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July 15, 2015 Volume 03

# Furniture



New Era for Furniture



**Taiwan furniture, world-class  
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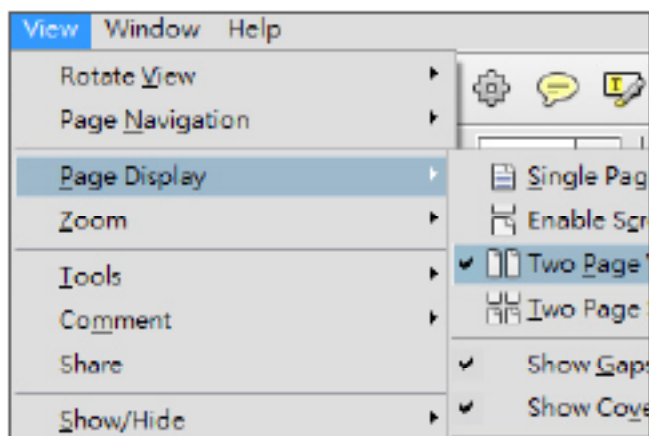
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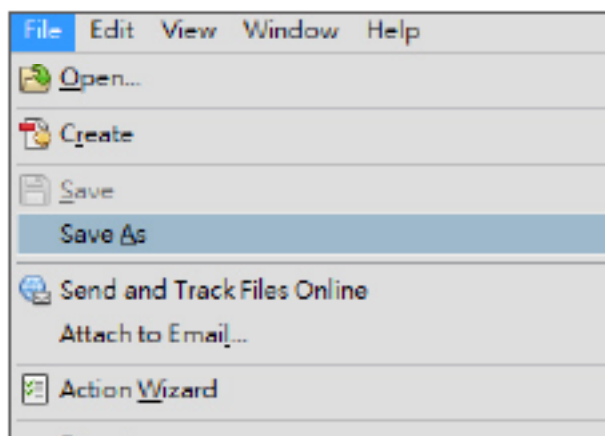
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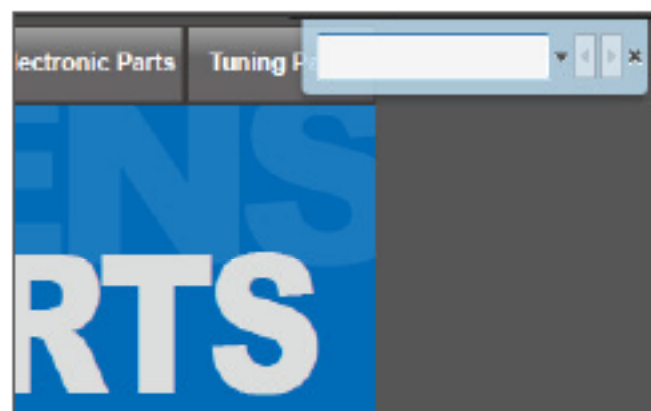
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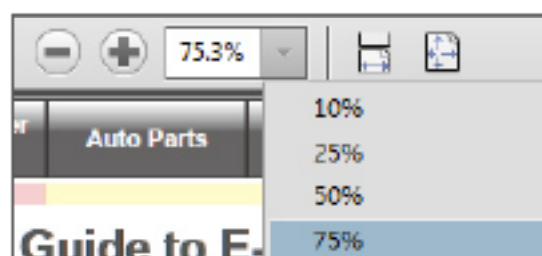
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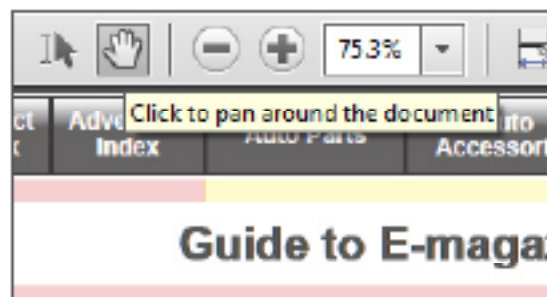


