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Highly Compatible, Hexindo Releases a New Formula for Engine Oil



MAGAZINE

ALAT BERAT

March 2022 - 13th Edition
Discover Your Equipment Needs



Lindungi diri dan keluarga dari Covid-19, **ayo segera vaksinasi!**





Bapak Yasumasa Zaizen
Chief Executive Officer

Para pelanggan yang terhormat,

Terima kasih atas kepercayaan Anda terhadap produk dan layanan PT Hexindo Adiperkasa Tbk (Hexindo). Pada 28 November 2021 lalu, puji syukur Hexindo genap memasuki usia 33 tahun. Sepanjang kehadirannya, Hexindo senantiasa berupaya memberikan produk dan layanan terbaik untuk memenuhi kebutuhan industri alat berat di tanah air. Meski selama dua tahun ini kita sama-sama menghadapi situasi pandemi, Hexindo bangga bisa selalu menjadi pilihan utama Anda dalam pengadaan alat berat.

Kuartal pertama 2021 menandai kebangkitan sejumlah industri di Indonesia. Seiring kenaikan harga batu bara, nikel, dan *Crude Palm Oil* (CPO), permintaan alat berat di dalam negeri turut meningkat pesat. Untuk itu, demi menjaga kualitas pelayanan kepada pelanggan, Hexindo terus berinovasi menawarkan berbagai kemudahan dan kenyamanan bagi pelanggan dalam mendapatkan unit dan suku cadang. Tahun lalu, kami meluncurkan *Rent to Buy* dan *ConSite Preventive Maintenance* (CPM) *Package*. Peluncuran keduanya disambut baik oleh seluruh pelanggan, baik pelanggan lama maupun pelanggan baru.

Terima kasih atas antusiasme dan dukungan Anda terhadap program-program Hexindo. Pada tahun-tahun yang akan datang, kami berkomitmen untuk semakin solid tumbuh bersama pelanggan. Dengan berpegang teguh pada *ONE HEXINDO*, mari bersama-sama kita bersinergi dalam harmoni.

Dear esteemed customers,

Thank you for your trust in the products and services of PT Hexindo Adiperkasa Tbk (Hexindo). On 28 November 2021, with gratitude Hexindo entered the age of 33. Throughout its existence, Hexindo has always strived to provide the best products and services to meet the needs of the country's heavy equipment industry. Despite the pandemic in the past two years, Hexindo is proud to always be your first choice for the procurement of heavy equipment.

The first quarter of 2021 marked the revival of a number of industries in Indonesia. Along with the increase in the price of coal, nickel and Crude Palm Oil (CPO), domestic demand for heavy equipment also increased rapidly. To maintain the quality of service to customers, Hexindo continues to innovate to offer various units and spare parts procurement facilities and conveniences for customers. Last year, we launched Rent to Buy and ConSite Preventive Maintenance (CPM) Package. Their launch was well received by all customers old and new.

Thank you for your enthusiasm and support for Hexindo's programs. In the years to come, we are committed to growing strongly together with our customers. Guided by *ONE HEXINDO*, let's work together in harmony.

ALAT BERAT

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Optimistic Menyambut 2022, Hexindo Gelar Strategic Meeting

Optimistic in Welcoming 2022,
Hexindo Held Strategic Meeting

Hexindo menggelar acara tahunan *Strategic Meeting* secara virtual pada 29 Oktober 2021. Mengundang seluruh kepala proyek, kepala cabang, dan kepala divisi, agenda ini menjadi wadah bagi manajemen puncak untuk menyosialisasikan rencana kerja tahunan, memberikan arahan, sekaligus menyampaikan target penjualan dan program kerja kepada jajaran manajemen.

Hexindo held a virtual *Strategic Meeting* on 29 October 2021. Inviting all project heads, branch heads, and division heads, the event was an opportunity for top management to disseminate annual work plan, provide guidance, as well as present sales target and work programs to the entire management.



Penghargaan untuk
Contact Office Muara Enim

Hexindo Memotivasi Karyawan Lewat Product Support Award

Hexindo Motivates Employees
Through Product Support Award

Pada 22 November 2021, Hexindo menggelar Product Support Award Ceremony Semester 1/2021 secara virtual. Dihadiri Direktur Operasional Bapak Yasumasa Zaizen dan Direktur Product Support Bapak Koji Sato, kegiatan ini merupakan komitmen Hexindo untuk mengapresiasi prestasi karyawan sekaligus membina hubungan baik dengan karyawan. Dalam ajang penganugerahan tersebut, Hexindo memberikan 28 penghargaan dengan berbagai kriteria, di antaranya 3 penghargaan kepada cabang terbaik kepada Muara Enim, Samarinda, dan Pekanbaru, dan 3 penghargaan proyek terbaik kepada Kideco, Berau, dan Sangatta.

On 22 November 2021, Hexindo held a virtual Product Support Award Ceremony Semester 1/2021. Attended by CEO Mr. Yasumasa Zaizen and PS Director Mr. Koji Sato, this event is part of Hexindo's commitment to appreciating employees' achievement while at the same time building a good relationship with employees. In the awarding event, Hexindo gave 28 awards with various criteria, among others 3 best branch awards to Muara Enim, Samarinda, and Pekanbaru, and 3 best project awards to Kideco, Berau, and Sangatta.



Bapak Dai Tamura
Business Development Director

Mengenal Lebih Jauh Bapak **Dai Tamura**

Up Close and Personal with Mr. Dai Tamura

Resmi menjabat sebagai *Business Development Director* Hexindo pada 17 September 2021, Bapak Dai Tamura mengaku optimistis dengan perkembangan Indonesia dan Hexindo. "Indonesia adalah salah satu negara dengan pertumbuhan paling pesat di dunia. Kiprahnya memiliki pengaruh besar terhadap perekonomian global. Saya senang berkesempatan bekerja di Indonesia, saya harap bisa ikut ambil bagian dalam pertumbuhan dan peningkatan kualitas hidup masyarakat Indonesia," ujar Bapak Tamura, sarjana hukum asal *Tokyo University*.

Officially appointed as Hexindo's Business Development Director on 17 September 2021, Mr. Dai Tamura said he was optimistic about Indonesia's and Hexindo's development. "Indonesia is one of the fastest growing countries in the world. Its impact on the global economy cannot be ignored. I am excited to have the opportunity to work in Indonesia and hope that I can take part in the growth and improvement of the quality of life of Indonesians," said Mr. Tamura, bachelor of law graduate from Tokyo University.

Melanglang buana hingga ke Britania Raya, Amerika Serikat, dan Timur Tengah, pertemuan Bapak Tamura dengan dunia konstruksi adalah sebuah kebetulan. "Saat bergabung dengan ITOCHU, sejak lulus kuliah pada 1993 sampai sekarang, kebetulan saya selalu ditugaskan di *Construction Equipment Dept.* menangani impor dan penjualan peralatan konstruksi. Dari sinilah, saya mengetahui bahwa peralatan konstruksi memiliki kontribusi signifikan terhadap perkembangan infrastruktur dan pasokan produk. Saya ikut bangga menjadi bagian dari industri peralatan konstruksi yang berperan besar dalam meningkatkan kualitas hidup masyarakat," jelas Bapak Tamura.

ITOCHU merupakan perusahaan dagang raksasa asal Jepang yang telah berdiri selama 160 tahun dan memiliki sekitar 100 basis di 62 negara. Sejak 2015, ITOCHU menjadi pemegang saham utama *Hexa Finance*.

Having travelled across the United Kingdom, the United States, and the Middle East, Mr. Tamura's encounter with the world of construction was a coincidence. "Since I joined ITOCHU upon graduation from college in 1993 until now, I have always been assigned to the Construction Equipment Dept. to handle the import and sale of construction equipment. Here, I discovered the significant contribution of construction equipment to infrastructure development and product supply. I am proud to be part of the construction equipment industry, which plays a major role in improving the quality of life of the community," said Mr. Tamura.

ITOCHU is a Japanese trading giant that has been around for 160 years with around 100 bases in 62 countries. Since 2015, ITOCHU has been a major shareholder of Hexa Finance.

Meski menduduki jajaran manajemen di tengah pandemi, Bapak Tamura berharap Hexindo bisa terus menjaga reputasinya sebagai salah satu perusahaan peralatan konstruksi unggulan di Indonesia, bahkan hingga di Asia Tenggara. Dengan demikian, karyawan beserta keluarganya akan semakin bangga menjadi bagian dari Hexindo.

“Ada atau tidak ada pandemi, sebuah perusahaan haruslah bersih dan jujur. Inilah yang menjadi salah satu tanggung jawab terbesar saya, menjadikan perusahaan kita sebagai perusahaan terpercaya. Meski di tengah pandemi, kita harus tetap menjaga etika, kepatuhan, dan hubungan baik dengan pelanggan,” ungkap Bapak Tamura.

