



# **SAMCHEM LUBRICANTS SENDIRIAN BERHAD**

## **Company Profile**

# Company Background



- **Samchem started in Malaysia in 1989.** By 2014, her reach had extended to **Vietnam, Indonesia, Singapore and Cambodia.** In 2018, **Philippines and Myanmar** will be the next targets.
- **Samchem has distribution rights from world-class chemical producers** and has become a major chemical distributor in Malaysia and in the rest of the regions.
- The company was **listed on the Main Board of Bursa Malaysia** on 23 Jun 2009 as **Samchem Holdings Berhad.** Samchem continues to grow our suppliers' businesses.

# Appointed Distributor for World Renowned Chemical Manufacturers



**ExxonMobil**  
Chemical

**PETRONAS**  
**CHEMICALS**

**BASF**  
The Chemical Company

**Shell Chemicals**

**MOMENTIVE**<sup>TM</sup>

**Shell Lubricants**

**VENATOR**

**ShinEtsu**  
SE Tylose GmbH & Co. KG

**Afton**  
CHEMICAL

**PCS**

**Idemitsu SM (Malaysia) Sdn Bhd**

**LANXESS**  
Energizing Chemistry

**Celanese**

**EVONIK**  
INDUSTRIES

**TonenGeneral**

**Mitsui**

**SK global chemical**

**ARKEMA**  
The world is our inspiration

**OM Group borchers**

**LAVIOSA**  
Advanced Mineral Solutions

# Partnership History with Shell



- Samchem's partnership with Shell **started in the mid-90's**
- Since then, the partnership with Shell has expanded into other ASEAN countries that our Company operates in.
- In 2008, Samchem was appointed as the **Process Oil (Catenex & Flavex) distributor** for Shell in Malaysia.
- In 2015, Samchem was appointed as the distributor for **GTL process oil (Shell Risella X) technical grade and (Shell Ordina) food grade** in Malaysia.

# Establishment of Samchem Lubricants



- In September 2016, Shell Lubricants appointed Samchem as the authorised distributor for Shell's range of lubricants in the East Coast States of Pahang, Terengganu and Kelantan. Samchem Lubricants was established, with warehouses and offices set up in Kuantan, Kota Bharu and Mentakab.



## **Pahang Main Office & Warehouse**

Location : Semambu, Kuantan

Storage Capacity :

Indoor 2000 (Drums)

Cargo Truck : 3 Tons (4 units)

Forklift : 1 Unit

Staff : 12

# Establishment of Samchem Lubricants



## Kelantan Office & Warehouse

Location : Padang Tembak, Kota Bharu  
Storage Capacity : Indoor 1500 (Drums)  
Cargo Truck : 3 Tons (1 Unit)  
Forklift : 1 Unit  
Staffs : 6



## Mentakab Office & Warehouse

Location : 13, Jalan Dagang 2, Taman Perindustrian Temerloh, 28400 Mentakab, Pahang.  
Storage Capacity : Indoor 500 (Drums)  
Cargo Truck : 3 Tons (1 Unit)  
Forklift : 1 Unit  
Staff : 4

# Establishment of Samchem Lubricants



- In mid-2017, the appointment was extended to cover the Northern States of Perlis, Kedah, Penang and Perak. Business activities in the northern states are supported by existing infrastructure in Ipoh and Penang



## Penang Office & Warehouse

Address : No.6, Jalan IKS Juru Jaya,  
Taman IKS Juru Jaya, 14100 Simpang  
Ampat, Pulau Pinang

Tel : 04-508 3699

## Ipoh Office & Warehouse

Address : PT 254058, Lebuhr Perusahaan Kelebang 9,  
Kawasan Perusahaan IGB,  
30010 Chemor, Perak Darul Ridzuan.

Tel : 05-292 6555





# Activities, Events & Achievements



25<sup>th</sup> March 2017

TN Industries Sdn Bhd (Now known as Samchem Lubricants Sdn Bhd)  
Roadshow at Swiss Garden, Kuantan



16<sup>th</sup> June 2017

# Samchem Lubricants Sdn Bhd Safety Day & LubeVideocheck Demonstration at Kuantan Branch Office



8<sup>th</sup> December 2017

# Samchem Lubricants Sdn Bhd Product and Technical Services Roadshow at Weil Hotel, Ipoh



市场情报

森化集团 (SAMCHEM) 为了提升工业厂家对壳牌引擎和机械润滑油 (Shell Lubricants) 的认知, 日前首次举办分享会, 特别邀请该公司的专业技术人员讲解各类型润滑油用途, 吸引逾50人前来聆听, 并一同畅谈用后心得。

