

Company introduction

SCHMACO is an ISO 9001:2015 certified manufacturing company in Malaysia specializing in the production of automotive rubber parts, mainly for the replacement market. We manufacture an extensive range of rubber products for various applications for the Japanese and Korean vehicle industry covering passenger cars, SUVs, 4-wheel drives and trucks. Schmaco has manufacturing experience since **1985**, producing high quality **engine mountings, absorber mountings, spring bumpers, lower arm bushings, stabilizer bar bushes, spring bushes, shock and bumper bushes, C.V. and steering boots** and many more.

Schmaco believes in providing its customers with the best possible products. By incorporating quality, technology and innovation into all that we do, we aim to go further, so that you can too. Our production quality always meets to all the industry international standards and specifications. Each step, from receiving the raw materials to final delivery is closely monitored in adherence to our company's strict quality policies. We constantly upgrade and improve the efficiency in our production methods as well as raising the standard of our wide range of products. We are committed to always maintaining a high standard of excellence in all that we do. Total quality control enables us to minimize faulty parts break-down and reinforces our brand as a reliable and trusted source in the rubber automotive parts market.

In **SCHMACO**, we have our team of professional engineers to develop and enhance our production manufacturing standards and expand our product ranges. Every month, we could develop new items to which are not in our catalogue to cater a growing and demanding market. This has enabled us to expand our markets to other regions around the world. We invested in the latest modern technologies and machinery to enhance development for value added products to meet the needs and expectations of our customers. Every decision is made with the objective of achieving the highest standards in quality.

Since the restructuring of Schmaco in 2008, we have been actively participating in both the local and international auto trade fairs to promote and expand Malaysian-made automotive products beyond our borders. Exhibitions in the UAE, Germany, Indonesia, Iran, Japan, Russia, Poland, China, Taiwan and Vietnam have been essential in broadening our understanding of overseas clientele in today's highly competitive markets.

At present, we export **60%** of our products to **40+ countries** such as Australia, Belgium, Brazil, UAE, Ecuador, Egypt, Fiji, Hong Kong, Indonesia, Iraq, Japan, Kazakhstan, Kenya, Kuwait, Lebanon, Mauritius, Myanmar, Pakistan, Panama, Philippines, Russia, South Africa, Singapore, Sri Lanka, Syria, Taiwan, Trinidad and Tobago, Turkmenistan and many more. **In 2013**, **SCHMACO** has extended its business in local market. We have set up distribution in Kuala Lumpur and Butterworth in 2015. Till now we have supplied to more than **900 dealers** nationwide. We are proud to announce that our products are ranked top 3 best brand and products in the market.

SCHMACO is an established brand that has been leading the way in the Malaysian automotive replacement industry and that has earned us the highly coveted status of REM (Replacement Equipment Manufacturer). We constantly promote Malaysian made rubber products and bringing quality products to the world. This honour has greatly enabled our company to expand rapidly into the international market as a trusted exporter of high quality auto parts.

Logo Definition

<https://www.facebook.com/schmaco.official/posts/pfbid0kcUTsARaA4oD3DtPFUC7AYmrBNycdqAbNmgqJk2aaPp9Jst9dPCJTqBNEsrTsUdHl>

The Germany-sounding name is originally inspired by Michael Schumacher where performance was challenged to be the first. The founder of the company has wanted to create a brand that represents quality products in the Malaysian automotive replacement industry.

The iconic red colour of the logo represents the dynamism of the organization, passion towards quality excellence and doing what makes you feel excited. The company thinks these qualities are essential for the industry to prosper and grow.

The letter 'S' derives from the race track and the sharp edge represents the technical precision and accuracy.

Whereas the letter 'O' symbolizes a tyre and the three lines meant to be the graphical representation of the movement and momentum.

Lastly the red lining at the bottom of the logo conveys the foundation and people of the company, the founder believes in teamwork towards excellency and it is always derived by the commitment and effort of the people.

SCHMACO

Driving Success Through Values

SUCCESS

Achieving excellence by delivering high-performance rubber parts that exceed expectations and build trust

COMMITMENT

Empowering management and staff with the dedication, responsibility, and leadership needed to ensure smooth operations and deliver exceptional results every time

HONESTY

Earning trust through business ethic with transparency, reliability, and delivering exactly what we promise

MASTERY

Demonstrating expert craftsmanship and precision, honed through years of experience in the automotive industry

ASPIRATION

Focusing on building a globally recognized and trusted brand that stands for quality, reliability, and excellence in automotive rubber parts

CONTROL

Ensuring flawless production, efficient processes, and rigorous quality control to maintain the highest standards across every product

OUTSTANDING

Continuously setting new benchmarks with durable, reliable, and industry-leading products that drive success

Business Motto

Vision:

1. To establish a reputable brand in the replacement market
2. To strive for quality excellence to meet the OE specification in respect of durability and performance

Mission:

1. To increase competitiveness in the market through quality improvement
2. To keep on promoting and educating users on Malaysia made quality rubber products

Values:

1. Teamwork
2. Performance
3. Integrity
4. Accountability
5. Passion

Quality Policy:

To achieve customer satisfaction through effective quality management system

Company's Core Strengths and Competitive Advantages:

1. Stringent control of product quality and production process
2. Own development and design of product
3. Using Malaysian made rubber
4. Promoting Malaysian made products
5. Wide variety of product ranges
6. Product comes with manufacturing warranty
7. After sales services and branding exposure

Awards and Achievements

1. Holder of esteemed ISO 9001:2015 QMS certification
2. SinChew Business Excellence Award
3. Hong Leong Bank SME Best Overall Award 丰隆银行中小企业卓越成就大奖 2022
4. SME Brand Excellence Award 中小企业卓越品牌奖 2022
5. Superbrands 2019
6. Asia Honesty Enterprise Award 2013
7. Asia Honesty Product Award 2013
8. Anugerah Pengusaha Berjaya di EKS dan IKS by Lembaga Getah Malaysia 2009
9. Asia Pacific Excellence Brand for TOP Magazine 2009