

**PETROKIMIA GRESIK ACHIEVES GRAND PLATINUM  
IN SNI AWARD 2019**

Number : 60/SP/PG/XI/2019  
Day & Date : Wednesday, November 20, 2019  
Event : SNI Award 2019  
Place : Jakarta

Petrokimia Gresik is an agroindustry solution company and the member of Pupuk Indoensia holding company, won Platinum and Gold Platinum Award in Indonesian National Standard (SNI) Award 2019 which was held by National Standardization Institution (BSN).

Indonesia's Coordinating Minister for Economic Affairs, Airlangga Hartarto, symbolically handed over the trophy and award charter to the Director of Petrokimia Gresik, Rahmad Pribadi in Jakarta, Wednesday (11/20).

Grand Platinum is the highest award and is only given to companies or organizations that have won the Platinum award in the SNI Award three times in a row. This year, Petrokimia Gresik won another Platinum award after winning the same award in 2017 and 2018, so it was rewarded with the title of Grand Platinum.

"With the achievement of the Grand Platinum SNI Award, it motivates Petrokimia Gresik to keep developing the application of SNI, especially in the agroindustry sector as well as triggering the born of innovation in all fields," said Rahmad Pribadi.

According to him, SNI Award is an award that reflects the commitment of all employees in developing a quality culture and creating quality products. Petrokimia Gresik as a company that is running a business transformation is demanded to always implement various SNI-based management systems in order to increase its competitiveness.

"As we have said on several previous occasions, Petrokimia Gresik Business Transformation (TPBG) is our answer in facing business challenges in this disruption era. One of the strategy that supports the success of our company's business transformation is the application of various management systems, including the application of SNI standardization," said Rahmad Pribadi.

SNI is one of the strategies to improve competitiveness. Applying SNI in business processes also means giving guarantees to consumers that the products produced by Petrokimia Gresik are appropriate, tested, feasible, and safe, because they meet quality standards.

With the application of SNI, various aspects of business management are better and more efficient, the quality of raw materials is always maintained and the products produced are highly competitive.

"The greatest impact on the application of SNI for Petrokimia Gresik, is products that are increasingly in demand by consumers because of their quality is always maintained. This can help sales of commercial products in anticipation of global competition," said Rahmad Pribadi.

Rahmad ensured that he would not make the company complacent. Petrokimia Gresik must continue to strive to maintain and improve the competitiveness of products domestically and abroad, through the application of SNI.

"This commitment is realized by making improvements in all areas ranging from upstream to downstream, with the hope that the company's performance can continue to improve so that later it can become a good model for other companies," he concluded.

Meanwhile, the Minister of Research and Technology / Head of the National Research and Innovation Agency, Bambang Permadi Soemantri Brodjonegoro hopes that the SNI Award has a broad impact for industry players to implement SNI, both from raw material providers, manufacturers, distributors and other related parties.

"Especially for government agencies or SOEs, SNI must become a requirement in the procurement of government goods and services. This policy will encourage the growth of industries that produce quality goods and provide services according to customer expectations which ultimately make Indonesia highly competitive," said Bambang Brodjonegoro.

SNI Award is an appreciation from the government of the Republic of Indonesia for organizations committed to implementing SNI consistently and performing well. This award event is the 15th event since 2005, and this year is the second year that the Grand Platinum predicate has been given along the history of the SNI Award event.

The two predicates of Grand Platinum were given a history of the SNI Award event. In 2019, the SNI Award was given to 69 organizations and companies, which included 1 SNI Award recipient of the Grand Platinum rating, namely Petrokimia Gresik; three recipients of Platinum ranks; 15 Gold rank recipients; 38 recipients of Silver ranks; and 13 Bronze ranking recipients.

The SNI Award assessment process is carried out strictly by a jury team chaired by economist Rhenald Kasali with 20 members who are experts in the field of standardization and conformity assessment. The judges come from industry, government, universities, and associations.

PT Petrokimia Gresik

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