

GANI NEWS

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阿波罗银打造的简约风
低调而不失典雅

The Simple Style Created By Claros Grey(Light)
Is Low-Key And Elegant

简一荣获中国国际广告节
2020 广告主奖·案例奖

Gani Wins China International Advertising Festival
2020 Advertiser Award - Case Award

简一大理石瓷砖阿波罗银实景图
Claros Grey(light)

简一® 大理石瓷砖
GANI MARBLE TILES

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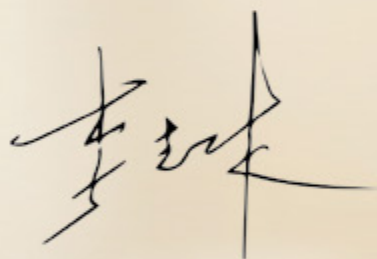
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对话李志林：真诚利他，追求极致的用户价值

Interview with Li Zhilin: Sincere altruism and the pursuit of ultimate user value

01

2009年，简一开创大理石瓷砖品类，掀起“大理石瓷砖”风潮；2017年，简一推出肖氏服务法重新定义高端瓷砖服务；2020年1月，简一开启3.0战略升级元年，进入全新的战略升级期……简一一直在自我颠覆中迭代发展。

在陶瓷行业，简一一直是自成一派的武林高手。它不是规模最大的，也不是资历最老的，但却是业内人士极为尊敬的一个品牌。因为它不破不立的开拓者精神，因为它真诚利他的极致服务。

本期搜狐焦点家居《百家之道》，对话简一集团董事长——李志林，探寻简一的3.0战略。

In 2009, GANI created the category of marble tiles and set off the trend of “marble tiles”; in 2017, GANI launched the Shaw Service Method to redefine high-end tile services; in January 2020, GANI opened the first year of the 3.0 strategic upgrade and entered a new strategic upgrade period... ..GANI has always evolved iteratively in self-subversion.

In the ceramics industry, GANI has always been a martial artist in its own right. It is not the largest, nor is it the most senior, but it is a brand that is extremely respected by those in the industry. Because of its unbroken pioneer spirit, because of its sincere altruistic extreme service.

This issue of Media Sohu focuses on the way of hundreds of enterprises, and talks with Li Zhilin, chairman of GANI group, to explore GANI's 3.0 strategy.



陶瓷行业刚刚进入完全竞争初期

The ceramics industry has just entered the early stages of full competition

搜狐焦点家居

今年，岩板大热，背后的逻辑是什么？对此热潮，你如何看待？

Sohu

What is the logic behind the boom in sintered stone this year? What do you think of this craze?

李志林

其实岩板并非新鲜事物，但不可否认的是岩板确实具有面积更大、功能更强的优势，并且开发了一些新市场，比如家具市场、家装市场。岩板作为饰面板，装饰效果更佳，适用范围更广。它最强大的地方在于拓宽了瓷砖市场固有的边界。

岩板虽好，但并不意味着大家都要蜂拥去做，因为每个企业都有自己的发展思路 and 经营战略。我们现在没跟进岩板项目，不意味着未来也不跟进，但可以肯定的是，我们绝对不会拓展家居等陶瓷以外的市场。我们不会用一个新品去拓展一个新市场，而是根据客户需求补充我们的产品矩阵。这是我们的发展逻辑。

Zhilin Li

Sintered stone is not new, but it does have the undeniable advantage of being larger and more functional and has opened up new markets, such as the furniture market. As a decorative panel, sintered stone is more effective and has a wider range of applications. Its strongest point is that it widens the inherent boundaries of the tile market.

Sintered stone is good, but it doesn't mean that everyone has to flock to it, because every company has its own development ideas and business strategies. Just because we are not following up on the sintered stone project now does not mean that we won't do so in the future either, but what is certain is that we will never expand into markets other than ceramics such as home furnishings. We do not expand into a new market with a new product, but rather supplement our product matrix according to the needs of our customers. This is the logic of our development.

搜狐焦点家居

陶瓷产业发展至今，经历了哪几个大的产品迭代周期？哪些因素在影响甚至主导着这种产品流行趋势？

李志林

从产品来说，最早的是瓷片、有釉砖，后面有釉砖变成耐磨砖，再变成抛光砖；有段时间微晶石也很受欢迎，再后来流行大理石瓷砖，今年岩板又很火。可以看到的是，效果越来越好，质量越来越好。

从我们内部来说，技术、工艺越来越成熟，生产设备越来越先进。从客户端来说，效果、性能越来越好。归根结底，是工艺技术的发展 and 消费需求的变更主导着陶瓷产品的迭代。

Sohu

What are the major product iteration cycles that the ceramic industry has gone through? What factors are influencing or even dominating this product trend?

Zhilin Li

In terms of products, the first were porcelain tiles and glazed tiles, then glazed tiles became wear-resistant tiles and then polished tiles; glass ceramic was also popular for a while, then marble tiles became popular, and this year sintered stone are very hot. The results are getting better and better, so does the quality.

Internally, the technology and processes are becoming more mature and the production equipment more advanced. On the client side, the results and performance are getting better and better. Ultimately, it is the development of process technology and changes in consumer demand that dominate the iteration of ceramic products.

搜狐焦点家居

中国陶瓷产业的产区分布情况如何？广东陶瓷产区的优势和瓶颈分别是什么？

李志林

陶瓷产区东西南北中都有。我们属于南，最早佛山占了 2/3 产量；再往东以前华东有台资企业，现在台资企业慢慢没落了；还有一个东面华东是福建，占比也不小；西边现在广西正在起来；现在重庆也慢慢起来了；中部就是河南、河北、江西；北方也有，往北山东和河南、辽宁法库也有一些比较集中的产区。

广东陶瓷的优势是毫无疑问的，产业供应链很强，也很完整，品牌、供应链、人才、装备、信息等各个方面，都是全国最强的。但与此同时，广东属于发达地区，相对来说各方面要求更高，土地资源也紧张，正在产业升级。所以现在很多陶瓷企业都在往江西、广西等外省拓展第二、第三基地。

Sohu

What is the distribution of production areas in the Chinese ceramics industry? What are the strengths and bottlenecks of the Guangdong ceramics region?

Zhilin Li

There are ceramic producing areas in the east, west, south and north. We belong to the south, the earliest Foshan accounted for two thirds of the output; further east there used to be Taiwan-funded enterprises in East China, but now Taiwan-funded enterprises are slowly declining; another is Fujian, accounting for a large proportion; west now Guangxi is up; now Chongqing is also slowly up; central is Henan, Hebei, Jiangxi; the north is Shandong and Henan, Liaoning Faku also has some more concentrated areas of production.

There is no doubt that Guangdong ceramics has a strong and complete industrial supply chain. The brand, supply chain, talents, equipment, information and other aspects are among the strongest in China. But at the same time, Guangdong is a developed region, relatively speaking, all aspects are of higher requirements, land resources are also tight, it is upgrading the industry. So now many ceramic enterprises are expanding the second and third bases in Jiangxi, Guangxi and other provinces.

搜狐焦点家居

“煤改气”政策的推行，将给陶瓷产业带来哪些具体的影响？

李志林

煤改气最突出的影响就是成本会高出 1/3 左右。燃料是原料之外的第二大成本，这对做低附加值产品的企业而言压力将大大增大。

但长远来看，烧气肯定比烧煤更加环保，对设备、厂房的损耗都将大大降低，空气污染也会大大降低。

搜狐焦点家居

你对陶瓷行业未来 1~2 年的发展趋势有何预判？

李志林

陶瓷行业从 2015 年开始就进入分水岭了，之前企业数量和市场容量都在增加，后来市场相对稳定甚至有些下降的时候，市场就需要抢了。好的更好，差的更差，马太效应日益明显。

目前，陶瓷行业集中度不高，正在向规模化、均衡化发展进化，所以，行业才刚刚进入完全竞争的初期。

Sohu

What specific impact will the implementation of the “changing coal to gas” policy have on the ceramic industry?

Zhilin Li

The most striking effect of the switch from coal to gas is that costs will be around a third higher. Fuel is the second largest cost outside of raw materials, which will put a lot more pressure on companies making low value-added products.

In the long term, however, burning gas is certainly more environmentally friendly than burning coal, and the wear and tear on equipment and plants will be greatly reduced, as will air pollution.

Sohu

What are your predictions for the development of the ceramics industry over the next 1 to 2 years?

Zhilin Li

The ceramic industry has entered the watershed since 2015. Before, the number of enterprises and market capacity have been increasing. Later, when the market is relatively stable and even declining, the market needs to be seized. The good is better, the worse is worse, and the Matthew effect is increasingly obvious.

At present, the concentration of ceramic industry is not high, and it is evolving to scale and balanced development. Therefore, the industry has just entered the initial stage of complete competition.

升级 3.0 战略，启动主脑系统

Upgrade 3.0 strategy and activate the main brain system

搜狐焦点家居

2020 年年初，简一在营销峰会上发布了 3.0 战略。

3.0 战略的核心思想是什么？

李志林

企业不断发展，自然需要升级。简一从 2002 年发展至今，已快 20 年。我们的发展大致分为三个阶段：

第一个阶段是生意型的，以赚钱为目的，市场上哪个产品好卖我们就开发哪个产品；

第二个阶段是以产品为中心，不再以挣钱为目标，而开始主动开发新产品满足客户需求，我们的大理石瓷砖就是在这个阶段应运而生的；

现在升级到第三个发展阶段，致力于以更好的服务为客户创造更大的价值，就是“真诚利他”。

经营的本质就是把客户服务好，为客户创造价值，持续打造我们的品牌。变的是我们的经营模式，不变的是我们服务客户、创造价值的初心。

Sohu

At the beginning of 2020, GANI released the 3.0 strategy at the Marketing Summit. What is the core idea of 3.0 strategy?

Zhilin Li

As a business grows, there is a natural need to upgrade. It has been almost 20 years since GANI was founded in 2002. Our development is broadly divided into three phases.

The first stage is business-oriented and money-making, and we develop products that sell well on the market.

The second stage was to become product-centric, to stop aiming to make money and to start proactively developing new products to meet customer needs, and it was at this stage that our marble tiles were born.

This has now been upgraded to a third stage of development, dedicated to creating more value for customers with better service, which is “genuine altruism”.

The essence of our business is to serve our customers well, create value for them and continue to build our brand. What has changed is our business model, but what remains the same is our original intention to serve our customers and create value.

搜狐焦点家居

疫情的到来，充分彰显了数字化建设的重要性。简一的数字化建设处于什么发展阶段？有何心得？

李志林

数字化在陶瓷行业提了很多年，疫情倒逼大家更习惯线上沟通及交易，加速了数字化营销的发展进程。陶瓷企业一定要数字化转型，这是毫无疑问的。现在技术越来越成熟，消费者的习惯也培养起来了，迟早都要往这方面发展，不然未来很难跟上市场的需求，便无法立足市场。

我们持续在改进，但真正的智能程度还不高。如果哪天接一个三百平的订单还能挣钱时，意味着企业的数字化程度非常高了，真正达到工业 4.0 的水平。

今年我们启动了主脑系统，让前面工作起来更简单。把后台做重，把前面做轻，为我们的服务商减负，同时提升客户体验。这比中台更 AI，起到“头”的核心作用。

Sohu

The arrival of the epidemic has highlighted the importance of digital construction. At what stage of development is GANI's digital construction? What have you learned?

