

# FON PACKAGING SDN BHD

(Company No: 618045-P)



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# FON PACKAGING SDN. BHD.

(618045-P)

## QMSM-03 QUALITY POLICY STATEMENT

It is always our policy to consistently supplying of quality packaging materials, adhesive tapes, adhesive and surface treatment and protective coating products to our customers.

Our commitments are as follow:

- ❖ to understand and meet customer needs and requirements.
- ❖ to delivery products on a timely basis.
- ❖ to provide quality sales support and after-sales services
- ❖ to continually improve our quality management system processes

# COMPANY PROFILE

## 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.

E-MAIL: [mastersfon@gmail.com](mailto:mastersfon@gmail.com)

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.

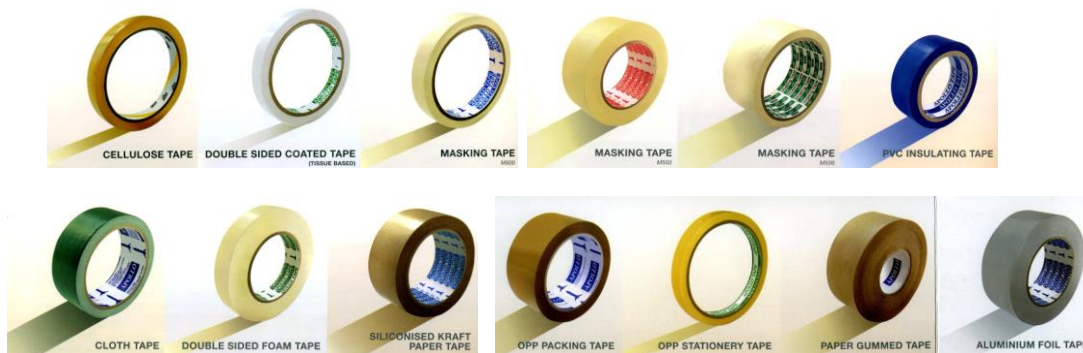
- A) Adhesive tape division
- B) Surface treatment & protective coating division
- C) Corrugated & paper packaging division
- D) Plastic film packaging division

## 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  
Masking Tape  
Cloth Tape  
Foam Tape  
OPP Packing Tape  
OPP Stationery Tape  
Teflon Tape  
Aluminium Foil Tape Etc

Double Sided Coated Tape  
Soft PVC Insulating Tape  
Silver Duct Tape  
Siliconise Kraft Paper Tape  
Printed OPP Packing Tape  
Filament Tape  
Floor marking Tape



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.**

## SURFACE TREATMENT & PROTECTIVE COATING DIVISION

### **A.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     |
| 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**

### **B. PENTENS**

Taiwan well knows surface treatment & coating manufacturer.



