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# Indobed<sup>®</sup>

POCKETED SPRING

**Indonesian art  
sleep quality**

A trusted & innovative mattress manufacturing  
company with strong market knowledge and  
commitment to quality improvement

# ABOUT US

## With Indobed, we understand the priceless value of quality sleep

As the proud founder & manufacturer of Indobed, PT. Anugrah Karya Aslindo has been long dedicated to the art of quality sleep. Founded in 1998, the company focuses on superior mattress products through the Indobed collection. It is the corporate vision to create products that are excellent in design, beneficial in function and competitive in values while also providing unmatched customer service.

During the dynamic course of our business, the company continues to invest in innovations through state of the art technology. Equipped with machine advancements, the company has seen significant progress in terms of efficient production and solid construction. Combined with the best quality materials, all Indobed products represent an exceptional standard of quality mattress for the best sleep experience.

To ensure our customers with the utmost comfort and healthy benefits, our spring beds are constructed with Indobed's proprietary foam. Built and continually improved through research by our own team of engineers, the exclusive foam is also combined with Indobed's custom spring coil designs. In addition, all mattress products are produced following the highest- antifungal standards with certified hygiene controls.

As a result, each sleeping experience is guaranteed with an original design, full-body support, and confidence of long-lasting, health-giving and mind-comforting benefits only Indobed has to offer.



# BUSINESS ETHICS

The company upholds a set of business ethics namely :

## K-A-S-I-H (Affectionate)

### KARAKTER

Character with Integrity

Our company values people of character and faith in the One and Only God

### ANTUSIAS

Character with Integrity

Hardworking, honest, optimistic, loyal these are our strong principles in daily operation

### SEJAHTERAMU SEJAHTERAKU

Benefits for All

We prioritize others in a collective effort to stride toward success

### INOVASI

Innovation

Our ideas are based on creative actions, innovative power, and feasible strategies in every work division.

### HASIL

Result Oriented

We aim to be the best, the most productive, effective and efficient for the global success of the company.

These encompassing values work as our business foundation and the core of our ideals in achieving our business goals as a leading spring bed manufacturer and trusted company for all.

# MESSAGE FROM FOUNDER

## DARIUS CHIA

Chief Executive Officer & President Director

Many would probably say that 1998 was not the best year to start a business. It was the year of Indonesia's economic downfall and one of the darkest times in the history of the country. But our company started that way. Before I decided to start my own business, I had been working at the only major and leading furniture company at the time. Frankly, I was at a stable point of my career and had lived a comfortable working life. But I realized that :

**To live is to change, and to be perfect is to have changed often.**

(Henry Newman 1801-1890), thus I opted the risky move to reinvent myself and establish my own company. I was more than determined to make my own living for my family. There were challenges of all kinds, from small financial capacity to building a reputation for ourselves and more. There were incidents after incidents that we had to overcome in pursuit of success. But we persisted and preserved, in the end - the hard work, sweat and tears paid off. In a way, building your own company is similar to growing your own family. This company is built from scratch and has gone through setback and progress for it to finally flourish and thrive as it is today. Those invaluable hardship is what have shaped our company today - Anugrah Karya Aslindo. I believe that it's God's ways and blessings to put us through difficult process and raise us in the end.

I started this business because I understood that sleep is not just a basic need, but an opportunity to experience improved health for an active life.

Since the beginning of the business, I have always regarded mattress as the key to a healthy life. We are only able to recharge daily if our supporting media is of authentic quality. A good mattress simply means good quality of sleep.

“With Indobed, sleeping is a form of health and life appreciation.”

## 3 MAIN BENEFITS OF SLEEPING

### Physical Benefits of Sleeping

Indobed collection is built with comfort ease in mind. To support the physical benefits of sleeping, we built products that are solid and fully support body movement as well throughout the years. Firm, sturdy and reliable - these are the features that Indobed stands for in encouraging sleep that benefits your physical fitness.

### Mental Benefits of Sleeping

Designed to deliver comfort, support and pressure relief, we focus on making mattresses for cool, restful and restorative nights. The unique combination of Indobed proprietary foam, design and hygiene feature can easily adapt to all body types and sleeping styles, ensuring mentally calming sleep at all times.

### Spiritual Benefits of Sleeping

You spend one-third of your life sleeping and your sleep quality determines the rest of your activity. More than just charging your physical body and restoring mental health, sleep also affects your spiritual awareness. A good mattress delivers deep sleep where your spirit is immediately uplifted the moment you wake up, ready to embrace your day in full.



# Human Resource Management

We focus on all aspects of Human Resource Development in Kangaroo Spring Bed Group.

