

# GANI NEWS

简一视界 MAY 05  
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走进直播间，  
来一份实实在在的简一工厂云考察

Livestreaming of GANI Factory

简一 2020 年新品全球上市  
你中意哪款？

Gani 2020 New Products Launch Globally,  
Which One Do You Like?

简一大理石瓷砖菲拉格慕 (900x1800mm) 铺贴效果图

简一® 大理石瓷砖  
GANI MARBLE TILES

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简一工厂云考察  
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# 商业本质的思考

## Essence of Business

自几千年前人类开始以物易物进行商业活动以来，一直遵循着等值交换的基本原则。**交换是目的，等值是前提。**

Since thousands of years ago, human beings began to carry out commercial activities with barter, they have been following the basic principle of equivalent exchange. Exchange is the purpose and equivalence is the premise.

**01** 就算在商业活动极其发达的今天，**等值交换的基本原则一直没有改变**，只是增加了新的内涵和外延。

Even in today's highly developed business activities, **the basic principle of equivalent exchange has not changed**, but added new connotation and extension.

**02** 在当下买方市场的商业环境下，交易的主动权在买方，也就是顾客的手上。

In the current business environment of the buyer's market, the initiative of the transaction is in the hands of the buyer, that is, the customer.

**03** 因此，对商家来说，如何争取成为顾客交易的首选，就是企业经营的头等大事。

Therefore, for sellers, how to strive to become the first choice of customer transactions is the top priority of enterprise management.

**04** 顾客决定和谁交易，首先是评估商家的产品和服务所带来的价值是不是物有所值。

When customers decide who to trade with, the first thing is to evaluate whether the value of the products and services provided by the merchants is good value for money.

**05** 值得注意的是，顾客对大多数产品和服务并不是很专业，顾客做出判断的依据更多来源于他自己的感知和体验，并不完全决定于产品和服务的实际价值。

It is worth noting that customers are not very professional in most products and services, and the basis for customers to make judgments is more from their own perception and experience, not entirely determined by the actual value of products and services.

**06** 因此，需要通过品牌通过市场营销来引导顾客。Therefore, it is necessary to guide customers through brand marketing.

**07** 在竞争激烈的行业，由于能提供物有所值的商家很多，因此，要争取到顾客和你交易，**仅仅物有所值是不够的，必须是物有超值**。也就是自己产品和服务的性价比，要比竞争品牌更高。

In the highly competitive industry, because there are many sellers that can provide value for money, **it is not enough to win over customers to trade only value for money, it must be something more and better**. That is to say, the cost performance of their own products and services is higher than that of competitive brands.

**08** 提高性价比有两个思路，一是降低价格，一是提升价值。

**There are two ways to improve the cost performance, one is to reduce the price, the other is to enhance the value.**

**09** 降低价格是最直接和简单的提高性价比做法，但凡遇到销售困难，或者是销售旺季，商家最常见的手法就是降价促销。

Price reduction is the most direct and simple way to improve cost performance. In case of sales difficulties or peak season, the most common way for sellers is to reduce price to promote sales.

**10** 但是，打价格战虽然短期能增加营收，商家却难以获得合理利润，从而容易忽视产品的价值，最终造成性价比并不高。因此，**长期的价格战实际是一场死亡游戏。**

However, although price war can increase revenue in a short time, it is difficult for sellers to obtain reasonable profits, so it is easy to ignore the value of products, resulting in low cost performance. Therefore, **the long-term price war is actually a game of death.**

**11** “以价值来思考，以价格来说话”，这是顾客决定购买时的基本思考逻辑。因此，更好的方式是在保持价格基本稳定的前提下，不断提升产品和服务的价值，来提高性价比。

**"Think by value, speak by price"** is the basic thinking logic when customers decide to buy. Therefore, a better way is to constantly improve the value of products and services to improve the cost performance under the premise of keeping the price basically stable.

**12** 提高产品和服务的价值有两条路径：一个是物质层面的有形价值，一个是精神层面的无形价值。

There are two ways to improve the value of products and services: one is the tangible value at the material level, the other is the intangible value at the spiritual level.

**13** 提升有形价值，最常用的方法是创新开发独特的新产品，另外提供差异化的服务也是可行之法。

The most common way to enhance tangible value is to innovate and develop unique new products. In addition, it is feasible to provide differentiated services.

**14** 不过，创新产品和差异化的服务很容易被竞争对手跟进，所以其创造的竞争优势往往是阶段性的，这就要求企业具有持续的创新能力，以保持竞争优势。

However, innovative products and differentiated services are easy to be followed up by competitors, so the competitive advantage they create is often phased, which requires enterprises to have continuous innovation ability to maintain competitive advantage.

**15** 另外一个问题是，由于产品和服务的可替代性强，对顾客来说，**商家的有形性价比优势，很难超出竞争对手的 2 倍。**

Another problem is that due to the strong substitutability of products and services, **it is difficult for the seller to surpass the competitor by two times for the customer's tangible price performance advantage.**

**16** 因此，提升品牌的无形价值，才是企业长期保持竞争优势的关键。对企业来说，最大的无形成本是客户对品牌的不信任，如果能取得客户的信任，交易的成本会大大降低，从而能获得比竞争对手高出 2 倍以上的性价比。

**Therefore, to enhance the intangible value of the brand is the key to keep the competitive advantage for a long time.** For an enterprise, the biggest intangible cost is the customer's distrust of the brand. If the customer's trust can be obtained, the transaction cost will be greatly reduced, so that the cost performance can be more than 2 times higher than that of the competitors.

**17** 创造更高的无形价值有两条路径，一是创造顾客意料之外的惊喜，超出顾客的期望是建立口碑的有效途径，另外就是“雪中送炭”，在顾客很无奈时，我们为客户提供解决方案，这不仅能取得顾客信任，更能获得顾客的信赖，这时候，性价比就能比竞争对手高出4倍甚至更高。信赖关系一旦建立起来，顾客就会成为品牌的义务传播者和业务推广者。

There are two ways to create higher intangible value. One is to create unexpected surprises for customers. Exceeding customers' expectations is an effective way to build public praise. The other is to "offer timely assistance". When customers are helpless, we provide solutions for customers, which can not only gain customers' trust, but also gain customers' belief. The cost performance can be higher than that of competitors by 4 times or more. Once the trust relationship is established, customers will become the obligation communicators and business promoters of the brand.

**18** 检验企业无形价值大小，有一项很重要的衡量指标：就是企业的业务来源，老客户的重复消费，或者是转介绍是否超过50%！

To test the intangible value of an enterprise, there is a very important measure: the business source of the enterprise, the repeated consumption of old customers, or whether the referral is more than 50%!

**19** 不管是有形价值，还是无形价值，不管是取得顾客信任，还是获得顾客信赖，不论是创造意料之外的惊喜，还是做到雪中送炭，最根本的一条原则，就是要有一颗真诚为客户着想的心。全心全意为客户创造价值，对得起客户的托付。Whether it's tangible value or intangible value, whether it's to gain customer trust or customer belief, whether it's to create unexpected surprises or to offer timely assistance, the most fundamental principle is to have a sincere customer-oriented heart. Create value for customers wholeheartedly and don't let them down.

**20** 董事长的格局和境界，决定着企业是从利益客户出发，还是利用客户为自己牟利，是爱客户还是爱客户的钱包。利用他人就一定被他人利用，利益他人最终就是利益自己，行为作用和反作用的真理会给出答案，因为客户的心中都有一杆良知的秤。

The thought of the chairman determine whether the enterprise starts from customers' interest, or makes profits for itself by using customers, or loves customers or their wallets. Taking advantage of others will surely be used by others, and benefit others will benefit themselves eventually. The truth of action and reaction will give the answer, because customers have a judgement in their hearts.

# 设计师说 | 想要永不过时的经典，你看它就对了

GANI DESIGN | Black and White, Never Go Out Of Fashion

## 浪漫圆舞曲 ROMANTIC WALTZ

## 永不过时的经典 TIMELESS CLASSICS

### 简单几何图案拼接

### 黑与白碰撞出极致的视觉冲击力

Simple geometric pattern splicing  
Black and white for ultimate visual impact

本案设计是现代风格，设计师在入户、客厅和餐厅等重点区域采用了几何造型，黑与白的强烈对比，化繁为简的视觉减法让平面几何拥有立体的雕塑感。

The design of this case is modern style. The designer adopts geometric modeling in the key areas such as the entrance, living room and dining room. The strong contrast between black and white makes the plane geometry have a three-dimensional sense.



简一® 大理石瓷

# 02

## 现代风格 MODERN STYLE

### 几何艺术造型 ARTISTIC MODELING

1/2 比例切割

动感的曲线造型，赋予空间流动的美感

Proportional cutting

Dynamic curve modeling, endowing the aesthetic feeling of space

设计师 | 石家庄 刘建北  
GANI Designer  
Jianbei Liu fr Shijiazhuang



“

在这个看颜值的社会  
总有些不愿随波逐流的人  
不看外表，而观其内在  
人心拥有无限的宝藏  
不断反思自己  
修炼内心，方得始终

In this society of beauty preferred  
There are always people who don't follow others blindly  
Focus on inner rather than outside  
People's heart has infinite treasure  
Constantly reflect on yourself  
Never forget why you started, and you can accomplish  
your mission

”





柔美的曲线在不断复制与延伸中，像有了生命般随着音符踩着节拍跳起舞来，赋予空间强烈的生命力和流动感，极大开拓了视觉的边界。

In the continuous reproduction and extension of the soft and beautiful curve, it dances with the rhythm as if it were alive, endows the space with strong vitality and dynamic flowing feeling, and greatly opens up the visual boundary.

传统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，设计师把分割线安排在不明显的视觉位置，在高精度切割和严谨工序下确保了图案的完整性。

The traditional mosaic is divided and designed according to the specifications of ceramic tiles. However, GANI seamless joint medallion uses the hidden seam design. The designer arranges the dividing line in an inconspicuous visual position, and ensures the integrity of the pattern under the high-precision cutting and rigorous process.



