

COMPANY PROFILE



*Crafted with Passion.
Inspired by Nature.
Made for Indonesia.*

WELCOME

Welcome to BATAVIA.

Thank you for taking the time to discover who we are.

At BATAVIA, we believe decorative finishes are more than products — they are an expression of creativity, personality, and quality of life. Every color tells a story, every texture creates emotion, and every space deserves to inspire.

For more than 24 years, our passion has driven us to create decorative paint solutions that combine innovation, craftsmanship, sustainability, and exceptional value.

Today, we proudly begin a new chapter in Indonesia.

Welcome to our journey.

From the Middle East to the Heart of Indonesia.

Every remarkable journey begins with a vision.

Ours began in Jordan in 2002, driven by a passion to redefine decorative finishes through innovation, craftsmanship, and uncompromising quality.

2002

JORDAN

24+ Years

EGYPT · LIBYA · S. AFRICA

Today

INDONESIA

What started as a local ambition soon evolved into an international success story. For more than 24 years, we have earned the trust of customers across Jordan, Egypt, Libya, and South Africa — transforming homes, commercial buildings, hospitality projects, and architectural landmarks with decorative finishes that combine beauty, durability, and exceptional value.

Every market strengthened our expertise.

Every project inspired new ideas.

Every satisfied customer became part of our journey.

Today, our story reaches an exciting new destination.

We proudly arrive in Indonesia, bringing with us more than two decades of experience, innovation, and passion.

BATAVIA takes its name from the historic identity of Jakarta, symbolizing heritage, discovery, and cultural connection. It reflects our belief that great craftsmanship knows no borders and that beautifully designed spaces enrich people's lives.

We are not simply introducing decorative paints. We are introducing a philosophy built on quality, sustainability, creativity, and trust.

This is the beginning of a long-term commitment to Indonesia.

Vision, mission, and the meaning behind our name.

WHY BATAVIA?

Inspired by Jakarta's historic identity, BATAVIA represents heritage, progress, and meaningful connections between cultures. Our name reflects our ambition to combine international expertise with local inspiration, creating decorative finishes designed specifically for Indonesia.

VISION

To become Indonesia's most trusted decorative paint brand.

Inspiring beautiful spaces through innovation, sustainable solutions, and uncompromising quality.

Mission

To deliver premium decorative paint solutions that combine international expertise with local needs. We are committed to developing products specifically designed for Indonesia's tropical climate using 100% water-based technologies that are environmentally responsible, safe, durable, and beautiful. Through continuous innovation and exceptional customer service, we aim to make world-class decorative finishes accessible to everyone.

We believe paint is never just paint.

It creates emotion.

It reflects personality.

It transforms houses into homes.

It transforms buildings into landmarks.

It transforms ordinary spaces into unforgettable experiences.

At BATAVIA, we don't simply manufacture decorative paints.

We create beautiful environments where people can live, work, create, and dream.

OUR CORE VALUES

Six principles that shape everything we do.

Passion

Everything we create begins with passion.

Quality

We never compromise on excellence.

Innovation

We continuously improve our products and technologies.

Sustainability

We believe protecting the environment is everyone's responsibility.

Integrity

Trust and transparency define every relationship.

Partnership

Our customers' success is our success.

WHY INDONESIA

Indonesia is more than a destination.

It is our future.

A nation rich in culture, creativity, and opportunity.

We are proud to contribute to Indonesia's growth by offering premium decorative finishes specifically designed for its tropical environment and inspired by its vibrant spirit.

OUR PRODUCTS

A complete portfolio of premium decorative finishes.

◆ Interior Decorative Paints

◆ Textured Finishes

◆ Metallic Finishes

◆ Protective Coatings

◆ Exterior Decorative Paints

◆ Special Effects

◆ Stucco Systems

◆ Decorative Tools & Accessories

Every product is designed to deliver outstanding beauty, durability, and ease of application.

Eleven reasons decorators trust our finishes.

- ◆ More than 24 years of experience
- ◆ Products designed for tropical climates
- ◆ Low VOC
- ◆ Premium decorative effects
- ◆ Easy application
- ◆ Exceptional value
- ◆ International expertise
- ◆ 100% Water-Based
- ◆ Free from harmful chemicals
- ◆ Outstanding durability
- ◆ Excellent technical support

Sustainability and innovation are non-negotiable.

SUSTAINABILITY

At the heart of everything we do.

Our water-based decorative finishes help create healthier indoor environments while reducing environmental impact. Because protecting the future begins with protecting our planet.

INNOVATION

The engine of our business.

We continuously invest in research, product development, and modern decorative technologies to ensure BATAVIA remains at the forefront of the industry.

OUR PROMISE

We promise every customer:

01 Outstanding Quality.

02 Professional Service.

03 Continuous Innovation.

04 Long-Term Partnership.

LOOKING AHEAD

Our journey has only just begun.

As we continue growing across Indonesia, we remain committed to delivering products that inspire creativity, protect the environment, and exceed expectations.

Together, we will color the future.

THANK YOU

Thank you for becoming
part of the BATAVIA
story.

We look forward to building beautiful spaces together.

BATAVIA

Crafted with Passion. Inspired by Nature. Made for Indonesia.

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