

GANI NEWS

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让人放松的卫生间，
瓷砖可不能随便选

How To Build A Relaxing Bathroom

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密缝拼花，
还原家居空间艺术的极致之美

Seamless Joint Medallion, Restore The
Ultimate Beauty Of Home Space Art

/

严厉打假！维护消费者权益简一在行动

Crack Down On Fake Goods Severely! To Protect The Rights And
Interests Of Consumers



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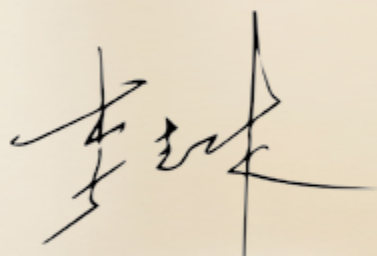
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倾听客户 链接沟通

为客户打造美好生活
让生命自在圆满



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陶大佛山校友会校董李志林： 为消费者创造价值是商业的本质

Mr. Li Zhilin, Director Of Jingdezhen Ceramic Institute Foshan Alumni Association:
Creating Value For Consumers Is The Essence Of Business

7月20日，是陶瓷人的盛会，佛山潭洲陶瓷展开幕。这一天也是陶瓷界的“黄埔军校”——景德镇陶瓷大学的高光时刻，这一天，景德镇陶瓷大学佛山校友会正式成立。佛山作为世界陶瓷之都，是陶大毕业生职业发展的主要城市之一，累计有上万名陶大人扎根在这片沃土，为中国陶瓷事业贡献力量。简一大理石瓷砖创始人、董事长李志林先生是陶大1984级校友，也是景德镇陶瓷大学佛山校友会校董之一。

伴随着佛山校友会的成立，景德镇陶瓷大学党委书记梅仕灿带领一众校领导及全国校友们开启了佛山陶瓷企业的参观和分享之旅。

On July 20, it was a grand gathering of ceramic people and the Tanzhou Ceramic Exhibition in Foshan opened. This day is also the highlight of Jingdezhen Ceramic Institute, the "Huangpu Military Academy" in the ceramic industry. On this day, Foshan Alumni Association of Jingdezhen Ceramic Institute was officially established. Foshan, as the ceramic capital of the world, is one of the major cities for the career development of ceramic university graduates. Tens of thousands of graduates have taken root in this fertile land and contributed to China's ceramic industry. Mr. Li Zhilin, founder and chairman of Gani Marble Tiles, is an alumnus of grade 1984 of Jingdezhen Ceramic Institute and one of the board members of Foshan Alumni Association of Jingdezhen Ceramic Institute.

With the establishment of Foshan Alumni Association, Mr. Mei Shican, Secretary of the Party committee of Jingdezhen Ceramic Institute, led a group of university leaders and alumni from all over the country to visit and share Foshan ceramic enterprises.



陶大党委书记梅仕灿一行众人参观简一展厅

Mr. Mei Shican, Secretary of the Party committee of Jingdezhen Ceramic Institute and his party visited GANI showroom



7月21日上午，一行众人来到了简一总部展厅参观。简一董事长李志林热情接待，向校领导和校友们介绍了简一的发展历史和企业优势所在。

简一是大理石瓷砖品类的开创者和引领者，一直坚守高端定位，走专业化发展路线，专注于大理石瓷砖单一品类的生产研发和设计应用，以至诚之心为消费者构建美好生活。在企业竞争的核心优势上，不仅是产品，董事长李志林还详细介绍了简一行业首推的密缝铺贴工艺，向众人展示了连纹密缝铺贴的震撼效果。

On the morning of July 21, a group of people came to visit Gani headquarters showroom. Mr. Li Zhilin, chairman of GANI, warmly welcomed the school leaders and alumni and introduced the development history and advantages of GANI.

GANI is the pioneer and leader of the marble tile category. It has been adhering to the high-end positioning, taking a professional development route, focusing on the production, R&D, design and application of a single category of marble tiles, and building a better life for consumers with sincere heart. As for the core advantage of enterprise competition, it is not only products. Mr. Li Zhilin, chairman of GANI, also introduced in detail the seamless joint paving technology first promoted by GANI in industry, showing the wonderful effect of connected veins and seamless joint paving to the public.



无限连纹的艺术美感加上严丝合缝的密缝铺贴，完美呈现了“一个空间‘一片’瓷砖”的应用设计理念，对此，党委书记梅仕灿等人纷纷表示称赞，科技创新不仅推动产品升级，也让整体空间应用更上一个台阶，真正利益消费者。

The artistic beauty of infinite connected veins and the seamless joint paving perfectly present the application design concept of "one piece, one space" of ceramic tile. For this, Mr. Mei shican, Secretary of the Party committee, and others have highly praised it. Technological innovation not only promotes product upgrading, but also makes the overall space application to a higher level, which really benefits consumers.





除了产品和效果应用，简一研发的降解甲醛瓷砖也获得众领导和校友的关注和肯定。

在后疫情时代，家居健康被放大，成为消费者关注的焦点。简一通过自主研发新型光触媒并将其固化在瓷砖表面，实现高效、持久、安全地将甲醛降解成二氧化碳和水，在作为家庭颜值担当的同时，也兼顾着健康卫士的职责，用科技为美好生活赋能。

In addition to the application of products and effects, the degradation of formaldehyde ceramic tile developed by GANI has also won the attention and affirmation of leaders and alumni.

In the post epidemic era, home health become the focus of consumers. Through independent research and development of new photocatalysts and curing them on the surface of ceramic tiles, GANI can efficiently, permanently and safely degrade formaldehyde into carbon dioxide and water. Beside beauty of the house, GANI also takes into account the responsibility of health guard, enabling a better life with science and technology.

董事长李志林参加“校董面对面”主题论坛

Mr. Li Zhilin, chairman of GANI, attended the Forum of "face to face with school directors" in Tanzhou Exhibition



除了企业的参观交流，景德镇陶瓷大学佛山校友会还精心策划组织了“校董面对面”主题论坛活动，旨在凝聚陶大校友力量，推动行业的发展和校友事业的进步。

7月21日下午，主题为《技术创新带动下的产品升级》的校董面对面论坛活动在潭洲展举办，简一董事长李志林作为校友杰出代表应邀出席。

In addition to the visit and exchange of enterprises, Foshan Alumni Association of Jingdezhen Ceramic university has also carefully organized the theme forum activity of "face to face with school directors", aiming to gather the alumni strength of Ceramic University and promote the development of the industry and the progress of alumni cause.

On the afternoon of July 21, a face-to-face forum with the theme of "product upgrading driven by technological innovation" was held in Tanzhou exhibition. Mr. Li Zhilin, chairman of GANI, was invited to attend as an outstanding representative of alumni.

关于产品创新，董事长李志林强调两点：

On product innovation, Chairman Mr. Li Zhilin stressed two points:

01 必须清楚创新的原点，是为消费者创造价值。

不要为了创新而创新，必须具备解决问题的社会意义。消费者买瓷砖，买的不是产品，而是生活空间，是美好家，必须以此倒推消费者的真正需求，从而做出有意义的创新。

It must be clear that the origin of innovation is to create value for consumers.

Do not innovate for the sake of innovation, but must have the social significance of solving problems. When consumers buy ceramic tiles, what they buy is not products, but living space and beautiful home. Therefore, we must remind ourselves of the real demand of consumers and make meaningful innovation.

02 注重 1-100 的系统性持续性的创新。

很多人追求 0-1 的创新，从无到有，颠覆行业，这当然好，但很难。在日常工作中，我们更应该注重从 1-100 的微创新，不断的优化，把事情做到极致，就是最大的创新。

Pay attention to 1-100 systematic and continuous innovation.

Many people pursue 0-1 innovation, from scratch, subvert the industry, which is good, but very difficult. In daily work, we should pay more attention to micro innovation from 1 to 100, continuous optimization, and make things to the extreme, which is the biggest innovation.

市场创新的本质是为消费者创造价值

The essence of market innovation is to create value for consumers

今年因为疫情原因，世界格局都在变化，也给行业带来很多问题。很多企业的营销模式在时代大势下不断推陈出新，直播等数字营销模式也快速挺进建材这个传统行业。面对主持人抛来的关于“简一如何做市场创新”这个问题，董事长李志林表示，简一这么多年一直在深耕消费者价值，围绕用户价值升级产品和服务。

2016 年简一由生产型企业向服务型企业转型，相继推出明码实价、肖氏服务法、密缝铺贴到现在的成品交付工程。简一正在做以及以后要做的，就是将这些和消费者切身利益相关的事情，一件件落实到位，做到极致，以一颗真诚利他的心，为消费者创造价值，构建美好生活。

This year, because of the epidemic situation, the world is changing, which also brings many problems to the industry. Under the general trend of the times, the marketing mode of many enterprises is constantly bringing forth new ones, and the digital marketing mode such as live broadcasting is also rapidly advancing into the traditional industry of building materials. As for the host's question about "how does GANI have market innovation?" Chairman Li Zhilin said that GANI has been deeply cultivating consumer value and upgrading products and services around user value for so many years.

In 2016, GANI transformed from a production-oriented enterprise to a service-oriented enterprise, and successively launched Fixed Price policy, Shaw's service method, and seamless joint paving to the present delivery project of finished products. What GANI is doing and will do in the future is to implement these things related to the vital interests of consumers one by one, achieve the ultimate goal, create value for consumers and build a better life with a sincere and altruistic heart.



李董同时强调，今年因为疫情终端市场不好做，很多品牌打起价格战，这是一场“死亡游戏”，对谁都没有好处，简一不会参与价格战。在走访市场时，李董发现简一服务商体系内，很多区域逆势上扬，业绩实现几倍增长，一问客户构成，回答基本都是老客户。这说明一个问题，就是平时做好产品和服务，修好内功，抵抗风险的能力就强，就越能在危机时刻脱颖而出。因此，市场创新的本质，仍然是为消费者创造价值，踏踏实实做好自己的产品和服务，消费者自然会选择你。

李董对商业本质的解读，赢得现场观众的一致认可。主持人也号召企业经营要求真固本，修炼内功，才能在市场竞争中立于不败之地。

中国建筑陶瓷市场有超过 5000 亿的规模，目前的市场格局是行业大企业小，在经历快速爆发期之后，行业将会向规模化集约化发展。这是一个大浪淘沙的时代，是年轻陶瓷“后浪”们大展拳脚的时代。陶瓷，china，是唯一一个与国齐名的行业，董事长李志林鼓舞年轻一代陶瓷人，要接棒为中国陶瓷的复兴贡献自己的力量，跟随中华民族的伟大复兴，一起走进世界中心，为中国陶瓷在世界舞台正名。

At the same time, Li stressed that many brands have started a price war this year because the terminal market is not easy to do due to the epidemic situation. This is a "game of death", which is not good for anyone. GANI will not participate in the price war. During his visit to the market, Mr. Li found that many regions in the GANI service provider system bucked the trend, and their performance increased several times. When asked about the composition of customers, they basically answered that they were old customers. This shows that a good job in products and services at ordinary times will empower you the ability to resist risks, the more able to stand out in times of crisis. Therefore, the essence of market innovation is still to create value for consumers, do their own products and services steadfastly, and consumers will naturally choose you.

Li's interpretation of the nature of business won the unanimous approval of the audiences. The host also called on the enterprise management to seek truth, consolidate the foundation, and cultivate internal skills, so as to be invincible in the market competition.

China's construction ceramics market has a scale of more than 500 billion. The current market pattern is that the industry is large and the enterprise is small. After experiencing the rapid outbreak period, the industry will develop to scale and intensive. This is an era of great challenges and opportunities, and a time for young ceramic people to make great efforts. Ceramics, "china", is the only industry as famous as China. Li Zhilin, chairman of GANI, encouraged the younger generation of ceramic workers to contribute to the rejuvenation of Chinese ceramics. Following the great rejuvenation of the Chinese nation, we will walk into the world center together and rectify the name of Chinese ceramics on the world stage.