Zhilin Li

Digitalisation has been mentioned in the ceramics industry for many years, and the epidemic has forced everyone to become more accustomed to online communication and transactions, which has accelerated the process of digital marketing. There is no doubt that ceramic companies must be digitally transformed. Now that technology is becoming more mature, consumer habits have also been cultivated, sooner or later we must develop in this area, otherwise it will be difficult to keep up with market demand in the future, it will be impossible to gain a foothold in the market.

We're constantly improving, but we're not really that smart yet. If you can still make money one day when you take an order for a 300 sq. ft. unit, it means that the company is very much digitalised and has really reached Industry 4.0.

This year we have launched a master brain system to make working up front easier. We take the burden off our service providers and improve the customer experience at the same time. This is more artificial intelligence and plays a central role in the "head".

搜狐焦点家居

2020 接近尾声，展望 2021，简一制定了怎样的战略规划？

李志林

我们制定了 5 年战略规划，核心还是围绕 3.0 战略。我们的 3.0 战略今年才刚起步，至少需要 5 年的时间去落地。我们会通过模式的迭代升级，完善客户的价值点，将服务做到极致。

Sohu

2020 is coming to an end. Looking forward to 2021, what kind of strategic plan has GANI formulated?

Zhilin Li

We have formulated a five-year strategic plan, focusing on the 3.0 strategy. Our 3.0 strategy has just started this year, and it will take at least five years to implement. We will improve the value points of customers through the iterative upgrading of the mode, and achieve the ultimate service.

真诚利他，追求极致的用户价值

Sincere altruism, pursuing the ultimate user value

搜狐焦点家居

2020 年，简一在“用户服务”上做了哪些创新？
简一为何会在服务客户上做这么大的投入？

李志林

企业经营本质是为客户创造价值。简单来说，客户是我们的衣食父母，如果你连他们的需求都不能很好满足，怎么能够得到长期发展？我今年开通直通车就是为了直击客户痛点，架设客户有效沟通的桥梁。

从客户的反馈中，我发现大部分体验痛点都集中在安装这个版块。这就是供需观念上的一个矛盾，客户来我们店里并不只是买瓷砖的，而是买家装，买一个美好的家居空间。所以，我们服务的本质是如何让客户的家更美，并且让这个过程体验更好。

Sohu

What innovations will GANI make in “user service” in 2020? Why does GANI make such a big investment in customer service?

Zhilin Li

The essence of business is to create value for our customers. Customers are our bread and butter, and if you can't meet their needs properly, how can you grow in the long term? My aim with this year's Direct Line is to get to the heart of our customers' pain points and bridge their communication effectively and achieve the ultimate service.

From customer feedback, I have found that most of the experience pain points are focused on the installation section. This is a contradiction in the perception of supply and demand; customers don't just come to our shop to buy tiles, they come to us to buy a beautiful home space. So the essence of our service is how we can make the customer's home more beautiful and make the process a better experience.

搜狐焦点家居

我相信很多家居企业都想做好用户服务这一块，但做到“言行一致”难度很大。简一是如何联动经销商保持高水准的服务水平的？

李志林

这是一个庞大的系统，需要时间的沉淀。我们目前也只是做了一些基础性的工作，以后真正要高效运行，还有很多工作要做。今年的战略升级，意味着我们会用更先进的工具和方法，从物质和精神两个方面去提升服务。

今年我们会重点围绕三点去展开：一是包安装服务；二是升级设计营销系统；三是推进终端体验馆。种种举措都是为了让客户体验更好，放心消费，轻松装修。

Sohu

I believe that many home furnishing companies would like to do a better job of customer service, but it is very difficult to “practice what you preach”. How does GANI work with its dealers to maintain a high level of service?

Zhilin Li

It's a huge system that will take time to settle in. We've only done some basic work so far, and there's still a lot of work to be done in the future to really run it efficiently. This year's strategic upgrade means that we will use more advanced tools and methods to improve our services, both physically and mentally.

This year we will focus on three things: firstly, offering installation service; secondly, upgrading the design and marketing system; and thirdly, promoting the showroom. All of these initiatives are aimed at providing customers with a better experience and ease of decoration.



搜狐焦点家居

在用户服务这块，简一一直走在行业前列，能否分享一些心得？

李志林

我每次走市场时，都会去客户家里看一看，聊一聊。记得有一次我们去东莞客户家拜访，聊了一个多小时，他还不让我们走，聊得很开心。他一直夸我们服务多么好，还不断给我们介绍新客户。不仅产品质量好，效果也好，服务又很好，客户自然很开心。

还有一次，我们去山东临沂，约了几个客户小聚。结果，有一个客户拎了很贵重的酒分享给我们。正是因为他的体验非常好，所以他对我特别尊敬。那种热情和尊敬让我非常感动。如果不是因为我们的服务做得很到位，我相信我们得不到如此厚重的感情。这比赚多少钱更令人兴奋和感动，我从他们身上获得了无穷的动力。

Sohu

In terms of user service, GANI has always been in the forefront of the industry. Can you share some experience?

Zhilin Li

Whenever I go to the market, I visit customers' homes to have a look and a chat. I remember one time when we visited a customer's home in Dongguan, we chatted for more than an hour, but he didn't let us go. He kept complimenting us on how good our service was and kept introducing new customers to us. Not only was the product quality good, the result was also good, and the service was good, so the customer was naturally very happy.

On another occasion, we went to Linyi, Shandong Province, and had a small meeting with some customers. One of them shared a very expensive wine with us. It was because he had a very good experience that he treated me with special respect. I was very touched by the warmth and respect. I don't think we would have been able to get that kind of affection if we hadn't done such a good job with our service. It's more exciting and touching than how much money we make, and I get an immense amount of motivation from them.



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G+ 晋级赛东莞站

做有思想的设计，造有灵魂的建筑

Congratulations on the success of G+ Design Promotion Competition of Dongguan!



时间飞快，随着东莞站的完美落幕，“自然共生”G+设计精英大赛晋级赛暨亚太酒店设计公益大讲堂就走过半程了，每一站的大咖都是设计界的偶像，都有着让梦想照进现实的能力，也是每位年轻设计师远道而来现场的根本动力。这一站，黄志达和庄瑞安老师又带给了我们什么样的惊喜呢？现场精彩让我们一同回顾！

Time flies. With the perfect ending of the Dongguan station, the “Nature Symbiosis” G+ Design Elite Competition and Asia Pacific Hotel Design Public Welfare Lecture Hall are halfway through the competition. The celebrities at each stop are the idols of the design industry. They have the ability to make their dreams come into reality. They are also the fundamental driving force for every young designer to come to the scene from afar. What surprises did Mr Ricky Wong and Mr Ray Chuang bring to this stop? Let's review the live highlights!

靠作品说话，广东赛区 TOP1 诞生!

Top 1 in Guangdong is born!



以人为本，自然共生。G+ 设计精英大赛广州赛区两组选手经过现场角逐，最终设计师冷妍羲摘得概念组的 TOP1、林镇摘得竣工组的 TOP1，恭喜两位设计师最终作为广州赛区代表进入全国十强冲刺总决赛!

After the competition, Leng Yanxi and Lin Zhen won the TOP1 in the concept group and the TOP1 in the completion group respectively, congratulating them on their entry into the final as the representatives of Guangzhou.

盛会现场，精彩回顾

A review of the event





东莞及周边城市设计力量到场支持

Designers from Dongguan and surrounding cities are present to support.

领导致辞

Speech by leaders

简一集团品牌总监罗宇锋谈到比赛的初衷说道，简一希望联合设计的力量把自然之美融合到空间、艺术之中，同时也推动人与自然共生关系的思考。

Commenting on the original purpose of the competition, GANI Group Branding Director Mr. Yufeng Luo said, "GANI hopes to combine the power of design to integrate the beauty of nature into space and art, and at the same time promote thinking about the symbiotic relationship between humans and nature."

同时此次大赛的举办，当然少不了作为东道主的东莞简一总经理陈道钢先生的助力讲话。陈总谈初心，大赛的举办定是与简一的文化以及他个人对设计的敬畏是分不开的。

At the same time, the organizing of the competition would not have been possible without the support of the host, Mr. Daogang Chen, General Manager of Dongguan GANI. In his speech, Mr. Chen said that the competition must be inseparable from the culture of GANI and his personal respect for design.



大咖领讲助成长

Top leaders help growth

酒店的品牌和竞争对手越来越多，怎么能让酒店在这样的战场中跳脱出来，形成明显的差异化？庄瑞安老师的做法是赋予建筑一个好的故事。

With more and more hotel brands and competitors, how can hotels jump out of such a battlefield and create a clear differentiation? The approach of teacher Ray Chuang is to give the building a good story.

设计师最重要的是让艺术和技术能够完美的结合，更好的做出理性的思考和感性的设计，实现用户功能以及精神层面的诉求，这个很重要。

The most important thing for a designer is to make sure that art and technology come together to make rational and emotional designs that fulfil the functional as well as the spiritual demands of the user, and this is important.



庄瑞安——设计之上
Ray Chuang - Above design



黄志达主题分享——做有思想的设计
Chi-Ta Huang's Topic Share - Doing Thoughtful Design

荣誉加冕

Coronation of honor

最具潜力奖: 陈小康

新锐设计师: 唐晓晓、林容华、王志焕、杨旺烜、范昌清、符好

Most Promising Award: Xiaokang Chen

Emerging designers: Xiaoxiao Tang, Ronghua Lin, Zhihuan Wang, Wang Xuan Yang, Changqing Fan, Hao Fu

赛事顾问: 李坚明, 李光熙, 黄焯明, 林子枫, 袁鹏鹏, 雷伟良, 廖进良

Competition consultants: Li Jianming, Li Guangxi, Huang Zhuo Ming, Lin Zifeng, Yuan pengpeng, Lei Weiliang, Liao Jinliang



平层洋房空间优胜奖: 吴智峰、张永成、罗马

别墅空间优胜奖: 贺嘉、叶锐、雷文俊、杨永隆

样板房空间优胜奖: 朱锦堂、黄佳盛

酒店空间空间优胜奖: 文思聪、刘华贵

商业空间优胜奖: 陈孔正、郑嘉明、郑燕武、叶福宇

Winner of the Flat House Space Award: Zhifeng Wu, Yongcheng Zhang, Ma Luo

Villa Space Winner: Jia He, Rui Ye, Wenjun Lui, Yonglong Yang

Sample House Space Winner: Zhu Jin Tang, Jiasheng Huang

Hotel Space Winner: Sicong Wen and Huagui Liu

Commercial Space Winner: Kong Cheng Chan, Ka Ming Cheng, Yen Mo Cheng, Fook Yu Yip



G+ 晋级赛收官之战

黄志达、胡伟坚表思想送福利

Congratulations on the success of G+ Promotion Closing Round in Hangzhou



11月20日，“自然·共生”G+设计精英大赛晋级赛暨亚太公益大讲堂杭州站完美落幕，黄志达、胡伟坚两位行业大师携现场设计新秀为我们呈现了一场精彩纷呈的思想碰撞，传承自然之美，展现设计的力量！

On 20 November, the “Nature Symbiosis” G+ Design Elite Competition and Asia-Pacific Public Welfare Lecture Hangzhou Stop came to a perfect end, with two industry masters, Ricky Wong and Ken Hu, presenting a brilliant collision of ideas with their new design talents on site.