Our first priority developing the most superior workforce so that the organization and individual employees can accomplish their work goals in service to customers. Our Human Resource Development can be formal such as in classroom training, a college course, or an organizational planned change effort and can be informal as in employee coaching by a manager or internal training and development classes taught by internal staff or a consultant. Mentoring by more experienced employees is also recommended for employee development.

Kangaroo Spring Bed Group is reaching to be a Healthy organization that believe in Human Resource Development

In 1998, Kangaroo Spring Bed was founded in Pekanbaru, Indonesia under PT Anugrah Global Kapital Indonesia (AKGI Group)

Kangaroo Spring Bed underwent the first in a series of corporate expansion in 2008, when the company introduced PT Anugrah Karya Sentosa (PT AKS) in Batam, Kepulauan Riau. No later than two years, PT Anugrah Musi Indah Nusantara (PT AMIN) in Palembang. After much consideration, In the late 2008, the management committee decided to explore new opportunities in the father Province, Lampung, with the introduction of PT Anugrah Karya Mebelindo (PT AKM)

Without any doubt, and due to high market demand, Kangaroo Spring Bed was later on being opened in PT Anugrah Jaya. Multiplikasi (PT AJM) in Padang, PT Anugrah Multiplikasi Indonesia (PT AMI) in Jambi and PT Anugrah Gerbang Efata (PT AGE) in Medan in 2011 and 2013, respectively. Focusing on the ever-growing market, in 2015 PT Anugrah Karya Aslindo II was opened in Tangerang, Banten, which later on took a big leap in West Java Market, by introducing PT Anugrah Gerbang Emas. Currently, Kangaroo Spring Bed has more than 5000 partnerships, which consist of numerous numbers of traditional outlet; 3 major Modern Retails outlet (Court Furniture, Transmart and Hypermart) and hotels.

- ✓ 1998 PT. AKA Anugrah Karya Aslindo (Pekanbaru)
- ✓ 2008 PT. AKS Anugrah Karya Sentosa (Batam)
- ✓ 2010 PT. AMIN Anugrah Musi Indah Nusantara (Palembang)  
PT. AMI Anugrah Multipikasi Indonesia (Jambi)
- ✓ 2011 PT. AJM Anugrah Jaya Multiplikasi (Padang)  
PT. AGEM Anugrah Gerbang Emas (Semarang)
- ✓ 2014 PT. AKA II Anugrah Karya Aslindo II (Tangerang)

# Production

## Advanced technology is at the heart of Kangaroo Spring Bed production

We apply a full machinery operation supported by tight supervision from our engineers and production team in each of our built-up phases. In all of our mattress products, Kangaroo uses an exclusive custom coil design. We refer the production of custom innerspring unit to a specialist and follow up with direct quality control. Through the skills of our operators, all materials are carefully processed using the latest technology

Detailed inspections are also applied as a part of critical points in the production process

To achieve a professionally tailored product, we prioritize on both functional and ornamental aspects. All Kangaroo mattresses hold to a certain standard and present a visually beautiful exterior. Finally, we utilize the latest vacuum press machinery to ensure the economic scale of delivery and quality assurance.

International Sleep Products Association  
For more than 100 hundred years, ISPA been building a more innovative, helpful and smarter mattress industry. ISPA committed to serving members through public policy, research, public affairs, education initiatives and more in order to create a more valuable future

IAC 3UNO 2015 The Best Favorite Product Highly Recommended of The Yea

ISO 9001:2015 Global Certification  
Indonesia: Quality Management System for Manufacture of Spring Bed and Foam

Anugerah Brand 2018 Infobrand.id Top 500 Brand in Indonesia

Anugrah Wirausaha Indonesia 2017  
Anugerah Wirausaha Indonesia (AWI) is a tribute to entrepreneurs in Indonesia for its success in building business and beneficial to the community

IAC 3UNO 2013 Most 50 Growing Company Excellent

Marketing Awards Marketing.co.id for two consecutive years 2016-2017 in Corporate Social Responsibility activity

At Kangaroo Spring Bed Group we believe loyal customers, they don't just come back, or don't simply recommend you, they insist that their friends do business with you. Therefore we continuously upgrade our services to meet their expectation

# Production Values

Our products represent safety and sound sleep that you can rely on.

How does a Kangaroo Spring Bed differ from other mattresses in the market? Here are our production values:

## **Passion**

Our passion is not limited to creating excellent quality mattresses, but also in the art of manufacturing and pursuit of the best sleep experience. We are committed to the process itself and this is shown through the constant improvement in our technology line as well as human resources. We challenge ourselves to create valuable and extraordinary masterpieces that our customers truly deserve.

