Bahtera
Adi Jaya

Formulating Value

Headquarters

Semarang

Kawasan Industri Candi Jalan Gatot Subroto
Blok 19 Kav. 35, Kec. Ngaliyan, Kel. Ngaliyan
Semarang 50185

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+6224 7626 993

+6224 7627 001

www.bahteraadijaya.com

FORMULATING VALUE

Company Profile







2021/2026

PT Bahtera Adi Jaya



Welcome to Bahtera

As a specialty chemical distributor, we work in close partnership with our partners to manifest supply chain efficiency and high quality to formulate value for the industry and the people.

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ABOUT Bahtera

Bahtera is a specialty chemical distributor with an extensive product lineup that covers numerous industries from personal care to agriculture.

Through technologically driven production and inventory management, in-depth market research, as well as rigorous quality control, we have helped big industry names formulated various products for the market through a world-class supply chain system. Backed by a solid team of experienced experts, we will continue to innovate with passion and integrity to bring safe and effective essential products to the market for better quality of life.





Company Overview

Key Performance



Our Coverage

Bahtera has offices and warehouses in strategic locations across three of Indonesia's largest cities for full coverage across the country.



Tangerang (Branch Office)

Kawasan Pergudangan Taman Tekno
BSD City Sektor XI Blok G3 No. 30
Kec. Setu, Tangerang Selatan,
Banten 15310

Semarang (Headquarters)

Kawasan Industri Candi
Jalan Gatot Subroto Blok ¶9 Kav. 35,
Kec. Ngaliyan, Kel. Ngaliyan
Semarang 50185

Surabaya (Branch Office)

Jl. Margomulyo No. 70
Tambak Sarioso, Asemrowo
Surabaya 60183

Warehouses

- Jakarta 1 (Dry Storage)
- Jakarta 2 (Cold Storage)
- Jakarta 3 (Pharma Storage)
- Cikarang (Dry Storage)
- Semarang 1 (Dry & Cold Storage)
- Semarang 2 (Dry Storage)
- Surabaya (Dry & Cold Storage)
- Sidoarjo (Dry Storage)

SEMARANG
Headquarters







TANGERANG
Branch Office





Our facilities in Semarang, Jakarta, and Surabaya house our continuous Research & Development activities and close collaboration with our partners.

All of our office locations are carefully selected for the most efficient communication and distribution covering the entire country from west to east.

SURABAYA
Branch Office





WAREHOUSE







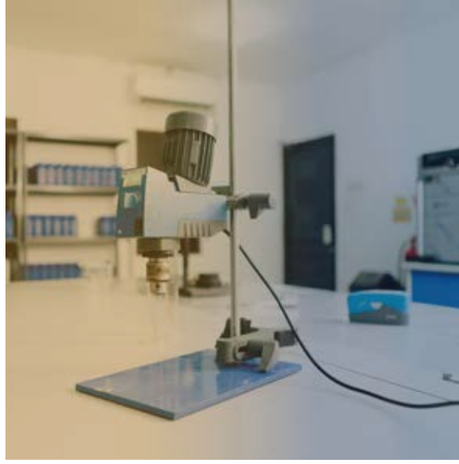


Spanning an area of 8,500 m2+, our 7 warehouses are designed for optimal flow and efficiency.

PBF-certified warehouse
CDOB-certified warehouse
Cold storage











APPLICATION LAB

Application Lab & Mini Kitchen

At the Application Lab & Mini Kitchen, our dedicated team prototypes and formulates innovative products based on latest trends or our partners' specific requests.

Each Application Lab features industry-standard equipment for the different industries we serve. Through the Application Lab & Mini Kitchen, we continue to work together with our partners to create innovative products to meet the demands of the ever-changing market.

MINI KITCHEN



OUR TECHNOLOGY



At Bahtera, we envision a supply chain future of efficiency, productivity, and excellence.

A big part of this is the use of technological advancements in our operation and services. Our entire operation is centralized in one internal communication platform and various management infrastructures for different functions.

This provides us with digital footprints and an integrated process for improved accuracy and seamless management in coming up with effective solutions for your business.



OUR VALUES

Value creation is the goal of everything we do. It is the end game in every partnership, in our pursuit of **efficiency, and in our commitment** to quality – achieved through our constant effort to be ALIVE.