Untuk mewujudkannya, Hexindo akan terus memberikan dukungan kepada karyawan melalui pendidikan dan pelatihan. Bapak Tamura juga akan mendorong pemanfaatan TI untuk meningkatkan efektivitas komunikasi perusahaan, baik secara internal maupun eksternal dengan pelanggan. “Saya harap karyawan Hexindo dapat terus mendukung perusahaan, meneladani *ONE HEXINDO*, terus proaktif, fokus pada pemecahan masalah, responsif, dan saling mendukung. Karena itulah yang diperlukan untuk pertumbuhan perusahaan,” tutup Bapak Tamura.

Although his managerial tenure came during a pandemic, Mr. Tamura hopes that Hexindo can continue to maintain its reputation as one of the leading construction equipment companies in Indonesia, even in Southeast Asia. This way, the employees and their families will be even more proud to be part of Hexindo.

“Pandemic or not, a company must be clean and honest. This is one of my biggest responsibilities—making our company a trusted company. Even amid a pandemic, we must maintain ethics, compliance, and good relations with customers,” said Mr. Tamura.

To achieve this, Hexindo will continue to provide support to employees through education and training. Mr. Tamura will also encourage the use of IT to improve the company’s communications, both internally and externally with customers. “I hope that Hexindo’s employees can continue to support the company, uphold *ONE HEXINDO*, be proactive, focus on problem solving, be responsive, and support each other; we need all of this to secure the company’s growth,” concluded Mr. Tamura.



Perayaan Ulang Tahun Hexindo ke-33

Hexindo's 33rd Anniversary

Berdiri pada 28 November 1988, PT Hexindo Adiperkasa Tbk telah hadir selama 33 tahun di Indonesia. Sepanjang kehadirannya, Hexindo senantiasa berupaya memberikan produk dan layanan terbaik untuk memenuhi kebutuhan industri alat berat di tanah air. Sebagai bagian dari rasa syukur perusahaan, seluruh karyawan Hexindo di berbagai penjuru Indonesia merayakan momen ulang tahun tersebut melalui berbagai kegiatan dengan tetap menjalankan protokol kesehatan yang berlaku.

Dihadiri oleh Presiden Direktur Bapak Djonggi Gultom dan Direktur Operasional Bapak Yasumasa Zaizen, perusahaan juga menyelenggarakan perayaan virtual bagi seluruh karyawan pada 10 Desember 2021.

Established on 28 November 1988, PT Hexindo Adiperkasa Tbk has been in Indonesia for 33 years. Throughout its existence, Hexindo always strives to provide the best products and services to meet the needs of the country’s heavy equipment industry. Celebrating the anniversary, all Hexindo employees throughout Indonesia held various activities, while complying with the applicable health protocols.

Attended by President Director Mr. Djonggi Gultom and Director of Operations Mr. Yasumasa Zaizen, the company also held a virtual celebration event for all employees on 10 December 2021.

Pakai B45E, Target Produksi Terlampaui

Exceeding Production Target with B45E

Bermula dari bisnis konstruksi sipil pada 1992, PT Sinar Terang Mandiri (STM) terus berkembang. Kini, segmen bisnisnya meliputi pertambangan, konstruksi sipil, *stone crushing*, dan *pavement production*. Berfokus di pertambangan, STM memiliki dua lokasi tambang, masing-masing di Weda dan Hengjaya, Morowali, Sulawesi Selatan. Pada Oktober 2021, kedua lokasi berhasil melampaui target produksi yang ditetapkan.

Starting as a civil construction business in 1992, PT Sinar Terang Mandiri (STM) has continued to grow. Now, its business covers mining, civil construction, stone crushing, and pavement production. With a focus on mining, STM has two mining sites, one in Weda and another in Hengjaya, Morowali, South Sulawesi. In October 2021, both sites managed to exceed the set production target.



Bapak Rainier Loprang
Deputy Manager of Maintenance, Inventory and Logistics.

“**Khusus B45E, sejak kami memakai unit ini capaian produksi perusahaan meningkat signifikan**

For B45E, since we used this unit, the company's production has increased significantly



“Kami beruntung momen perusahaan fokus di nikel berbarengan dengan momentum peningkatan permintaan nikel. Untuk itu, nikel sedang kami genjot seoptimal mungkin,” ujar Bapak Rainier Loprang, *Deputy Manager Maintenance, Inventory dan Logistics*.

“Dalam jangka pendek, kami akan meningkatkan target produksi hingga 2 atau 3 kali lipat. Kami juga akan memulai proyek baru, yakni proyek konstruksi jalan *hauling* sepanjang 32 km di Weda Bay Nickel. Dalam jangka panjang, tidak menutup kemungkinan kami akan merambah ke segmen bisnis lain,” tambah Ibu Clarissa Sumendap, *General Manager Maintenance, Inventory, dan Logistics*.

Hampir tiga dekade beroperasi, STM selalu mempercayakan penyediaan alat berat perusahaan kepada Hexindo, tepatnya sejak Hexindo hadir di Manado. “Karena itu, kami berdua sudah saling pengertian. Terlebih, Hexindo juga selalu memberikan berbagai program

“We were lucky that as we shift our focus to nickel, the demand for nickel is growing. So we try to optimize our nickel business as far as possible,” said Mr. Rainier Loprang, Deputy Manager of Maintenance, Inventory, and Logistics.

“In the short term, we will increase our production target by 2 or 3 times. We will also start a new project, a 32-km hauling road construction project at Weda Bay Nickel. In the long term, we might expand into other business segments,” added Mrs. Clarissa Sumendap, General Manager of Maintenance, Inventory, and Logistics.

After almost three decades of operation, STM has always entrusted the company's heavy equipment needs to Hexindo, especially since Hexindo established its presence in Manado. “We have a mutual understanding. Moreover, Hexindo has great programs, including the



Ibu Clarissa Sumendap

General Manager Maintenance, Inventory, dan Logistics.

menarik, salah satunya yang terbaru adalah *rent to buy*,” jelas Bu Clarissa.

Sejak awal perkenalan dengan *articulated dump truck* (ADT) Bell 45E pada 2018, STM menggunakannya untuk pengangkutan bijih. ADT juga dibutuhkan untuk *over burden*, angkat *boulder*, dan pembuatan jalan,” ungkap Bapak Rainier.

Menurut STM, ADT Bell memiliki fitur-fitur yang belum dimiliki produk lain. Fitur *controller* ADT Bell bisa merespons otomatis saat tanjakan tanpa perlu menginjak akselerasi secara manual, begitu pula saat turun. Ketika melalui kemiringan tertentu, ADT Bell otomatis berganti ke fitur *mount set*. “Fitur sederhananya sekali pun sangat bermanfaat. Aturan tambang terbaru mewajibkan operator membunyikan klakson saat menghidupkan mesin. Pakai BELL, klakson otomatis berbunyi saat menyalakan mesin,” jelas Bapak Suroto, *Maintenance Manager*.

latest one, rent to buy,” explained Mrs. Clarissa.

Since its introduction in 2018, STM has been using Bell 45E articulated dump truck (ADT) for ore getting. ADT is also used for overburden, boulder lifting, and road construction,” said Mr. Rainier.

According to STM, ADT BELL possesses features that other products don't have. The controller feature of ADT Bell allows automatically respond on an incline without having to use the acceleration pedal manually. The same on a decline. On certain angles, the unit will automatically goes to mount set. “Their simpler features are very useful. The latest mining regulations require you to honk when starting the engine. BELL automatically honks when the engine is started,” explained Mr. Suroto, Maintenance Manager.

“Saya melihat secara keseluruhan performa produk-produk Hexindo sangat baik, *maintenance cost*-nya juga *fair*. Khusus B45E, sejak kami memakai unit ini capaian produksi perusahaan meningkat signifikan,” urai Bu Clarissa.

“Dari segi pelayanan, komunikasi, ketersediaan suku cadang, bahkan teknologi, Hexindo selalu memenuhi kebutuhan STM. Fitur *fleetmatic* pada BELL memberikan kami kemudahan untuk *monitoring* jarak jauh,” kata Bu Clarissa.

Pandemi Covid-19 memengaruhi banyak aspek bisnis, di antaranya ketersediaan suku cadang. Hexindo membantu STM menyelesaikan isu ini melalui *Vendor Held Stock* (VHS). “*Site* kami berada di *remote area*, keberadaan VHS menjawab kebutuhan kami terkait suku cadang,” pungkas Bapak Rainier.

“I think Hexindo’s overall performance is great, while the maintenance cost is fair. For B45E, since we used this unit, the company’s production has increased significantly,” explained Mrs. Clarissa.

“In terms of service, communication, spare parts availability, even technology, Hexindo always meets STM’s needs. BELL’s *fleetmatic* feature makes remote monitoring easy,” said Mrs. Clarissa.

