



CROP PROTECTION

YOUR LOCAL GLOBAL PARTNER

Trusted since **1976**



Trademark of
CP Manufacturing Sdn Bhd

45 years of
experience

400+ dealers &
distributors



SYMBOL OF QUALITY[®]

Trademark of
CP Manufacturing Sdn Bhd

CROP PROTECTION IN A GLANCE

Founded in 1976, CROP PROTECTION (M) SDN BHD has been the trusted agrochemical manufacturer to wholesalers, retailers and farmers in Malaysia. With a distribution network of more than 400 dealers and distributors across Malaysia, we are one of the largest agrochemical companies supplying mainstream pesticides for the agriculture industry.

Today, we supply formations and manufactured agrochemical products worldwide to many companies for distribution in their respective markets. This further strengthens our reputation in providing reliable and sustainable solutions.

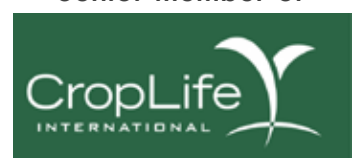
Our manufacturing plant is based in Klang, the main port of Malaysia in the state of Selangor. It is well equipped with the cutting-edge production facilities, manned by a professional team to bring you quality products manufactured by a ISO 9001 certified facility.

With our extensive range of products, which will meet all your specific demands from formulations to packaging, coupled with our seamless end-to-end services with decades of technical know-hows, we are fully capable to support you with customised solutions and trainings on product application and safety handling, so that you can focus on what you do best in nurturing your crops of choice.

Think Global, Grow Local



Senior member of





WHY SHOULD YOU CHOOSE US?

Our competitive advantages can be summarised with the acronym “**CROP**”, that clearly demonstrates our consistent quality products, reliable partnership model, oversea business network and professional technical support with our extensive **45 years’ experience** in the agrochemical industry.

C

CONSISTENT
Quality Products

R

RELIABLE
Agriculture Partner

O

OUTSTANDING
Local Distribution

P

PROFESSIONAL
Technical Support



CROP PROTECTION

400⁺
dealers &
distributors

1000⁺
clients
to date

17⁺
countries
exported since
1976



Distributing Nationwide with **400 Dealers** to More Than **1,000 Clients** to Date.

Launched More Than **11 Product Brands** to Market Since Inception.

Exported to more than **17 Countries** worldwide since inception.

SERVING LOCAL



PALM OIL PLANTATION

As the world's second largest producer of palm oil after Indonesia, the palm oil plantation industry in Malaysia is producing around 90 million tonnes of palm oil products every year.

We are proud to serve big, listed companies like FGV, IOI, KLK and Tradewinds as well as other smaller private companies throughout Malaysia to maximise their yield for their crops.

CHRYSANTHEMUM FARMS

Mainly based in Cameron Highlands, Malaysia's chrysanthemum farms have always been a major flower-producing area in Asia.

Our agrichemical products help these independent farmers or companies continuously produce flowers with high quality and yields to stay ahead of competition from producers in the region



FRUIT AND VEGETABLES PLANTATION

Likewise, the fruit and vegetables plantations contribute almost 40% of the total gross domestic products of Malaysia as a whole.

Our clients benefit greatly with the use of our quality herbicides and insecticides to maximise yield for both local market and international export.



RICE PROTECTION

Rice is the second most important crop in the world after wheat, with Asia being the largest producer and consumer.

Mainly based in North of Peninsular Malaysia, Sabah and Sarawak, our paddy farmers leverage with Crop Protection's herbicide and fungicide to effectively increase local rice production to meet the country's demand in the future.



WELL-SUPPORTED LOCALLY AND BEYOND

With a distribution network of **more than 400 dealers** and distributors across Malaysia, we are well connected to independent farmers and agriculture companies alike, as a dependable business partner to help maximise their yield and grow their businesses in the long run.

To provide a complete range of agrochemical solutions to our plantation industries, we are also actively partnering with global companies such as **BASF**, **ZMCP** and **FMC** to distribute their products locally. We also provide tolling and logistics services to multinational companies.



WELL-CONNECTED, FAR AND WIDE

Our extensive nexus of business partners goes beyond the international shores, supporting and expanding the agriculture business potential from various types of crops in mind. This undeniably has strengthened the confidence and trust on our homegrown agrochemical products against the key industry players in the international market.

HIGH QUALITY TECHNICAL SERVICE & SUPPORT

Throughout our years in this business, we are known and recognized for our excellent technical service and support by our clients. We seek to engage with our clients in ways that will bring better product use experience and minimize possible health and safety issues.

We provide after-sales service and continually engage with our clients. Our clients receive the following technical briefings and training from us:

1.

Product Safety & Handling Training

2.

Product Application Techniques

3.

Product Knowledge Briefings





CROP PROTECTION

INDUSTRY 4.0 & CROP PROTECTION

As Malaysia is heading towards the Fourth Industrial Revolution (IR4.0), our company have identified areas of improvement in terms of **People, Process and Technology** which are the three critical factors under Industry 4.0

We have equipped our manufacturing processes and our people to be aware and ready for IR4.0.

