



**Toling Corporation (M) Sdn Bhd**  
*Beyond Plastic*



# 1.0 / ABOUT THE COMPANY

Toling Corporation (M) Sdn Bhd is a subsidiary of Lean Giap Group of Companies and a joint venture company with Itochu Corporation in 1991. The collaborative partnership was formed with the core emphasis on fulfilling its customers' plastics needs, proven by its continuous innovations to improve the organisation's trading platform and adoption of industry best practices.

To provide a seamless user experience to partners and customers alike, every aspect of the value chain within the organisation are constantly enhanced. The integration of information management ensures timely and accurate management of physical materials towards warehousing, inventory, transportation and security. This ensures the sustainability of the business in facing the constant changes in the global environment.

Since 1991, Toling Corporation has served more than 1,000 customers from different industrial backgrounds. In commodity plastics trading, it provides various grade of polyolefin for injection, extrusion, blow moulding and blow film process. As for engineering plastics, they have been working closely with clienteles from various industries ranging from medical, automotive, E&E and industrial products.

*" Toling Corporation is highly committed to create pioneering ideas to safeguard its rich heritage and empower future generations in plastic trading industry."*



# 2.0 OVERVIEW



Malaysia  
Plastic Trading  
Company

TOP

3



Petrochemical  
Manufacturer  
Partners

15+



Years of  
Experience

25+



Active Customers  
in South East  
Asia

600+

## OUR WORLD OF PLASTIC

ABS – ASA – HDPE – HIPS – LDPE –  
LLDPE – mLLDPE – mPPO –  
Masterbatch – PA6 – PA66 – PBT –  
PC – PC/ABS – PETG – PMMA – POE  
– POM – PP – PPS – SAN – Other