Alive

Affinity
Sharing a common goal with partners, principals, and employees.

Luminosity
Inspiring all stakeholders to be more impactful and to be better.

Integrity
Upholding professional-ism and accountability in everything we do.

Vehemence
Doing everything with passion.

Evolution
Constantly adapting to the need of the market, the people, and all partners.

Bahtera continuously finds new ways to work more efficiently and productively to provide the most effective essential products to the people.

PURPOSE

To provide the people with ***essential products*** that are safe and effective for ***better quality of life.***

VISION

To be an inspiration in the creation of ***a globally recognized*** upstream supply chain through ***increased productivity and effectiveness.***

MISSION

To add value as the ***preferred supply chain partner*** through close ***partnership,*** supply chain ***efficiency, and quality*** maintenance delivered by a team of passionate people.









Milestone

Established in 2000 as a chemical and adhesive distributor, PT Bahtera Adi Jaya has been constantly growing and expanding into a versatile specialty chemical distributor

2000
- Established
- Appointed as adhesive and chemical distributor for Henkelv

2006
- Appointed to handle agro and specialty solutions for Cognis

2011
- Began distributing for the coating segment of Cognis
- Obtained ISO 9001:2008 for Quality Management System

2012
- Began acting as distributor of food performance ingredients for BASF

2013
- Appointed as distributor for the medical devices business of NUSIL

2020
- Entered the pharmaceutical and animal health industries.
- Set up the PBF warehouse.
- Began distributing research chemicals for Honeywell.

2021
- Bahtera began the digital transformation journey, focusing on automation & simplification of many manual processes

2022
- Bahtera won Indonesia Best Business Transformation Award 2022 by SWA Magazine

2024
- Bahtera placed the first stone in a ground-breaking ceremony for Bahtera's new office building

2025
- Inauguration of Bahtera Distribution Centre Cold Storage
- Inauguration of Bahtera New Laboratory

Management Profile



TJANDRA NJOTO WINARSO
Commissioner

For decades, Tjandra Njoto Winarso has set up and run a number of companies in several industries from heavy equipment leasing, trucking and logistics, third-party logistics, to a rural bank. He has been a Commissioner of Bahtera since 2009. He is also acting as Commissioner for PT Energi Bumi Sakti since 2013 and PT Adil Jaya since 2014.

DARYUDI
President Commissioner

Daryudi has more than four decades of experience in the chemical industry. He began his career as a Sales Executive at PT Grand Multi Chemicals in 1979. He then worked for PT Zeta Aneka Kimia, entrusted to lead the company's adhesive, personal care, chemical, and coating and ink business in Central Java after four years. He established PT Bahtera Adi Jaya in 2000 as a distributor of PT Cognis Indonesia. Today, Mr. Daryudi is actively involved in setting and monitoring Bahtera's long-term and short-term development goals.

NOVITA MELIZA WINARSO
President Director

Novita Meliza Winarso has amassed years of experience as an accountant and auditor. After working for the Singapore office of a New Zealand hotel, she worked as an Auditor for SK Cheong & Co then as an Account ant for Tricor Group handling clients' book keeping and payroll. She graduated from the University of London with a Bachelor's Degree in Accounting and Finance.

Upon her return to Indonesia, Ms. Winarso joined Bahtera as Operational GM. In her position, she has streamlined and digitalized the company's operational system for improved accuracy and efficiency. Now, she manages the company as a President Director, dedicated to steering the organization towards innovation, sustainable growth, and industry leadership.

DJWA DANIEL GUNNAR HUTOMO
Managing Director

Following his brief stint as a Universal Banker and later Assistant RM at Citibank, Djwa Daniel Gunnar Hutomo joined the Sales Team of Bahtera. After four years, he was promoted to Business GM to lead the sales growth of the company. Mr. Hutomo graduated with honors from the Singapore Institute of Management under the University of London Program with a Bachelor's Degree in Accounting and Finance.

As the Business GM, he has led the company in setting target and strategy for the benefit of the employees, partners, principals, and shareholders. Now, he takes up on a new challenge as the company's Managing Director, committed to driving business excellence, fostering strategic partnerships, and delivering exceptional value to our clients and stakeholders.



