



“ We Stick By You,  
Together We Go Far. ”

**Information about the Company**

Established in 1977, SB Tape Group Sdn Bhd (SB Group) was founded and named after its founder Mr. Toh Sue Bee, also known as SB Toh. The company started out as a trading entity but expanded in 1988 into a manufacturing company of self-adhesive tapes. In 1999, the company developed its own adhesive formula, and through its superior coating efficiency and product innovations, SB Group expanded its presence to the world stage. After 46 years in business, the company currently has a global presence in 60 countries and across 5 continents in the world.

SB Group's Vision is to become an excellent world-class tape manufacturer and sets out to do this by focusing on 4 key result areas namely Product Excellence, Manufacturing Excellence, Customer Experience Excellence, and Green Practices. SB Group also has 4 main core values, which are Environment First, People-Centric, Integrity, and Dynamic.

**Corporate Culture & Company Activities**

SB Group is committed to upholding high standards of integrity, ethics, and compliance in order to provide high-value products and services to its customers. The company actively engages in corporate social responsibility (CSR) activities, focusing on environmental responsibility, ethical responsibility, philanthropic responsibility, and financial responsibility.

In terms of environmental responsibility, SB Group utilizes biomass fuel, such as palm kernel shells and wood pallets, as an energy source for its production line. The company also prioritizes the use of 100% recycled paper for producing paper cores. SB Group



has obtained certifications from REACH and RoHS, showcasing its commitment to environmentally-friendly practices. Additionally, the company invested in solar panels in 2022, resulting in a significant reduction of approximately 317 tonnes of carbon dioxide emissions per year, equivalent to saving 1643 trees.

SB Group demonstrates ethical responsibility by being a member of SEDEX, a renowned ethical trade membership organization. The company prioritizes the well-being of its employees by providing safe working conditions, freedom of employment choice, and fair employment considerations, including competitive pay and benefits.

Recognizing the importance of philanthropy, SB Group engages in various initiatives to support the community. Mr. Toh Chee Hui, the current Managing Director, and eldest son of the late founder, personally supports the CNRM project, which focuses on caring for, neutering, returning, and managing stray animals in the Balakong factory area. Additionally, SB Group supports its employee's visits to old folks' homes and orphanages, providing assistance, and donating food and essential supplies to the underprivileged.

By actively engaging in CSR activities, SB Group not only contributes to society but also enhances employee morale, motivation, and overall company culture.

**Achievements & Impact**

Today, SB Group is ranked as Asia's leading manufacturer of adhesive tapes. With Kuala Lumpur as its headquarters, the company also has manufacturing facilities and established offices in Indonesia and Vietnam, with a total workforce of more than 500 staff across the three countries. Starting from its humble beginnings in 1977, SB Group achieved a remarkable milestone in 2022 by recording its highest turnover performance in history, surpassing RM 500 million.

Through SB Group's continuous innovation, the company was able to achieve significant breakthroughs in its lifetime, setting them apart on the world stage. In 2001, it operated Asia's Fastest Adhesive Coating Machine, which later became the World's Fastest in 2005. In 2018, the company set a new world record speed of 450 meters per minute for adhesive coating machine operations.



SB TAPE GROUP SDN BHD

Manufacturing Industry

www.sbggroup.com.my

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In order to achieve sustainable growth and to ensure the company can adapt to the ever-changing environment, SB Group has implemented programs to identify and groom local graduates to fit into corporate settings and real working conditions. SB Group’s SEED Program allowed the company to recruit 18 graduates in the Bachelor of Chemical Engineering from the University of Malaysia Pahang, to embark on their careers with SB Group. The program was a success as it was able to nurture 3 candidates to management-level positions such as Assistant Operations Manager, Senior Project Engineers, and a Senior Planner Executive.

**Future Direction**

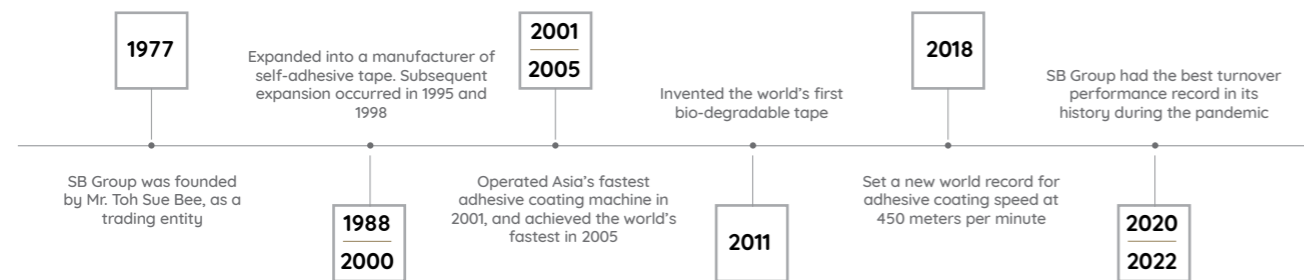
Tapevolution is the latest initiative launched by SB Group. The main goal of this initiative is to focus on sustainable development objectives for the world as an adhesive and tape manufacturer.

SB Group aims to achieve this by redesigning its existing product lines to produce products using more recycled or biodegradable content, at the same time improving the efficiency of the manufacturing process, and redesigning its packaging to become a more efficient company.

Through Tapevolution, the SB Group aims to convert 1% of the world’s consumption of sealing tape into bio tape. Its future direction will be focused on introducing more environmentally friendly products as well as improving its existing lines of Eco tapes such as biodegradable tapes (tapes that can break down in landfills within 3 to 5 years) and post-consumer recycled tapes (tapes made from recycled materials).



**COMPANY MILESTONES**



**SBgroup**  
Since 1977

*We stick by you*<sup>SM</sup>

# The Future Is Here with SB Tape Group

## Our Vision : Excellent World-Class Tape Manufacturer



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**Renewable Energy**



**Industry 4.0**



**Product Innovation**



**3R's**



**Unleashing the Power of High Technology and Sustainable Journey**