

GANI NEWS

简一视界

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轻松掌握高颜值搭配，
别墅楼梯美上天了

How To Design Staircase

厉害了简一！
服务都做到北极村去了

Find Gani Project In The Northernmost Part Of China!

简一海外服务商防控疫情，
用心保卫客户健康

Gani Overseas Partners Protects Consumers' Health During
Epidemic

简一大理石瓷砖顶级雪花白（600x900mm）楼梯铺贴效果图
Statuario Venato

简一® 大理石瓷砖
GANI MARBLE TILES

CONTENTS



董事长专栏 Chairman's Column

01

后疫情的 2020 年
The Post-Epidemic 2020



简一新闻 Gani News

06

李董走进一线倾听客户
Gani Chairman Check Upon The
Dongguan Project Himself

11

简一 18 周岁了！感恩与您一起
创造更美好的未来
Gani Overseas Partners Protects
Consumers' Health During Epidemic

13

厉害了简一！服务都做到北极
村去了
Find Gani Project In The
Northernmost Part Of China!

17

简一海外服务商防控疫情，用心
保卫客户健康
Gani Overseas Partners Protects
Consumers' Health During
Epidemic

20

简一 2020 年全国实战特训营
(石家庄站)
2020 National Special Training
Camp For Practical Combat



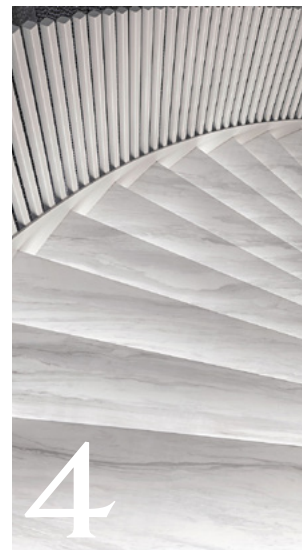
案例精选 Lastest Project

23

打卡成都度假别墅 | 青城山明宇
豪雅院子
Gani Lastest Case Of Villa Curtain
Wall

29

最新国际案例—新西兰基督城中
心精品酒店选用简一
The Salisbury Hotel Luxury Class
In New Zealand



产品美学 Product Aesthetics

32

轻松掌握高颜值搭配，别墅楼
梯美上天了
How To Design Staircase

38

解锁黑科技，带你去逛 3.0 用户
价值体验馆！
Let's Take A Visit In 3.0 User Value
Experience Museum

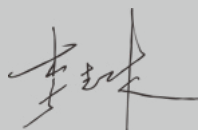
瓷砖链接你我 微信直通你我

倾听客户

沟通客户

为客户打造美好生活

让生命自在圆满



简一大理石瓷砖董事长



直通简一董事长
扫一扫关注

后疫情的 2020 年 THE POST-EPIDEMIC 2020

简一集团董事长李志林认为，当前有两个变化需要引起重视：一个是人口的红利已经消失，但是人心的红利时代到来。经营最大的成本还不是我们看得见的材料、人工等等成本，最大的成本是看不见的顾客对我们的不信任，如果能够率先取得客户的信任，那就是赢得人心，赢得了人心红利。另一方面，市场增量的红利逐步消失。现在中国进入中高速发展高质量发展阶段，靠市场拉动力量变少，消费升级是不可逆转的趋势。增量在消失，增值市场到来，只有把产品和服务做好，那么市场不是缩小而是增大，所以顺着市场去做，量大低质这个时代已经过去，靠机会赚钱的机会越来越少。

Li Zhilin, chairman of GANI group, thinks that there are two changes that need to be paid attention to at present: one is that the dividend of population has disappeared, but the dividend era of people's hearts has come. The biggest cost of operation is not the visible cost of materials, labor and so on but the invisible customer's distrust of us. If we can take the lead in gaining the customer's trust, it is to win people's hearts. On the other hand, the market's incremental dividend gradually disappeared. Now China has entered the stage of medium and high-speed development and high-quality development. With less market-driven forces, consumption upgrading is an irreversible trend. The increment is disappearing and the value-added market is coming. Only products and services are good enough, then the market is not shrinking but increasing. So follow the market, the era of large quantity and low quality has passed, and the opportunity to make money is becoming less and less.

6月6日，星期六，简一大理石瓷砖董事长李志林在一场活动上分享了他的主题演讲《后疫情的2020年》。

On Saturday, June 6, Li Zhilin, chairman of GANI marble tiles, shared his keynote speech "post epidemic 2020" at an event.

李志林认为，新冠疫情属于百年一遇的重大灾难，会导致世界格局的改变，“中长期来说我相信对中国是利好的，会塑造我们走向世界的中心。”

Li Zhilin believes that the epidemic is a once-in-a-century major disaster, which will lead to changes in the world pattern. "In the medium and long term, I believe it is good for China and will lead us to the center of the world."

回到陶业视角，李志林表示陶瓷人要坚定信心，“扛过短期阵痛，把控中期风险，迎接长期利好。”

Back to the perspective of ceramic industry, Li Zhilin said that ceramic people should be firm in their confidence, "shoulder the short-term pain, control the medium-term risk, and meet the long-term good."

如今，陶企面临着资源、政策、增量市场三大红利消失的挑战，不过，李志林指出，未来陶业会有两大红利，一个是看得见的“增值红利”，一个是看不见的“人心红利”。

Today, ceramic enterprises are facing the challenge of the disappearance of three major dividends: resources, policies and incremental markets. However, Li Zhilin pointed out that in the future, there will be two major dividends in the ceramic industry, one is the visible "value-added dividend" and the other is the invisible "people's heart dividend".

在历史的发展过程中，但凡遇到重大灾难，比如说战争、自然灾害、瘟疫，都会带来一些格局上的变化。

大家知道这次疫情是百年一遇，上一次是西班牙流感病毒，距今 100 多年。现在我们中国取得了阶段性的胜利，但未来联防联控可能是一个长效的机制，对我们来说短期震动已经过去了，但更大的问题可能在中期风险的把控，这可能是一年两年或者是三年。

大家都看到了，美国不断地对我国采取一些很过分的行为，这跟美国将中国作为战略对手有很大的关系，这次疫情更加提升了（美国）对中国围堵的力度，未来（美国）还会有什么样的手段还真是不好把控。所以这次两会我们看到是没有设置经济指标的，我想也是对这种中期的风险控制还要做一些调整。

这次疫情，会对世界产生一些格局性的变化，有一些（国家）可能会更好，有一些可能就掉下来了。中长期来说我相信对中国是利好的，会塑造我们走向世界的中心。

In the course of historical development, any major disaster, such as war, natural disaster and plague, will bring about some changes in the pattern.

We all know that this outbreak is once in a century. The last one was the Spanish influenza virus, more than 100 years ago. Now China has won periodic victories, but the joint defense and joint control may be a long-term mechanism in the future. For us, the short-term shock has passed, but the bigger problem may be in the medium-term risk control, which may be one year, two years or three years.

We have seen that the United States continues to take some very excessive actions against China, which has a lot to do with the United States taking China as a strategic opponent. This epidemic has increased the intensity of containment against China. What kind of measures for US to take in the future is not clear. Therefore, we have not set economic indicators in the two sessions, and I think we need to make some adjustments to this medium-term risk control.

This epidemic will bring about some structural changes in the world, some (countries) may be better, some may fall down. In the medium and long term, I believe it is good for China and will lead us to the center of the world.

后疫情的2020年

2020年6月6号

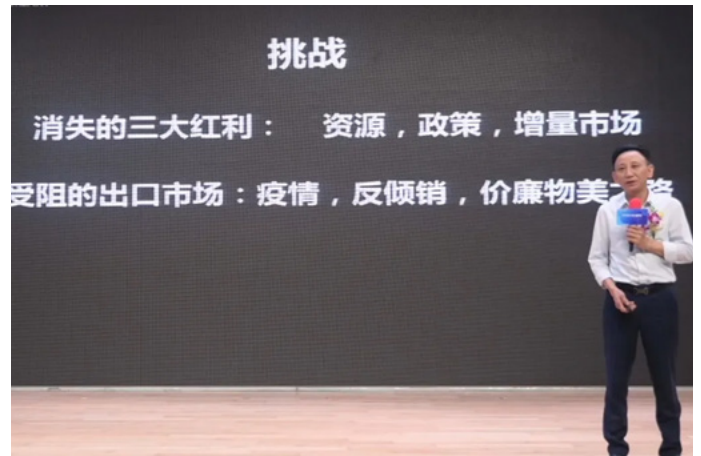


我们陶瓷行业在3、4月份逐步恢复正常，我问了一下，5月份一些企业都比去年同期有所超越。短期来看，就算今年中国经济增长不多，但是负增长的几率也基本上没有，虽然没有定经济指标，但是几个核心目标还是要实现的，比如说全面小康、全面脱贫以及六保六稳。所以我们要把握好中期风险，以便未来迎接长期的利好到来，我觉得我们要坚定信心，对中华民族的伟大复兴要保持百分百的信心。

Our ceramic industry gradually returned to normal in March and April. In May, some enterprises even surpassed compared with the same period last year. In the short term, even if China's economic growth is not much this year, there is basically no chance of negative growth. Although there are no economic indicators, several core goals still need to be achieved, such as a well-off society in an all-round way, an all-round way out of poverty, and six guarantees and six stabilities. So we need to grasp the medium-term risks so that we can meet the long-term good in the future. I think we need to maintain 100% confidence in the great rejuvenation of the Chinese nation.

我们现在遇到的挑战，一个是三大红利的消失，资源红利比如说劳动力；第二是环保政策的红利，这几年，我们行业消失的企业可能有一半是因为环保政策的影响；第三就是增量市场的红利，我们其实真的很幸福，陶瓷行业一路飙升，实际上是增量市场在拉着我们往前跑，就是享受了时代在派红包，能力强的（企业）抢得多一点，能力弱的抢的少一点，但是现在增量市场已经在消失了，比如我们行业，产量在下降意味着就会淘汰一部分企业。

One of the challenges we are facing now is the disappearance of three major dividends: resource dividends, such as labor; the second is the dividend of environmental protection policies. In recent years, half of the enterprises in our industry have disappeared because of the impact of environmental protection policies; the third is the dividend of the incremental market. We should be really happy that the ceramic industry has soared all the way. In fact, the incremental market is pulling us to go forward. The strong (enterprises) earned a little more and the weak (enterprises) have less. But now the incremental market is disappearing. For example, in our industry, the decline of production means that some enterprises will be eliminated.



