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Formula

COMPANY PROFILE





## INTRODUCTION

Formula Industry Company Limited was founded in 1974 and it has been successful in manufacturing and distributing auto air conditioner parts, which have been known around the world under the brand "FORMULA".

Formula is the largest manufacturer of auto air conditioner parts for replacement market. It is wholly owned by Thais.

With Formula's vision and performance, we could now be proud of the Thai brand which is known worldwide in the auto air conditioning industry. Formula products are not only distributed in Thailand, the products have been exported to more than 60 countries in every continent around the world through various distribution channels, such as well-known wholesalers, automakers, and professional auto service centers. We can produce products in different models, sizes for every model of vehicles. We can design products according to customers' requirement as well.

Formula has five factories in Bangkok and another factories in Chachoengsao province. The total space of its factory is about 300,000 square meters. It has four product distribution centers in Thailand. They are in Bangkok, Chiang Mai, Nakhon Ratchasima, Ubon Ratchathani and Nakhon Si Thammarat. The largest distribution center, which is in Bangkok, covers 8,000 square meter area.



## VALUES

“WE

- commit to do our best in the development of products and services which are friendly to the environment
- commit to manage our business with quality, morality and transparency.
- commit to enhance our personnel's capability.
- commit to contribute to good courses in the society and the country.

”



## WHOLESALER AGENTS

We work with our well-known wholesalers agents to expand our markets in several countries. We work together with trust and warm relationship as though we are members of the same family.

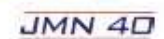
### COUNTRIES LIST

ABIDJAN	EGYPT	ITALY	NIGERIA	SRI LANKA
ARGENTINA	ENGLAND	IVORY COAST	OMAN	SWEDEN
AUSTRALIA	FINLAND	JAPAN	PAKISTAN	SWITZERLAND
BAHRAIN	FRANCE	JORDAN	PANAMA	SYRIA
BANGLADESH	GERMANY	KOREA	PHILIPPINES	TAIWAN
CHILE	GREECE	KUWAIT	PORTUGAL	TRINIDAD & TOBAGO
COLOMBIA	HUNGARY	LEBANON	RUSSIA	TURKEY
COTE D'IVOIRE	HONG KONG	MALAYSIA	SAUDI ARABIA	U.A.E
CYPRUS	INDIA	MALTA	SINGAPORE	U.S.A
DOMINICAN REPUBLIC	INDONESIA	MYANMAR	SOUTH AFRICA	UK
	IRAN	NETHERLANDS	SOUTH PACIFIC	UKRAINE
	ISRAEL	NEW ZEALAND	SPAIN	VIETNAM

## AUTOMAKERS PROFESSIONAL SERVICE CENTERS



## OUR CUSTOMERS



# F Formula

## Company Timeline

1978

-We set up a company that produces certain parts of auto air conditioners. The first product we produced Fin/Tube evaporator coil.

-We started exporting products as an original equipment manufacturer; or OEM, for Mazda before becoming an OEM for other automakers including Isuzu, Hino.



1981

-We began producing condenser for auto air conditioners with the Fin/Tube system.



1988

-We began producing refrigerators for commodity transportation that requires temperature control throughout the transportation process.



1990

-We set up a large product distribution center at Krungthep Kreetha area, in Bangkok to improve the efficiency of our product delivery.



1991

-We launched a production line of receiver dryer; D.C. motors, another part in the auto air conditioner system.



1995

-We started a production line of electronic devices for controlling auto air conditioner circuits.

-We began producing our own packaging for our own products. We can produce products for thousands of vehicle models to serve our customer needs.

-We expanded our oversea markets start from Asia, and put more effort to serve customers from around the world.



1997

-We expanded more vertical production process through raw materials, such as aluminium casting aluminium extrusion. We also put more effort on, environmental conservation as we could recycle our raw materials and shorten the production process that consumes energy in a way that could adversely affect the environment.



2001

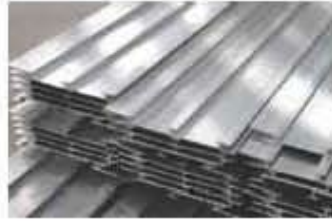
-We set up a Northern product distribution center in Chiang Mai Province.

-We launched production lines of aluminium micro tube for PFC (Parallel Flow Condenser)



2005

-We began the full-scale production of aluminium products and truss roof



2007

-We set up a North eastern product distribution center in Nakhon Ratchasima Province.  
-We began the production of trussless roof



2008

-We improved the quality of our production with modern automatic Assembly machines.



2009

-We started a production line of PFE (Parallel Flow Evaporator)  
-We set up a North eastern product distribution center in Ubon Ratchathani Province.



2010

-We launched a production line of aluminium radiator products.



2011

-We passed quality management system ISO 9001:2009  
-We improved the quality of our product with modern machines (Automatic Helium Leak Test System imported from Japan and Switzerland)  
-We set up a Southern product distribution center in Nakhon Si Thammarat Province.