独家 | 国际大赛获奖设计师 选用简一打造 600 平方奢华展厅

Designer Interview | GANI Applied In Kazakhstan 600 m²
Independent Luxury Showroom



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首席设计师

Chief Designer

Svetlana Antonovich

Antonovich 集团于 2006 年成立，旗下设有两个部门，分别为 Luxury Antonovich Design 和 Antonovich Home，总部位于哈萨克斯坦，于基辅、努尔苏丹、迪拜、特拉维夫、迈阿密设有分支机构，同时也是意大利工厂在哈萨克斯坦，乌克兰，阿联酋，美国和以色列的独家代理，服务的高端项目遍布全球。

The Antonovich Group has two departments: Luxury Antonovich Design and Antonovich Home. Headquartered in Kazakhstan, it has branches in Kiev, Nursultan, Dubai, Tel Aviv and Miami. It is also the exclusive representative of Italian factories in Kazakhstan, Ukraine, UAE, USA, Israel, serving high-end projects all over the world.

零售室内设计项目

Luxury Antonovich Design



荣获 2019-2020 年度国际房地产大赛大奖

IPAX 2019-2020 AWARD WINNER for the LUXURY HOUSE project

Luxury Antonovich Design 600 平方独栋展厅选用简一大理石瓷砖

GANI Applied In Luxury Antonovich Design 600 m² Independent Luxury Showroom



地面采用简一大理石瓷砖 - 卡拉拉白，皇室灰，凡尔赛金做大面积铺设或百搭点缀，打造现代奢华风格。

设计师在展厅的沙龙区和设计室地面均采用了简一大理石瓷砖，漂亮的吊灯和家具源自意大利奢华家居品牌 Giorgio Collection，顾客可以亲眼看到他们未来的设计，可以了解如何布置天花板、墙面和地板等。

展厅采用简一经典现代的卡拉拉白，独特优雅的皇室灰，奢华雅致的凡尔赛金做大面积铺设或百搭点缀。古典形式和纹理，于设计师手中通过现代材料焕发新的生命力，和谐地交织出独特的个人风格。选用简一，是对简一品牌实力和产品价值的高度认可。



GANI Marble Tiles - Statuario Calacatta, Silver Fantasy, Italian Portoro were used in the floor to create contemporary style.

On the floor of the salon and design room of showroom, the designer has used GANI marble tiles. The beautiful chandeliers and furniture are from Giorgio collection, an Italian luxury brand. Customers can see their future design with their own eyes and learn how to arrange the ceiling, wall and floor.

The showroom adopts GANI classic and modern Statuario Calacatta, the unique and elegant Silver Fantasy, and the luxurious Italian Portoro for large area paving or decoration. Classical forms and textures, updated by the fresh look of the designer and modern materials, are harmoniously interwoven into the rhythmical style from Elena. Choosing GANI is a high recognition of GANI's brand strength and product value.

让人放松的卫生间，瓷砖可不能随便选

How To Build A Relaxing Bathroom

卫浴空间 bathroom

对大多数成年人来说，卫生间并不仅仅是解决生理需求，还有心理的放松和舒缓。

For most adults, Toilets are not just about physical needs, There is also psychological relaxation.



每个人都会有一些秘密，这些隐藏的秘密，只能自己一个人消化。曾经知乎高赞回答，男人一般会在回家之前在车里待 15 分钟，抽支烟放空自己，或者回到家把自己“锁”在卫生间，这就是独属于自己的私密时光。

把自己关卫生间发呆，和回家之前在车里磨蹭一会其实是一回事，都是在紧凑生活之余，挤压一些留白时间，卸下责任，做一会儿真实的自己。

Everyone has some secrets. These hidden secrets can only be digested by themselves. Once Zhihu comment replied that men usually stay in the car for 15 minutes before going home, smoke a cigarette to empty themselves, or go home and "lock" themselves in the bathroom. This is their own private time.

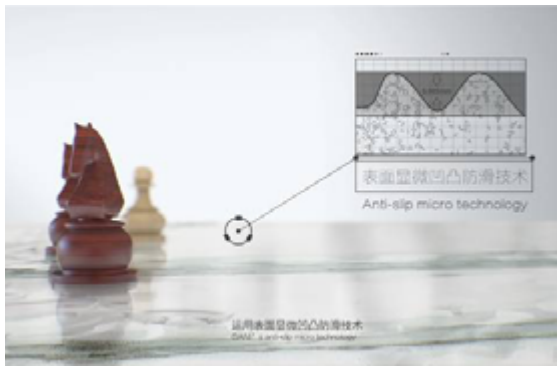
It's the same thing to shut yourself up in the bathroom and linger in the car for a while before you go home. It's all about squeezing some spare time, taking off responsibility and being yourself for a while.

那么卫生间如何选砖呢？

So how to choose tile of toilet?

功能上，墙砖必须是防水性强、能抗腐蚀与霉变，地面砖应选择吸水率低的，因地面会经常有清水洗刷，吸水率低的瓷砖不会受太多水汽的影响，不吸纳污渍，另外，在选择地砖时要选择防滑砖，这样才能保证瓷砖的使用安全。

On the function, the wall tile must be waterproof, can resist corrosion and mildew, the floor tile should choose low water absorption rate, because the ground will often have clear water to wash, the tile with low water absorption will not be affected by too much water vapor, do not absorb stains, in addition, when selecting floor tiles, choose anti-skid tile, so as to ensure the safety of the use of ceramic tile.



运用表面显微凹凸防滑技术，在釉面形成微米级凹坑，使湿水面在受力时会瞬间形成吸盘效应，阻止物体滑动，这完全改变了人们以往对“瓷砖遇水变滑”的认知。

The micro concave convex anti-skid technology is used to form micron level pits on the glaze surface, which makes the wet water surface form a suction cup effect instantly when it is under force, and prevents the object from sliding. This completely changes people's previous understanding of "tile becomes slippery when it encounters water".



Tips

卫生间特点：

- 1、私密空间，是一个放松心情、舒缓疲劳的地方。
- 2、空间相对较小，使用水频繁、污渍多。

瓷砖选型要点：

- 1、低吸水率的，易干燥。
- 2、具备防滑性能，更安全。
- 3、耐脏耐磨，利于清洁和维护。
- 4、浅色系、直纹系，有助于扩大空间视觉效果。

TOILET FEATURES:

- 1.Private space is a place to relax and relieve fatigue.
- 2.The space is relatively small, frequent use of water, more stains.

KEY POINTS OF CERAMIC TILE SELECTION:

1. Low water absorption, easy to dry.
2. With anti slip performance, safer.
3. Dirt resistant, wear-resistant, easy to clean and maintain.
4. Light color system, straight line system, help to expand the space visual effect.

再漂亮的砖，也要贴得好！

No matter how beautiful the tiles are, they should be well pasted!

由于卫生间潮湿的特殊环境，所以在装修的时候需要格外留心。

Because of the special environment of the bathroom, it is necessary to pay special attention to the decoration.

01 瓷砖铺贴前要做排砖

铺贴前做排砖方案，尽量让瓷砖利用率最高，减少损耗，增强整体美感。

Tiles should be arranged before tile laying

Before paving, make tile arrangement scheme to maximize the utilization rate of tiles, reduce the loss and enhance the overall aesthetic feeling.

02 铺贴前做好瓷砖以及墙地面基层的处理

为避免瓷砖出现空鼓和脱落的现象，要清理墙地面基层以及砖背；

在贴砖前必须对墙地面进行检查，如果墙体有裂纹必须先进行处理。

Before paving, the treatment of tile and wall ground base should be done well;

In order to avoid the phenomenon of bulging and falling off of tile, the base course of wall and floor and the back of tile should be cleaned;

Before tiling, the wall and ground must be inspected. If there are cracks in the wall, it must be treated first.

03 铺贴瓷砖预留一定的伸缩缝

瓷砖在受热受潮时会膨胀，可能发生挤压，导致空鼓脱落的现象发生，所以在卫浴间瓷砖要留有适当的缝隙。

Reserve certain expansion joint

Tile will expand when it is heated and affected by damp, which may lead to bulging and falling off. Therefore, proper gap should be left between the tiles in the bathroom.

因热胀冷缩的问题，传统瓷砖留缝 1.5-3mm 施工很常见，但是缝隙越大越容易藏污，不易清洁，不仅对在空间上有很明显的割裂感，而且缝隙容易变黑藏污，灰尘等脏污很难清理，在卫生间这种潮湿的区域污渍更是不容易清理。

简一凭借高品质瓷砖性能，首创性实现行内密缝铺贴效果，标准的施工工艺能有效地减少热胀冷缩的影响。密缝铺贴使空间的整体性更强，瓷砖的纹理能得到完整的呈现，最重要的是清理起来省时省力。

Due to the problem of thermal expansion and cold contraction, it is very common to leave 1.5-3mm seam in traditional tile construction. However, the larger the gap is, the easier it is to hide dirt and it is not easy to clean it. It is not only obvious that the space is split, but also the gap is easy to be black and dirty. It is difficult to clean up the dirt. In the wet area of the toilet, the stain is not easy to clean.

With the high-quality tile performance, GANI achieves the effect of seamless joint paving exclusively in industry. The standard construction technology can effectively reduce the influence of thermal expansion and cold contraction. Seamless joint paving makes the space more integrated, the texture of tile can be presented completely, and the most important thing is easy to clean up and save time and effort.



精致的卫生间让人越待越想待

Exquisite bathroom makes people want to stay longer

现在的瓷砖款式多样，搭配方式更是千变万化，无论是深色系还是浅色系，总有一款可以搭配成你理想的卫生间。简一还原天然大理石的效果，在色系及种类上可以满足任何风格的设计。全系列 9 大色系、6 大规格和 72 款单品，能够完美呈现了大理石逼真的空间应用效果。

WTO (World Toilet Organization) 组织统计，人的一生约有 3 年时间在卫生间里度过。一个精致的卫生间可以让人舒适愉悦，更代表这整个家庭的装修特色。简一大理石瓷砖，遇水更防滑，密缝不藏污，给你打造更加精致的私密体验！

Now the tile style is diverse, collocation way is ever-changing, whether it is dark or light color system, there is always a match into your ideal bathroom. GANI restores the effect of natural marble, and can meet any style of design in terms of color and variety. The full range of 9 major color series, 6 specifications and 72 pieces can perfectly present the realistic space application effect of marble.

According to the statistics of WTO, people spend about three years in the bathroom. A delicate toilet can make people comfortable and pleasant, and it also represents the decoration characteristics of the whole family. GANI marble tiles, slip resistant when meeting water, no dirt hidden in seamless joint paving, to create a more delicate private experience for you!

简一实景案例

Gani Project



泰国曼谷万豪侯爵酒店
Bangkok Marriot Marquis Queen's Park



深圳蛇口希尔顿南海酒店
Shenzhen Shekou Hilton Hotel



旭辉宁波瞻岐上宁府
Cifi Ningbo High-end Apartment



澳大利亚别墅卫生间
Australian Villa Toilet



招商雍颐湾密缝卫生间
High-end Apartment in China

融创·红城投赣江府

无界艺术，带你找到生活本质

Sunac•Red City| Art Without Boundaries, Bring You Find
The Essence Of Life

无界舒适，融汇自然的艺术

Boundless comfort, the art of blending nature

太阳的光还没有褪去，它幻化成影的灵动；
我看见，婆娑的树影与雾的缥缈缠绕，恍惚间映像似水流年；
我看见，水从容淌过台阶的间隙，仿佛时光并不匆忙；
我想，生活本该如此。

The light of the sun has not yet faded, It turns into a vivid shadow;
Whirling shadows of trees and misty entanglement, In a trance, the image seems to flow like water;
The water flowed smoothly through the gap between the steps, As if the time is not in a hurry
I think, Life should be like this.