**完整细腻的水刀拼花  
增加了空间的精致感和艺术气息**

A complete and delicate water jet combination  
Increase the delicacy and artistic flavor of the space

空间设计上，地面的曲面造型与顶面的圆形天花交相辉映，在暖黄色调的灯光下，整体感非常棒。

In terms of space design, the surface shape of the ground and the circular ceiling on the top add beauty to each other. Under the warm yellow light, the overall feeling is very good.

# VOLAKAS+LAURENT BLACK

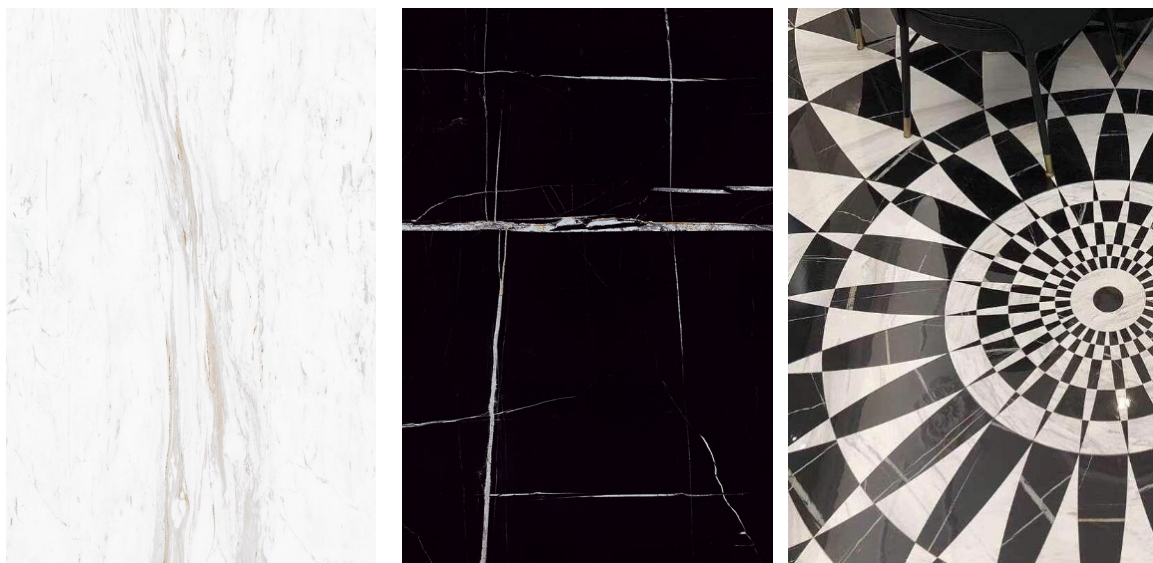
## 希腊伯爵白 + 劳伦斯金



希腊伯爵白和劳伦斯金是经典的黑白组合，两款产品都拥有简洁流畅的直线纹理，家居空间多了几分灵动与写意。曲面的艺术造型弱化了黑色的冷峻和严肃，都市青年钟意的个性与新潮被诠释地淋漓尽致。

Volakas and Laurent Black are classic black-and-white combination. Both products have simple and smooth linear texture, and the home space design is more flexible and vivid.

The art form of curved surface weakens the coldness and solemnity of black, and the personality and fashion favored by urban youth are interpreted incisively and vividly.



# 黑白红 BLACK WHITE RED

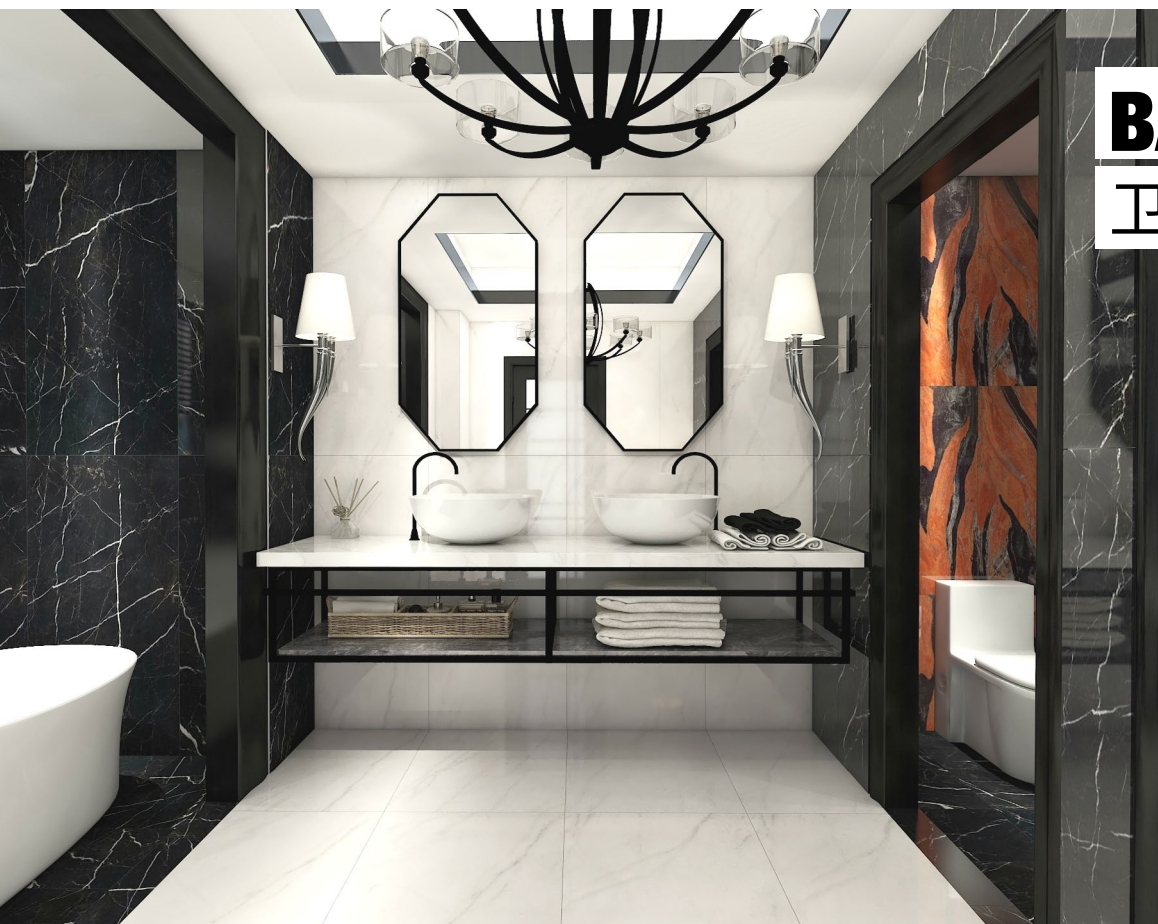
“

分享我很喜欢的一段话  
当我们做设计的时候  
总是为客户着想的  
透过设计简化生活  
想要做出令人愉悦的产品  
同时也希望  
给人们一些自由和美好

Share one of my favorite words  
When we design  
Always consider for the customer  
Simplify life through design  
Want to make a pleasant product  
At the same time, I hope  
To offer people some freedom and beauty

”

设计师 | 重庆 李莉  
GANI Designer  
Li Lee fr Chongqing



## BATHROOM 卫浴空间

明亮开阔  
Bright and open



### 产品应用

伊莉莎白 + 黑白根 + 蝴蝶石

Calacatta+Nero Marquina+Butterfly Red



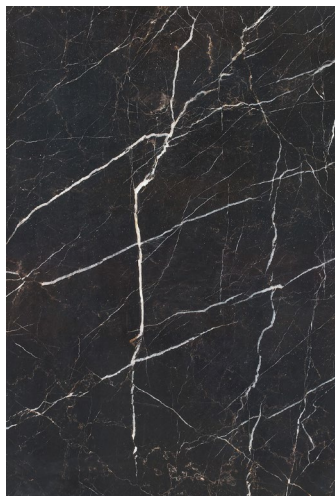
在卫浴空间，大面积的留白，提升了空间的整体亮度。在淋浴和如厕的功能区域，分别使用了蝴蝶石和黑白根作为重点区分的视觉标签，完美平衡了实用与美观的双重效果。

In the bathroom, a large area of white space improves the overall brightness. In the functional areas of shower and toilet, Butterfly Red and Nero Marquina are used as the key visual labels, which perfectly balances the practical and beautiful effects.





伊莉莎白 Calacatta



黑白根 Nero Marquina



蝴蝶石 Butterfly Red

# DESIGN INSPIRATION

## 设计灵感

黑白根的宁静  
蝴蝶石的热烈  
伊莉莎白的包容

Peace of Nero Marquina  
Warmth of Butterfly Red  
Tolerance of Calacatta

三种个性到极致的色彩，相互碰撞与交融

THREE KINDS OF COLORS WHICH ARE FULL OF PERSONALITY BLEND WITH EACH OTHER

独一无二，打造只属于你的卫浴空间

CREATE YOUR OWN UNIQUE BATHROOM SPACE



# 超赞的示范区景观设计 带你领略瓷板幕墙之美

The excellent landscape design of the demonstration areas  
show you the beauty of porcelain curtain wall

“

空间与形式的关系是建筑艺术和建筑科学的本质。

—— 贝聿铭

The relationship between space and form is the essence of architectural art and science."

