Established in 1971, PT Asahimas Flat Glass Tbk is a market leader for architectural and automotive glass, not only in Indonesia but throughout South East Asia. For architectural applications, the company has a production capacity of 630,000 tons/year, including clear, tinted, hard coat, soft coat, figured, mirror and specialist interior products. And for automotive duties, manufacturing capacity equates to 5,800,000m²/year or 1.7 million car sets.

A Japanese citizen, Takeo Takei joined Asahi Glass Co Ltd in 1984 and was appointed President Director of PT Asahimas Flat Glass two years ago. He is responsible for leading and co-ordinating the activities and duties of the Board of Directors. Other Directors are E David Satria Soetedja (Vice President Director), Satoru Shimada, Kazuo Ninomiya, Prasetyo Aji, Takui Kohama, Tjio Ferry Susanto, Rusli Pranadi, Shuichi Hayashi, Shigeki Yoshiba and Mohamad Amien (Independent Director).

Diversified product portfolio
AMG commenced manufacturing operations using the traditional Foucault sheet glass production process and quickly diversified its product portfolio to include specialty glass, safety glass, reflective glass and mirrors. The company began construction of its safety glass factory and initiated commercial production in 1976. AMG also built its second furnace for flat glass in Jakarta, starting commercial production in 1978.

In 1983, float technology was introduced via a third furnace in Jakarta. Later, construction work began for AMG’s second float line (in Surabaya), which entered production in 1987. The company commissioned its third and fourth float lines in 1993 and 1997 in Jakarta and Surabaya respectively. In 2003, AMG completed its automotive glass relocation to Cikampek.

Subsequently, the Jakarta City Master Plan has required the AGC Group to schedule a relocation of a float furnace from the original Jakarta plant to Cikampek. One of two float furnaces in Jakarta has already been transferred to the Cikampek site. Scheduled for completion in the first quarter of 2019, the second furnace will increase production capacity by 40%, which will significantly enhance AMG’s architectural glass production. In addition, an off-line sputter coating facility has been scheduled for production.

Solutions match customer demand
With increased production capacity and the imminent availability of another environmentally-friendly, fuel efficient furnace at Cikampek, AMG benefits from access to valuable marketing networks, research and development advances and technical assistance.

Lacobel Luminous Red and Classic Black.
The company’s latest off-line coating investment has led to the introduction of T-Sunlux (high performance offline reflective) and Stopray (high performance offline solar control low-E). T-Sunlux is a temperable magnetron reflective coated glass, featuring a strong and durable coating that is tempered without compromising its appearance.

In particular, the glassmaker has invested in a new soft coat production line, featuring advanced technology from AGC-Interpane, which can produce high performance solar control coated glasses. This conforms with government policy with regard to energy saving building regulations that are gradually being implemented in major cities throughout Indonesia.

Recent AMG on-line coating product introductions include the latest Stopsol and Sunergy Sigma series and Sunergy Cool, which is produced using advanced CVD technology. “The new Stopsol provides better and brighter aesthetics compared to its predecessor, while Sunergy Sigma and Sunergy Cool complement the well known Sunergy range of high performance pyrolytic solar control low-E glass” says Mohamad Amien, the company’s Director in charge of architectural glass marketing. “Sunergy Sigma and Cool have been developed in anticipation of current architectural trends and offer excellent solar control properties, a brighter appearance and alternative visual aesthetics.”

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Stopray is a temperable magnetron solar control low-E with high performance and is suitable for buildings with high energy saving requirements, providing a balance of light transmission and solar performance.

In the automotive sector, the company prioritises optimal support and good service in quality, delivery and overall performance to maintain customer loyalty and develop new business, where almost 90% of tempered and laminated automotive glass is purchased by the OEM market and the rest for replacement applications.

Positive outlook
Despite the impact of aggressive import strategies from competitive suppliers in China and Malaysia, as well as a tendency towards an escalating local cost base, AMG remains confident of increasing demand for its products. “In particular, customer awareness of energy saving glazing is growing and we are ready to fulfill market requirements with our latest value-added and environmentally-friendly products” Takeo Takei confirms.

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