

Sugianto Tandio

Tirta Marta



“ I saw an opportunity to expand my business by adding new innovative technologies. ”

COUNTRY	Indonesia
INDUSTRY	Industrials
YEAR SELECTED	2013
WEBSITE	www.tirtamarta.com

COMPANY SNAPSHOT

Tirta Marta was established in 1971 as a pioneer in flexible packaging material. In 2010, Tirta Marta launched two groundbreaking eco-friendly technologies: OXIUM® (a natural additive to plastic that ensures rapid degradation) and ECOPLAS® (a biodegradable plastic polymer made from tapioca). Through these products, Sugianto hopes to provide a long-term answer to the problem of waste accumulation and pollution. Today, over 90% of Indonesian modern markets and convenience stores exclusively stock OXIUM® plastic shopping bags.