让·米歇尔曾经说过：“画家不应只是复制自然，他应表现自然的力量与情感。”对于融创而言建筑亦是如此，融创红城投赣江府从不只是建筑房子，更是融入大师美学见地，融入城市的气质与自然的情感，展现生活理想与艺术追求。

Jean Michel once said: "the painter should not only copy nature, he should show the power and emotion of nature." For sunac, the same is true of architecture. Sunac red city is not only a building, but also a master's aesthetic insight, urban temperament and natural emotion, showing life ideal and artistic pursuit.



在融创的营造之中，建筑早已不仅仅是建筑本身，更是美学的升华。每一个细节，都凝聚起匠人匠心，呈现出美好而无言的归心形制。

筑阶而上，邀清风入怀，营造高洁雅致的迎宾礼序空间；曲水流觞，十颗乌桕树，随着微风婀娜摇摆。

In the creation of Sunac, architecture is not only the building itself, but also the sublimation of aesthetics. Every detail is a reflection of the craftsman's mind, presenting a beautiful and silent form.

The steps are built to invite the breeze into the room, creating an elegant welcoming space for the guests, while the ten tallow trees sway gracefully with the breeze.

项目名称：融创·红城投赣江府

委托业主：南昌创臻房地产开发有限公司

景观设计：广州山水比德设计股份有限公司

项目地点：江西南昌

项目用砖：简一幕墙产品珍珠蓝

Project Name: Sunac-Red City

Entrusted Owner: Nanchang Chuanzhen Real Estate Development Co.

Landscape Design: Guangzhou Shanshui Bide Design Co.

Project Location: Nanchang, Jiangxi

Product: GANI curtain wall products Blue Pearl



简一瓷板幕墙新产品

So how to choose tile of toilet?

花岗岩作为天然的建筑材料自古就是宗教建筑、皇家建筑必不可少的材料，其粗糙凹凸质感，天然石材的硬朗气魄，总能赋予建筑以庄严高贵的气势、岁月静好的韵味。

2020年，简一推出了10款通体幕墙产品，规格为600mm×1200mm×13.5mm，3种光面：石材光+低光+荔枝面，向建筑外墙、园林景观等空间延伸应用。

As a natural building material, granite has been an indispensable material for religious buildings and royal buildings since ancient times, and its rough and bumpy texture and the boldness of natural stone always give the building a solemn and noble momentum and the charm of good years.

In 2020, GANI has launched 10 types of full body curtain wall products, with the specifications of 600mm × 1200mm × 13.5mm, and three kinds of surfaces: polish + honed + antique, which are extended to the external wall of buildings and landscape architecture.



世贸白麻 (亮光面)

葡萄牙米黄 (低光面)

顶级贝金米黄 (低光面)

珍珠蓝 (亮光面)

珍珠蓝 (荔枝面)



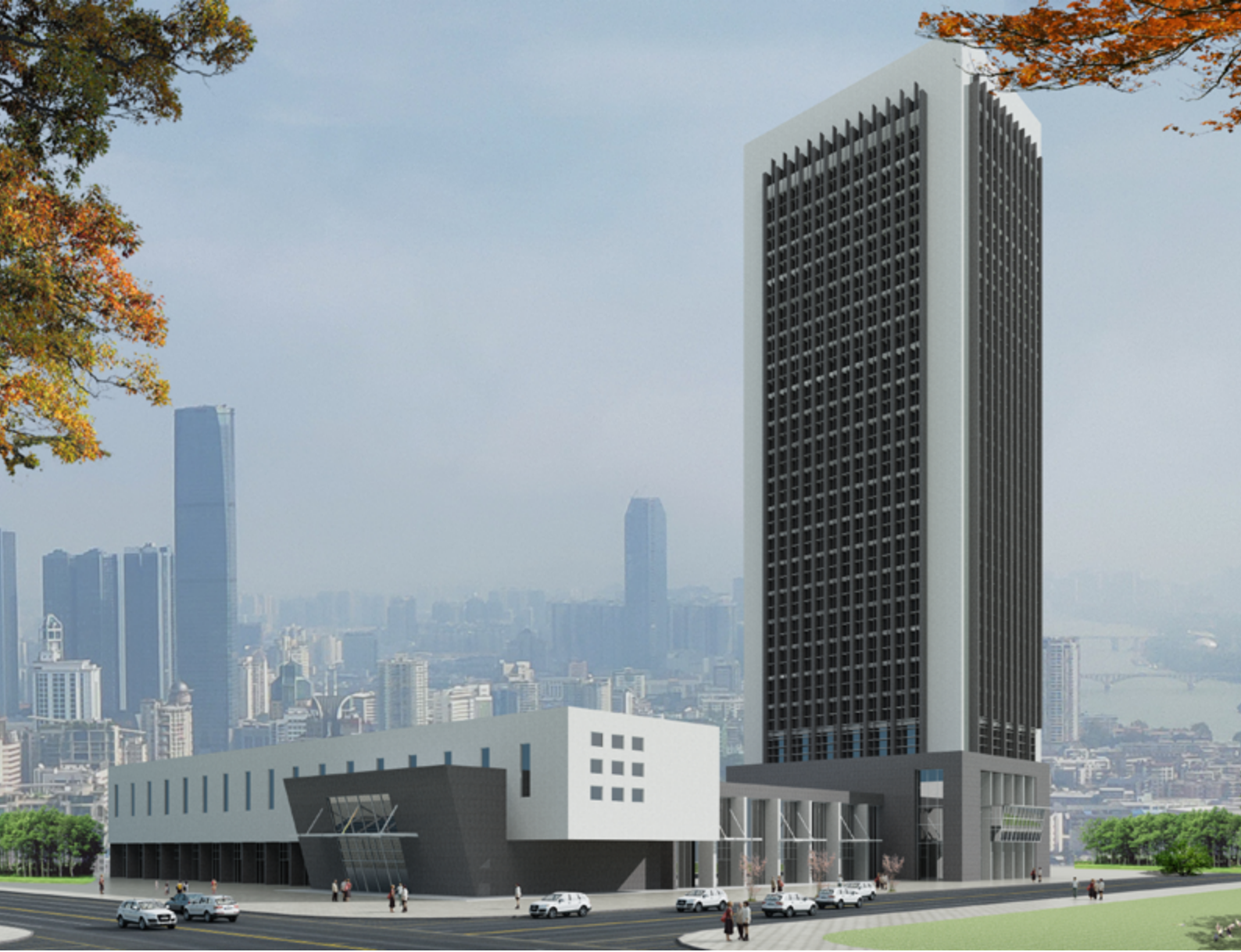
黄金麻 (荔枝面)

黄金麻 (亮光面)

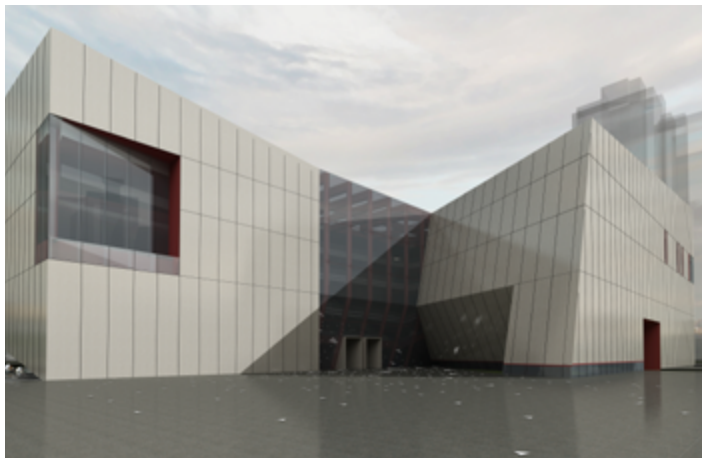
奥纹度金麻 (亮光面)

七彩啡 (亮光面)

顶级蓝眼睛 (亮光面)



世贸白麻 + 七彩啡应用效果图 Renderings



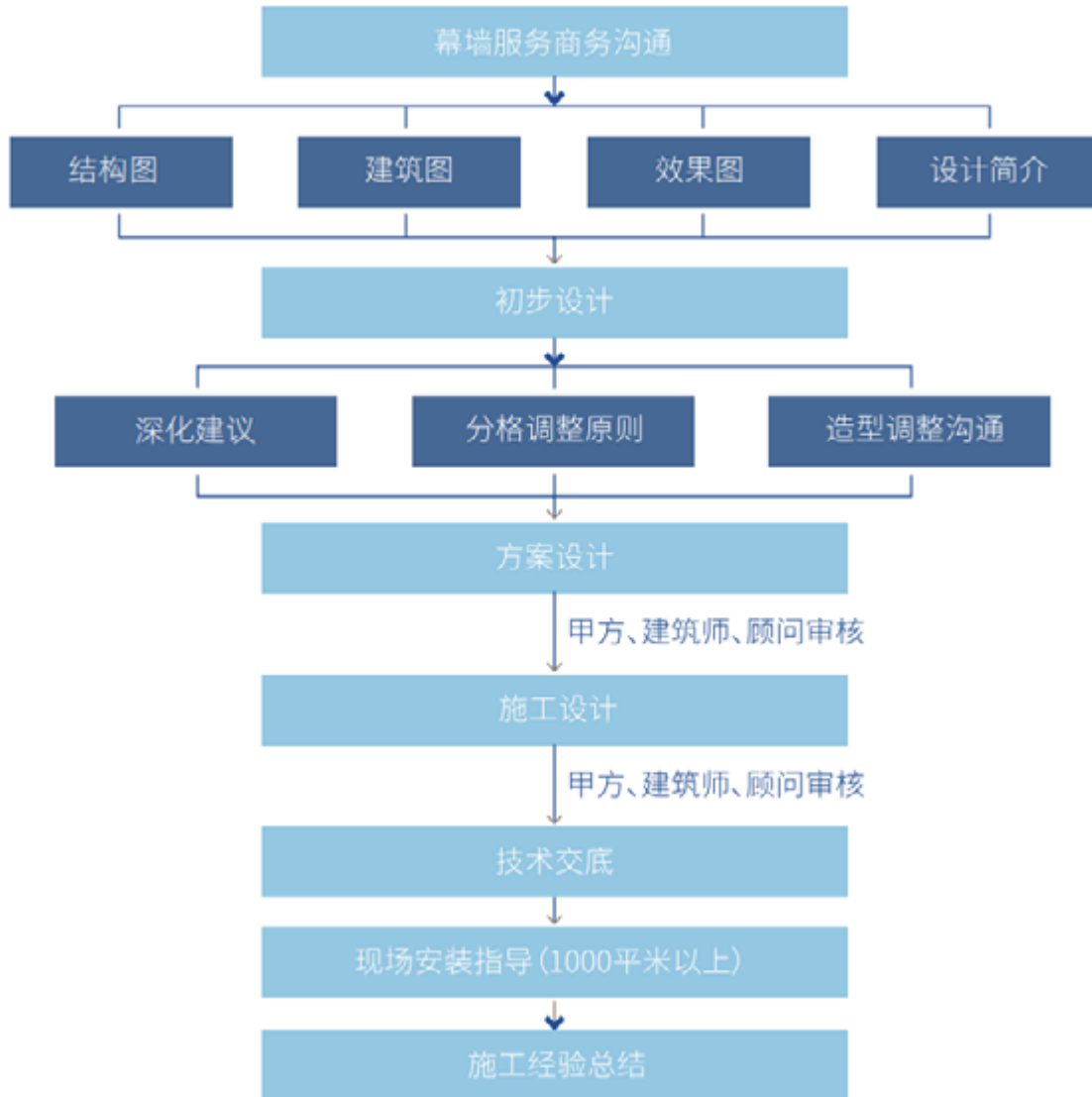
黄金麻应用效果图 Renderings



珍珠蓝应用效果图 Renderings

简一瓷板幕墙技术部服务流程

Service process of GANI porcelain curtain wall technology department



简一大理石瓷砖专门成立幕墙技术部，为客户提供定制化系统研发、项目整体解决方案，包括产品研发、初期方案设计、深化设计、施工图难点突破、安装指导等，以其独特的产品完美展示力及综合解决方案，深受旭辉、万科、招商、融创等各大地产业主及建筑师青睐。

GANI marble tiles set up a curtain wall technology department to provide customers with customized system R&D and overall project solutions, including product R&D, initial design, in-depth design, construction drawing difficulties breakthrough, installation guidance, etc. with its unique product perfect display power and comprehensive solutions, GANI marble tile is deeply favored by Cifi, Vanke, Sunac and other landowners and architects.

