

Ditjen PEN/MJL/88/X/2021

October 2021

TABLEWARE & KITCHENWARE

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KITCHENWARE EXPORTERS

EDITOR DESK

Dear Valued Readers,

From year to year (2016-2019), the global demand for Tableware & Kitchenware products had a positive trend. Tableware & Kitchenware is the category of kitchen and dining tables utensils that consist of a range of products such as plates, bowls, glasses, cooking utensils, accessories, and other things made from clay, ceramics, and porcelain. These products fall under the derivatives of HS code 69.

However, amidst the growth, the COVID-19 pandemic that has hit the world since the end of 2019 has significantly impacted almost all economic sectors in all countries in the world. Tableware & kitchenware products are among the sectors affected because the growth of tableware & kitchenware products is in line with the decline in the property sector and hotels, restaurants, and café businesses which are quiet due to the implementation of social restrictions during the pandemic.

The entrepreneurs in this sector inevitably have to adopt different strategies to survive. In this edition of Export News, we had visited the factory of one of the Tableware & Kitchenware exporters, PT Nuanza Porselen Indonesia, in Boyolali, Central Java. PT Nuanza's export experience and strategy to survive the pandemic deserve to be followed by other Indonesian entrepreneurs in surviving and gaining new markets in exporting, so Indonesian Tableware & Kitchenware products will be more welcome in the global market.

**Director General for National Export Development
Ministry of Trade Republic of Indonesia**

Ditjen PEN/MJL/88/X/2021

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October 2021

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INDONESIAN TABLEWARE & KITCHENWARE EXPORTERS

FEATURED PRODUCT



THE GLOBAL MARKET FOR TABLEWARE & KITCHENWARE

The global market for Tableware & Kitchenware had a value of US\$ 6.55 billion in 2020. This value was decreasing compared to the previous years. The COVID-19 pandemic is the main factor in declining global demand for Tableware & Kitchenware products.

The social restrictions implemented by the government in many countries caused a decline in the property sector and other sectors such as hotels, restaurants, and café, which are the main factor for the growth of tableware & kitchenware products demand. In fact, from 2016 until 2019, the import value for tableware & kitchenware all over the

world reached an average of US\$ 7.16 billion. The value in 2020 declined 12.9% from the previous year.

The global exports for tableware & kitchenware in 2020 had a value of US\$ 9.11 billion. The value was decreasing 12% compared to 2019, with a value of US\$ 10.3 billion. The value decrease did not reduce the

positive trend which had occurred since 2016, which was 1.48%. The world's largest exporters for tableware & kitchenware in 2020 was China, with a value of US\$ 6.2 billion or dominating 68% of global exports for tableware & kitchenware.

Indonesia itself occupies the 16th position as the exporter for tableware & kitchenware with a value of US\$ 68.8 million or 0.76% share of global exports for tableware & kitchenware. Indonesia's competitors in ASEAN are Thailand which occupies the 8th position with a value of 159.6 million (share 1.75%) and Malaysia in the 18th position with a value of US\$ 52.8 million (share 0.58%).

Indonesia's economic growth, which continues to grow and includes a rapid

rebound in this pandemic situation, is a driving factor for increasing growth in the property and HoReCa sectors in the future. Economic growth also encourages the improvement of the quality of life, including housing for families. These factors will contribute to the growing demand for Indonesian tableware & kitchenware products.

Indonesian provinces with the largest export value of tableware and kitchenware in 2020 are Banten Province with a value of US\$ 39.5 million or with a 57.4% share, West Java Province with a value of US\$ 15.8 million (22.9%), and Central Java with a value of US\$ 11.5 million (16.8%). Meanwhile, in other provinces, the export value is still very small, still below US\$ 930 thousand.

Indonesia is benefited from its natural conditions, which are rich in oil and gas reserves. These are important resources for the tableware & kitchenware industry, or the ceramic industry in general, that requires much energy for firing and other processes (contributing 30% to production costs). Indonesian ceramics industry has superiority and a big enough potential

because of the abundant availability of raw materials and gas energy sources. Besides, it is also supported by the mine deposits as ceramic raw materials, which are quite large and spread in various areas such as ball clay, feldspar, and zircon, as well as the abundant gas energy as fuel for the production process.

Indonesia's ceramics industry currently occupies the 8th position globally with a 538 million m² per year production capacity and has absorbed 150 thousand laborers. The improvement in the infrastructure and property sectors, such as real estate, housing, apartments, and other buildings, has increased domestic market demand. The national ceramic industry will be very prospective in the long term, considering that the national ceramic consumption per capita is still around 1.4 m², which needs to be optimized again because the world's ideal consumption has reached more than 3 m².

Meanwhile, the challenge for developing this industry is the lack of infrastructure, and it still relies on imported raw materials. Even though Indonesia's topology provides many raw

materials (clay, sand, or other minerals), the difficulty of processing these materials domestically makes Indonesia dependent on imports. It makes local producers compete with goods from Turkey, China, and Italy, which have these materials.

The strong existences of imported products are also one of the things which impacted the development of the domestic tableware & kitchenware industry. The implementation of European anti-dumping policy towards Chinese and Indian ceramics has made the ceramics market shift to Indonesia, and this is added with Chinese products are supported by subsidies from their government, where they get a 14% tax refund for every export so that prices are much lower than local Indonesian products. On the other hand, the implementation of this anti-dumping policy is profitable for the export of Indonesian tableware & kitchenware products.