INDUSTRIES

Formulating value together through more efficient supply chain and better quality control under a close partnership in bringing safer and more effective essential products to the market.

For 20 years, we have walked hand in hand with our partners formulating the highest quality of chemicals into the highest quality of products.

Right from the conceptualization stage, our dedicated team provides valuable market and technical insights for the development of more effective and marketable products.

We will then help you turn this vision into reality through more efficient inventory management, production, and quality control process backed by advanced IT infrastructure.

OUR PROCESS

01

Marketing consultation based on in-depth research and survey.
We develop a product concept and prototype based on market trend and your needs. In analyzing latest market trend, we conduct in-depth market research and survey to be translated into marketable and effective products.

02

Controlled formulation with market feedback.
Based on your request, we formulate your products using world-class equipment at our Application Lab and Mini Kitchen. Every formulation is tested for stability and market feedback. The formulation is then further refined based on your feedback until you get the product you want.

03

Commercial proposal tailored to your business needs.
Once you find the product you want, we will provide you with a commercial proposal. Every proposal is tailored to your lead time and budget considerations.

04

Supply chain management for increased efficiency.
We work closely with you on supply need forecasts and inventory update to ensure continuous stock availability. Through sizeable warehousing facility, digitalized inventory management system, and statistical consumer behavior prediction, we maintain accurate and smooth inventory management and customer delivery for you under flexible business models.

PERSONAL & HOUSEHOLD CARE

Innovative solutions, powered by expertise and quality materials.

Bahtera provides a comprehensive range of raw chemicals for various personal and household care products. Our team of experts is dedicated to helping you create dynamic, customer-focused products, ensuring quality and innovation in every offering.



Bahtera

- AIR CARE
- BABY & CHILD CARE
- BATH & SHOWER
- BLEACH
- BODY CARE
- DECORATIVE COSMETICS
- DEODORANTS
- DEPILATORIES
- DISHWASHING
- FACE CARE
- FOOD SERVICE & KITCHEN HYGIENE
- FRAGRANCES
- HAIR CARE
- HOME INSECTICIDES
- LAUNDRY CARE
- MENS GROOMING
- ORAL CARE
- POLISHES
- SKIN CARE
- SUN CARE
- SURFACE CARE
- TOILET CARE
- VEHICLE & TRANSPORTATION CARE



AGRO & ANIMAL CARE

Nurturing Seamless Growth

Bahtera is your dedicated partner in optimizing cultivation and ensuring the well-being of livestock. From cutting-edge crop innovations to compassionate animal care products, we empower your journey towards sustainable agriculture and thriving animal husbandry.

Bahtera

- ANIMAL FEED MILL
- ANIMAL MEDICINE
- AQUACULTURE
- BEEKEEPING (APICULTURE)
- CAMEL & LIAMA FARMING
- CATTLE RANCHING
- CROP NUTRIITION
- DIARY FARMING
- DEER FARMING (CERVICULTURE)
- EMULSION CONCENTRATE PESTICIDE FORMULATOR
- EXOTIC ANIMAL FARMING
- HORSE BREEDING
- PET BREEDING & COMPANION ANIMAL CARE
- PLANTATION
- POULTRY FARMING
- RABBIT FARMING
- SEED COATING
- SILK PRODUCTION (SERICULTURE)
- SOLUBLE LIQUID PESTICIDE FORMULATOR
- SUSPENSION CONCENTRATE PESTICIDE FORMULATOR
- WET POWDER PESTICIDE FORMULATOR
- NON-IONIC SURFACTANTS



INDUSTRIAL SOLUTIONS

At the nexus of innovation for your industrial needs.

Bridging diverse sectors, from the vibrancy of inks and textiles to the resilience of construction and rubber, Bahtera harness cutting-edge technology and deep-rooted expertise to drive transformation.

Bahtera

- BUILDING & CONSTRUCTIONS
- COATINGS, ADHESIVES, SEALANTS & ELASTOMERS (CASE)
- EMULSION POLYMERIZATION
- INKS
- LEATHERS
- METAL WORKING FLUIDS
- PLASTICS
- RUBBER
- TEXTILES
- WOOD PROCESSING MATERIALS

FOOD & BEVERAGES

A reliable partner for food performance ingredients

We specialize in delivering premium performance ingredients that redefine the art of food and beverage. From enhancing flavors to optimizing textures, we are committed to elevating your culinary creations and ensuring a delightful experience with every bite.



