

# FON PACKAGING SDN BHD

(Company No: 618045-P)



## COMPANY BACKGROUND

Company Name:	FON PACKAGING SDN BHD (618045-P)
Incorporate:	June 10, 2003
Paid Up Capital:	Rm100,000.00
Directors:	Hin Cheng Fat                      Cheong Yew Wai Voon Fon Tart                      Ho Chee Leong Lau Yoke Ling
Warehouse Address:	No 18, Jalan Im 14/6,Kawasan Perindustrian Indera Mahkota, Bandar Indera Mahkota, 25200 Kuantan, Pahang.
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Contact No:	Tel: 09-570 1186/Fax: 09- 570 1186
Contact Person:	Mr Alex Hin (016 9232163) Mr Cheong Yew Wai (016 9230328) Mr Hoh Chee Leong @ Ho Chee Leong (016-9230332)
Banker:	OCBC Bank (Malaysia) Berhad/Public Bank Berhad
Company Secretary:	Chia Kum Yew (Ls 0004705)
Auditors:	Cherng & Co. (Af 1214)

## NATURE OF BUSINESS

**FON PACKAGING SDN BHD** is a trading base company, our market segmentation are end user and dealers of 4 divisions products. Our coverage is east coast of Peninsular of Malaysia.

- A) Adhesive Tape Division
- B) Surface Treatment & Protective Coating Division
- C) Corrugated & Paper Packaging Division
- D) Plastic Film Packaging Division

## ADHESIVE TAPE DIVISION

We specialize in all type of adhesive tape. Our objective are become one stop adhesive tape solution centre. Our products included (catalogue attached with spec & applications):

Cellulose tape	Double sided coated tape
Masking tape	Soft pvc insulating tape
Cloth tape	Silver duct tape
Foam tape	Siliconise kraft paper tape
Opp packing tape	Printed opp packing tape
Opp stationery tape	Filament tape
Teflon tape	Floor marking tape
Aluminium foil	Tape etc



We are complying to:

**MS ISO 9001: 2008. REG. NO : AR 0426**

We can provide product specification 9001:2008, product safety data sheet & sgs test report to meet customer's requirement.

We are appointed as distributor of **CICB** brand adhesive tape for east coast of Peninsular of **Malaysia**.

Our brands: **APOLLO, CIC, MASTERS (FON)**

Other brands: **3M, NITTO, SABARINA.**

**PYE**

We recently appointed as the distributor of PYE product for Pahang & Terengganu. Therefore, we take this opportunity to involve into the adhesive & chemical related product for diy, industry & construction hardware. Our products included:

Adhesives                      Cement based products

Fillers Building chemicals

Cleaners	Resin based paint
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Plasters                      Cementitious flooring

## Resin based surface treatment

Decorative textured protective coating

### Protective waterproof coating



Our products are comply to:

**BS EN ISO 9001 : 2008.REG NO :601099-12**

We are appointed as distributor of **PYE** brand adhesive & chemical for pahang & terengganu.

Our brands: **PYE**



## CORRUGATED & PAPER PACKAGING DIVISION

We involved in corrugated & paper packaging since 2010.

Product such as: rsc, hsc, layer pad, pre-die cut box, single facer, paper roll, kraft & medium paper roll etc.



Our brands: **MASTERS FON**

## PLASTIC FILM PACKAGING DIVISION

We also involved in plastic film and plastic beg industry since 2012. Product such as stretch film, zip lock beg, ldpe beg, packing list etc.



More activities on this industry. We are sourcing a new dealership for stretch film industry grade & food grade. Also we are going to introduce stretch film industry grade without paper core.

## MARKETING STRATEGIES



This is our trademark register 2007 for our adhesive tape products.

1.branding is our priority.

2.packaging on plastic bag, inner box, core all well done.

3.lorry advertising on our 3 lorries to promote our value & products.

4.GS1 bar coding on all our masters fon products.

5.marketing promotion during festival: back to school, joint exhibition, free gifts etc. All theafford is worth. Market core demand for masters fon and not reluctant to accept it. Ourchallenge is to maintain our quality since third party factories are OEM our brand. Sop is to continuous audit third party factories & builds up good rapport with qc team.

## BUSINESS AND IT'S FUTURE

### Business Performance & Forecast

\*The management believes PSA Adhesive Tape industries still have many room to grow and more application will develop.

PSA Adhesive Tape industry cover all type segments from oil & gas, chemical, automotive, E&E, wood base i.e. furniture, moulding & plywood, coating, food & beverage, hardware, stationery and retail.



Is our register brand since 2007. Trade mark no: 07023012.

We started with OPP tape, masking tape, foam tape & cloth tape & more range will be included. We engaged third party convertor to manufacture our brand follow with our specification, MSDS, ROHS and our packaging material & design. Since our principal CICB is on going 40 million expansion programme. Thus, we believe once CICB become no 1 adhesive tape manufacturer in Malaysia, it will help us to establish more market share. We will push more brand awareness strategies in East Coast.

We estimate a 10% grow per annum is achievable.

\*Further more with PYE product join in our range. This sector will grow fast. From 60k (2007) grow to 660k (2015). The growth is fantastic, the strategy is continue brand awareness activities i.e. sponsor on advertising sign board and lorry signboard, the effect and result is great.

We also become **PENTENS** partner. A Taiwan well know waterproofing specialist. They have various famous brand in this industry.

Therefore, we expected another **10%** for coming 1 - 3 years.

\***Corrugated & Paper** is trading basic. We are focus on paper related packaging material ie kraft paper, test liner, layer pad, corrugated box, die cut box, doc box printed with our brand.

Since many company & government agency practicing 5s, our document box is growing well.



Expected another **15-20%** for coming 1-3 years.

\***Plastic Film** add on into our range of products. Especially plastic stretch film & jumbo bags especially thicker micron we focus at. We expected another **20%** growth for coming 1 – 3 year

We are continued to gain more dealerships to enrich our product range & market segmentation.