TOBA GROUP

PRINCIPAL FACT SHEET · 2026

DISTRIBUTION PARTNER · NORTH SUMATRA · ACEH · RIAU · SOUTH SUMATRA

Your route to market in Sumatra.

Since 1972, manufacturers have relied on Toba Group to sell, stock and deliver their products across North Sumatra, Aceh, Riau and South Sumatra, with our own sales force, warehouses and delivery fleet.

50+	23	5,074	7,180 m²	61	31
years in distribution	principals	customers bought from us	warehouse space	people in our sales team	delivery vehicles

FOUR PROVINCES, 12 CITIES



● Head office ● Branch & warehouse

○ Resident sales: Sigli, Meulaboh, Langsa, Lhokseumawe, Rantau Prapat, Sibolga, Padang Sidempuan.

WHAT WE DO FOR PRINCIPALS

Sales coverage
A 61-person sales team by channel: paint shops, building-material stores, sanitary & tile shops, body shops and contractors.

In-store selling
Sales promoters in customers' shops, product training for retailers, and rewards for top retailers.

Distribution & logistics
Warehouses in five cities and our own fleet of 31 delivery vehicles, run by a dedicated logistics company.

Technical service
Tinting machines, colour matching and technical support for paint and coatings customers.

Project sales
Specification and supply to contractors, developers and industry, backed by our own construction team.

Credit & collections
We carry the credit and collection risk of thousands of small retailers. You deal with one distributor.

FOUR BUSINESS UNITS, ONE DISTRIBUTION NETWORK

Coatings
Danapaint, Sikkens, Wanda, International Paint, Crocodile, Taiyo

Building Materials
Kalsi, Eboard/Elephant, Niro, Spectrum/Signature, Djabesmen, Onda, Dcota, Trilliun, Aquaproof

Interior, Tools & Electrical
Taco, Bosch, Multi Kabel

Projects & Contracting
Project sales, civil works, storage tanks, piping, protective coating

RESULTS FOR PRINCIPALS

3×
Onda: sales tripled in our first year. 1st Winner, Semeru 2026, a first for Sumatra.

20% → 80%
Taco: share of the HPL market in North Sumatra and Aceh, 2019 to 2023.

Top 20
Bosch: distributor nationwide, within six months of joining in 2025.

Since 1972
Danapaint since our first day. **Akzo Nobel** (Sikkens) since 2005.

Looking for a distributor in Sumatra?

Tell us about your brand. We'll come back to you within three working days.

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