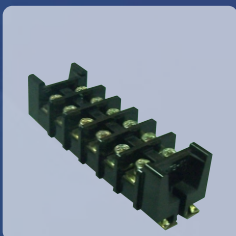
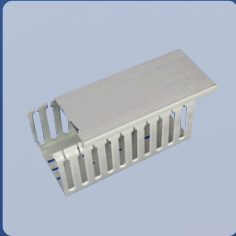




PT Puma Elektrik Niaga

# COMPANY PROFILE

Quality & Efficient Electrical Switchboard Components.





***We Contribute to Improving  
the Quality of Life by Providing  
Quality & Efficient Electrical Components.***





## Introduction

**PT. Puma Elektrik Niaga (PEN)** started Unit Business Component since 2013 in marketing and sales of Medium Voltage (MV) and Low Voltage (LV) Switchboard Components and Accessories. Our market mainly panel builders, electrical distributors and suppliers around Indonesia. PEN is also a sole authorized partner of various prominent overseas manufacturers of switchboard and components.

We are serving and building lasting relationship with more than 1,000 national and multi-national companies which include PLN, End Users, ME Contractors, Switchboard Manufacturers, Distributors, and Electrical Shops from Sabang to Merauke. PEN also works together closely with Consultants, Principal and Suppliers to provide great service. PEN strives to provide quality products & solutions, excellent services and great customer experience.





## VISION

To be a prominent company in providing world class products to satisfy our customer and to contribute to the electricity infrastructure development in Indonesia.

## MISSION

Puma Elektrik Niaga continuously improves its quality management system, develops its human resources and strives to provide quality and reliable products with excellent customer service and competitive price

### Focus on Customers

- We understand that satisfied customers who trust us will be partners who ensure long term sustainability of our company. Therefore, we passionately focus on meeting the needs and requirements of our customers

### Learning

- We continuously strive for Excellence by learning and improving ourselves to better serve our partner customers and stakeholders

### Attitude

- We have caring, fair, and trustworthy attitudes toward our customers, our suppliers, and each other

### Solution oriented

- We always strive to find the best win-win and value-adding solution

### Harmony

- We work in harmony as one big family with each other, our partner customers, and with nature

## VALUES

Focus on Customers

Learning

Attitude

Solution oriented

Harmony



## Exclusive Distributor Partners

We are grateful for the trust and continuous support from these supplier partner. Together we serve and provide better customer experience to our customers. We are exclusive distributors for this following brands.



**Brand PM** is one of the leading local Low Voltage product in Indonesia. To ensure the good quality of the products, the brand has been certified with ISO 9001:2008 since 2004 by SGS. Brand PM always provide with best quality of product that follow several standard, such us JIS on cable schoen/cable lug, RoHS on cable duct, etc.



**Circutor** is one of the leading European Companies focused on the design, manufacture and marketing of the electrical; Energy Efficiency equipment. The company offers products and solution ranging from measuring and electrical control, protection and control, quality and metering to power factor corrections and harmonic filtering.



**Telergon** is switch specialist, that design and manufacture low voltage switchgear solutions. Acquired through an experience since 1953, together with the involvement of its highly qualified professionals, has allowed Telergon to be present in more than 100 countries, always providing the best service and working under the strictest quality standards.



**CIC** provides best values hi-quality products since 1988. Has become one of the key brand that being frequently needs and used by end user, panel maker and customers. CIC has more than 30 years experience in design, develop and producing varous categories in industrial electrical products.



**Pronutec** is considered one of the leadong companies specialised in the manufacturing and marketing of capital goods for the low voltage e;ectrical distribution. The company is oriented to ith public and private networks and its main priorities are the research and development of new solutions and a customer oriented arritude.



**Jintian** foundes in 1989 and focus on copper processing industry. With scientific and technology innovation as the main line. Jintian are committed to providing global first-class and hi-quality products and services. Jintian business covers more than 100 countries and regions, from USA, Germany, Thailand, Japan, Korea, etc.



**Alpha** is our new solution with good quality and competitive products. The brand Provides an extensive range of switchboard accessories solutions. Alpha always tries to ensure customer-oriented needs.

## POWER FACTOR CORRECTION

Circuitor



Circuitor provide a wide range of power factor correction to improve efficiency of electrical system.

