



PT. SUMBER NIAGA HARAPAN



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About Us

PT. Sumber Niaga Harapan is an Indonesian Manufacturer's Representative and Co-Packing Partner for ready-to-eat seafood products. As the officially appointed representative, we connect global buyers with certified Indonesian Co-Packing Manufacturers while also filling the gap of services between factory's capability and customer's needs.

Our core value lies in providing end-to-end Private Label Consultation, Creation, and Design Services, paired with our manufacturers co-packing capabilities, making us the ideal partner for customers launching new brands, product lines, or refreshing brand visuals.

Beyond these services, we also act as your Quality Control (QC) Supervisor on the ground, conducting inspections and leveraging our strong relationship with manufacturers to negotiate for more flexibility in sales terms & conditions (T&Cs).

With our combination of services and partners, we are uniquely positioned to serve clients across the retail, private label, and food service sectors.

Connect with us today to discover how we can benefit your business.



Vision

To be the top Export Management Company and Co-Packing partner, enriching global markets with export-quality Indonesian seafood products and delivering exceptional value to customers through our strong network of Indonesian companies.

Mission

1. Client Empowerment:

To empower new and growing global brands by providing integrated co-packing expertise and full-service private label consultation, transforming brand concepts into market-ready RTE seafood products.

2. Trade Integrity:

To ensure trade integrity and product accuracy by acting as the customer's On-the-Ground Quality Control Supervisor, guaranteeing that all production and shipping processes are delivered as per customer's order.

3. Indonesian Network Benefit:

To leverage our strong relationships with certified Indonesian manufacturers to offer greater negotiation advantage, competitive pricing, and flexible trading terms, particularly for customers new to the Indonesian commercial network.





Partner Manufacturers



We partner with manufacturers that transform quality seafood into premium pasteurized crabmeat and a diverse range of canned seafood products. Their modern facility is designed to meet global food safety and quality standards, ensuring the satisfaction of our customers worldwide.

#1 Stringent Facility Hygiene

Our commitment to world-class food safety begins with strict hygiene and sanitation protocols that govern every aspect of our partnered production facility. To prevent potential contaminants that could compromise our product's hygiene, comprehensive hygiene and sanitation protocols are enforced on all individuals entering production areas.



#2 Precise Processing

To ensure consistent product quality and safety, our product's cooking process strictly complies with guidelines that have been validated by an external Food Process Authority. Routine inspection is also done to ensure uniform heat penetration and heat distribution across all products. This ensures the elimination of all harmful bacteria and consistent food safety.

For seaming process, equally strict standards also apply. Before starting the seaming process, thorough checks are done for every batch of seaming to ensure the seaming machine's proper functionality.

This standard across both processes ensures consistent food safety and packaging integrity.

#3 Strict Safety Screening

To ensure that our products are safe for human consumption, each production batch undergoes strict safety screening such as laboratory analysis and advanced metal detection.

In the lab, comprehensive tests such as antibiotic testing, microbiology testing, organoleptic testing, and/or incubation testing are performed. These multi-layered safety measures ensure that our products are consistently free from harmful contaminants.





What Makes Us Different



Quality Assurance & Compliance

Our commitment to Quality Assurance (QA) begins at the sourcing level. As an Export Management Company, we exclusively partner with manufacturers whose production systems meet international benchmarks. Our certified partners maintain a comprehensive portfolio of globally recognized compliance standards, including BRC, HACCP, GMP, and Halal, ensuring world-class food safety, legality, and quality management.

Furthermore, our partner also adheres to sustainability and ethical standards. This commitment is documented through certifications such as Friend of the Sea, Dolphin Safe, and SMETA, ensuring that every product you receive is not only safe and premium but also ethically and sustainably sourced and produced.



On-the-Ground Supervision (QC)

We serve as your company's direct extension and On-the-Ground Quality Control Supervisor in Indonesia. This aspect of our service is designed to eliminate transactional risk by verifying that all aspects of the order are executed accurately.

This process involves rigorous, final-stage checks before shipment:

1. **Product Verification:** Confirming lab test results from the manufacturer, inspecting the quantity and physical condition of the finished products.
2. **Container Integrity:** A critical inspection of the whole container body before loading to ensure it is fit for logistic purpose and free from damage that could compromise product quality and safety during transit.
3. **Security & Sealing:** Supervising the container loading process and verifying that the final seal is secured and documented, guaranteeing the integrity of the shipment from the origin to the destination.



Co-Packing and Branding Services

We offer a comprehensive partnership that extends far beyond simple private labeling. Utilizing our manufacturers' co-packing capabilities, we enable our customers to exercise extensive control over their product customizations such as choices of packing media, product specification, packaging customizations (primary, secondary, and tertiary packaging), labeling, and more. This ensures the final product perfectly aligns with your specific market demands.