靠作品说话，华东赛区 TOP1 诞生!

Top 1 in East China is born!



在“自然·共生”这一大赛主题下，G+ 设计精英大赛华东赛区 Top2 入围选手经过现场 PK，设计师陈龙斩获概念组的 TOP1，万凌宇摘得竣工组的 TOP1，夺得全国 Top10 的最后一张珍贵名额。

Under the theme of "Nature Symbiosis", the Top 2 finalists of the G+ Design Awards East China Region competed on site, with designer **Chen Long** winning Top1 in the Concept Group and **Wan Lingyu** winning Top1 in the Completion Group, winning the last precious spot in the National Top10.

盛会现场，精彩回顾

A review of the event



主办方代表开场寄语

Opening message from the organizers

对于杭州，满满回忆，刘坤老师想起三年前亚太活动首次进入杭州，也是亚太与全国简一的开局之年，再次回到这里，在 CCD 设计的高端酒店见证此次晋级赛的收官之战，荣幸又期待。正好也将坤哥茶话会提上了日程，期待刘秘书与更多设计师的精彩碰撞！

Commenting on the original purpose of the competition, GANI Group Branding Director Mr. Yufeng Luo said, "GANI hopes to combine the power of design to integrate the beauty of nature into space and art, and at the same time promote thinking about the symbiotic relationship between humans and nature.

作为东道主的杭州简一总经理廖绍塔廖总谈起简一，脸上挂满骄傲，从大理石瓷砖、明码实价、9大色系、密缝铺贴、无限连纹等名词，无一不让人与简一联系起来，关注着设计的价值与坚持着设计的探索

Mr.Shaota Liao, General Manager of Hangzhou GANI as the host, was full of pride when talking about GANI. From marble tiles, marked-pricing policy, nine colour system, seamless joint paving, infinite continuous pattern and other terms, GANI is always associated with people, focusing on the value of design and insisting on the exploration of design!



大咖领讲助成长

Top leaders help growth

中式强调的自然、共生，它并没有强求某种既有的固定的模式，生活千姿百态，人有不同的活法，怎么合适就怎么活，胡伟坚老师觉得这就是中式的纯粹。

The Chinese style emphasizes nature and symbiosis. It doesn't insist on a fixed pattern. People have different ways of living. They can live as they like. Mr. Ken Hu thinks this is the purity of Chinese style.

黄志达老师很注重设计思想的独立性，作品的差异化，能否在众多设计中脱颖而出，设计的思想就得不断升级，才能满足当今更多追求品质生活的委托方，才能做出更加共情的设计。

To stand out from the crowd, we need to constantly upgrade our design thinking so that we can meet the needs of today's clients who are seeking a better quality of life and create a more sympathetic design.



胡伟坚——东方意趣
Ken Wu - Oriental Interest



黄志达主题分享——做有思想的设计
Chi-Ta Huang's Topic Share - Doing Thoughtful Design

福利环节

Welfare delivery

最后，黄志达老师还为现场 20 名幸运儿签名赠送了《安毕恩斯·公寓 Ambiance Apartment》，以 RWD 极具代表性的 19 个公寓作品为例，为青年设计师解读从标准化到个性化，人与居所的情感共鸣。

Finally, Mr. Huang signed and presented Ambiance Apartment to 20 lucky winners at the event, taking 19 of RWD 's iconic flats as examples and explaining to the young designers the emotional resonance between people and their homes, from standardization to individualization.



全程参与杭州泛海钓鱼台酒店项目的 CCD 高级设计师孙虎则带领现场设计师们参观了杭州泛海钓鱼台酒店，讲解酒店大堂、会议室、餐厅及颇为神秘的外交套房、大使套房、主席套房背后的设计理念，一展大师风采。

CCD Senior Designer Sun Hu, who participated in Diaoyutai Hotel Hangzhou project, took the designers on a tour of the hotel, explaining the design concept behind the lobby, meeting rooms, restaurant and the mysterious Diplomatic Suite, Ambassador Suite and Presidential Suite, showing the master's style.

简一 × 网易 | 大咖集结 传承·美好家文化大讲堂盛大启航

Gani×Netease | Inheritance Learning Cultural Lecture Launch Ceremony



11月24日下午，“让家人住得更好——传承·美好家文化大讲堂”启动礼于简一大理石瓷砖总部展厅盛大举行。网易家居 & 网易设计全国总编辑胡艳力、网易公开课商业化负责人张瑾、华夏陶瓷网创始人总编辑刘小明、国促会制造与建筑专业委员会会长 & 智造联盟董事长金亚范、简一大理石瓷砖董事长李志林、简一集团副总裁王艳、简一集团副总裁李刚桥以及三十多家大众、行业和垂直媒体共用见证了这一历史性时刻，一同传诵、实践“美好家文化”！

In the afternoon of November 24, “Better home for families - Inheritance learning cultural lecture” grand launch ceremony was held in the showroom of GANI headquarters. Hu Yanli, national editor-in-chief of Netease Home & Netease Design, Zhang Jin, head of commercialization of Netease Open Classes, Liu Xiaoming, founder and editor-in-chief of Huaxia Ceramic Network, Jin Yafan, chairman of China Council for the Promotion of Manufacturing and Construction Professional Committee & Wisdom Manufacturing Alliance, Li Zhilin, chairman of GANI Marble Tile, Wang Yan, vice president of GANI Group, Li Gangqiao, vice president of GANI Group, and more than 30 media witnessed the event. A historic moment to recite and practise “Good Family Culture” together!

在传承中创新 简一玩转“文化宠粉”

Innovation in inheritance

“家，离不开文化的传承，简一以家为纽带，传递爱。多年来，除了给用户提供高品质的产品与服务之外，简一也一直致力于给消费者传播中国传统文化，尤其是家道、家文化的传播。”简一集团副总裁王艳女士表示，简一联合网易公开课、网易新闻联合推出“让家人住得更好——传承·美好家文化大讲堂”，希望与消费者朋友们实践和传承“美好家文化”，建立心与心的链接，并真诚地为消费者构建幸福温暖家。

“Home is inseparable from cultural heritage, and GANI uses home as a link to transmit love. Over the years, in addition to providing high quality products and services to customers, GANI has been committed to spreading traditional Chinese culture, especially the spread of family values and culture,” said Ms. Wang Yan, Vice President of GANI Group. GANI, together with Netease Open Class and Netease News, launched the “Better Home for Family - Inheritance Home Culture Lecture”, hoping to practice and inherit the family culture with consumers, to establish a link between hearts and minds, and sincerely build happy and warm homes for consumers.

文化大讲堂这一 IP 最早可以追溯到 2012 年，随后逐渐衍生出“文化节”“让家人住得更好”等诸多文化项目。“我们坚持以价值输出为主，不仅仅只是做内容的传送，还要引起大家对于传统文化的关注，这恰恰也是企业社会责任的体现，希望与全社会一同建立‘和美大家’的目标。”

Saying that this culture IP can be traced back to 2012, and has gradually developed into many cultural projects such as “Culture Festival” and “Better Home for Families”. “We insist on exporting value, not just for content transmission, but also to arouse people’s attention to traditional culture, which is precisely the embodiment of corporate social responsibility, and hope to establish the goal of ‘harmony and beauty for all’ together with the whole society.”



携手网易 全链路传播美好家文化

Join hands with NetEase to spread the culture of beautiful home in the whole chain

在网易家居 & 网易设计全国总编辑胡艳力看来，企业文化营销是营销最高级的表达方式，真正用文化引发消费者的情感共鸣，是当下家居产业竞争的一个非常重要的课题。简一是一个有沉淀、有思想的企业，此次简一联合网易推出“文化大讲堂”这一项目，一定会给广大消费者带去不一样的感受，弘扬向往美好生活的正能量。

In the opinion of Yanli Hu, the national editor-in-chief of Netease Home & Netease Design, corporate culture marketing is the most advanced form of marketing, and it is a very important issue in the current competition in the home furnishing industry to trigger consumers' emotions with culture. As a company with precipitation and ideas, the "Culture Lecture" jointly launched by GANI and Netease will definitely bring different feelings to consumers and promote the positive energy for a better life.

网易公开课商业化负责人张瑾首先向到场嘉宾梳理了网易公开课的过去、现在以及未来，她表示，网易公开课的目的就是要把互联网公平、奉献的精神发扬到全社会，为大家提供一个连接世界的窗口。未来，网易公开课将会以其品牌影响力以及多元的资源传播矩阵，与简一一起把美好家文化输送到千家万户当中，让每一个人找到属于自己的内心时间，找到属于自己的内心平静。

Jin Zhang, the person in charge of commercialization of NetEase Open Class, firstly explained the past, present and future of NetEase Open Class to the guests, saying that the purpose of NetEase Open Class is to spread the spirit of fairness and dedication of the Internet to the whole society and provide a window to the world. In the future, NetEase Open Class will use its brand influence and diverse resource dissemination matrix to work with GANI to deliver the family culture to thousands of families, so that everyone can find their own inner time and peace.



探寻家文化的美好品德 论道行业的创新模式

Exploring the Virtues of Home Culture: An Innovative Model for the Industry

值得一提的是，本次活动还特别设立了《WE TALK》论坛环节，简一大理石瓷砖董事长李志林、网易家居 & 网易设计全国总编辑胡艳力两位嘉宾以一场双人深度对话，共同探寻中华家文化的美好品德，以及中国家居行业的创新模式。

谈及“家文化”，简一集团董事长李志林认为，国是千万家组成的，家文化不仅仅是小家的问题，更是一个大家。“以爱筑家”是简一的初心，“以德立家”是简一的坚持，“以道传家”是简一的修行，简一希望链接圣贤的智慧，为消费者创造更有内涵的精神境界。

It is worth mentioning that this event also set up a special “WE TALK” forum, GANI’s chairman Li Zhilin, Netease Home & Netease Design national editor-in-chief Hu Yanli two guests with a dual in-depth dialogue, explored the virtues of Chinese home culture, as well as the innovation model of China’s home furnishing industry.

When it comes to “family culture”, Chairman of GANI Group, Zhilin Li, believes that a country is made up of millions of families, and that family culture is not only a problem for small families, but also for big families. “Building a family with love” is the original heart of GANI, “establishing a family with virtue” is the insistence of GANI, and “passing down a family with ethics” is the practice of GANI.



