

KRISBOW®



COMPANY PROFILE

KRISBOW®

ABOUT US

Krisbow Indonesia was founded in 1998 to represent product house brand from Kawan Lama Group, a multisector company that brings value for a better life through 6 (six) business pillars. Triggered by the rapid increase of market demands which required more professional treatment, Management felt the importance of a dedicated Business Unit to specially foster the Brand - which eventually became the origin establishment of PT Krisbow Indonesia in July 2013.

Headquartered in Jakarta, Indonesia, PT Krisbow Indonesia specialize in providing high quality products, ranging from hand tools & electrical tools to machineries & equipment for commercial, industrial, and household needs.

As an emerging company, currently PT Krisbow Indonesia operates a nationwide distribution system that handles over 18,000 products of more than 25 categories. We earnestly focus on innovating our product range to always adapt with the latest trend of customer needs.



VISION

“To Become the Ultimate Choice to provide the right product at the right price for all commercial, industrial and household customers”

MISSION

- To constantly develop a **complete product range** to fulfill all customer needs
- To provide **easy access** to global market through widespread distribution network
- To deliver **quality services** to attain excellent customer experience

MILESTONES

2023

- **1st export to Myanmar** marked the new breakthrough of Krisbow international market expansion

2019

- Obtained the **renewed ISO 9001:2015** certification
- Preparing fundamentals for system, people & products to welcome **Industry 4.0**

2018

- Obtained **ISO 9001:2015** certification
- Launched **Krisbow Mobile App**
- Opened Krisbow Margonda at Depok as **Krisbow Flagship Store**

2016

- Obtained **ISO 9001:2008** certification
- Launched **Krisbow Online Catalog**
- Introduced the new concept of **Krisbow Industrial Store (KIS)** in Bekasi

2013

- **PT Krisbow Indonesia** was established
- Launched **Krisbow.com** as the industrial e-commerce gateway

2005

- Krisbow, the official exclusive brand at ACE stores, established a **retail business**

1999

- **Products extended into 10 lines** by releasing products including material handling, measuring, safety, painting, welding, storage, cleaning, etc. Today, we have more than 25 product categories

1998

- **Krisbow** was introduced as Kawan Lama's house brand
- **3 (three) first product lines:** automotive, service tools & general industries

PRODUCT CATEGORY

ABRASIVE PRODUCT



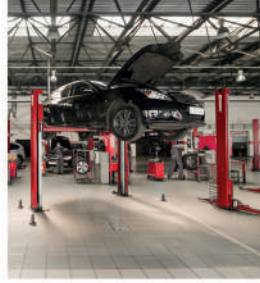
ADHESIVE PRODUCT



AGRICULTURE



AUTOMOTIVE EQUIPMENT



AIR COMPRESSOR



CONSTRUCTION



CUTTING TOOL



ELECTRICAL AND LIGHTING



CLEANING SUPPLIES AND EQUIPMENT



GENERATOR



HAND TOOL



HOSPITALITY AND FOOD SERVICE



LAWN AND GARDEN



PRODUCT CATEGORY

METAL CUTTING MACHINERY



SHEET METAL MACHINERY



MEASURING AND TESTING EQUIPMENT



MATERIAL HANDLING EQUIPMENT



PACKAGING



PAINTING AND COATING



PNEUMATIC TOOL



POWER TOOL



SAFETY AND PROTECTION EQUIPMENT



SECURITY EQUIPMENT



STORAGE SYSTEM



WELDING EQUIPMENT



OUR CUSTOMER

Lining from our vision to become the customer's ultimate choice, we essentially keep on developing our products to serve various business fields including: transportation, industrial, services, automotive, and food & beverage. Our approaches to these businesses are categorized into 3 (three) models.

B2C (Business to Customer)



B2B (Business to Business)
- Small to Medium Companies (Commercial)
- Large & Extra Large Enterprises (Corporation)

**B2G (Business to Government)/
B2A (Business to Administration)**
- Ministry and Government Offices
- State-Owned Enterprises (BUMN)
- Regional-Owned Enterprises (BUMD), etc.



SALES CHANNEL

Actualizing our commitment in providing easy access to the market, to date Krisbow products is available online on our official e-commerce channels and spread nationwide offline through retail stores - thoroughly supported by professional employees.

STORE DISTRIBUTION



Kawan Lama Solution



ACE



DEPO TEKNIK



TOKO PERKAKAS KRISBOW

E-COMMERCE CHANNEL



COMMUNICATION CHANNELS

Join and follow our website and social media channels to keep up-to-date with interesting information such as new products, latest promotions and events.

Download Our e-catalog



www.krisbow.com

VISIT OUR WEBSITE





SUPPLY CHAIN MANAGEMENT

To ensure the smooth product distribution to all customers, Krisbow has three warehouses at strategic locations: Jababeka-Cikarang (240,000 sqm), Tanjung Morawa-Medan (30,000 sqm), and Juanda-Surabaya (6,000 sqm), equipped with modern supply chain management and integrated transport fleet with accurate tracking system.



AFTER SALES SERVICE

Krisbow aftermarket support :

- **Nationwide** after-sales service center
- **Helpful** professional staff and engineers
- **Comprehensive services** from installation, repairing & maintenance, spare part supplies, to calibration
- **Lifetime warranty** on various products



EVENTS

To fulfill our missions, we actively participate in events & exhibitions to cater customers' needs, provide easy access to global market, and deliver quality services.



EXPO CLEAN JAKARTA



MANUFACTURING SURABAYA



GIAS SURABAYA



GIAS MAKASSAR



IPFE YOGYAKARTA



Certificate ID16/03550

ISO 9001:2015

CERTIFICATION

Continues quality improvement to meet customer expectation is the essence to our credibility as your partner of choice

AWARDS

By maintaining both trustworthiness and customer satisfaction, we are able to grow fast and become top choice, proven by a series of achievements we have obtained.



IDEA RUMAH AWARD
Readers' Choice Category :
Tools (2013-2015)



TOP BRAND AWARD
Recognition of Outstanding Achievement in :
Hand Tools (2014-2023)
Power Tools (2017-2023)
Generator Set (2017-2021)
Compressor (2017-2023)
Safe (2015-2023)
Ladder (2015-2023)
Cable Roll (2016-2023)



SUPERBRANDS
Indonesia's Choice
Category :
Hardware Tools
(2014-2015)