The Covid-19 pandemic has affected many aspects of the business, including spare parts availability. Hexindo has helped STM with this issue through *Vendor Held Stock* (VHS). “Our site is located in a remote area, and VHS answers our needs for spare parts,” concluded Mr. Rainier.

Kepemilikan Unit Hitachi

Hitachi Unit Ownership

TIPE UNIT	Jumlah Unit
Unit Type	Total Units
Articulated Dump Truck	34
Excavator	82
Wheel Loader	1
Total	117

B45 E

Gross Power

390 kW (523 hp)

Operating Mass (empty)

31.877 kg (70.277 lb)

Operating Mass (loaded)

72.877 kg (160.666 lb)

Rated Payload

41.000 kg (90.390 lb)

2:1 Heaped Capacity

25 m³ (33 yd³)



ZW370-5A:

Konsumsi Bahan Bakar Lebih Efisien

ZW370-5A: More Efficient Fuel Consumption

ZW370-5A

Engine Type

ISUZU "6WG1"
diesel engine

Engine Power

300 kW (402 HP))

Operating Weight

31,750-32,570 kg

Bucket ISO Heaped

4.8-8.5 m³

PT Semesta Transportasi Limbah Indonesia (STLI) merupakan perusahaan yang bergerak di bidang jasa transportasi angkutan darat dan rental alat berat. Mayoritas muatan yang diangkut STLI adalah limbah B3, namun khusus di Sebampan, Kintap, Sudan, dan Asemasem, Kalimantan Selatan, STLI melayani pengangkutan batu bara dan rental alat berat.

PT Semesta Transportasi Limbah Indonesia (STLI) is a company engaged in land transportation services and heavy equipment rental. While the majority of the cargo transported by STLI is HTW, in Sebampan, Kintap, Sudan, and Asemasem, South Kalimantan, STLI transports coal and leases heavy equipment.

Dengan situasi pandemi seperti sekarang, kegiatan operasi STLI tetap berjalan, tetapi terbatas sesuai protokol kesehatan yang berlaku. "Alhamdulillah, selama pandemi bisnis tidak terlalu terdampak walaupun kegiatan operasi semakin ketat. Di sini, yang banyak berpengaruh adalah faktor cuaca," jelas Bapak Basri, *Project Manager* STLI.

Menghadapi cuaca ekstrem yang tidak menentu, STLI tidak pernah kompromi soal pemilihan alat berat. "Kami sudah sekitar delapan tahun bekerja sama dengan Hexindo. Memang kami tidak pernah bergantung

In the current pandemic, STLI continues its operations amid the limitations set by health protocols. "Though we have to follow strict rules in our operations, we thank God the pandemic has not significantly affected the business. Here, the key influencing factor is the weather," explained Mr. Basri, STLI's Project Manager.

Having to deal with unpredictable extreme weather, STLI does not compromise when it comes to heavy equipment. "We have been working with Hexindo for about eight years. While we try not to rely on just one brand, when

dengan satu merek saja, tetapi soal alat berat kami pasti memilih merek-merek yang sudah terbukti performanya,” ungkap Bapak Basri.

Saat ini, mayoritas alat berat yang digunakan STLI di Kalimantan meliputi ekskavator, *wheel loader*, *compactor*, dan *grader*. Menurut Bapak Basri, semua merek alat berat memiliki kekurangan dan kelebihan masing-masing. “Hanya saja, menurut saya yang berbeda dari Hexindo itu adalah *support*-nya,” jelas Bapak Basri.

“Merek Hitachi paling banyak kami gunakan untuk ekskavator. Kalau *wheel loader*, kami mulai menggunakan merek Hitachi, yakni ZW370-5A, sejak Mei 2021, kebetulan waktu itu sedang ada penambahan produksi dan kami mau mencoba *wheel loader* merek Hitachi,” tambah Bapak Basri.

STLI menggunakan *wheel loader* untuk memuat batu bara *Run of Mine* (ROM) atau *stockpiling*. Menurut Bapak Basri, “Sejauh ini, ZW370-5A berhasil membantu pencapaian produksi. Konsumsi bahan bakar juga lebih efisien dibandingkan merek lain.”

Menyambut 2022, STLI optimistis menyusun beberapa rencana strategis, mulai dari peningkatan target produksi sampai ekspansi. “Sekarang kami sedang mempersiapkan ekspansi ke daerah Konawe, Sulawesi Selatan; Kendari, Sulawesi Tenggara, bahkan rencananya ke Pulau Sumatera juga,” ujar Bapak Basri.

Ke depan, ia berharap Hexindo bisa terus meningkatkan kualitas produk dan pelayanannya guna mendukung pertumbuhan STLI. “Selama ini, mekanik Hexindo selalu bisa diandalkan. Kapan saja kami minta *support*, mereka pasti bantu. Meskipun hanya *by phone* karena lokasi unit jauh dan prosedur perizinan masuk cukup ketat, kami tetap merasakan dukungan luar biasa dari Hexindo,” puji Bapak Basri.

it comes to heavy equipment, we only work with brands with proven performance,” said Mr. Basri.

Currently, the heavy equipment used by STLI in Kalimantan includes excavators, wheel loaders, compactors, and graders. According to Mr. Basri, all heavy equipment brands have their own advantages and disadvantages. “In my opinion, what sets Hexindo apart is the support they provide,” explained Mr. Basri.

“We mostly use the Hitachi brand for excavators. For wheel loaders, we have been using Hitachi’s ZW370-5A since May 2021, around the time when we were increasing production and decided to try Hitachi’s wheel loader,” added Mr Basri.

STLI uses wheel loaders for Run of Mine (ROM) loading or stockpiling. According to Mr. Basri, “ZW370-5A has helped the company achieve production. Fuel consumption is also more efficient than other brands.”

Welcoming 2022, STLI maintains an optimistic outlook in formulating its strategic plans, which include production target increase and expansion. “We are currently preparing for expansion to Konawe, South Sulawesi; Kendari, Southeast Sulawesi, even Sumatra,” said Mr. Basri.

In the future, he hopes that Hexindo will continue to improve the quality of its products and services to support STLI’s growth. “Hexindo’s mechanics have always been reliable. They have provided support whenever we need it. Even though sometimes they have to do it by phone since our units are remotely located and entry permit is quite hard to get, we really feel the extraordinary support from Hexindo,” said Mr. Basri.



Bapak Basri
Project Manager STLI

“Sejauh ini, ZW370-5A berhasil membantu pencapaian produksi. Konsumsi bahan bakar juga lebih efisien dibandingkan merek lain.

ZW370-5A has helped the company achieve production. Fuel consumption is also more efficient than other brands.

ZX48U-5A: Ekskavator Mini dengan Manfaat Maksimal

ZX48U-5A: Mini Excavator
with Maximum Benefits

Hemat bahan bakar, mudah dirawat, dan nyaman dioperasikan, mini ekskavator keluaran Hitachi ZX48U-5A memberikan hasil maksimal untuk pekerjaan konstruksi umum di ruang terbatas. Dikembangkan dari seri mini ekskavator sebelumnya, ZX48U-5A memiliki empat keunggulan yang akan menunjang peningkatan produktivitas operasional.

Fuel efficient, easy to maintain, and easy to operate, the mini excavator from Hitachi ZX48U-5A provides maximum results for general construction work in confined spaces. Developed from the previous mini excavator series, ZX48U-5A has four advantages that help improve operational productivity.



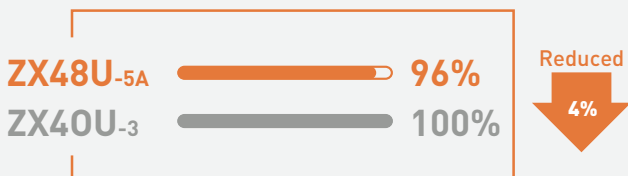
1 **Konsumsi Bahan Bakar Lebih Irit**

Hitachi menambahkan fitur baru *ECO mode* pada ZX48U-5A sehingga konsumsi bahan bakar lebih irit 4-10 persen.

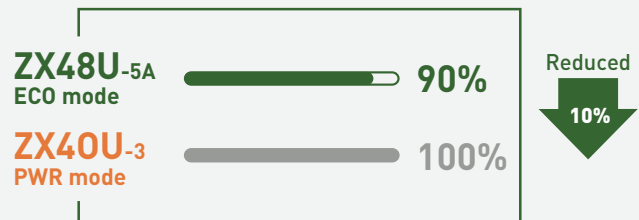
More Efficient Fuel Consumption

Hitachi added a new *ECO mode* feature on ZX48U-5A, making fuel consumption 4-10 percent more efficient.