“修身、齐家、治国、平天下是一种递进的关系，其实是劝诫每一辈中国人要向善，这就是一种文化、一种传承的感觉。” 网易家居 & 网易设计全国总编辑胡艳力表示，简一从企业的根本上提倡家文化，提倡友爱、仁爱、家庭和睦，对于产业、消费者、国家都是一种善意，是企业完善自身价值体系的一个非常好的标杆。

相对来讲，整个陶瓷行业这两年来前进速度逐渐慢下来了，但是，在她看来，瓷砖行业赛道的发展远未及天花板。成于敌，败于己，好的竞争或者来自外部的压力，但企业想要长久地保持经营，最重要的是要保持初心、练好内功，以及增强对自身的认知与信心，这恰恰也是现在每一个企业所要面临的一个挑战。

“Cultivating one's own self, putting the family in order, ruling the country and pacifying the world is a progressive relationship, in fact, exhorting every generation of Chinese people to be good, which is a culture and a sense of heritage.” Yanli Hu, national editor-in-chief of Netease Home & Netease Design, said that GANI advocates family culture, friendship, benevolence and family harmony from the foundation of the company, which is a kind of goodwill to the industry, consumers and the country, and is a very good benchmark for the company to improve its value system.

Relatively speaking, the progress speed of the whole ceramic industry in the past two years has gradually slowed down, but in her opinion, the development of ceramic tile industry track is far from reaching the ceiling. Success is due to the enemy, defeat by yourself, good competition or external pressure. However, if an enterprise wants to maintain its business for a long time, the most important thing is to maintain its original intention, improve its internal skills, and enhance its cognition and confidence in itself. This is exactly a challenge that every enterprise is facing now.





简一将联合网易新闻家居、网易公开课，以“传承·美好家文化大讲堂”为活动载体，一同把脉城市文化的差异化，探寻传统文化之于当下的意义，为用户创造更多价值！11月27日，首场“传承·美好家文化大讲堂”沈阳站，我们一同与当地的生活美学家们齐聚，共同遇见沈阳这座城的“担当”精神。

Together with Netease News Home and Netease Open Class, GANI will use the “Inheritance Family Culture Lecture” as a vehicle to take the pulse of the city’s cultural differences, explore the meaning of traditional culture in the present, and create more value for users! At the “Grand Lecture Hall” in Shenyang, we gathered together with local life aesthetes to encounter the city’s spirit of “bearing”.

简一荣获中国国际广告节 2020 广告主奖·案例奖

GANI wins China International Advertising Festival 2020 Advertiser Award - Case Award



2020 年中国国际广告节作为一年一度的广告业盛会在厦门举行，简一大理石瓷砖 × 《时间的朋友》案例从上万个参赛作品中脱颖而出，荣获“中国国际广告节 2020 广告主奖·案例奖”（年度整合营销案例）。

The 2020 China International Advertising Festival (CIAF) was held in Xiamen as an annual advertising event, and the case of GANI Marble Tile x “Friends of Time” won the “CIAF 2020 Advertiser Award - Case Award” (Integrated Marketing Case of the Year), standing out from the tens of thousands of entries.

2019 年的最后一天，《时间的朋友》跨年演讲在上海东方体育中心体育馆成功举办，《时间的朋友》团队对挑选合作伙伴十分严谨挑剔，不仅要品牌高端，品牌建设的过程和发展趋势更要对整个行业有引领借鉴意义。简一大理石瓷砖作为首席赞助商及中国制造业基本盘的案例品牌亮相现场，简一以其极具创新的开拓精神，打造温馨、舒适的家居空间，确保好颜值、好品质、好服务，持续为用户创造价值——这就是简一的基本盘。

On the last day of 2019, the "Friends of Time" New Year's speech was successfully held at the Shanghai Oriental Sports Center Stadium. The "Friends of Time" team is very strict in selecting partners, not only for the brand's high-end, but also for the brand building process and development trend to have a leading reference for the entire industry. As the chief sponsor and the case brand of China's manufacturing base, GANI marble tiles appeared on the scene. With its innovative pioneering spirit, GANI creates warm and comfortable home space, ensures good value, good quality and good service, and continues to create value for users - this is GANI' s base.





简一专注高端瓷砖，利用独有的密缝铺贴技术还原自然之美。传统瓷砖的宽缝隙，割裂了空间的整体感，时间久了，还会藏污纳垢、难以打理，而简一利用密缝铺贴技术弥补了传统工艺不足，让爱再无缝隙。

现场汇聚了超过一万名观众和百万用户在深圳卫视直播平台与爱奇艺平台观看直播，加入到这场“知识跨年”狂欢。同时通过线上线下的互动形式感恩回馈，和用户一起温暖跨年。

GANI focuses on high-end tiles, using the unique seamless joint paving technology to restore the natural beauty. Wide gaps in traditional tiles, cut the overall sense of space. After a long time, hidden dirt is difficult to take care of, and GANI use of seamless joint paving technology to make up for the lack of traditional technology.

More than 10,000 viewers and millions of users watched the live broadcast on Shenzhen Satellite TV and iQiyi platforms to join the “Knowledge New Year” party. At the same time, through online and offline interactive forms of thanksgiving feedback, GANI celebrated the New Year with users together.

简一集团入选 2020 中国建材企业 500 强

GANI group was selected into the top 500 building materials enterprises of China in 2020



11月4日-6日，由中国建筑材料企业管理协会主办的“2020中国建材企业发展论坛暨2020中国建材500强系列发布会”在合肥隆重举办。2020中国建材企业500强、最具成长性建材企业100强等榜单同期发布。简一集团凭借高品质的产品质量和高端配套服务，经过层层选拔，最终荣幸入选“2020中国建材企业500强”、“2020中国最具成长性建材企业100强”、“2020中国建筑陶瓷企业10强”三个榜单！

From 4 to 6 November, the “2020 China Building Materials Enterprise Development Forum and 2020 China Top 500 Building Materials Series Conference”, hosted by the China Building Materials Enterprise Management Association, was held in Hefei. 2020 China Top 500 Building Materials Enterprises and 2020 China Top 100 Most Growing Building Materials Enterprises were released at the same time. By virtue of its high quality products and high-end supporting services, the Group was finally honoured to be selected as one of the “Top 500 Building Material Enterprises in China 2020”, “Top 100 Most Growing Building Material Enterprises in China 2020” and “Top 10 Chinese Building Ceramics Enterprises 2020”!



据悉，“中国建材企业 500 强”系列发布活动已连续举办 19 年，包括所有建材科研、技术、设计、检验、认证等服务机构、各类建材设备、材料供应商，是中国建筑行业中最权威的榜单。此次简一成功入选三大重量级榜单，这是行业协会对简一集团的高度认可，未来，简一将继续按照高质量发展的要求，持续做强做优，为国人提供更优的产品和服务，构建美好品质生活。

It is reported that the series of “China's top 500 building materials enterprises” has been held for 19 consecutive years, including all building materials scientific research, technology, design, inspection, certification and other service institutions, all kinds of building materials equipment, material suppliers, is the most authoritative list in China's construction industry. In the future, GANI will continue to be stronger and better in accordance with the requirements of high-quality development, provide better products and services for Chinese people, and build a better quality life.

继深圳，又一五星级凯悦酒店选择简一

Following Shenzhen, Another Five-star Hyatt Hotel Chose Gani Marble Tiles

海参崴是俄罗斯海港城市，是远东首府，未来是俄罗斯远东门户，重点发展旅游业。

Vladivostok is a Russian seaport city, the capital and the future gateway of the Far East, with a focus on tourism development.



项目名称：俄罗斯海参崴凯悦酒店

项目用砖：西班牙米黄（客房浴室）、米白洞石（外墙干挂）

项目面积：8000 m²

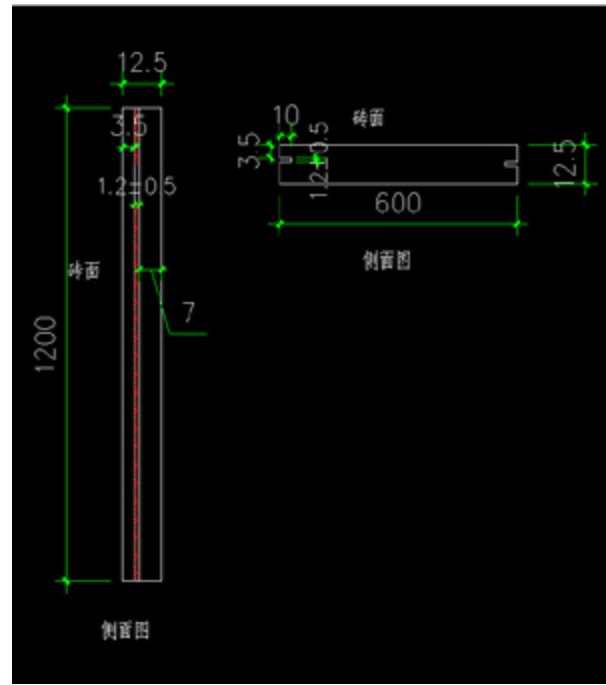
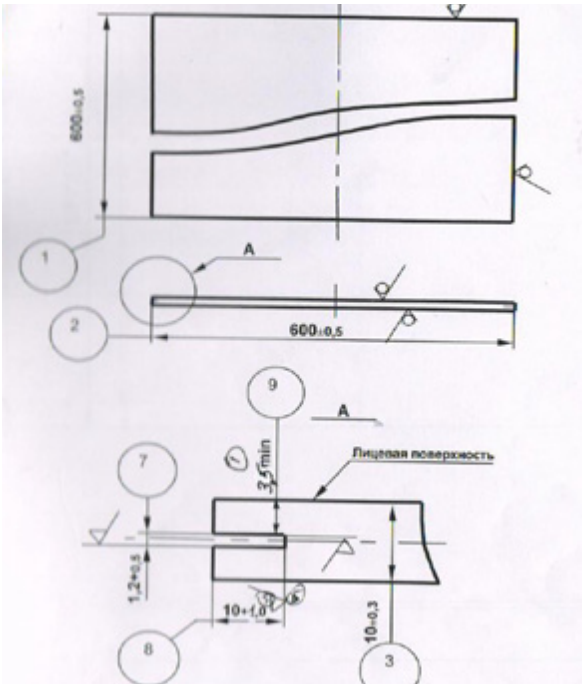
Project Name: Hyatt burny vladivostok hotel

Project tiles: Crema Marfil (Bathroom), Ivory Travertino(Facade)

Applied Area: 8000 m²

“不可能实现”的设计图纸？

“Unattainable” design drawings?



5月收到设计单位的图纸，发现跟国内常规干挂拉槽图纸很不一样，干挂开侧槽 1.2mm，槽离砖表面 3.5mm，意味着槽不在产品侧边居中，而是更靠近产品表面。项目工程师都认为这是不可能实现，因为加工时更容易崩瓷，而且外墙在对抗风阻时更容易破损。

但是业主坚持设计单位是秉承着欧洲严格的施工标准出具的相关图纸为由拒绝修改。根据这个加工要求，破损率很高。

We found that the drawing given to us by the design unit is very different from the drawing in China, the side groove is 1.2mm, the groove is 3.5mm away from the tile surface, which means that the groove is not centered but closer to the surface. The project engineers all thought that it is impossible to realize. Because it is easier to fracture when processing, secondly, the exterior walls are more likely to break down when fighting wind resistance.

But the owner insisted that the relevant drawings issued by the design unit in accordance with the strict construction standards in Europe, and refused to modify them. According to this processing requirements, the damage rate is very high.