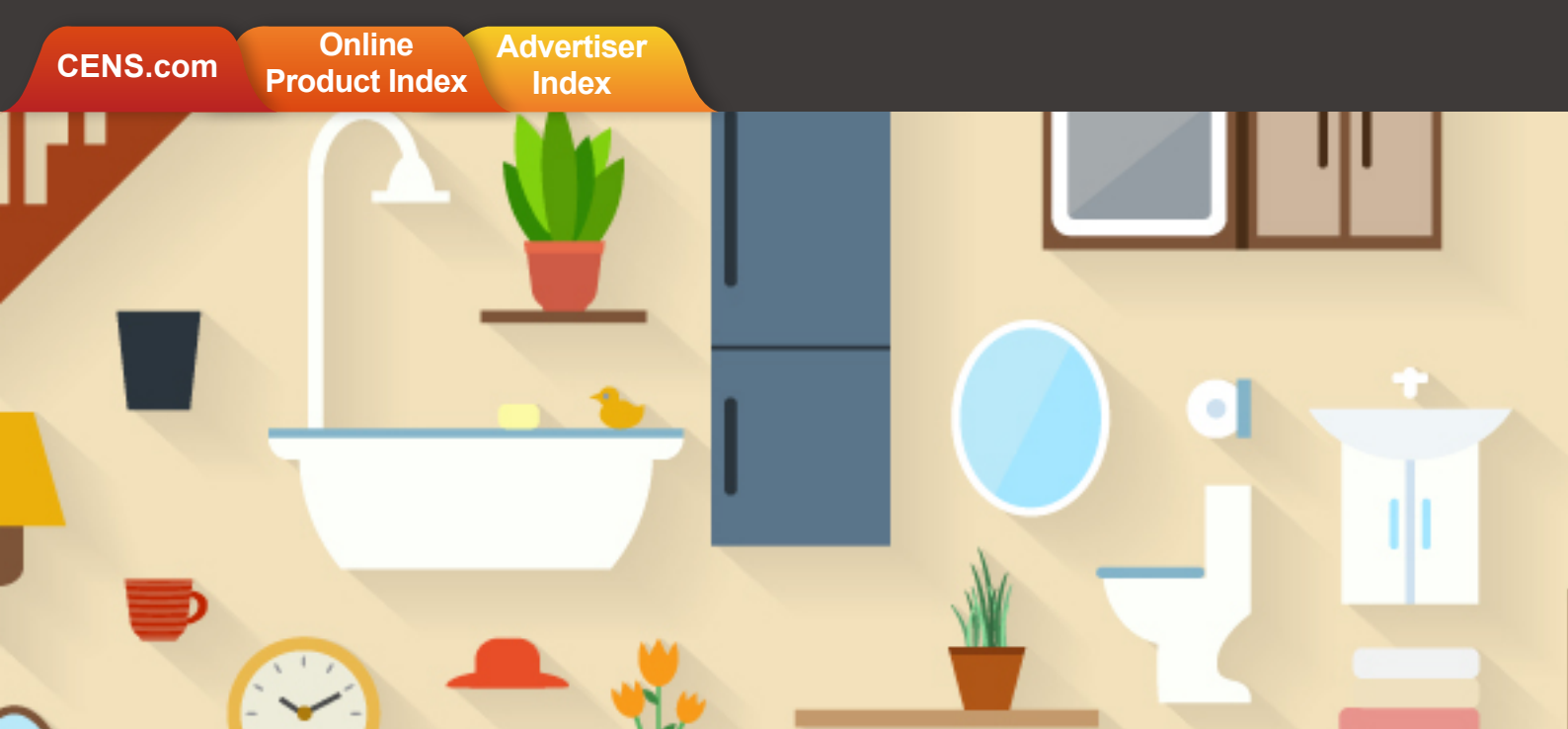
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■ Furniture Hardware, Parts and Accessories





# Children's Furniture Sees Rosy Outlook in China

Rising living standards and the end of the one-child policy leave manufacturers optimistic

By JENNYWU

China has more than 300 million people under the age of 16, accounting for a quarter of the country's entire population, notes Zhu Changling, vice director of the China National Furniture Association. This means, he believes, that the potential for the development of children's furniture there is huge, since parents are caring more about their kids as their living standard improves. They want their youngsters to have a better living environment, including private rooms.