(Summarized from various sources)

INFOGRAPHIC

Indonesia's Tableware & Kitchenware in World Market 2020

In 2020 Indonesia total export of tableware & kitchenware products to world reach USD 68.8 Million



United States is Indonesia main export destination with market share of 35.8% or USD 24.6 Million

Indonesia is ranked in number 16 as the world's tableware & kitchenware exporters with market share 0.76% of its total value.

Indonesia benefits from its natural resources that rich in oil and gas reserves, an important resources for the tableware & kitchenware industry which requires a lot of energy for combustion and other processes



MARKET REVIEW

World Trade on TABLEWARE & KITCHENWARE PRODUCTS

Tableware & Kitchenware belongs to the category of several products HS6, which are HS 691110 (Tableware And Kitchenware; Of Porcelain

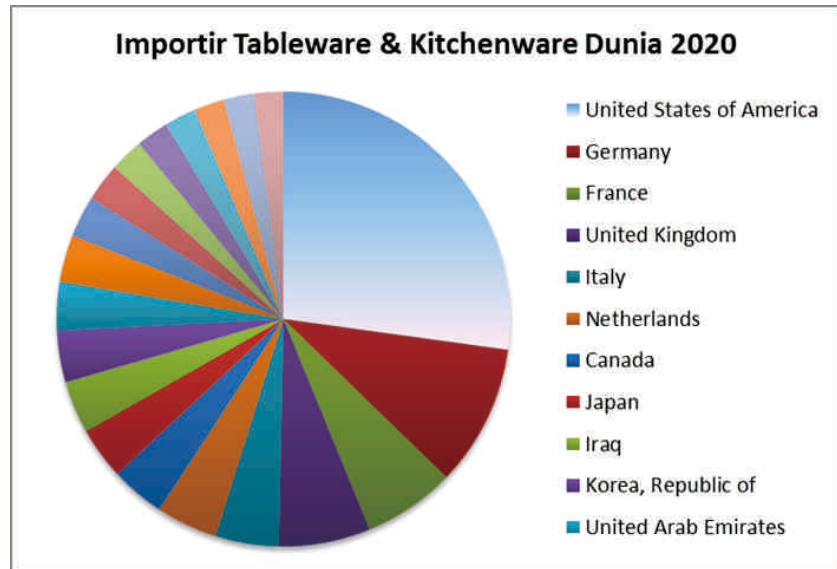
Or China), HS 691190 (Household And Toilet Articles; N.e.c. In Heading No. 6911, Of Porcelain Or China, and HS 691200 (Ceramic Tableware,

Kitchenware, Other Household Articles And Toilet Articles; Other Than Of Porcelain Or China).

| | HS Code | Description |
|------------|----------|--|
| HS 2 Digit | 69 | <i>Ceramic products;</i> |
| | 69.11 | <i>Tableware, kitchenware, other household articles and toilet articles, of porcelain or china (excluding baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts of metal).</i> |
| HS 4 Digit | 69.12 | <i>Tableware, kitchenware, other household articles and toilet articles, of ceramics other than porcelain or china (excluding baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts of metal)</i> |
| | 69.11.10 | <i>Tableware and kitchenware, of porcelain or china (excluding ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts of metal).</i> |
| HS 6 Digit | 69.11.90 | <i>Household and toilet articles, of porcelain or china (excluding tableware and kitchenware, baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts of metal).</i> |
| | 69.12.00 | <i>Tableware, kitchenware, other household articles and toilet articles, of ceramics other than porcelain or china (excluding baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts of metal).</i> |

In 2020, the global import for Tableware & Kitchenware products had a value of US\$ 6.55 billion. This value decreased 12.9% from the previous year where it had a value of US\$ 7.53 billion. Meanwhile, the global import trend in the 2016-2020 period was stable with a value of 0.44%, with a value of US\$ 6.64 billion in 2016 and kept experiencing improvement until 2019 with a value of US\$ 7.53 billion and fell significantly in 2020 due to COVID-19 pandemic.

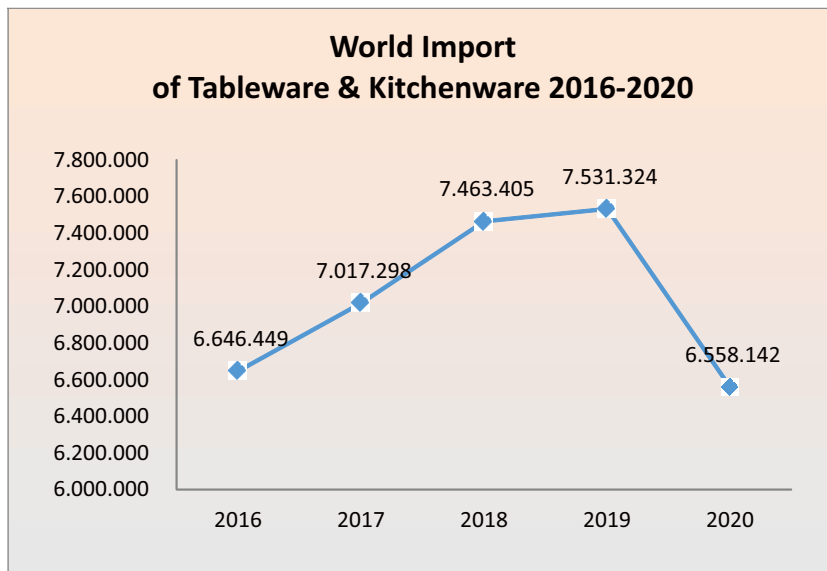
Following are countries with the highest Tableware & Kitchenware demand:



