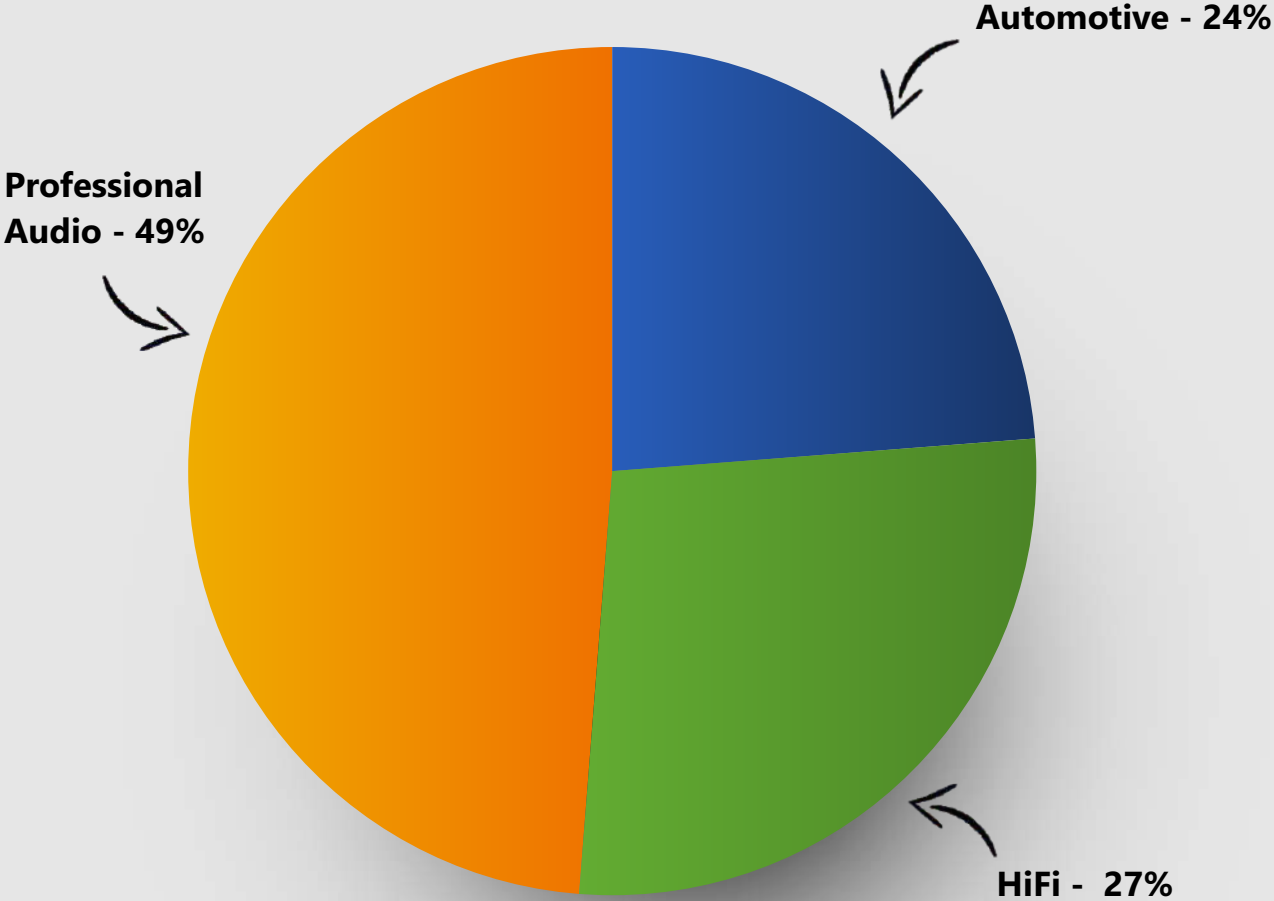
Sinar Baja Electric's success began with PA loudspeakers and a strong response to local market demand. Over more than 45 years, the company has earned the trust and loyalty of customers throughout Indonesia. Today, SBE supplies an estimated 60% of Indonesian loudspeakers across the professional-audio and automotive sectors.

Beyond the domestic market, SBE has built an international presence through its SB Acoustics and SB Audience brands. Collaboration with Danish engineers has also opened opportunities with international OEM customers, particularly in the United States and Europe.