Circuitor's computer regulators can be used to monitor existing load curves accurately, whereby the cos phi is guaranteed to reach the programmed values. The whole range of computer regulators is based on Circuitor's FCP system (Fast Computerized Program) offering a set of unique performance. Circuitor Capacitor is dry-type prismatic capacitor which are equipped with different basic capacities.

## ELECTRICAL POWER ANALYZER / POWER METER

Circuitor



The CVM series of analyzers include highly accurate metering stations that are aimed at the control and supervision of the main electrical parameters in three or four-wire, low and high voltage, single and/or three-phase grids. In addition, they offer the most innovative technologies and offer metering in true root mean square. Its indirect current outputs use ITF technologies in the .../5A secondary or .../1A secondary: galvanic insulation protection inputs. Installation of these power meter enable monitoring and management of energy consumption.

## PREMIUM ANALOG METER



**Circutor**

In many applications, such as control and distribution panels, it is important to control the installation quickly and visually, with no need to interpret data to detect the installation's status.

Circutor offers these need with this range of products. Analog indicators are essential to display and instantaneous electrical value with a needle that moves through a graduated scale. The main operation of these instruments is provided by the type of measurement system used, either a ferromagnetic system to measure alternating current or a magneto-electric system to measure direct current. Circutor offers equipment for both systems. However, most systems are generally used to measure alternating current.

In general, analog instruments are used because the interpretation of electrical parameters is quicker and more visual. Therefore, in this case the user simply looks at the position of the needle and does not have to interpret a number on a digital display.

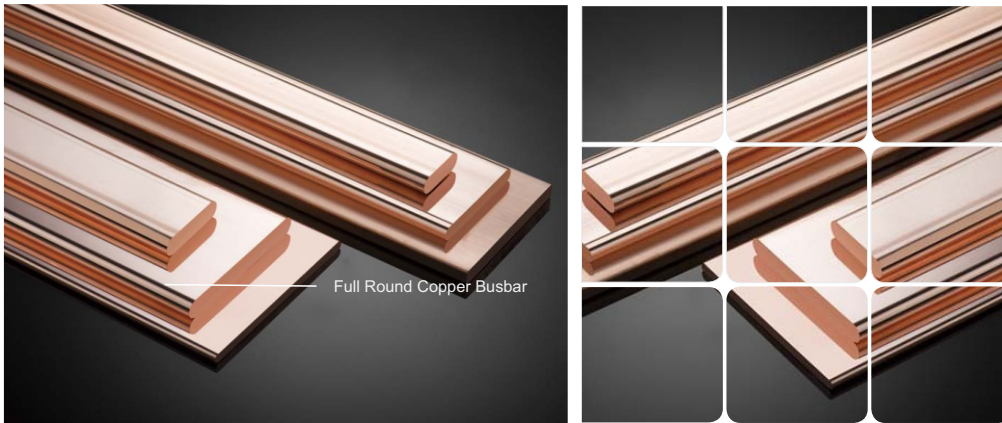
## ALPHA

**α ALPHA**



**ALPHA** is our new solution with good quality and competitive products. The brand provides an extensive range of switchboard accessories solutions. ALPHA always tries to ensure customer-oriented needs.

## BUSBAR



**Jintian** busbar is made by in-house quality controlled process with hot extrusion and cold drawing. And produced from LME 'Grade A' Copper Cathode with minimum of 99.99% copper purity. The result is Jintian busbar shall have an electrical conductivity equal or greater than 100% IACS (International Annealed Copper Standard), or equal or greater than 58 MS/m (Mega Siemens per Meter). The end products shall be either bare copper bar or tin-plated, and shall be half-hard drawn temper. For tin or a silver coating is applied to contact surfaces to prevent or delay the attack of oxidation, the purity of the coating material shall be higher than 99.5% and is recommended to be of 3 – 30 microns in thickness. It is strongly recommended that all MV & LV Switchboards use premium quality Jintian Copper busbar to ensure minimal losses and excessive temperature rise.