To support the entire process, we provide specialized Private Label Consultation, Creation, and Design Services. This support is vital for customers launching new brands, product lines, or refreshing existing brand visuals, as we help transform brand concepts into market-ready products.

Unlike external design agencies, our design process is fully coordinated with the manufacturer's labeling department, ensuring every design we create is functional and print-ready, effectively filling the design and branding gap left by traditional manufacturers.



Negotiation Advantage

One of our most significant value propositions is the ability to secure commercial terms that are often unattainable for new customers dealing directly with large-scale manufacturers. Our strong relationship with certified Indonesian manufacturers provides us with significant commercial leverage.

We utilize this exclusive positioning to negotiate for:

1. **Competitive Pricing:** Due to our strong relationship with manufacturers, we are better positioned to secure rates that are more favorable than those typically offered to new customers.
2. **Flexible Trading Terms:** Securing more accommodating and flexible sales terms and conditions (T&Cs) than typically offered to new customers. This crucial flexibility helps new entrants to the Indonesian commercial network manage market entry risk and maximize their cash flow.



Products



Canned Seafood Products

We offer a diverse selection of premium canned seafood products. Every product can be consumed directly or used as an ingredient in your culinary creations. Our products are packed in a diverse selection of mediums, such as fresh, original sauces made with natural ingredients, high-quality vegetable oil, and more.

Available:

- ✓ Shrimp
- ✓ Stuffed Squid
- ✓ Baby Clams
- ✓ Seafood Mix
- ✓ Cuttlefish
- ✓ White Crabmeat
- ✓ Pink Crabmeat
- ✓ Cut Octopus
- ✓ Tuna in Oil / Brine
- ✓ Tuna in Padang Curry Sauce
- ✓ Tuna in Green Chili Sauce
- ✓ Tuna in Balado Sauce



Products



Pasteurized Crabmeat

Wild-caught Blue Swimming Crab (*Portunus* spp.) harvested and processed at the height of freshness. Our crabmeat can be enjoyed directly or used as an ingredient in your culinary creations.

Available:

- ✓ Jumbo Lump
- ✓ Super Lump
- ✓ Lump
- ✓ Special
- ✓ Cocktail Claws
- ✓ Claw

Services

Beyond our premium products, we offer a suite of comprehensive services designed to empower our partners, streamline their operations, and enhance their brand presence in the market.





✓ Private Label Customization

1. Primary Packaging Selection:

Choose from diverse primary packaging types and various sizes tailored to both pasteurized crabmeat and canned seafood products.

2. Custom Packaging Printing:

Your brand's logo and design can be directly printed onto primary packaging, including cans, plastic pouches, or plastic tubs, providing a seamlessly finished product ready for market.

3. Sticker Labeling Service:

For added branding flexibility, we offer custom sticker label printing and application, ensuring your brand is prominently displayed on packaging surfaces.

4. Secondary Packaging Solutions:

Enhance retail appeal with custom secondary packaging solutions. This includes flexible multi-pack formats (e.g., 2-can, 4-can packs, or customized quantities according to your needs) and unique packaging shapes or sizes, ideal for seasonal promotions (e.g., Christmas, Thanksgiving) or special consumer sets.

5. Tertiary Packaging Customization:

Customize your master cartons with specific designs, logos, and branding. Clients can choose between standard master carton boxes or master tray cardboard options. Select from various sizes (e.g., for 6, 12, 24, or 48 units). For enhanced product visibility and retail aesthetics, master tray cardboard options can be shrink-wrapped for attractive in-store display and bulk purchasing appeal.

6. Creative Design Solutions:

For partners developing new brands or refreshing existing ones, we offer comprehensive creative design solutions. Our assistance extends beyond logo creation to include innovative packaging design, ensuring your brand identity is compelling and market-ready.





7. **Product Specification Tailoring:**

Customize product specifications including choice of sauce or packing media, crabmeat grades, and various product sizes. For canned tuna, we offer specific cuts such as solid, chunk, flakes, or shredded.

8. **Product Composition Blending:**

Offering unique flexibility, we enable the blending of different crabmeat grades (for pasteurized crabmeat) or the creation of mixed seafood combinations (for canned products) within a single packaging unit.

9. **Lid Type Options:**

For products utilizing can packaging, including both canned seafood products and pasteurized crabmeat, clients can choose between standard lids or convenient EOE (Easy-Open End) lids for enhanced consumer experience.

