



# *Royal Puspita*

COMPANY PROFILE

# Who we are?

Early in the 90's, Hartati Hartono, a fresh graduate from Toronto, was encouraged by her family to set-up a stuffed-toy manufacturing plant to meet international demand. Dominated by love and fondness for playing with stuffed toys, she took up the challenge and appointed a Korean stuffed toy maker, Ha Jai Soo, whom later become her mentor and business partner. PT Royal Puspita (RP), a small OEM/ODM stuffed toys factory equipped with the 75 sewing machines was then born in 1993 in Parung Kuda-Sukabumi, West of Java. For over 25 years, despite recession period, political uncertainty, and ever changing market trend, RP are able to sustain its growth by producing a wide variety of licence/non-licence products such as stuffed toys, home furnishing cushions, beanbag, toddlers mat, plush backpack and party costumes, etc. with international standard.

Currently, RP is delighted to announce that the small factory has grown to be one of the leading stuffed toys factory in Indonesia employing more than 1800 workers, equipped with up to date manufacturing technology.

## Vision

- > Be a world-class ODM/OEM stuffed toys manufacturer.
- > Be a preferential supplier sought by stuffed toy buyers

## Mission

- > To bring "smile and happiness" to the end user through our buyers' distribution channel throughout the world
- > To help design, develop and produce innovative yet cost efficient products through the synergy of our creative team, manufacturing technology, and quality management control.
- > To establish credible and long term relationships with customers by maintaining close communications and competitive pricing.



# Our Values

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## EXCELLENCE

We constantly strive to be excellent in all that we do.



## CUSTOMERS

We place them at the heart of our business and relentlessly meet their expectations.



## PEOPLE

We develop the talents, reward the exceptional performance and respect the rights of our employees.



## SAFETY

We only do what is safe and stop any unsafe behavior.



# Our Strengths

## DESIGN

Making a character to become “alive” based on 2 dimensional drawing or customer’s imagination is a challenge to stuffed toy designers. Our creative team have the experience to ensure every aspect starting from the design, material evaluation and process implementation will be taken into consideration to provide an innovative, aesthetic, safety yet economical solution.

## PRODUCTION

Cost of good is closely related to the efficiency of a product being manufactured. By integrating the flow of incoming raw material, processing area until finished goods, RP manage to reduce inefficiency in the production process. Apart from that, RP also constantly upgrade its machine technology to increase production pace and precision while simultaneously decreasing human error and material consumption.

## DELIVERY

From years of experience, RP realized that in order to have control over delivery time, adequate storage spaces and constant updating export-import information must be enhanced. By keeping stock of fast moving raw material in the warehouse, allows RP to freely adjust production plan and shipment of finished goods without revamping the agreed contract. Meanwhile, the knowledge of handling custom clearance and freight arrangement are proven to help our export-import team in accelerating the incoming material to the production line or vice-versa the outgoing merchandise to the destination country.

# Our Strengths



## QUALITY ASSURANCE

RP ensure that our operation procedure abide to the stringent quality management system as dictate by ISO 9001. Starting with material and component procurement from qualified vendor till the final product delivery, our quality division carry out preproduction assessment of the material safety data sheet and conduct various testing stages during and/or after production to confirm the end product is accordance to customers specification and expectation. All fabricated goods meet international safety regulations and standards such as EN71, ASTM, SNI-ISO 8124, etc.

## COMPANY COMPLIANCE

In fulfilling several international request, RP factory is designed and regulated to comply with global social and ethical code as required by International Council of Toy Industries (ICTI), Business Social Compliance Initiative (BSCI), National Broadcasting Company Universal (NBC Universal), and The Walt Disney social compliance. Our factory has also adapted terrorism and theft prevention system as determined by Global Security Verification (GSV) for US market and its surroundings



# Our Clients

## INTERNATIONAL



SEGA<sup>®</sup>



GUND<sup>®</sup>



SPIN  
MASTER<sup>™</sup>



H&M



WALT DISNEY



ICONIX



IKEA



NATURE  
PLANET<sup>®</sup>



BANDAI  
NAMCO  
Entertainment



MATTEL<sup>®</sup>

## DOMESTIC



Coca-Cola



BOOKS & BEYOND



U  
ULTRAJAYA



BELVEDERE  
VODKA



SOLEMEN



Kawasaki



Siloam Hospitals



Education First



## FACTORY

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## FACTORY INFORMATION

### Field

Land	20,000 m <sup>2</sup>
Building	10,000 m <sup>2</sup>
Employee	1,600-1,700 people

### Appliance

Sewing machine	840 sets
Press Cutting Machine	10 sets
Heat Cutting Machine	9 sets
Laser Cutting Machine	10 sets
Embroidery Machine	9 sets
Press Eye Machines	7 sets
Ultrasonic Eye Machines	27 sets
Stuffing Machines	3 sets
Metal Detector	2 sets
Sublimation machines	2 sets
Single Heat Transfer	1 set
Paper Transfer Machine	1 set

**Capacity/day** 12,000 - 20,000 pcs