出口这几年也差不多是腰斩了，这次疫情就更明显，我们的出口大国基本都有反倾销，最近海湾六国好像又开始对我们进行反倾销。这给我们一个思考，这种量大、价格便宜的思路，是不是会越走越窄，因为你的红利在消失，会导致成本上涨，如果不能进行产业升级，提高产品的价值，估计会走得更加困难。

In recent years, the export industry has almost cut its back, which is even more obvious during the epidemic. Most of our major export countries have anti-dumping. Recently, the six Gulf countries seem to start to carry out anti-dumping against us. This gives us a thought. Will this idea of large quantity and low price get narrower? Because your dividend is disappearing, which will lead to the rise of cost. If you can't upgrade the industry and improve the value of the product, it will be more difficult in the future.

当然，我们要保持信心，虽然增量红利在消失，但是增值红利在到来。

随着国家发展和人们生活水平的提高，对产品和服务的要求就高，这就是增值红利。记得前两年我们排队去日本买马桶盖，包括奶粉等等这些，这反映出在中国，高端供给是不足的，如果足的话我们不会跑到国外去，这两年就好很多了，因为我们的供给上来了。

这种（高端供给增加的）趋势是不会改变的，因为我们现在中产阶级的比例跟发达国家比还是很少的，统计数字是3个亿（的中产阶级），我国有14亿人口，现在还不是典型的橄榄型（社会），所以这里面有很大的机会。中产阶级往往消费力是最强的，因为原来吃得不好的要吃得更好，原来房子小的要换更大的房子，我觉得这是一个巨大的红利，这是看得见的蓝海。

还有一个更大的看不见的蓝海，这才是真正的蓝海。就是人口红利消失，人心红利在到来。

如果未来谁能够解决消费者的信任问题，谁就一定会成为未来的领导者。其实我们以一个消费者的角度来看，瓷砖是一个低频消费但是高频使用的产品，客户买瓷砖就像是娶一个老婆或者嫁一个老公一样，一定会很慎重，但是客户对瓷砖不了解，怕我们给他挖坑，所以他对我们产生了不信任。

Of course, we need to maintain confidence. Although incremental dividends are disappearing, value-added dividends are coming.

With the development of the country and the improvement of people's living standards, the demand for products and services is high, which is the value-added dividend. I remember that in the first two years, we went to Japan in line to buy toilet covers, including milk powder and so on. This reflects that in China, the high-end supply is insufficient. If it is enough, we will not go abroad. In the last two years, it will be much better because our high-end supply has come up.

This trend will not change, because the proportion of our middle class is still very small compared with that of developed countries. The statistics is 300 million. Our country has a population of 1.4 billion. Now it is not a typical olive type (Society), so there are great opportunities in it. The consumption power of the middle class is often the strongest, because they certainly replace houses to the bigger ones. I think this is a huge bonus, which is a visible blue ocean market.

There is also a larger invisible market, which is the real one, that is the arrival of the people's heart dividend.

If the future who can solve the trust problem of consumers, who will become the leader. In fact, from the perspective of a consumer, ceramic tile is a product of low-frequency consumption but high-frequency use. When a customer buys ceramic tile, he will be very careful just like marrying a wife or a husband. However, the customer does not know about ceramic tile, and is afraid that we will cheat him, so he does not trust us.

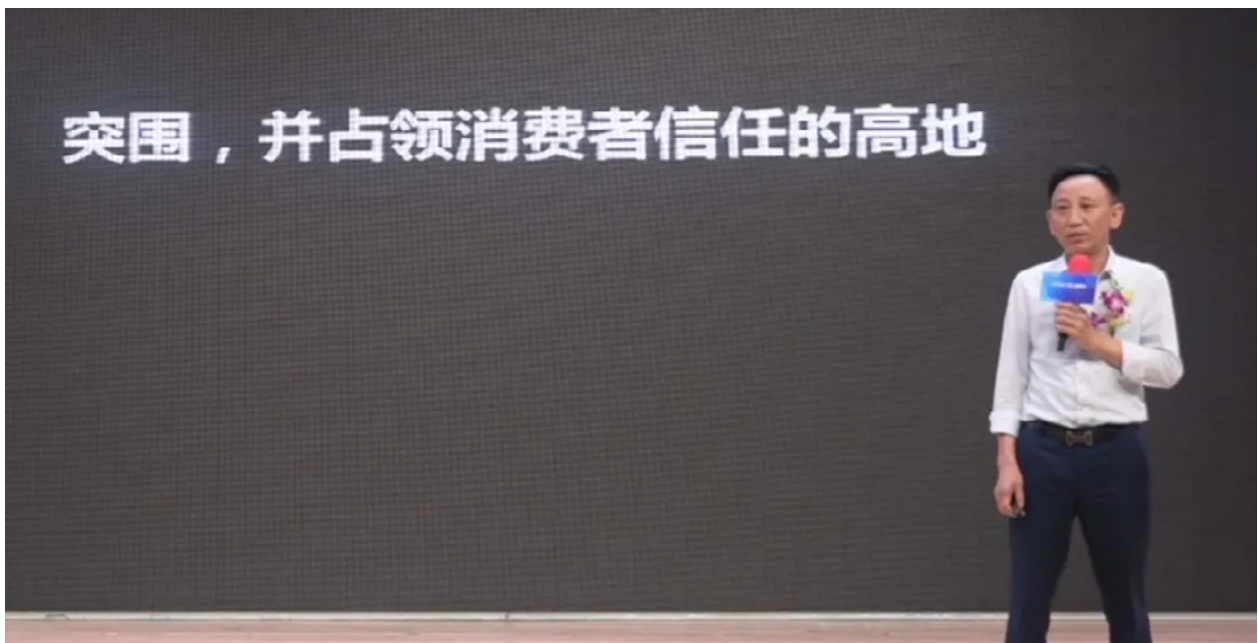


这是两个有待我们开发的极大的红利。当然，要得到红利就要突围出来。突围并占领高地，这是兵法里说的。这个高地不仅仅是去占领消费升级的高地，更多是要去占领消费者信任的高地，因为这是最大的成本也是最大的机会。

These are two huge dividends to be developed by us. Of course, if you want to get dividends, you have to break out. To break through and occupy the Highlands is said in the art of war. This highland is not only to occupy the highland of consumption upgrading, but also to occupy the highland of consumer trust, because this is the biggest cost and the biggest opportunity.

对这次百年一遇的疫情，我觉得我们不要想太多，顺势而为就好，努力做好自己，因为机遇和挑战是并存的，困难越大，意味着我们有所成就的机会就越大。老老实实把自己的事情做好，一两年少挣一点或者增长得慢一点，也不是那么大的事情，先确保自己活着再为未来做好一些准备，把自己该做的事情做好，打铁还需自身硬。这是我今天的分享，谢谢大家！

For this once-in-a-century epidemic, I don't think we should think too much about it. Just follow the trend and try our best to be ourselves, because opportunities and challenges coexist. The greater the difficulty, the greater the chance of our achievements. Do your own work honestly, earn a little less in a year or two or grow slowly. First make sure you are alive and then prepare for the future, do what you should do, and make yourself stronger. This is my share today, thank you!



走进一线倾听客户，简一董事长李志林验收东莞成品交付工程

LISTEN TO OUR CUSTOMERS, GANI CHAIRMAN CHECK UPON THE DONGGUAN PROJECT HIMSELF

说到装修，瓷砖作为地墙面装饰材料是特殊的存在。由于设计门槛高和铺贴工艺复杂，瓷砖厂家在很长一段时间内都停留在卖产品阶段，设计和铺贴都交给了装修公司，导致很多问题出现，效果无法保障。

随着行业的发展，设计方面很多品牌已有驻店设计师，但“包铺贴”仍然是个老大难的问题。在众多瓷砖品牌中，真正可以做到“包铺贴”，直接成品交付的厂家凤毛麟角。简一作为高端大理石瓷砖品牌，也一直在致力于解决消费者这一痛点，近两年在全国推行成品交付工程，让消费者在选择简一的同时就是选择了“省心、放心、安心”。

When it comes to decoration, ceramic tile as the decorative material of the ground and wall is a special existence. Because of the high design standard and the complex paving process, the ceramic tile manufacturers stay in the stage of selling products for a long time, and the design and paving are handed over to the decoration company, resulting in many problems, the effect can not be guaranteed.

With the development of the industry, many brands have resident designers, but paving service is still a big problem. Among many ceramic tile brands, only a few manufacturers can offer paving service and directly deliver finished products. As a high-end marble tile brand, GANI has always been committed to solving the pain of consumers. In the past two years, it has implemented the finished products delivery project in the country, so that consumers can be "worry free, assured and reassured" when choosing GANI.



为了考察成品交付工程在消费者中的认可度，简一董事长李志林作为“验收官”走进了东莞成品交付工地，实地了解消费者满意度。

In order to investigate the recognition of the finished products delivery project among consumers, Li Zhilin, chairman of GANI, as the "acceptance officer", walked into the Dongguan finished product delivery site to understand the customer satisfaction.

客户的满意 就是简一前进的动力

Customer satisfaction is the driving force for GANI to move forward

本次共走访了三家工地，其中两家为 2019 年施工，目前均已入住，另一家还处在装修初级阶段。已经入住的龙女士一家为别墅用户，全屋使用简一，对装修效果非常满意，尤其是茶室，虽然已装修一年，仍然记得使用的产品名字叫“古堡灰”，让董事长李志林动容。对于为什么选用简一，龙女士介绍自己当初在选定简一前其实已经谈定了一家知名品牌的瓷砖，交了意向金，去简一只是看看而已。但那家品牌交完意向金后迟迟没人联系，相反简一导购菲菲在第二天就根据她的一些简单介绍设计出了一套方案，新中式风格，典雅大方，非常打动人。两家品牌一对比，优劣自然就出来了，所以转而选择了简一，并且原封不动的采用了菲菲的那套设计方案。

We visited three construction sites, two of which were constructed in 2019, and now they have moved in, the other is still in the primary stage of decoration. Ms. Long's family has already moved in their villa. She is very satisfied with the decoration effect, especially the tea room. Although it has been decorated for one year, she still remembers the name of the product used as "Castle Grey", which makes Mr. Li moved. As for why GANI was chosen, Ms. Long introduced that she had already negotiated another famous brand before choosing GANI, and paid the intention money, and went to GANI just to have a look. But no one of that brand got in touch with her after she paid the intention money. On the contrary, GANI's sales Ms. Feifei sent Ms. Long a design proposal according to some of her brief introductions the next day. The new Chinese style, elegant and generous, is very touching. As soon as the two brands were compared, the advantages and disadvantages will come out naturally, so they chose GANI instead and adopted the first design directly.

