



SINHONLY FISH NETS PTE LTD

Promising What We can Deliver

Company Profile

“Whichever part of Southeast Asia you may be located at, there is a high chance that the net or ropes that you use is from SHL”

Sinhonly Fish Nets Pte Ltd, commonly known as SHL was established on December 1982. We are primarily a Business to Business (B2B) company. We supply to wholesaler who in turn sell to fishermen or small distributors.

When SHL first started, we supply mainly to Singapore and Indonesia. We supply mainly Nylon Net, Polyethylene Net and ropes to these places.

SHL slowly expanded its product range to include Hardware and accessories so as to

become a one stop marine centre for all up and coming commercial fishing company who is keen to enter this industry.

As years pass, SHL expanded rapidly with distributors in many provinces of Indonesia' spanning from Medan to Jakarta to Sulawesi. With these distribution points, SHL became a household name in the industry. Everyone in the industry will have used or know about our brands/products.

Tradition of Trust & Reliability

It all happened in 1982 in developing Singapore. Here, our founder, Mr Tay Aik Chor, a visionary young man started a small simple shop selling fishing nets to the local fishermen and the neighbouring Riau islands (Indonesia).

He stresses on selling only the most valued products to the fishermen as he fully comprehends the hardship that fishermen faces. Being under the blazing sun and rainfall day after day, it makes life harder for them when unscrupulous businessmen sell low quality nettings/ropes and other equipments to them. Therefore, SHL constantly seek to equip all fishermen with the most reliable fishing gears.

This is the philosophy that we held till today.



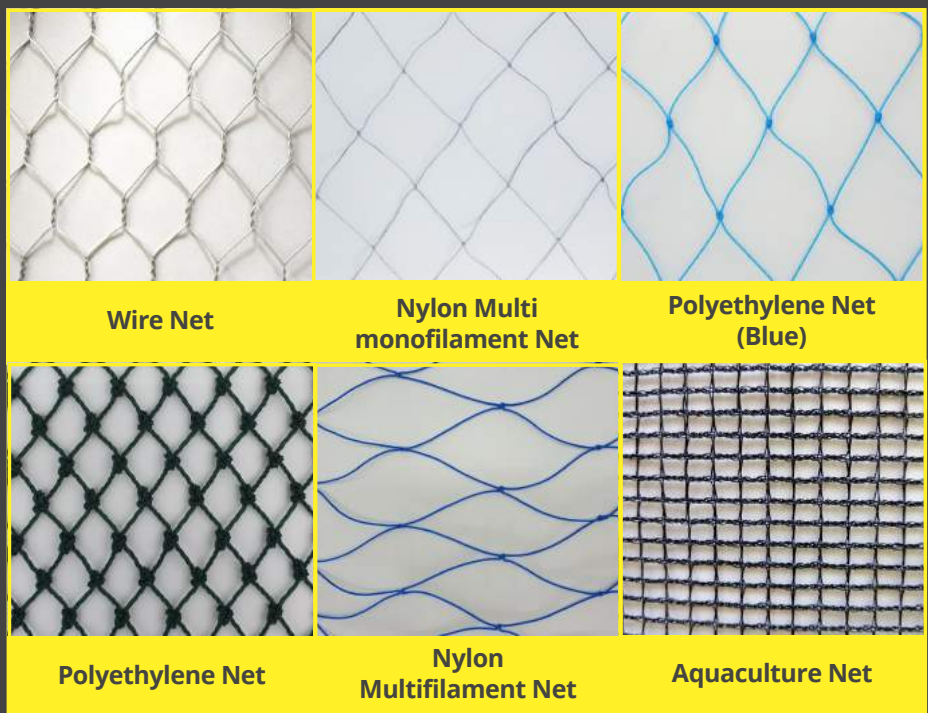
Products



Ropes & Twines





Nettings



Sinhonly Fish Nets is the leading supplier of fishing nets, ropes and other equipments in Southeast Asia. Our reputation and business style has been widely accepted by business partners in the region. It is this trust between our partners and us that create a win – win situation for all.



Hardwares

		
E Head Nail	A Head Nail	Stainless Steel Link Chain
		
Boat Nail	Galvanized Shackle	Stainless Steel Screw Nail



Accessories

		
Para Anchor	Mustad	Floats
		
Crab Trap	Luring Light	Flashlight

Brands



GoldSHL **Cream of the Crop**

Product bearing our premium GOLDSHL brand are manufactured from top notch raw material that undergo the strictest Quality Control. Definitely the best of the best



Goldfish **Renowned For its Top Quality**

Nettings and ropes under this brand is known for their top quality; high breaking strength, long duration of use and softness. This brand is especially attractive to the larger commercial fishing boat. As their investment in the boat is very huge, it only makes sense for them to purchase top quality netting for assurance of returns.



SHL **The Most Recognized Brand in The Industry**

Quality is higher than average and pricing very reasonable. There are numerous fishing products under the SHL brand throughout Indonesia. It can be in the form of nettings, ropes, floats or any other products. All fishermen will have in some phase of their fishing life.

HIGHEST QUALITY

FISHING NET
ROPE & TWINE



Fighting Lobster



Fighting Lobster **Acceptable Quality and Competitive Pricing**

There are countless brands in the market. Fighting lobster is accepted by fishermen as the brand that is definitely functional and at a competitive pricing. This brand is especially attractive to the fishermen that is budget constrained and yet want nettings that is usable



Mustad **The Best Selling Hook in the world.**

One in Four Hooks in the world is made by Mustad and the reason is clear. SHL seeks to cooperate with Mustad to bring this goodness to more fishermen.



Cooperation

“Any product that is supplied by SHL is definitely already accepted by fishermen and end consumer”

Our simple guiding principle of stringent quality control has allowed us to differentiate ourselves from our competitors in the region. All products that leave our company are **QUALITY ASSURED.**

We cordially welcome all proposals for collaborative arrangements.

Distributorship

What our distributors stand to gain:

- Capitalize on our already established strength
- Capitalize on our Brand Name
- Capitalize on our centralized marketing strategy.
- Low Minimum Quantity for each specification.
- Work together to help promote the brand in your target market.
- A one-stop commercial fishing equipment company that supplies value-for money products.
- Marketing Budget allocation.

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