## 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:



## 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

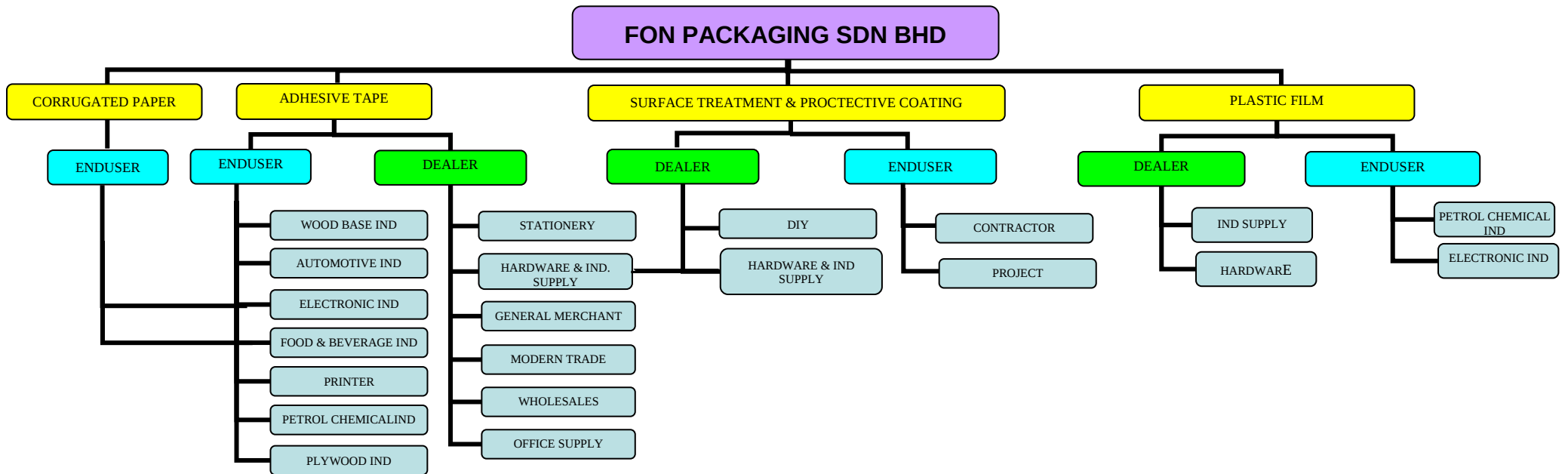


This is our trademark register 2007 for our adhesive tape products.

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. GS 1 Bar coding on all our Masters Fon products.
5. Marketing promotion during festival: Back to School, Joint Exhibition, free gifts etc. All the afford is worth. Market core demand for Masters Fon and not reluctant to accept it. Our challenge 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.

# FON PACKAGING SDN BHD

## MARKET SEGMENTATION



# 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 we ll.



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

\***Plastic Film** add on into our range of products. Especially plastic stretch film & jumbo bag 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.

# THE MANAGEMENT

## The Management Team Obtained

1. Mr. Alex Hin (MD) B. Science Agribusiness in 1991. Joined 3M (world no 1 adhesive tape leader). Later join local adhesive tape and label stock company to established branch office & warehouse facility in east coast until 2002. 23 years experience in label stock, adhesive tape in east coast.
2. Mr. Cheong Yew Wai (Sales Manager)  
12 years experience in adhesive tape industries for dealers and end users.
3. Mr. Ho Chee Leong (Sales Manager)  
30 years sales experience in hardware industry in east coast market.
4. Ms Leong Shu Moi (Senior Account Executive)  
More than 8 years accounting experience in trading & manufacturing environment.
5. Ms Nurhidayu bt Hashim (Account Executive)  
Diploma in Marketing from IKIP. More than 5 years experience is logistic, customer service & account.

# LATEST DEVELOPMENT

SMECORP



SCORE RATING

2009 - 2015



Ruj. Kami : SMECORP: PHG 680/2

Tarikh : 27 Mei 2014

En Hin Cheng Fat  
Pengarah Urusan  
FON Packaging Sdn. Bhd  
No 18, Jln IM 14/6  
Kaw Perindustrian Indera Mahkota 14  
25200 Kuantan  
PAHANG DARUL MAKMUR.

Tuan,

## KEPUTUSAN PENILAIAN PROGRAM SCORE

Sukacita dimaklumkan bahawa SME CORP. MALAYSIA telahpun selesai menjalankan penilaian terhadap syarikat tuan bagi Program *SME Competitiveness Rating for Enhancement* (SCORE) dan keputusan adalah seperti di bawah :

Nama syarikat : FON Packaging Sdn. Bhd.  
Rating terkini : 3 STAR (*SCORE Radar Diagram* dilampirkan)  
Tempoh Sah Laku : 27 Mei 2014 – 26 Mei 2015

2. Sekiranya terdapat sebarang pertanyaan, pihak tuan bolehlah menghubungi saya di talian 09-5126676 atau emel: [masnani@smecorp.gov.my](mailto:masnani@smecorp.gov.my).

Sekian, terima kasih.