ZX40U-3 P - mode VS ZX48U-5A PWR mode



ZX48U-5A PWR mode VS ZX48U-5A ECO mode



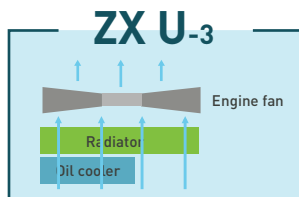
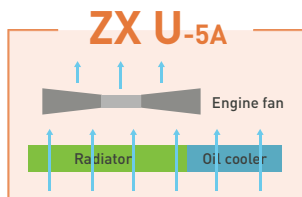
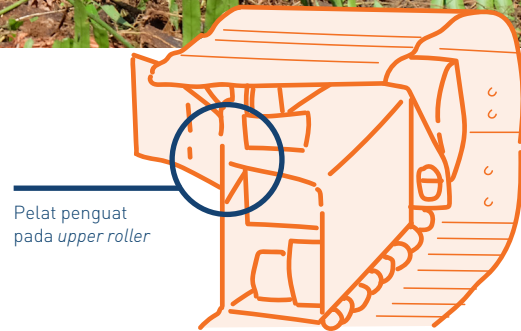


2 Perawatan Lebih Mudah

Dengan *parallel arranged cooling package*, unit ZX48U-5A lebih mudah dibersihkan, efisiensi pendinginan juga sekaligus ikut meningkat.

Easier Maintenance

With the *parallel arranged cooling package*, ZX48U-5A unit is easier to clean, which means better cooling efficiency.



3 Kenyamanan Operator

ZX48U-5A memiliki monitor *multi-function* yang membantu visibilitas dan kenyamanan operator dalam mengoperasikan unit.

Operator Convenience

ZX48U-5A has a multi-function monitor that improves the operator visibility and comfort in operating the unit.

4 Durabilitas, Reliabilitas, dan Keselamatan

Penambahan pelat penguat pada *upper roller* memperkuat komponen *undercarriage* pada unit. Dengan ZX48U-5A, operator akan lebih leluasa bergerak di area rawa dan permukaan berundak/tanjakan, terutama di lokasi perkebunan kelapa sawit yang luas.

Durability, Reliability, and Safety

The addition of a reinforcing plates on upper rollers strengthens the unit's undercarriage. With ZX48U-5A, operators will have more freedom to move around on marshes and grades, especially in vast oil palm plantations.

ZX48U-5A

JENIS MESIN

Engine Type
Yanmar EDM-4TNV88

TENAGA MESIN

Engine Power
28,2 kW (37,8 HP)

DAYA TRAKSI MAKSIMUM

Maximum Traction Force
38,3 kN (3.905 kgf)

PANJANG LENGAN

Arm Length
1,38 m

DAYA GALI BUCKET ISO

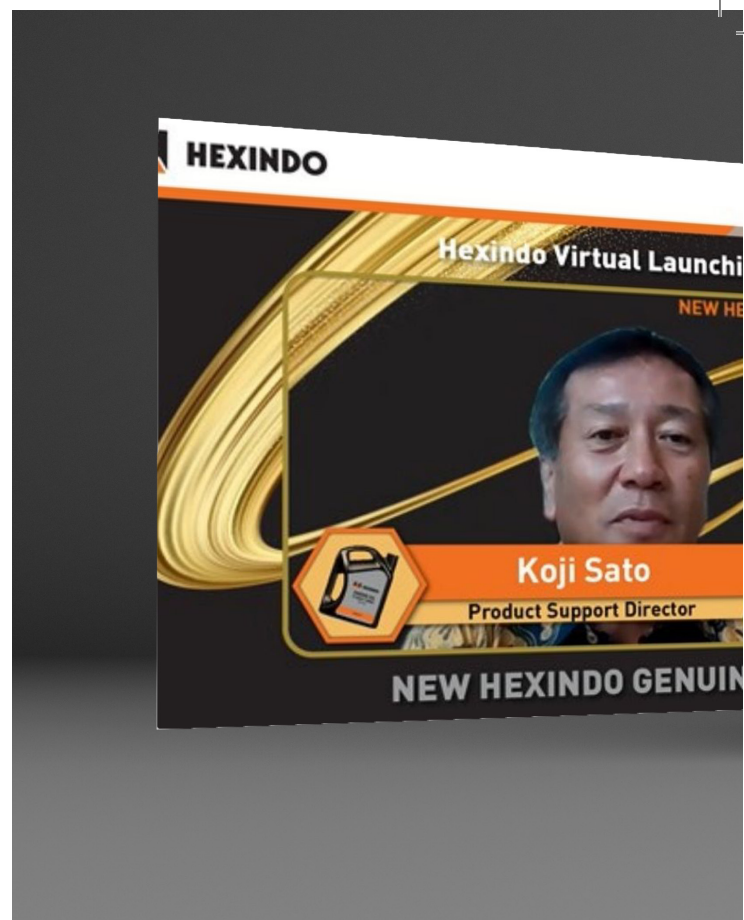
Bucket Digging Force ISO
32,1 kN (3.270 kgf)

DAYA RENGKUH LENGAN ISO

Arm Crowd Force ISO
24,0 kN (2.450 kgf)

Paling Kompatibel, Hexindo Keluarkan Pelumas Mesin dengan Formula Baru

Highly Compatible,
Hexindo Releases a New
Formula for Engine Oil



Pelumas membantu mencegah keausan pada mesin sehingga performa unit tetap terjaga. Melihat pentingnya peran pelumas, Hexindo meluncurkan pelumas baru, *Hexindo Engine Oil CI-4/DH-1*, dalam acara bertajuk *Hexindo Virtual Launching New Hexindo Genuine Oil*. Turut hadir dalam peluncuran tersebut *Product Support Director* Bapak Koji Sato.

Lubricants help prevent wear and tear on the engine to maintain the unit's performance. Seeing the important role of lubricants, Hexindo launched a new lubricant, *Hexindo Engine Oil CI-4/DH-1*, at *Hexindo Virtual Launching New Hexindo Genuine Oil*. Present at the launch was *Product Support Director*, Mr. Koji Sato.

Terbuat dari *base oil* dan zat aditif, pada dasarnya setiap pelumas memiliki kandungan berbeda sesuai kebutuhan pemakaian. Namun seiring perkembangan spesifikasi mesin pada mayoritas alat berat, formula pelumas juga perlu disesuaikan. Alat berat yang banyak diminati pasar sekarang ialah unit dengan tenaga besar, namun memiliki bodi *compact*, efisiensi tinggi, dan biaya perawatan yang rendah. Melihat kondisi tersebut, Hexindo mengembangkan pelumas baru dengan formula yang kompatibel, termasuk kompatibel untuk bahan bakar biodiesel (B30 menuju B40), mengikuti kebijakan yang ditetapkan pemerintah.

Hexindo Engine Oil CI-4/DH-1 dirancang khusus untuk memenuhi standar pelumas mesin di pasaran. Selain kompatibel untuk mesin berbahan bakar B30 atau lebih, formula *Hexindo Engine Oil* terbaru juga sudah memenuhi standar pelumas mesin CAT, *Cummins*, dan *Mercy*.

Memenuhi standar emisi 2004, CI-4 merupakan bahan dasar pelumas yang telah memenuhi spesifikasi *American Petroleum Institute (API)* dan

Made from base oil and additives, every engine oil has different contents based on function. As heavy equipment specifications grow in variety, the engine oil formula also needs to develop. The market today has high demand for high-powered unit with a compact body, high efficiency, and low maintenance costs. In consideration of this, Hexindo developed a new engine oil with a formula that is compatible, including with biodiesel fuel (B30 to B40), in compliance with government policies.

Hexindo Engine Oil CI-4/DH-1 is especially designed to meet the market's standard for engine oil. In addition to being compatible with at least B30-powered engines, the latest *Hexindo Engine Oil* formula also meets the engine oil standards for CAT, *Cummins*, and *Mercy*.

Meeting the 2004 emission standards, CI-4 is an engine oil base material that meets the specifications of the *American Petroleum Institute*



digunakan untuk bahan bakar dengan kandungan sulfur sampai dengan 0,5 persen. Sementara, DH-1 merupakan bahan dasar pelumas yang telah memenuhi standar *Japan Automotive Standards Organization (Jaso)* dan API, yang berlaku sejak Oktober 2000, dan digunakan untuk bahan bakar dengan kandungan *sulphated ash* yang tinggi. Spesifikasi ini cocok untuk mesin diesel *heavy duty*, namun tidak cocok untuk *exhaust* dengan *after treatment*.

(API) and is used for fuels with a sulfur content of up to 0.5 percent. Meanwhile, DH-1 is a basic engine oil material that has met the standards of the Japan Automotive Standards Organization (Jaso) and API, which has been applicable since October 2000, and is used for fuels with a high Sulphated Ash content. These specifications are suitable for heavy duty diesel engines, but can't be used for exhausts with aftertreatment.

