PT SATELIT SRITI

Introduction

PT Satelit Sriti is one of the largest Indonesian based seaweed and agar-agar powder manufacturer with more than 30 years experience and have been developing to be one of the biggest agar-agar producers in Indonesia due to both our competency and customer's trust.

During the aforesaid period, PT Satelit Sriti has been establishing its achievement and playing a role in the development of Indonesia.

PT Satelit Sriti is ready to serve either local or global market demand, particularly of seaweed and agar-agar, along with its better experience and production process that is in line with the era progress.

Brief History

1954 - Sriti agar-agar company was established. Firstly produced square agar-agar using “Sriti” brand.
1974 - Started to process seaweed to become agar-agar powder.
1978 - The company acquired agar-agar company that used “Satelit” brand that was established in 1958 to realize agar-agar market development effort.
1984 - Transformed the corporate into PT. SATELIT SRITI
1990 - Performed an expansion by applying Taiwanese technology to multiply the production capacity.
1992 - Officially declared by President of Republic Indonesia.
1997 - Completed an expansion by applying Philippine technology to meet market demand.
2000 - Completed an expansion by applying Germany technology to be more effective and efficient.
2003 - Improved the production process by applying Japanese technology.
2006 - Improved the drying and sterilization process by applying Chinese technology to achieve international quality.
2007 - Performed an expansion to multiply the production capacity. (February)
2007 - Performed an expansion by using Chinese coal industrial boiler and utilizing coal as the alternative national
Manufacturing Plant / Factory

Our factory is equipped with high quality food grade stainless steel equipments to keep the hygiene of our products and has laboratory facilities to control the quality of our products and to conduct research and further product developments.

PT Satelit Sriti is located on the slope of Mt. Arjuno, which area is precisely located on Jalan Raya Pandaan KM 43, Pasuruan Regency. It takes 30 minutes drive from Surabaya and the factory occupies an area of 5 hectares and building of 20,000 m².

During the rising of food market demand in mid 2003, PT Satelit Sriti has performing an expansion by developing pretreatment factory in Pasuruan Industrial Estate Rembang (PIER). The factory is about 45 minutes drive from the main factory and located on Jalan Rembang Industri IX/7 Pasuruan. The factory occupies an area of 1 hectare and building of 20,000 m².

Production

Our production process has a clear operational standard procedure so that the quality of the products is reliable and meets international standards. Currently, we operate three lines of production processing units with a capacity of more than 750 tons of agar-agar powder annually. (see chart)

All primary equipments are made of stainless steel to keep the hygiene of the product. Some machines have international standard to ensure the stability of quality, which includes:

* Purity of product from foreign material and pure seaweeds
* Good clarity and high Gel Strength
* Uniform powders particle size
In addition, we also implement sterilized method for the machines (base on Japanese Standard).

Furthermore, we also have a supporting laboratories in our facility to control the quality of the running process and end product. The processes are managed by qualified Quality Assurance team, Quality Control and Research Development team, to fulfill the growing expectation and to provide reliable high quality products.

What makes our product stands out from others is that our agar-agar powder is 100% made from the finest grade of Indonesian Gracilaria seaweed.
Distribution

Local Market
By having such a fairly high production, PT Satelit Sriti has a network that entirely encloses 33 provinces in Indonesia and has a reliable sales team to distribute its product by means of multi channel system and having cooperated with a highly reputable national distributor (Indofood Group). PT Satelit Sriti total outlets are more than 40,000 outlets nationwide that are ready to serve its loyal consumers. PT Satelit Sriti also has more than 40 truck units that are standby at anytime to fulfill the market demand.

Export Market
In addition to local market, we also have been exporting our products to several foreign countries in Asia, Europe, Australia, Middle East, United States of America and South America. We shall continue to develop this export market in the following years ahead to serve the high demands of the global market.