用户至上，简一努力攻克所有问题点

Customer first, GANI strives to overcome all problems

外墙干挂项目工程师综合多方意见提供了两个方案。但是因干挂的龙骨已经做好了，不可能为了产品而改变，增加造价成本。

秉承着用户至上理念，为客户解决痛点难点，经过一周的反复研究与测算，我们决定试板。切割使用的刀片也花了一天时间，跑遍市内所有磨具店才找到。

Our engineers of facade projects offered two proposals. But their engineer said that the keel for this dry hanging had been finished and could not be changed because of product.

Adhering to the principle of customer first, to solve their difficulties, after a week of repeated research and measuring, we finally decided to test. It took a day to get the right blade from all over the city.



用户至上，简一努力攻克所有问题点

Customer first, GANI strives to overcome all problems

结果试开槽是成功的，简一产品硬度高，拉槽不变形不破损，酒店业主与施工方一致认为无论是还原石材效果还是加工后的性能稳定方面，简一都达到了他们想要的效果，既解决了施工的难题，又降低了成本，感到非常高兴。

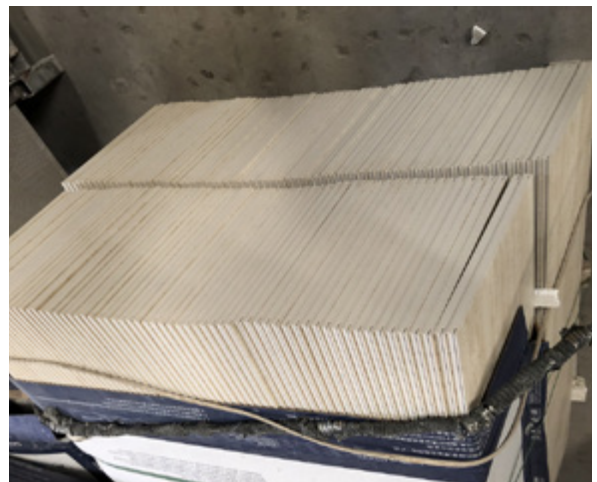
由于加工标准对刀片厚度、瓷砖及调机要求都很高，使交期相对较慢，但客户对我们的技术和产品都很认可，认为这个等待非常值得。工程方验货后非常满意，同时表示如果一切顺利，该酒店业主还有一个凯悦酒店很大机会继续选用简一！

作为大理石瓷砖的原创者和领导者，简一运用最新科技 99.9% 还原天然石材的自然美感、矿脉感和温润感。除了做好产品，更要做好服务，客户的满意度就是我们的动力，简一将一如既往从心出发、真诚利他，以客户价值为导向来做好服务，为客户创造最大价值。

The result of the test was satisfactory. Our products are high quality with great hardness, no deformation, the owner and contractor were happy that GANI products have achieved the effect they wanted, both in stone effect restoration and stable performance, which not only solved the construction problem, but also reduced the cost.

Due to the high requirements on blade, tile and machine, we can not process too fast, which makes our delivery time relatively slow, but customers were very satisfied with our technology and products and willing to wait. The customer highly praised GANI and indicated that there is a big chance he will choose GANI for his next Hyatt hotel project!

As the pioneer and leader of marble tiles, Gani uses the latest technology to restore 99.9% of the natural beauty, vein and texture of natural stone. In addition to good products, it is more important to provide good service. Customer satisfaction is our motivation. As always, GANI will continue to do its best to serve our customers from the heart and to create maximum value for our customers.



阿波罗银打造的简约风，低调而不失典雅

The simple style created by Claros Grey(light) is low-key and elegant



江苏无锡北倚长江，南滨太湖，素有“太湖明珠”的美誉。招商蛇口·雍荣府，立足无锡 7 大新城之一的锡西新城，托起西部崛起的时代梦想，见证无锡下一座新城的蓬勃生长。

Wuxi, Jiangsu Province, with the Yangtze River in the north and Taihu Lake in the south, is known as the Pearl of Taihu Lake. China Merchants Shekou Yongrong mansion, based on one of the seven major new towns in Wuxi, holds up the dream of the times of the rise of the West and witnesses the vigorous growth of Wuxi's next new city.

项目名称：无锡招商蛇口·雍荣府售楼中心

Project Name: Wuxi Merchants Shekou-Yongrong
Mansion Sales Centre

项目用砖：简一大理石瓷砖阿波罗银

Project tiles: GANI Claros Grey(light)

设计公司：明德设计

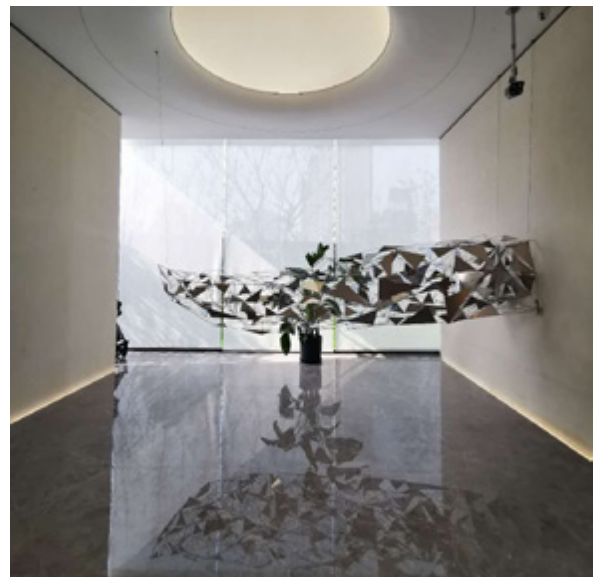
Design company: Mingde Design



简一大理石瓷砖阿波罗银 Claros Grey(dark)

步入前厅，整片密缝铺贴的浅灰色阿波罗银瓷砖映入眼帘，纹理线条交织，错落有致，铺垫内敛淡雅的空间气质；天青色装饰画静默成景，诠释着“雨过天青云破处”的深远意境。

Stepping into the front hall, the whole piece of Claros Grey(light), which are seamless joint paved, come into view. The texture and lines are interwoven, and the space temperament is restrained and elegant. The sky blue decorative painting is silent, which interprets the profound artistic conception of “the rain passes the sky and the blue clouds break through”.





延步至品牌展示区，木格栅与阿波罗银瓷砖的相应延伸，象征着江海文化的船只停泊在晚阳余晖间，静静述说洋溪的悠长历史。

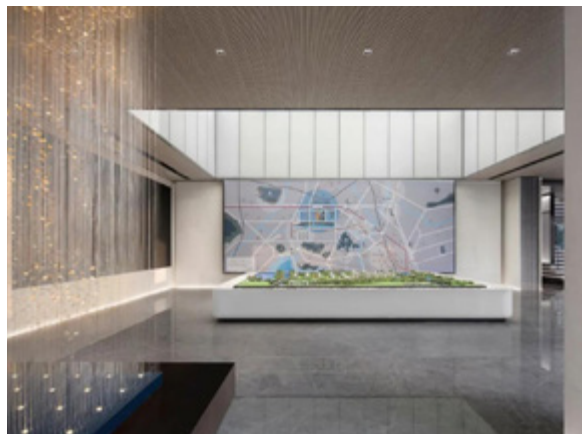
Extending to the brand exhibition area, the wooden grille and Claros Grey(light) tiles represent the ships of the river and sea culture moored in the afterglow of the late sun, quietly telling the long history of Yangxi.



简一大理石瓷砖阿波罗银 Claros Grey(dark)

沙盘区亦使用阿波罗银进行铺贴，延续优雅的浅色基调，江南特色的蚕桑丝织演变为灯具，与光影交织出温柔。

The sand box is also paved with Claros Grey(light), continuing the elegant light tone. The silk weaving with Jiangnan characteristics has evolved into lamps and lanterns, interwoven with light and shadow to create tenderness.





简一大理石瓷砖阿波罗银 Claros Grey(dark)

一边是通透无杂的阿波罗银大理石瓷砖，一边是清新素雅的白椅蓝毯，配以些许绿来点缀，大视野下的大厅如此通透、明媚，室内空间也因此充满了难以名状的生命力。

On one side there are transparent and uncluttered Claros Grey(light) tiles, on the other side there are fresh and simple white chairs and blue carpets, with a little green to decorate the hall, so transparent and bright under the big view, and the interior space is therefore full of inexplicable vitality.

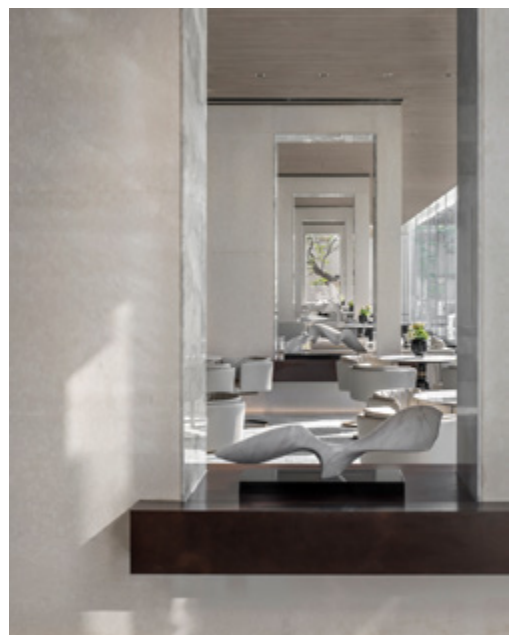




阿波罗银实景图 GANI Claros Grey(light)

分隔墙体采用了镂空设计，框镜的设计手法凸显了层层递进的纵深感，使空间既私密又透气。形态各异流体式摆件随视线的延伸深入，充满了对天然与人造之物的本质思考，形成了独特的秩序和美妙的诗意。

The dividing walls are hollowed out and framed with mirrors to emphasise the depth of the layers, making the space both private and airy. The various fluid forms of the pendulum extend and deepen with the eye, full of essential reflections on natural and man-made objects, creating a unique order and a wonderful poetry.





放置于VIP室入口处的雕塑根据水下地形绘制，再用胶合板拼合，象征着多变奇趣的自然面貌，引人入胜。用色简单纯粹优雅的VIP室，烟霞渺远的纱绢屏风，和大理石瓷砖一样，拥有着梦幻的水墨肌理，精妙而贴切。



The sculpture placed at the entrance to the VIP room, painted according to the underwater terrain and pieced together with plywood, is a fascinating symbol of the changing and interesting face of nature. The simple, pure and elegant colours of the VIP room and the distant gauze screens have the same dreamy ink texture as the marble tiles, which are subtle and appropriate.

简一密缝铺贴打卡网红新地标

GANI New Landmark of Seamless Joint Paving



旭辉公元展示区以“商业街生活展示”为核心的新型展示区模式，以童趣童心的亲子交流空间为落点，打造旭辉 2.0 售楼处。不仅为孩子提供玩耍的空间，更为全龄段客户构筑一个寄放内心纯真的角落。

The new model of CIFI showroom is based on the core of “commercial street life exhibition”, and a child-friendly space for parent-child communication. Not only does it provide a space for children to play, it also creates a corner for customers of all ages to place their hearts in.