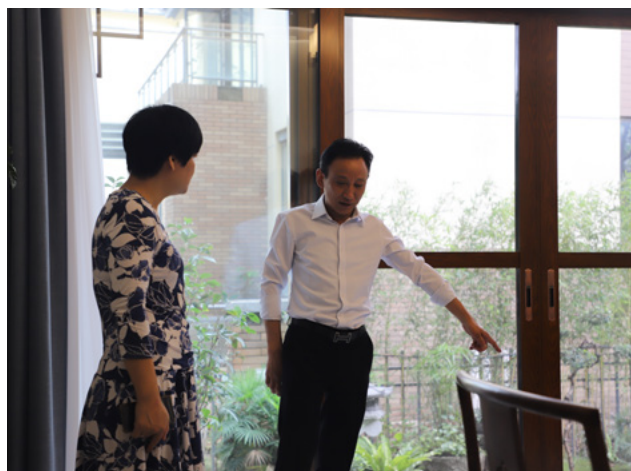


对于整个成品交付工程，从设计到铺贴呈现的最终效果，龙女士都很满意，虽然在过程中出现了一点小问题，但菲菲她们的解决态度让龙女士对简一的服务更加赞叹有加。“那个密缝胶在干之前没擦干净，干了之后就很难擦。菲菲她们就每晚八九点过来这里刮，连续刮了几个晚上，我很感动，有问题不怕，怕的是不解决，你们的服务态度真的非常不错！”前后装修了 5 套房子的龙女士由衷地赞叹道。

Ms. Long is very satisfied with the final effect of the whole finished product delivery project, from the design to the display of the paving. Although there is a little problem in the process, Ms. Long is more impressed by Ms. Feifei's attitude to solve the problem. "That caulking glue didn't clean before it was dry. It's hard to clean after it's dry. Feifei and they come here at 8 or 9 every night to shave for several consecutive nights. I'm very moved. I'm not afraid of problems. I'm afraid they won't solve them. Your service attitude is really very good!" With five houses decorated already, Ms. Long sincerely praised.

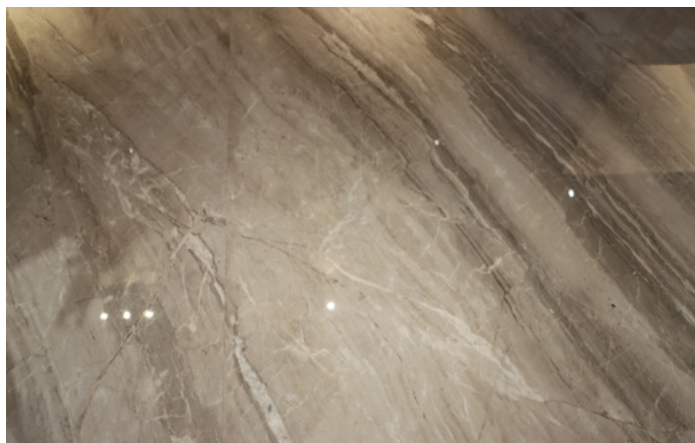
相比于龙女士对简一效果和服务的认可。大平层用户莫女士一家则对简一密缝连纹效果赞不绝口，表示家里经常会有人过来参观，都非常认可她家的装修。莫女士早在五年前就对简一产品非常喜爱，当时因为简一没有大板规格而作罢。这次楼下堂弟用了简一，效果非常出彩，向她推荐简一，莫女士马上就联系上了。莫女士对简一的产品效果和服务都非常满意，唯一后悔的就是茶室的装修没有听从导购的建议选用 900x1800mm 的连纹产品。当时觉得茶室地方小随便装一下就行，结果连纹和不连纹效果一对比就后悔了。

Compared with Ms. Long's recognition of GANI's effect and service. Ms. Mo's family, a penthouse user, was full of praise for the effect of GANI's seamless joint paving and connected veins, saying that people often come to visit her home, and they all approve her home's decoration. Ms. Mo was very fond of GANI products as early as five years ago. At that time, she gave up because GANI didn't have big slabs. This time, when she noticed that her cousin downstairs used GANI, which was very effective, she immediately contacted GANI. Ms. Mo is very satisfied with the product effect and service of GANI. The only regret is that the decoration of the tea house did not follow the guide's advice to choose 900x1800mm products with connected veins. At that time, she thought it would be OK to install tea room casually but regretted not using connected veins products after comparing the effect.



龙女士分享对简一的看法

Ms.Long shared her opinion of GANI



龙女士家密缝连纹效果

The seamless joint paving and connected veins effect



陈小姐家为独栋别墅，上下五层全屋选用简一，选用产品为 2020 年新品 900x1800mm 的菲拉格慕和云朵灰。陈小姐对目前简一提供的服务和设计都很满意，表示非常期待最后的成品效果，希望能早日完工。

对于用户的赞美，董事长李志林由衷地表示感谢，在他看来，瓷砖的本质不仅仅是装饰，而是家的组成部分，客户购买简一就是购买家的一份子，简一就是应该通过优质的产品、服务为客户打造温馨的家，对得起客户的托付。



Ms. Chen's house is a single villa, and the five floors of the whole house are used GANI. The products selected are Grey Ivory and Cloud Grey, the new products of 2020, 900x1800mm. Miss Chen is very satisfied with the service and design provided by GANI at present. She is looking forward to the final finished product effect and hopes to complete it as soon as possible.

Li Zhilin, chairman of GANI, sincerely thanked the users for their praise. In his opinion, the essence of ceramic tiles is not only decoration, but also a part of the family. GANI should create a warm home for customers through high-quality products and services, and can afford to customers' trust.



东莞简一成品交付工程亮点：十大承诺打消顾虑

Highlights of Dongguan GANI finished product delivery project: ten commitments to dispel concerns

成品交付工程让客户所得即所见，最大程度的保障最终呈现效果，对消费者的价值不言而喻。东莞简一本着“传递每一份爱 铺好每一片砖”的初心，基于对“产品、辅料与工艺、品牌”的自信，于 2018 年底率先在全国开展成品交付工程，一年半的时间不断完善操作流程，逐步形成了自己的特色，并取得不错的成绩。2019 年全年实现成品交付总户数达 110 户，成品交付工地面积达 13000 方，迅速获得东莞市场的认可。

The finished product delivery project enables customers to get what they see and guarantee the final effect to the greatest extent. Based on the original intention of "passing on love by paving every piece of tile" and self-confidence in "products, auxiliary materials and processes, brands", Dongguan GANI took the lead in carrying out the finished product delivery project in the whole country at the end of 2018, continuously improving the operation process for one and a half years, gradually forming its own characteristics and achieving good results. In 2019, the total number of finished products delivered reached 110, and the area of finished products delivery site reached 13000 square meters, which was quickly recognized by Dongguan market.

东莞成品交付工程是以密缝铺贴工艺为基础，经过专业瓦工师傅的铺贴，最终在消费者家里呈现出缝隙在0.5mm内的密缝效果。（是否连纹需由选择的产品决定）

为了打消消费者疑虑，保障消费者权益，东莞简一将密缝铺贴的工艺流程、专业瓦工团队及针对铺贴效果的十大承诺全部展示在门店内，请消费者监督。

Dongguan finished product delivery project is based on the technology of seamless joint paving. After the paving of professional tile layers, the final effect of the gap within 0.5mm is presented in the consumer's home. (whether to be connect veins depends on the selected product)

In order to dispel consumers' doubts and protect consumers' rights and interests, Dongguan GANI has displayed the process flow, professional tile workers' team and the top ten commitments for the effect of tiling in the store, asking consumers to supervise.



另外，针对消费者从进店到成交到最后铺贴完工这全链条过程中的疑虑和担忧，东莞简一总结出十大担忧并给出相应的保障，从“费用、产品、服务、效果”四个维度全面打消消费者顾虑，真正做到让消费者“省心、放心、安心”！

In addition, in view of the concerns of consumers from entering the store to the completion of the transaction to the final effect, Dongguan GANI summed up ten major concerns and provided corresponding guarantees, comprehensively dispelled consumers' concerns from the four dimensions of "cost, product, service and effect", and truly made consumers "worry free, assured and reassured"!

简一 18 周岁了！感恩与您一起创造更美好的未来

HAPPY BIRTHDAY TO GANI! HAPPY 18TH ANNIVERSARY!

18 周岁，对于我们个人，意味着成年了。

18 years old, for us personally, means adulthood.

18 周年，对于企业，意味着“成熟”：有清晰明确的企业目标，形成体系化、成熟的企业运营机制。

The 18th anniversary, for enterprises, means "maturity": there are clear and definite enterprise goals, and a systematic and mature enterprise operation mechanism is formed.

简一，创建于 2002 年，18 年的成长之路，经历了 2003 年非典停工停市、2008 年全球金融风暴两次危机，进行了 2009 年大理石瓷砖品类创新、2016 年从产品到品牌创新升级两次转型，通过两次“自我革命”，简一实现了专注高端、从生产型制造企业向服务型 and 品牌型制造企业的转变。

GANI, founded in 2002, has been growing for 18 years. It has experienced two crises: SARS shutdown in 2003 and global financial storm in 2008. It has carried out two transformations: marble tile category innovation in 2009 and product to brand innovation and upgrading in 2016. Through two "self revolutions", GANI has achieved the goal of focusing on high-end products, from production-oriented manufacturing enterprises to service-oriented and brand-oriented manufacturing enterprises Change.

简一走过的 18 年发展历程，感谢有广大客户的信赖与支持，感谢有众多合作伙伴给予的多方面帮忙。

Thanks for the trust and support of our customers and the help from many partners.

简一正在进行的新时期转型变革，将从心出发，打造温暖型企业品牌。这一次转型，简一遭遇了新冠疫情带来的各个层面的困难。这正如一个人的成长过程必经各种困难与挑战，简一也会经历各种困难，只有战胜困难才能成长。简一将继续发扬敢打硬仗的精神，战胜挑战，创造更加美好的未来。

The transformation of GANI in the new era will start from the heart and create a warm enterprise brand. In this transformation, GANI encountered difficulties at all levels brought by the COVID-19. This is just like a person's growth process must go through all kinds of difficulties and challenges, GANI will also go through all kinds of difficulties. Only through overcoming difficulties can he grow up. GANI will continue to carry forward the spirit of fighting hard, overcome challenges and create a better future.



董事长李志林在庆典上深情致辞
Li Zhilin, chairman of GANI, made an affectionate speech at the ceremony



颁奖仪式

Awarding: Excellent enough to win recognition



6月8日，简一集团佛山总部、清远生产基地经过精心的布置，在线庆祝18周岁生日。十八年春秋的更替，十八载辛勤的努力，十八年简一的奋斗，十八载简一人的耕耘，造就简一今天的成绩！简一集团18年来的发展壮大，离不开每一个简一家人的拼搏与奋斗。在本次庆典上，简一集团还对2019年优秀标兵、优秀部门班组进行了表彰。

On June 8, Foshan headquarters and Qingyuan production base of GANI group were elaborately arranged to celebrate the 18th birthday.