——leoh Ming Pei

”

示范区从来是楼盘设计的重要环节，其涵盖了楼盘入口接待处、现场售楼处、示范景观区、样板房等几大部分，通过营造真实的生活场景，让消费者从中切身体验到未来整个楼盘的生活氛围。要设计出一份好作品，需要设计师对建筑进行充分且合理的想象，同时把握好材料的气质和设计理念，将建筑与周边环境相互融合，营造自然美好人居环境。

随着环保理念的普及和建筑材料技术的发展，大理石瓷砖在建筑幕墙上的应用及技术越来越成熟。简一大理石瓷砖设计源自天然石材，通过不同设计风格演绎着别样的自然之美。

The demonstration area has always been an important part of the real estate design, which covers the entrance reception of the real estate, the on-site sales office, the demonstration landscape area, the mock-up and so on. By creating a real life scene, consumers can experience the whole real life atmosphere of the real estate in the future. To design a good work, designers need to fully and reasonably imagine the building, grasp the temperament of materials and design concept, integrate the building with the surrounding environment, and create a natural and beautiful living environment.

With the popularization of the concept of environmental protection and the development of building material technology, the application and technology of marble tile in building curtain wall are more mature. The design of GANI marble tile comes from natural stone, and deduces different natural beauty through different design styles.

# 光与影 | 旭辉大唐·江山天境

Light and Shadow | Noble Wonderland

项目地点：福建省漳州市  
景观设计：安琦道尔

project location: Fujian, China  
landscape design: HWA



简一大理石瓷砖云朵拉灰 GANI New Castle Grey

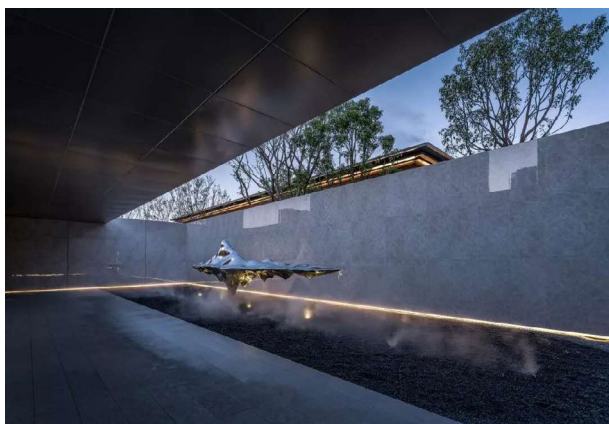
旭辉大唐·江山天境坐落于漳州市台商投资区湖中路以南、南北六路以西。江山天境展示区以“光影·艺术·生活”为设计理念。中式园林的空间精髓融入现代景观技法，塑造了景观空间的形态与层次，通过艺术文化串联空间场地，创造一个充满文化感与艺术性的生活场景，实现艺术与现代生活的交融。

现代简洁的围墙界面，材质的变化，虚实的结合，景观的渗透，明细界面界限，加强界面的引导性，营造出整体统一的市政界面。

Noble Wonderland is located in Zhangzhou city, China. Its exhibition area takes "lighting·art·life" as the design concept. The space essence of Chinese style garden is integrated into modern landscape techniques, which shapes the form and level of landscape space. Through art and culture, the space space is connected to create a life scene full of cultural sense and artistry, so as to realize the integration of art and modern life.

Modern and simple wall, material change, combination of virtual and real, landscape penetration all detailed the boundary and strengthen the guidance of this functional area.





艺术展厅中的设计以光影诠释时间的存在，打造了一趟奇幻之旅。用雕塑与自然光线的关系与互动，时间的流逝与光线自身的美，来唤起人类的感官体验。

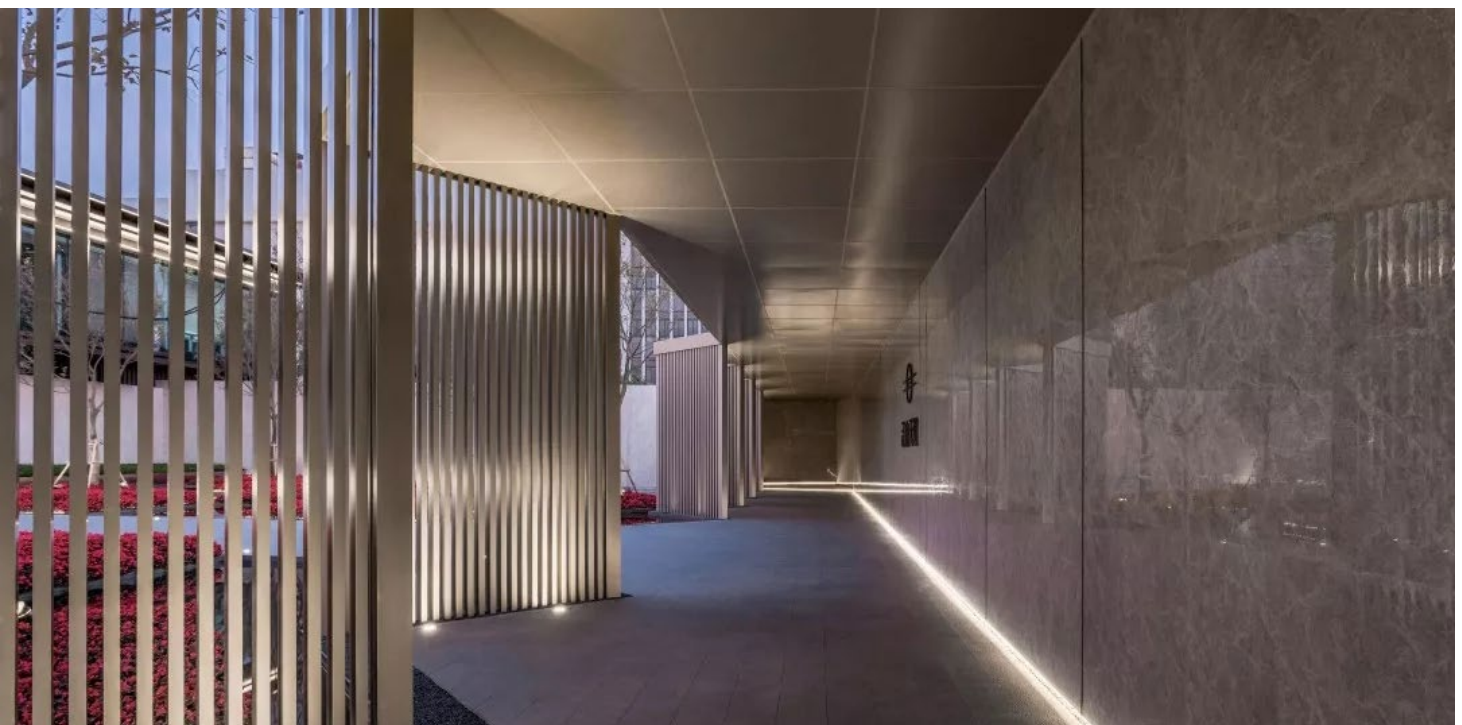
The design in the art showroom interprets the existence of time with light and shadow, creating a fantastic journey. The relationship and interaction between sculpture and natural light, the passage of time and the beauty of light itself are used to evoke human sensory experience.





狭长的廊道，光束通过格栅，洒落在艺术雕塑上，光影斑驳。在这方寸之间，艺术与空间，光与影结合，静谧与艺术共享，雅致与激荡同在。简一云朵拉灰是高级的灰调，自带品位，优雅沉着，可以和任何颜色进行完美搭配。在这个光与影的空间，她尽情释放自然朴素之美。

In the narrow corridor, light beams sprinkled on the art sculpture through the grid, light and shadow mottled. In this area, art and space, light and shadow are combined. Silence and art are shared, elegance and agitation are together. GANI New Castle Grey is a high-end gray tone, with its own taste, elegant and calm, can be perfectly matched with any color. In this space of light and shadow, she releases the beauty of natural simplicity.



# 东方写意 | 济南万科·章丘中麓府

Oriental freehand | Zhonglu Academy

项目位置：山东省济南市章丘区  
景观设计：林德设计

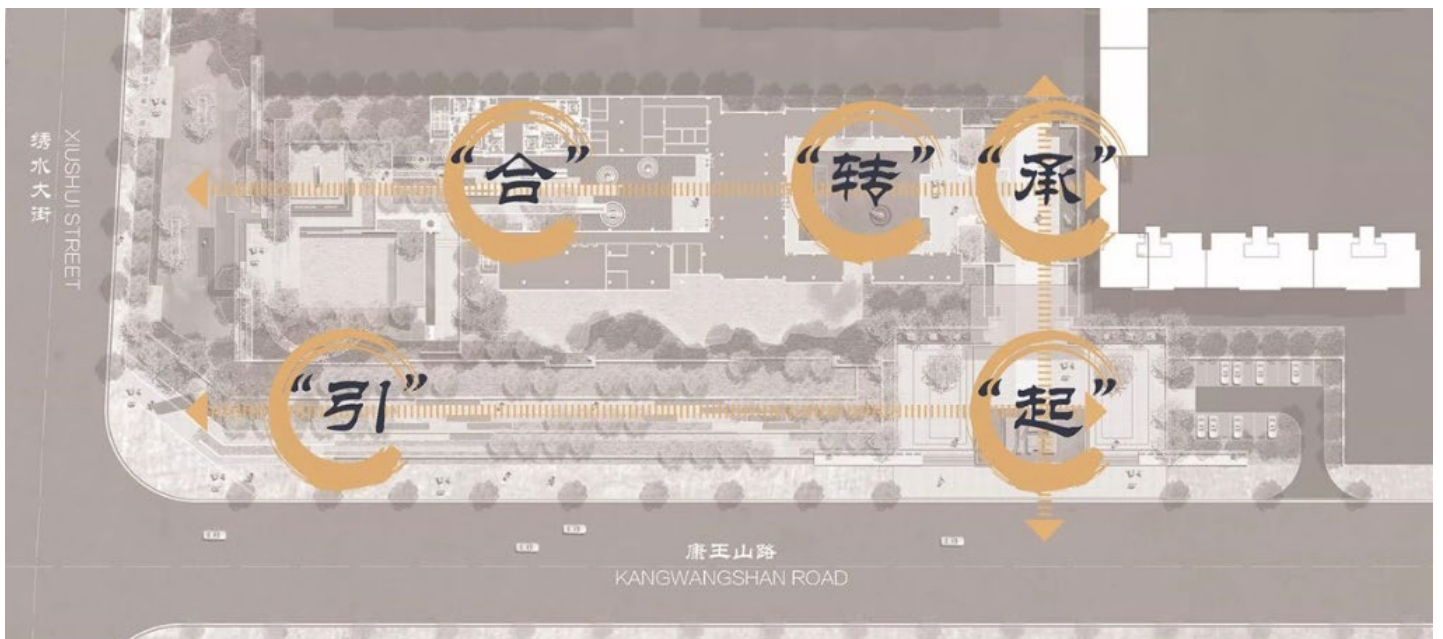
project location: Shandong, China  
landscape design: inter\_design



简一大理石瓷砖希腊伯爵白 GANI Volakas

项目汲取书院营造之精华，融合传统儒家礼制与自然界山水意趣，运用“起、承、转、合”之手法，着意表现密集与疏散、对称与协调、严整与均衡之美，实现天人合一之境。

The project draws on the essence of academy building, integrates traditional Confucian etiquette and natural landscape interest, uses the way of "rising, follow-up, turning and merging", intensively displays dense and evacuation, symmetry and coordination, strict and balanced beauty, and realizes the unity of heaven and man.