Spesifikasi Hexindo Engine Oil CI-4/DH-1/

Specifications of Hexindo Engine Oil CI-4/DH-1

TBN

10.5

Sulphated Ash

1.45

SAE

15W40

Viscosity Index

139

Kompatibilitas / Compatibility

JASO DH-1
API CI-4
CAT ECF-2
MTU Cat. 2
Cummins CES 20078
MB 228.3

Keunggulan Hexindo Engine Oil CI-4/DH-1

Advantages of Hexindo Engine Oil CI-4/DH-1

Engine Protection

Menjaga mesin dari keausan

Engine Protection

Protects the engine from wear

Anti-Corrosion Protection

Melindungi mesin dari korosi serta menjaga kebersihan ruang mesin

Anti-Corrosion Protection

Protects the engine from corrosion and keeps the engine room clean

Euro 4 Compatible

Memenuhi standar Euro 4 yang lebih ramah lingkungan

Euro 4 Compatible

Meets the more eco-friendly Euro 4 standards

Biodiesel Compatible*

Cocok untuk mesin berbahan bakar biodiesel B30 atau yang lebih tinggi

*berdasarkan *engine bench test* di Mercedes (CECTDG-L-104)

Biodiesel Compatible*

Suitable for biodiesel engines with B30 or higher content

*based on *engine bench test* at Mercedes (CECTDG-L-104)



200L

20L

5L

Rawat *Air Cleaner* untuk Kinerja Mesin yang Optimal

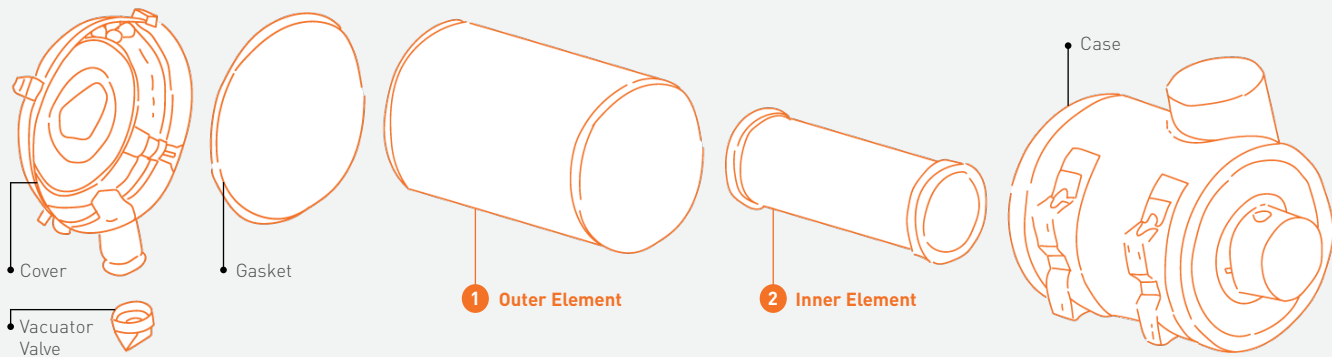


Air Cleaner Maintenance for Optimal Engine Performance

Beroperasi di lingkungan ekstrem, alat berat rentan terpapar mikro-debu. Mikro-debu ini berpotensi bercampur dengan udara dan masuk ke dalam mesin melalui *turbocharger*. Jika dibiarkan, tentu mikro-debu akan merusak *air cleaner*, piston, dan jalur komponen lainnya yang pada akhirnya akan menurunkan performa mesin. *Air cleaner* berfungsi mencegah partikel berbahaya masuk ke dalam mesin. Untuk mendapatkan manfaat optimal dari *air cleaner*, simak prosedur pembersihan dan penggantian komponen air cleaner berikut.

In extreme environment, machines are exposed to micro-dust. Such micro-dust has the potential to mix with air and enter the engine through the turbocharger. If left unchecked, the micro-dust will damage the air cleaner, piston, and other components which will ultimately compromise engine performance. Air cleaner essentially works to prevent harmful particles from entering the engine. To optimize the benefits of air cleaner, check out the following instruction on air cleaner components cleaning and replacement.

KOMPONEN AIR CLEANER AIR CLEANER COMPONENTS



1. Outer Element

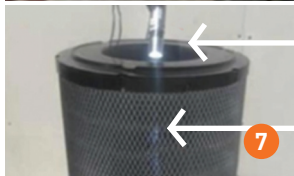
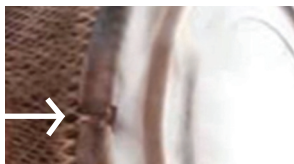
Berfungsi menahan debu masuk ke dalam mesin. Komponen ini wajib dibersihkan setiap 250 jam atau saat *warning light* menyala dan diganti setelah enam kali dibersihkan atau satu tahun pemakaian.

The outer element prevents dust from entering the engine. This component must be cleaned every 250 hours or when the warning light is on and replaced after six cleanings or one year of use.

2. Inner Element

Berfungsi mencegah debu masuk ke dalam mesin saat *outer element* dibersihkan. Komponen ini tidak boleh dibersihkan dan digunakan ulang, melainkan diganti baru bersamaan dengan waktu penggantian *outer element*.

The inner element prevents dust from entering the engine. This component must be cleaned every 250 hours or when the warning light is on and replaced after six cleanings or one year of use.



Prosedur Pembersihan dan Penggantian Outer Element Outer Element Cleaning and Replacement Procedure

1. Pilih lokasi yang bersih dan tidak rawan debu.
 2. Buka *clamp* kemudian bersihkan debu yang menempel pada *case*.
 3. Tarik dan putar *outer element* menggunakan kedua tangan sambil digoyang ke segala arah secara perlahan.
 4. Pastikan *inner element* tidak ikut terlepas atau miring. Jika terlepas atau miring, kembalikan seperti posisi semula. Tutup *inner element* atau *duct* (untuk *air cleaner* yang tidak memiliki *inner element*) dengan kain bersih, plastik, lakban, atau pelindung lainnya agar tidak terpapar debu.
 5. Bersihkan bagian dalam *case*, *cover*, dan *vacuator valve* menggunakan kain bersih atau sejenisnya. Jika *valve* rusak, ganti dengan yang baru.
 6. Bersihkan *outer element* menggunakan kompresor yang dilengkapi dengan *air cleaner* dan pastikan tekanan udara kompresor <0,67 MPa (7kgf/cm²). Semprot *outer element* secara berurutan dari dalam ke luar-luar ke dalam-dalam ke luar dengan menjaga jarak *air gun* 50 mm dari *outer element*. Jangan pukul *outer element* dengan tangan atau membenturkannya dengan benda lain.
 7. Setelah bersih, cek kondisi *outer element* menggunakan lampu senter. Jika *outer element* berubah bentuk, berlubang, menipis, filter kertas sobek, atau mengalami kerusakan lainnya, ganti dengan *outer element* yang baru.
 8. Apabila kondisinya masih baik, gunakan kedua tangan untuk menekan dan memutar *outer element* masuk ke dalam *case*. Goyang perlahan ke segala arah agar lebih mudah masuk. Terakhir, dorong *rim* untuk memastikan *outer element* sudah masuk penuh. Jangan lupa lepaskan pelindung (kain, plastik, lakban, dll) dan bersihkan *seal inner element* menggunakan kain sebelum memasang kembali *outer element*.
 9. Pasang *cover* dan pastikan *vacuator valve* menghadap ke bawah.
 10. Terakhir, kunci *clamp*, pastikan gap antara *cover* dan *case* tidak terlalu besar.
1. Choose a clean location with no dust exposure.
 2. Open the clamp then clean the dust on the case.
 3. Pull and rotate the outer element using both hands while gently shaking it in all directions.
 4. Make sure the inner element does not come loose or tilted. If it does come loose or tilted, return it to its original position. Cover the inner element or duct (for air cleaners that do not have an inner element) with a clean cloth, plastic, duct tape, or other protection to prevent exposure to dust.
 5. Clean the inside of the case, cover, and vacuator valve using a clean cloth. If the valve is damaged, replace it with a new one.
 6. Clean the outer element using an air-cleaner equipped compressor and set the compressor air pressure to <0.67 MPa (7kgf/cm²). Spray the outer element sequentially from the inner part to the outer part, then from the outer part to the inner part, and again from the inner part to the outer part, keeping the air gun 50 mm away from the outer element. Do not hit the outer element with your hands or any other object.
 7. After cleaning, check the condition of the outer element with a flashlight. If the outer element is deformed, perforated, thinning, the filter paper is torn, or the outer element is otherwise damaged, replace it with a new outer element.
 8. If it's in good condition, use both hands to press and rotate the outer element into the case. Shake gently in all directions for easier entry. Finally, push the rim to make sure the outer element is fully inserted. Don't forget to remove the protector (cloth, plastic, duct tape, etc.) and clean the inner element seal with a cloth before reinstalling the outer element.
 9. Install the cover and make sure the vacuator valve is facing down.
 10. Finally, lock the clamp, make sure to keep the gap between the cover and case a small one.