## 森化與殼牌 攜手開拓 潤滑油王國

森化集团规模庞大, 以销售化工原料为主, 因软硬件设备完善和占尽市场优势, 于2016和2017年受委为壳牌润滑油 (Lubricants) 东海岸和北部的经销商, 几乎据领马来西亚近半的润滑油市场, 以致商誉响海外。

森化集团首席营运员庄伟业受访时表示, 举办这项产品分享会旨在提升该集团顾客对引擎和机械润滑油的认知, 同时也提供顾客最新资讯, 让他们更了解这项产品在本地市场的价值及最新趋势。

“这项分享会获得顾客积极响应, 我们计划明年在多个州属举办更大型的产品分享会, 以让更多顾客受惠。”

他说, 森化集团自1989年创办至今已将近30年, 主要在马来西亚、越南、印尼、新加坡和柬埔寨营运。

### 销售逾500项产品

该公司于2009年上市后, 开始扩展业务, 同时放眼成为全马排名第一的化工原料分销公司, 除了吉隆坡总公司, 也在全国各地设立8家规模和设备完善的分行, 包括檳城、怡保、柔佛、关丹、文德甲、吉兰丹、沙巴及砂拉越, 迈向建立化学品分销王国目标。

“在我们不断积极推动和拓展业务之下, 该集团于2017年的营业额估计将达9亿令吉, 同时计划在不久的将来进军菲律宾和缅甸, 开拓新市场。”

他说, 该集团目前销售500项产品于超过6000名客户, 其中包括与壳牌化学合作长达28年之久, 并于2016年9月时, 受委为壳牌润滑油 (Lubricants) 东海岸经销商, 把各种机械润滑油分销至彭亨、登嘉楼及吉兰丹, 持续创下极佳的销售量。



潘加达 (第二排左四起)、黄佩盈和庄伟业在分享会后, 与Samchem Lubricants有限公司专业团队及出席者合照留念。



黄佩盈 (左) 和庄伟业受访时说, 森化集团计划未来将持续积极扩展壳牌润滑油业务, 负责销售和发送, 为顾客带来最佳服务。

### 各州設分行提供服務 再受委為北部經銷商

壳牌润滑油连续10年创下全球销量第一, 除了提供优质产品之外, 营销过程中也长期关注客户的需求, 从中提升产品的质量, 强化自家品牌的知名度与市场占有率。由于该公司和集团的经营理念一致, 因而常年保持“唇齿相依”的关系, 一起并肩作战, 开创润滑油王国。

庄伟业披露, 由于该集团和公司常年维系着紧密的合作关系, 同时拥有完善系统设备、精英团队及良好的安全措施, 再获该公司的赏识, 于2017年7月再次受委为北部经销商。

“这次主要分销润滑油至4州属, 即是霹靂州、峇城、吉打及玻璃市, 在短短1年内, 几乎占尽马来西亚近半的润滑油市场。”

他透露, 森化集团计划未来将持续积极扩展壳牌润滑油业务, 同时会在各州属设立设备完善的销售分行, 提供销售和发送服务, 为顾客带来最佳体验。

他指出, 该集团除了销售品质优良的壳牌润滑油, 也会提供一系列售后咨询服务, 协助顾客深入了解产品用途, 包括专业团队亲身指导使用润滑油的正确方式, 提供各种培训机会和课程, 运用先进光学工具检查发动机内部零件, 以及评估引擎或设备的状况, 让他们从中自我增值, 受益良多。

他表示, 该集团欢迎有兴趣拓展润滑油业务至海外的顾客与他们洽谈运营策略, 同时愿意在各方面给予配合, 以协助他们开拓新市场。出席者尚有Samchem Lubricants有限公司顾问潘加达和市场经理黄佩盈。



9<sup>th</sup> March 2018

SHELL National Sales Conference Award Presentation @ Miri, Sarawak



- **Top Distributor Awards**
- **Distributor Achiever Awards**
- **Top DFLTS Awards**



9<sup>th</sup> March 2018

- **Top Distributor Awards 2017**
- **Distributor Achiever Awards 2017**
- **Top DFLTS Awards 2017**



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### Samchem Lubricants Sdn. Bhd. (0580747-V)

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(Main Office/Warehouse)

Lot 73-75, Semambu Industrial Estate, 25350, Kuantan,  
Pahang, Malaysia

**Samchem Lubricants Sdn. Bhd.**  
(Sales Office/Warehouse)

Lot 3150-C, Mukim Kemumin, 16100, Jajahan Kota Bharu,  
Kelantan Darul Naim, Malaysia

**Samchem Lubricants Sdn. Bhd.**  
(Sales Office/Warehouse)

No. 13, Jalan Dagang 2, Taman Perindustrian Temerloh,  
28400, Mentakab, Pahang, Malaysia

**Samchem Lubricants Sdn. Bhd.**  
(Sales Office/Warehouse)

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