**起，** 作为空间序列营造之始，遵循了“宅不应一眼望尽”的古训。入门便是强烈的仪式感，门楼的设计参考了古时状元及第的进考场景，中国传统形制的大门，重塑当代书院门仪。

“Rising”, as the beginning of the construction of spatial sequence, it follows the ancient motto of "the house should not be looked out at once". The entrance is a strong sense of ceremony. The design of the gate house refers to the entrance examination scene of the number one scholar in ancient times, the gate of traditional Chinese form, and reshapes the gate shape of contemporary academy.



**承，** 打造层层递进的空间韵味。步入门厅，状元铜镜铺意平步青云，与仪式感强烈的景观灯互为呼应，是儒雅的书院文化与美学的具象体现，希腊伯爵白与其呼应，演绎出山水的细腻。

“Follow-up”, create the space charm of progressive layers. Stepping into the hall, the bronze mirror of the number one scholar is paved in a smooth way, echoing with the landscape lamp with strong sense of ceremony. It is a concrete embodiment of the culture and aesthetics of the elegant academy. The Volakas echoed with it, demonstrating the delicacy of the landscape.



**转，** 在空间序列中开始产生变化，赋予别开生面的新颖感。再进院子，大尺度的枯山水景观，带来第一视觉冲击，再现东方美学生活场景，从而抵达“无水而喻水，无山而喻山”之境，极简中流露悠悠禅韵。

“Turning”, changes in the spatial sequence, giving a new sense of originality. Entering the yard again, the large-scale dry landscape brings the first visual impact and reappears the oriental aesthetic life scene, so as to imply mountain and water with other elements, showing the charm in the minimalism.



**合**，疏朗草坪，绿荫树下，售楼区建筑以简约线性、富于韵律的设计手法进行延展，在喧嚣中打造引人入内的开敞境内。景观草坪界定出后场的空间，营造出静谧的售楼区氛围，更有疏通弹奏铺意，似余音绕梁，不绝于耳，再次深化“府城中麓，一席文贵”的理念。

“merging”, under the green trees, the buildings in the sales area are extended with simple linear and rhythmic design techniques to create an open territory in the noise. The landscape lawn defines the space of the backyard, creates a quiet atmosphere. Once again, it deepens the concept of "at the foot of the city, a seat of cultural value".



本项目以书院文化为主题，旨在创造山水之间的人居理想，重拾中华之美。建筑造型采用现代的手法和材料，营造中式意境，着重体现建筑外在的古朴低调与内在的现代时尚。简一希腊伯爵白的幕墙设计，寓意着高山，并以安静沉稳的力量释放出简约大气之美。

The theme of this project is academy culture, which aims to create the ideal of human settlements between mountains and rivers and restore the beauty of China. The architectural modeling adopts modern techniques and materials to create Chinese artistic conception, and focuses on the simple and low-key exterior and the internal modern fashion of the building. The curtain wall design of GANI Volakas symbolizes the high mountains, and releases the simple and atmospheric beauty with the quiet and steady power.

# 回归自然 | 融创雪个庭示范区

Return to Nature | Xue Ge Ting

项目地址：南昌市青云谱区

project location: Nanchuang, China

景观设计：道合设计二所、武汉分所

landscape design: Daohe Design



简一大理石瓷砖葡萄牙米黄 GANI Customized Beige

居而隐于山水，入口有通幽之妙。设计师设计巧借植物、景墙、水景等生机意向，捕捉光影的细微变化、空间的节奏，在清雅恢宏的场地中，筑一方天光云影共徘徊。

Living in a secluded landscape, the entrance has a secluded beauty. The designer skillfully uses plants, landscape walls, water and other life intentions to capture the subtle changes of light and shadow, and the rhythm of space, so as to build a side of sky light, cloud and shadow in the elegant and magnificent site.





艺术展厅中的设计以光影诠释时间的存在，打造了一趟奇幻之旅。用雕塑与自然光线的关系与互动，时间的流逝与光线自身的美，来唤起人类的感官体验。

The design in the art showroom interprets the existence of time with light and shadow, creating a fantastic journey. The relationship and interaction between sculpture and natural light, the passage of time and the beauty of light itself are used to evoke human sensory experience.

现在越来越多的建筑外墙有趋于个性化、风格化的转变，定制能力成为品牌增值服务重要的环节。简一幕墙体系凭借其强大的品牌优势及服务力，能为客户高端定制仿石类产品及提供整体解决方案，并且大理石瓷砖本身也具有吸水率低、抗污染能力强、强度高等优点，为建筑提供更优质、环保、美观的装饰新选材，可称其为幕墙面板的革命性材料。

Now more and more building exterior walls tend to be personalized and stylized. Customization ability has become an important part of brand value-added services. GANI curtain wall system, with its strong brand advantages and service force, can provide customers with high-end customized stone like products and overall solutions. Moreover, marble tile itself has the advantages of low water absorption, strong anti pollution ability, high strength, etc. It provides buildings with new decorative materials of higher quality, environmental protection and beauty, which can be called revolutionary materials for curtain wall panels.

# 简一 2020 年新品全球上市 你中意哪款？

GANI 2020 NEW PRODUCTS LAUNCH GLOBALLY, WHICH ONE DO YOU LIKE?

今年新冠疫情席卷全球，目前国际形势不容乐观，但国内已趋于稳定，国民经济正有序开展复工复产，国民生活逐步进入正轨。马上就要进入“红五月”的装修高峰期，你的新家是否已准备好装修了呢？

简一自 2009 年开创大理石瓷砖以来，就凭借着创新基因和对产品精益求精的匠心精神，以一年一代的速度更新产品，今年也不例外。目前，简一 2020 年新品已全球上市，共推出 8 款，其中 5 款室内产品，3 款室外产品。色系涵盖经典的“米、白、灰、棕”及绿色系的明星特色产品“四季绿洲”。

This year, the epidemic has swept the world. At present, the international situation is not optimistic, but the domestic situation has become stable, the national economy is carrying out the resumption of work and production orderly, and the national life is gradually on the right track. It is about to enter the decoration peak period of "red may". Is your new home ready for decoration?

Since the creation of marble tiles in 2009, GANI has been updating its products at the rate of one generation a year with innovative genes and the spirit of keeping improving its products. At present, the new products of GANI in 2020 have been launched, with a total of 8 products, including 5 indoor products and 3 outdoor products. The color system covers the classic "beige, white, grey, brown" and the star featured product "four seasons" of the green system.

满足全部空间和风格所需

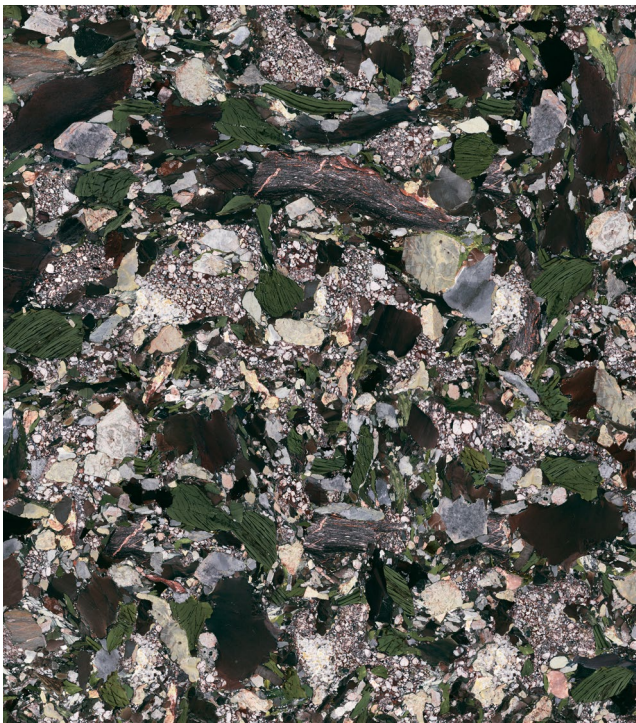
Meet all space and style needs





# 四季绿洲

Four Seasons



这款纹理的原石是从欧洲的比利牛斯山脉开采而来，其以优良的品质，美丽的动线，生动的色彩，以及令人炫目的整体美而闻名，是绿色系产品中最名贵的一款，属于顶级大理石。大胆又充满活力的色彩图案，如四季般缤纷绚烂，故而得名“四季绿洲”。通过色彩的爆发，以及碎石纹理与大斑块适当结合，四季绿洲以绿色为主色，完美融合了紫色，金色和灰色色调，以艺术的形式为这种材料赋予了生命。适用于背景墙、装饰墙、浴室柜台等。

This top marble is extracted from the Pyrenees European Mountain Range and is prestigious in its fine quality, beautiful design, vivid colours, and overall dazzlingly beauty. Bold but vibrant color patterns, as colorful as the four seasons. Through bursts of colour and beautiful movement, Four Seasons creates a bold statement piece with accents of green, purple, gold and grey tones, giving life to the material in an art-like form. It is also an ideal statement piece for a variety of indoor applications, such as decorative wall applications, bathrooms countertop and many more.

