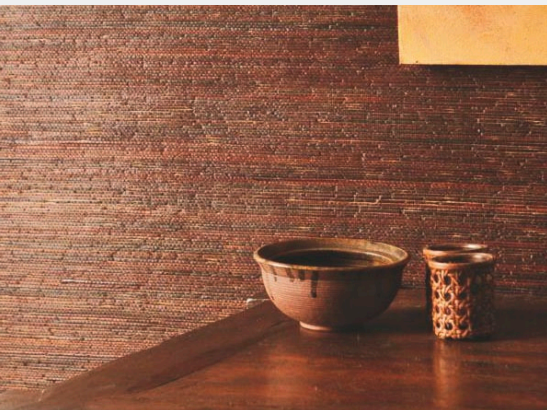


Back to nature: more than just a trend.

With innovative tapestries and carpets in natural fibres, Retota Sakti has successfully mastered the crisis.

By participating at the fair, the firm was able to establish valuable contacts and strengthen its relationship with existing customers.

M. Taufaniari, Product Manager, Retota Sakti



Thanks to SIPPO's support, but also thanks to its courage to innovate, the Indonesian firm Retota Sakti has found its way out of the crisis in the shortest time.

Until 2009, the firm Retota Sakti depended on a single wholesale buyer of sunshade systems from the United States. Due to the global economic crisis, its sales plunged by 80 % practically overnight. For this reason, the firm decided to market a new product line manufactured from natural materials. However, the search for interested buyers was not as successful as expected.

With SIPPO's support, the firm participated for the first time in January 2009 at the Heimtextil trade fair, where it exhibited semi-finished products made of natural fibres. At the fair, the firm tried to establish contact with buyers interested in a long-term joint production development, but this goal remained unreached. Customers were mainly interested in finished products. For this reason, the firm prepared itself accordingly for its second appearance at the fair and offered a creative product line of tapestries and carpets manufactured from natural fibres. At the beginning of 2011, Retota Sakti successfully signed a contract with a wholesale buyer for a first shipment of the new designs. This was followed by a new order of 30 articles for 2012, and in future the production for this new customer will represent 20 % of the firm's annual capacity.

Retota Sakti is confident that it will continue to grow. In order not to depend only on exports to Europe and the United States, the firm will increase its production for the local market and is also willing to explore new markets. Negotiations with a Japanese buyer – also a contact established at the Heimtextil fair – are on the brink of a successful conclusion.

With SIPPO's help, we learned to adapt to present market conditions.

M. Taufaniari, Product Manager, Retota Sakti

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