



ILLUMINATING THE FUTURE

ALDITRA

Company Profile

Lighting, LED Display & Integration Specialist

2008

FOUNDED

18+

YEARS INDUSTRY

200+

PROJECTS

PT. Alfa Dinamika Tripratama | Jakarta, Indonesia

ABOUT US

Welcome to Alditra

PT. Alfa Dinamika Tripratama (Alditra) was established in 2008, initially supporting leading brands such as Sony and Sharp in commercial audio-visual and point-of-sale solutions. The company later expanded into LED display systems and architectural LED lighting, recognizing the growing demand for energy-efficient lighting solutions in Indonesia.

From the beginning, Alditra has focused on delivering high-quality products at competitive prices. Instead of operating retail outlets or maintaining large inventories, the company works directly with end users and contractors — reducing overhead costs and enabling better value for every project.



Our Commitment

Alditra provides complete lighting solutions — from design consultation and product selection to installation and commissioning — with an emphasis on quality, performance, and long-term customer value.

18+

YEARS IN INDUSTRY

200+

PROJECTS COMPLETED

OUR JOURNEY

Key Milestones

Over 17 years of growth, strategic partnerships, and industry trust.

2008

Company Founded

Began in commercial audio-video, supporting Sony and Sharp in Point-of-Sale activity across Indonesia.

2013

Exclusive Desay Distributor

Appointed exclusive distributor of Desay LED Display, a global manufacturer behind installations for Ferrari, BMW, Coca-Cola, Formula 1, the NBA, and more.

2017

Joined MEANWELL Network

Became part of the distribution network of MEANWELL, a world-leading manufacturer of power supplies for LED applications.

2018

Signify Preferred Partner

Named Preferred Partner of Philips Indonesia (now Signify) for Color Kinetics, Vaya, and Dynalite lighting control systems.

WHY CHOOSE US

We are Experienced Lighting Specialists



Over 18 Years

Alditra serves clients throughout Indonesia and overseas.



We Listen

Our clients have continually shaped our product and service offerings.



Quality Assurance

From LED chips and heat sinks to connectors and power supply — a solid lighting solution.



Support Mon–Fri

Delivering the highest standards of customer service, from concept to commissioning.

OUR PHILOSOPHY

Lighting Concept

Proper lighting selection and placement can create dramatic yet highly functional illumination in virtually any environment — a living room, bedroom, restaurant, or landscape. Choosing the appropriate beam angle and lumen output is critical to achieving the desired visual effect.



Concealed, Low-Glare Fixtures

Light sources are hidden or designed with low-glare optics to minimize distraction and keep the focus on architecture, not the fixture.



Beam Angle & Lumen Output

Every project is matched to the correct beam spread and brightness to achieve the intended visual effect.



Dimming & Color Temperature

Thoughtful dimming controls and selected CCT elevate a space, adapting to different moods and activities.

The guiding idea: let fittings disappear and let the architecture do the talking, so a space is defined by light and shadow, not by visible fixtures.

WHAT WE DO

Our Services



Custom Design

We sit with owners and designers on every project to understand the desired result — considering lumen output, CCT, hue, color index, beam angle and physical placement to deliver the intended outcome.



One-Stop Solution

By keeping our company lean, we keep overhead low and curb inventory cost — choosing the highest-quality products for each project and passing the savings on to our clients.

HOW WE WORK

Proven Process for Top Results

01

Service

Our team collaborates closely with clients, providing top-notch service from concept design through to project commissioning.

02

Design

We specialize in crafting custom luminaires and detailed lighting plans tailored to each project's needs.

03

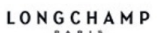
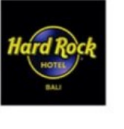
Expertise

Lighting design solutions for commercial, architectural and industrial projects — transforming spaces with bespoke systems.

TRUSTED BY

Our Clients

Business is based on good relationships and trust. Most of our clients are repeat customers, or referred by existing clients — a reflection of our performance in both service and product quality.

							
AMI ALEXANDRE MATTIUSSI	ANGLO CHINESE SCHOOL	BANK BTPN	BANK JAGO	ARION SWISS-BELHOTEL	AYANA RESORT & SPA	ARTISAN BAKERY	BURGER KING
							
EL HOTEL GROUP	EMC HOSPITAL	GRANDWORK	LONG CHAMP	DOMINO PIZZA	DR OEN SURAKARTA	ELECTRONIC SOLUTION	FURAMA
							
LOUIS VUITTON	MELIA	NI HAO	POPEYES CHICKEN	FOUR SEASONS RESORT	GOETHE INSTITUTE	GRANDWHIZZ HOTEL	HARDROCK HOTEL BALI
							
SARIMANDE METROPOLITAN	PT. SHIMIZU BANGUN CIPTA	TISSOT	TIRISAKTI MEKARMANDIRI	HEWLET PACKARD	HITACHI	HSBC BANK	INTILAND
							
ICI PAINTS	KARTIKA WIJAYA HOTEL	LIFESTYLE X'NTER	MITRA ADI PERKASA	SUNGLASS HUT	SERE MANIS	SEPHORA	SHARP
							
NAGASWARA OFFICES	NCA DESIGN	PANEN LESTARI INTERNUSA	PANIN BANK	SONY	SPYNET	SUPERMALL	TEMPAYAN DINNING LOUNGE
						...and other leading brands across Indonesia and overseas.	
PONDOK INDAH MALL	PIEE INTERNATIONAL	PULLMAN	PURI	THE GOODS DEPT.	THE UMA VILLAS		

