

## sustaining the environment

As a leading supplier of raw material for the retreading industry, Sun Rubber is uniquely positioned to effectively contribute towards the sustainability of the environment.

Considerable efforts are channelled towards the expansion of recyclable products.



Retreading is a highly practical and efficient form of recycling.

Retreading also reduces pollution, conserves oil, reduces energy expansion as well as preserves nature's resources.



**SUN RUBBER INDUSTRY SDN. BHD.**

65329-A

53-54, Senawang Industrial Estate  
70450 Seremban, Negeri Sembilan, Malaysia  
Tel: +606 677 1711 Fax: +606 677 4945  
E-mail: [srexport@sunrich-ew.com](mailto:srexport@sunrich-ew.com)

[www.suntex.com.my](http://www.suntex.com.my)

maximising value  
delivering quality



 **ecoWise**  
ecoworld . better world



WELCOME TO SUN RUBBER INDUSTRY SDN BHD, A SUBSIDIARY OF SUNRICH INTEGRATED,  
A MEMBER OF THE SINGAPORE BASED ECOWISE GROUP.

## about Sun Rubber Industry Sdn Bhd

Sun Rubber specialises in the production of international-grade precured tread liners, cushion gum, gum cord, sidewall veneer, orbitread compound, camelback compound, masterbatch and customised compound; as well as specialty or technical rubber compound for the automotive, mining and other industries. Our products and services are distributed to well over 30 countries spanning across Asia Pacific, the Middle East and Europe.

Sun Rubber's primary objective is to uphold its commitment to its customers through exceptional service, quality products, timely delivery and competitive pricing. This commitment has given us the recognition of being Malaysia's leading rubber compound manufacturer for over five decades.

Our sustained growth is testimony to our ability to facilitate the operational efficiency and business growth of our customers through customised specialty compounds. Investments in R&D combined with industry experience enables us to operate and advance in a demanding market where customers demand customisation and satisfaction.



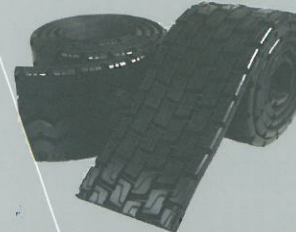
### product range



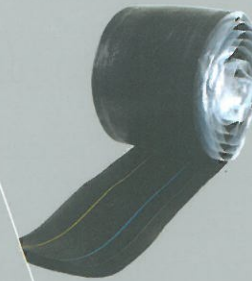
ORBITREAD COMPOUND



CUSHION GUM & SIDEWALL VENEER



PRECURED TREAD LINERS



CAMELBACK COMPOUND



CUSTOMISED COMPOUND

### advancing people through technology

Our reputation as an industry pioneer propels us forward in consistently exploring new products and services. Equipped with state-of-the-art technology our R&D people continuously strive towards product innovation. As such stringent tests are conducted and monitored to ensure the consistency of quality.

This philosophy extends to our people and their working environment. On-going personal and professional development programmes are conducted aimed toward producing a cohesive, multi-skilled and productive workplace.



### quality recognition

Recognition of quality is a primary indicator of value, sustained growth and improved performance. As such Quality is pivotal to Sun Rubber, evident from the meticulous dedication toward assuring consistency. Sun Rubber has well-structured quality management systems and was among the first in the industry to be certified according to the ISO 9000 series. Sun Rubber also achieved ISO 9001:2008 in 2009.

Sun Rubber Malaysia Sdn Bhd has also won several awards such as:

- THE SMB BEST OVERALL AWARD
- THE GOLDEN BULL AWARD
- THE "ENTERPRISE 50" AWARD BY SMIDEC
- "THE BEST BRAND NAME AWARD" BY THE RUBBER RESEARCH INSTITUTE OF MALAYSIA





## **OUR VISION**

**We strive to be an organisation of increasing values to our customers**

## **OUR MISSION**

**We are committed to provide excellent standard of service, quality and cost to our customers**