Source: Trademap

Germany with a value of US\$ 456.6 million (6.96%), France with a value of US\$ 295.5 million (4.51%), the

export value for Indonesian Tableware & Kitchenware products in 2020 is US\$ 68.6 million or only around 0.76% from the total of global import.



Source: Trademap

The United States is the highest importer with a value of US\$ 1.22 billion or has a proportion of 18.7%. Then it followed by

United Kingdom with a value of US\$ 295.5 million (4.51%), and Italy with a value of US\$ 204.2 million (3.1%). Meanwhile, the

Based on the types of tableware & kitchenware products, HS 691110 is a tableware & kitchenware product with the world's largest demand with a value of US\$ 3.25 billion or has a proportion of 49.53% of the world's total imports of tableware & kitchenware products. Then with a similar proportion, that is 47.7%, the next largest imported product was HS 691200 with a value of US\$ 3.13 billion in 2020.

Meanwhile, HS 691190 product has a small proportion with a value of US\$ 180.6 million or 2.75%.

| No | Code | Product label | Imported value (US Dollar thousand) | | | Trend % (16-20) | Growth % (19-20) | Share % (2020) |
|----|---------|--|-------------------------------------|-----------|-----------|-----------------|------------------|----------------|
| | | | 2018 | 2019 | 2020 | | | |
| | TOTAL | All products | 7.492.140 | 7.514.694 | 6.571.726 | 0,29 | -12,55 | 100,00 |
| 1 | '691110 | Tableware and kitchenware, of porcelain or china (excluding ornamental articles, pots, jars, ... | 3.707.403 | 3.779.793 | 3.255.108 | -0,75 | -13,88 | 49,53 |
| 2 | '691200 | Tableware, kitchenware, other household articles and toilet articles, of ceramics other than | 3.535.356 | 3.482.759 | 3.135.988 | 1,80 | -9,96 | 47,72 |
| 3 | '691190 | Household and toilet articles, of porcelain or china (excluding tableware and kitchenware, ... | 249.381 | 252.142 | 180.630 | -4,92 | -28,36 | 2,75 |

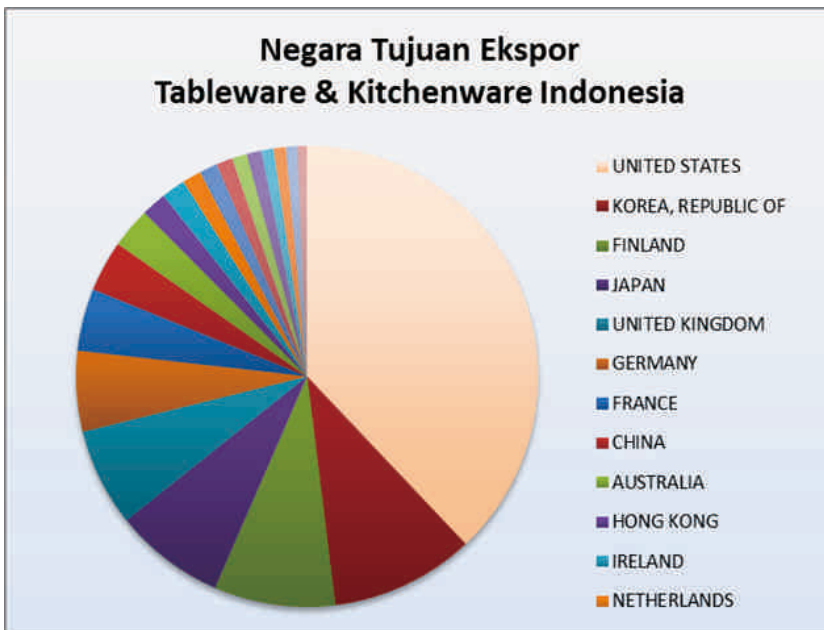
Indonesian trade in Tableware & Kitchenware products

It can be seen from the Indonesian export value in the Tableware & Kitchenware products in 2020 that it had a negative trend of -9.82%. The high export values in the previous years, which were US\$ 112.2 million in 2016 and the lowest was in 2019 with US\$ 95.6 million, caused this negative trend. From January to July 2021, the export of Indonesian Tableware & Kitchenware had a value of US\$ 489 million, increasing 26.6% from the previous year for the same period.

The United States, South Korea, Finland, Japan, and the United Kingdom are the export destination countries for Indonesian Tableware & Kitchenware products in 2021. From January to July



Source: BPS, processed in 2021



Source: BPS, processed in 2021

From January to July 2021, the export of Indonesian Tableware & Kitchenware had a value of US\$ 489 million, increasing 26.6% from the previous year for the same period.