The change of eighteen years, eighteen years of hard work, The struggle of GANI for eighteen years, the cultivation of GANI family for eighteen years, Make GANI today's achievements!

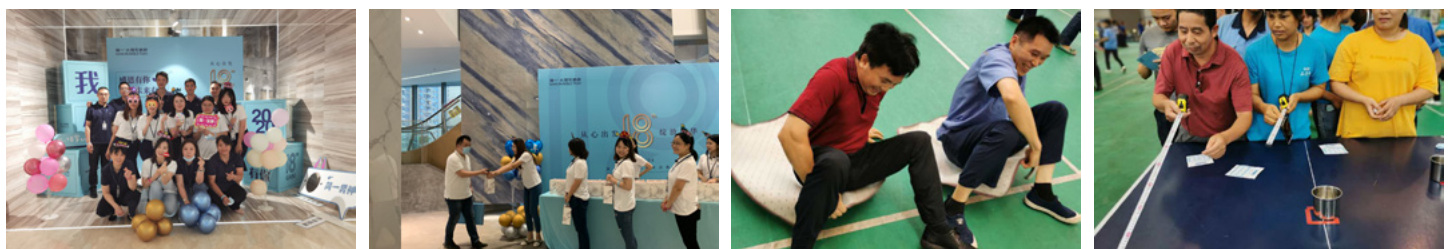
The development of GANI group in the past 18 years is inseparable from the hard work and struggle of every GANI family. At the ceremony, GANI group also praised the excellent staff and excellent department teams in 2019.

18周岁！正青春！嗨起来！

We are young!

丰富多彩的庆典活动，在佛山总部和清远生产基地分别展开。要完成游戏互动，需要简一家人互相关爱、互相协同支持。简一家人们团结一致、齐心协力，闯关游戏，赢得了丰富的奖品。

Colorful celebrations were held in Foshan headquarters and Qingyuan production base. To complete the game interaction, we need to care for each other and support each other. The GANI family have won a lot of prizes through the game.



厉害了简一！服务都做到北极村去了

FIND GANI PROJECT IN THE NORTHERNMOST PART OF CHINA!

4 天 2 万里，服务客户，不远万里，简一人抵达北极！

Four days, 10000 kilometer, GANI arrived in the Arctic!

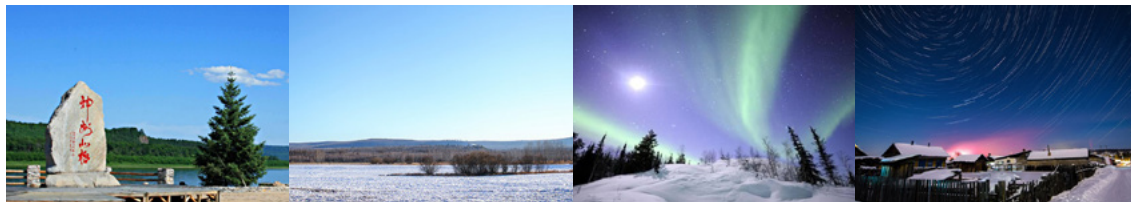


中国最北的地方在哪里？漠河的北极有多远？从广州到天津，转飞到齐齐哈尔；穿越大兴安岭，横跨整个中国，18 个小时火车到达漠河后，辗转 72 公里最终抵达北极村——**那个被誉为全中国唯一观赏北极光和极昼极夜的最佳观测点。**

Where is the northernmost part of China? How far is the Mohe river? From Guangzhou to Tianjin, divert to Qiqihar; across the whole China, after 18 hours of train can finally arrive at Mohe County. It takes 72 kilometers and finally arrive at the Arctic village, which is known as the only best observation point in China to watch the northern lights and polar days and nights.

你以为沿途风景是这样的：

You may think the scenery along the way is like this:



但是在我们总部幕墙工程师、北极村幕墙项目技术负责人项慧松的眼里，40 小时的单（gu）趟（du）路程，窗外蓝天白云一望无垠的美景，也抵不过客户对我们的期盼，更抵不过我们服务客户的用心和真诚。

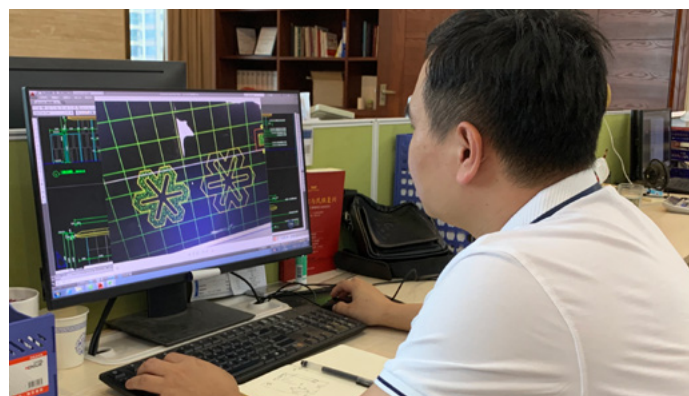
But in the eyes of Xiang huisong, curtain wall engineer of our headquarters and technical director of curtain wall project of Arctic village, a 40 hour single trip and the boundless beauty of blue sky and white clouds outside the window can not compete with the expectations of our customers, but also our service and sincerity.

服务万里行，距离不是问题

No matter how far it is, GANI can always be there to serve you

“5 月 21 号接到销售通知，黑龙江漠河北极村项目需要幕墙技术人员现场对接沟通。佛山总部到项目所在地漠河北极村约 4500 公里，从飞机、绿皮火车、大巴，一趟路程就已超 40 小时，安排后行程后，没有多想我便启程了。5 月 22 号出发，24 号早上十点到达项目所在地。

在板房与项目总会面之后，便马上与施工方负责人进行了详细瓷板干挂技术交流和探讨，解答了他的疑问。另外，酒店大堂原设计是有个雪花造型的拼花，尺寸为 2400*2710，后因地面采用 900*900 地砖，如果还是按原尺寸设计，雪花造型图案与地砖尺寸不能完全吻合，会有小块碎砖，不太美观，在我的建议下，雪花造型改为 2700*3120，拼花和地砖融为一体，整个大堂浑然一体，层次分明，极具视觉效果。”



According to the sales notice received on May 21, the curtain wall technicians are required to communicate on site for the project. The distance from Foshan headquarters to Arctic village of Mohe, where the project is located, is about 4500km. It's more than 40 hours by plane, train and bus. After the arrangement, I left without thinking much. Depart on May 22 and arrive at 10 a.m. on May 24.

After the meeting, I immediately conducted a detailed technical exchange and discussion with the person in charge of the construction party and answered his questions. In addition, the original design of the hotel lobby is a mosaic with a snowflake shape, with a size of 2400 * 2710. Since the ground is made of 900 * 900 floor tiles, if the design is still based on the original size, the snowflake shape pattern and the size of the floor tiles can't be completely consistent, there will be small pieces of broken tiles, which are not beautiful. Under my suggestion, the snowflake shape is changed to 2700 * 3120, and the mosaic and the floor tiles are integrated, and the whole lobby is integrated, It's very structured and visual impressive. "



项目幕墙工程师项工
Curtain wall project engineer, Mr.Xiang

“从心出发，利益客户”是我们简一人服务宗旨，要做好产品，更要做好服务，服务就是从客户的角度出发，为客户解决问题。距离不是问题，简一的服务在行业内都是被认可的，客户需要我们，我们就会为客户提供最好的解决方案。漠河北极村的服务已经告一段落，但是我们始终做好为客户服务的准备，给客户带来更好的感受，让客户看到更惊艳的效果。”

"Benefit customers from the heart" is our service tenet. We should do well in products and services. Service is to solve problems for customers from the perspective of customers. Distance is not a problem. The service of GANI is recognized in the industry. If customers need us, we will provide customers with the best solution. The service of Mohe Arctic village has come to an end, but we are always ready to serve customers, bring better feelings to customers, and let customers see more amazing results. "

抗冻抗风压性能满足极地项目需求

Antifreeze and wind pressure resistance meet the needs of polar projects

位于北极村的漠河翊冀温泉酒店为漠河市按照“项目建议年”规划，在2019年大力招商发展的旅游项目。项目所在位置属于寒温带气候，全年最低温度可达-52.3℃，大风大雪极地天气对建筑材料抗冻性要求极高，同时由于项目为当地旅游接待的主要场所，对墙体装饰用材及结构系统的安全性十分看重。经过与项目业主、设计师充分讨论及对项目石材设计效果的分析，最终选用了经典石效顶级莎安娜以室内干挂技术大面积应用在酒店大堂墙体。

Mohe Chiyi Hot Spring Hotel, located in the Arctic village, is a tourism project of Mohe City, which is vigorously invested and developed in 2019 according to the "project proposal year" plan. The project is located in a cold temperate climate, with a minimum temperature of - 52.3 °C throughout the year. The polar weather with strong wind and snow has a very high requirement on the frost resistance of building materials. At the same time, because the project is the main place for local tourism reception, the safety of wall decoration materials and structural system is very important. After full discussion with the owner and designer of the project and analysis of the stone design effect of the project, the Botticino Semiclassico is finally selected to apply indoor dry hanging technology in large area to the wall of the hotel lobby.

案例信息：漠河翊冀温泉酒店

项目地址：黑龙江漠河市北极村

项目用砖：顶级莎安娜、香格娜米黄、土耳其棕等

使用面积：10000m²

室内瓷板干挂高度：6.4 米

Project: Mohe Chiyi Hot Spring Hotel

Location: Arctic village, Mohe City, Heilongjiang Province

Products: Botticino Semiclassico, Roman Jade, etc

Area: 10000m²

Porcelain panel height: 6.4 m



瓷板幕墙是完全玻化产品，经干压成型、高温烧结而成，具有低吸水率、高强度、高抗冻性、高硬度、耐污染等优异性能，能极大满足各类建筑幕墙的设计要求。此外，因材料相对轻便能减少劳作的难度和复杂性，且施工中不产生粉尘及施工垃圾，符合绿色建筑的应用需求，使用瓷板幕墙以达到石材装饰效果，迎合了近年来漠河市践行绿色发展理念，也是简一瓷板幕墙备受项目青睐原因。

该项目作为高端的旅游度假村项目，对产品装饰性和实用性有着很高的要求。公共区域墙面采用了瓷板干挂技术，避免湿贴产生的空鼓，消除了安全隐患。且漠河的冬季长达二百四十多天，非常的漫长，不仅是气温最低的县，还是中国纬度最高的县，平均气温达到零下二十八度，对瓷砖的抗冻性能要求比较高，而简一瓷砖的低吸水率赋予了瓷砖优越的抗冻性能，有效的保证瓷砖的使用寿命。



Porcelain panel curtain wall is a completely vitrified product, which is formed by dry pressing and high-temperature sintering. It has excellent performance of low water absorption, high strength, high frost resistance, high hardness and pollution resistance, and can greatly meet the design requirements of various building curtain walls. In addition, because the material is relatively light, it can reduce the difficulty and complexity of work, and there is no dust and construction waste, which meets the application requirements of green building. The use of porcelain panel curtain wall to achieve the stone decoration effect meets the practice of green development concept in Mohe City in recent years, which is also the reason why the GANI porcelain panel curtain wall is favored by the project.