OUR PORTFOLIO

Featured Projects

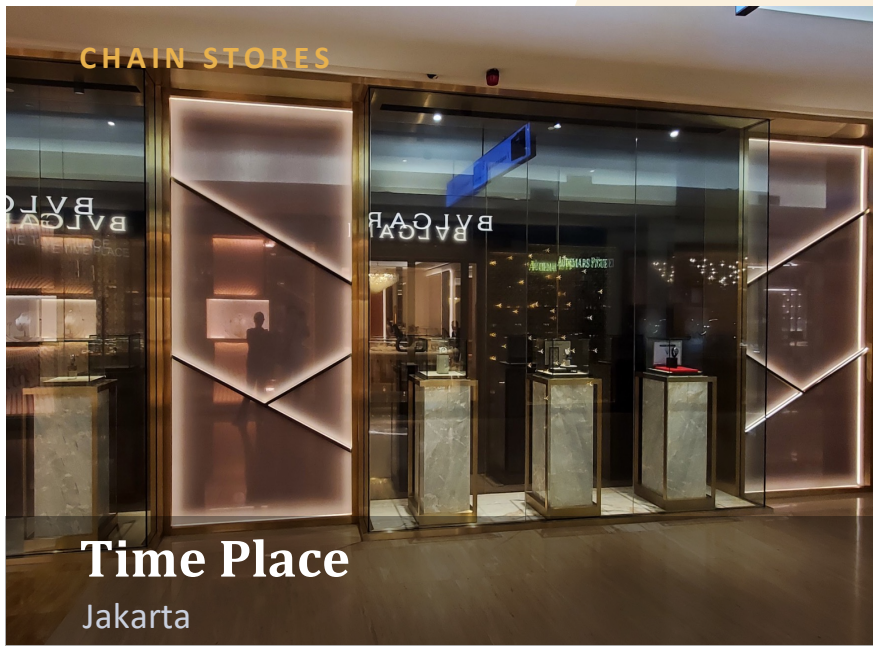
A selection from 200+ completed projects across residential, hospitality, retail, office and public spaces.



OUR PORTFOLIO

Featured Projects

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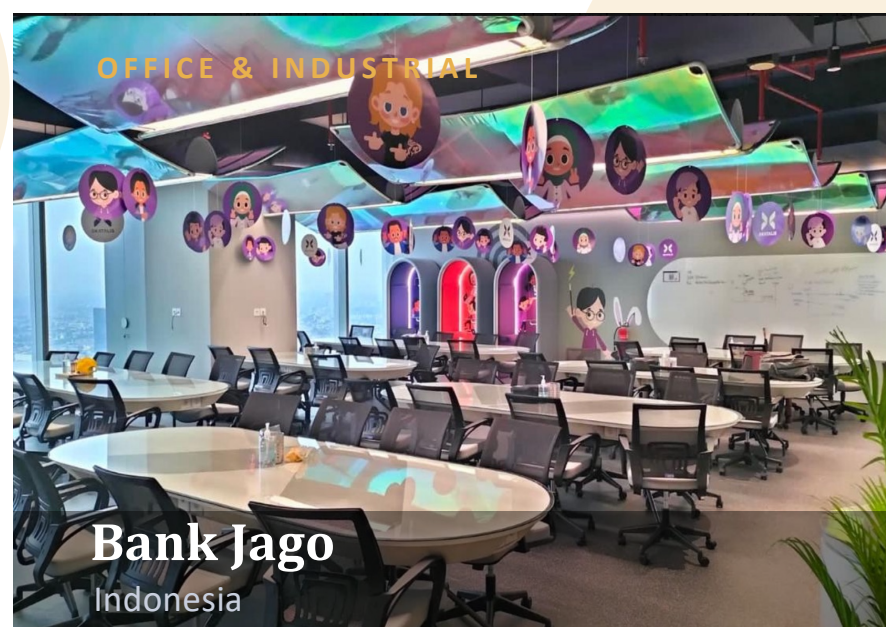
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PROJECT CATEGORIES

Where We Work

Six sectors, one consistent standard of design and craftsmanship.



Residential

Private villas & residences



Hotels & Restaurants

Hospitality & F&B



Chain & Retail Stores

Flagship & Retail fit-outs



Office & Industrial

Corporate & Commercial



Museums & Galleries

Cultural & Exhibition



Videotron & Advertising

LED display & Signage

CLIENT TESTIMONIALS

What Clients Say

Repeat business and referrals remain Alditra's strongest measure of client satisfaction.

Alditra is described as a trusted lighting integrator, valued for balancing aesthetics with functional, reliable performance.

— **Burger King**

The lighting design is described as innovative, successfully highlighting the architectural beauty of the retail space.

— **Tory Burch, Pacific Place**

Melia Paradisus Bali reports being satisfied with the service after Alditra understood exactly what the customer needed.

— **Melia Paradisus Bali**

Lost Villa's owners worked closely with Alditra to bring custom standing lights, LED contours, and full-color pool lighting to life at night.

— **Lost Villa, Bali**

LET'S WORK TOGETHER

Get In Touch

Please reach out — we will contact you to discuss your lighting project.



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INSTAGRAM

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illuminating the future — since 2008

www.alditra.co.id