密缝拼花，还原家居空间艺术的极致之美

Seamless Joint Medallion, Restore the Ultimate Beauty of Home Space Art

艺术拼花



ART DESIGN

什么是艺术拼花？

What is the art medallion?

艺术拼花，又名水刀拼花，是指用不同颜色的瓷砖，按照一定的图案排列、衔接铺贴而成的造型，提升空间的整体美感和艺术氛围。水刀拼花的艺术表现力在家居空间中有画龙点睛的装饰效果。

在设计和工艺上，简一密缝拼花是传统水刀拼花的升级版。每个拼花都是独特的，造型背后凝聚了对家文化的不同解读和创意想法。今天重点介绍 3 款密缝拼花造型，我们一起来划重点。

Art medallion, also known as water-jet medallion, refers to the use of different colors of tiles, according to a certain pattern arrangement, articulation and paving into the shape. Enhance the overall beauty and artistic atmosphere of the space. The artistic expression of the water-jet medallion in the home space adds the crowning touch to decorative effect.

In terms of design and craftsmanship, GANI seamless joint medallion is an upgraded version of the traditional water-jet medallion. Each one is unique, with different interpretations and creative ideas of home culture behind the shape. Today, we are going to introduce 3 types of medallion shapes, let's highlight them together.

CLASSIC DAHLIA

①经典大丽花 - 大方、富丽的象征

生如夏花：

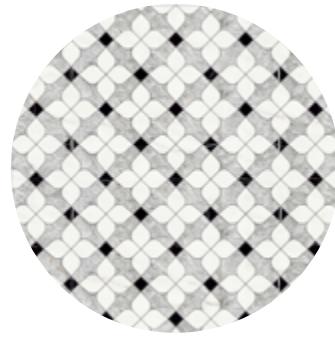
饱满端庄的圆形图案，流畅线条与几何穿插，突出花型带来的视觉变化，用生命在绽放。

Summer Flowers:

Full and dignified circular pattern, interspersed with smooth lines and geometry, highlight the visual changes brought about by the flower pattern, with life in bloom.



Size: 1800x1800mm



Size: 2400x2400mm

产品应用：卡拉拉白、劳伦斯金、新帕斯高灰、景泰蓝

Products: Statuario Calacatta, Fior di Pesco Carnico, Laurent Black, Azul Bahia

大丽花向来以自然奔放的美感备受赞誉，被视为大方、富丽的象征。经典的大丽花带着富贵盈门的美好祝福，成为点缀家居空间最受欢迎的吉祥符号之一。

The dahlia has always been praised for its natural and unrestrained beauty and is considered a symbol of generosity and prosperity. The classic dahlia has become one of the most popular auspicious symbols adorning a home space with the blessing of prosperity and good fortune.



在家居空间应用中，大丽花的饱满花型转化为流畅的线条，在客厅背景墙、地面以及过道都有出色的装饰效果。洁白通透的卡拉拉白为底色，内敛的新帕斯高灰和劳伦斯金过渡衔接，花型中心是高雅大气的景泰蓝压轴出场，整体造型富丽典雅、端庄大气。

In a home space, the fullness of the dahlia's shape translates into smooth lines on living room backdrops, floors and hallways. The decorative effect. Clean and transparent Carrara White is the base color, restrained New Pasco Gray and Lawrence Gold transitional articulation, the floral center is elegant and atmospheric Cloisonné finale, the overall shape is rich and elegant, dignified atmosphere.



ROMANTIC IRIS

②浪漫鸢尾花 - 寓意生机与光明

生意盎然：

融合欧式经典元素，茛苳叶与鸢尾花，低调灰和鲜活绿的碰撞，整体奢华而有质感

Full of vitality:

A fusion of classic european elements, ipomoea and iris, a collision of muted greys and vibrant greens, the whole thing is luxurious and textured.



Size: 1200x1200mm



Size: 600x600mm

产品应用：罗马灰，阿尔卑斯绿

Products: Silver Grey, Verde Alpi

在欧式风格中，茛苳叶和鸢尾花都是长盛不衰的主题元素，代表旺盛的生命力，寓意生活充满勃勃生气，前途一片光明。

In the European style, the Ipomoea leaf and the iris are ever-present motifs, representing vitality and a bright future.



在欧式空间中，一定要考虑墙面、地面以及天花之间的关系，从案例效果图中我们可以直观看到地面拼花造型与天花有很好的呼应，处理好这些细节，空间的整体效果就出来了。

其次，水刀拼花的颜色也与空间软装色调也需要保持一致，让空间更加完整和谐。水刀主色使用素雅的白，低调质朴的罗马灰点缀高调明亮的阿尔卑斯绿，整体造型奢华而有质感。

In the European space, you must consider the relationship between the wall, floor and ceiling, from the case rendering we can intuitively see the ground modeling and the ceiling has a good response. Take care of these details, the overall effect of space will come out.

Secondly, the color of the water-jet medallion also needs to be consistent with the color of the space soft furnishings to make the space more complete and harmonious. The main color of the water-jet use plain and elegant white, low-key Silver Grey dotted with bright Verde Alpi, the overall shape is luxury.



CRESTED FERN (BOTANY)

③ 华丽凤尾蕨 - 营造温馨和睦的氛围

展露芬芳：

优雅温暖的米黄为主色，素雅的棕加重色彩，平滑线条和深浅块面，衬托出花草的精致

Reveal a fragrance:

Elegant warm beige color, plain brown highlight color, smooth lines and shaded surfaces, against the delicacy of the flowers and plants.



Size: 1800x1800mm



Size: 1200x1200mm

产品应用：香格娜米黄，静雅棕

Products: Roman Jade, Copper Dune

这套水刀拼花案例风格华丽大气，结合了欧式经典贝壳、蔷薇花和凤尾蕨元素。贝壳是来自海洋的礼物，有守护的美好寓意，象征家庭和睦，幸福美满。

This last set of water-jet medallion case has a gorgeous style that combines elements of classic European seashells, roses and crested fern (botany). The shells are a gift from the ocean, a beautiful meaning of guardianship, a symbol of family harmony, happiness and contentment.



为了更好地呈现欧式风格温馨华丽的效果，水刀运用温暖优雅的香格娜米黄为主色，素雅的静雅棕加重色彩，让拼花造型在空间中更为突出。平滑线条与深浅块面衬托出花草的精致，展现层层叠叠的繁复之美。

In order to better present the European style warm and gorgeous effect, the water-jet uses warm and graceful Roman Jade as the main color, plain and elegant Copper Dune highlight color, making the medallion shape more prominent in the space. Smooth lines and deep and shallow blocks set off the delicate flowers and plants, showing the complex beauty.



为什么简一密缝拼花这么美？

Why is the GANI seamless joint medallion so beautiful?

传统的水刀拼花是根据瓷砖规格来分割和设计，严重破坏了图案的美感。然而简一密缝拼花用的是隐缝设计，把分割线安排在不明显的视觉位置，最大程度保留了图案的完整性，完美还原和呈现图案的美感。

利用简一大理石瓷砖高标准的平整度和尺寸精度，通过超高压五轴水刀设备和行业领先工艺技术，控制拼接缝隙在0.5mm以内，整体图案拼接十分精致，过渡自然，仿如天成。

The traditional water-jet medallion is divided and designed according to the tile specifications, which seriously ruins the aesthetics of the pattern. However, GANI seamless joint medallion uses a hidden seam design to arrange the dividing line in an inconspicuous visual position, which maximally preserves the beauty and integrity of the pattern.

With the high standard of flatness and dimensional accuracy of GANI marble tiles, through the ultra-high pressure five-axis water-jet equipment and industry-leading technology, we can control the tile gap within 0.5mm, the overall pattern is very exquisite and natural.

简一密缝拼花的配件和成品展示

Accessories and finished product display of GANI seamless joint medallion



密缝拼花配件展示

坐标：简一金华门店

Seamless Joint Medallion Accessory Display
Location: GANI Jin Hua Showroom



密缝拼花成品展示

坐标：简一国际展厅

Seamless Joint Medallion Display
location: GANI International Showroom



密缝拼花，朋友圈刷屏的神仙孔雀它来啦！

Seamless Joint Medallion - The Beautiful Peacock Causing A Buzz

艺术拼花



ART MEDALLION

绽放极致之美

Blooming the ultimate beauty

家徽的传统文化源远流长，在古代欧洲和中国的贵族阶层都能看到它的影子，每一个纹理徽记的背后蕴藏着一个家族的历史。这些吉祥图腾代表了人们对于美好生活的向往和追求，把吉祥物放在家里重要位置用来镇宅和旺宅，逐渐演变成家文化的一部分，俗称为风水文化。

The traditional culture of family emblem has a long history, which can be seen in the aristocracy of ancient Europe and China. There is a family history behind each texture emblem. These auspicious totems represent people's yearning and pursuit for a better life. The mascots are placed in an important position in the family, which is used to prosper the house, and gradually evolved into a part of the family culture, commonly known as Fengshui culture.

PEACOCK

①孔雀开屏 - 百鸟之王



孔雀，被尊为百鸟之王，孔雀是善良、聪明、喜爱自由与和平的鸟，是吉祥幸福的象征。从古到今，孔雀在艺术、传说、文学和宗教上久负盛名。在中国文化中孔雀开屏更是被人们认为是大吉大利的事。

在古文中有记载，孔雀开屏是吉祥之兆，能够辟邪保平安，所以在家里摆放孔雀挂件寓意着吉祥如意，能护佑去除厄运，带来好运和福报。

孔雀的尊崇不仅仅是祥瑞之兽，在明清两朝三品大员的官服上都绣有孔雀图案，孔雀成了官阶品级的象征。孔雀开屏时，能够绽放出繁华似锦的图案，寓意着前程似锦。

Peacock, is respected as the king of birds, peacock is kind, intelligent, love freedom and peace of the bird, is a symbol of auspicious happiness. From ancient times to the present, peacock is famous in art, legend, literature and religion. In Chinese culture, peacock spreads its tail feathers is considered to be a lucky thing.

In ancient Chinese, it is recorded that peacock spreads its tail feathers is an auspicious omen, which can ward off evil spirits and protect peace. Therefore, putting peacock pendant at home implies good luck, which can protect and remove bad luck and bring good luck and good fortune.

Peacocks are not only auspicious animals, but also embroidered with peacock patterns on the official clothes of three grade officials in the Ming and Qing Dynasties. Peacocks have become the symbol of official rank. When the peacock spreads its tail feathers, it can bloom with colorful patterns, implying a bright future.