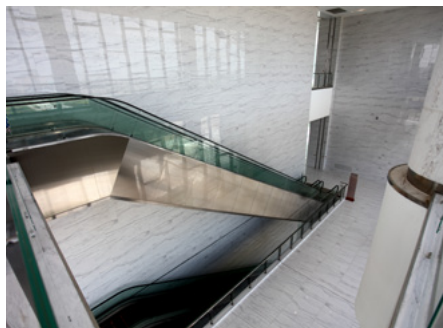
As a high-end tourist resort project, the project has a high demand for decorative and practical products. The wall of public area adopts the dry hanging technology of porcelain panel to avoid the hollowing caused by wet sticking and eliminate the hidden danger of safety. And the winter of Mohe is more than 240 days, very long. It is not only the county with the lowest temperature, but also the county with the highest latitude in China. The average temperature is 28 degrees below zero, which requires high frost resistance of ceramic tiles. The low water absorption of GANI tiles gives excellent frost resistance of ceramic tiles and effectively guarantees the service life of ceramic tiles.

瓷板幕墙室内干挂案例鉴赏

Porcelain Panel Curtain Wall Project Appreciation



宁夏国际会议中心
Ningxia International Convention Center



宁夏国际会议中心
Ningxia International Convention Center



哈尔滨火车站
Harbin Railway Station

简一海外服务商防控疫情，用心保卫客户健康

GANI OVERSEAS PARTNERS PROTECTS CONSUMERS' HEALTH DURING EPIDEMIC

2020 年初，新冠肺炎疫情席卷全球，在我国疫情得到控制之际，海外国家正竭力于抑制疫情的持续扩散并逐渐开始解封，恢复经济。

In early 2020, novel coronavirus swept across the world. When the epidemic was under control in China, overseas countries were struggling to curb the continued spread of the disease and gradually began to unlock and restore the economy.



孟加拉政府 28 日宣布，自 5 月 31 日至 6 月 15 日，在遵守防疫相关要求下，允许政府和私人部门重新开放，市区内公共交通可以恢复运营。简一孟加拉品牌服务商为更好保障客户的健康，经过探索许多方案，成为建材行业中首家在展厅引入使用消毒室设备的企业，按照世界卫生组织的建议，该设备将使用 BP 等级的 99% 的异丙醇（IPA），360 度全方位覆盖的喷雾，对每位客户和员工进行消毒。

The government of Bangladesh announced on May 28 that it would allow the government and the private sector to reopen from May 31 to June 15 in accordance with the relevant epidemic prevention requirements, so that public transport in the urban area could resume operation. In order to better protect the health of customers, GANI Bangladesh partner became the first enterprise in the building materials industry to introduce DISINFECTION CHAMBER in Signature Store. This apparatus will sterilize each customer and employee alike, using ISO PROPYL ALCOHOL (IPA) 99%, BP GRADE as advised by World Health Organization (WHO).

简一 550 平方第四个全新展厅落户孟加拉首都达卡

The fourth 550m² new store of GANI is located in Dhaka, the capital of Bangladesh

孟加拉国地处南亚，人口超过 1.6 亿，是世界上人口密度最高的人口大国。随着“一带一路”倡议以及孟中印缅经济走廊建设，古老的丝绸之路正得以复兴，蕴含巨大的市场潜力。

简一，作为大理石瓷砖的开创者，匠心专注十一年，致力于做世界上最好的大理石瓷砖，同时，作为民族自主品牌，创新海外区域合作模式，展示品牌国际化的实力与自信，为全球消费者创造用户价值。

Bangladesh is located in South Asia with a population of more than 160 million. It has the highest population density in the world. With the "Road and Belt" initiative and the construction of the economic corridor of Bangladesh and China, the ancient Silk Road is being revived, which has huge market potential.

GANI, as the pioneer of marble tiles, has been dedicated to the best marble tiles in the world for 11 years. At the same time, as a national independent brand, GANI has innovated the overseas regional cooperation mode, demonstrated the strength and confidence of brand internationalization, and created user value for global consumers.



在孟加拉展厅中，简一所倡导的价值导向通过简洁前卫的设计完美诠释。覆盖九大色系的行业最全花式纹理，世界领先的大理石瓷砖技术及高性能应用，富有设计感的特色水刀拼花墙，在明亮的光带及周遭强烈的反射下营造出一种现代化、国际化、科技感的氛围，突显大理石之美及其纯洁。

In Bangladesh showroom, the value orientation advocated by GANI is perfectly interpreted through simple and avant-garde design. With the industry's most comprehensive nine major color systems, the world's leading marble tile technology and high-performance application, the unique water jet mosaic wall, creates a modern and technological atmosphere under the bright light band and strong reflection around, highlighting the beauty and purity of marble.



简一的魔方石设计初衷源于设计师对所有产品的热爱，爱它们每个的颜色和纹理，通过相近颜色组合、冷暖色调反差和不同瓷砖高度的性能，让硬朗的瓷砖流动成柔软而富有魅力的装饰品，高贵或典雅、活泼或俏皮、冷艳或深沉，最终呈现了一场美妙的视觉盛宴。

GANI 's magic cube came as a result of the designers' enthusiasm for all marble tiles, their colors and textures. Through combinations of various marble tiles in similar color, contrast of warm and cold tones and performance of different tile heights, the cold tiles are transformed into soft and attractive decorations. They can be elegant or luxurious, lively or vivacious, glamorous or profound.



大理石瓷砖拼花是一门错综复杂的艺术，以各种风格或图案为地板或墙壁增添趣味。简一专注于定制项目，通过水刀切割可以实现诸多创新应用，应用于家装的客厅、别墅、酒店、大型商场等各种场合，通过本身灵活的加工性能优势更改匹配的尺寸，为整体空间创造艺术之美的自然气息。

Creating marble tile medallion is an intricate art which will add interest to your floors or walls in any style or pattern. GANI focuses on customized projects, and many innovative applications can be realized through water jet cutting. It is applied to living rooms, villas, hotels, large shopping malls and other occasions of home decoration. Through its own flexible processing performance advantages, it can change the matching size to create the natural flavor of artistic beauty for the overall space.



简一第四个全新孟加拉展厅的落地，是响应国家“一带一路”建设，深耕海外市场的又一里程碑。简一将持续深化品牌海外开拓，让“中国智造”成就海外“繁荣之路”的亮丽名片！

The fourth new GANI Bangladesh showroom is another important milestone the overseas market. GANI will continue to deepen the brand's overseas development, and let "China Intelligent Manufacturing" achieve the bright business card of overseas "road to prosperity"!

简一 2020 年全国实战特训营（石家庄站）

2020 NATIONAL SPECIAL TRAINING CAMP FOR PRACTICAL COMBAT

“逆行北上，知识护航”。6月15日，随着北京疫情升级，似乎给所有人心中上了一根紧绷的弦！但有这么一批人，心怀梦想和追求，做好全面防护工作，踏着求学的步伐齐聚石家庄。围绕“设计营销+产品价值+成品交付+实战分享+创新提升”五大学习主题，130多位简一人一起按下了三天三夜实战培训的启动键！

On June 15, with the escalation of the epidemic in Beijing, everyone has to stay alert! But there are such a group of people, with dreams and pursuit, doing a good job of comprehensive protection, and following the pace of learning together in Shijiazhuang. Focusing on the five learning themes of "design and marketing + product value + finished product delivery + practical sharing + innovation and upgrading", more than 130 GANI family start three days and three nights of practical training together!

开营仪式上，石家庄简一服务商唐科致辞，热烈欢迎所有学员到来，简一北区总监梁宏同样传达总部对所有学员的关心问候，紧接着总部老师依次为大家带来实战工具分享，助力门店成交！

At the opening ceremony, Tang Ke, a partner of Shijiazhuang GANI, gave a speech and warmly welcomed all the students. Liang Hong, director of GANI North District, also conveyed the concern and greetings of the headquarters to all the students. Then, the teachers of the headquarters successively brought practical tools to help the store clinch a deal!



石家庄简一服务商唐科
Shijiazhuang GANI service provider Mr. Tang



简一北区总监梁宏
Mr. Hong Liang, director of GANI North District



简一商学院熊里讲解《简一云商学院》新平台

Xiong Li of GANI Business School explains the new platform of GANI



简一商学院叶智恒讲解《百问百答》及《门店智慧交互系统》

Yip Zhiheng of GANI business school explains "questions and answers" and "smart interactive system of stores"



简一行政部王鹏飞讲解《创新项目宣讲》

Wang Pengfei of GANI administration department explains "innovation project publicity"

效果为王·设计护航

Design Marketing



6月16日，简一设计总顾问李志豪老师带来设计专题课程，内容包含《3.0用户价值体验馆运营详解》、《如何与高端设计师和客户进行链接》、《12代新品搭配应用》、《主流装饰风格及主题化设计要领讲解》、《拼花寓意及主流客户群体方案分析》及设计方案的专项辅导，满满的干货让众多学员受益匪浅，不虚此行，跳跃的笔尖见证着他们每个努力瞬间。



On June 16, Mr. Zhihao Li, design general consultant of GANI brought a special design course, which includes "3.0 user value showroom operation details", "how to link with high-end designers and customers", "12 generations of new product matching application", "explanation of mainstream decoration style and themed design essentials", "medallion implication and mainstream customer group scheme analysis", etc. Many students have benefited from this tutorial.



更多训练营的详细内容，欢迎扫描下方二维码
Welcome to scan the QR code below to review.



打卡成都度假别墅 | 青城山明宇豪雅院子

GANI LASTEST CASE OF VILLA CURTAIN WALL!

成都人的夏天
总有那么几个月要留给青城山

Chengdu people's summer
There will always be a few months left for Qingcheng Mountain



世界“双遗”，国家 5A 景区，与大熊猫为邻
中国道教四大名山之一，真正的修身养心之地
山林翠绿，草木花香，成都近郊最纯洁清新的净土

World cultural and natural heritage, national 5A scenic spot, adjacent to panda
One of the four famous Taoist mountains in China, a real place for self-cultivation and mental cultivation
The most pure and fresh land in the suburb of Chengdu

2020 年 6 月，地表最强周董，带着新歌《Mojito》，和夏天一起来了。而今天的“Mojito”，将带你走进成都都江堰的避暑胜地——青城山脚下的明宇豪雅院子。

Take you to Mingyu Haoya yard at the foot of Qingcheng Mountain, a summer resort in Dujiangyan, Chengdu.

