Benang Merah Produk

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- Wings Of Grace
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- Wild Majesty
- Rooted In Nature
- Wall Statements
- Endless Flow
- Charming Companion
- Fusion Of Elements
- Tapak Tapak Tapak

SOP Benang Merah

Ringkasan 5w + 1h

- what/apa: Benang Merah Produk
- where/dimana: Website, Toko dan email
- when/kapan: Satu bulan sekali
- who/siapa: Tim Marketing
- why/mengapa: Untuk bahan membuat blog post newsletter dan flayer
- how/bagaimana: Materi dari benang merah dijadikan blog post newsletter dan flayer atau menyusun informasi produk dalam bentuk narasi yang menjawab 5W+1H

Step Membuat Benang Merah

- Tentukan Judul
- Tentukan nama produk
- Lampirkan keterangan produk atau deskripsi produk
- List Produk
- Foto konsep

Tujuan

- Benang merah ini bertujuan untuk memastikan setiap produk memiliki informasi yang lengkap, konsisten, dan mudah dipahami sehingga dapat digunakan sebagai acuan pembuatan konten promosi, website, katalog, newsletter, dan kebutuhan pemasaran lainnya.

Poise In Motion

Deskripsi

Grace captured in motion. Each sculptural figure celebrates the beauty of fluid movement, bringing a sense of elegance, harmony, and timeless sophistication to every space.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0015

Foto Hero

Wings Of Grace

Deskripsi

A celebration of freedom, hope, and elegance. From soaring birds to graceful angels, each sculpture captures the beauty and symbolism of wings with refined craftsmanship. Designed to bring a sense of lightness and inspiration into any space.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0009

Foto Hero

Tabletop Treasures

Deskripsi

Thoughtfully crafted sculptures that complete the finishing touch of a room. Ideal for consoles, coffee tables, shelves, or display cabinets, these smaller pieces add character without overwhelming the space. Perfect for curated interiors and retail collections.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0010

Foto Hero

[![unnamed.jpg]

Golden Expressions

Deskripsi

A collection where warm golden finishes elevate every form. From soft champagne tones to rich antique gold, each piece reflects light beautifully while adding a luxurious accent. Designed to complement both contemporary and classic interiors.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0011