Prosedur Penggantian Inner Element Inner Element Replacement Procedures

1. Pilih lokasi yang bersih dan tidak rawan debu.
 2. Buka *cover* dan *outer element* sesuai **Prosedur Pembersihan dan Penggantian Outer Element.**
 3. Lepaskan *inner element* dari *case* dan **segera** pasang *inner element* yang baru. Dorong *rim* untuk memastikan *inner element* sudah masuk penuh.
 4. Pasang kembali *outer element* dan *cover* sesuai **Prosedur Pembersihan dan Penggantian Outer Element.**
1. Choose clean location without dust exposure.
 2. Uninstall the cover and the outer element according to the **Outer Element Cleaning and Replacement Procedure.**
 3. Remove the inner element from the case and **immediately** install the new inner element. Push the rim to make sure the inner element is fully inserted.
 4. Reinstall the outer element and cover according to the **Outer Element Cleaning and Replacement Procedure.**

EX1200-7BH: Akselerasi Jadi Kunci Capaian Target Produksi

EX1200-7BH:
Acceleration is the
Key to Achieving
Production Targets

Berdiri sejak 1986, PT Meares Sopotan Mining (MSM), anak perusahaan PT Archi Indonesia Tbk, beroperasi dan menambang cadangan emas di tiga liang tambang terbuka (*open pit*), termasuk liang tambang Toka Tindung, Marawuwung, dan Araren. Di liang tambang Toka Tindung, sekitar 35 km timur laut dari Manado, Sulawesi Utara, MSM memiliki area konsesi seluas 8.969 hektar. “Perkembangan MSM memang cukup pesat, terutama di pertambangan mineral, yaitu emas,” ujar Bapak Rommy Kountul, Superintendent Training PT Geopersada Mulia Abadi (GMA), kontraktor MSM.

Established in 1986, PT Meares Sopotan Mining (MSM), a subsidiary of PT Archi Indonesia Tbk, operates and mines gold reserves in three open pits, including the Toka Tindung, Marawuwung, and Araren mines. At the Toka Tindung pit, about 35 km northeast of Manado, North Sulawesi, MSM operates 8,969 hectares of concession area. “MSM has been developing rapidly, especially in mineral mining, namely gold,” said Mr. Rommy Kountul, Superintendent Training of PT Geopersada Mulia Abadi (GMA), a contractor of MSM.



Kepemilikan Unit Hitachi

Hitachi Unit
Ownership

TIPE UNIT	Jumlah Unit
Unit Type	Total Unit
EX1200-7BH	4
ZX470LC-5G	3
ZX200-5G	4
Total	11



Bapak Rommy Kountul
Superintendent Training of PT GMA

Sejak memulai proyek Toka Tindung, sekitar Oktober 2020, GMA mempercayakan pilihan utama alat beratnya pada produk-produk Hitachi. “Kekuatan semua produk Hitachi, bukan hanya EX1200-7BH, adalah kelincahannya. Berkat kelincahan itu, kami bisa mencapai target produksi. Dengan EX1200-7BH ini, produksi meningkat 75-80 persen dan ini cukup signifikan.” jelas Bapak Jani Bako, Operator/Instruktur EX12007-BH.

Since the commencement of the Toka Tindung project in October 2020, GMA has entrusted its heavy equipment needs to Hitachi. “The strength of all Hitachi products, not just the EX1200-7BH, is their agility. Thanks to that agility, we were able to achieve our production target. With EX1200-7BH, the production increased 75-80 percent and it was very significant.” explained Mr. Jani Bako, Operator/Instructor of EX12007-BH.



Di MSM, EX1200-7BH mayoritas digunakan untuk memuat *waste* dan *ore*. "Selama *loading waste*, apalagi kalau materialnya *soft*, *blasting*-nya empuk, kinerja EX1200-7BH pasti di atas rata-rata target produksi," tambah Bapak Jani.

"Cuma memang harus hati-hati terkait penggunaan bahan bakar. Saat menggunakan *high power* untuk mengangkat material keras, otomatis pemakaian bahan bakar sedikit meningkat. Kalau menggunakan *high power* bisa sampai 110 liter/jam, sedangkan *power mode* yang normal hanya 102-105 liter/jam," imbuh Bapak Rommy.

Menurut Bapak Rommy, faktor penentu kualitas ekskavator terletak pada akselerasi, terutama akselerasi *loading*, *digging*, dan *bucket*. "Lambat satu menit saja, bisa berkurang capaian produksi," kata Bapak Rommy.

Selain performa mesin produk Hitachi, GMA juga melihat layanan purnajual Hexindo sangat memuaskan. "Selalu tepat waktu dan cepat merespons kalau ada apa-apa di lapangan," jelas Bapak Rommy.

GMA optimistis bisnis perusahaan akan terus bertumbuh. Terlebih, prospek tambang mineral di Indonesia masih sangat bagus. "Ke depan, kami berencana melebarkan sayap ke lokasi baru di luar Sulawesi Utara. Untuk itu, kami berharap, Hexindo selaku partner selalu meningkatkan performa unit. Semoga setiap keluar seri baru diperhatikan juga peningkatan kualitasnya, terutama untuk akselerasi *boom up*, *close bucket*, dan *swing* sehingga ekskavator Hitachi tetap mampu mengangkat material keras," tutup Bapak Rommy.

In MSM, EX1200-7BH is mostly used to load waste and ore. "During waste loading, especially if the material and the blasting are soft, EX1200-7BH's performance would definitely exceed the average production target," added Mr. Jani.

"You do have to be careful with the fuel consumption. On high power mode for hard materials transportation, fuel consumption slightly increases. It can get up to 110 liters/hour on high power mode and about 102-105 liters/hour on normal power mode," added Mr. Rommy.

According to Mr. Rommy, a determining factor for excavator quality is acceleration, especially loading, digging, and bucket acceleration. "Even one minute delay can reduce production," said Mr. Rommy.

In addition to the engine performance of Hitachi products, Hexindo's excellent after-sales service was another consideration for GMA. "Always on time and quick to respond if anything happens in the field," said Mr. Rommy.

GMA is optimistic that the company's business will continue to grow, especially seeing the promising prospect of mineral mining in Indonesia. "In the future, we are planning to expand to new sites outside North Sulawesi. For this reason, we hope Hexindo as a partner will always improve the performance of its units. Hopefully, quality will always be a priority every time a new series comes out, especially for boom up, close bucket, and swing acceleration, to maintain the excellent performance of Hitachi excavators during hard materials loading," concluded Mr. Rommy.

EX1200-7BH

JENIS MESIN

Engine Type

Cummins

TENAGA MESIN

Engine Power

567 kW (760 HP)

BEBAN OPERASIONAL

Operating Weight

117.000 kg

KAPASITAS BUCKET

Bucket capacity

7,0 m³

JANGKAUAN GALI MAKSIMUM

Maximum Digging Reach

13.790 mm

KEDALAMAN GALI MAKSIMUM

Maximum Digging Depth

7.960 mm

DAYA GALI BUCKET ISO

Bucket Digging Force ISO

569 kN (58.000 kgf)

DAYA RENGKUH LENGAN ISO

Arm Crowd Force ISO

438 kN (44.700 kgf)

Rent to Buy:

Solusi Cepat Pengadaan Alat Berat

Rent to Buy: Quick Solution for Heavy Equipment Procurement

Berdiri sejak 2015, CV Sumber Mandiri Abadi (SMA) bergerak di bidang konstruksi, rental alat berat, dan transportasi untuk perkebunan kelapa sawit. Beroperasi di Ketapang dan Sanggau, Kalimantan Barat, sejak terjang CV SMA selama 2021 cenderung meningkat, ditunjang oleh kenaikan harga CPO.

Established in 2015, CV Sumber Mandiri Abadi (SMA) is engaged in construction, heavy equipment rental, and transportation for oil palm plantations. Operating in Ketapang and Sanggau, West Kalimantan, CV SMA recorded a performance improvement in 2021, supported by the increase of CPO prices.

"Di awal pandemi, semua pihak masih *wait and see* sehingga omzet perusahaan juga menurun. Baru pada 2021, pemilik kebun mulai bergerak. Apalagi saat harga CPO melejit, semua pemilik kebun serentak melakukan pembangunan infrastruktur dan perawatan. Permintaan alat berat pun otomatis melonjak," ungkap Bapak Junardi, pemilik CV SMA.

CV SMA bekerja sama dengan Hexindo sejak 2015 untuk pengadaan unit ekskavator kelas 5 ton, 13 ton, dan 20 ton. "Selama ini kami selalu investasi membeli unit baru di Hexindo. Terus terang sampai hari ini unit Hitachi tidak pernah mengecewakan, dukungan mekanik dan ketersediaan suku cadangnya juga baik," Bapak Junardi memuji.