项目名称：石家庄旭辉公元

Project Name: Shijiazhuang CIFI Metropolis

项目用砖：简一大理石瓷砖意大利狐

Project tiles: GANI Claros Grey(light)

项目地点：石家庄

Project location: Shijiazhuang, China



简一大理石瓷砖意大利狐实景图 GANI Arabescato Orobrico

在这个崇尚速度与变化的时代里，总有一些回忆能牵动起我们的内心触动，比如童年生活。童年的意义无限重大，正是源于「呵护童真、拥抱生活」的初心。

In this age of speed and change, there are always memories that touch our hearts, such as our childhood. The significance of childhood is infinitely greater than ever before, and this stems from the original motto of "caring for children and embracing life".





简一大理石瓷砖意大利狐实景图 GANI Arabescato Orobrico

玩心与创造带来的成就感对于每个人都是一样的，保持童心也是生活的一剂良方。纯臻多情的艺术美学融于室内装饰中，构筑出富有温情趣味的场景式销售中心。

The sense of achievement that comes from playfulness and creativity is the same for everyone, and keeping a childlike spirit is also a recipe for life. A purely sentimental artistic aesthetic is integrated into the interior decoration to create a scenic sales centre full of warmth and fun.





简一大理石瓷砖意大利狐实景图 GANI Arabescato Orobrico



洽谈是一个愉快的过程，趋于天然的色泽，柔和、温暖的配色架起了一个有「爱」的空间。这里可以实现亲子同乐，也可以碰撞有趣的思想，鲜明的色彩在中性灰色柔和色调基础的映衬下，营造强烈的艺术效果，赋予人舒适、愉悦的空间体验。

The negotiation is a pleasant process, tending towards natural colours and a soft, warm colour scheme that creates a space with "love". Here, parents and children can have fun together, and interesting ideas can also be exchanged. The bright colours set off against the neutral grey and soft colour base create a strong artistic effect, giving people a comfortable and pleasant space experience.



简一大理石瓷砖意大利狐实景图 GANI Arabescato Orobrico

石家庄旭辉公元采用简一密缝铺贴工艺，在不同的装修空间和软装搭配中，密缝铺贴都能发挥出最佳的空间装饰效果，几乎无缝的自然衔接，让空间的整体感更强烈，展现出其独特的气质与风采。

Shijiazhuang CIFI adopts the Gani seamless joint paving technology, which has the best decorative effect in different spaces and soft furnishings, with an almost seamless natural connection, making the overall sense of space stronger and showing its unique character and elegance.



简一幕墙产品珍珠蓝，带你感受光的容器

GANI Curtain Wall Pearl Blue, A Container For You To Feel The Light



江苏无锡北倚长江，南滨太湖，素有“太湖明珠”的美誉。招商蛇口·雍荣府，立足无锡7大新城之一的锡西新城，托起西部崛起的时代梦想，见证无锡下一座新城的蓬勃生长。

Wuxi, Jiangsu Province, with the Yangtze River in the north and Taihu Lake in the south, is known as the Pearl of Taihu Lake. China Merchants Shekou Yongrong mansion, based on one of the seven major new towns in Wuxi, holds up the dream of the times of the rise of the West and witnesses the vigorous growth of Wuxi's next new city.

项目名称：武地融创·御央首府示范区

Project Name: Wudi Sunac. Yuyang demon-stration area

项目用砖：简一大理石瓷砖珍珠蓝

Project tiles: GANI Marble Tiles, Pearl Blue

设计公司：UDG 联创设计

Design company: United Design Group

项目地点：武汉市江岸区

Project location: Jiang'an District, Wuhan City



简一大理石瓷砖珍珠蓝实景图 GANI Pearl Blue

几何与几何在高低交错点被暖昧的曲线过渡，产生独特的形体个性。

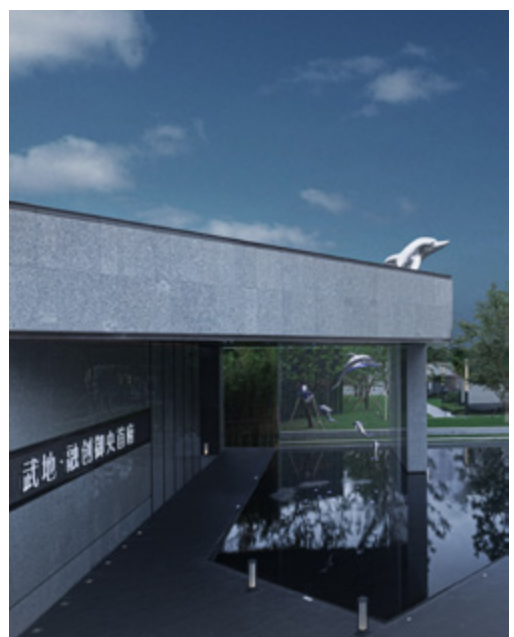
Geometry is transitioned by ambiguous curves at points of intersection between high and low, resulting in a unique physical personality.





虚体的门廊被处理成一个动态空间，圆形水幕是声音的流动，镜面放射的江豚是光的流动。他们共同构成了门廊空间的记忆点。序列放大的镜面江豚在空中产生了一个跳跃建筑的姿态，形成了建筑在整体外观上的记忆点。

The virtual porch is treated as a dynamic space where the circular water screen is the flow of sound and the mirrored porpoise is the flow of light. Together they form a memory point in the space of the porch. The sequence of magnified mirrored porpoises in the air creates a gesture that jumps over the building and forms a memory point in the overall appearance of the building.





三角形的围合空间在界面的各个角度呈现不一样的透视感受。但是,无论视点在空间上是三角透视放大还是聚焦,都只有一水、一石、一树。几何体和几何的连接在这个空间被处理成一个轻薄的飘板,呈现一种失重的状态。

The enclosed space of triangle presents different perspective feeling at all angles of the interface. However, no matter whether the viewpoint is triangular perspective, magnifying or focusing, there are only one water, one stone and one tree. The connection of geometry is treated as a light floating plate in this space, presenting a state of weightlessness.



珍珠蓝

GANI Pearl Blue



第 15 届金盘奖：年度最佳外墙材料奖

The 15th Kinpan Award: The Best Exterior Wall Material of The Year

色系：蓝灰色系

坯体：通体

Color: blue gray

Green body: Full body

规格：600*1200mm

厚度：13.5mm

Specification: 600 * 1200mm

Thickness: 13.5mm

特点：颜色较深，2 个版面

Features: dark color, 2 patterns

合肥旭辉·滨湖江来 | 一场未来的 SMILE 之约

Gani project | Hefei cifi·A future smile engagement

第 15 届金盘奖空间类全国总评选：年度最佳售楼空间 - 综合楼盘

The 15th national general selection of space category of Kinpan Awards: Best selling space of the year - comprehensive property



旭辉滨湖江来——滨湖西，城市 BLOCK 街区作品矗立西南。从 1.0 启动区到 4.0 省府办公区，江来先见滨湖的发展走向，在滨湖西高智生活区内打造 SMILE 美学立面、城市 BLOCK 街区，不仅有美好的生活场景，还有丰富的社群文化，旭辉式城市未来生活场景尽在眼前。

Glorious City stands in the southwest. From 1.0 start-up area to 4.0 provincial government office area, it foreshadows the development trend of lakeside, and creates smile aesthetic facade and urban block in Binhu West High-tech living area, which not only has a beautiful life scene, but also rich community culture.

项目名称：合肥旭辉·滨湖江来微笑生活馆

Project Name: Hefei Cifi·Smile Living

项目用砖：简一大理石瓷砖希腊灰、浅灰玉、阿波罗银

Project tiles: GANI Assinis Grey/Grey Onyx/
Claros Grey(light)



简一大理石瓷砖希腊灰实景图 GANI Assinis Grey

步入前厅，大板密缝连纹打造的整片希腊灰很好地发挥了它的迎宾作用。整片希腊灰的斜线条状灰白纹理里，横向加入微笑曲线，搭配前端镂空曲线造型，打破了大理石瓷砖的坚硬感，平添了几分活力。

Walking into the foyer, the big slab of Assinis Grey with a continuous pattern seamless joint plays its welcoming role very well. The diagonal stripes of Assinis Grey texture of the whole piece, with a smile curve horizontally, with the front open curve shape, breaking the hard sense of marble tiles, adding a bit of vitality.



简一大理石瓷砖浅灰玉实景图 GANI Grey Onyx

整个公区使用简一大理石瓷砖浅灰玉进行铺贴，如云絮般的浅灰和温润白玉融合形成的浅灰玉，与微笑生活馆纯洁白净的装饰风格完美契合，使整个空间开阔延展的同时不至于过分单调。

The entire public area using GANI Grey Onyx, which is cloud-like light gray and warm white jade fusion, perfectly matches with the pure white decoration of Smile Living, so that the whole space open extension at the same time not overly monotonous.





简一大理石瓷砖浅灰玉实景图 GANI Grey Onyx

“Smile”作为体验馆的主题，结合与 Smile 有关的造型元素，使之活跃在整个家居体验馆之中，营造温馨、幸福的家居生活感受。空间内不仅可以享受午后的咖啡、与朋友的欢聚，还可以提供全龄化的时尚生活购物空间。

The theme of the pavilion is “Smile”, which, combined with the stylistic elements related to Smile, is active throughout the pavilion to create a warm and happy feeling in the home. The space is not only a place to enjoy an afternoon coffee and catch up with friends, but also a space for all-ages fashion shopping.





简一大理石瓷砖浅灰玉实景图 GANI Grey Onyx

生活馆的每一件家居陈列品、艺术展示品都是一种生活的体验，在这里的每一个空间内都让你忍不住驻足。

Every home and art display in the Living Gallery is a living experience and you can't help but stop in every space here.



实景探访 | 尽情享受美式轻奢的自由与浪漫

Enjoy the freedom and romance of American luxury



坐标：重庆约克郡

项目面积：500 m²

住宅风格：美式轻奢

产品应用：希腊灰、卡拉拉白、皇家蓝、云朵灰、皇家白玉、
保加利亚灰、伊莉莎白、景泰蓝、红洞石

Location: Yorkshire, Chongqing

Project area: 500 m²

Style: American light luxury

Product application: Assinis Grey, Statuario Calacatta, Azul Macaubas, Tundra Grey,
White Onyx, Pietra Grey, Calacatta, Azul Bahia, Red Travertino



希腊灰（地面）+ 卡拉拉白（背景墙） Assinis Grey(floor)+Statuario Calacatta(Backdrops)

一楼的客餐厅，左右对称的户型非常方正开阔，为屋主提供了非常便利的起居动线，主色调以高贵典雅的深蓝为主，卡拉拉白连纹背景墙、丝绒沙发、水晶吊灯，材料的高级质感让人体验到骨子里的舒适。

The ground floor dining room, the symmetrical layout is very square and open, it is very convenient living circulation for homeowners, the dominant colour is a noble dark blue, continuous pattern backdrop of statuario calacatta, velvet sofa, crystal chandelier, experience bone-in comfort thanks to the premium feel of the material.





整个地面使用希腊灰进行密缝铺贴，疏朗的纹理赋予空间流动的美感，仔细观察的你会发现，全屋都没有使用石材门槛石，简一密缝铺贴让空间更加完整和开阔。

Assinis grey is used for the entire floor and is seamlessly paved, spacious textures give the space a flowing aesthetic, if you look closely, you will see that, no stone threshold stones are used throughout the house, complete and open spaces thanks to gani seamless joint paving.