## LBS & COS



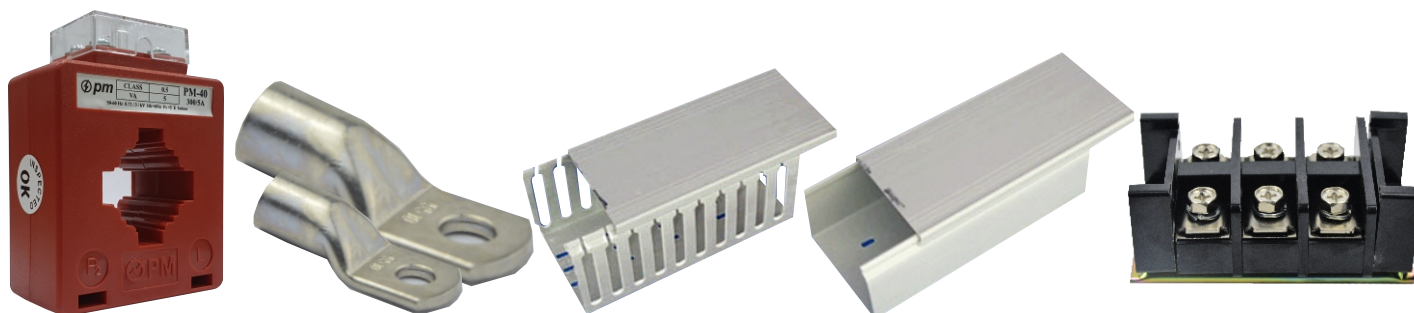
### Applications :

- Switch for coupling sources and/or circuits
- Isolating switch on the output of transformers and generator sets
- Main switch for control and isolation of distribution and motor switchboards
- Local safety switch

### For electrical equipment of heavy industrial machines :

- LV Panel for utilities (distribution board after the transformer)
- Power factor correction equipments
- UPS's
- Electric generating sets
- Industrial DC power supplies
- Group of meters in buildings

## ACCESSORIES COMPONENT SWITCHBOARD



PM provide best quality solution for electrical switchboard components since 1975. With all of the trust given, PM keep trying to growing and developing the component as best quality manufacturer in Indonesia.

### Wiring Duct



Wiring Duct PM mostly use in electrical panels or buildings as cable protector also as a place to make it neat. Available in different size and types for all needs. Can be use for electrical panels (type Solid and Slotted) also it can be use for house and building installations either for decoration wiring duct or telephone wiring duct. Wiring Duct PM made of non flammable PVC material, good insulation, good heat resisting up to 85 C, fire resistance test (UL-94)

### Cable Lug



Cable Lugs and Connectors already made in 1986 at our factory and it can be process for 80 tons copper tube with purity level 99.99% according products standar of JIS H3300.

- Made from copper tube with purity level 99.99% and high tensile strength
- Nickel plating
- Made from deoxidized phosphorous copper tube (JIS H3300)
- Working temperature -55°C until 150°C
- Diameter of product start from 2,5mm until 630mm

## Our Project References



LRT Bekasi & Kalibata



RS Mandaya Hospital



Nasdem Tower



31 Sudirman Suites Makassar



Aston Ciloto



Marracesh Apartment



Queen City Mall



RS Sumber Waras



Stadion Banten



Vasanta



Transpark Juanda Bekasi



Fatmawati Center



Grand Inna Bali



Bandara Doho



Apartemen Cisauk

## Our Project References



Holland Villages



Pabrik Biofarma Bandung



Yello Hotel Jambi



Pabrik Keramik



Green Sedayu Mall



Pabrik Sulzer



Juno Frisian Flag Factory



Data Center Amazone



Data Center Microsoft



RS UD Tigaraksa



Tokyo Apartment



Terminal Halim Perdana



Gardenia Apartment



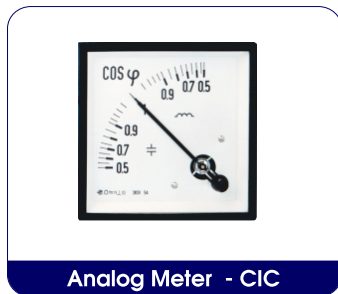
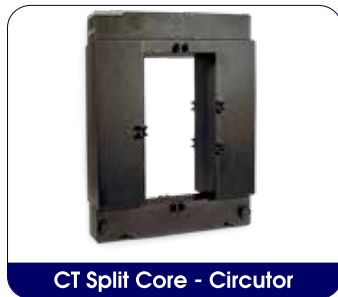
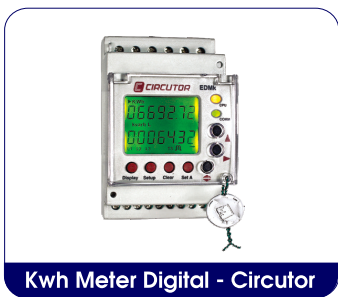
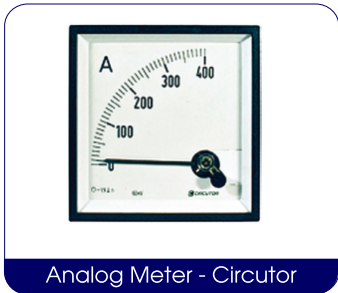
Solo Urbana Residence