Children's furniture made in China today includes armchairs, tables, recliners, stools, and other items.





Industry experts say that China's furniture industry has made great progress in recent years because of a growing population with high net worth (personal assets of 6 million RMB or above), and this adds momentum to the children's furniture industry. In addition, the relaxation of the one-child policy will mean more children being born--and more demand for the furniture they need.

A recent urban furniture market survey found that about 40% of China's households have private rooms for children, and that 46% of them intend to buy child-oriented furniture. In response to this potential demand, trend-sensitive furniture manufacturers have diversified their production lines to develop children's furniture.



Variety and color are prime characteristics of children's furniture.

Furniture makers need to consider the size and shape of children's rooms when developing furniture for them. Besides bright colors and cartoon designs, children's furniture should also be practical, safe, educational, and functional. Convenience and mobility are also important.

## Market Characteristics

Market observers point out that well-known local brands are absent from the children's furniture market in China. At present , prominent foreign brands account for 30% of China's children's furniture market, and the remaining 70% is occupied by furniture that

carries unknown local brands or no brands at all. Generally speaking, the furniture products that are sold for children and teenagers in China suffer quite a few problems, including plain design, inappropriate structure, and sometimes harmful substances.

Most of the children's furniture products that are available in China today are suitable for primary school children only, and are not flexible enough to be used by teenagers. Besides, the paint used on the furniture often contains toxic chemicals that are unfriendly to the environment and, to some extent, harmful to children's health. These defects, of course, discourage parents from buying such furniture for their kids.



Children's furniture products on show at the 2014 China International Furniture Fair (CIFF) (Guangzhou) Home Furniture sported plain wood and simple designs.



In addition, the willingness to buy children's furniture is eroded by an insufficient number of sales outlets and weak promotion. There are design deficiencies, too; for instance, some children's beds may have guardrails that are too low, sharp edges, or loose joints, all of which add to the risk of injury.

Despite these problems, the children's furniture market in China is growing rapidly, and this has encouraged more manufacturers to diversify into children's furniture and develop safe and suitable products that meet market needs.

## Growing Popularity for Tian Mei's Branded Furniture

Established in 2002, Tian Mei Furniture Co., Ltd. is a modern firm that integrates design, R&D, production, sales, and service. The company is headquartered in Dongguan, Guangdong, where it enjoys convenient shipping links for its products.

After over a decade of development, Tian Mei has become one of the fastest-growing furniture enterprises in China. Aside from insisting on innovation and original designs, the company is firmly committed to building its own brands: "DFUN" for children's furniture, "V-HOME" for fashion furniture, "MOOON" for international-style furniture, and "MINI" for wooden children's furniture.

"DFUN" is a popular furniture brand developed for teenagers, children, and singles. To match youngsters' lively and active nature, "DFUN" products feature a combination of simplicity and elegance together with fresh, bright colors. The materials used are friendly to the environment and to the health of users.

"V-HOME" products are developed for avant-garde young people with a dashing lifestyle and taste. The furniture helps to create a cheery living atmosphere, using simple designs and bright colors to contribute to a distinctive lifestyle.

"MOOON" is a high-end brand launched after

"DFUN" and "V-HOME." The brand concept comes from the vanguard of Italian fashion and adopts simple design in black and white to highlight low-key luxuriousness. "MOOON" products mix the factors of culture, science, technology, and art for people with unique taste.

Tian Mei has won ISO 9001: 2000 Quality Management System certification, assuring the use of healthy and eco-friendly materials along with comprehensive production processes and quality management controls. Under an agreement with the Pacific Insurance Agency, an authorized independent agent of the U.S.-based Mercury Insurance Agency, the company offers product liability insurance to its customers and constantly improves its service by implementing an advanced ERP management information system.