Bahtera

- ALCOHOLIC BEVERAGES
- BAKERY
- BAKING & DESSERT PREMIXES
- BEVERAGE PREMIXES
- CHOCOLATES & CONFECTIONERY
- CONDIMENTS & SEASONINGS
- COOKIES, CRACKERS & SNACKS
- DAIRY & DAIRY ALTERNATIVES
- EDIBLE OILS & FATS
- FLOUR
- FOOD & BEVERAGE PROCESSING
- FROZEN & CANNED FOODS
- FROZEN DESSERTS
- INSTANT MEALS
- MEAT & MEAT ALTERNATIVES
- NON ALCOHOLIC BEVERAGES
- SAVORY PREMIXES

HEALTH & HYGIENE

Formulating Holistic Wellness

From health supplements to hygiene essentials, we believe in the power of proactive care. We offer our partners solutions that are designed to enhance overall well-being, providing a foundation for a healthy and fulfilling lifestyle.

Bahtera

- BABY & ADULTS DIAPERS
- COMMERCIAL LAUNDRY CARE
- FEMININE HYGIENE
- INDUSTRIAL CLEANING
- INSTITUTIONAL CLEANING & SANITAZION
- MEDICAL CONSUMABLES
- MEDICAL DEVICES
- PHARMACEUTICALS
- TOPICAL MEDICATION
- WET WIPES



PAPER PACKAGING & EXPORT

Innovating Sustainable Solutions in Paper Packaging & Export Industry

The Paper Packaging & Export industry encompasses the manufacturing, distribution, and exportation of paper-based packaging materials. With a focus on innovation and sustainability, we provide customized packaging solutions tailored to meet the unique needs of our clients across various industries.

Bahtera

- WOOD PROCESSING MATERIALS
- RHEOLOGY MODIFIER
- DEFOAMER
- SA LATEX
- LUBRICANT



Principals

We collaborate with prolific specialty chemical producers that share our commitment to quality and our vision of efficient supply chain.

BASF We create chemistry

avantor™ | NuSil™

FUMEI Better by Innovation

NL

ADISSEO A Bluestar Company

BioAnalyt

BATAI

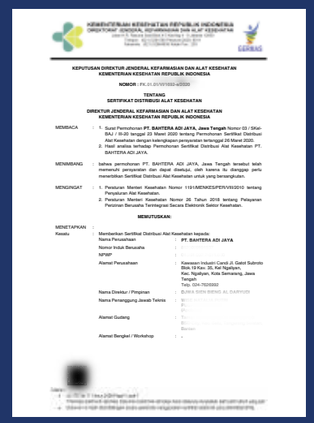
Gnosis by Lesaffre

STOCKMEIER CHEMIE

BLUE AQUA Sustain Our Future

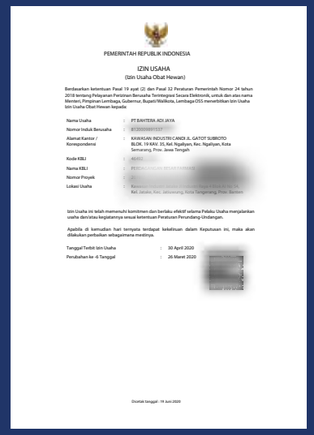
greenwell

Certificates


KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
DIREKTORAT JENDERAL KEFARMASIAN DAN ALAT KESEHATAN
KEPUTUSAN DIREKTUR JENDERAL KEFARMASIAN DAN ALAT KESEHATAN
NOMOR : PK.01.05/1/1022-x/2020
TENTANG
SERTIFIKAT DISTRIBUSI ALAT KESEHATAN
DIREKTUR JENDERAL KEFARMASIAN DAN ALAT KESEHATAN
KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
MENIMBANG
MENGINGAT
MENETAPKAN
Kesatu
Nama Perusahaan : PT. BAHTERA ADI JAYA
Nomor Induk Berusaha :
NPWP :
Alamat Perusahaan : Kawasan Industri Candi Jl. Gatot Subroto Blok 19 Kav. 33, Kel. Ngaliyan, Kec. Ngaliyan, Kota Semarang, Jawa Tengah
Telp. 024-7520922
Nama Direktur / Penjmab :
Nama Penanggung Jawab Teknis :
Alamat Gudang :
Alamat Bengkel / Workshop :


KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
DIREKTORAT JENDERAL KEFARMASIAN DAN ALAT KESEHATAN
KEPUTUSAN DIREKTUR JENDERAL KEFARMASIAN DAN ALAT KESEHATAN
NOMOR :
TENTANG
SERTIFIKAT DISTRIBUSI ALAT KESEHATAN
PT. BAHTERA ADI JAYA
DIREKTUR JENDERAL KEFARMASIAN DAN ALAT KESEHATAN,




PEMERINTAH REPUBLIK INDONESIA
IZIN USAHA
(Izin Usaha Obat Hewan)
Berdasarkan ketentuan Pasal 19 ayat (2) dan Pasal 32 Peraturan Pemerintah Nomor 24 tahun 2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, untuk dan atas nama Menteri, Pimpinan Lembaga, Gubernur, Bupati/Walikota, Lembaga OSS menerbitkan Izin Usaha
Izin Usaha Obat Hewan kepada
Nama Usaha : PT. BAHTERA ADI JAYA
Nomor Induk Berusaha :
Alamat Kantor / Korespondensi : KAWASAN INDUSTRI CANDI JL. GATOT SUBROTO BLOK 19 KAV. 33, Kel. Ngaliyan, Kec. Ngaliyan, Kota Semarang, Prov. Jawa Tengah
Kode KBLI :
Nama KBLI :
Nomor Proyek :
Lokasi Usaha :
Izin Usaha ini telah memenuhi komitmen dan berlaku efektif selama Pelaku Usaha menjalankan usaha dan/atau kegiatannya sesuai ketentuan Peraturan Perundang-Undangan.
Apabila di kemudian hari ternyata terdapat ketidaksan dalam Keputusan ini, maka akan dilakukan perbaikan sebagaimana mestinya.
Tanggal Terbit Izin Usaha : 30 April 2020
Perubahan ke -0 Tanggal : 26 Maret 2020
Dicetak tanggal : 19 Juni 2020


BADAN PENGAWAS OBAT DAN MAKANAN
SURAT IZIN
Cara Distribusi Obat yang Baik


IDSurvey
CERTIFICATE
Certificate No. QSC 00918
SUCOFINDO INTERNATIONAL
PT. BAHTERA ADI JAYA
Head Office : Kawasan Industri Candi Blok 19 Kav. 33 Ngaliyan, Semarang, Jawa Tengah
Cabang Jakarta :
Kawasan Industri Jatake Jalan Industri Raya II Blok JR, Tapos Raya, Jati, Cikupa Tangerang, Banten
Komplek Taman Tekno sektor IX blok D-2 no 30, RT. 003/004 Tangerang Selatan - Banten
Kantor Surabaya :
Jalan Margomulyo 70, Kelurahan Tambak Sarioso, Kecamatan Asemrowo, RT. 01 RW. 01, Kota Surabaya , Jawa Timur
SNI ISO 9001:2015
Sistem Manajemen Mutu / Persyaratan
Quality Management System - Requirements
Ruang lingkup sertifikasi :
The scope of certification :
Distributor Bahan Kimia.
Chemical Distributor.
SECTOR CODE : 29
IAF
KAN


PEMERINTAH BANTEN
DISTRIBUSI
NKV


PEMERINTAH JAWA TIMUR
DISTRIBUSI
NKV


PEMERINTAH BANTEN
DISTRIBUSI
NKV

SOLUTIONS

Everything starts with an idea.

At Bahtera, we believe that developing quality products requires close collaboration right from the start. Beyond a distributor, we will be your partners in developing products that work for the market through an efficient and optimal process using a three-pronged approach.

