

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

Information about the Company and Brand

SB Tape Group Sdn Bhd (SB Group)'s story began in 1977 when entrepreneur late Mr. Toh Sue Bee founded the company and established the Sweettape brand, which quickly become a trusted name in the packaging tape industry in Malaysia. In 1999, Sweettape expanded its product offerings to include pressure-sensitive adhesives and began supplying jumbo rolls to converters and coaters regionally, rapidly becoming a manufacturing powerhouse in the early millennium.

According to a market study, SB Group dominates more than 50% of the market share in Malaysia while supplying 5% of the world's polypropylene tape demand. However, the company did not stop there.

What sets SB Group apart from its competitors is its commitment to its core values: Environment First, People-Centric, Integrity, and Dynamic. SB Group believes that success is not just about profits but also about making a positive impact on the world. The company uses non-hazardous formulations in its adhesives and continuously improves its green manufacturing practices. SB Group's innovative products have helped billions of users worldwide every day with their packaging challenges, including highly recycled boxes, winter, and automation packing among others.

Brand Elements

SB Group's commitment to providing excellent products and services is exemplified by its approach to problem-solving. The company actively seeks out ways to improve its offerings and address its customers' "pain" points. For example, SB Group recognizes the challenges that many factories face when it comes to productivity and cost-effectiveness. To address this, the company asks questions like, "How can we help our customers increase productivity and reduce their cost of operation?"

One solution that SB Group implemented to address this issue was to increase the factory-use machine roll length from 1000 meters to 1500 meters. This required new engineering breakthroughs and



investments in order to achieve this. This initiative has increased SB Group's productivity by 50% and reduced the need for downtime, ultimately resulting in cost savings for its customers.

SB Group is committed to listening to its customers' experiences and understanding their needs, keeping them updated on industry trends, and constantly providing innovative solutions that meet their evolving needs. This dedication to problem-solving and customer satisfaction, combined with its focus on sustainability and social responsibility, positions SB Group as a credible partner in the industry.

Inspiring Identity

SB Group's success is a testament to the company's dedication to its people and their needs. The company recognizes that collaboration with local partners and understanding different cultures is essential to providing tailored solutions. SB Group has also prioritized the growth and development of young talent within the company, paving the way for the next generation of industry leaders.

As part of its commitment to its stakeholders, SB Group continuously improves employees' working conditions and prioritizes the human resources aspect of its operation. Additionally, the company recognizes the importance of environmental stewardship and has taken steps to reduce plastic waste in landfills through its innovative product, "SB Bio Tape."

Its recent "Tapevolution: from tape to tomorrow, together we go far" campaign further emphasizes SB Group's commitment to sustainability and innovation. By collaborating with like-minded organizations and driving innovation, SB Group aims to create a culture of sustainability for a better tomorrow. SB Group is not only focused on profits but on creating positive impacts on the world, through its people-centric operation and sustainable practices.



www.sbgroup.com.my

SB Tape Group Sdn Bhd

Manufacturing Industry

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Achievements & Impact

When the pandemic hit in 2020, the global adhesive tape industry struggled to keep up with the demand due to disruptions in the supply chain. However, the company was well-prepared with an ecosystem of key suppliers and partners to carry out normal day-to-day operations. Despite the difficulties, SB Group did not fail its customers’ expectations but continued to deliver products at times of need.

Furthermore, the company has also been actively involved in the development and promotion of sustainable packaging tapes. With Europe’s latest plastic tax for single-use plastics, SB Group had joined in the effort to offer solutions such as Post-Industrial Recycled (PIR) tapes with 30% post-industrial BOPP resins, reducing the need for creating virgin plastics; as well as Post-Consumer Recycled (PCR) tapes with 90% recycled content. The innovation of these products has successfully evaded the hefty plastic taxes for consumers as well as set the tone for future packaging trends.

Future Impact

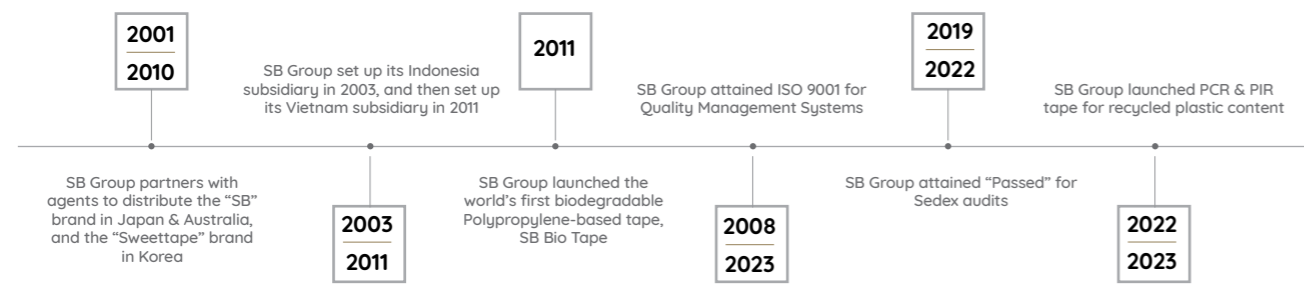
SB Group has set its sights on becoming a world-class tape manufacturer by pursuing brand excellence with the help of advanced technology. It has identified four key areas to focus on.

The first key area is Green Practices, which involve reducing waste and energy consumption, and promoting innovation in product development. The second key area is Product Excellence, which emphasizes product differentiation, excellent product development capability, and zero product defects. The third key area is Manufacturing Excellence, which emphasizes flawless products, adaptability to lead time and changes, and the achievement of the lowest manufacturing cost. Finally, the fourth key area is Customer Experience Excellence which prioritizes understanding customer needs, communicating expectations, and providing solutions with integrity. SB Group maintains a human touch in its customer service while being tech-driven.

The collective effort is believed to land the company in greater market share and create a deeper brand impression in the near future.



BRAND MILESTONES



TAPEVOLUTION
TOGETHER WE GO FAR

**From Tape To Tomorrow,
Together We Go Far**



SBgroup[®]
Since 1977
We stick by you™