✓ **Logistics Optimization**

1. **Palletized Shipments:**

We offer palletized loading for container shipments, placing goods on pallets to facilitate faster and more efficient unloading by grouping boxes, significantly reducing manual handling.

2. **Slipsheet Loading:**

As an alternative to pallets, slipsheets are utilized for grouping cargo, providing similar ease of unloading in groups while consuming less container space, maximizing shipment volume.



Certifications

Our partnered manufacturers hold diverse certifications which demonstrate adherence to global benchmarks for food safety, quality, sustainability, and ethical operations.





Gallery

The quality standards that we and our partner manufacturers uphold together.

Production Facility

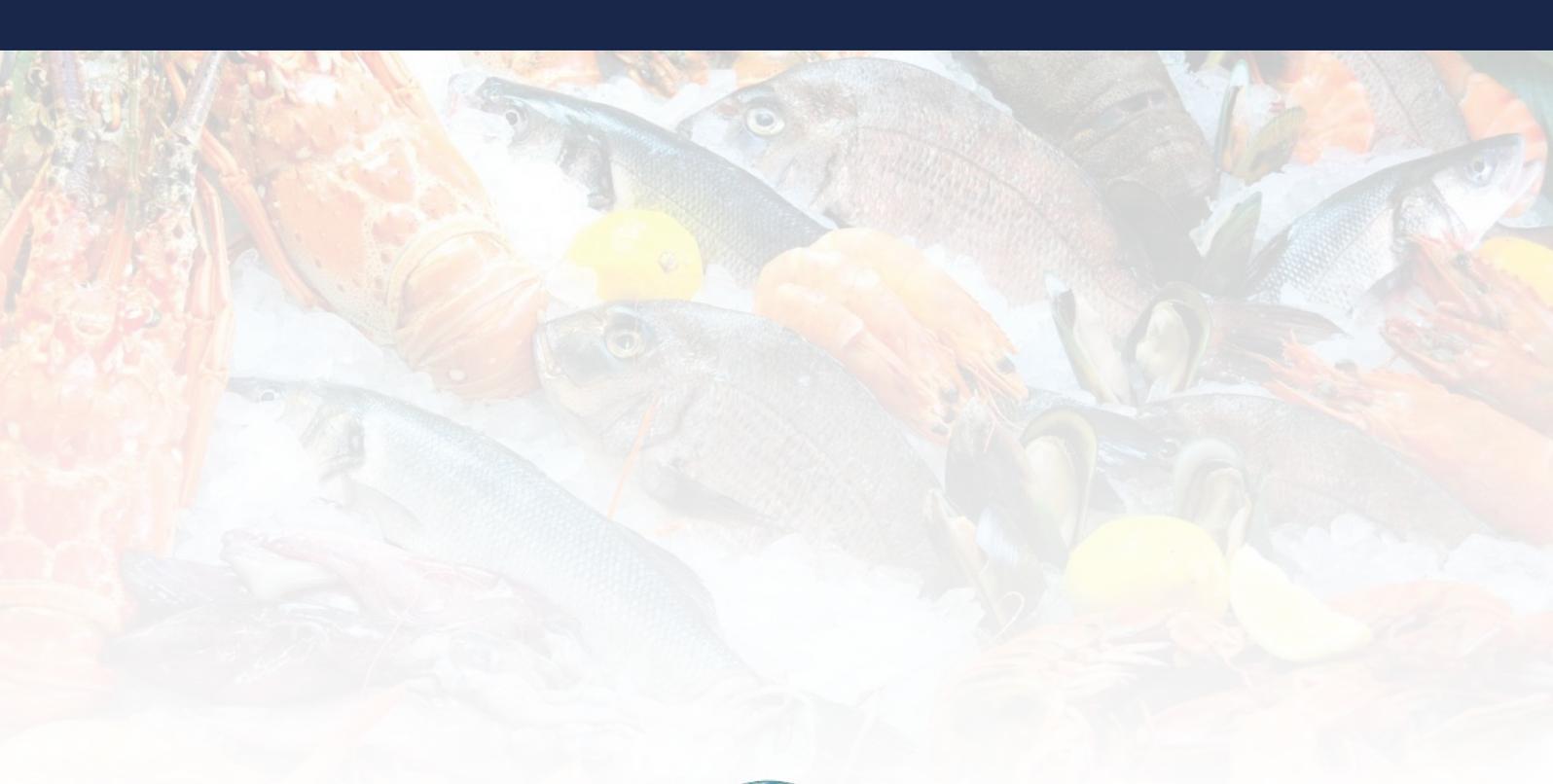


Lab Analysis



Export Shipment





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— SEAFOOD —

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