Mtr 有轨电车

2020 年正式运营，都江堰与成都再近一步。

In 2020, MTR will be officially put into operation, Dujiangyan and Chengdu will take another step forward.

Joy 快乐的

想象一下，孩子在花园里快乐地玩耍。

Imagine children playing happily in the garden.

Two 两层

“四合院”两层院墅，四家共享择邻而居。

"quadrangle dwellings" is a two-story villa, where four families share and choose their neighbors.

Opportunity 机会

2004 亩熊猫谷在旁，有机会与超萌的大熊猫做邻居。

With 1336000m² panda valley nearby, we have the opportunity to be neighbors with super cute pandas.

Ideal 理想的

山脚下的理想生活，重温老成者院落向往。

The ideal life at the foot of the mountain, reliving the yearning of the old people's courtyard.

Outstanding 杰出的

成都近郊最好的空气。

The best air in the suburbs of Chengdu.



青山如黛，茶如幽兰

Between mountains and rivers, Close to nature

近城不进城，离尘不离城。作为别墅中的一个独特“流派”，度假别墅在成都已有十余年历史了。说它风格迥异，是因为在地理位置上与主城区若即若离，藕断丝连的“暧昧”关系。由于天生对山、水等自然资源的依赖，但凡高品质的度假别墅都会毫无例外地选择“出生”在亲近自然的山水之间。

As a unique "school" of villas, holiday villas have been in Chengdu for more than ten years. It is said that its style is quite different because of the ambiguous relationship between it and the main urban area. Due to the dependence on mountains, water and other natural resources, any high-quality holiday villa will choose to "be born" in the natural landscape without exception.



项目名称：明宇·豪雅青城院子

项目地址：成都市都江堰玉堂镇

项目用砖：简一加州金麻（幕墙）

应用面积：18000 m²

Project Name: Mingyu haoya Qingcheng yard

Project Address: Yutang Town, Dujiangyan, Chengdu

Products: GANI customized products (curtain)

Application Area: 18000m²





不管是国内还是国外，院子一直作为人类与自然沟通的媒介，别墅与院落历来相伴。项目选址落于旅游景区，在外墙设计及选材时，开发商往往优先考虑石材，在本次外墙建筑选材上，出于产品性能、使用寿命、外观效果和环保等方面的综合考虑，开发商最后选用简一加州金麻瓷砖（幕墙产品），简一媲美石材的装饰效果和优质的瓷砖性能赢得了项目高度认可，简一为了增强石效质感，特别定制荔枝面，配合屋顶及局部棕色装饰板，搭配风格整体让人舒适，小资又自然。

No matter at home or abroad, courtyard has always been the medium of communication between human and nature, villa and courtyard have always been accompanied. The project is located in the tourist attraction. When designing and selecting materials for the exterior wall, developers often give priority to stone materials. In the selection of materials for the exterior wall building, due to the comprehensive consideration of product performance, service life, appearance effect and environmental protection, the developers finally choose the GANI (curtain wall product), which is highly recognized for the decorative effect of stone materials and the performance of high-quality ceramic tiles. In order to enhance the texture of stone effect, GANI specially customized antique surface, matched with the roof and local brown decorative board, the style is comfortable and natural.



DETAIL DESIGN

细节设计

因别墅外墙层高不高，故采用 300*600 切割小板铺贴，湿挂安装，安全性能高、成本低。幕墙是建筑的外衣，是建筑设计理念最生动直观的载体，也是设计呈现最为复杂的系统之一。用瓷板幕墙替代天然石材，不仅让建筑更加环保和可持续，在空间表现力上，瓷砖也有着媲美天然石材的装饰效果。

Because the outer wall of villa is not high, it adopts 300 * 600 cutting small tile for paving, with wet hanging, high safety performance and low cost.

Curtain wall is the coat of architecture, the most vivid and intuitive carrier of architectural design concept, and also one of the most complex systems of design presentation. Replacing natural stone with porcelain curtain wall not only makes the building more environmentally friendly and sustainable, but also has a decorative effect comparable to natural stone in terms of spatial expression.



最新国际案例—新西兰基督城中心精品酒店选用简一

THE SALISBURY HOTEL LUXURY CLASS IN NEW ZEALAND

项目名称：索尔兹伯里酒店
项目地址：新西兰基督城市中心
项目用砖：宝石蓝、卡拉拉白、希腊伯爵白

Project Name: Salisbury Hotel
Project Address: Christchurch City, New Zealand
Products: Statuario Calacatta, Diamond Blue, Volakas



乘上复古有轨电车穿越于城市中，于雅芳河上泛舟漫溯，领悟《再别康桥》诗中的惬意，感受人文历史沉淀带给新西兰基督城的优雅从容。基督城是新西兰南岛第一大城市，同时也是重要的港口。基督城是最有传统英国味道的新西兰“花园城市”，城市 80% 都被树木覆盖。

Take the tram to cross the city, sail on the Avon River, appreciate the comfort in the poem of Farewell to Cambridge and feel the elegance and calm brought by the precipitation of human history to Christchurch, New Zealand. Christchurch is the largest city in New Zealand's South Island and also an important port. Christchurch is the most traditional English style "garden city" in New Zealand, with 80% of the city covered with trees.

THE SALISBURY HOTEL 索尔兹伯里酒店位于新西兰基督城市中心，具备位置优越性，作为一家小型精品酒店，它拥有经典的室内外设计。简洁白色的外立面雕花镂空，搭配黑色金属材质设计，细节处更显匠心。室内家具搭配也可看到类似的黑色雕花金属元素的出现，相互呼应。尽管外表显得有些许“平平无奇”，内里却大有乾坤。

The Salisbury Hotel is located in the center of Christchurch City, New Zealand. As a small boutique hotel, it has classic interior and exterior design. The simple white facade is carved and hollowed out, with black metal material design, showing more ingenuity in details. Indoor furniture collocation can also see the appearance of similar black carved metal elements, echoing each other. Although the appearance appears to be a little ordinary, there is a lot of surprise inside.

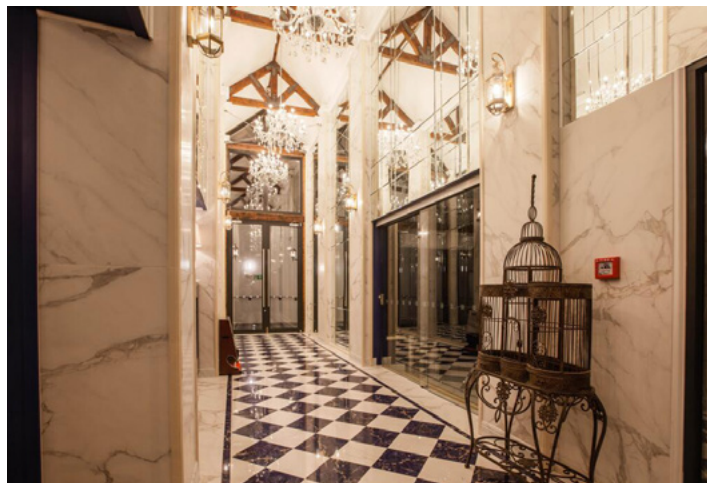
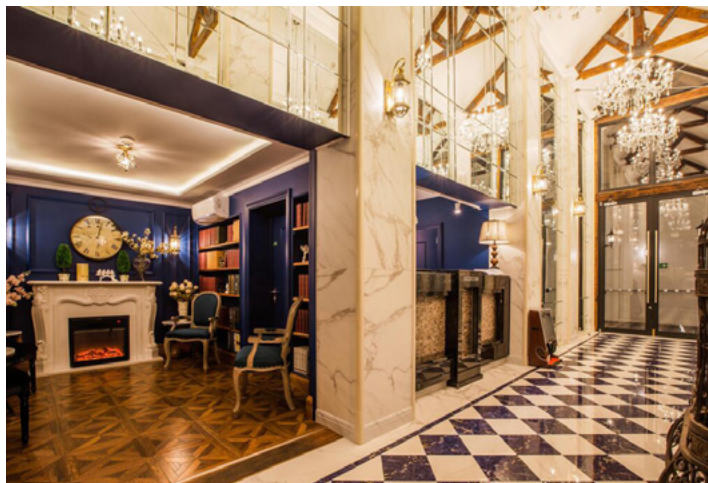


HOTEL LOBBY

大堂

简一大理石瓷砖凭借其卓越的产品性能和细腻自然的纹理效果，以丰富质感赢得认可，酒店大堂过道的墙面和地面均采用简一。墙面采用的是简一卡拉拉白，纯白的背景上是错落有致的浅灰色纹理，优雅大气。地面采用简一宝石蓝和卡拉拉白的魔方设计，兼顾经典和现代两种感觉，提高空间格调。

With its excellent product performance and fine natural effect, GANI marble tile has won recognition for its rich texture. The walls and floors of the lobby aisle adopt GANI marble tiles. The wall is made of Statuario Calacatta. On the pure white background, there are scattered light gray textures, showing elegant and atmospheric. The ground adopts the magic square design of Statuario Calacatta and Diamond Blue, taking into account both classic and modern feelings, improving the spatial style.



BATHROOM

卫生间

卫生间的墙面和地面也是采用简一大理石瓷砖。希腊伯爵白的素雅自然，符合全世界任一地方对“经典”大理石的共识而深受青睐。灰白纹理的自然过渡，打造高端个性卫浴空间。

Bathroom's wall and floor also use GANI marble tiles. The simple and elegant of Volakas is in line with the consensus of "classic" marble anywhere in the world and is favored by people. The natural transition of gray and white texture creates a high-end personalized bathroom space.