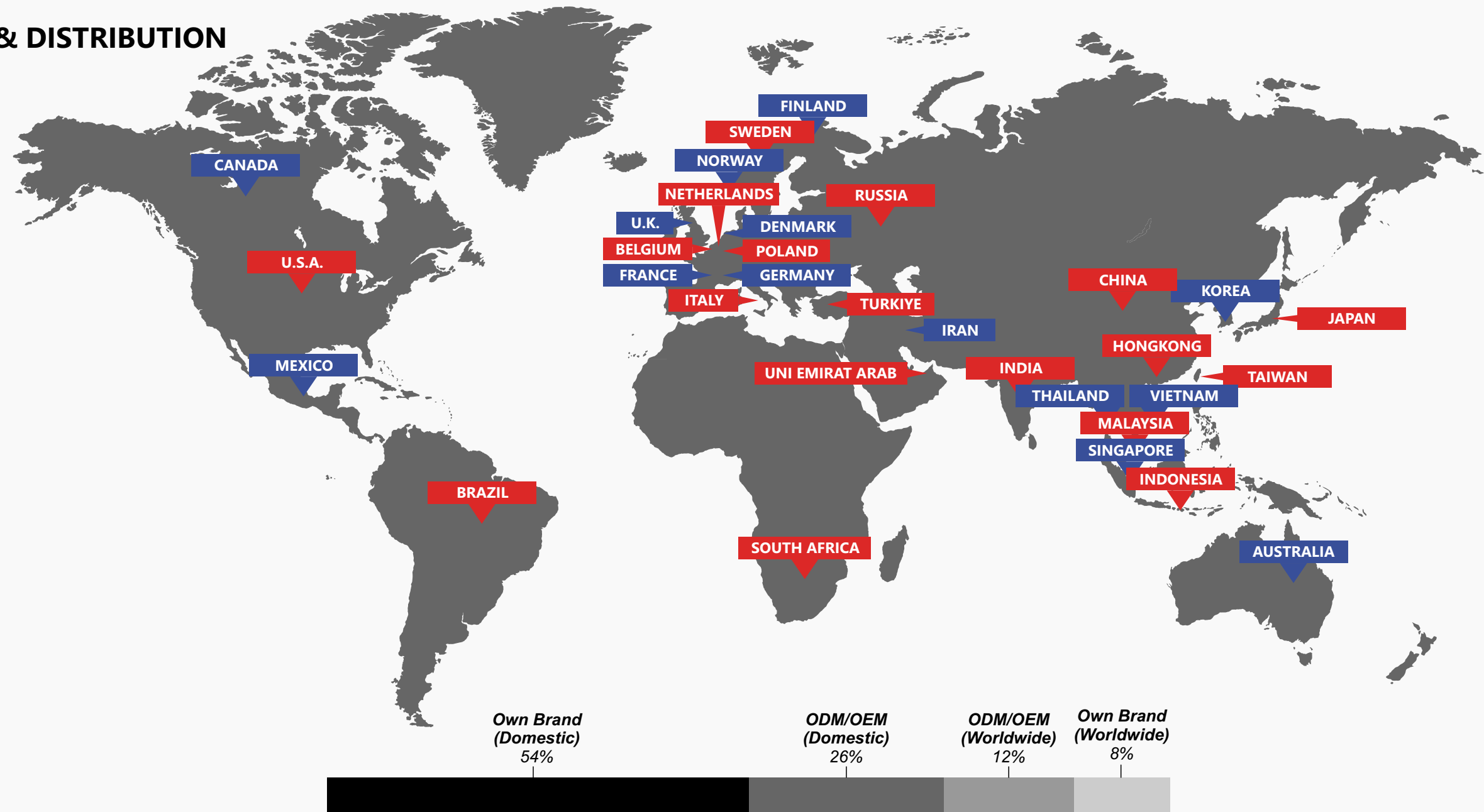
With more than four decades of industry experience, Sinar Baja Electric has contributed to a broad range of audio products and markets. Our capabilities span high-end audio, automotive, hi-fi, lifestyle audio, professional audio, and loudspeakers for musical instruments.



INDUSTRY SEGMENTS



WORLD MAP
CUSTOMERS & DISTRIBUTION





PARTNER COMPANIES

DANESIAN AUDIO

Speaker Engineering Consultant

Danesian Audio is a technology-driven engineering consultancy dedicated to advancing acoustic performance and delivering solutions precisely tailored to customer requirements. Based in Herning, Denmark, its R&D facility brings together experienced Danish engineers with the vertically integrated manufacturing strength of Sinar Baja Electric.

The company employs advanced development tools — including 3D CAD, COMSOL Multiphysics finite-element analysis, and high-resolution measurement systems — supported by purpose-built non-reflective chambers in both Denmark and Indonesia.

Technical capability, however, is only one part of the evaluation process. Danesian Audio considers the human ear an invaluable instrument in assessing real-world performance, and every project includes extensive critical listening in a dedicated evaluation room to ensure that measured results translate into authentic acoustic quality.

Danesian Audio has developed several notable patents, including innovative tweeter technologies and shallow-mounting solutions for long-excursion woofers used in docking stations, television speakers, and OE automotive applications. These technologies are embedded throughout SB Acoustics products and trusted by many of the world's leading loudspeaker manufacturers.

PARTNER COMPANIES

PT. SENTRAL BAHANA EKATAMA

Plastic-Injection Facility

- Established: 1990
- Factory area: 30.000 m²
- Products: Plastic-injection components in a wide range of materials and finishes
- Facilities: Plastic-injection production using machines from 25 to 1.600 tonnes; painting and printing lines; safety-helmet production; workshop facilities; and warehousing.
- Sales: Sinar Baja Electric and Japanese OEM companies.
- Employess: 150





PARTNER COMPANIES

PT. INDOYOKE Steel-Parts Facility

- Established: 1985
- Factory area: 20.000 m²
- Production capacity: 3.000 tonnes per year
- Products: T-yokes, U-yokes, top plates, and automotive components
- Sales: 40% domestic and 60% export
- Customers: Denso Indonesia, Akebono (Toyota), and Sinar Baja Electric
- Employees: 100