2021, the composition for the main export destination countries remained the same, namely the United States, with a value of US\$ 17.4 million or 35.6% of the export value of Indonesian Tableware & Kitchenware.

Next is South Korea with a value of US\$ 4.4 million (9.01%), Finland with a

value of US\$ 4.3 million (8.9%), and Japan with a value of US\$ 3.4 million (7.01%).

Based on the products' value, HS 691110 is the tableware & kitchenware product with the highest value in 2020 with a value of US\$ 53.5 million or has a proportion of 77.7% of

Indonesia's total exports of tableware & kitchenware products. In the next position, HS 691200 has a value of US\$ 14.7 million or 21.3% proportion, whereas HS 691190 has a small remainder of a proportion of 0.92% with a value of US\$ 636 thousand.

| NO. | HS | COMMODITY | 2016 | 2017 | 2018 | 2019 | 2020 | | % TREND 2016-2020 |
|-----|--------|--|-------------------|----------------|---------------|---------------|---------------|---------------|-------------------|
| | | | VALUE IN US\$ 000 | | | | US\$ 000 | % SHARE | |
| 1 | 691110 | Tableware And Kitchenware; Of Porcelain Or China | 92.116 | 81.599 | 74.948 | 74.855 | 53.535 | 77,72 | -11,06 |
| 2 | 691200 | Ceramic Tableware, Kitchenware, Other Household Articles And Toilet Articles; Other Than Of Porcelain Or China | 19.640 | 19.747 | 20.287 | 19.690 | 14.710 | 21,36 | -5,64 |
| 3 | 691190 | Household And Toilet Articles; N.e.c. In Heading No. 6911, Of Porcelain Or China | 369 | 189 | 370 | 1.128 | 634 | 0,92 | 33,24 |
| | | TOTAL | 112.125 | 101.536 | 95.605 | 95.673 | 68.879 | 100,00 | -9,82 |

Fare

Following are the trade fare imposed by Indonesia's trading partner countries for tableware & kitchenware products (code HS: 6911):

| No. | Country | MFN (%) | Ad Valorem Equivalent (%) | Explanantion |
|-----|----------------|---------|---------------------------|----------------|
| 1 | United States | 25% | 25% | |
| 2 | South Korea | 0% | 0% | ASEANKorea FTA |
| 3 | Finland | 8.4% | 8.4% | GSP |
| 4 | Japan | 0% | 0% | ASEANJapan FTA |
| 5 | United Kingdom | 8.4% | 8.4% | GSP |

Source: Market Access Map, International Trade Centre, www.macmap.org

Following are the trade fare imposed by Indonesia's trading partner countries for tableware & kitchenware products (code HS: 6912):

| No. | Country | MFN (%) | Ad Valorem Equivalent (%) | Explanantion |
|-----|----------------|---------|---------------------------|----------------|
| 1 | United States | 0% | 0% | GSP |
| 2 | South Korea | 0% | 0% | ASEANKorea FTA |
| 3 | Finland | 1.5% | 1.5% | GSP |
| 4 | Japan | 0% | 0% | ASEANJapan FTA |
| 5 | United Kingdom | 0% | 0% | GSP |

Source: Market Access Map, International Trade Centre, www.macmap.org

EXTRA INSIGHT

BANTEN Province: The Highest Export for Tableware & Kitchenware in Indonesia

In 2020, the province with the highest export for tableware & kitchenware products was Banten Province. Banten has more than half (57.4%) of the total export for Indonesian tableware & kitchenware. This province is divided into four regencies and four cities, which are: Serang Regency, Pandeglang Regency, Lebak Regency, Tangerang Regency, Serang City, South Tangerang City, Tangerang City, and Cilegon City, with an area of 9,160, 70 square kilometers. Banten has a population of 12,548,986 people.



Located at the west end of Java Island, Banten is positioned as the gateway to the islands of Java and Sumatra and is directly

adjacent to the DKI Jakarta area as the capital city. This geostrategic position, of course, has caused Banten as the main link for the

Sumatra-Java trade route, even as part of the Asian and international trade circulation as well as a potential location for economic agglomeration and settlements.

The Sunda Strait is one of the strategic sea traffic lanes because it can be passed by large ships which connect Australia and New Zealand with Southeast Asia, such as Thailand, Malaysia, and Singapore. Besides, Banten is a connecting route between Java and Sumatra. Regarding geographical position and government, the Banten area, especially the Greater Tangerang area (Tangerang City, Tangerang Regency, and South Tangerang City), is a buffer zone for Jakarta. Economically, Banten has many industries. The area of Banten Province also has several ports which are developed in anticipation to accommodate the excess capacity of the port in Jakarta and are intended to be the alternative ports besides Singapore.

Until 2006, the condition of the national road of 249,246 km was in good condition, 214,314 km was in moderate condition, and 26,840 km was damaged. The condition of provincial roads until the end of 2006

with a total length of 889.01 km was in good condition of 203,670 km, moderate condition of 380,020 km, and damaged condition of 305,320 km. National roads in Banten Province currently have an average traffic volume of 0.7, which means that the smooth flow of traffic is disrupted due to trading/market activities, factories/industries, shopping centers along the road, and the limited capacity of the roads because the average road width is 7 meters on the national roads in North Banten (Merak-Tangerang) and the Ciputat-Batas DKI sections.