Lampung Bay

## OUR PRODUCT RANGE

### Panel Meter and Measuring Instrument



### Power Factor Correction



## Switchboard Components and Accessories



LBS - Telergon



COS Motorized - Telergon



COS - Telergon



Cam Switch - Telergon



Busbar - Jintian



Fuse Rail - Pronotec



Lightning Protection - Cirprotec



MCB Box - Himel



NH Fuse - PM



MCB - Himel



Time Relay - CIC



Control Unit - CIC



Box Panel - PM



Industrial Socket - CIC



Bimetal Cable Lug - PM



Cable Lug - PM



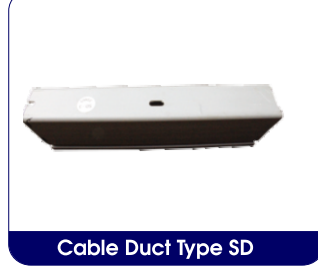
Cable Lug L Type



Aluminum Cable Lug



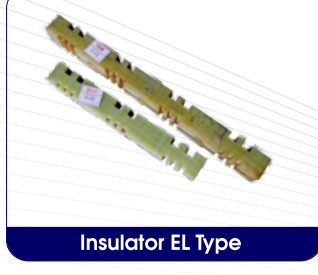
Cable Duct Type WD



Cable Duct Type SD



Busbar Support - PM



Insulator EL Type



Panel Lock - Haitan



Crimping Tool - OPT

## Switchboard Components and Accessories



**Busbar Insulator - PM**



**CT Msq - Alpha**



**Kunci T - Haitan**



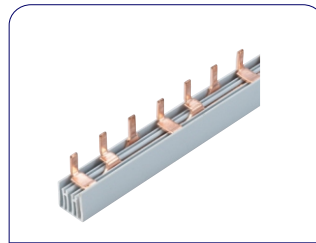
**Cable Spiral - CIC**



**Schoen Terminal - Alpha**



**Fan - CIC**



**Busbar - CIC**



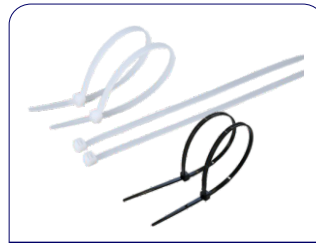
**Pilot Lamp Indicator -CIC**



**Cable Gland - CIC**



**Quarter Handle - CIC**



**Cable Ties - Alpha**



**Junction Box - PM**



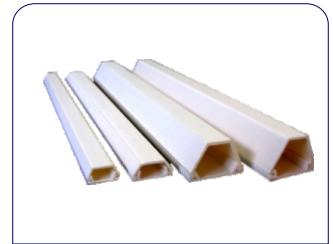
**Time Relay - CIC**



**NH Fuse Holder - PM**



**Water Level Control - CIC**



**Telephone Duct - PM**



**Contactur - Circutor**



**Medium Voltage Insulator - PM**



**Emergency Push Button - CIC**



**Cable Marker - CIC**



**Terminal Block - Alpha**



**Spare Part - CIC**



**NH Fuse Puller - PM**



**Fuse Link - PM**

# ACTIVITIES



ELENEK INDONESIA 2018



ELECTRIC INDONESIA 2022



EMPLOYEE GATHERING 2018



RAPAT ANGGOTA APPI 2019



HALAL BIHALAL KONSULTAN 2019



GATHERING CUSTOMER 2018



APPI & INDONESIA PRESIDENT



FUN FUTSAL 2017



ELECTRIC INDONESIA 2019

We deliver World Class products closer to you



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