原产地：法国  
规格：900x1800mm  
可实现任意无限连纹

Origin: France  
Size: 900x1800mm  
Random connected veins

# 静雅棕

Copper Dune



原产地：巴西  
规格：900x1800mm  
可实现任意无限连纹

Origin: Brazil  
Size: 900x1800mm  
Random connected veins

源于巴西东北部的天然石材静雅棕，有着不可复制的纹理及色彩变化，浑然天成的纹理，层次分明，如丝绸般细腻优雅。棕色石纹拼凑成油画般的质感，直斜错落的石纹层次，更为灵动。可用于新中式风格设计、整体浴室设计、酒店大堂背景墙及公共区域地面等。

Coming from the northeast of Brazil, Copper Dune has an irreproducible texture and color change. With clear layers and natural texture, it is as delicate as silk. Just like an oil painting, with flexible straight and oblique stone texture, it can be used as a great element for indoor and outdoor design: the new Chinese style interior design, the overall bathroom design, the decorative wall of the hotel lobby and the floor of the public areas, etc.

# 菲拉格慕

Grey Ivory



原产地：意大利  
规格：600x1200, 600x900, 900x1800  
900x1800 可任意无限连纹

Origin: Italy  
Size: 600x1200, 600x900, 900x1800  
Random connected veins in 900x1800

菲拉格慕是室内高档装饰用材。纯净的暖灰色调带来舒适体验，灰白色深浅不一的细腻纹理，如浩渺的水墨云雾，温润质感营造出柔和宁静的氛围。将深厚的文化韵味与简约的时尚风格融汇在一起，风格百搭，尤其适合大面积使用。

Grey Ivory is used for high-end interior decoration. Pure warm gray color brings comfortable experience. The delicate texture of gray and white with different shades, like the vast ink cloud. The warm texture creates a soft and peaceful atmosphere, and integrates the profound cultural charm with the simple fashion style. The sense of art comes naturally and the style is versatile, especially suitable for large area to use.

# 顶级雅士白

## New Ariston



原产地：希腊

规格：600x1200, 600x900

Origin: Greece

Size: 600x1200, 600x900

这个古老的希腊大理石的名字意味着“最好的大理石”，并因其白色背景上浅灰色的深纹理而备受赞誉。其中，白色背景的纯度能有效增加室内明亮度和美观度，浅灰色的直线型纹理大面积铺贴既能延伸空间，又能增添优雅。顶级雅士白兼顾古典和现代风格，在浴室、厨房、地板和墙壁上增添优雅和个性。同时可以与其他彩色大理石纹相匹配，在每一个空间添加对比和个性。

The name of this ancient Greek marble means "best marble" and is appreciated for the light grey thick veins on the white background. The white dolomitic background is scattered with linear diagonal calcite lines, adding brightness and beauty in every interior. This stone is suitable for projects of classical or modern look, adding elegance and personality in bathrooms, kitchens, floors and walls. New Ariston can be matched with other colored marbles to add contrast and personality in every space.

# 意大利白

Marmara White



原产地：意大利  
规格：600x1200

Origin: Italy  
Size: 600x1200

细腻柔和的直纹纹理，是白色系中唯一一款直纹产品，搭配深浅变化，层次分明却不夺目，大面积留白营造简约舒适氛围，偏蓝灰色调在灯光下显得清新淡雅，赋予每个室内空间素雅美感，深受设计师及建筑师的青睐。是室内项目如客厅、卧室、浴室和开放式厨房空间的理想选择。

The fine and soft straight texture, with varying depth, is distinct but not dazzling. Large area of white space creates a simple and comfortable atmosphere. The gray tone appears fresh and elegant under the light, endowing each interior space with aesthetic feeling, which is favored by designers and architects. This marble is ideal for interior projects such as bathrooms, living rooms, bedroom walls, open kitchens.

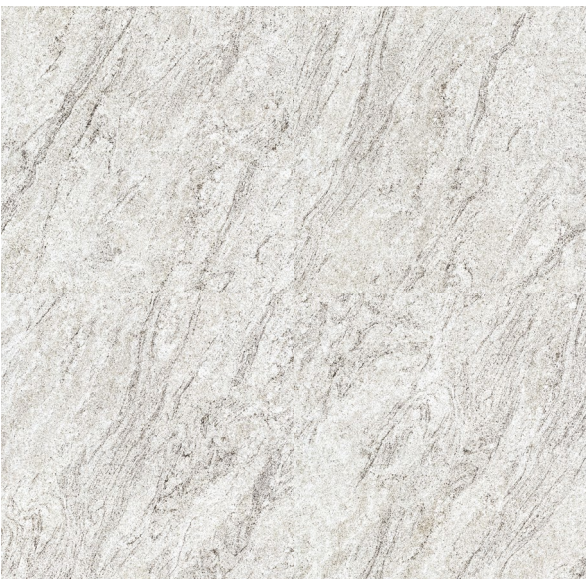


除以上五款室内砖，简一 2020 年针对阳台等室外空间特推出 3 款定制产品，满足更多空间选择。室外用砖在防滑、耐磨、抗污等性能上有更高标准，在美观的基础上注重实用。

In addition to the above five indoor tiles, in 2020, GANI launched three customized products for outdoor space such as balcony to meet more options. Outdoor tiles have higher standards in anti-skid, wear-resistant, anti pollution and other properties, and pay attention to practicality on the basis of aesthetics.

# 幻彩白麻

Kashmir Granite



原产地：巴西  
规格：600x600

Origin: Brazil  
Size: 600x600

幻彩白麻是白色系产品中唯一一款为阳台空间研发的产品，它的原石材源自巴西，是一款花岗岩石材，洁白的表面分布着黑色点状型流线纹理，蕴含着一种阴阳太极美感，是高档住宅室外阳台的首选。

Kashmir granite is a granite from Brazil. The white surface is dotted with dark patterns. With soft curvilinear beauty, they contain a kind of beauty of Yin-Yang(Taiji). It can be used to decorate high-end outdoor balcony and as table top.

# 新堡灰

Castle Grey



原产地：土耳其  
规格：600x600

Origin: Turkey  
Size: 600x600



新堡灰是灰色系产品中唯一一款为阳台空间研发的产品，它的原石材源自土耳其，是比较有名的一种沉积岩，颜色为暗黄色接近于灰色，是一款比任何米黄色都深的暖灰色砖，纹理分布有闪电状的金线纹理，外观古朴而典雅，更有一种古典的韵味。可用于装饰高雅的封闭或开放式阳台的地面。

The warm gray surface is randomly distributed with flashing like gold thread texture, naturally transiting. The thickness of the veins reveal a natural noble aim. The overall appearance is simple and elegant, with a classical charm, which can be used for decorous closed or open balcony floor.



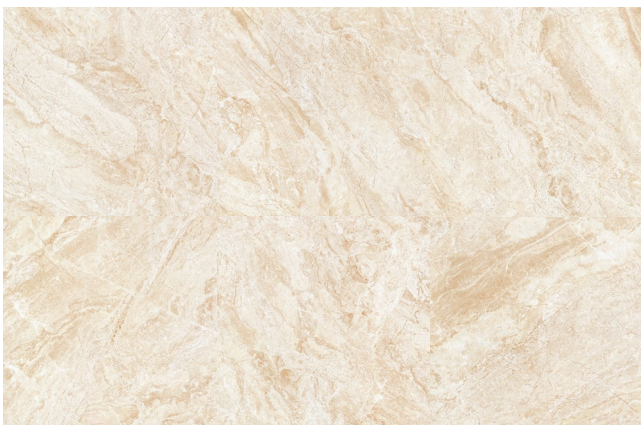
# 香格娜米黄

## Roman Jade



原产地：土耳其  
规格：600x600

Origin: Turkey  
Size: 600x600



米色系产品中唯一一款为阳台空间研发的产品，它的原材料源自意大利，是比较有名的一种沉积岩，轻微变化的暖米色调能很好地营造家居温暖热情的感觉，规则对角线的纹理非常适合大面积铺贴。它可与 900x1800 大规格香格娜米黄密缝连纹搭配使用，室内室外视觉一体化空间更大气。

Roman Jade is a marble quarried in Italy. It is a sedimentary rock which color might slightly vary on different shades of warm beige. It generally comes in three veining categories, Classic, Venato and Nuvolato. For our product we decided to develop the "Venato" variety presenting a more regular and diagonal vein structure, making it perfect for big areas applications. It can be used with 900x1800 Roman Jade with seamless joint paving, and the indoor and outdoor visual integration space is more atmospheric.

# 任意无限连纹 怎么铺都好看

## Random Connected Veins

连纹这个概念在这两年很火，但要实现连纹需满足**两大条件**。

- 1** 必须密缝铺贴，否则宽大的缝隙分分钟将纹理切成一段一段。
- 2** 铺贴时需小心排列，一旦纹理没有对上，则一切重来！

The concept of connected veins is very popular in the past two years, but there are two conditions to realize it:

1. It must be seamless joint paving or the wide gap will cut the texture into sections;
2. When paving, you need to arrange carefully. Once the texture is not aligned, everything need to be redone!