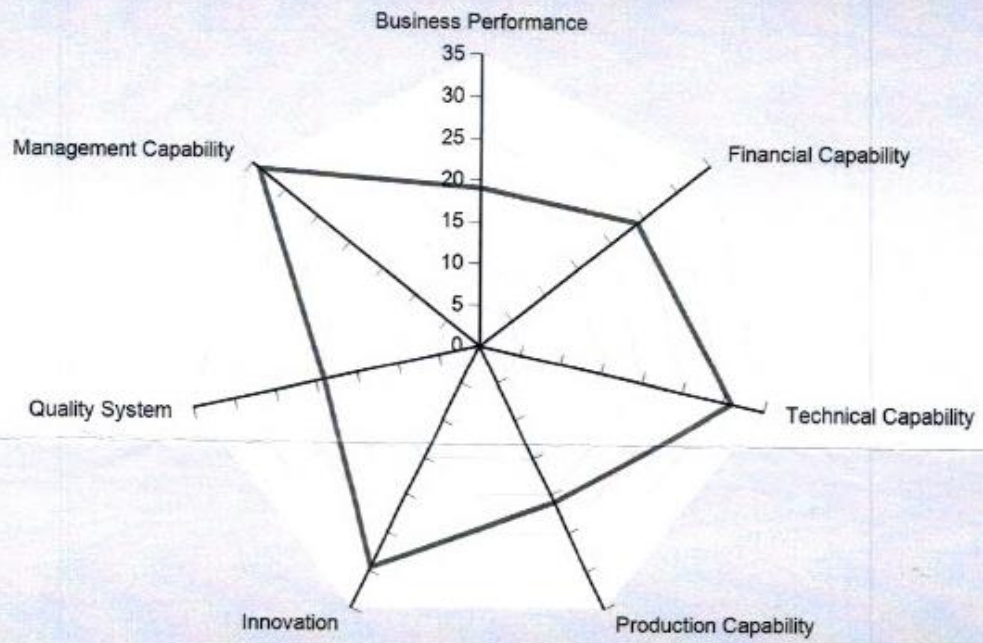
**"BERKHIDMAT UNTUK NEGARA"**

**'SATU MALAYSIA, RAKYAT DIDAHULUKAN, PENCAPAIAN DIUTAMAKAN'**

  
(MASNANI HJ BASHIRUN)  
b.p Ketua Eksekutif  
SME Corp Malaysia

| Company Name            | Model               |
|-------------------------|---------------------|
| FON PACKAGING SDN. BHD. | Manufacturing & MRS |

— 2014





### CERTIFICATE OF APPROVAL

This is to certify that the Quality Management System of:

**Fon Packaging Sdn. Bhd. (618045-P)**  
**No. 18, Jalan IM 14/6**  
**Kawasan Perindustrian Indera Mahkota 14**  
**25200 Kuantan, Pahang**  
**Malaysia**

has been approved by Lloyd's Register Quality Assurance  
 to the following Quality Management System Standards:

**ISO 9001:2008**  
**EN ISO 9001:2008**  
**BS EN ISO 9001:2008**  
**MS ISO 9001:2008**

The Quality Management System is applicable to:

**Supply of packaging materials and adhesive tapes products.**  
**Supply of surface treatment and protective coating products**  
**for construction industry.**

Approval  
 Certificate No: KLR 6015926 A

Original Approval: 03 December 2012

Current Certificate: 03 December 2012

Certificate Expiry: 02 December 2015

*[Signature]*

Issued by: Lloyd's Register of Shipping (M) Bhd



MS ISO/IEC 17021:2006  
 CR 12022007 CR 06

This document is subject to the provision on the reverse  
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 This approval is carried out in accordance with the LRQA assessment and certification procedures and monitored by LRQA.  
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### CERTIFICATE OF APPROVAL

This is to certify that the Quality Management System of:

**Fon Packaging Sdn. Bhd. (618045-P)**  
**No. 18, Jalan IM 14/6**  
**Kawasan Perindustrian Indera Mahkota 14**  
**25250 Kuantan, Pahang**  
**Malaysia**

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**construction industry.**

Approval  
 Certificate No: KLR 6015926

Original Approval: 03 December 2015

Current Certificate: 03 December 2015

Certificate Expiry: 14 September 2018

*[Signature]*

Issued by: Lloyd's Register of Shipping (M) Bhd  
 for and on behalf of Lloyd's Register Quality Assurance Ltd.



Lloyd's Register of Shipping (M) Bhd (111008-K), Suite 21-04, Level 21, Menara Tan & Tan, 207 Jin Tun Razak, 50400 Kuala Lumpur, Malaysia  
 For and on behalf of Lloyd's Register Quality Assurance Ltd., 1 Trinity Park, Bickenhill Lane, Birmingham, B37 7ES, United Kingdom

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