Tian Mei is committed to providing customers with furniture that can add to a healthy, safe, comfortable, and eco-friendly lifestyle.

## Qiaoli Takes the Lead in Solid Wood Furniture

Located in Foshan, Guangdong Province, Foshan Qiaoli Furniture is an ambitious private manufacturer of furniture items for juveniles and children. Since its inception in 1988, the company has adopted an integrated system that covers everything from R&D, production, and assembly to sales.

Today the company has developed into a leading manufacturer of solid wood furniture aimed at the child and teenager market. It now has more than 1,000 sales outlets in China and racks up annual sales amounting to over 300 million RMB, or about US\$50 million.

To enhance production efficiency, Foshan Qiaoli has imported advanced automatic machines from Germany for its modern 100,000-square-meter factory. The company enjoys ISO 90001:2000 certification, and

follows standards for all kinds of materials including MDF board, solid wood, and hardware. The firm sells its products under its two own brands "Star Time" and "Our Home"--in mid-sized and large Chinese cities, and exports them to more than 30 countries and regions around the world.

Based on the corporate philosophy of "Pragmatism, Cooperation, Innovation & Quality," Foshan Qiaoli turns out eco-friendly, healthy, and fashionable furniture designed to meet market needs. In recent years it has enjoyed an annual growth of 35%, and is now one of the most popular suppliers of children's furniture in China.

## Colorful Furniture from Color Life

Founded in 1999 and located in Shenzhen, Guangdong Province, Shenzhen Color Life Furniture Co., Ltd. specializes in the production of colorful furniture for babies, children, and teenagers. Its product line includes single beds, bunk beds, bookcases, desks, bookshelves, dressers, chairs, and wardrobes, among other items.

Throughout its more than 15 years in the furniture industry, the company has spared no effort to improve its manufacturing technology, design concepts, and marketing strategies. Today its production base in Shenzhen occupies an area of 100,000 square meters and includes a modern R&D center and a well-equipped factory with six production lines using sophisticated machines imported from Germany and Italy.

For overseas markets, Shenzhen Color Life turns out products mainly on an OEM basis and ships them mostly to the U.S., Europe, South Africa, the Middle East, Russia, and Asia. At the same time, the company also sells its products in the Chinese market through 900 franchised stores in major cities there.

To make itself known in the children's furniture market, the company has created

a series of "Color" brand products including Color Space, Color Hut, Color Forest, Color Channel, and Color Castle. Thanks to their high quality, attractive design, bright colors, and abundance of choice, the company's products are highly popular in markets both at home and abroad.

To meet global environmental protection standards, Shenzhen Color Life uses non-toxic water-based paint instead of the traditional type on its furniture products, and imports high-end wood from Russia as its main material. Thanks to strict quality control, the company's products have gained TUV certification and, in 2007, were awarded as a "China Famous Brand."

Today Shenzhen Color Life has become one of the leading makers of children's furniture in China, and is determined to continue its active exploration of the world's markets in the years to come. [CENS](#)



Children's beds were a focus of attention at 2014 CIFF.



# Paper Finds Its Way into the Furniture Market

Taiwanese manufacturers adopt the material of the future

By JMICHELLE HSU

With the rise of environmental awareness, the concept of "green" is gradually finding its way into works of creation, and paper is being applied ever more widely in furniture design and production as an eco-friendly alternative to solid wood.

From the simple cabinets and seating items of the early days to the more sophisticated products of today, paper furniture has developed into a major sector of the furniture market, an emerging niche with both green and creative features. Besides, paper furniture is lightweight and easy to transport, making it convenient for the user to carry out adjustment in furniture arrangement.



Paper, a material acclaimed as an eco-friendly alternative to solid wood, is being increasingly used in furniture design and production.



In Taiwan, the paper furniture sector is growing as an increasing number of paper carton producers turns to furniture, using their grasp of the characteristics of paper to design and manufacture furniture.



Paper furniture is lightweight and easy to transport, making it convenient for users to carry out furniture adjustments.