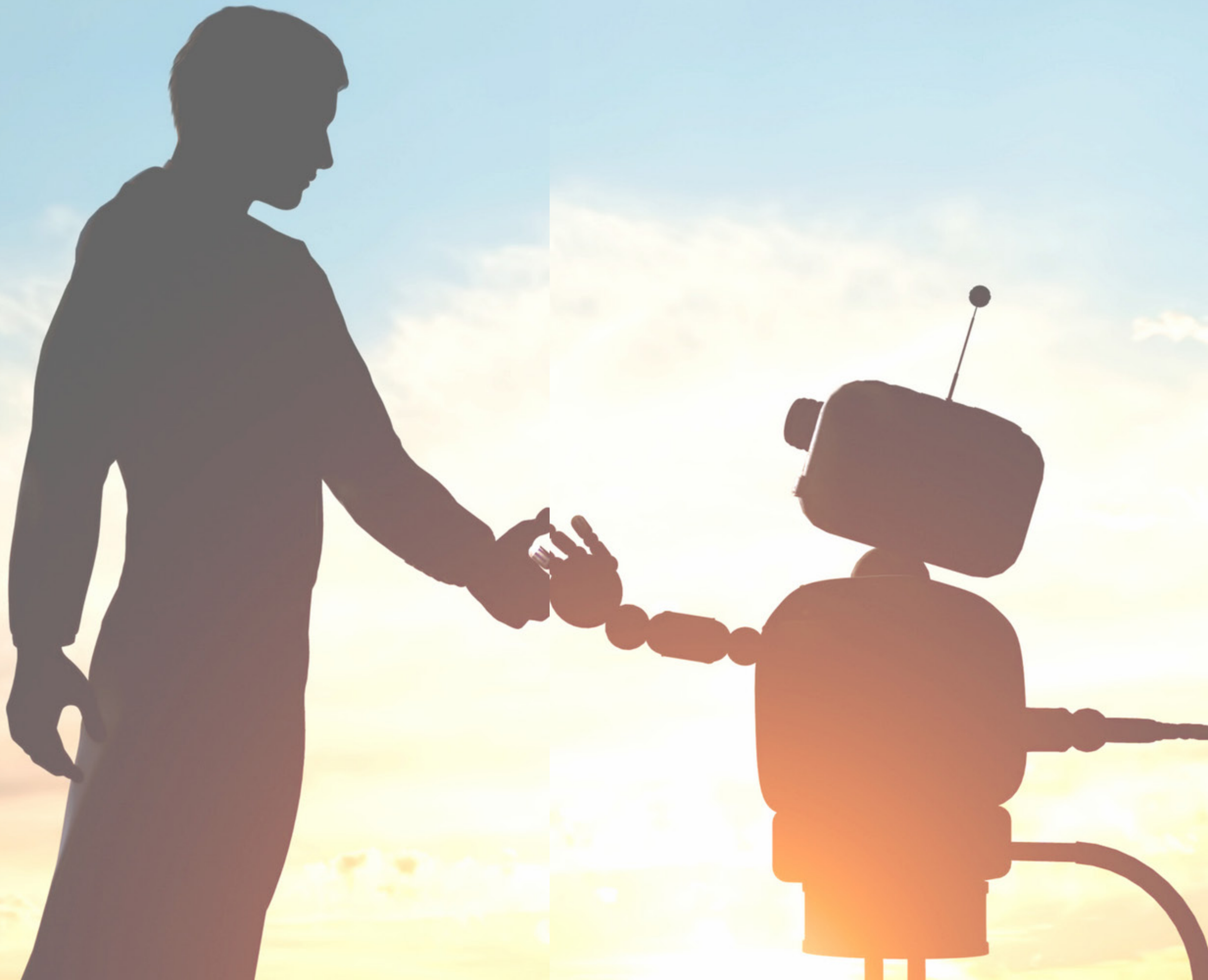


# 3.0 UNDERSTANDING CUSTOMER'S FUTURE NEED

With decades worth of experience in the plastics trading industry, we have the unique capability to connect our technical expertise in polymer chemistry and market know-how to provide the best solutions in fulfilling our customers' needs.

As an integrated partner, we have been working closely with our petrochemical partners in strategising market penetration into South East Asian markets via branding and marketing activities, and analysing of consumer plastics consumption behaviours. Industry 4.0 will revolutionise the plastic manufacturing industry, whereby new technology such as IoT (Internet of Things) and data exchange in manufacturing will create efficient, interactive and flexible "Smart Factories".

On top of that, sustainability has been a global focus given the adverse implications of plastics waste towards the environment of which will lead towards the industry observing stricter regulation by authorities to transition towards a circular-economy.



# 4.0 OUR STRATEGIC PRINCIPLES



One-stop-shop  
solution



Passionate  
Team



Smart  
Solutions



Sustainability





## 4.1 ONE-STOP-SHOP SOLUTION

We provide integrated one-stop-shop solution to customers' supply chain in response to today's changing business climate. We understand that the needs of customers have grown more complex in terms of fragmenting supply chains, shortening business cycle times and mounting pressure on margin. We believe our integrated one-stop-shop which consists of sourcing, logistics arrangement, warehousing, customer services and credit facilities is capable of further enhancing the quality, costing and efficiency of our customer's supply chain.

## 4.2 PASSIONATE TEAM

We are a high-performing team of individual members inculcated with entrepreneurial spirits and forward thinking approach in dealing with our customers. In order to attract, develop and retain the best and brightest, we continuously update and refine our people strategy to ensure Toling Corp. will always stay ahead in an ever changing business environment.

Empowerment, trust and integrity defines how our team operates to be able to constantly adapt and resolve challenges in our day to day operations. Apart from work, it has become a place where we come together and grow.

Marketing Overview

It is a process to select and implement the right marketing mix to achieve the organization's marketing objectives. It involves identifying the target market, understanding their needs, and developing a strategy to reach them. A marketing strategy helps convey effective messages with the right blend of marketing approaches that will maximize your sales outcome and marketing activities.

| Product Categories | Profit per Year |          |          |          |          |
|--------------------|-----------------|----------|----------|----------|----------|
|                    | 2013            | 2014     | 2015     | 2016     | 2017     |
| General tools      | +920.82         | -13.9    | +920.82  | +7207.75 | +80.82   |
| Health & Medical   | -13.9           | +82.94   | +239.74  | -229.00  | -13.9    |
| Art Supply         | +82.94          | +920.82  | +82.94   | +239.74  | +82.94   |
| Kids & Baby        | +659.02         | +7207.75 | +659.02  | -13.9    | +659.02  |
| Kitchen wear       | -229.00         | -229.00  | +7207.75 | +82.94   | -229.00  |
| Fashion            | -797.75         | +659.02  | -13.9    | +920.82  | +7207.75 |
| Furniture          | +239.74         | -239.74  |          |          |          |





## 4.3 / SMART SOLUTIONS

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As you would expect from an industry-leader, we never stop upgrading and innovating. As part of our customer-focus and market-driven strategy, we provide flexible business models that enable customised solutions for our customers to meet the expectations of "Smart Factories".

We continually expand our supply value-chain offerings and embrace the power of data-driven technology in the trading business and to transform every aspect of connection with our customers. Leveraging on the latest technologies, we are fully prepared to engage all challenges that the future of the industry entails.

## 4.4 / SUSTAINABILITY

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In our pledge to corporate social responsibility, we embrace sustainability in every aspect of our business. We acknowledge the importance of environmental sustainability, and we also believe that every stakeholder in the plastics industry also recognises that immediate measures are necessary to mitigate the negative impact of plastic wastes to the environment.

We work closely with local government agencies, green councils and universities to promote responsible usage of plastics. Besides promoting the 3Rs (recycle, reduce and reuse), we think it is crucial to apply circular-economy principles to the plastics industry in order to fulfil our commitment towards our customers as well as the society.

Thank you for reading about us to the very end. We offer these words without any sense of boasting, we simply love what we do!

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