客餐厅：希腊灰（地面）
Dining room: Assinis Grey (floor)





屋主在负二层做了挑高的设计改造，整体造型感非常浓重和华丽，从上往下看视觉的冲击感更加强烈，在璀璨的巨型水晶吊灯的照耀下，皇家蓝连纹背景墙闪耀出尊崇的光芒，空间的通透奢华感呼之欲出。

The homeowner made elevated design changes on the negative second floor, the overall styling is very strong and ornate, from the top down, the visual impact is more intense, illuminated by a dazzling giant crystal chandelier, the continuous pattern backdrop of azul macaubas shines with dignity.

客厅连纹背景墙：皇家蓝
Living room backdrop: Azul Macaubas





客厅：希腊灰（地面）
Living room: Assinis Grey(floor)

客厅地面延续了希腊灰的纹理，白灰色凸显了空间的层次，很好地衬托出皇家蓝背景墙的主角范，空间主次分明，和谐统一。

The living room floor continues the texture of the assinis grey, white-grey accentuates the depth of the space, the azul macaubas backdrop is a good backdrop for the main character, spaces are clearly prioritised and harmonised.





主人房卫浴间：云朵灰 + 皇家白玉 + 保加利亚灰
Master Bathroom: Tundra Grey + White Onyx + Pietra Grey

针对家人的不同喜好和需求，密缝拼花演变出不同形态的图案和造型，几何艺术成为点缀空间的视觉标签，听从本心，表达真我个性的选择，我的地盘我做主。

For the different preferences and needs of the family, the seamless medallion evolves into different patterns and shapes, geometric art becomes a visual label for decorating spaces, the choice to listen to your heart and express your true personality.



儿童房卫浴间：伊莉莎白 + 景泰蓝 + 红洞石
Children's bathroom: Calacatta + Azul Bahia + Red Travertino

实景案例 | 港风火了，你还不知道它是什么？

The Hong Kong Style is hot, do you know what it is?

除了妆容、服饰，港风装修也是近年来受人追捧的热点，大多数的朋友对于港风还是有点陌生，今天的案例带你解锁港风装修的特点，大家一起来划重点吧！

In addition to makeup and clothing, Hong Kong style decoration is also a popular hotspot in recent years, and most of our friends are still unfamiliar with it.



今天迎来了咱们专栏的老朋友青年设计师孟业凡，优秀的人总是比你想象的还努力，这次他带来了全新港风实景案例。

Today we welcome an old friend of our column, young designer Yefan Meng, who is always working harder than you think. This time, he brings us a case of HK style.

设计师：孟业凡

Designer: Yefan Meng

坐标：宜昌 领秀之江

户型：大平层（三房）

面积：180 m²

产品：简一大理石瓷砖意大利米灰

Location: Yichang, China

Type: Large flat house(3-bedroom)

Area: 180 m²

Products: GANI Gamper



开放式的布局：

- 客厅与餐厨区并列存在，实现了屋主想要的宽敞起居动线；
- 客餐厅一体化，开放式空间和透明玻璃来营造放大的开阔效果；
- 公共区域使用意大利米灰，全屋没有使用门槛石，瓷砖纹理的完整性让空间更加规整大气。

Open layout:

- The living room and kitchen area exist side by side, realizing the spacious living line that the house owner wants;
- Living room and restaurant integration, open space and transparent glass to create a magnified open effect;
- Gamper is used in public areas, and threshold stone is not used in the whole house. The integrity of tile texture makes the space more atmospheric.

LIVING ROOM

客厅



客厅整体效果明亮又舒适，南北两面玻璃落地窗让客厅光线更加充足，营造通透大气的居住环境。

The overall effect of the living room is bright and comfortable. The floor-to-ceiling glass windows on both sides make the living room more light and create a transparent and atmospheric living environment.

简一大理石瓷砖 意大利米灰 GANI Gamper



客厅与餐厅是左右对称布局，一体化的开放性的设计保证了空间的通透性，同时也满足了功能区域的独立性，实现了宽敞的起居动线。

地面选用的是简一大理石瓷砖意大利米灰，不同灰调的深浅明暗打破了沉闷，水墨画灵动的纹理产生轻松愉悦的视觉享受，让整体风格更显轻盈。

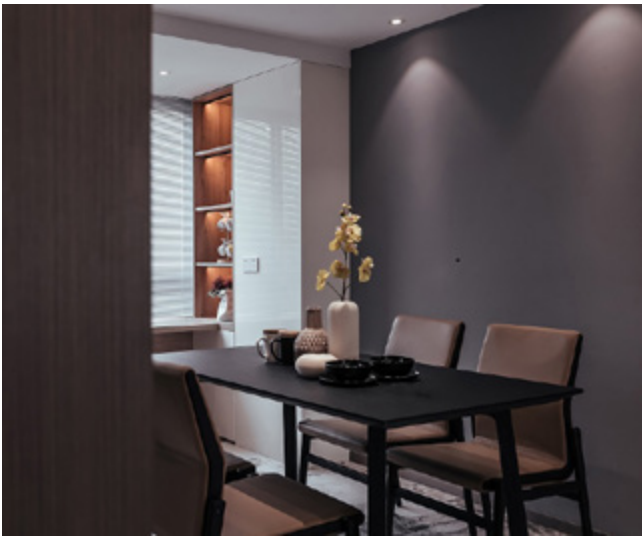


The living room and dining room are symmetrical layout. The integrated open design ensures the permeability of the space, and also satisfies the independence of the functional area, realizing the spacious living line.

The floor is made of Gani Gamper. The different shades of gray break the dullness. The vivid texture of ink painting produces relaxed and pleasant visual enjoyment, which makes the overall style more light.

DINING ROOM

餐厅



不仅是客厅，餐厅和厨房也选用的是意大利米灰，相信大家发现了全屋都没有用石材门槛石，用的是瓷砖，纹理的完整性让空间更加规整大气。

Not only is the living room, dining room and kitchen also choose Gamper, I believe you found that the whole house did not use stone threshold stone, using ceramic tiles, texture integrity makes the space more complete and atmospheric.

简一大理石瓷砖 意大利米灰 GANI Gamper

KITCHEN

厨房



厨房是经典的 L 型动线，冰箱等大家电都做了隐藏嵌入式安装，这也进一步释放了空间，意大利米灰的主色调是白色，让空间更加明亮整洁。

The kitchen is a classic L-shaped moving line. The refrigerators and other household electric appliances have been installed in a hidden way, which further releases the space. The main color of Gamper is white, which makes the space more bright and tidy.

MASTER BEDROOM

主卧



卧室和书房也沿用深灰色调，在私密空间，为了营造柔和舒适的氛围，选用原木色地板和橱柜，在暖光的照射下，享受回到家就可以放松做自己的快乐。

Bedroom and study also use dark gray tone, in private space, in order to create a soft and comfortable atmosphere, choose the wood color floor and cabinet, under the warm light irradiation, you can relax and do your own happiness when you come home.

简一大理石瓷砖 意大利米灰 GANI Gamper

实景案例 | 为什么年轻人都爱上了冷淡风?

Why do young people love the aloof style?

不知不觉间陷入生活旋涡的我们，是否还能找到让心回归平静的地方？看完这个白色的家，也许你就会有答案。

Unconsciously fall into the whirlpool of life, can we still find a place to let the heart return to peace? After watching this white home, maybe you will have the answer.



本案以白色为灵感和主线，根据业主的生活习惯和偏好而来，崇尚简洁而不喜繁杂。

This case takes white as the inspiration and main line, according to the living habits and preferences of the owners, advocating simplicity rather than complexity.

设计师：高东鑫

专注室内设计年时间

擅长风格：现代 / 新中式 / 欧式

Designer: Dongxin Gao

Focus on interior design for 7 years

Good at style: modern / new Chinese / European

坐标：桐乡 瑞庭御园

户型：大平层

面积：155 m²

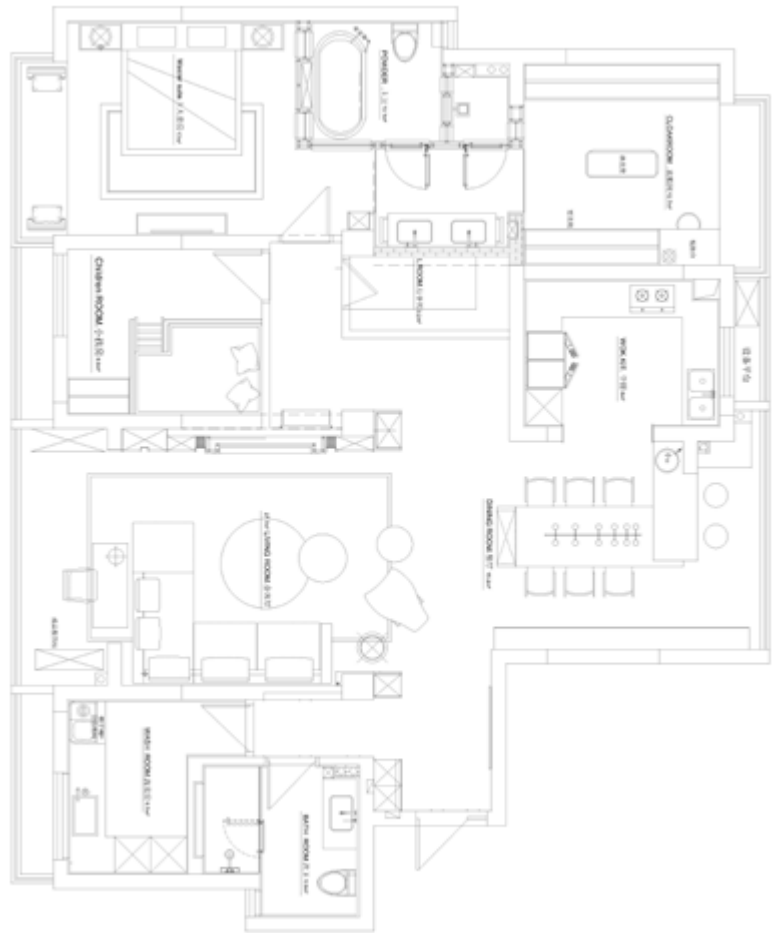
产品：简一大理石瓷砖希腊伯爵白

Location: Yichang, China

Type: Large flat house

Area: 155 m²

Products: GANI Volakas



改造升级：

- 打通客厅和阳台，扩大客厅面积，整体更显开阔
- 客餐厅一体化，开放式空间和大面积白色来营造放大效果
- 将小房间改造成衣帽间，非常注重生活品质

Open layout:

- Open up the living room to the balcony, enlarging the living area and making it more open overall
- Integrated living and dining room, open space and large white areas to create an amplifying effect
- Small rooms transformed into cloakrooms with a strong focus on quality of life

LIVING ROOM

客厅



白色平面吊顶，无主灯的设计让空间更加开阔。白色皮质沙发和白色系大理石纹理瓷砖，高档材质让空间层次变得丰富起来。

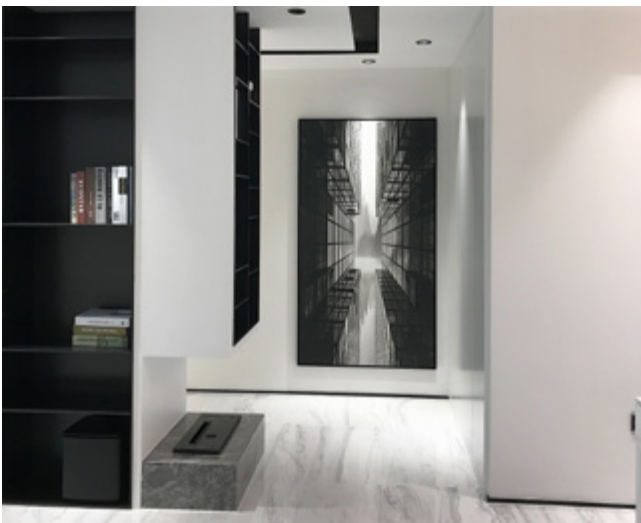
The white flat ceiling and the absence of dominant lights open up the space even more. White leather sofas and marble-textured tiles in white, with high-grade materials, enrich the space.