Foto Hero

Wild Majesty

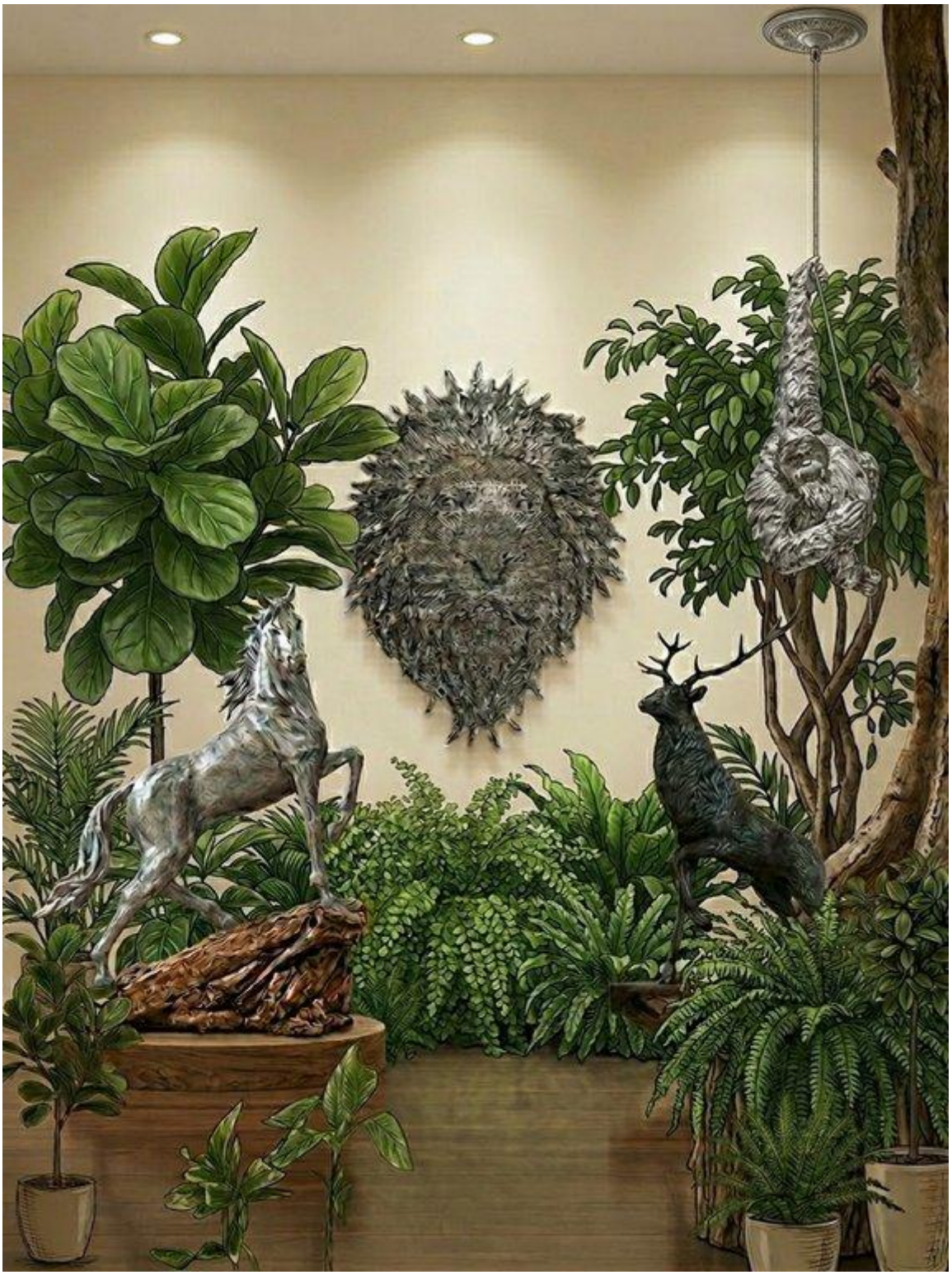
Deskripsi

Bring the untamed beauty of wildlife into your space. From powerful predators to graceful creatures, each sculpture captures nature's most striking moments with exceptional craftsmanship. A collection designed to create a lasting impression in residential and commercial interiors alike.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0012

Hero Foto



Rooted In Nature

Deskripsi

Where metal artistry meets the warmth of natural wood. This collection celebrates the harmony between raw materials, creating sculptures that feel both contemporary and grounded. Perfect for projects that seek balance, texture, and timeless character.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0013

Foto Hero

Wall Statements

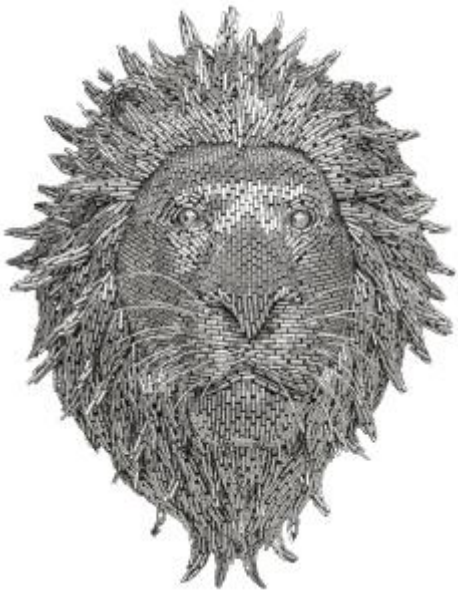
Diskripsi

Walls deserve more than decoration, they deserve a story. Featuring sculptural animal heads, human figures, and angelic forms, each piece transforms empty walls into captivating focal points. Designed to add depth and personality to any interior.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0014

Foto Hero



Endless Flow

Deskripsi

Inspired by the ever-changing rhythm of life, these abstract sculptures embrace movement and fluidity. Every curve invites a different perspective, making each piece feel alive from every angle. A refined choice for modern interiors seeking artistic expression.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0016

Foto Hero

Charming Companion

Deskripsi

Small in size, big in personality. These delightfully chubby birds bring warmth, joy, and a playful touch to shelves, consoles, and living spaces. A collection that effortlessly makes people smile.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0017

Foto Hero

Fusion Of Elements

Deskripsi

Different materials come together to create something truly distinctive. Combining aluminium, wood, steel, and other carefully selected elements, each sculpture showcases the beauty of contrast through craftsmanship. A versatile collection for projects that appreciate texture, innovation, and design.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0018

Foto Hero

Tapak Tapak Tapak

Deskripsi

Tapak Tapak Tapak hadir sebagai penanda perjalanan di Stasiun Tugu Yogyakarta. Terinspirasi dari kuda sebagai simbol gerak dan energi, karya ini merefleksikan pertemuan antara tradisi, perjalanan, dan semangat kontemporer dalam menyambut setiap langkah menuju Yogyakarta.

List Produk

- https://kirun.pttimboel.com/app/product-selection/PS-2026-0037

Hero foto