Pada pertengahan 2021, kebutuhan alat berat CV SMA meningkat seiring kenaikan harga CPO. Momen kenaikan CPO ini berbarengan dengan kebangkitan industri tambang di Kalimantan Barat, terutama nikel. Hal ini menyebabkan kelangkaan unit alat berat, terutama ekskavator. "Karena kualitasnya memang sudah terbukti, produk Hitachi jadi rebutan di sini, untuk memesan unit saya sampai harus menunggu 2-3 bulan, paling cepat 1 bulan itu pun jarang sekali kecuali ada yang batal beli," kata Pak Junardi.

Tidak kecil hati, Bapak Junardi berdiskusi dengan Hexindo untuk mencari jalan keluar. Dari situlah, Bapak Junardi berkenalan dengan program rent to buy. Melalui program *rent to buy*, CV SMA menyewa 6 unit ekskavator, masing-masing 3 unit untuk ZX200-5G dan ZX210F-5G.

"At the beginning of the pandemic, everyone tended to wait and see, which led to a decreased turnover. In 2021, plantation owners began to make a move. As soon as CPO prices increased, plantation owners simultaneously began infrastructure development and maintenance. Demand for heavy equipment jumped," said Mr. Junardi, the owner of CV SMA.

CV SMA first worked with Hexindo in 2015 to procure 5-ton, 13-ton, and 20-ton excavators. "We have always entrusted our investment in new units to Hexindo. Hitachi units never disappoint, and the mechanical support and spare parts availability are great," said Mr. Junardi.

In mid-2021, CV SMA needed more heavy equipment as CPO prices increased. At the same time, the revival of the mining industry was happening in West Kalimantan, especially for nickel. This led to heavy equipment scarcity, especially excavators. "Because of its proven quality, everyone wanted Hitachi products. You had to wait 2-3 months for a unit—1 month if you're lucky, which didn't happen often unless someone cancelled," said Mr. Junardi.

Not discouraged, Mr. Junardi discussed with Hexindo to find a solution. That's when Mr. Junardi heard about the rent-to-buy program. Through the rent-to-buy program, CV SMA rented 6 ZX200-5G and ZX210F-5G excavators, 3 units each.



Bapak Junardi

Pemilik CV SMA
Owner of CV SMA



"Memesan unit lewat program *rent to buy* prosesnya cepat. Tidak sampai seminggu, sudah ada info ketersediaan, kami tinggal melengkapi kewajiban administrasi, seperti *security deposit* dan uang mobilisasi, kemudian Hexindo akan mengatur waktu pengiriman. Tidak hanya itu, tim Hexindo juga mengajarkan pengoperasian unit dari teori sampai praktik kepada operator, mandor, dan pengawas kami. Gratis selama tiga hari," ungkap Pak Junardi.

"Ordering a unit through the rent-to-buy program was way faster. In less than a week, we were told that a unit was available. We simply processed the security deposits and mobilization fees, and Hexindo immediately scheduled the delivery. Hexindo's team also spent three days teaching our operators, foremen, and supervisors how to operate the unit from theory to practice, free of charge," said Mr. Junardi.

Setelah enam bulan menjalani program *rent to buy*, Bapak Junardi merasakan keuntungan lain menggunakan program *rent to buy*, "Perawatan ditanggung oleh Hexindo selama enam bulan. Kami tinggal

After six months, Mr. Junardi noticed another benefit from the rent-to-buy program. "Maintenance is covered by Hexindo for six months. We just make a call, and Hexindo schedules the inspection and

info, selanjutnya Hexindo yang mengatur jadwal pemeriksaan dan perawatan. Intinya, kami tidak dipusingkan lagi soal pemeliharaan unit."

Menurut Pak Junardi, kelebihan harga yang dibayarkan untuk membeli unit lewat program *rent to buy* sebanding dengan fasilitas yang disediakan. "Harga unit memang jadi lebih mahal, tapi ini sebanding dengan jaminan ketersediaan unit, ketepatan waktu pengiriman, kemudahan administrasi, fasilitas pelatihan, dan jaminan perawatan unit selama enam bulan. Apalagi, kita tahu harga alat berat bisa naik sewaktu-waktu," ulas Pak Junardi.

Menyambut 2022, CV SMA optimistis sektor perkebunan kelapa sawit akan terus tumbuh. Perusahaan berencana menambah jumlah unit minimal 20 persen dari 2021. "Untuk itu, kami berharap Hexindo terus mengembangkan program *rent to buy*," jelas Pak Junardi.

maintenance. The point is, we don't have to worry about unit maintenance."

Mr. Junardi feels that the additional price under the rent-to-buy program is worth the facilities provided. "The unit is more expensive, but the unit availability, on-time delivery, easy administration, training, and six-month maintenance guarantee provided make it worth the price. Moreover, we know that heavy equipment prices can increase at any time," said Mr. Junardi.

Welcoming 2022, CV SMA is optimistic that the oil palm plantation sector will continue to grow. The company is planning to increase the number of its units by at least 20 percent of the 2021 total. "So we hope that Hexindo will continue to develop the rent-to-buy program," said Mr. Junardi.



“ Karena kualitasnya memang sudah terbukti, produk Hitachi jadi rebutan di sini,

Memasuki Pengabdian Tiga Dekade, **Hexindo Cabang Medan Semakin Bersinar**

Finishing Up Its Third
Decade of Service,
Hexindo Medan Branch
Shines Even Brighter



Bapak Endik Muryanto
Kepala Cabang
Branch Head



Tepat pada 18 April 1992, kantor Hexindo Cabang Medan resmi berdiri. Memasuki usia 30 tahun, kiprah Hexindo Cabang Medan dalam melayani pelanggan semakin matang. Terbukti, di tengah pandemi berkepanjangan yang menyebabkan keterbatasan stok unit dan persaingan penjualan alat berat, Hexindo Cabang Medan berhasil meningkatkan penjualan unit dari tahun sebelumnya bahkan menembus target penjualan paruh fiskal 2021.

On 18 April 1992, Hexindo Medan was officially established. Entering its 30th year, Hexindo Medan has grown in its ability to serve customers. This was proven when in the midst of a prolonged pandemic that led to limited stock and growing competition in heavy equipment sales, Hexindo Medan managed to increase unit sales from the previous year and exceeded the mid-year sales target for the 2021 fiscal year.

"Di tengah pandemi dan kebijakan *work from home* (WFH) yang diberlakukan pemerintah, Hexindo Cabang Medan tetap melakukan layanan ke pelanggan dan mengejar target perusahaan. *Alhamdulillah* dengan kekuatan doa, ketekunan, kegigihan, kekompakan tim, serta kepedulian terhadap pelanggan, target penjualan paruh fiskal FY21 dapat tercapai bahkan melebihi target yang ditetapkan perusahaan," jelas Kepala Hexindo Cabang Medan, Endik Muryanto.

Hexindo Cabang Medan melayani pelanggan sektor perkebunan sawit, konstruksi, Hutan Tanaman Industri (HTI), serta tambang batu bara dan nikel. Wilayah operasionalnya mencakup seluruh area Sumatra Utara yang meliputi Medan, Deli Serdang, Langkat, Tapanuli Utara, Tapanuli Selatan, Labuhan Batu, Karo, Padang Sidempuan, Mandailing Natal, Nias, dll. Pelanggan Hexindo Cabang Medan juga datang dari Kampar, Riau, dan beberapa daerah di provinsi Daerah Istimewa Aceh yang lokasinya dekat dengan Hexindo Cabang Medan, yakni Meulaboh, Blang Pidi, Tapak Tuan, Kreung Luas, Kuta Cane, dan Langsa.

Pencapaian 2021 bukanlah perjalanan mulus bagi Hexindo Cabang Medan. Dari segi operasional, Hexindo Cabang

"A pandemic and the government-imposed *work-from-home* (WFH) policy have not stopped Hexindo Medan from providing services to customers and pursuing the company's targets. We thank God through prayer, perseverance, tenacity, teamwork, and commitment to customers, the mid-year sales target for FY21 was achieved, even exceeded," explained Head of Hexindo Medan Endik Muryanto.

Hexindo Medan serves customers in the plantation (palm), construction, industrial forest plantations (HTI), as well as coal and nickel mining sectors. Its operational area covers the entire area of North Sumatra, including Medan, Deli Serdang, Langkat, North Tapanuli, South Tapanuli, Labuhan Batu, Karo, Padang Sidempuan, Mandailing Natal, Nias, etc. Hexindo Medan customers come from Kampar, Riau, and a few other areas in the Special Region of Aceh around Hexindo Medan, namely Meulaboh, Blang Pidi, Tapak Tuan, Kreung Luas, Kuta Cane, and Langsa.