简一大理石瓷砖 希腊伯爵白 GANI Volakas



在极简风格中，要懂得给空间做减法。从客厅往餐厅方向看去，白色赋予空间的通透感，大大提亮了整体视觉效果，少即是多才是打造空间高级感的关键。

地面选用的是简一大理石瓷砖希腊伯爵白，纯白的肌理表面飘动着浅灰色的纹路，如流水般延展开来让空间更加大气。



In a minimalist style, it is important to know how to subtract from the space. From the living room towards the dining room, the white colour gives the space a sense of transparency and greatly brightens up the overall visual effect, but less is more is the key to creating a sense of sophistication.

The floor is made from GANI Volakas, a pure white texture with light grey veins floating on the surface, which spreads out like water and makes the space more airy.

DINING ROOM

餐厅



7字型的餐桌和吧台拓展了厨房原本狭小的空间，方便使用。内嵌式的黑白整体餐边柜，现代感十足，同时也满足了日常的储物需求，兼具颜值和实用。

The L-shape dining table and bar extend the small kitchen, making it easy to use. The built-in black and white sideboard has a modern feel and also meets daily storage needs, with both value and practicality.

秋季新品 | 领略新中式国潮文化

Fall Collection | A taste of the new Chinese culture of Guochao



说起国人心中喜欢的装修风格？新中式一定有姓名。新中式风格是一种传承，也是一种创新，不仅沿袭了中国古典文化的精髓，而且融合现代美学的时尚潮流，彰显了民族文化的自信。

Talking about the nation's favourite style of decoration? New Chinese style must have a name. The new Chinese style is a heritage and an innovation that not only follows the essence of classical Chinese culture, but also combines the fashion trends of modern aesthetics and demonstrates the confidence of national culture.

秋季新品

Fall New Collection



奥特曼灰 White Marfil
600x1200mm
D1265896BM (石材光)

淡淡的灰色为基调，不规则的灰白点状纹理蔓延开来，气质清冷却不失温润质地，干净纯碎的纹理，打造明亮洁净的空间效果。

Light gray as the basic tone, irregular gray, white mottled dot texture dotted among them, cool temperament but not lose warm texture, clean and pure broken veins, create a bright and clean space effect.

象牙灰 Aghia Marina
600x1200mm
D1265893BM (石材光)

雅致柔和的浅灰色上，错落有致地分布着白色细纹，如象牙般的洁白纹理，低调而富有质感，让人拥有奢侈的居住体验。

On the elegant and soft light gray background of Aghia Marina, white fine lines are scattered in an orderly manner, it is as holy as ivory, showing elegance and romance, providing a luxurious living experience.

水云石 Cloud Grey
600x1200mm
D1265854BM (石材光)

灵感来自世界第一大教堂——梵蒂冈圣彼得大教堂；采用经典网纹，白色线条如行云流水般交错，随性自然的天然纹理，让人仿佛置身于大自然的画卷之中。

Inspired by the world's first cathedral, St. Peter's Basilica in the Vatican; Classic mesh with white lines that crisscross in a flowing pattern, the natural texture makes you feel as if you are in a nature painting!

层次之美 通透大气

Transparent and atmospheric



2020 年新品：象牙灰
2020 New Product: Aghia Marina

搭配要点： Matching points:

新中式风格讲究的是“厚而不重，通而不透”，首先在空间配色上以黑白灰为主流，汲取了中国传统建筑苏式园林、徽派建筑用色的灵感，继承了中国古典文化自成一派的底蕴和意境。

The new Chinese style emphasises “thick but not heavy, transparent but not empty”, starting with black, white and grey as the dominant colour scheme in the space, drawing inspiration from the traditional Chinese architecture of Jiangsu style gardens and Huizhou architecture, inheriting the heritage and mood of classical Chinese culture.

大面积瓷砖上墙，雅致柔和的象牙灰为空间奠定了静谧的氛围。瓷砖与水墨画巧妙的结合，用留白的艺术凸显局部效果，高端材料的质感一览无遗。

Large areas of tiles on the walls and an elegant, soft Aghis Marina set the mood for a tranquil space. The clever combination of tiles and ink paintings, with the art of whiteness accentuating the local effect, leaves the textures of high-end materials in full view.



搭配要点：

Matching points:

用简洁的框线和色块来填充空间，深浅灰色的明暗变化来丰富空间的层次。水云石行云流水般的纹理让空间效果更上一层楼，整体视觉上落落大方，有大家之风。

Clean lines and blocks of colour are used to fill the space, with shades of light and dark grey to enrich the space. The Cloud Grey's flowing texture adds to the spatial effect, and the overall visual effect is visually generous.

现代之美 简约线条

Modern beauty Simple lines



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2020 年新品：水云石

2020 New Product: Cloud Grey

搭配要点：

Matching points:

新中式的新在于轻盈和灵动，在设计上表现为删繁就简。传统的繁复雕花逐渐演变成纤细的线条，用局部点缀的金属质感来营造现代简约的美感。

The new Chinese style is light and agile, and is expressed in a design that cuts through the complex and simplistic. The traditional intricate carvings gradually evolve into slender lines with local touches of metallic textures to create a modern, minimalist aesthetic.

天花板和地面框线实现了天地呼应，用简洁的线条来凸显空间的造型感。水云石随性自然的纹理成为空间温润的底色，烘托出新中式风格的意境之美。

The ceiling and floor framing echo the heavens and the earth, with clean lines that emphasise the stylistic feel of the space. The natural texture of Cloud Grey becomes the warm background colour of the space, emphasising the beauty of the neo-Chinese style.



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2020 年秋季新品：奥特曼灰
2020 New Product: White Marfil

搭配要点：

Matching points:

在浴室相对狭长的空间中，干净利落的线条让空间变得井然有序。大面积的奥特曼灰进一步拓展了视觉感受，洁净明亮更显开阔舒适。

In the relatively long and narrow space of the bathroom, clean lines give the space a sense of order. The large areas of White Marfil further expand the visual experience, making it clean and bright, open and comfortable.

文化之美 传统符号

The beauty of culture Traditional symbols



2020 年秋季新品：奥特曼灰
2020 New Product: White Marfil

在中国传统文化中, 正所谓“只可意会, 不可言传”。
将天地自然里永恒不变的物象, 通过艺术处理转
化成现代美学符号, 并印刻在空间装饰里。

The eternal objects of nature are transformed into
modern aesthetic symbols through artistic treatment
and engraved in the decoration of spaces.

搭配要点: Matching points:

运用色彩的对比反差来凸显空间主题, 通过
简洁的回纹框线造型让视觉集中在客厅中
心, 简洁明亮的奥特曼灰自然而然成为了空
间的主角。

The use of color contrast to highlight the theme of
space, through the simple palindrome frame mod-
eling let the vision focus on the center of the living
room, the simple and bright White Marfil naturally
becomes the leading role of the space.



搭配要点：

Matching points:

在色系上讲究呼应融合，象牙灰与水云石的组合，中和了新中式的厚重。恰到好处地运用隔窗来切割空间，进一步丰富了空间的层次美感，有格调却不压抑的氛围。

The combination of Aghia Marina and Cloud Grey neutralizes the massiness of new Chinese style. Appropriate use of partition windows to cut space, further enriched the level of space aesthetic feeling, style but not repressive atmosphere.

品牌活动资讯

Brand event information

	SUN	MON	TUE	WED	THU	FRI	SAT
2020年12月			1	2	3 广州设计周	4 广州设计周	5 广州设计周 文化大讲堂 (济南站)
	6 广州设计周	7	8	9	10	11 G+ 设计精英大 赛颁奖典礼	12 文化大讲堂 (成都站)
	13 文化大讲堂 (深圳站)	14	15	16	17	18 文化大讲堂 (洛阳站)	19 文化大讲堂 (桐乡站 / 苏州站)
	20	21	22	23	24	25	26 文化大讲堂 (东莞站)
	27	28	29	30	31 时间的朋友		
2021年1月						1	2
	3	4	5	6	7 全球创始人大会	8	9
	10	11	12	13	14	15	16 2021年营销 峰会
	17 2021年营销 峰会	18	19	20	21	22	23

活动中
Activity in progress

简一挚友 李敏
艺筑亦美设计创始人

简一挚友 周斌
苏州饮食文化传承人
杜三珍掌门人

简一挚友 王斌
江南首席创始人

简一挚友 许晓东
知名设计媒体
《设计家》创始人

简一挚友 陈旻
国家一级登山运动员

简一挚友 汤先锋
民航机长 / 音乐人

下一个主角 就是你

简一挚友
故事征集

征集时间
常年征集

征集对象
简一全国高端客户、设计师及合作伙伴等

报名要求
对品质生活有鲜明主张和态度
愿意出镜拍摄微电影，链接圈层引领成长



扫码加入

活动中
Activity in progress



城市新风景 下一个导演就是你

密缝实景案例招募计划

面向全国简一品牌服务商,只要您有密缝实景案例,均可报名参加!
小简将亲临现场进行拍摄包装,打造高档装修案例,为销售赋能!

招募要求/

户型要求: 别墅、180以上大平层;

效果要求: 整套案例使用无限连纹/密缝铺贴效果,密缝铺贴0.5MM以内;

空间要求: 家中场景使用简一产品;

环境要求: 全屋装修装饰已到位,即将入住或刚入住为最佳;

报名方式: 户型+面积+应用产品+案例图片/视频打包发送邮箱至
GANIPPB@GANI.COM.CN



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活动中
Activity in progress

简一® 大理石瓷砖
GANI MARBLE TILES

让家人
住得更好

简一挚友
感恩答谢季

活动时间：10月20日~12月31日



简一瓷砖官方旗舰店



京东居家

简一瓷砖官方旗舰店



活动中
Activity in progress

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PREVIEW OF JANUARY ISSUE

1 月刊预告

大咖挚友，
重磅来袭，精彩不断！

GANI FEATURED CHARACTERS:

下期我们将迎来四位来自东莞的优秀瓦工匠人，他们
们将带来怎样的故事？敬请期待！

Four excellent craftsmen of Dongguan, what kind of
stories will they bring us? Please stay tuned!

简一® 大理石瓷砖
GANI MARBLE TILES

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