密缝铺贴，简一早在 2018 年就行业首推这项铺贴工艺，将瓷砖间的缝隙革命性的缩减至 0.5mm 以内，肉眼几乎不可见，同时严丝合缝的铺贴也减少了缝隙藏污纳垢带来的健康卫生问题，可以说密缝铺贴美观又健康，是保障连纹的第一步。第二步，为了减少连纹需小心排列的麻烦，简一 2020 年新品创新性的推出“任意无限连纹”的设计应用。

As early as 2018, GANI first introduced this paving technology in the industry, which reduced the gap between tiles to less than 0.5mm, almost invisible to the naked eye. At the same time, the seamless joint paving also reduced the health and hygiene problems caused by the gap's dirt hiding. It can be said that the seamless joint paving is beautiful and healthy, which is the first step to ensure the connected veins. The second step, in order to reduce the trouble of careful arrangement, GANI 2020 new products innovatively launched the design application of random connected veins.



任意无限连纹，顾名思义，就是无论怎么铺，不管是横向或纵向均能让纹理自然衔接，无限延伸，整体连贯统一，摆脱了由于不连纹导致的整体自然美感的缺失。目前 900x1800 规格的“四季绿洲、静雅棕、菲拉格慕”三款新品可以做到任意无限连纹。

如果说无限连纹和密缝铺贴解决的是空间表现力的问题，那新品另一大卖点降解甲醛解决的则是大家关心的家居健康。随着疫情在全球的爆发，健康成为全球关注的热点。简一作为高档装修首选品牌，早在 2017 年就洞察到家居健康对于消费者的重要性，历时两年自主研发出降解甲醛瓷砖。

简一降解甲醛瓷砖通过简一固化技术，将自主研发的新型光触媒固化在瓷砖表面，实现在可见光下，高效、持久、安全的将甲醛降解成二氧化碳和水，是家居环境健康的忠实守护者。

As the name implies, no matter how the texture is laid, no matter in horizontal or vertical direction, the texture can be naturally connected, infinitely extended, and the whole effect is coherent and unified, so as to get rid of the lack of natural aesthetic feeling caused by the non connected texture. At present, "four seasons, Copper Dune and Grey Ivory" three new products of 900x1800 can achieve this new feature.

If connected veins and seamless joint paving solve the problems of spatial expressiveness, another big selling point of the new product, formaldehyde degradation solves the problem of household health that everyone cares about. With the outbreak of the epidemic in the world, health has become a global focus. As the first choice of high-end decoration, GANI has been aware of the importance of home health to consumers as early as 2017. It took two years to independently develop DEGRADATION FORMALDEHYDE ceramic tiles.

Through GANI curing technology, the new photocatalyst developed independently is solidified on the surface of ceramic tile to realize the efficient, lasting and safe degradation of formaldehyde into carbon dioxide and water under visible light. It is a faithful guardian of healthy home environment.



应用产品：菲拉格慕（地面）+ 四季绿洲（墙面）  
Grey Ivory(floor)+Four Seasons(wall)



应用产品：菲拉格慕（地面）+ 意大利白（墙面）  
Grey Ivory(floor)+Marmara White(wall)

为您构建美好家，简一，值得托付！

Build a beautiful home for you, GANI, it's worth trusting!

# 持续改进 共铸卓越—— 2020 年简一集团《卓越绩效项目课题》发布会

2020 GANI Group Launched The Excellent Performance Project

简一集团启动卓越绩效管理项目，旨在借鉴卓越绩效模式标准，探索及打造简一的卓越绩效管理系统，对于夯实集团全面质量管理，提升品牌及社会影响力，推动企业管理全面升级具有重要的里程碑意义。为此，集团于 4 月 21 日特组织中层以上及项目组成员约 75 人召开卓越绩效项目课题发布会，14 个改进课题正式起航。

GANI Group launched the project of excellent performance management mode, aiming to explore and build GANI's excellent performance management system, which is of great milestone significance to consolidate the group's overall quality management, enhance the brand and social influence, and promote the overall upgrading of enterprise management. For this reason, on April 21, the group specially organized 75 people above the middle level and members of the project team to hold the excellent performance project conference, and 14 improvement topics officially launched.

## 《卓越绩效项目课题》发布会

### 卓越绩效项目组

发布时间：2020-04-21

发布会上，首先项目推进办公室秘书敬晓芳高级经理从卓越绩效项目工作小组成员和主要职责、14 个课题组成员及项目顾问、项目实施以及项目组考核方式四个方面为大家解读了《卓越绩效项目管理规定》。

At the press conference, first of all, the Secretary of the project promotion office and senior manager, Ms.Jing interpreted the regulations on management of excellent performance projects from four aspects: members and main responsibilities of the project group, 14 members of the project team and project consultants, project implementation and evaluation methods of the project team.





随后，集团副总裁杨君之、冯娟、王艳，品牌营销中心总监罗宇锋，人力资源部高级经理敬晓芳，行政办公室主任谭玲，财务管理部副经理卢桥英，IT 部副经理刘仕程分别作为 14 个改进课题的代表，介绍了对应项目的现状概要、改进思路、项目目标及主要成果形式、项目完成时间等项目内容。

Vice president of the group, Ms. Feng, Ms. Wang, Mr. Yang, director of branding center, Mr. Luo, senior manager of HR department, Ms. Jing, director of administrative office, Ms. Tan, deputy manager of financial department, Ms. Lu, and deputy manager of IT department, Mr. Liu respectively acted as representatives of 14 improvement projects, introducing the current situations, improvement ideas, project objectives and main achievement forms of corresponding projects, completion time, etc.

伴随课题计划发布的结束，也迎来了本次发布会的重要环节——课题计划签约仪式。14 个项目组课题组长与项目顾问老师在现场签署改进课题计划，签署意味着担当和责任，期盼课题组长在顾问老师们的指导下，带领项目成员们圆满完成项目的改进。

Following the release of the project plan, the signing ceremony of the project plan which is an important part of the conference is held. The project team leaders of 14 project teams and project consultants signed the plan on site. It is expected that the project team leaders will lead the project members to complete the improvement of the project successfully under the guidance of the consultants.

最后，集团副总裁冯娟作为卓越绩效改进项目经理发表总结发言，寄语各项目组成员积极开展项目改进工作，同时通过项目的开展不断锻炼及提升个人能力，与企业共铸卓越！

Finally, Ms. Feng, vice president of the group, delivered a summary speech as the project manager, expressing that all members of the project team should actively carry out the project improvement, and constantly exercise and improve their personal ability through the project development, so as to create excellence with the enterprise!



# 从心出发 · 同心同行 |

## 2020 年首届线上特训营成功举行

### 2020 First Online Training Camp Was Successfully Held

为了更好地提升简一品牌服务商终端团队的整体专业技能，向消费者提供更优质的服务。简一商学院于4月16至17日，举办首届线上特训营，为全国品牌服务商搭建学习交流平台，提升实战能力。本次线上特训营，覆盖了简一全国终端团队，包括店长、导购和设计师等，累计3000余人全程参与。

In order to better improve the overall professional skills of the distributor team of GANI and provide consumers with better services. GANI business school held the first online special training camp from April 16 to 17 to build a learning and exchange platform for national brand partners and improve their practical ability. This online special training camp covers the national team of GANI, including store managers, shopping guides and designers, with more than 3000 people participating in the whole process.



简一集团副总裁王艳女士上台致辞

Ms. Wang, vice president of GANI Group, delivered a speech.



简一集团副总裁王艳女士的精彩致辞，拉开简一2020年首届线上特训营的序幕。

The wonderful speech by Ms. Wang, vice president of GANI Group, kicked off the first online special training camp of GANI in 2020.

据悉，本次特训营分为二场，中区+南区一场，东区+北区一场，共2天时间，诚邀4位讲师带来精彩实用的主题课程：从密缝铺贴、3.0用户价值馆、新品设计应用及智慧门店等内容板块，通过系统性培训，助力终端团队提升转化率和成交率。

This training camp is divided into two sessions, one in central + south district and one in east + north district. In two days, four lecturers are invited to bring wonderful and practical theme courses: from seamless joint paving, 3.0 user value center, new product design and application, smart store and other content sectors, through systematic training, to help the distributor team improve transaction rate.

## 01 产品赋能终端

### Product Advantages

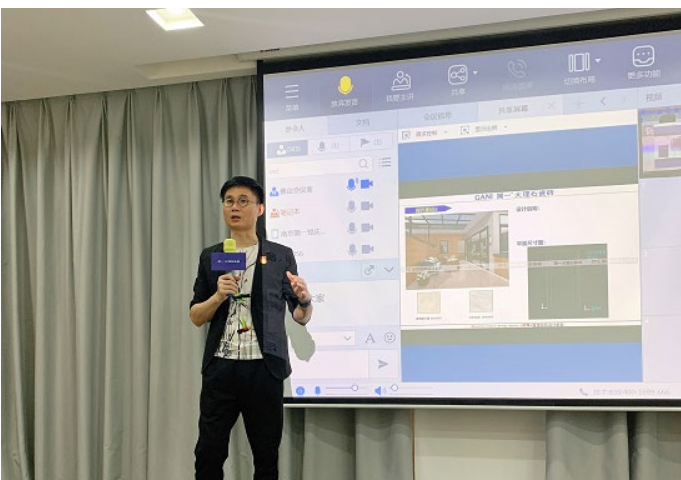


陈锦强老师分享《密缝铺贴销售话术讲解》课程，深入阐述简一密缝铺贴的价值所在。

Mr. Chen shared the course "explanation of sales skills of seamless joint paving" and elaborated the value.

## 02 设计赋能终端

### Design Advantages



设计大咖李志豪顾问分享《3.0 用户价值馆宣导和讲解应用》、《新品设计应用话术及设计理念讲解》课程，深刻剖析了用户价值馆及新品优势，提升终端对设计的感知力，为终端团队以设计促成交夯实了基础。

Mr. Li, GANI general design consultant, shared the courses of "3.0 user value center publicity and explanation application", "new product design application script and design concept explanation", deeply analyzed the advantages of user value center and new product, improved the distributor team's perception of design, and laid a solid foundation for them to promote communication with design.