Travelers can find a variety of tourist charms, ranging from natural, cultural, historical until typical culinary tourism. Some of the attractions that can be visited are:

1. Anyer Beach

This beach is one of the favorite tourist



attractions crowded by tourists. Here, a line of beaches can be visited, such as Carita Beach, Tanjung Lesung Beach, Sambolo Beach, and other beaches around with exotic charm. Anyer Beach is located 38 km from Serang City. This beach is facing west, so we can see the scenery of Mount Rakata (child of Mount Krakatoa, which exploded in 1833).

There is also a lighthouse on this beach built by the Dutch in 1855 during the reign of Willem III of the Netherlands, which was used to assist shipping around the Sunda Strait

and Batavia during that time.

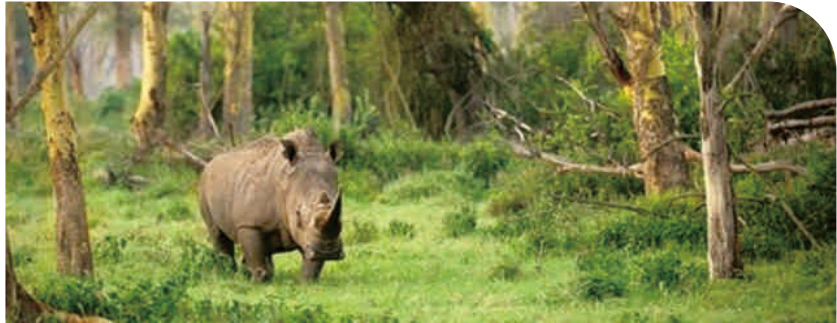
2. Ujung Kulon National Park

Ujung Kulon National Park is located in the westernmost part of Java Island, Indonesia. At first, the area of this national park covered the Krakatau area and other small islands around it, such as Handeuleum Island, Peucang Island, and Panaitan Island. Ujung Kulon National Park has an area of 122,956 Ha (in which 443 km² of it is the sea), starting from the Ujung Kulon Peninsula to the Indian Ocean.

Ujung Kulon is the oldest national park in Indonesia. It was inaugurated as one of the World Heritage protected by UNESCO in 1991 because it covers a very wide area



of protected forest. Until today, more than 50-60 rhinoceroses live in this habitat.



3. Tanjung Lesung

Located in the northernmost part of Java Island, Pandeglang Regency, Banten, KEK (Special Economic Zones / Kawasan Ekonomi Khusus) Tanjung Lesung is the first KEK tourism zone and has officially operated in February 2015. KEK Tanjung Lesung has a strategic location, and it is very accessible, which is 170 km from the capital city Jakarta and can be reached by road 2.5-3 hours.

KEK Tanjung Lesung has an area of 1,500 Ha, with various tourism potentials, for example,

the natural beauty of the beach, the variety of flora and fauna, and exotic cultural wealth. It is also close to various Banten tourisms, such as Banten Old Area, Badui and Debus Culture, Ujung Kulon National Park, Krakatoa, and island tours.

4. Baduy Village

Baduy Village is the home for Baduy People or Baduy Tribe. Outside residents give the name "Baduy" to this community. It originated from the term that Dutch

researchers seemed to equate them with the Arab Badawi group, a nomadic society. Another possibility is because there is Baduy River and Mount Baduy in the northern part of that area. They prefer to call themselves Urang Kanekes or "People Kanekes" according to the name of their region or a term that refers to the name of their village, such as Urang Cibeo.

Baduy Tribe is a tribe that is still thick with Sundanese culture, and it is one of the indigenous tribes in Banten. They are fluent in Bahasa Indonesia to communicate with outsiders, even though they do not learn it from school. Baduy People or Kanekes People Dalam does not acknowledge the writing culture. Therefore, customs, beliefs/religions, and ancestral stories are only stored in oral speech.



LIST OF TABLEWARE & KITCHENWARE EXPORTERS

1. NUANZA PORSELEN INDONESIA, PT

Address : Dukuh Dadegan, Ngadirojo, Kec. Ampel, Kab. Boyolali, Jawa Tengah

Email : info@nuanzaCeramic.com

Phone : (62-21) 343 4868

2. SANGO CERAMICS INDONESIA, PT

Address : Semarang Plaza 2nd Floor Block B

Jl. H. Agus Salim No. 7, Semarang - Indonesia

Email : salessupport@sango.com

Phone : (62-24) 866 0050

3. HAENG NAM SEJAHTERA INDONESIA, PT

Address : Desa Cicadas Kec/ Gunung Putri, Kab. Bogor, West Java
Indonesia (16964)

Email : marketing@pthsi.com

Phone : (62-21) 867 1739, 867 0553

Fax : (62-21) 867 0343, 867 2372

NUANZA PORSELEN INDONESIA, PT



To furthermore acknowledge the export potential for Indonesian Tableware & Kitchenware, on April 2021, we visited the factory of one of the Indonesian exporters for Tableware & Kitchenware, PT Nuanza Porselen Indonesia, which is located in Boyolali, Central Java. PT Nuanza Porselen Indonesia has exported the products regularly, with the main destination countries covering the United States, United Arab Emirates, Germany, India, Saudi Arabia, Netherlands, and Japan.