1. Smart Factory & Manufacturing Process

Upgrading our existing manufacturing practices to Industry 4.0 standards, featuring highly agile, efficient and automated production lines integrated into a smart logistics supply chain and service network.

2. Upskilling & Talent Development

We are working with talent building firms and training programs to speed up the transition to smart manufacturing technologies and processes that is rapidly changing the required skill sets for the existing workforce. By having a more structured and up-to-date training and skills development avenues, we will be able to develop and maintain world-class practices and capabilities within our workforce with the advanced Industry 4.0 knowledge.

3. Implementing Technology & Automation

By implementing industry 4.0 standard's technology and automation process in our manufacturing capabilities, we will be able to standardize and automate production process, making them consistent and accurate to operate at the highest efficiency. As a result, it will increase productivity, capacity and product quality for the benefit of our partners and customers.

CORPORATE STRATEGY

Guided by our corporate strategy, we aim to be the leading company in agricultural services that offers innovative sustainable solutions to help farmers and companies alike, to maximise yield from their hard work with better crop protection.

VISION

To be the premier company in agricultural services that offers innovative sustainable solutions.

MISSION

- Better crop protection with us
- Protect and nurture crop growth to enhance yield
- Embrace new technologies and techniques
- Promote innovative sustainable solutions

VALUES

- 1.** We operate our business with social responsibility to health, safety, environment and community welfare with compassion.
- 2.** We motivate and coach our people to develop skills to improve efficiency and productivity.
- 3.** We pursue success with our hard work and devotion.
- 4.** We champion teamwork and promote sense of achievement and belonging.
- 5.** We are committed to bring the best values to our customers and farmers.

COMPANY MILESTONE

2021

Launching of Tikusan

Upon identifying the severe rodent issues affecting the growers, Crop Protection spent years of research to develop Tikusan, a brodifacoum based rodenticide with special recipe to help growers overcome rodent infestation.

Product Development

CP has a comprehensive product development programme to develop products that has the potential to enhance benefits for the agricultural sector with better efficacy, reduced manpower handling or lower environmental impact. Equipped with the latest equipment, CP's laboratory is capable of developing products that meet the highest industry standards.

Brands from Multinational companies

To complement its range of in-house developed products, CP is also proud to distribute the following reputable brands sourced from well-established multinational agricultural chemical companies:

BASF – Kixor (saflufenacil herbicide)

FMC – Ally 20DF (metsulfuron methyl herbicide) and Pointer (flutriofol fungicide)

ZMCP – SAPROL (triforine fungicide)

2020

Silver Rating from Ecovadis

Crop Protection's manufacturing site received a silver rating from Ecovadis as part of the Corporate Social Responsibility assessment conducted for the company as part of the Together For Sustainability initiative led by major industry players.

2019

Launching of Acosta 15

Crop Protection added Acosta 15, a Glufosinate Ammonium based herbicide as additional option to assist in growers' weeding program.

2017

Launching of Crop Protection's

Star Product - Krush

Crop Protection launched Krush, pioneering the new glyphosate formulation which contains the highest concentration of glyphosate in the market. Krush received outstanding response from the market acknowledging the premium quality and consistency.

2011

ISO / OHSAS

As a responsible industry player, Crop Protection's manufacturing site is awarded the ISO 14001 and OHSAS 18001 (now known as ISO 45001) certifications for its health and safety management systems.



2010

SYSTRIN Launching of Systrin

Crop Protection added Systrin, a deltamethrin based insecticide, to its insecticide range.

2006

SENTRY Launching of Sentry

Crop Protection acquired the well known Sentry brand and added it to its range of premium herbicide products.

2005

SAPROL DC Growing Distribution Channels **N-HANCE WG** & Added 2 New Products

As the demand of the market grows, we added N-hance, a metsulfuron methyl herbicide to cater to the broadleaf weed control market. CP is also appointed as the exclusive distributor for Sapro, a well established fungicide for the ornamental market.

2001

TAPUS Launched Tapus

Following the success of our homegrown flagship brand, Ecomax, we launched Tapus, an equivalent lower tier product targeted to reach a different segment of the market to enlarge our coverage.

As our products were recognized in its quality, we began to export our own products to several other countries in this year.

1996

SEKALI Launched Sekali

Crop Protection launched SEKALI, a low concentration glyphosate product to cater to the small farmer market.

1994

ISO 9001

Crop Protection obtained the ISO 9001 quality management system certification in recognition of its product quality standards.

1993

ECOMAX Launching of Ecomax

Crop Protection is proud to have created and launched Ecomax, a glyphosate based herbicide, to cater for the general weed control market. The brand is still widely popular and well accepted in both Malaysia and Thailand.

1976

The Establishment of Crop Protection

This year marked the beginning of Crop Protection's journey in distributing agrochemical products under the trusted quality of the Horse Head mark. We established our own dedicated manufacturing plant to formulate, manufacture and pack quality agrochemical products.

CONTACT US

Crop Protection (M) Sdn Bhd

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