



“ Seek the truth with an indomitable mind. Be courageous and possess the will to never give up. ”

Information about the Entrepreneur

Mr. Toh Chee Hui is the Group Managing Director for SB Group of Companies (SB Group). He has over 30 years of experience in the adhesive and pressure-sensitive adhesive tapes industry. He has played a pivotal role in the Group’s manufacturing operations. He was instrumental in setting up the company’s Research and Development Division (R&D), which helps provide technical support as well as the development of new and innovative products.

Born and raised in Bukit Bakri, Muar, and following in his father’s footsteps, Mr. Toh joined SB Group in 1993 at the tender age of 20 years old. He worked directly at the production line and accumulated hands-on experience, working from the bottom up. He learned and acquired skills in operating machinery and the ability to run the production line. This experience was crucial to helping Mr. Toh successfully take the reins of the business at the age of 33 years old, after the passing of his father.

Mr. Toh views product change management as a fundamental part of the business, and he believes that meeting customers’ evolving needs is a must. It’s this belief that has imprinted a culture of continuous innovation within the SB Group.

Other Interesting Facts about the Entrepreneur

Mr. Toh strongly believes that “Regardless Of The Returns, Our Goal Is To Serve”. He believes that the main goal of a company is to understand the needs of its customers. He also believes that for a business to succeed, it must produce products that



are of high value in the eyes of the customers. Additionally, Mr. Toh also believes that providing good services is an integral part of any business, “it’s not the job of the customer to think and accommodate to our problems, instead it’s our job to serve and provide solutions to their problems”.

Company Achievements and Role of the Entrepreneur

In 2011, Mr. Toh set SB Group’s vision to be Asia’s No.1 Opp Tape Producer by 2015, and the World’s No.1 Opp Tape Producer by 2020. To achieve this vision, he instituted a 10-year corporate transformation program (CTP) to strengthen the organization’s structure. In the past, SB Group did not have a clear vision, long-term plan, or clear company structure. The process of transformation was demanding and difficult. Despite all the hardships, the CTP program was a success and Mr. Toh was able to bring SB Group to new heights. This was also the same year that Mr. Toh decided to set up SB Groups’ first self-owned factory in Vietnam.

Under Mr. Toh’s leadership, SB Group has also accomplished feats that set them apart from its global competitors. Mr. Toh was able to lead the company to achieve breakthroughs in the field of adhesive tapes that were unimaginable in the past. Such breakthroughs include setting a new world speed record for the operation of an Adhesive Coating Machine, at 450 meters per minute, which helps increase the efficiency and output of products at a rate that is incomparable to the rest within the field.

In March 2020, the world was brought to an immediate halt due to the Covid-19 pandemic. Even though the company was eventually able to resume operations, limitations were being instilled by the movement control order. For example, SB Group’s modus operandi changed overnight when all its office employees were supporting the operations from home, as they were unable to come onsite. In this time of uncertainty, Mr. Toh’s strong determination and quick decision-making skills were critical in ensuring the company’s success during this period.



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Toh Chee Hui
Group Managing Director

SB TAPE GROUP SDN BHD
Manufacturing Industry

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Under Mr. Toh’s instructions, SB Group improvised its Safety, Health, and Environment Committee, which ensured the workers’ health and safety at the workplace. The new committee under Mr. Toh’s leadership deployed policies such as installing a disinfection tunnel and ensuring daily sanitization of the workplace to try and curb the spread of Covid-19 while ensuring that the production line can run smoothly. All these initiatives were fruitful, as SB Group recorded one of the best yearly turnover performances in its history during the 3 years of the pandemic.

It is a proud moment for SB Group and Mr. Toh, as everything that seems “IMPOSSIBLE” have become “I’M POSSIBLE”.

Vision, Mission, & Future Plans

Mr. Toh believes that the future for the company lies in its green initiative and this has been a key driver of growth for SB Group since the 1990s. The company, under the leadership of Mr. Toh, used biomass as a source of energy for the production line, which has helped improve the productivity and efficiency of the

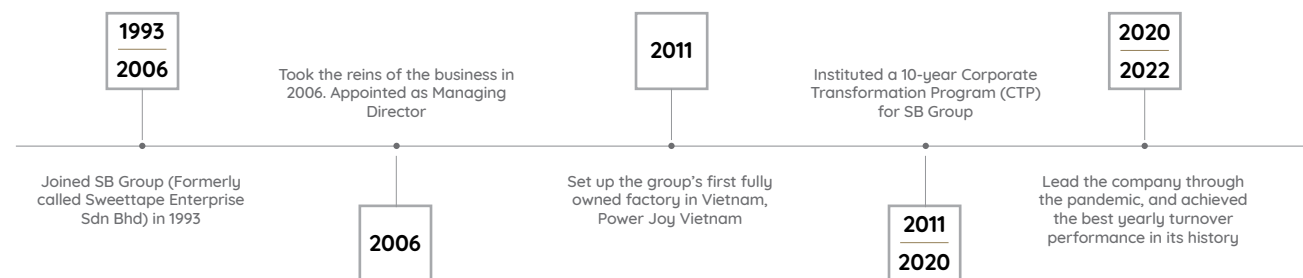
production line. However, Mr. Toh believes that there is more room for growth in this field. The company recently introduced new lines of eco-friendly products, which include products made from recycled plastics or films, while further improving and promoting the existing biodegradable PP tape that the company developed in 2011.

Mr. Toh also believes that automation will play a huge part in the future of the company. He believes that automating processes within the production line will help improve the efficiency and quality of the product. As such, the company has now started the process of automating its production line in stages and the current technology being installed is the fully integrated packaging line.

Lastly, Mr. Toh believes that there is no easy route to success. “The route to success is not a linear path, there will be obstacles and difficulties. The ones that reach the top are those that have shown that they have the dedication, determination, and the ability to persist.”



CAREER HIGHLIGHTS



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Since 1977

We stick by you™

“Seek the truth with an indomitable mind. Be courageous and possess the will to never give up.”

--- CH Toh, 2023

(Group MD of SB Group)

ABOUT SB GROUP

Established in 1977 by late Mr Toh Sue Bee, SB Group is a global leader in innovative packaging solutions. We helped billions of users worldwide with their packaging challenges, including highly recycled boxes, winter, and automation packing. Today, we have a global presence in 60 countries across 5 continents.

Our Vision: To Become An Excellent World Class Tape Manufacturer.

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