Honeycomb Furniture

Taishin Honeycomb Corp., for example, has been engaged in the development and manufacturing of paper "honeycombs" since 1993. These honeycombs, the company explains, have a highly robust structural integrity and are set to become a widely-used material, for building and other purposes, in the 21st century.

According to the company, the development of honeycomb materials already spans more than 70 years. They were manufactured (in metal) as early as the Second World War to reduce the weight and increase the flying distance of aircraft, being first used in British fighters and bombers around 1940. The technology was later transferred to the United States and applied by Boeing Hexcel, helping to make Boeing's bombers more lightweight,

larger, and able to fly longer distances.

The Material of the Future

Later, on account of their superior structural strength and light weight, honeycomb materials began to be employed in various land-based industries. With all its advantages, honeycomb technology will become a mainstream in 21st century industrial design.

The manufacturing of doors, furniture, decorative fixtures, OA compartment partitions, curtain walls, interior and exterior partition walls, acoustic insulation walls, ceilings, form boards, vehicle bodies carriages, paper pallets, boxes, cartons, and fillers used in the packaging industry will come to use honeycomb structures.

As a specialized producer of honeycomb materials, Taishin Honeycomb has introduced a wide range of honeycomb furniture and other products.

Positive Acclaim



Taishin Honeycomb completed its showroom in Taoyuan Aerotropolis in August 2014.

Taiwan did not come late to the use of honeycomb technology. Honeycomb materials were first used on the island, however, mostly as structural materials in doors and partition screens; they rarely attracted the attention of other industries, and so had a very narrow range of application. Furthermore, lacking its own manufacturers of honeycomb production equipment, Taiwan had to rely on imports.

So, according to Taishin Honeycomb officials, "From the beginning, we set our sights on self-help development, independently completing all relevant processes from product development and process design to the development of machinery, and now the commercial production of honeycomb core materials has begun."

Taishin Honeycomb has created a manufacturing capability and developed a quality that goes beyond that provided by machinery from the United States, Japan, and other countries. In the process, it has obtained a number of patents. "We have earned technical recognition," company executives say, "but we also hope that Taiwanese industries will use and promote honeycombs more, so we are seeking new partners for design research and development and for market development."

Taishin Honeycomb completed a new showroom in Taoyuan Aerotropolis in August, and at the same time entered into a cooperative project with a senior high school to teach students how to design furniture with honeycomb materials.



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## Corrugated Fiberboard Furniture

The National Taiwan University of Science & Technology (NTUST), well known for its industrial design courses, is engaged in several industrial-academic collaboration projects where students are trained in how to use recycled corrugated fiberboard to create furniture.

NTUST students use corrugated fiberboard and cardboard tubes to make 'Corrugated Fiberboard Furniture System' items which are one-piece in form, easy to assemble and move to different table heights, and offer simple replacement of components.

The university's students have taken materials provided by paper mills and used them to design a sturdy and durable 'Corrugated Fiberboard Furniture System' series ready for industrial production.

NTUST's architecture faculty and the Yuen Foong Yu Group held a 'That's Not All - Yuen Foong Yu Corrugated Fiberboard Furniture Design' exhibition in Taipei's Wanhua District earlier this year, highlighting the results of their cooperation and showing off the results of the university's furniture design courses.



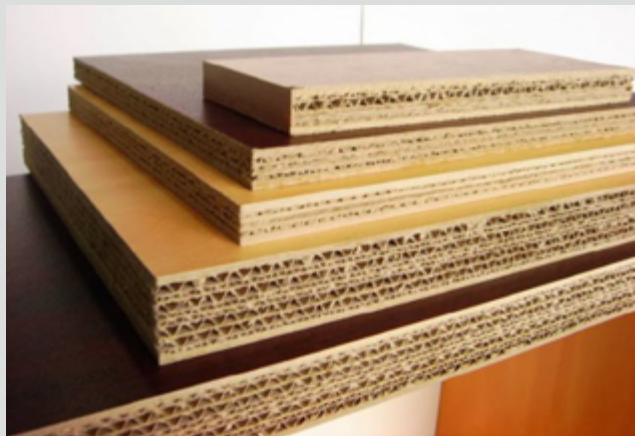
NTUST's architecture faculty and the Yuen Foong Yu Group held a 'That's Not All - Yuen Foong Yu Corrugated Fiberboard Furniture Design' exhibition in Taipei's Wanhua District earlier this year.