PT Nuanza Porcelain is a company that produces all types of Tableware & Kitchenware products made from ceramics such as

plates, glasses, bowls, 3D floor tiles, figurines, cups, and souvenirs. Their products have superior strength because the firing process is carried out at a very high temperature (1300 Celcius) and with food-grade quality. PT Nuanza also produces handmade products, so the products have a better quality than the competitors'

products, especially those from China which are mostly produced by machine. The porcelain trophy is also one of the superior products of PT Nuanza Porcelain Indonesia and is used in almost all local and international golf championships.

The products marketed by PT Nuanza, under the brand cupinari or Nuanza, are safe to use and free from harmful components (Cadmium Red and Plumbum/Lead). These products have passed and met the California Preposition 65 standard. California Preposition 65 is a safety product regulation that the United States government applies for all wear and hold products, including tableware and decoration.



The export production volume of tableware & kitchenware products by PT Nuanza has continued to increase since 2018 from a volume of 68,750 pcs/year to 180,000 pcs/year in 2019. However, since the COVID-19 pandemic in 2020, the export volume decreased to 43,750 pcs/year. Therefore, PT Nuanza is currently relying on domestic sales through b-to-b (with restaurants, hotels, and café) and retail through e-commerce. Since 2020, the domestic sales have been around 90% of all sales of PT Nuanza, increasing from the previous year.

In the production process, Nuanza ceramic products made from terracotta, stoneware, and porcelain require two main stages: the forming process and the coloring process (glaze) and firing. Ceramic products made from clay



Nuanza Tableware Product - Source: nuanzaceramic.com

are fired at a very high temperature, and the firing process depends on the clay types:

1. Terracotta

Clay with high iron oxide content is usually found in rice fields. Things made from this type of clay are often fired in open space, such as rice fields, and require a

fuel temperature in the range of 700°-900° Celsius. The burnt brick is red. Examples are roof tiles and bricks.

2. Stoneware

Stoneware is commonly called soil ceramic. It requires a high fuel temperature in the range of 1200°-1280° Celcius so that the firing process will need a closed stove. Things made from stoneware are usually overlaid with glaze. This glaze will give attractive colors to the ceramics.

3. Porcelain

Porcelain is naturally found in China. However, since the 16th century, Europe began



Nuanza Tableware Product - Source: nuanzaceramic.com



Nuanza Tableware Product - Source: nuanzaceramic.com

to manipulate the porcelain soil. It took two centuries for Europe to complete the engineering of porcelain soil and its firing. This discovery by Europeans had broken the domination and monopoly of China porcelain products known for thousands of years. Porcelain has its own beauty with its pure white color and translucent character.

In the process of forming ceramic objects, there are several techniques, from the most simple to the most complex and complicated. Clay in the form of solid mud is formed according to the need and functions of the object. Those techniques are pinching, coiling, slab, throwing, and casting.

Meanwhile, the glazing technique is a technique for coloring ceramics. The glaze composition is Silicon (Si), which is the raw material for glass. Silicon melts at the temperature rate of 1100° Celcius, covering the object's surface and making it waterproof. The other compositions, namely metal oxides, such as cobalt oxide and iron oxide, will give attractive colors to the ceramics. If the stoneware material requires a temperature of 1200°-1250° Celsius, porcelain requires temperatures above 1300° Celsius. High-temperature firing requires high technology.

TANTERI CERAMICS

At first, this company is small scale industry which

was established in 1987 and is managed by I Made Tanteri and family. The Company continues to grow because of the large demand for ceramic tableware items needed by hotels and Restaurants in Bali. The first time the company already exports to Japan in 1991. The company changed its legal entity into a firm CV. Tanteri. Its production is marketed spread to many countries.

In order to preserve the results of his work so we set up Tanteri Museum where his place one location to the factory. The museum also collects old ceramic originating from countries in Asia such as from China, Thailand, which is found throughout the region in Indonesia. The collection is already hundreds of years ago and has high artistic value. In order to know more about ceramic production, we also set up a pottery studio where visitors or tourist can learn and take workshops in studio ceramics factory.

Tanteri production is processed by material selection with high firing temperatures 1200-1250 degrees centigrade to produce stoneware product that is strong and durable.

PRODUCTS



BOWL



Black and White Japanese Bowl

- Code BL78-013
- Dimension 11.5 × 11.5 × 7 cm



Black with White Brush Bowl



Coupe Plate with Lid

- Weight 360 g
- Dimension 26 × 6 cm

CEREAL BOWL



Covered Bowl with StoneCast Accent Outside

- Dimension 10.5 × 12 cm



Green Grey Cereal Bowl

- Dimension 18.2 × 18.2 × 6.5 cm



Medium Bowl Green Glossy

- Code BL930-028
- Dimension 18 × 18 × 6.5 cm

CUP AND SAUCER



Black Glossy Coffee Cup and Saucer

- Code Cp704
- Weight 736 g
- Dimension 8.8 × 8.8 × 6 cm



Espresso Cup & Saucer White Brush Black

- Code CP480-002
- Dimension 6.5 × 6.5 × 5.5 cm



White and Yellow Stone Cup

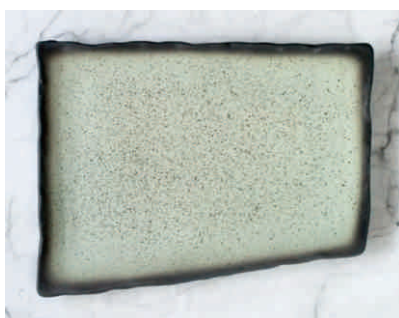
- Code Cp558
- Weight 216 g
- Dimension 10 × 10 × 5.5 cm