Bahtera Marketing Solution

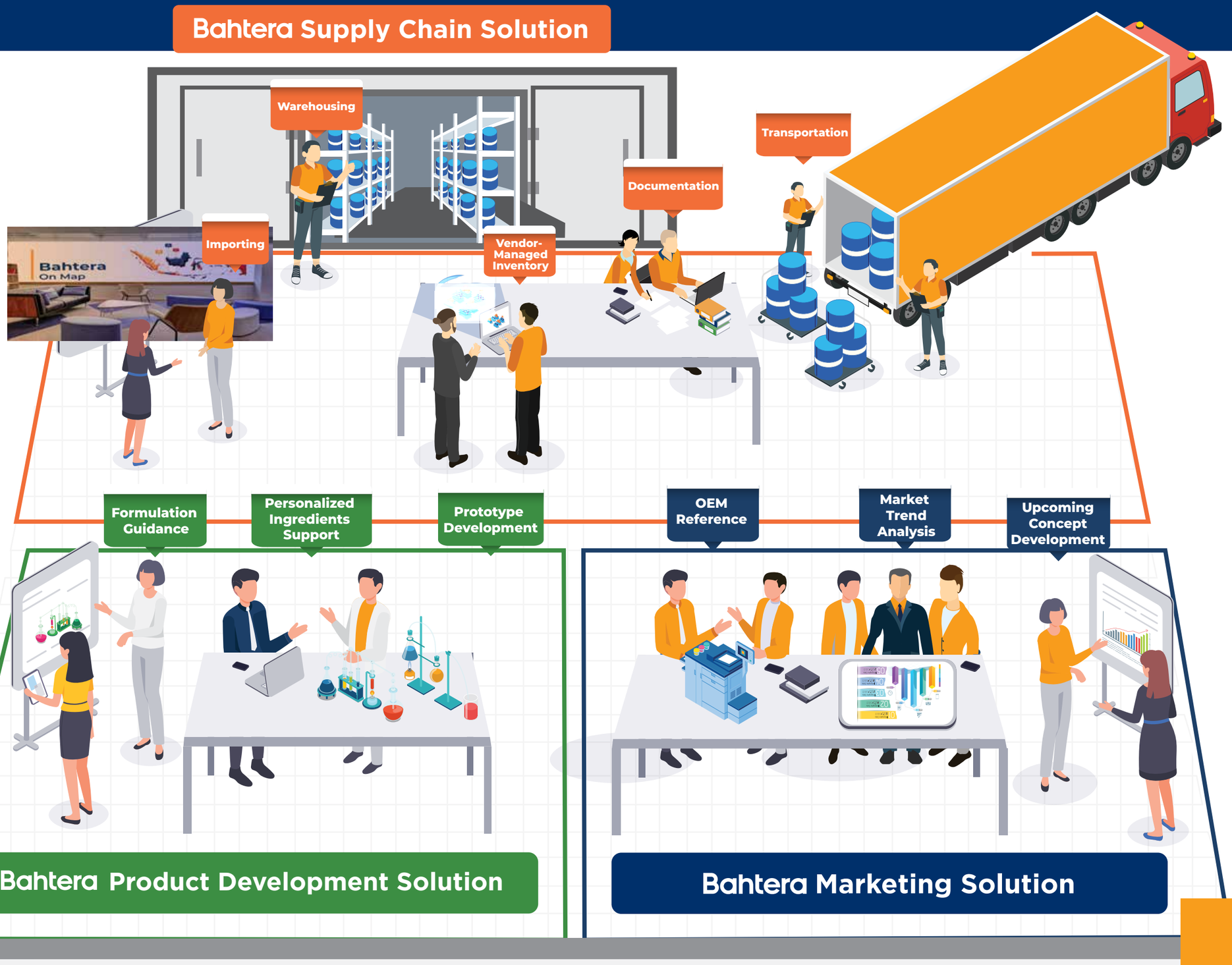
Our marketing team conducts continuous market research to keep up with the latest market trends analytics. This allows us to give you valuable insights in the development of truly marketable products.

Bahtera Product Development Solution

We provide customer-oriented ingredients and product personalization for clients. This is supported by our formulation guidance and prototype development services designed to drive continuous innovation.

Bahtera Supply Chain Solution

Our purchasing and logistic team will manage your inventory for more cost efficient inventory management and transportation as well as centralized production process.



PT Bahtera Adi Jaya