VERIDE TRADE CO

RATTAN & WOODEN SEATING

Indonesian Specialists in Rattan & Wood Seating

OCTOBER 2025



PT. Veride Trade Co

Your Reliable Indonesian Partner for Rattan & Wood Seating

Specialized trading company focused on quality seating solutions for the Australian and international markets
Based in Karawaci, Tangerang – Indonesia

PRIMARY MARKET

Australia

Followed by the USA, New Zealand & UAE

WHO WE WORK WITH

Veride Trade Co works with international buyers who want a more reliable and structured way to source rattan and solid wood seating from Indonesia.

We typically support:
• Furniture importers and distributors
• Outdoor and lifestyle furniture retailers
• Wholesalers looking for consistent supply
• Buyers who prefer working with a focused trading partner rather than managing multiple factories directly

Our primary market focus is Australia, followed by United States, New Zealand, and the UAE.

We understand that buyers in these markets look for more than just competitive pricing — they also need consistency, clear communication, and dependable order handling.

ABOUT THE COMPANY

Focused expertise. Stronger control.

Veride Trade Co is an Indonesian furniture trading company established in early May 2024 and based in Karawaci, Tangerang.

We specialize exclusively in rattan and solid wood seating. This focused approach allows us to build deeper supplier relationships and better quality control compared to general furniture traders.

We are not a manufacturer. Instead, we carefully select and work with trusted workshops and factories across Indonesia. Our role is to bridge the gap between Indonesian production capabilities and the expectations of international buyers.

OUR OPERATING MODEL

Buyer-first mindset • Parallel development of reliable suppliers
Active involvement in quality and order coordination



2024

WHERE WE ARE 2 YEARS UNTIL TODAY

FOUNDED
Karawaci, Tangerang

SUPPLIER NETWORK
Rattan + wood seating

EXPORT-READY
Buyer-first systems

NEXT
Scale partnerships

Veride Trade Co was established in May 2024. As a relatively young company, we are in a focused building phase:

- Developing a selected network of rattan and wood seating manufacturers
- Establishing clear internal processes for sourcing, quality checking, and communication
- Building relationships with international buyers, with Australia as our priority market
- Strengthening our understanding of export standards and buyer expectations

We are realistic about our current stage. At the same time, we are deliberate in how we grow — prioritizing reliable systems and selective partnerships over rapid but unstructured expansion.

We are ready to support buyers who value clarity, consistency, and a professional working relationship.

04 Why buyers choose to work with us

Specialized by choice. Reliable by design.

Six practical principles shape how we work.



01

Specialized Focus

We concentrate only on rattan and wood seating. This specialization helps us maintain better product knowledge and supplier quality.

02

Buyer-First Approach

Your requirements guide the process. We do not push products that do not fit your needs.

03

Active Quality Involvement

We do not leave quality entirely to the factory. Pre-shipment checking is part of our process.

04

Flexible Sourcing Network

By working with multiple suppliers, we can offer better options in terms of capacity, style, and pricing.

05

Clear and Proactive Communication

We prioritize transparent updates so you are not left guessing about production progress.

06

Practical Export Orientation

We pay attention to packaging, presentation, and the practical details that matter for international shipments.







WHAT WE OFFER

Core Product Categories

- Rattan seating (indoor and outdoor)
- Solid wood chairs and stools
- Outdoor lounge and dining seating
- Custom seating development and private label projects

Supporting Services

- Product sourcing and supplier identification
- Sample coordination and follow-up
- Pre-shipment quality inspection
- Packaging recommendations suitable for export
- Order monitoring and communication support
- Assistance in aligning products with buyer market expectations

We focus on seating categories where Indonesian craftsmanship still holds strong competitive advantages in design, material, and production capability.



06 Quality & Export Readiness

One point of contact. Five clear steps.

HOW WE SUPPORT BUYERS

1 **Requirement Understanding**

We start by clearly understanding your product needs, quality expectations, target price range, and market standards.

2 **Supplier Matching**

Based on your requirements, we identify and propose suitable manufacturers from our growing network.

3 **Sample & Development Coordination**

We help manage sample production and communicate necessary adjustments.

4 **Order Execution & Quality Control**

Once an order is confirmed, we follow up during production and conduct pre-shipment inspection.

5 **Export Support**

We assist with packaging standards, documentation readiness, and coordination until the goods are ready for shipment.



Our goal is to reduce the complexity, risk, and time you would normally spend dealing with multiple factories on your own.

A curated network, not a directory.

We carefully select skilled Indonesian workshops and factories, then stay actively involved from matching through shipment.



SELECT

Carefully curated network

Skilled Indonesian workshops selected around seating capability and fit.

BLEND

Craft meets modern design

Artisanal techniques translated for contemporary international markets.

ADAPT

Flexible sourcing

Capacity, style, pricing and customization matched to buyer needs.

UPDATE

Transparent communication

Clear coordination and timely progress updates throughout the order.

Less complexity. More confidence.

Working with Veride gives you practical advantages across sourcing, quality, communication and scale.





In short, we help make Indonesian seating sourcing more structured, clearer, and less operationally heavy for you.

01 **One dedicated contact**
Instead of managing multiple factory relationships

02 **Improved consistency**
Through selective supplier development

03 **Better risk control**
Via active quality checking before shipment

04 **Time efficiency**
We handle coordination and follow-up on the ground

05 **Market-aware sourcing**
Indonesian realities + Australian expectations

06 **Scalable cooperation**
Capacity expands through our supplier network

Focused beats fragmented.

COMMON TRADING APPROACH

- Handles many product categories
- Limited involvement in quality
- Mostly reactive communication
- Short-term, order-by-order mindset
- Buyer must coordinate with factories
- Price-driven selection of suppliers

VERIDE TRADE APPROACH

- Focused only on rattan & wood seating
- Active pre-shipment inspection
- Proactive and structured updates
- Long-term partnership orientation
- We manage coordination as your local partner
- Balance between quality, reliability, and price



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Veride Trade delivers consistent quality and smooth communication —our trusted partner for Indonesian rattan furniture.

AUSTRALIAN RETAILER

Consistent quality / Clear communication / Trusted partnership





LET'S EXPLORE COOPERATION

Build a trusted partnership.

We welcome discussions with buyers who are looking for a more reliable Indonesian sourcing partner for rattan and wood seating.

POSSIBLE NEXT STEPS

- Sharing your current product requirements or target items
- Reviewing relevant product references from our network
- Arranging a short introduction call
- Discussing sample development opportunities

PT. Veride Trade Co (Axel Winata)

CONTACT INFORMATION

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We look forward to understanding your needs and exploring how we can support your sourcing goals.

LET'S BUILD TRUSTED PARTNERSHIPS TOGETHER.