NTUST furniture design teacher Wu Bohan commented, "There are many forms of corrugated fiberboard; there are paper tubes,

there are corrugated boards, there are honeycomb panels. And each material has a different strength, as well its own particular characteristics. We are using these materials and characteristics to make paper furniture."

All the works in the exhibition were highly practical and were painted with a waterproof coating, making them very durable. Such "green creativity" allowed the architecture students to bring their abundant energy into full play.

Corrugated fiberboard has more than 100 years of history and features the advantages of low cost, light weight, ease of processing, high strength, and suitability for printing. Apart from meeting the demand for environmental protection by using corrugated fiberboard materials, the works on show at the exhibition also accommodated trends in the furniture design world, using bonding techniques or latch principles.



Corrugated fiberboard has more than 100 years of history and features the advantages of low cost, light weight, ease of processing, high strength, and suitability for printing.

Corrugated fiberboard furniture, decorative furnishings made of mixed pulp, and woven storage baskets--all use natural materials and have unadorned, simple, and straightforward characteristics that bring a different kind of feeling to home life.

## Woven Chairs

Two of the school's architecture students, Gu Bei-nan and Zhang Pei-shan, have solved the problem of creasing of corrugated fiberboard. Their creations not only have long lives, but are also more comfortable to sit on.

Through creative thinking, corrugated fiberboard can not only be made into furniture for the office and for everyday living, but can also be woven into wicker chairs. The usual issues with corrugated cardboard chairs are insufficient durability and structural strength; but the students weave corrugated fiberboard into chairs strip by strip, increasing their support strength and elasticity, thus enhancing comfort.

"Paper chairs that are sat on for a long time often cave in!" exclaimed Gu. To overcome the problems of inadequate durability and structural integrity, he turned his mind to 'wicker chairs' and the utilization of corrugated fiberboard clippings. "After clipping," he explained, "the smaller the area, the more fragile it is, especially with long strips of corrugated fiberboard." Weaving corrugated fiberboard clippings into sheet form not only permits the dispersal of body weight and strengthened support, but also adds to the chair's elasticity.

"When we sit on ordinary corrugated cardboard furniture," the student noted, "we destroy its surface texture. I wondered, could we begin by working out the bigger problems of corrugated fiberboard? So I just took the entire surface, and cut it into strips."

Another striking item on display at the show was a rotating chair made of huge paper tubes stuffed with smaller paper tubes. The lattice work of the bottom half of the chair allowed light to pass through. The work was replete with creativity and ingenuity, and a great display of the features of corrugated cardboard. [CENS](#)



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Founded in 2006, Hanaco Group is a world-caliber manufacturer and marketer of furniture, with a production base in China and a branch in Taiwan.

Despite its tender age of only eight years, Hanaco claims it is one of the few furniture makers that have integrated production capability, from material handling to furniture manufacturing, along with rich cross-strait sales experience. It is fully able, the company says, to serve clients with ample capacity, high production efficiency, consistent quality, and timely after-sale services.

The group has a capitalization of US\$10 million and employs more than 800 workers at its China manufacturing base, which occupies an area of some 90,000 square meters and is able to turn out enough furniture to fill 200 forty-foot containers a month. Around 80% of the firm's products are currently exported to Japan, with the remainder going to Europe and the U.S.

Hanaco takes particular pride in its highly integrated production, with complete lines of equipment turning for melamine processing, PVC and PU lamination, vacuum forming, sheet metalworking, powder coating, plastic injection molding, fastener and hardware manufacturing, and packaging. This unparalleled integration has helped the company establish a high profile in the industry.

A strong commitment to quality is another element in Hanaco's success. The company carries out strict quality control measures throughout the production process, and its manufacturing base has won ISO 9001 and ISO 14001 certification in an effort to assure customers of the best quality and added value. The manufacturer also pays strict attention to R&D, and is well able to develop new products in cooperation with customers.