简一密缝拼花实景展示

GANI SEAMLESS JOINT MEDALLION DISPLAY



为了真实展现出孔雀开屏时的惊艳和震撼力，在产品设计上选用了简一大理石瓷砖宝石蓝和阿尔卑斯绿作为基础色系，同时精选搭配天然玛瑙、澳洲深海贝、天空蓝等稀缺名贵石材，经过独有的密缝拼花工艺复合叠加多次制作而成，整体效果美轮美奂、栩栩如生！

孔雀开屏寓意着富贵吉祥，和和美美，旺宅镇宅。多用于对门端景壁画，也可以定制用于别墅复式客厅背景墙壁画。

In order to truly show the amazing peacock when it opens the screen, GANI Diamond Blue and Verde Alpi as the basic color, and selects and matches with natural agate, Australian deep shellfish and other rare and precious stones. With unique seamless joint medallion technology, the overall effect is beautiful and alive!

Peacock spreads its tail feathers implies wealth and auspiciousness, harmony and beauty, prosperous house. It is mainly used for murals on the end of the door, and can also be customized for the background wall murals of villa living room.

PEACE ALL YEAR ROUND

②四季平安 - 入瓶为安



四季花入瓶为安，顾名思义为四季平安。四季花是选取了春夏秋冬四季不同的名花，代表一年的时间流转，四季鲜花齐放的盛放姿态，也寓意着花开富贵，生活蒸蒸日上。

在花草的形态展现上，简一大理石瓷砖的天然美感表现出非凡的艺术创造力。

阿尔卑斯绿和亚马逊绿描绘出草木根茎的不同形态，优雅别致的皇家蓝和热情奔放的锡耶纳黄则刻画了不同花卉的美，生动展现了花草蓬勃的生命力和自然美感。

Four seasons flowers into the bottle, it implies for four seasons peace. The Four Seasons flower is a selection of different famous flowers in spring, summer, autumn and winter, which represents the time flow of the year. The blooming posture of flowers in four seasons also implies the prosperity of flowers and the prosperity of life.

In the form of flowers and plants, the natural beauty of GANI marble tile shows extraordinary artistic creativity.

Verde Alpi and Amazon Green depict the different forms of grass roots, while elegant Azul Macaubas and passionate Giallo Siena depict the beauty of different flowers, which vividly show the vitality and natural beauty of flowers and plants.

ROCOCO

③洛可可 - 细腻柔美



在艺术拼花中，洛可可风格大量运用了不对称的手法，弧线和 S 形曲线构建了整体画面，山石花草都是经典的设计主题，多用于空间背景墙壁画展示。

繁复和精致之美来自简一大理石瓷砖对天然石材的真实还原，尤其是色彩和质感上精益求精，瓷砖的颜色特别鲜艳、厚重，叠加立体层次感非常强，这就是为什么整体效果看起来如此逼真的原因。

In the art of medallion, Rococo style uses a large number of asymmetric techniques, arc and S-shaped curve to build the overall picture. Rocks, flowers and plants are classic design themes, which are mostly used for mural display of space background wall.

The beauty of complexity and delicacy comes from the real restoration of natural stone by GANI marble tiles, especially the improvement in color and texture. The color of ceramic tiles is particularly bright and thick, and the superposition of three-dimensional sense is very strong. This is why the overall effect looks so realistic.

简一大理石瓷砖配套中心

GANI Marble Tiles Accessory Factory

作为密缝拼花的生产保障，简一建立了 10 万平方大理石瓷砖配套中心，拥有 20 台超压力的五轴水刀，多条智能自动切割线等先进设备，同时设有成熟的设计与应用服务以及严格的供货周期和包装物流管控，保障了密缝拼花的成品交付，让消费者买得放心。

简一密缝拼花是简一从产品到服务的提升，以服务链接客户的重要载体，是一个系统工程，用匠心的精神关注工艺细节。

As a guarantee for the production of seamless joint medallion, GANI has set up a 100,000 sqm marble tile accessory factory, with 20 sets of super pressure five axis water jet, multiple intelligent automatic cutting lines and other advanced equipment. At the same time, it also has mature design and application services, strict supply cycle and packaging logistics management and control, which ensures the delivery of the finished products and makes consumers feel relieved to buy.

As an important carrier to link customers with service, GANI' s seamless joint medallion is a systematic project, which pays attention to process details with ingenuity.



简一密缝拼花实景案例

GANI Seamless Joint Medallion Projects



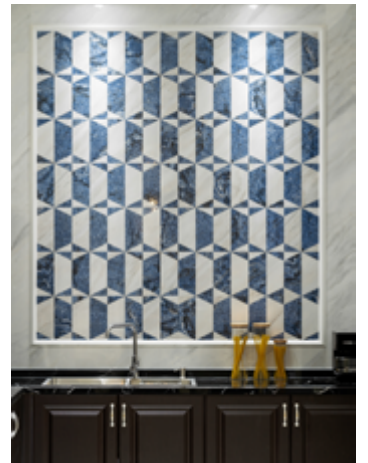
走廊背景墙
Corridor background wall



浴室地面拼花
Bathroom floor medallion



客厅壁画摆件
Mural decoration in living room



背景墙
Background wall

从心出发·真诚利他

2020 简一大理石瓷砖年中实战分享会圆满举办

2020 GANI Marble Tile Mid Year Sharing Meeting
Successfully Held

2020年7月16日-18日，简一大理石瓷砖通过线上+线下融合的创新形式，在杭州、重庆、郑州、青岛四地联动举办“从心出发·真诚利他”2020年简一大理石瓷砖品牌服务商年中实战分享会。

From July 16 to 18, 2020, through the innovative form of Online + offline integration, GANI marble tile jointly held the "heart-from-heart · sincere altruism" mid year sharing meeting of GANI partners in Hangzhou, Chongqing, Zhengzhou and Qingdao.



全国简一人齐聚一堂，以3.0战略为源头，重新盘点、重新梳理、重新规划，围绕客户价值的核心，从战略规划到实战分享，研讨疫情常态化趋势下的终端实战打法，为全国终端服务商赋能。

“从心出发·真诚利他”，全国简一品牌服务商从售前、售中、售后三个层次展开深度研讨。围绕简一可以为用户提供哪些创新价值，全国优秀的品牌服务商经过精心准备，进行可落地性强、工具化的、利益终端的干货分享。

Taking the 3.0 strategy as the source, GANI family from all over the country gathered together to review, reorganize and re plan. Focusing on the core of customer value, from strategic planning to practise sharing, we discussed the terminal methods under the trend of normalization of epidemic situation, so as to empower our partners across the country.

"heart-from-heart · sincere altruism", the national GANI partners launched in-depth discussion from three levels of pre-sale, in-sales and after-sales. Focusing on the innovative value that GANI can provide users, the national excellent partners have made careful preparations to share the valuable information with strong practicability, tooling and interest terminal partners.

3.0 战略引爆简一高端品牌势能

3.0 strategy ignites the potential energy of GANI high-end brand

第一部分实战分享，由杭州简一廖绍塔、长春简一李凤丽、鹰潭简一王娟、汉中简一杨敏、玉溪简一谢仕景、乌鲁木齐简一孟繁强进行。6地简一品牌服务商，从3.0战略的思维落地、凝心聚力如何实现逆势增长、小城市如何引爆大市场、如何跟进非渠道大客户、如何发挥“服务商自治小组”的作用等多个维度，分别进行了系统化、实战性强的主题讲解。

在3.0温暖型战略的指引下，规范的体系和清晰的市场策略，全国品牌服务商不仅赢得生意，与客户真诚链接后，还收获“一次成交，终身为友”的惊喜。

The first part of the sharing was carried out by Hangzhou GANI Mr.Liao Shaota, Changchun GANI Ms. Li Fengli, Yingtan GANI Ms.Wang Juan, Hanzhong GANI Ms. Yangmin, Yuxi GANI Mr. Xie Shijing and Urumqi GANI Mr. Meng Fanqiang. Six GANI partners, from the perspective of 3.0 strategic thinking, systematically and practically explained how to achieve growth against the trend, how to ignite the big market in small cities, how to follow up non channel big customers, and how to play the role of "service provider autonomous group".

Under the guidance of 3.0 warm strategy, standardized system and clear market strategy, national brand partners not only win business, but also gain the surprise of "one transaction, lifelong friendship" after sincere link with customers.



杭州简一廖绍塔



长春简一李凤丽



鹰潭简一王娟



汉中简一杨敏



乌鲁木齐简一孟繁强



玉溪简一谢仕景

构建用户服务与价值体验“铁三角”

Constructing the "iron triangle" of user service and value experience

实战分享的第二部分服务篇，深度细致地剖析了 3.0 用户价值体验馆、设计营销与成品交付工程等关键举措在终端落地情况与实施效果。

In the second part of the service section of sharing, it deeply and carefully analyzes the implementation situation and effect of key measures such as 3.0 user value experience showroom, design marketing and finished product delivery project.



青岛简一黄庆钦分享了简一 900×1800mm 黄金大规格产品在终端店面的效果展示技巧。重庆简一刘梅、唐山简一杨海宾介绍了在终端快速落地 3.0 用户价值体验馆、通过价值体验馆真诚链接客户的案例。

Huang QingQin of Qingdao GANI shared the effect display skills of the 900 × 1800mm big slab products in terminal stores. Liu Mei of Chongqing GANI and Yang Haibin of Tangshan GANI introduced the cases of rapidly landing the 3.0 user value experience showroom at the terminal and linking customers sincerely through the value experience showroom.



G+ 设计精英大赛是简一发起的重大品牌事件，东莞简一程锐强分享了如何通过大赛链接更多优秀的设计师挚友。

G + design competition is a major brand event initiated by GANI. Dongguan GANI Mr. Cheng Ruiqiang shared how to link more excellent designers through the contest.



就简一正在推行的成品交付工程，郑州简一孙禄、昆明简一郭涛、石家庄简一唐科分享了如何在终端落地、如何打造成成品交付标准化体系和步骤并运营管理等。

On the finished product delivery project being implemented by GANI, Mr.Sunlu of Zhengzhou GANI, Mr.Guotao of Kunming GANI, and Mr.Tangke of Shijiazhuang GANI shared how to implement, how to create a standardized system and procedures of finished product delivery and operation management.



为有效强化业务、导购、设计的综合能力，金华简一傅玲洁导入了设计营销模式，门店成交率、顾客满意度等都大幅提升。

In order to effectively strengthen the comprehensive ability of business, shopping guide and design, Jinhua GANI Ms. Fu Lingjie introduced the design and marketing mode, which greatly improved the turnover rate of stores and customer satisfaction.

创造体系化的用户价值服务链

Creating systematic customer value service chain



简一集团零售业务中心总监雷兴桥进行《学习成长，共筑简一梦！——成长小组运营机制》的主题分享时，就如何与全国品牌服务商一起展开知识、技能、品德、心灵的学习和成长，以更好的服务于客户，进行了深入的讲解：“我们需要学习成长才能服务好客户。简一践行 3.0 战略，从心出发，利益客户，先做好自我学习成长，才能直达客户。”

When Mr.Lei Xingqiao, director of retail business center of GANI group, shared the theme of "learning and growing, building a GANI dream together! -- operation mechanism of growth group", he made an in-depth explanation on how to learn knowledge, skills, morality and soul together with national brand partners, so as to better serve customers: "we need to learn and grow to serve customers well. GANI practices the 3.0 strategy, starts from the heart, benefits the customers, first completes the self-learning growth, then can direct to the customer. "

简一集团配套中心推广经理袁国清：“密缝拼花是简一产品到服务的提升，以服务链接客户的重要载体，是一个系统工程，需要用匠心的精神关注每一个工艺细节。”

Mr. Yuan Guoqing, promotion manager of GANI group's accessory factory, said: "the seamless joint medallion is an important carrier for improving the product to service of GANI group and linking customers with service. It is a system project. We need to pay attention to every process detail with the spirit of ingenuity."