## 03 软件赋能终端

### Software Advantages

针对门店日常工作能早日全面实现智慧化管理，现场特别组织了 SMI 系统的实操课程培训，操作简单，即学即用。

In view of the early and comprehensive realization of intelligent management in the daily work of the store, GANI specially organized the practical training of SMI system, which is easy to operate.

全国简一家人一如既往，发挥了积极主动、不断汲取的学习精神，踊跃组织团队参与线上特训营，在愉快又紧张的学习氛围中，收获满满的专业知识。

As always, the national GANI family has played an active and continuous learning spirit, actively organized teams to participate in online special training camps, and gained full professional knowledge in a happy and tense learning atmosphere.



为检验学习成果，鞭策简一人们熟悉掌握课程知识，简一商学院针对此次特训营组织了一场线上考试，进一步加深学员们对于知识点的理解。

In order to test the learning results and urge people of GANI's family to be familiar with and master the course knowledge, GANI's business school organized an online examination to further deepen students' understanding of knowledge points.



## 奖励内容

终端人员：按照以上评分标准，以2个大区为一场，门店为单位，综合评选前10名（每场10名，2场共计20名）；

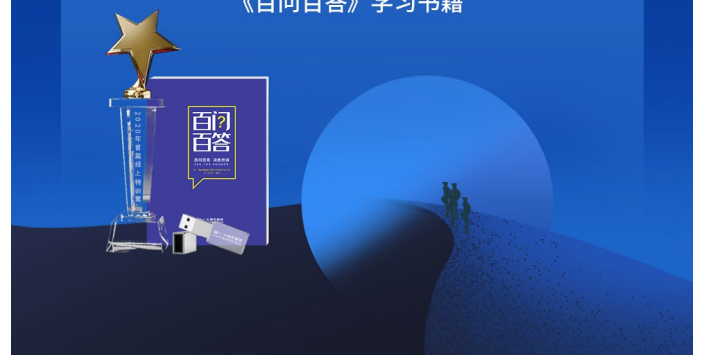
### 水晶奖杯

（特训营定制版，门店专属）

### 简一定制U盘

（内含简一商学院学习大礼包专属资料）

### 《百问百答》学习书籍



学习赋能，荣誉加持，简一商学院更是准备了丰厚又实用的礼品，奖励我们优秀的简一家人。

从心出发·同心同行，简一家人通过不断学习，将以更加专业的素质，用心服务好选择简一的每位消费者。2020年，让我们充满能量，奋勇前进！

GANI business school has prepared rich and practical gifts to reward our excellent GANI family.

Starting from the heart and working together, through continuous learning, the GANI family will serve every consumer with more professional quality. In 2020, let's be full of energy and march forward bravely!



## 【简一·国际】

# 简一集团联合悦华公司成功举行交流会

GANI Held An Exchange Meeting With Mainland Successfully

4月21日，简一国际携手合作伙伴悦华公司于佛山总部展厅举办交流会。集团副总裁冯娟女士及悦华公司副总经理仇总出席会议并致辞。交流会就疫情期间针对产品核心竞争力进行深入探讨，分析市场营销，同时有效增进双方友谊，促进共同发展。活动期间，简一独有的随机无限连纹，密缝铺贴工艺受到悦华公司同仁高度赞赏。

On April 21, GANI international and Mainland company held an exchange meeting in GANI Foshan headquarters showroom. Ms. Feng Juan, vice president of GANI Group and Ms. Qiu, vice general manager of Mainland attended the meeting and delivered speeches. We conducted in-depth discussion on the core competitiveness of products, analyzed marketing, and the meeting effectively enhance friendship and common development between the two sides. During the activity, GANI unique feature of random connected veins and seamless joint paving were highly appreciated by Mainland company.

## 同心同行，携手共进 Move Together With One Heart

悦华国际集团成立于2001年，是陶瓷出口行业的龙头企业，年出口量近万箱，近年来采取多元化发展战略，享有良好的声誉和广泛的知名度。简一与悦华公司已建立多年友好合作关系，在东南亚市场如马来西亚、泰国等国家展开深入合作，通过这次交流会，双方加强交流，提升了对产品和市场的了解，未来将继续携手共进，争创佳绩。

Mainland International Group, founded in 2001, is a leading enterprise in the ceramic export industry, with annual export volume of nearly 10,000 containers. In recent years, Mainland has adopted a diversified development strategy, enjoying good reputation and wide popularity. GANI and Mainland have established friendly cooperative relations for many years, and have carried out in-depth cooperation in Southeast Asian markets such as Malaysia, Thailand, etc. Through this exchange meeting, we strengthened exchanges and improved understanding of products and markets. In the future, we will continue to work together to achieve good results.



简一集团副总裁冯娟女士发表欢迎致辞并代表简一赠送礼物

Ms. Feng Juan, vice president of GANI, delivered a welcome speech and presented gifts on behalf of GANI.



悦华公司副总经理仇总表达对简一作为高端品牌在国内外推广成果的高度认可

Ms. Qiu, vice general manager of Mainland, expressed her high recognition of GANI as a high-end brand and its promotion achievement at home and abroad.

# 产品赋能 利益客户

## Product Empowerment To Benefit Consumers



简一国际营销中心销售总监韩昭盛先生——《简一产品介绍》  
Mr. Han, sales director of GANI International, delivered a speech of GANI product introduction



简一集团密缝铺贴资深顾问陈锦强老师——《简一密缝铺贴》  
Mr. Chen, senior consultant of GANI, addressed a speech of GANI seamless joint paving.



简一创新技术和 2020 年新品系列引发现场来宾的热烈讨论  
GANI innovation technology and new product series caused heated discussion among the guests.



简一集团工程营销中心推广经理杨彦勋老师——《简一凭什么贵》  
Mr. Yang, manager of project promotion, introduced a topic of GANI advantages in high-end project applications.

# 走进直播间， 来一份实实在在的简一工厂云考察

Livestreaming of GANI Factory

4月20日下午，简一集团携手采筑开启“自然之美，匠心筑造”大型工厂云考察活动，首次以创新线上考察形式走进简一，对集团总部展厅、大理石瓷砖研发中心、智能生产线等进行全方位观摩，并与多位大咖嘉宾交流分享，共同探索大理石瓷砖开创者背后的研发故事和制造工艺。

In the afternoon of April 20, GANI Group joined hands with ALPLP to open a large-scale factory online investigation activity. It is the first time for GANI to carry out all-round observation of headquarters, R&D center, intelligent production line through livestreaming. And with a number of guest exchanges and sharing, we explore the story of R&D and manufacturing technology behind.

## 暖春四月，云考察带你走进简一

WALK INTO GANI

本次云直播使用5G网络、无人机航拍等形式，由简一集团副总裁杨君之先生带领大家，跟随着镜头参观简一的研发和制造基地，从原料和配方、组合工艺施釉线、全玻化精益烧成工艺、质控体系等方面系统详细地讲解简一大理石瓷砖优势。作为国家绿色制造示范企业，简一所有生产线均使用天然气等绿色能源，符合可持续绿色发展之路。

This livestreaming uses 5G network, UAV aerial photography and other forms, led by Mr. Junzhi Yang, vice president of GANI, to follow the camera to visit GANI's R&D and manufacturing base, and systematically and detailedly explain the advantages of GANI marble tiles in terms of raw materials and formula, combined process glaze line, full vitrification firing process, quality control system, etc. As a national green manufacturing demonstration enterprise, all production lines of GANI use green energy such as natural gas, which conforms to the road of sustainable green development.



技术顾问朱联烽博士带领大家参观简一研发中心和石材库，深入了解行业内领先的降解甲醛、遇水更防滑、密缝铺贴等国际领先工艺技术，并参观了研发实验区。简一“宝藏”石材库，收藏了来自世界各地五百多款名贵珍稀石材，成就了无可比拟的研发源泉，并将故宫博物馆复刻珍贵文物的技术应用到大理石瓷砖产品开发和定制服务上，实现科技和艺术的完美结合。

Dr. Lianfeng Zhu, technical consultant, led you to visit GANI R&D center and marble gallery, deeply understood the industry's leading technologies such as formaldehyde degradation, anti-slip, seamless joint paving, and visited the R&D experimental area. GANI's Marble Gallery collects 500+ precious and rare stones from all over the world, which makes an unparalleled source of research and development. It also applies the technology of copying precious cultural relics of the Palace Museum to the development of marble tile products and customized services, realizing the perfect combination of technology and art.



研发中心考察  
R&D center visit



配套中心讲解  
Explanation of accessory center

## 大咖嘉宾，“云集”同台打 CALL 推荐

### SUPPORT FROM GUESTS



简一集团董事长李志林致辞  
Chairman of GANI Group, Mr. Zhilin Li, delivered a speech

简一董事长李志林在直播中表示，简一专注于大理石瓷砖品类，持续创新和不断地提升产品品质，以满足客户个性化的需求。现在，简一集团全面推行3.0战略，旨在全心全意地为客户创造价值，真心诚意地为客户解决问题。将来，我们也将一如既往的服务好我们的合作伙伴，为客户打造有品味的家居空间，有爱的家庭生活。

Zhilin Li, chairman of GANI, said in the livestreaming that GANI focuses on marble tile categories, continues to innovate and constantly improves product quality to meet the personalized needs of customers. Now, GANI implements the 3.0 enterprise strategy in an all-round way, aiming to create value for customers wholeheartedly and solve problems for customers sincerely. In the future, we will, as always, serve our partners well, and create high-end home space and loving family life for our customers.



采筑总经理都军致辞  
GM of ALPLP, Mr. Jun Du

采筑平台总经理都军表示，万科最关注的是供应商的产品质量及定制化能力。在过去的合作中，双方一直致力于提升客户体验，满足客户对美好生活的追求和向往。简一有能力呈现客户所需要的设计，还原市场上稀缺的石材效果，因此，简一是万科选择的行业战略合作伙伴。

Mr. Jun Du, general manager of ALPLP platform, said that Vanke is most concerned about the product quality and customization ability of suppliers. In the past cooperation, both sides have been committed to improving customer experience and satisfying customers' pursuit and yearning for a better life. GANI has the ability to present the design required by customers and restore the rare stone effect in the market. Therefore, GANI is an industry strategic partner selected by Vanke.