VOLAKAS

希腊伯爵白



泰国曼谷素坤逸区万豪酒店采用简一希腊伯爵白营造高端公共空间环境

GANI Volakas was used in Bangkok Marriot Marquis Queen's Park to create a high-end public environment



新加坡家装项目采用希腊伯爵白营造舒适空间

Singapore residential project used GANI Volakas to make comfortable space



中国黑龙江家装项目运用希腊伯爵白和劳伦斯金打造个性拼花

Volakas and Laurent Black were used in China Heilongjiang residential project to create a personalized medallion

轻松掌握高颜值搭配，别墅楼梯美上天了

HOW TO DESIGN STAIRCASE

说起楼梯

脑海立马想起电影里经典片段

美丽女主角的隆重亮相

大多数都是从旋转楼梯开始的

女神迤迤然向你走来

举手投足都闪耀着自信和光环

如此重要场景当然需要精心打造

Speaking of stairs

I immediately think of the classic film

The grand appearance of the beautiful heroine

Most start with revolving stairs

The goddess comes to you

shining with confidence and aura

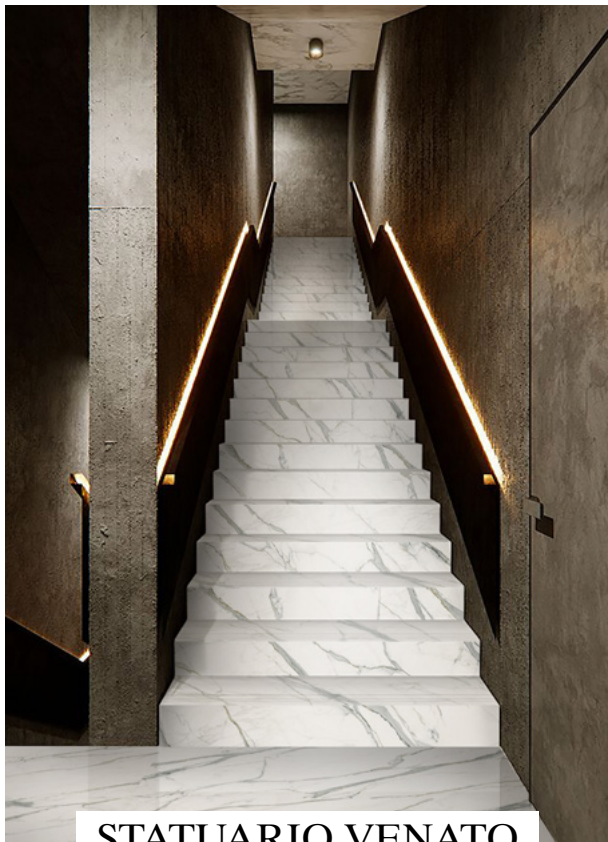
Of course, such an important scene needs to be carefully crafted

STAIRCASE OF VILLA
别墅楼梯



造型艺术

Art Design



STATUARIO VENATO
顶级雪花白



AEGEAN GREY
爱琴海灰

楼梯成为人们探索上下空间自由的通路
它不仅承载了建筑空间的艺术美学
还承载着生活的重量

Stairs become a way for people to explore the freedom of up and down space
It not only carries the artistic aesthetics of architectural space
It also carries the weight of life

在别墅中，楼梯不仅是连接上下层的过渡地带，还是室内精美的造型艺术。

楼梯多数用到的材料是沉稳的实木或者奢华大气的大理石，还有玻璃和金属的搭配。这期为你推荐，打造别墅楼梯的几款热门大理石瓷砖。



In the villa, the stairs are not only the transition zone connecting the upper and lower floors, but also the beautiful indoor plastic arts.

Most of the stairs are made of solid wood or luxurious marble, as well as glass and metal. This issue recommends several popular marble tiles for building villa stairs.

大理石瓷砖也能用在楼梯上吗？

Can marble tiles also be used on stairs?

当然可以，你没看错，简一真正实现了瓷砖肌理上下、左右、前后立体延伸，表里更如一。从里到外还原天然石纹，适用于倒边、拉槽、磨圆弧等常规加工，应用于楼梯踏板、厨卫拐角等多种空间的立体造型，你完全不用担心，石材能做出来的造型和设计，大理石瓷砖也可以。

Of course. GANI really realizes the three-dimensional extension of tile texture in directions of left and right, front and back, up and down. Restore the natural stone pattern from the inside to the outside. It is suitable for routine processing such as chamfering, grooving and arc grinding. It is applied to the three-dimensional modeling of stair treads, kitchen corners and other spaces. You don't need to worry about it at all. Marble tiles can make the modeling and design of stone.



细纹雪花白、阿波罗银
White Carrara, Claros Grey(dark)

STAIR TREADS

楼梯踏板



希腊伯爵白
Volakas



细纹雪花白、拉萨白
White Carrara, Bianco Lasa

安全是楼梯设计需考虑的重要因素

Safety is an important factor in stair design

首先在楼梯主体结构上，楼梯的坡度关系到行走是否安全和舒适，楼梯太陡容易踩空或绊倒。室内楼梯的坡度一般为 20° - 45° ，适宜的坡度在 30° 左右，爬楼梯轻松不费劲。其次，楼梯踏板的防滑也很关键，尤其是日常高频次的使用，安全显得更为重要。

First of all, in the main structure of the stairs, the slope of the stairs is related to the safety and comfort of walking. People will be easy to trip if the stairs are too steep. The gradient of indoor stairs is generally 20° - 45° , and the suitable gradient is about 30° . It is easy and effortless to climb stairs.

Secondly, the anti-skid of stair treads is also very important, especially the daily use of high frequency, safety is more important.



水云石 Cloud Grey



非洲米黄
Safari Beige

防滑耐磨

Antiskid and wear-resistant

传统瓷砖一旦沾上水，摩擦系数就会大大降低，家人会更容易摔倒。简一在瓷砖表面进行显微凹凸防滑处理，实现干态静摩擦系数 > 0.7 （游泳池防滑走道的静摩擦系数 > 0.5 ），湿水环境的防滑等级提升至 R11 级，成年人站在倾斜 30° 的瓷砖上也不易打滑。

Once the traditional ceramic tile is stained with water, the friction coefficient will be greatly reduced, and the family will fall more easily. GANI carried out concave convex anti-slip micro treatment on the tile surface to achieve the dry static friction coefficient > 0.7 (the static friction coefficient of the anti-skid walkway of the swimming pool > 0.5), the anti-skid level of the wet water environment was raised to R11, and it was not easy for adults to slip when standing on the 30° inclined ceramic tile.



非洲米黄、阿玛尼棕

Safari Beige, Amani brown

解锁黑科技，带你去逛 3.0 用户价值体验馆！

LET'S TAKE A VISIT IN 3.0 USER VALUE EXPERIENCE MUSEUM!

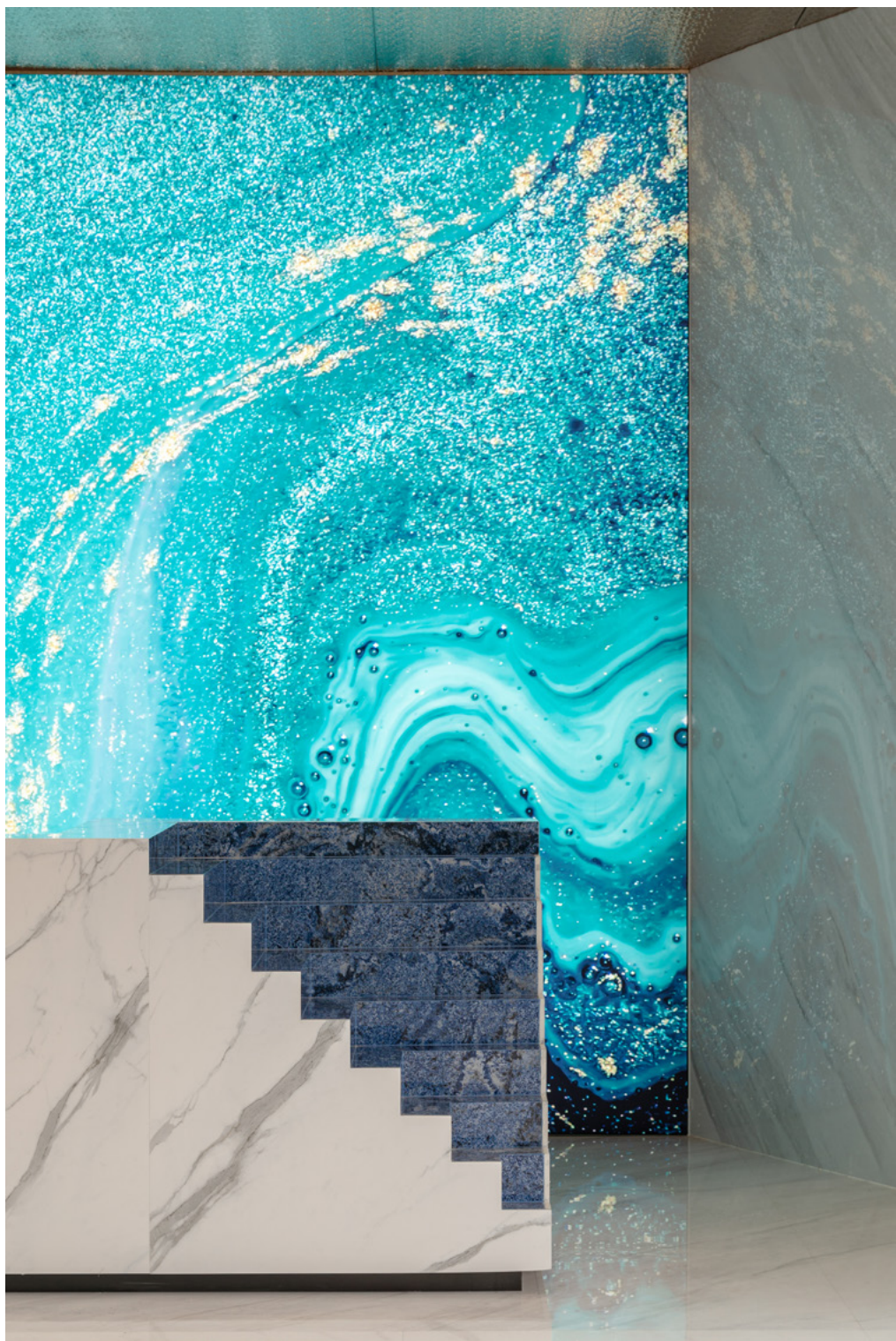
六月是家居装修传统意义的热门月份，随着疫情得到控制，许多准备装修的朋友已经迫不及待要出门了，今日小编带您打卡东莞简一 3.0 用户价值体验馆，一起来逛市场。

June is a hot month in the traditional sense of home decoration. With the control of the epidemic, many friends who are ready to decorate can't wait to go out. Today, I will take you to Dongguan GANI 3.0 user value experience museum and visit the market together.



东莞虎门金贸商场一楼简一大理石
瓷砖旗舰店

GANI marble tile flagship store on
the first floor of Humen Jinmao Store,
Dongguan



前台大堂

Front lobby

一走进大门你就不会失望，迎面而来的是卡拉拉白 900x1800mm 规格连纹密缝带来无限延伸的视觉震撼力，在这里仿佛自己置身于一块顶级卡拉拉白大理石荒料里，高级感就这么立住了。作为外貌协会十级选手的小编已经实地验证，在颜值上简一从来不令人失望。

As soon as you enter the gate, you will not be disappointed. What comes in front of you is Statuario Calacatta 900x1800mm with connected veins and seamless joint paving, which brings visual shock. It seems that you are in a piece of top Statuario Calacatta marble wasteland.