PLATE



Black Stone Dinner Plate

- Code PL948-020
- Dimension 32 × 32 × 2.5 cm



Green Grey Rectangular Plate

- Dimension 34 × 26 × 2.3 cm



Painting Motif Plate

- Dimension 23 × 23 × 5 cm



Plate with Turquis blue-white spot color

- Weight 360 g
- Dimension 28 × 3 cm

SANGO CERAMICS INDONESIA, PT

SANGO - INDONESIA HAS BEEN PRODUCING BEAUTIFUL FINE CHINA, PORCELAIN, AND BONE CHINA TABLEWARE COLLECTIONS FOR FOUR DECADES

Founded in 1977, Family-owned Sango Ceramics Indonesia has been producing quality tableware for four generations. In the beginning, Sango was a tableware import company that supplied solely to the local Indonesian market. Forty years and many

important milestones later, Sango has now emerged as a thriving manufacturer with a global client base. Armed with long experience in the industry, strong technical competence and constantly updated technology, Sango is now one of the Industry's top brands and manufacturers.

Our vertically integrated facility gives us great strength. We have superb in-house know-how and capabilities for all processes, from product design to finished goods

and in-house packaging development. This allows us to be flexible and enable us to fulfil all customer requests. We have our own in-house laboratory with the most up-to-date testing equipment which ensures consistent technical and quality standards, adhering to all international safety and durability standards. Furthermore, our perseverance to make the factory more environment friendly has been acknowledged by our certifications of ISO as well as BSCI.

PRODUCTS

NATURE COLLECTION



BLUE



BLUE SOS 302-1



EARTH



EARTH SOS 290-11

NATURE COLLECTION



SAHARA



MIDNIGHT BLUE

MARE COLLECTION



SABBIA



WAKAYA



GABRIELLA ROSE

WODDEN PRODUCTS

SOLID BOWLS

ROUND BOWLS • SQUARE BOWLS



GRASSLAND
serving bowl

- S : 5.4" DIA x 2.8" H
137mm DIA x 71mm H
- M : 7.0" DIA x 3.3" H
178mm DIA x 85mm H
- L : 9.3" DIA x 4.4" H
237mm DIA x 113mm H
- XL : 11.4" DIA x 5.4" H
289mm DIA x 138mm H



SAYARA
serving bowl

- S : 6.7" W x 6.7" D x 3.1" H
170mm W x 170mm D x 80mm H
- M : 8.3" W x 8.3" D x 3.9" H
210mm W x 210mm D x 100mm H
- L : 9.8" W x 9.8" D x 4.3" H
250mm W x 250mm D x 110mm H
- XL : 10.6" W x 10.6" D x 4.7" H
270mm W x 270mm D x 120mm H



LUCERO
salad bowl

- S : 8.0" DIA x 3.0" H
203mm DIA x 76mm H
- M : 10.0" DIA x 3.3" H
254mm DIA x 84mm H
- L : 12.0" DIA x 3.25" H
305mm DIA x 83mm H



EMPRESS
serving bowl

- 12.5" DIA x 11.5" H
317mm DIA x 292mm H

CAKE STAND - MIX MATERIALS



CATTLE CREEK

- square cake stand with metal stand
- S : 8.0" W x 8.0" D x 4.3" H
203mm W x 203mm D x 109mm H
- M : 10.0" W x 10.0" D x 5.3" H
254mm W x 254mm D x 135mm H
- L : 12.0" W x 12.0" D x 5.5" H
305mm W x 305mm D x 140mm H



BURNHAM

- square cake stand with metal stand
- S : 8.0" W x 8.0" D x 4.3" H
203mm W x 203mm D x 109mm H
- M : 10.0" W x 10.0" D x 5.3" H
254mm W x 254mm D x 135mm H
- L : 12.0" W x 12.0" D x 5.5" H
305mm W x 305mm D x 140mm H

Serverwares

- PLATTERS • PLATTERS - MIX MATERIALS •
- SERVERS • SERVERS - MIX MATERIALS •
- CAKE STANDS • CAKE STANDS - MIX MATERIALS
- TIERS

PLATTERS



LAUTA
serving plate

- S : 7.9" W x 3.5" D x 0.6" H
201mm W x 89mm D x 15mm H
- M : 9.1" W x 5.9" D x 0.6" H
231mm W x 150mm D x 15mm H



ANDEAN
oval serving plate

- S : 8.2" W x 5.5" D x 0.6" H
208mm W x 140mm D x 15mm H
- M : 12.2" W x 7.1" D x 0.6" H
310mm W x 180mm D x 15mm H

Paddle Boards

- PADDLE BOARDS •
- PADDLE BOARDS - MIX MATERIAL

PADDLE BOARDS



TAMARI
paddle board

- S : OVERALL : 14.0" W x 8.5" D x 0.8" H
355mm W x 215mm D x 20mm H
- BOARD : 10.0" W x 8.5" D x 0.8" H
255mm W x 215mm D x 20mm H
- M : OVERALL : 14.5" W x 12.0" D x 0.8" H
370mm W x 305mm D x 20mm H
- BOARD : 12.4" W x 12.0" D x 0.8" H
315mm W x 305mm D x 20mm H



