

## PETROKIMIA GRESIK ACHIEVES PLATINUM IN CONSUMER PROTECTION

Number : 52/SP/PG/X/2019  
Day & Date : Wednesday, October 16, 2019  
Event : The Awarding of Raksa Nugraha Indonesia Consumer Protection Award (ICPA)  
Place : Jakarta

PT Petrokimia Gresik as agroindustry solution company and the holding member of PT Pupuk Indonesia, received Raksa Nugraha Indonesia Consumer Protection Award (ICPA) Platinum category from National Consumer Protection Agency (BPKN). The awarding was received by Marketing Director of Petrokimia Gresik, Meinu Sadariyo in Jakarta, Wednesday (16/10).

Meinu Sadariyo explained that Petrokimia Gresik achieve Raksa Nugraha ICPA because of the commitment in implementation of consumer protection. Company applies some of Management Systems to give product guarantee which is product quality assurance that marketed to consumers, such as Indonesian National Standard (SNI), International Fertilizer Association (IFA) Protect & Sustain Product Stewardship, and others.

“This is a result from Business Transformation Program of Petrokimia Gresik to be the market leader and dominant player in sector of fertilizer, non-fertilizer, and other services for agroindustry solution. At the same time, it is as an acknowledgement from external for the commitment of Petrokimia Gresik in giving protection to consumer through product and quality service,” said Meinu.

Meinu explained that the next consumer protection is guarantee of distribution. Petrokimia Gresik has network of warehouses, distributors, stalls, and field officers who are spread throughout Indonesia. With that network, Petrokimia Gresik guarantee the availability of subsidized fertilizer appropriate with the allocation, as well as the availability on non-subsidized fertilizer and other product appropriate with the farmers needs or agroindustry players.

Petrokimia Gresik also has education program for farmers as a form of consumer protection commitment. This program consists of demonstration plots which prove the benefits of the product on agricultural land directly, socialization and product application methods, a land test car facility that can inform soil conditions and fertilizer recommendations, and the Food Productivity Improvement Program.

“So, we are not only produce and distribute product, but also give service and solution for farmers and agroindustry players who use it,” said Meinu Sadariyo.

Head of BPKN, Ardiansyah Parman explained this awarding is a part of BPKN efforts in build the consumer trust in the transaction of goods and services which will further improve the country’s economy. According to him, developed countries like United States of America, China and some other countries in Europe had used the issue of protecting consumers and trade to maintain the economy.

“The consumer Protection can be first stream in can be the main stream of development steps in the sector and a region where building market trust in transactions is a common goal of all development stakeholders,” said Head of BPKN.

Meanwhile, the assessment of Raksa Nugraha used an excellent performance business model Malcolm Baldrige National Quality Award (MBNQA) with rating approach. There was also questionnaire as assessment instrument which was arranged based on MBNQA approach and assessment or criteria carried out with the ADLI concept (Approach, Deployment, Learning, Integration). This assessment will place the Business Players who is considered to be included in Diamond, Platinum, Gold, Silver and Bronze rank groups.

PT Petrokimia Gresik

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