当然除了颜值以外，品牌内涵和价值同样值得关注。不同于其他品牌门店，了解品牌实力往往是从导购手中的手册开始。位于大堂左边的品牌专区，你可以直观感受简一品牌价值和产品性能优势。

Of course, in addition to beauty, brand connotation and value are also worthy of attention. Different from other brand stores, understanding the brand strength often starts from the manual in the hands of the sales. On the left of the lobby, you can intuitively feel the brand value and product performance advantages of GANI.

品牌价值体验区

Brand value experience area

如果说品牌历史是你了解它的第一面，那接下来你就走进了品牌的灵魂深处，在这里你能感受到简一的用心。
If the history of the brand is the first thing you know about it, then you will go into the soul of the brand, where you can feel GANI's intention.



在现场体验区，你可以亲手试试丝网套印效果，简一是经过 16 次丝网套印，每一层都要精准定位才能做到真实还原大理石天然纹理，行业最逼真的效果可不是说说而已。

除了色彩和纹理，大家比较关注瓷砖的平整度、抗污、耐磨和防滑等功能都可以通过现场趣味测试来体验真实效果。

In the on-site experience area, you can try the screen overprint effect by yourself. With 16 times of screen overprints, each layer of GANI marble tiles must be precisely positioned to truly restore the natural texture of marble, to achieve the most alive effect in the industry.

In addition to color and texture, we pay more attention to the flatness, anti pollution, wear-resistant and anti-skid functions of ceramic tiles, which can experience the real effect through on-site interesting test.



在传统的瓷砖功能以外，简一展示了独家黑科技，连纹密缝和降解甲醛两大核心优势。

连纹密缝实现空间的完整感，瓷砖间缝隙严控在 0.5mm 以内，在上图的对比区我们可以明显的看出密缝消除了空间的割裂感，天然石材的装饰效果瓷砖也可以做到。

In addition to the traditional ceramic tile function, GANI also shows the two core advantages of seamless joint paving, connected veins and formaldehyde degradation.

The joint between tiles is strictly controlled within 0.5mm. In the contrast area above, we can clearly see that the joint eliminates the sense of space split. Tiles can also achieve the decorative effect of natural stone.



密缝铺贴与传统留缝铺贴对比

Comparison between seamless joint paving and traditional seam reservation paving

在卧室睡眠区，我们可以直观感受到降解甲醛瓷砖的高效和安全，简一自主研发的光触媒实现了在任何光照下把甲醛分解成二氧化碳和水，为人们营造更加舒适健康的环境。

In the sleeping area of the bedroom, we can intuitively feel the high efficiency and safety of degrading formaldehyde ceramic tiles. The photocatalyst developed by GANI realizes the decomposition of formaldehyde into carbon dioxide and water under any light, creating a more comfortable and healthy environment for people.



智能体验

Intelligent experience



单品选择区 Item selection area



逛完了品牌专区，对于品牌势和产品性能有清晰了解，接下来我们走到了产品智能体验区，现场展示产品覆盖了简一全系列 9 大色系、6 大规格和 72 款单品。

After visiting the brand area, we have a clear understanding of the brand and product performance. Next, we went to the product intelligent experience area, where the on-site display products covered a complete series of 9 color series, 6 specifications and 72 pieces.



这里是本次行程的最大亮点，神奇实现智能选砖，点击视频看操作，只要在智能感应区选择自己喜欢的瓷砖，大屏幕上的家居场景立马出现效果预览，多款瓷砖可以自由切换，这样大家就能直观感受到喜欢的花色纹理铺贴后的效果，非常高效方便。

This is the highlight of this trip. It magically realizes the intelligent tiles selection into effect photos. As long as you choose the tiles you like in the intelligent sensing area, the effect preview of the home scene on the large screen will appear immediately, and multiple tiles can be switched easily, so that you can intuitively feel the effect of the color and texture you like, which is very efficient and convenient.



为了保证最终的铺贴效果，简一设有专门包铺贴密缝成品交付的服务体系，一对一的瓷砖管家带领专业瓦工师傅团队为新家服务，解决了售后安装铺贴的后顾之忧。

In order to ensure the final effect of tiling, GANI has a special service system for the delivery of the finished products, and a one-to-one tile butler leads the professional tile master team to serve the new home, which solves the worries of after-sales installation and tiling.



真实再现

Mock-up

NEW CHINESE SPACE

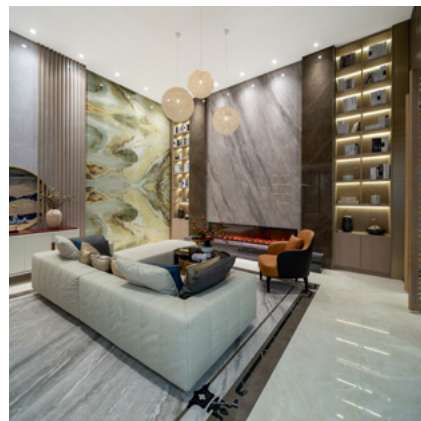
新中式空间

第一眼就看到了新中式风格套间，走进这里真切感受到无限连纹的震撼力。

高层别墅的层高特别适合打造超大面积的背景墙，希腊灰 900x1800mm 规格连纹密缝呈现出恢弘大气，完全可以达到天然石材的装饰效果；侧面展示的是珍稀纹理丹青石，AB 面对称的设计让整体画面更加完整。

At the first sight, I saw the new Chinese style suite, and when I walked here, I really felt the amazing effect of the infinite connected veins.

The storey height of the high-rise villa is particularly suitable for creating a large area of the background wall. The Assinis Grey 900x1800mm with connected veins and seamless joint presents a magnificent atmosphere, which can completely achieve the decorative effect of natural stone; the side display is rare Connemara, and the balance design makes the overall picture more complete.



EUCLIDEAN SPACE

欧式空间

接下来是白色系的欧式风格，空间设计的重点放在地面的拼花造型，很好规避了家私位置，整体效果得以最大化展现，同时墙面搭配用装饰线条和画框来点缀呼应整体空间。

Next is the European style of white series. The focus of space design is on the ground's mosaic modeling, which well avoids the position of furniture and maximizes the overall effect. At the same time, the wall is decorated with decorative lines and frames to echo the overall space.



SIMPLE SPACE

简约空间

最后是适合一家三口贴近舒适生活的简约风格，地面云朵灰搭配墙面卡拉拉白是门店最受欢迎的单品，900x1800mm规格连纹密缝带来规整大气的空间感，有着走进自己家的亲近和自在。

Finally, it's a simple style suitable for a family of three, a comfortable life. The most popular item in the store is the ground Cloud Grey with the wall Statuario Calacatta. The 900x1800mm of connected veins and seamless joint bring a sense of orderly and atmospheric, and have the intimacy and freedom to enter your own home.



BATHROOM SPACE

卫浴空间

前面看完三大风格的主要空间，接下来看看卫浴间，这里展示 6 种以上浴室空间搭配效果，小编最喜欢蓝虎眼石 + 云朵拉灰的组合，简约轻奢的既视感，这也是门店最受欢迎的卫浴空间产品组合。

After looking at the three main styles of space, let's take a look at the bathroom. Here are more than 6 kinds of bathroom space matching effects. I like the combination of Eye of the Falcon+New Castle Grey most, which is simple but extravagant. It's also the most popular bathroom space in the store.



密缝拼花

Seamless joint medallion

最后，喜欢艺术造型的朋友可以关注下简一的密缝拼花。从上图的对比效果，我们可以看到传统的水刀拼花是根据瓷砖规格来分割和设计，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。

Finally, the friends who like art modeling can pay attention to GANI seamless joint medallion. From the comparison above, we can see that the traditional water jet mosaic is divided and designed according to the specification of the ceramic tile, while GANI seamless joint medallion uses the seamless design, which arranges the dividing line in an inconspicuous visual position to retain the integrity of the pattern to the greatest extent.



简一大理石瓷砖 3.0 用户价值体验馆探店攻略

3.0 showroom locations in China

东莞：虎门镇小捷窖路 7 号金贸商城 A102 铺

南京：建邺区江东中路 80 号金盛国际家居二楼

重庆：九龙坪区迎宾大道 11 号二郎红星美凯龙二楼 C8052

深圳：福田区八卦四路 35 号 1-2 楼

杭州：古墩路 808 号新时代家居生活广场一楼 D 座 36-38 号

Dongguan: Shop A102, Jinmao mall, No. 7, Xiaojiejiao Road, Humen Town

Nanjing: Second floor, Jinsheng international furniture, No. 80, Jiangdong Middle Road, Jianye District

Chongqing: C8052, floor 2, Erlang Red Star Macalline, No. 11, Yingbin Avenue, jiulongping District

Shenzhen: 1-2f, No. 35, Bagua No.4 Road, Futian District

Hangzhou: No. 36-38, building D, first floor, new era home life plaza, No. 808, Gudun Road

在不久的将来会有更多城市陆续开放：山东青岛、河北徐水、甘肃庆阳、徐州沛县、云南西双版纳……敬请期待！

In the near future, more cities will open in succession: Qingdao in Shandong, Xushui in Hebei, Qingyang in Gansu, Peixian in Xuzhou, Xishuangbanna in Yunnan, please stay tuned!

活动进行中


Activity in progress

简一® 大理石瓷砖
GANI MARBLE TILES

学术指导单位:  亚太室内设计
Asia Pacific Home Design

主办单位: 简一大理石瓷砖 大理石瓷砖应用设计学院

战略合作媒体:  新浪家居
SINA ENVIRONMENTAL DESIGN

支持机构:  INTERIOR
DESIGN



自然 / 共生 NATURE SYMBIOSIS

设计精英大赛
GANI Design Competition



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伍仲匡
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戴蓓
乐居家居全国总编辑
乐居财经首席经理



何满宁
室内设计署署长(副总监)
深圳市设计行业协会会长



孙华锋
联合设计国际设计总监
中国设计学会室内设计分会理事长



谢天
中国美术学院设计学院院长
浙江美术学院设计学院院长



王心蔓
梁志天设计公司联合创始人



张灿
四川恒信建筑装饰设计有限公司
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简一设计学院院长兼首席设计师

更多评委即将揭晓……

PREVIEW OF AUGUST ISSUE

8 月刊预告

两位大咖挚友， 重磅来袭，精彩不断！

他是苏州百年老字号“杜三珍”董事长，食品专业出身的美食家；
他专注高档餐饮研究，为英国女皇、泰国国皇、美国总统、香港特首等各界政要名人主持料理；
他们将带来怎样的故事？敬请期待！

He is the chairman of "Du San Zhen", a time-honored brand in Suzhou, and
a gourmet majoring in food professional;

He focuses on the research of high-end catering, presides over the
catering for the queen of England, the king of Thailand, the president of the
United States, the chief executive of Hong Kong and other dignitaries;
What kind of stories will they bring us? Please stay tuned!

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