2012

-We set up a North eastern product distribution center in Udon Thani Province.  
-We imported and reload the refrigerant R134, R22, R404, and R410



2013

-We increase the machine of Automatic Helium Leak Test System, imported from Germany





With the policy to quickly deliver products, reaching out to customers as though they are our family members, and to cater excellence services, we have established four products are managed by

- SETECH CO., LTD.
  - FORMULA INTERTRADE CO., LTD.
  - ALUPLUS CO., LTD.
  - GOODTEMP CO., LTD.
- Truck refrigerators  
Bus Airconditioning



To serve the expanding aluminium market under brand "ALUPLUS", we have not stop developing standardized and special design aluminum products in various product applications.

# Alu+



- Aluminium Billet
- Aluminium Rod
- Standard Extrusion Profile (Round, Square Tube and Bar, etc.)
- Door & Window Frame
- Industrial Profile (Automotive, Electrical, Furniture and Decoration Industries)
- Aluplus Metal Sheet Truss Roof and Trussless Roof



Truss Roof



Trussless Roof

# F | Formula Radiator



We are the experienced manufacturer of aluminum radiator which is made of plastic tank with the quality that meets the market's requirement.



# F | Formula Refrigerant

We are the reloader of R134a air conditioner liquid from a world-class supplier. We have imported ISO Tank for reloading air conditioner liquid in the auto air conditioning parts market. We also have R22, R404 and R410 to cover all kind of industries



R-22



R-134a



R-410a



R-404a



# F | Formula

## Bus Air Conditioning & Truck Refrigerator

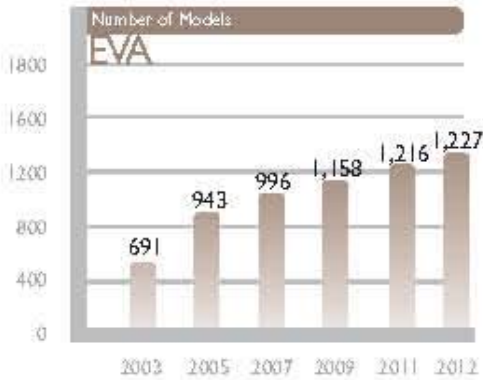
Under the brand "GOODTEMP", we run a large-scale service center to offer maintenance services throughout the lifetime of our products, to serve Thailand's gigantic food industry, and to support customers' effective logistic systems for their product.



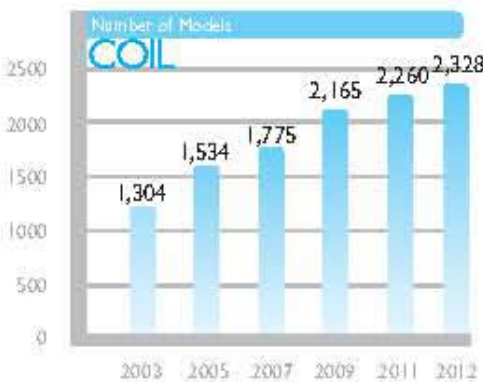
### OUR CUSTOMERS



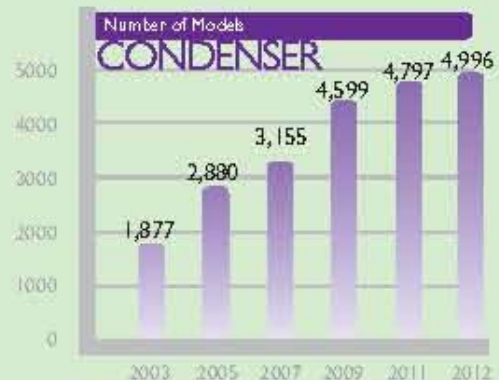
## EVAPORATOR UNIT [Fin & Tube, Serpentine, Laminated]



## EVAPORATOR COIL [Fin & Tube, Serpentine, Laminated, Parallel Flow]



## CONDENSER [Fin & Tube, Serpentine, Parallel Flow]



## Aluminium Welding Products



Aluminium Welding Rod

TORCH Alloy 1100, 4047 TIG Alloy 1100, 4045



Flux



Alloy 1100, 4045,

## HOSE & PIPE and FITTING



## RECEIVER DRIER and ACCUMULATOR



## ACCESSORY PARTS

[Blower Motor, Solenoid Valve, Thermo, Electrical Part, etc.]





## Exports

### AUTO AIR CONDITIONING PARTS & RADIATOR

**Tel:** +662-2350650-5

**Fax:** +662-2350656

[export@formula.co.th](mailto:export@formula.co.th)

## Domestic

### AUTO AIR CONDITIONING PARTS & RADIATOR

**Tel:** +662-7362021-25

**Fax:** +662-7360027

[domestic@formula.co.th](mailto:domestic@formula.co.th)

[www.formula.co.th](http://www.formula.co.th)

### BUS AIR CONDITIONING UNIT & TRUCK REFRIGERATOR

**Tel:** +662-7362040-1

**Fax:** +662-7360579

[goodtemp@formula.co.th](mailto:goodtemp@formula.co.th)

[www.goodtemp.co.th](http://www.goodtemp.co.th)

### ALUMINIUM PRODUCTS

**Tel:** +662-3224393-4

**Fax:** +662-3224395

[sale@aluplus.co.th](mailto:sale@aluplus.co.th)

[www.aluplus.co.th](http://www.aluplus.co.th)