在对国内市场上半年零售业务进行盘点时，简一集团副总裁王艳提到：“简一上半年聚焦 3.0 用户价值体验馆、设计营销和成品交付工程三项核心工作。连纹密缝、降解甲醛、遇水更防滑等核心用户价值形成简一的终端优势。”

在部署下半年重点工作时，王艳副总裁明确：“简一不仅为客户提供产品价值，还要为客户提供服务价值和品牌价值，专业团队提供专业服务，希望达成客户超满意的交付效果。下半年，简一希望从心出发，链接更多的客户，真诚利益全国品牌服务商。”

When checking the retail business in the first half year of the domestic market, Ms. Wang Yan, vice president of GANI group, said: "in the first half of the year, GANI focused on three core tasks: 3.0 user value experience hall, design and marketing and finished product delivery project. The core user values such as seamless joint, formaldehyde degradation and more skid resistance when exposed to water form the terminal advantages of GANI. "

During the deployment of key work in the second half of the year, vice president Ms. Wang Yan made it clear that "GANI not only provides customers with product value, but also provides service value and brand value for customers. The professional team provides professional services, hoping to achieve the delivery effect of customer satisfaction. In the second half of the year, GANI hopes to start from the heart, link more customers and sincerely benefit the national brand partners. "



简一集团全国总设计顾问李志豪：“将设计师与瓷砖管家的工作前置，所有营销动作都高效围绕客户体验与客户价值开展，可持续化运作的新销售体系，助力终端。通过 3.0 新营销系统打造，实现业务、门店、设计、售后四位一体。我们追求的不仅仅是成交，而是在成交的基础上追求满意度和口碑。”对于 3.0 用户价值体验馆，李顾问将引领相关设计团队加强落地速度。3.0 用户价值体验馆 +3.0 新营销模式，软硬结合，将推动赢得更多客户信赖，快速成交。

Mr. Li Zhihao, national general design consultant of GANI group: "put the work of designers and tile housekeepers ahead, all marketing actions are carried out efficiently around customer experience and customer value, and the new sales system of sustainable operation helps the terminal partners. Through the 3.0 new marketing system, the business, store, design, after-sales four in one. We pursue not only the transaction, but also satisfaction and word-of-mouth." For the 3.0 user value experience showroom, consultant Li will lead relevant design teams to strengthen the landing speed. 3.0 user value experience hall + 3.0 new marketing mode, combining software and hardware, will promote to win more customers' trust and fast transaction.

创造更多价值利益客户，真诚为客户打造温暖家

Create more value and benefit customers, Sincerely create a warm home for customers



简一在今年1月份就提出全面推进3.0战略升级，从方案型向温暖型升级，并在实践中不断丰富夯实战略内核。简一集团董事长李志林在做题为《商业的本质和简一3.0战略》的分享时提出：“商业的原理是等值交换，这个规律不会改变。简一3.0战略的核心就是以感恩之心，真诚为客户创造价值，具体就是为客户创造客户的有形价值和无形价值，提供高性价比的产品和服务。”

客户对瓷砖产品，不止关注产品本身的功能价值，还注重服务价值。在泛家居里面，唯一不包安装的就是瓷砖。这背后体现出陶瓷行业服务意识还是很弱的，因此还有很大的空间。简一打造一系列的服务价值正是找到突破创新的窍门。

一直以来，简一推行的客户服务价值理念就是客户到简一的店里并不是单纯的来买瓷砖本身，而是来寻找房子装修的解决方案，是来选择喜欢的家居生活空间的。因此，简一服务客户的出发点是帮助客户打造一个温暖的家。

简一与全国品牌服务商接下来需要深化落实3.0用户价值体验馆、设计营销、成品交付工程，帮助客户解决装修过程中的痛点，做好每一个服务细节，真正让客户省心、安心、开心，对得起客户的托付。李志林董事长：“简一和全国的品牌服务商，都将以感恩的利他之心，真诚为客户创造价值。”

In January this year, GANI proposed to comprehensively promote the upgrading of 3.0 strategy, from scheme type to warm type, and constantly enrich and consolidate the strategic core in practice. Mr. Li Zhilin, chairman of GANI group, put forward in his share entitled "the nature of business and the strategy of GANI 3.0" that "the principle of business is equal exchange, and this law will not change. The core of GANI 3.0 strategy is to create value for customers sincerely with a heart of gratitude. Specifically, it is to create tangible and intangible value for customers and provide high cost-effective products and services."

For ceramic tile products, customers not only pay attention to the functional value of the product itself, but also pay attention to the service value. In home furnishing industry, the only thing that doesn't include installation is tile. This reflects the ceramic industry service consciousness is still very weak, so there is still a lot of space. GANI creates a series of service values, which is the key to breakthrough and innovation.

For a long time, the value concept of customer service promoted by GANI is that customers come to GANI's store not simply to buy ceramic tiles, but to find solutions for house decoration and to choose their favorite living space. Therefore, the starting point of GANI's customer service is to help customers build a warm home.

GANI and national brand partners need to deepen the implementation of 3.0 user value experience hall, design and marketing, and finished product delivery projects, help customers solve the pain points in the decoration process, and do a good job in every service detail, so as to truly let customers feel relieved and happy, and be worthy of customers' trust. Chairman Mr. Li Zhilin: "GANI and the brand partners all over the country will sincerely create value for customers with gratitude and altruism."

严厉打假！维护消费者权益简一在行动

Crack Down On Fake Goods Severely! To Protect The Rights And Interests Of Consumers

受今年疫情影响加速催化，网络直播卖货成为了新的风口，新零售繁荣发展的背后也滋生了一些网络假货的现象，假冒伪劣产品成为消费者不能承受之痛。

近期，简一官方也收到多名消费者投诉，在非官方网络渠道买到的是假冒仿制的简一产品，严重伤害了消费者权益和公司的合法利益。在打击假冒伪劣产品和维护市场秩序上，简一始终与消费者站在一起，严厉打击假冒伪劣，成功帮助长沙、菏泽、曲靖、石家庄多地消费者维权。

Affected by this year's epidemic situation, online live selling has become a new trend. Behind the prosperity and development of new retail, there are also some phenomena of online counterfeiting, and fake and inferior products become a pain that consumers can't bear.

Recently, GANI has also received many complaints from consumers. What they bought in the unofficial network channels are counterfeit products of GANI, seriously harming the rights and interests of consumers and the legitimate interests of the company. In the fight against fake and shoddy products and maintaining market order, GANI has always stood with consumers to crack down on fake and shoddy products and successfully helped consumers in Changsha, Heze, Qujing and Shijiazhuang to protect their rights.

用户至上 千里追击打假

Customer First, Cracking Down On Counterfeit Goods

6月18日，简一集团监察部收到了集团内部全国物流网络系统传来的线索，6月21日将会有一批不明来源的“简一产品”抵达石家庄。收到消息后，集团监察部立即采取行动，安排专人前往石家庄现场查验。

On June 18, the supervision department of GANI group received the clues from the national logistics network system within the group. On June 21, a batch of "GANI products" with unknown source will arrive in Shijiazhuang. After receiving the news, the supervision department of the group immediately took action and arranged special personnel to go to Shijiazhuang for on-site inspection.

在简一工作人员表明身份后，在卸货现场的业主王先生感到稍许安心。据了解，这是王先生第一次在淘宝网上花这么多钱买瓷砖，单值金额高达15万，有厂家代表在现场验货就不用担心买到假的了。

Mr. Wang, the owner at the unloading site, felt a little relieved after GANI's staff showed his identity. It is said that this is the first time that Mr. Wang spent so much money on Taobao to buy ceramic tiles, with a single value of 150,000 RMB. If there is a representative of the manufacturer to inspect the goods on site, there is no need to worry about buying a fake one.





现场多重比对鉴定：以上为假货产品和外包装

On site comparison and identification: the above are fake products and packaging

简一工作人员经过多重比对鉴定后得出本批次的产品绝大部分是假冒产品，只有几片用来蒙骗消费者的正品。现场报警后当地市场监督管理局查封了假货产品。

与此同时，简一工作人员帮助业主王先生与淘宝售假店铺沟通退款，在官方工作人员的鉴定下戳破了淘宝店铺的谎言骗局。在追回货款后，简一得到了王先生的真诚感谢。本次假冒产品金额较高，得以全部追回离不开消费者和简一的共同努力！

这次的打假案例也说明了消费者在网购时应该仔细辨别，认准简一天猫和京东官方旗舰店，面对非官方渠道的店铺千万要提高警惕，不要贪图便宜因小失大，在众多的维权案例中，还有许多无法追回货款的惨痛教训。

After multiple comparison and identification, GANI staff concluded that most of the products in this batch were counterfeit products, only a few pieces of real products were used to deceive consumers. After the on-site report to the local police, the local market supervision and administration bureau seized the fake products.

At the same time, GANI' s staff helped the owner Mr. Wang communicate with Taobao's fake shops for refund, and cracked the lies and scams of Taobao stores under the identification of official staff. After recovering the payment, GANI got the sincere thanks from Mr. Wang. The amount of counterfeit products is relatively high, which can not be recovered without the joint efforts of consumers and GANI!

This anti-counterfeiting case also shows that consumers should carefully distinguish official flagship stores when shopping online. In the face of shops in unofficial channels, they must be vigilant, and do not covet cheap. In many cases of safeguarding rights, there are still many painful lessons that can not recover the payment for goods.

在此，简一再次严正向广大消费者声明：除天猫、京东简一瓷砖官方旗舰店外，我司并未授权任何公司或个人在其他任何网络平台销售我公司“简一”大理石瓷砖产品。

请广大消费者在购买“简一”大理石瓷砖产品时注意鉴别真伪，千万不要在非官方渠道进行购买，危险系数过高。如果您对所购买的产品真伪存疑，欢迎致电简一售后服务热线：400-105-3288，我司提供真假鉴定服务。面对假货，简一与消费者共同在行动！

Here, GANI once again solemnly declares to the majority of consumers: except for official flagship stores, our company does not authorize any company or individual to sell our "GANI" marble tile products on any other network platform.

Please pay attention to identify the authenticity when you are in the purchase of "GANI" marble tile products, do not buy in unofficial channels, the risk is too high. If you have any doubts about the authenticity of the products you have purchased, please call GANI after-sales service hotline: 400-105-3288. Our company provides authenticity identification service. In the face of fake goods, GANI and consumers are staying together!

信心保证 成品交付

Confidence Guarantees , Delivery of Finished Products

为了做好售后服务工作，让消费者买得安心、省心和舒心。简一门店设有包铺贴密缝成品交付系统，包括了专业的服务团队、标准的服务流程以及质量效果保障。一对一瓷砖管家，一户一方案的设计师以及强大的瓦工师傅团队共同为您的新家护航。

成品交付，对于疲于装修选材的消费者来说无疑是非常利好的，它不仅能最大程度保障最终铺贴效果，同时成品交付提供的一条龙服务，能有效规避出现问题时产品卖家和装修公司之间发生摩擦扯皮，保护消费者的权益。



The delivery of finished products is undoubtedly very good for the consumers who are tired of decorating and selecting materials. It can not only guarantee the final paving effect to the greatest extent, but also can effectively avoid the friction and wrangle between the product seller and the decoration company in case of problems, and protect the rights and interests of consumers.

In order to do a good job in after-sales service, GANI store is equipped with the delivery system of finished products and paving service, including professional service team, standard service process and quality and effect guarantee. Tile housekeeper, designer and powerful tiler team will work together to build your new home.