AMORITO
board with burnt stamp

- S : OVERALL : 9.9" W x 13.8" D x 0.7" H
251mm W x 350mm D x 18mm H
- M : OVERALL : 10.0" W x 20.0" D x 0.7" H
254mm W x 508mm D x 18mm H
- L : OVERALL : 18.0" W x 12.0" D x 0.7" H
457mm W x 305mm D x 18mm H

HAENG NAM SEJAHTERA INDONESIA, PT



PT Haeng Nam Sejahtera (HSI) is proud to be one of the leading specialist and manufacturer of Stoneware, Fine Porcelain (New Bone China) and Fine China tableware ceramics in Indonesia. We emphasize on affordable premium-quality products, excellent service and reliable delivery, supported by decades of experience going back to our establishment in 1989.

Located in Gunung Putri, Bogor (60 minutes from Jakarta), with the majority of its auxiliary facilities available in-house, such as Product Research and Development laboratory, decoration printing, and packaging.

Over the years, we have made our reputation by maintaining a rigorous environmental standard, making large shipments worldwide and yet staying customizable and fresh in each of our designs. Our list of clients consists of both domestic and international companies across North America (U.S.A and Canada), South America, Europe, Australia, Asia, The Middle East, and Africa. Many of which are world class tableware brands, stores, and institutions.

As one of the largest well reputable ceramic manufacturers in Indonesia, HSI employs highly skilled

employees and operates on standardized procedures.

All our tablewares are not only microwave and dishwasher safe, but also have achieved thermal shock resistance test up to 170° Celcius. We have passed the high standards of food-safe certification from the Food and Drug Administration





CERTIFICATIONS

(FDA), California Proposition 65, and the European Conformity (lead and cadmium test 84/500/EEC). Our product water absorption is below 0,1%, which meets the US custom standard which is below 3%.

PRODUCTS:

1. Stoneware

Characteristics:

- Highly durable and chip resistant
- Impervious to water

Ideal for:

- Artisanal designs

- Stone and accent pieces
- Color and reactive glazes
- Decal and stamp decorations

2. Fine Porcelain

Characteristics:

- Highly durable and chip resistant
- Impervious to water
- Elegant white body color

Ideal for:

- Heavy duty institutional wear
- Decal and stamp decorations

3. Fine China

Characteristics:

- Highly durable and chip resistant
- Extra light
- Extra white and translucent.

Ideal for:

- Home and hospitality wear
- Decal and stamp decorations
- Precious metal decorations

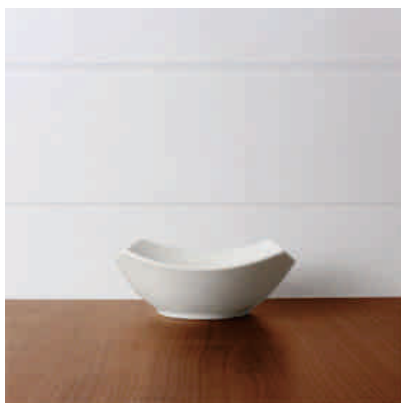
BRANDS: LEGACY

Designed and produced with finesse. Legacy products are highly durable as well as versatile, suitable for heavy duty and institutional wear. Oven, microwave, and dishwasher safe.

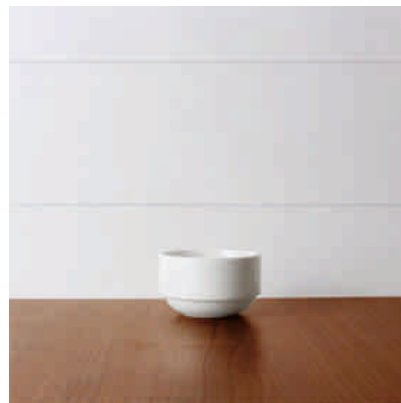
PRODUCTS



C-003 - Coupe Salad Plate



SQ-005 - Square Bowl



E-056 - Bouillon Bowl



LUMERPA

Light, translucent, and extra white. Lumerpa fine china is crafted with the highest standards ideal for both home and hospitality applications



Diamond Square Plate



Ark Oval Bowl



Raffles Teapot Small

HSI

Affordable and versatile stoneware products. They are highly durable for daily usage and oven, microwave and dishwasher safe.



HS-023 - Square Salad Plate



HS-024 - Square Pasta Bowl



HS-017 - Rim Soup Plate

TRADE REPRESENTATIVES

| Representative | City | Address |
|---------------------------------|---------------|--|
| United States of America | | |
| Trade Attache | Washington DC | 2020 Massachusetts Avenue, NW Washington DC 20036 - USA Telp : +12027755200/5350 Fax : +12027755354 Website : www.embassyofindonesia.org |
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| Chile | | |
| ITPC | Santiago | Av. Andres Bello No. 2711. Torre Costanera, Local 102-A, Las Condes Email : itpc@itpcsantiago.cl Website : www.itpcsantiago.cl |
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| Uni Emirat Arab | | |
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