The accomplishments earned by Hexindo Medan in 2021 did not come easy. From an operational perspective, Hexindo Medan



Medan membutuhkan lebih banyak mekanik untuk mengakomodasi permintaan servis dari pelanggan reguler sekaligus pelanggan paket *ConSite Preventive Maintenance* (CPM). Sementara dari segi penjualan, di tengah keterbatasan stok dan kenaikan harga unit seiring kenaikan harga baja dunia, Hexindo Cabang Medan terus berkomitmen menjalin komunikasi yang baik dengan para pelanggan. "Pelanggan butuh unit cepat untuk memulai proyek dan berharap harga unit tetap stabil sehubungan dengan nilai proyek yang tidak berubah dalam kontrak kerja dengan pemilik kebun/proyek. Di masa pandemi seperti ini, seluruh karyawan kami tetap berusaha semaksimal mungkin untuk mencapai target perusahaan, salah satunya dengan perencanaan matang yang terukur," jelas Bapak Endik.

Menyambut 2022, Bapak Endik optimistis Hexindo Cabang Medan mampu meningkatkan penjualan unit, suku cadang, dan layanan. "Sampai hari ini, permintaan alat berat di Sumatra Utara masih tinggi. Terlebih dengan kehadiran sejumlah proyek strategis di Medan, di antaranya proyek konstruksi jalan tol Medan-Batu Bara-Siantar-Perapat dan Medan-Stabat-Aceh, proyek konstruksi jalur rel kereta api, dan proyek kawasan industri dan pembangkit listrik Indra Pura," urai Bapak Endik.

Di tengah persaingan industri alat berat yang kian ketat dan pandemi yang belum usai, Hexindo Cabang Medan akan terus menjalankan program-program unggulan perusahaan, seperti CPM, *rent to buy*, *hexindoparts.com*, *ConSite*, dan pemanfaatan transaksi digital melalui *e-Commerce*. "Fokus utama ke depan adalah mempersiapkan SDM unggulan yang peduli dan sepenuh hati memenuhi kebutuhan pelanggan. Lebih lanjut, terkait keselamatan kerja, semoga setiap karyawan selalu mengutamakan keselamatan kerja sehingga terwujud *zero accident* di Hexindo Cabang Medan," pesan Bapak Endik.

needed more technicians to accommodate service demands from regular customers as well as *ConSite Preventive Maintenance* (CPM) customers. Meanwhile, in terms of sales, Hexindo Medan continues to be committed to establishing good communication with customers amid limited stocks and unit price hikes in line with rising global steel prices. "Customers needed the units to be delivered quickly so that projects could be commenced and expected stable unit prices to meet the value of their projects, which is fixed based on the work contract with the plantation/project owner. During this pandemic, all of our employees continue to do their best to achieve the company's targets, including through careful planning," explained Mr. Endik.

Welcoming 2022, Mr. Endik is optimistic that Hexindo Medan will be able to increase unit, spare parts, and services sales. "The demand for heavy equipment in North Sumatra remains high today, especially with a number of ongoing strategic projects in Medan, including the Medan-Batu Bara-Siantar-Perapat and Medan-Stabat-Aceh toll roads construction, railroad construction, and the Indra Pura power plant and industrial area," explained Mr. Endik.

Amid a growing competition in the heavy equipment industry and the ongoing pandemic, Hexindo Medan will continue to run the company's flagship programs, such as CPM, *rent to buy*, *hexindoparts.com*, *ConSite*, and digital transactions through *e-Commerce*. "The main focus going forward is to prepare excellent human resources who truly care and are committed to meeting the needs of the customers. Regarding work safety, I hope that every employee always prioritizes work safety so that we can maintain zero accident at Hexindo Medan," said Mr. Endik.



Dari Air Bersih Hingga Kelas Inspirasi, Hexindo Terus Berbagi di Masa Pandemi

From Clean Water to Inspiration Classes, Hexindo Maintains Its Spirit of Sharing during the Pandemic

Pandemi tidak menggoyahkan komitmen PT Hexindo Adiperkasa Tbk (Hexindo) untuk terus mendukung upaya peningkatan kualitas hidup masyarakat di berbagai daerah di Indonesia.

Despite the pandemic, PT Hexindo Adiperkasa Tbk (Hexindo) maintains its commitment to supporting efforts to improve the quality of life of people in various regions in Indonesia.



Bapak Yoshendri
Direktur Keuangan
Finance Director

Lewat program CSR 3E 3RAVE, Hexindo menggandeng yayasan nonprofit Aksi Cepat Tanggap (ACT) untuk membangun sumur dan MCK bagi warga Desa Salubomba, Donggala, Sulawesi Tengah. Sebagian besar warga yang berprofesi sebagai nelayan ini merupakan korban pascabencana tsunami 2018 yang kesulitan memperoleh air bersih dan layak untuk kehidupan sehari-hari.

Menyusul pembangunan fasilitas tersebut, Hexindo juga menyelenggarakan seminar virtual bertema sanitasi dan kesehatan pada 27 September 2021. Pada sesi tanya jawab, para warga sangat antusias menyampaikan pertanyaan kepada dr. Shalyane Shelly selaku pembicara.

Selanjutnya, bertepatan dengan peringatan Hari Guru Nasional pada 25 November 2021, Hexindo mengadakan seminar virtual bertemakan kesehatan mental bagi 50 guru di 2 kota yaitu SD Al

Under the banner of CSR 3E 3RAVE, Hexindo collaborated with the non-profit foundation Aksi Cepat Tanggap (ACT) to build wells and toilets for residents of Salubomba Village, Donggala, Central Sulawesi. Mostly fishermen, the citizens of the village are facing clean water shortage after the 2018 tsunami.

Following the construction of the facility, Hexindo held a virtual seminar on sanitation and health on 27 September 2021. The residents enthusiastically asked many questions to the speaker dr. Shalyane Shelly during the question-and-answer session.

On the National Teacher's Day on 25 November 2021, Hexindo held a virtual seminar on mental health for 50 teachers in two cities, namely SD Al Ba'yah, Bengalon, East Kalimantan and SD



DONASI

**3E 3RAVE
3E 3RIGHT**



**Sumur & MCK
Wells & Toilets**



Seminar



**3.300 Buku
Books**



**Ring Basket
Basketball Rings**



**Kelas Inspirasi
Inspiration Class**

Ba'yah, Bengalon, Kalimantan Timur dan SD 101895 Medan, Sumatra Utara. Melalui kegiatan yang menjadi bagian dari CSR 3E 3RIGHT ini, Hexindo berharap para guru akan semakin siap menghadapi berbagai tantangan di tengah pandemi, terutama dalam mendidik generasi penerus bangsa.

Masih dalam rangkaian CSR 3E 3RIGHT, Hexindo mendonasikan 3.300 buku untuk 12 sekolah dan 3 ring basket untuk 3 sekolah yang tersebar di Jakarta, Medan, dan Bengalon.

Tak hanya itu, Hexindo juga menggelar kelas inspirasi di SD Kota Baru IV, Bekasi. Berbeda dengan sebelum pandemi, Kelas Inspirasi kali ini hanya berlangsung selama 30 menit dengan kapasitas 15 siswa. Meski begitu, para siswa sangat antusias mendengarkan kisah inspiratif dari Direktur *Business Development* Bapak Dai Tamura dan Direktur *Finance* Bapak Yoshendri.

101895 Medan, North Sumatra. Hexindo hopes that as a part of 3E 3RIGHT's CSR, this activity can help teachers prepare for the many challenges brought about by the pandemic, especially in educating the nation's next generation.

Still a part of the 3E 3RIGHT CSR series, Hexindo donated 3,300 books to 12 schools and 3 basketball rings for 3 schools across Jakarta, Medan, and Bengalon.

Not only that, Hexindo also held an inspiration class at SD Kota Baru IV, Bekasi. Unlike before the pandemic, the Inspiration Class only lasted for 30 minutes with a capacity of 15 students. Even so, the students were excited to hear the inspirational stories from Director of Business Development Mr. Dai Tamura and Director of Finance Mr. Yoshendri.



Bapak Amri Febiansyah

Director
PT Batu Wangi Properties

“Menurut saya, program ini sangat inovatif. Saya sangat puas karena mekaniknya responsif. Pokoknya, rugi kalau enggak ambil paket CPM karena secara tidak langsung membantu kestabilan keuangan perusahaan. Kita tahu, harga suku cadang alat berat lumayan mahal, paket CPM justru memberikan banyak diskon dan penawaran gratis.”

“In my opinion, this program is very innovative. I am very satisfied because the mechanics are responsive. It's your loss if you don't take the CPM package since it helps the company's financial stability indirectly. We know that the price of heavy equipment spare parts is quite expensive, the CPM package actually gives a lot of discounts and free offers.”



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