石家庄简一门店无缝铺贴成品交付展示

Shijiazhuang GANI store seamless joint paving finished product delivery display



石家庄简一无缝铺贴成品交付瓦工团队

Shijiazhuang GANI seamless joint paving finished products delivered tiler team

这背后是简一做成品交付的初心，就是让消费者更放心、更省心和更舒心。简一始终把消费者放在首位，真诚对待客户，实现用户价值最大化，维护消费者权益简一一直在行动！

Behind this is the original intention of GANI to deliver finished products, which is to make consumers feel at ease, more relaxed and more comfortable. GANI always puts consumers in the first place, treats customers sincerely, maximizes user value and protects consumers' rights and interests!

最后，再次温馨提醒广大消费者，拒绝假货，购买“简一”大理石瓷砖请认准官方渠道：

Finally, once again, we would like to remind consumers to refuse fake goods. If you want to buy "GANI" marble tiles, please use the official channel:

中文网址 Website: www.gani.com.cn

国际官网 Website: www.ganimarbletiles.com

简一天猫官方旗舰店 GANI tmall official store: <https://gani.tmall.com/>

简一京东官方旗舰店 GANI JD official store: <https://ganicz.jd.com/>

自然共生 “G+ 设计精英大赛” 在多地举办启动礼

GANI Design Competition Launching Ceremony In Dongguan,
Guiyang And Changsha

6月28日下午，“自然共生”G+设计精英大赛启动礼于东莞简一大理石瓷砖罗莎旗舰店隆重举办，业内协会权威平台代表、当地设计大咖及媒体代表出席见证，并现场呼吁青年设计师群体积极参赛，用好的作品诠释这一时代议题。

On the afternoon of June 28, the launching ceremony of "natural symbiosis" G + design competition was solemnly held in Dongguan GANI marble tile Rosa flagship store. Representatives from the authoritative platform of the industry association, local design celebrities and media representatives attended and witnessed the ceremony. Young designers were called on to participate actively to interpret this era topic with good works.



7月3日下午，“自然共生”G+设计精英大赛启动礼贵阳站于贵阳红星美凯龙隆重举办，业内协会权威平台代表、当地设计大咖出席见证，现场百名设计师共聚一场“自然与共生”设计思想的交流盛宴。

On the afternoon of July 3, the launching ceremony of "natural symbiosis" G + design competition was solemnly held in Guiyang Red Star Macalline. Representatives of authoritative platform of Industry Association and local design celebrities attended and witnessed the ceremony. Hundreds of designers gathered together for a grand exchange feast of "nature and symbiosis" design ideas.



2020年7月15日，由新浪家居、简一大理石瓷砖联合主办，喜盈门国际建材家居【湖南】总部店协办、亚太酒店设计为学术指导单位的“自然·共生”G+设计精英大赛长沙站在喜盈门国际建材家居【湖南】总部店三楼盛大开幕。

On July 15, 2020, the "nature and symbiosis" G + design competition co sponsored by Sina home furnishing and GANI marble tiles, co-organized by Xiyngmen international building materials and home [Hunan] headquarters store, and Asia Pacific Hotel design as the academic guidance unit, the "nature and symbiosis" G + design competition was held on the third floor of Xiyngmen international building materials and home [Hunan] headquarters store.



择一业·终一生

简一挚友王斌的成功哲学

Wang Bin's Philosophy Of Success

电影《无双》中有这么一句台词：“这个世界上，一百万人里才有一个主角，而这个主角必定是把事情做到极致的人。”而今天要介绍的主人公，便是这百万人中的极致主角。

The movie "Project Gutenberg" has such a line: "in this world, there is only one protagonist in a million people, and the protagonist must be the one who makes the best of things." The protagonist to be introduced today is the ultimate protagonist among the millions of people.

匠心坚守高端餐饮，二十余年专注如初

Stick To High-End Catering With Ingenuity, More Than 20 Years Of Concentration



王斌，专注高端餐饮二十余载，从香港君悦酒店、赛马会酒店的主厨，到如今创办自己的高端餐饮品牌“江南首席”，他始终不忘初心，将简单的事情重复做，做到极致。

Wang Bin has been focusing on high-end catering for more than 20 years. From the chef of Grand Hyatt Hotel and Jockey Club Hotel to the establishment of his own high-end catering brand "Jiangnan chief", he never forgets his original intention and does simple things repeatedly to achieve the best.



早年，王斌随父母来到香港，一次偶然的机 会，王斌去到中华厨艺学院学习，凭借着优越的成绩，毕业后的他成功进入鼎鼎有名的香港君悦酒店工作，从此踏上了厨师之路。

在香港君悦酒店担任厨师的日子，培养了王斌对美食极致专注的工匠精神，也让王斌对高端餐饮有了深刻的理解。

“如果只是用最好的食材去做出最贵的东西，这个不是高端餐饮，但是如果能够把一个青菜一个豆腐做到让人吃完还能回味无穷，那才是真正的高端餐饮和好的厨艺。”因此，看似简单的红烧豆腐背后，凝结着王斌对美食的极致匠心。他会把握好中间的每一个细节，“先用盐水把豆腐煮热，然后再用一点上汤，让豆腐入味。入完味之后，再用蚝油来收汁”，做到既保留豆制品本身独有的味道，又让豆腐吸收酱汁的鲜味，让人意犹未尽。

In his early years, Wang Bin came to Hong Kong with his parents. By chance, Wang Bin went to study in the Chinese Academy of cuisine. With his excellent achievements, he successfully entered the famous Grand Hyatt Hotel in Hong Kong after graduation and embarked on the road of chef.

Working as a chef at Grand Hyatt Hotel in Hong Kong, Wang Bin's craftsmanship spirit of focusing on delicious food has been cultivated, and Wang Bin has a profound understanding of high-end catering. "If you just use the best ingredients to make the most expensive things, this is not a high-end restaurant. But if you can make a vegetable and a bean curd lead to endless aftertastes, that is the real high-end catering and good cooking skills." Therefore, behind the seemingly simple Braised Tofu, Wang Bin's ultimate ingenuity in delicious food is condensed. He will grasp every detail. "First, heat the tofu with salt water, and then use a little soup to let the tofu taste. After finished, oyster sauce is used to collect the juice", so as to retain the unique flavor of bean products and make tofu absorb the flavor of the sauce.

离开君悦酒店后，王斌又来到香港赛马会酒店担任主厨，并且一干就是十年，这更加坚定了王斌扎根高端餐饮行业的想法。为了建构自己的“美食王国”，更好地践行自己的餐饮理念，2000年初，王斌毅然来到苏州创办自己的餐饮品牌“江南首席”。这些年，王斌一直秉承着“认真、细致、责任、担当”的宗旨，带领公司团队，用匠心品质换来了“全国100家最佳商务餐厅”等美誉称号。

After leaving Grand Hyatt Hotel, Wang Bin came to Hong Kong Jockey Club Hotel as chef again, and worked for ten years, which strengthened Wang Bin's idea of taking root in the high-end catering industry. In order to construct his own "gourmet kingdom" and better practice his own catering concept, Wang Bin resolutely came to Suzhou to establish his own catering brand "Jiangnan chief". Over the years, Wang Bin has been adhering to the "serious, meticulous, responsible" purpose, led the company's team, with ingenuity and quality in exchange for "100 best business restaurants in China" and other reputation.



当被问及如何取得今日的成就时，王斌回答道：“专注与匠心。做事情要有一点工匠精神，要有一点情怀，不要太贪图眼前的东西，专注一个领域，做深做透，做到极致，每个人都能成为所属领域的英雄。”与此同时，王斌也告诫年轻人在面对众多选择和诱惑时，一定要坚持自己的初心，要有工匠精神，努力做出自己的成就。

“择一事，终一生”，是王斌对餐饮的匠心精神，是王斌对餐饮的始终如一。简一和其挚友王斌一样，11年始终专注于高端大理石瓷砖这单一品类，致力于做世界上最好的大理石瓷砖，只为让更多人享受自然之美。

When asked how to get today's achievements, Wang Bin replied: "concentration and ingenuity. We should have craftsman spirit and sentiment in doing things. We should not be too greedy for the things in front of us. We should focus on one field, do deep and thorough work, and do the best. Everyone can become a hero in his or her field." At the same time, Wang Bin also warned young people to adhere to their original intention, have craftsmanship spirit and strive to make their own achievements in the face of many choices and temptations.

"Adhere one thing in the whole life", is Wang Bin's ingenuity in catering. Like his best friend Wang Bin, GANI has been focusing on the single category of high-end marble tiles for 11 years, and is committed to making the best marble tiles in the world, just to let more people enjoy the beauty of nature.

以至诚之心匠心筑造美好家

Build a beautiful home with sincerity and ingenuity



简一，从2009年全国首创大理石瓷砖这一品类开始，11年，专注于这一品类的研发生产和设计应用，以至诚之心，为消费者创造价值，构建美好家。11年，对一家企业来说，很长，在其他品牌百花齐放，做多品类实现规模化发展时，简一只专注这一件事，并把它做到极致，和挚友王斌一样。

或许，有人会觉得就这么一块瓷砖没有什么特别的。然而这看似简单的一块瓷砖，却凝聚着简一匠人们所有的心血与智慧。

GANI, starting from the first marble tile category in China in 2009, has been focusing on the R&D, production, design and application of this category for 11 years, creating value for consumers and building a beautiful home with sincere heart. In 11 years, for an enterprise, is a long time. When other brands are in full bloom, doing many categories and realizing large-scale development, GANI only focuses on this one thing, and makes it to the extreme, just like Wang Bin, GANI's close friend.

Perhaps, some people will feel that there is nothing special about such a tile. However, this seemingly simple piece of ceramic tile embodies all the painstaking efforts and wisdom of GANI craftsman.



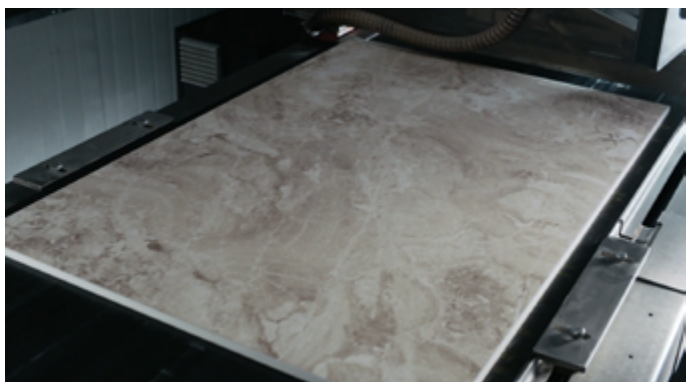
为了还原大理石纹理，简一匠人们锲而不舍，跑遍全球收集了近500款名贵珍稀石材，建立了行业内最大的超A级石材库。此外，简一还将复制博物馆珍贵文物的技术应用到产品开发上，采用德国制造的10亿级像素扫描仪获取数据源，完美复刻出天然石材的纹理。在釉面处理上，简一的印刷釉线长达500m，对准偏差控制在0.1mm；加上16层丝网印刷能做到大剂量彩釉叠加，保障1230°C高温烧结仍能颜色鲜艳，保证了图像清晰无重影，不糊花。如果拿简一产品和普通瓷砖对比，不难发现简一大理石瓷砖的颜色不仅鲜艳、厚重，而且叠加立体层次感非常强。

In order to restore the texture of marble, the craftsmen of GANI have gone all over the world to collect nearly 500 kinds of precious and rare stones, and established the largest super-A marble gallery in the industry. In addition, GANI also applied the technology of reproducing the precious cultural relics of the museum to the product development, using a 1 billion pixel scanner made in Germany to obtain the data source and perfectly reproduce the texture of natural stone. In terms of glaze treatment, the printing glaze line of GANI is 500m long, and the alignment deviation is controlled at 0.1mm; in addition, 16 layers of screen printing can achieve a large amount of color glaze superimposition, which can ensure that the color is bright after sintering at 1230 ° C, and the image is clear without double image and paste. If you take GANI products and ordinary ceramic tiles into comparison, it is not difficult to find that the color of GANI marble tiles is not only bright and thick, but also has a strong sense of three-dimensional layers.