杨老师分享《匠心筑造，大美方成》

Mr. Yang shared the advantages of GANI in High-end Project Application.

在直播现场，还有培训经理杨彦勋为观众带来了一场干货满满的分享。他提到，大理石瓷砖无论从颜色、纹理和装饰效果上都能满足消费者对高档装修的需求，这是近年来出现的新兴趋势。更难得的是，简一坚持可持续发展的环保理念，可再生和循环利用大大减少地球资源消耗。因此，简一无论在国内外都是顶尖地产业主、酒店运营方的合作伙伴，众多高端项目都选择了简一。

In the livestreaming, Mr. Yanxun Yang, the training manager, also brought the audience a share full of real stuff. He mentioned that marble tiles can meet consumers' demand for high-end decoration in terms of color, texture and decoration effect, which is a new trend in recent years. What's more, GANI adheres to the environmental protection concept of sustainable development, renewable and recycling utilization greatly reduces the consumption of earth resources. Therefore, GANI is a partner of top real estate owners and hotel operators both at home and abroad, and many high-end projects choose GANI.



李志豪先生分享《设计师视角：大理石瓷砖的设计应用》

Mr. Zhihao Li shares "designer's perspective: the design and application of marble tiles"

采筑平台总经理都军表示，万科最关注的是供应商的产品质量及定制化能力。在过去的合作中，双方一直致力于提升客户体验，满足客户对美好生活的追求和向往。简一有能力呈现客户所需要的设计，还原市场上稀缺的石材效果，因此，简一是万科选择的行业战略合作伙伴。

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彭良万先生分享《业主角度：高端项目之选》  
Mr. Liangwan Peng shares the owner's perspective: selection of high end projects



工程副总经理赵新亮和技术顾问朱博士参与话题互动  
Vice general manager of the project, Mr. Xinliang Zhao and technical consultant Dr Zhu participate in the topic interaction

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If you miss the livestreaming for various reasons, we have prepared the re-run for  
you. Welcome to scan the QR code below to review.



# 不设限的设计人生有多精彩 听设计大咖亲身讲述

Reverse the power of life and listen to the amazing life of GANI's best friend

人们总是习惯性的在事情开始前，因为社会预定或自身恐惧，拒绝改变，选择呆在安全区。正如法国思想家卢梭在《社会契约论》中说：“人是生而自由的，但却无往不在枷锁之中。实际上，给人套上枷锁的，就是人自己。”

People are always used to staying in a safe area before things start because of social reservation or their own fear, refusing to change. As Rousseau, a French thinker, said in the theory of social contract, "man is born free, but he is always in chains. As a matter of fact, it's the man himself who puts the shackles on people."

然而，也总有一些人，他们能够大胆的突破藩篱，让自己被社会预定的终途，重新变成又一个起点。知名设计师——李敏，就是一个例子。她没有局限于年龄和已有的光环，而是选择不断突破，活出了自己不设限的精彩人生。

However, there are always some people who can boldly break through the barriers. Li Min, a famous designer, is an example. Instead of being limited to her age and existing glory, she chose to break through and live a wonderful life with no limits.

## 设计不设限 探索不一样的美

No Restrictions on Design, Exploring Different Beauty



李敏作品 - 麓山长岛项目 地面产品：简一卡拉拉塔金

High-end Villa Project designed by Li Min Floor Product: GANI Calacatta Gold

35岁的李敏，拥有自己的工作室——艺筑亦美全案美学定制设计机构。多年来，凭借着过硬的专业设计技能，美好的艺术作品，获得了不少客户的青睐。

Li Min, 35 year-old, has her own studio, Yizhu Yimei custom design agency. Over the years, with excellent professional design skills and beautiful works of art, it has won the favor of many customers.





李敏作品 - 鹭湖宫全景倉项目 背景墙产品：简一卡拉拉白

High-end Villa Project designed by Li Min Floor Product: GANI Statuario Calacatta

什么样的设计作品才能称之为“美”？是近年被大众追捧的简约风？亦或是风靡全网的ins风？还是早前站在潮流尖端的北欧风？当被问及这个问题时，李敏表示美有很多可能性，设计也不应该被外界的包袱所设限、捆绑。我们要紧追时代潮流趋势的同时，深挖用户生活习性，用自己的方式去表达人与自然与空间三者的高度契合，为客户提供一种独特而舒适的空间体验。从产品看空间，从空间读懂人，这样做出来的作品更能打动用户。

What kind of design can be called "beauty"? Is it the simplicity style that has been popular in recent years? Or the Nordic style which is the forefront of the trend earlier? When asked about this question, Li Min said that there are many possibilities for beauty, and design should not be limited or bound by external burdens. We should keep up with the trend of the times, and at the same time dig into the user's living habits, express the high agreement between human and nature and space in our own way, so as to provide a unique and comfortable space experience for customers. Looking at space from products and knowing people from space, the works made in this way can impress users.



李敏作品 - 圣安德鲁项目 地面产品：简一意大利米灰  
High-end Villa Project designed by Li Min, Floor Product:GANI Gamper

空间设计是生活、文化和思想非常重要的结合，是精神和思想上内涵的提升。为了满足客户更多的空间需求，35岁的她仍在硕士的课堂上深造，每年会定期去国外与大师交流学习，例如北欧、意大利、日本。业余时间，便会参加各种展览、找一些小众独特的地方旅行，感受形形色色的人。“好的作品源于对生活的沉淀。只要我们用心体会生活中的每一个元素，就能发现他们之间存在的某种关联。”她说道。

Space design is a very important combination of life, culture and thought, and is the promotion of spiritual and ideological connotation. In order to meet more space needs of customers, she is still studying in her master's class at the age of 35. Every year, she will go abroad regularly to exchange and study with masters, such as northern Europe, Italy and Japan. In her spare time, she will take part in various exhibitions, find some unique places to travel and experience all kinds of people. "Good works come from the precipitation of life. As long as we carefully understand every element of life, we can find some connection between them." She said.



打破传统界限，游走于当代风格，在传统开放性规划和封闭式格局之间让艺术满足用户空间需求的同时，又再一次改写生活的面貌。“她从不给自己设限，每一次，都把客户的房子当自己的家一样，倾力设计，把握每一个细节，让艺术和生活完美融合。我想，这就是李敏获得今日成就的重要原因之一。”服务李敏的成都简一品牌服务商卓小艳如此评价。

Break the traditional boundary, design in the contemporary style, let art meet the needs of users' space between the traditional open planning and closed pattern, and at the same time, change the life again. "She never sets limits for herself. Every time, she takes the client's house as her own home, devotes herself to design, grasps every detail, and makes art and life perfectly integrated. I think that's one of the important reasons why Li Min has achieved today." Ms. Zhuo Xiaoyan, a Chengdu GANI partner who serves Li Min, said so.

## 简一不设限 为用户构建美好生活

GANI Build a Better Life for Users

不设限的人生，能活出更多精彩。不设限的产品，才能满足更多美好生活的需求。简一，和其品牌挚友李敏一样，在为消费者创建美好生活的过程中强调的是打破边界，不设限。

Unlimited life can be more wonderful. Unlimited products can meet more needs of a better life. GANI, like Li Min, one of the brand's best friends, emphasizes breaking the boundaries and setting no limits in the process of creating a better life for consumers.

简一作为大理石瓷砖的开创者，在对大理石装饰效果的极致追求上从不设限。不但在单片瓷砖的纹理、色彩、光感、触感、质感上下足功夫，同时在整体空间上为了达到“一个空间‘一片’瓷砖”的视觉效果，于2020年的新品中推出任意无限连纹设计应用。

As the pioneer of marble tiles, GANI never set limits on the ultimate pursuit of marble decorative effect. Not only in the veins, color, brightness, touch feeling and texture of every tile, but also in order to achieve the visual effect of "One Piece, One Space", we launch a new feature - random connected veins in the new product in 2020.



简一大理石瓷砖 菲拉格慕 + 意大利白  
GANI Marble Tiles Grey Ivory+Marmara White

利用简一密缝铺贴工艺，在任意无限连纹设计下，8款图案可连接成为13平方米的整体空间，甚至以不同排列组合方式，打造出52平方米或更大的空间。无限连纹之美让我们轻松摆脱了单片瓷砖规格的限制，畅享纹理自然延伸带来的视觉空间一体化的自然之美。

Adapted with the GANI seamless joint paving technology, 8 patterns can be connected into an overall space of 13 sqm with the new feature Random Connected Veins, and even create a space of 52 sqm or more in different permutations and combination. The beauty of infinite continuous pattern makes us easily get rid of the limitation of single tile specification, and enjoy the natural beauty of visual space integration brought by the natural extension of texture.



简一大理石瓷砖 四季绿洲  
GANI Marble Tiles Four Seasons

稳步前行、按部就班，也许可以让你安稳一生。但人生有千百种可能，我们大可放手追逐，像李敏和简一一样，**坚守对生活的热爱与态度，打破边界不设限，收获自己不一样的精彩人生。**

Moving forward steadily and step by step may offer you a stable life. But there are thousands of possibilities in life. Like Li Min and GANI, we can stick to our love and attitude towards life, break the boundary and set no limits, and reap our different wonderful life.

活动进行中

Activity in progress



精英设计大赛  
GANI Design Competition

自然、人、空间三者之间的融合，  
享受自然之美的同时关爱自然，  
实现人和自然的和谐共生。

自然  
／  
共生

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  
学术指导单位：亚太酒店设计

# 6月刊预告

Preview of June Issue

## 挚友故事精彩不断：

既是一名民营机长，还是音乐人，  
他将带来怎样的故事？

GANI Featured Characters:

An airplane captain, a musician, what kind of story will he  
bring to us?

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