

Antangin® JRG

THE MARKET

Natural herbal medicines, known as "jamu", have a long and proud history in Indonesia. Since the time of the ancient royal courts of Java, herbal medicines have played an important role in maintaining the health and beauty of Indonesians.



Deltomed Laboratories is among a handful of modern companies that have relatively recently taken these traditional medicines from the kitchen into the laboratory.



With its modern research and manufacturing techniques, Deltomed Laboratories appeals to consumers who appreciate the effects of traditional herbal medicines, but who also want to ensure the products they use are hygienic and manufactured according to the latest health and safety standards.



The company has established a strong presence in the cold symptom herbal medicine market with its product Antangin JRG, which comes in both tablet and liquid form. This product combines all the benefits of traditional herbal medicine with modern

herbal technology, modern packaging and modern research.

As a result, Antangin JRG has become a leader in its market category in Indonesia and abroad, and the product is now exported to Singapore, Malaysia, Hong Kong, Taiwan and the Middle East. With a staff of more than 700 full time employees, plus hundreds of agents, Deltomed Laboratories and Antangin JRG are poised to continue to expand their reach in the market.

ACHIEVEMENTS

Customer satisfaction is the greatest achievement a product can claim, and Antangin JRG's position as the top seller in the cold symptom herbal medicine market, in both tablet and liquid form, is testament to the level of customer satisfaction enjoyed by the brand.

Antangin JRG has earned the trust and loyalty

of customers by delivering one of the safest, most effective and hygienic products in the industry. Deltomed Laboratories follows the good manufacturing practices established by the Indonesian Ministry of Health, as well as having in place standardised in-house operating procedures. From raw materials to the finished product, Deltomed Laboratories conducts strenuous quality control tests in a strict operating environment that ensures the purity, potency and cleanliness of its herbal extracts.

All incoming raw materials are subject to a series of tests, including herbal grading, compositional analysis and ingredient tests. After processing, the herbs go through a dehydration test and a general dust test before being extracted, granulated and turned into the final product. The finished Antangin JRG products are tested one last time before storage and delivery to guarantee the quality of the final product. In addition, Antangin JRG is clinically tested at top universities to ensure the safety of the product, as are all of Deltomed Laboratories' herbal medicines.

These industry-leading health and safety measures set Deltomed Laboratories apart as a modern herbal medicine producer, and have helped the company and Antangin JRG win the trust of consumers.

In recognition of its achievements, Antangin JRG received the Indonesian Customer Service Association (ICSA) award in 2003.

HISTORY

Deltomed Laboratories began as a home business in 1976 in the small Central Java town of Wonogiri. From these humble beginnings, Deltomed has grown to become one of

Indonesia's leading jamu companies, marketing a total of six products throughout the archipelago and overseas. Today, Deltomed is still headquartered in Wonogiri and has a new, modern factory in the town.

Deltomed Laboratories introduced Antangin JRG in 1980, though the product then went by the name Antingin. With its introduction, a new category in the herbal medicine market was created because until then jamu came mainly in powder form. The product name was changed to Antangin JRG in 1990, and in 1997 the product was advertised on television for the first time.

Having established itself as a market leader in tablet form, 2003 saw the introduction of Antangin JRG in liquid form in response to consumer demand.

THE PRODUCT

Antangin JRG is a cold relief herbal medicine whose ingredients include ginger, ginseng and royal jelly. It is taken to combat colds and alleviate the symptoms related to colds, such as fever, nausea, dizziness and fatigue. Antangin JRG can be taken once these symptoms appear or it can be taken daily as a preventive measure, and because it is all-natural there are no negative side effects and is safe for children as young as five. Antangin JRG is a herbal extract, which means it is more concentrated, more quickly absorbed and more potent than many other products in its category. Deltomed Laboratories uses specially designed extraction equipment to extract the herbal essence while inactive constituents such





PROMOTION

Though Antangin JRG is already a market leader in Indonesia, Deltomed Laboratories continues to work hard to promote the brand and improve its market share. Since 1997, Antangin JRG has been promoted through television commercials, which have proven to be an effective means of communicating the identity and message of the brand. Antangin JRG is also promoted through other above-the-line campaigns - radio commercials, print and outdoor advertising.

In addition to these efforts, the product is regularly brought directly to customers at shopping centres, stores and in their homes. Through sampling, Antangin JRG is better able to reach consumers, strengthening brand loyalty and attracting new customers. Because Antangin JRG is more modern than the herbal medicines to which many Indonesians are accustomed, reaching out to consumers through in-store and on-the-street sampling allows consumers to experience for themselves the effectiveness and ease-of-use of the product.

as starch are left behind, ensuring that Antangin JRG is the purest product in its class.

RECENT DEVELOPMENTS

In addition to tablet form and the recent introduction of Antangin JRG in liquid form - which opened a new market segment for the brand - the company's laboratories are maintaining the company's role as an innovator in the industry by busily exploring the possibility of introducing Antangin JRG in a new, as yet undisclosed form. However, this is still in the research stage and the new form is probably still several years away.



BRAND VALUES

Antangin JRG is positioned as a modern herbal medicine, combining the traditional healing powers of jamu with the technology and scientific innovations of today. With modern herbal technology, a modern tablet form, modern research and modern packaging, Antangin JRG has become the herbal medicine today's consumers trust.

Deltomed Laboratories is constantly striving to improve its products and provide consumers the best possible herbal medicines. The company employs qualified doctors, skilled professionals, pharmacists and other experts to ensure the quality and safety of its products, and coordinates joint research programs with third-party institutions such as universities and the Traditional Medicine Research Centre. One of these programmes is the training of local organic planters to provide them with the skills and knowledge to grow herbs that meet Deltomed Laboratories' stringent standards. Thanks to these ongoing efforts, Deltomed Laboratories' Antangin JRG has become a trusted brand among consumers, who rely on the brand to deliver the safest and most effective herbal cold relief medicine in the market.



THINGS YOU DIDN'T KNOW ABOUT ANTANGIN JRG

- Antangin JRG was introduced to the market in 1980 by Deltomed Laboratories under the name Antingin, before the name was changed in 1990
- The introduction of Antangin JRG in tablet form was revolutionary, because up to that time almost all herbal medicines came in powder form
- Antangin JRG was introduced in liquid form in 2003 in response to consumer demand
- Antangin JRG is distributed throughout the country, from the smallest villages to the biggest cities, and is also distributed overseas, including to Singapore, Malaysia, Hong Kong, Taiwan and the Middle East
- Antangin JRG can be taken to relieve existing cold symptoms, or it can be taken daily as a preventive measure