正是这份对产品极致打磨的匠心，让同样拥有匠心精神的王斌选择了简一。“我觉得简一的产品品质非常好，第一是釉面，釉面的纹理和光泽度很好地还原了大理石的自然美，展现出高端的品质，能够看得出来它的工艺做得非常细致；第二是密缝铺贴。900x1800mm 这么大规格的产品可以做到密缝，在这一点上面我觉得很不容易，他的材料肯定是经过千挑细选，技术上也是精益求精才能做到这么平整，只有专注一个领域的企业才能做到。第三，防滑。成年人站在倾斜 30°的简一瓷砖上都不会滑到，这对于高端餐饮行业很重要。”

时代日新月异，但成功的匠人们始终专注细节、坚守初心、执着追求、迸发着永不倦怠的生命激情。匠心所致，专注如初，是王斌的成功秘诀，而这，也可以是你成功的路径。



It is the same ingenuity to make Wang Bin, who also has the spirit of ingenuity, chose GANI. "I think the quality of GANI's products is very good. The first is the glaze. The texture and gloss of the glaze can well restore the natural beauty of marble and show the high-end quality. It can be seen that the process is very meticulous; the second is the seamless joint paving. 900x1800mm products of such a large size can achieve seamless joint, which I think is not easy. His materials must have been carefully selected, and the technology is also constantly improving. Only enterprises focusing on one field can achieve this level. Third, anti-skidding. Adults can't slide on a 30 ° tilt of GANI tiles, which is very important for the high-end catering industry."

The times are changing with each passing day, but the successful craftsmen always focus on details, stick to the original intention, pursue persistently, and burst out the never tiring passion for life. The secret of Wang Bin's success lies in his ingenuity and concentration, which can also be your path to success.



百年老字号美食传承人 缘何成为简一挚友？ Why Inheritor of A Lifetimehonored Brand Become Best Friend of GANI?

每座城市，都有它独特的味道。说起苏州味，老苏州人口中有这么一句话：陆稿荐的酱鸭杜三珍的肉。一碟五香小肉，一盘糟鹅，几片在井水里冰镇过的西瓜，或是一瓶冰啤酒，几样吃食摆成一桌，这就是许多苏州人记忆中的老味道。

Every city has its unique flavor. Speaking of Suzhou flavor, there is a saying in the elder Suzhou people: Lu Gaojian's sauce duck, Du sanzhen's meat. A dish of spiced meat, a plate of fermented goose, a few slices of watermelon chilled in well water, or a bottle of ice beer, and several kinds of food are put into a table, which is the old taste in the memory of many Suzhou people.

传承与创新并行，追求极致品质

Inheritance And Innovation Develop In Parallel, Pursuing The Ultimate Quality



周斌，简一挚友，一位食品专业出身的地道苏州餐饮人。他，热爱苏州饮食文化，致力于挖掘、还原苏州人记忆中的老字号美食，并赋予它新的生命。

Zhou Bin, a close friend of GANI, is an authentic Suzhou man in restaurant business with professional background in food industry. He loves Suzhou food culture and devotes himself to excavating and restoring the time-honored food in Suzhou people's memory, and endows it with new life.

2005年，周斌怀着对杜三珍的敬畏与怀恋，几经斡旋，在相关政府部门的支持下，最终如愿拿下了这块老字号的经营权，并且重新注册了“杜三珍”商标，正式成为了百年老店的新一代掌门人。

“恢复杜三珍的工作难度，远远超出我的想象。”周斌回忆道，“杜三珍是苏州人民心中的第一品牌，因为各种原因杜三珍停业十多年之后，要想还原以前的老味道，不仅是味蕾上的更是情感上的事情。”于是，周斌开始逐个拜访当年在杜三珍做事的老师傅们，不断挖掘每一道菜品背后的历史故事和制作工艺，反复研究。历经数载，杜三珍终于在2010年以全新的面貌，熟悉的味道敲开了老苏州人尘封已久的记忆。

"The difficulty of restoring Du sanzhen's work is far beyond my imagination." Zhou Bin recalled, "Du San Zhen is the No.1 brand in the hearts of Suzhou people. For various reasons, after Du San Zhen closed down for more than 10 years, it is not only taste buds but also emotional things to restore the old flavor." Therefore, Zhou Bin began to visit the masters who worked in Du San Zhen one by one, constantly digging out the historical stories and production techniques behind each dish, and studying them repeatedly. After several years, Du San Zhen finally opened the dust laden memory of old Suzhou people with a new look and familiar taste in 2010.

In 2005, with the awe and nostalgia for Du sanjhen, Zhou Bin, with the support of relevant government departments, finally won the management right of this old brand, and re registered the trademark of "Du sanzhen", and officially became the new generation leader of the century old shop.



在周斌看来，百年老字号能够留存至今，除了本身蕴含着的深厚历史文化，品质上的保证也是让其长久存活下去的关键。所以无论是选材上，还是工艺上，周斌都非常苛刻讲究，原材料采用活杀家禽，做出来的卤菜必须控制在37°C。

In Zhou Bin's opinion, in addition to the profound history and culture it contains, the quality assurance is also the key to make it survive for a long time. Therefore, no matter in terms of material selection or technology, Zhou Bin is very strict. The raw materials are live poultry, and the pot-stewed meat must be controlled at 37 °C .



除此之外，周斌在继承传统的同时，拥抱改变，赋予老字号新的生命。观察到现代人奉行健康理念，周斌在保留传统老味道的基础上，进行低糖、低盐、低油的革新，开发出“川香系列”等新的卤味品种。疫情期间，更是将原本3月份和夏季才上市的特色卤菜提前推出，为疫情之下的老百姓翻新菜单；还面向苏州各地小区成立“杜三珍社群”，与食行生鲜合作进行预订送餐。这一系列的动作，再一次让人们看到了老字号的用心与担当，引来无数人的赞美。

无论是还原老字号杜三珍，还是适应潮流对其进行创新，周斌让记忆中的味道重回餐桌，让传统苏州饮食文化得以传承。简一，和其挚友周斌一样，“还原、创新、传承”同样也是它的关键词。

In addition, while inheriting the tradition, Zhou Bin embraces change and endows old brands with new life. It is observed that modern people pursue the concept of health. On the basis of retaining the traditional flavor, Zhou Bin innovated low sugar, low salt and low oil, and developed new bitter varieties such as "Chuanxiang series". During the epidemic period, the special pot-stewed meat which were originally put on the market in March and summer were launched ahead of time to renovate the menu for the common people under the epidemic situation. In addition, a "Du San Zhen community group" was set up in Suzhou districts to cooperate with the peers to order and deliver meals. This series of actions, once again let people see the intention and responsibility of the time-honored brand, attracting countless people's praise.

Whether it is to restore the time-honored Du San Zhen, or to adapt to the trend of innovation, Zhou Bin let the flavor of memory return to the table, so that the traditional Suzhou food culture can be inherited. GANI, like his best friend Zhou Bin, "restoration, innovation, inheritance" is also its key words.

复刻大理石珍稀纹理让更多人享受自然之美

Restore the rare marble veins to present the natural beauty to more people

众所周知,大理石纹在装饰上效果自然、美观、大气,千年来,一直备受人们的喜爱。是高档场所的首选装饰材料,但大理石是自然给予人类的馈赠,珍贵而不可多得。2009年,简一通过科技创新,将大理石纹复刻到瓷砖上,让瓷砖既拥有大理石美观大气的装饰效果,又有耐磨防污易打理等优异的瓷砖性能,命名为“大理石瓷砖”,至此人们在高档装修时又多了一项更加环保的选择。可以说,简一挚友周斌是对老字号美食的传承,简一则是让天然纹理得以永久延续,他们精神共通。

11年来,简一和其挚友周斌一样,以创新驱动发展,除了单片瓷砖的研发生产,也在整个空间应用上不断创新,推出连纹密缝铺贴等行业创新举措,让很多正在逐步消失的大理石纹得以换个载体,以更美的姿态重新走进人们的视野,走进千家万户,让更多人享受自然之美。简一大理石瓷砖集成了“工匠”的精湛技艺和“艺匠”的艺术审美趣味,极致还原自然之美,真正实现了用科技为自然为艺术赋能。



As we all know, marble vein is natural, beautiful and atmospheric in decoration. It has been loved by people for thousands of years. It is the first choice of decorative materials for high-grade places, but marble is a gift given to human beings by nature, which is precious and rare. In 2009, through scientific and technological innovation, GANI restored the marble pattern on the ceramic tile, so that the ceramic tile not only has the beautiful decorative effect of marble, but also has excellent tile performance such as wear-resistant, anti-fouling and easy to handle. It is named "marble tile". So far, people have a more environmental protection choice in high-grade decoration. It can be said that Zhou Bin, a close friend of GANI, is the inheritance of time-honored food, while GANI makes the natural texture last forever, and their spirit is common.

In the past 11 years, GANI, like his best friend Zhou Bin, has driven development by innovation. In addition to the R&D and production of single tile, GANI has also been innovating in the whole space application. It has launched industrial innovation measures such as connected veins and seamless joint paving, so that many gradually disappearing marbles can be replaced with another carriers, and come back into people's vision with a more beautiful attitude, into thousands of households and let more people enjoy the beauty of nature. GANI marble tile integrates the exquisite skills and the artistic taste of "craftsman", and restores the beauty of nature to the extreme, and truly realizes the empowerment of nature for art with science and technology.





“我看中简一的企业精神，用环保的方式让消费者可以轻松拥有大理石纹理的美，有社会责任担当。同时我看中他们孜孜不倦研究产品打磨品质，不玩套路的工匠精神。”周斌在分享缘何选择简一时如是说。

百年老字号也好，千年大理石纹也罢，它们之所以能够成为一座城市、一种情感亦或是一段美好生活的代名词，并非一朝一夕间而成，而是历经岁月洗练后留下的结晶。人们需要这种文化结晶，而这也要求着我们要像周斌、简一一样，勇于承担起传承的责任，让其发扬、流传。生命不止，传承不息。

"I like GANI's corporate spirit. Consumers can easily have the beauty of marble texture in an environmentally friendly way, and have social responsibility. At the same time, I like the craftsmanship spirit of their tireless research on product grinding quality." Zhou Bin said this when sharing why he chose GANI.

Whether it is a century old brand or a millennium marble, the reason why they can become the key words of a city, an emotion or a good life is not formed overnight, but a crystallization left after years of training. People need this kind of cultural crystallization, and this also requires us to be like Zhou Bin and GANI, to bear the responsibility of inheritance, and let it carry forward and spread.

活动中
Activity in progress

简一挚友 李敏
艺筑亦美设计创始人

简一挚友 周斌
苏州饮食文化传承人
杜三珍掌门人

简一挚友 王斌
江南首席创始人

简一挚友 陈旻
国家一级登山运动员

简一挚友 汤先锋
民航机长 / 音乐人

下一个主角 就是你

简一挚友
故事征集

征集时间
常年征集

征集对象
简一全国高端客户、设计师及合作伙伴等

报名要求
对品质生活有鲜明主张和态度
愿意出境拍摄微电影，链接圈层引领成长

扫码加入



PREVIEW OF SEPTEMBER ISSUE

9月刊预告

大咖挚友，
重磅来袭，精彩不断！

作为知名设计师的她，

缘何钟情简一？

她将带来怎样的故事？

敬请期待！

She is a famous designer.

Why she choose GANI?

What kind of stories will she bring us?

Please stay tuned!

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