## **Attention to Detail**

During the manufacturing phase, most quality control procedures are carried out by sight. This explains why all our workers are trained to have keen eyes on details and quick to implement their better judgement in creating Kangaroo standard products. Further inspections are also carried out to ensure superior quality product before delivery.

## **Committed**

We are committed to on-time production that is efficient and smooth-running. Our manufacturing procedure follows a close set of operational schedules that are set to ensure everything works perfectly, from the beginning of the construction till the very last minute of delivery phase.

## **Innovative**

As one of the oldest spring bed manufacturers, our company is always on the lookout for the next technology to apply. We realize that sleep is a basic human necessity, but the products that support must to constantly change, adapt, and evolve. Innovation is our strength, as well as, commitment.

## **Safety First**

Our company is proud to implement a safe working environment to our workers in their daily operational shifts. We also prioritize strong business ethics with our partners because we trust in secure work relations



# Corporate Social Responsibility

As a part of our social commitment to give back to the society, PT. Anugrah Karya Aslindo has established “KangarooCares”. A program that begin from our very first day in business

By partnering with our company, we are actively participating in various social activities and events to improve our community. We encourage our business partners to join our efforts in caring and creating a better future for others in need. Together, we work toward a collective growth that is aimed at a better tomorrow, a better place for everyone.





# Our Branches

## Pekanbaru

PT. ANUGERAH KARYA ASLINDO

## Tangerang

PT. ANUGERAH KARYA ASLINDO II

## Batam

PT. ANUGRAH KARYA SENTOSA

## Palembang

PT. ANUGERAH MUSI INDAH NUSANTARA

## Lampung

PT. ANUGRAH KARYA MEBELINDO

## Padang

PT. ANUGERAH MULIPLIKASI

## Jambi

PT. ANUGERAH MULIPLIKASI INDONESIA

## Semarang

PT. ANUGRAH GERBANG EMAS



# Our Stores

We are Available at:



[shopee.co.id/kangaroo.springbed](https://shopee.co.id/kangaroo.springbed)



Giant Poins Square Lebak bulus  
Giant BSD City  
Giant Semarang  
Giant Antasari Lampung  
Giant Panam Pekanbaru



Hypermart Karawaci Cyberpark  
Hypermart Paragon Semarang  
Hypermart Java Mall Semarang  
Hypermart Solo Square  
Hypermart Cirebon  
Hypermart Lampung  
Hypermart Palembang Indah Mall  
Hypermart SKA Pekanbaru  
Hypermart Batanghari Jambi  
Hypermart Nagoya Batam  
Hypermart Mega Mall Batam



Transmart Carrefour Batam  
Transmart Carrefour Palembang Square  
Transmart Carrefour OPI Mall Palembang  
Transmart Carrefour Medan Fair  
Transmart Carrefour Medan Citra  
Transmart Carrefour Pekanbaru  
Transmart Carrefour Padang  
Transmart Kawanua Manado  
Transmart Palembang City Center



Courts Harapan Indah  
Courts Bekasi Hypermall  
Courts Courts Bogor Trade Mall  
Courts Soleh Iskandar



Lulu BSD City  
Lulu Cakung



Indexlivingmall Duta Mall  
Banjarmasin



Our Partner :



Our Bank Partner :



# OUR SERVICES

We provide the best service for springbed mattress manufacture and trade



## PROCUREMENT

We are ready to supply your springbed mattress needs with the best quality and durability



## DISTRIBUTOR

We are ready to partner with you who want to market our products, easy, safe, profitable and sustainable



## OEM/ODM

We serve OEM and ODM services with the capacity of people, machinery, technology and long experience



## OUR SIGNATURE

### Mega Mendung 01

Batik Mega Mendung is one of the iconic motifs from Cirebon, West Java - Indonesia. The indigenous people of Cirebon believe that Mega Mendung batik was invented by the founder of the city of Cirebon, namely Pangeran Walairah who has another name, "Pangeran Cakrabuana".



## OUR SIGNATURE

### Mega Mendung 02

Batik Mega Mendung is one of the iconic motifs from Cirebon, West Java - Indonesia. The indigenous people of Cirebon believe that Mega Mendung batik was invented by the founder of the city of Cirebon, namely Pangeran Walairah who has another name, "Pangeran Cakrabuana".





*thank you*

## PLEASE FEEL FREE TO CONTACT US

Indobed has been present in the spring bed industry for a long time and is still loyal to meet your needs for a quality bed. Our spring bed design is based on ergonomic and anatomical aspects of the body, making our beds can follow your curves better and your sleep will be more comfortable and perfect.



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