The firm's product lineup covers living room furniture, office furniture, desks, storage cabinets, bathroom furniture, dining furniture, racks, grid shelves, special crafts for home decorations, and other quality products.



## Key Processes:

Melamine veneering, PC-controlled cutting, dual-end milling & trimming, automatic edge-sealing, six-row drilling, CNC drilling, stamping, automatic welding, powder coating, vacuum-forming, hardware injection, packaging, delivery





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# Tai Yi Furniture Enterprise Co., Ltd.

Contemporary furniture and wooden & metal-tube K/D furniture

Founded in 1994 as a manufacturer of contemporary furniture as well as combining wood and metal-tube K/D furniture ingeniously, the Tai Yi Furniture Enterprise Co. has used quality products to keep itself competitive in the global market.

Thanks to a strong R&D team and a skilled work force, the company is able to offer a range of reasonably priced furniture items that meet market trends. Today its products come in three major categories: contemporary furniture, dining-set, tables & chairs, school furniture & USB computer tables, and TV stands & racks. Each category includes a variety of items that have been designed and manufactured to meet the exacting needs of different customers.

Tai Yi uses advanced manufacturing technologies to develop molds for furniture products of different patterns, sizes, and functions. Its stylish occasional tables, for instance, are both practical and esthetically pleasing, and are available in a variety of patterns, colors, and functions.

As an export-oriented furniture maker, Tai Yi markets its products globally, mainly to the United States, Europe, the Middle East, and Southeast Asia. The company has built strong relationships with its clients, and the loyal support of its customers has helped it weather the global financial tsunami and the economic downturn in recent years.

Tai Yi keeps on rolling out innovative high-end products, especially banquet chairs, stack chairs and coat racks, at competitive prices for its

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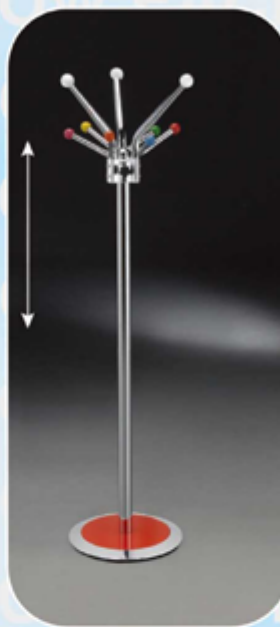
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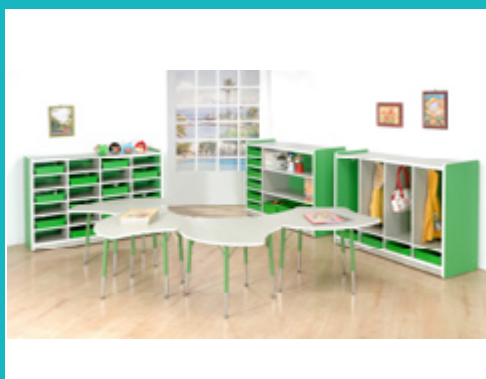


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Established in 1986, Ho Shuan Enterprise Co., Ltd. has experienced and survived from the recent sluggishness of the local market, after years of effort. Thanks to the support and advice of our clients, we can still expect business growth every year.







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The company's current product category encompasses full and half vision showcases, jewelry showcases, cashier desks, display racks, aluminum showcases, and various corner cabinets, all of which are knock-down and suitable for wide-ranging applications, with monthly output of more than 1,000 units. In addition, the manufacturer is also able to turn out tens of thousands of units of various fittings, LED pointers, and latches for displays per month.



## Tang Yi Industrial Co., Ltd.

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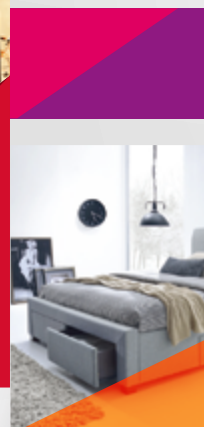
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