

HIGOLD[®]

HIGOLD GROUP BRIEF INTRODUCTION

悍高·集团简介

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HIGOLD® GROUP

悍高·集团

Higold strives for high-end hardware solutions for homes, such as furniture fittings, kitchen and bathroom hardware, and outdoor furniture.

悍高致力于打造家居高端五金，包括功能五金、基础五金、厨卫五金、柜类照明、内门锁、智能厨电、户外家具等。

Since 2004, Higold has focused on production, research, and marketing to become a leader in China's home hardware industry.

Higold has partnered with many famous real estate and household brands in China.

自2004年以来，悍高专注于生产、研发和营销，成为中国家居五金行业的领导者。悍高与中国多个知名房地产和家具品牌合作。

Higold also has large manufacturing bases in Foshan and sells products to more than 90 countries worldwide.

悍高在佛山有大型的生产基地，产品销往全球90多个国家。

In 2020, Higold cooperated with Donnie Yen, a well-known actor, as Higold brand ambassador.

Higold aims to build a world-renowned household hardware brand that improves the quality of human life.

在2020年，悍高与知名演员甄子丹合作，担任悍高品牌大使。悍高的目标是打造世界知名的家居五金品牌，提升人类生活品质。

Revenue
EUR **216 Million**

2.16亿欧元营收

Profits
EUR **27.3 Million**

2730万欧元利润

Divisions
7

7个事业部

professional
manufacturing bases
400,000 m²

40万m²生产基地

Employees
2400

2400名员工

Product Categories
8⁺

8个以上产品品类

Patents
800⁺

800多个专利

Countries with sales
100⁺

100多个销售国家

8

8个红点奖

9

9个iF奖

HIGOLD® DEVELOPMENT HISTORY

悍高·发展历程

H 2004-2010

2004

- Established in Shunde Xingtan | 悍高成立于顺德杏坛

2005

- Started to export outdoor furniture | 开始出口销售户外家具

2006

- Expanded production base to 15000 square meters | 生产基地面积扩大至15000m²

2007

- Partnered with famous domestic brands | 与国内著名品牌合作，拓展中国市场

2008

- Focus on **design and brand** as the core of development | 聚焦于设计与品牌为发展核心

H 2011-2015

2011

- Higold was awarded as one of the top 10 kitchen and bathroom accessories company in China | 悍高荣获中国厨卫配件企业10强

2012

- Awarded as Shunde Longteng Company | 评为顺德龙腾企业

2013

- Established a kitchenware company | 成立厨具公司，产品品类拓展

2014

- Opened a flagship store over 1,000 square meters in the Netherlands | 在荷兰开设超过1000 m²悍高户外家具旗舰店
- Established E-commerce platform | 成立电子商务平台

2015

- Established flagship stores in 70 cities in China | 全国 70 城市建立品牌旗舰店
- Sell products to 86 countries | 产品销售至全球 86 个国家
- Awarded as a national high-tech company | 获评国家高新技术企业
- Became the drafting unit of the national standard of "Household Kitchen Equipment" | 《家用厨房设备》国家标准起草单位

2004-2010

2011-2015

2016-2019

2020-2023

H 2016-2019

2016

- Awarded "Executive Chairman Unit" | 中国五金制品协会授予“执行会长单位”
- Became the main drafting unit of kitchen functional hardware standard | 厨房功能五金团队标准主起草单位
- Set up dealers in 100+ cities in China | 在中国100+城市设总代理

2017

- Built the first production base—STAR HEADQUARTERS | 第一个生产基地“星际总部”建成
- Built a Long-term partnership with Pininfarina Team | 与Pininfarina达成长期战略合作

2018

- Laid the foundation of Star Headquarters Building | 悍高星际总部大楼奠基

2019

- Chairman Alwin Ou was awarded "Advanced Entrepreneur of the New Era" | 集团董事长欧锦锋荣获“新时代创业先进人物”
- Selected into the "China Home Furnishing Industry Hall of Fame" | 入选“中国家居业名人堂”
- Showed in CCTV's "Consumer Advocate" program | 荣登央视《消费主张》栏目

H 2020-2023

2020

- Became the joint laboratory support unit of Chinese Academy of Sciences | 成为中科院联合实验室支持单位
- Won "Foshan High-tech Zone Manufacturing Single Champion Enterprise" | 荣获“佛山高新区制造业单打冠军企业”
- Cooperated with superstar Donnie Yen | 签约国际巨星甄子丹
- Became the exclusive business partner of GRASS Hardware in China | 成为德国格拉斯五金中国总代理

2021

- Won "National Quality Inspection and Stable Qualified Products" | 荣获“全国质量检验稳定合格产品”荣誉证书
- Laid the foundation of the second production base—HEXAGONAL MANUFACTURING BASE | 第二个生产基地“六角大楼超级工厂”奠基

2022

- Targeted to become a high-end hardware solution provider of whole house | 目标成为全屋五金一站式解决方案提供者
- The Hexagonal Building - First intelligent factory in AP. | 建成六角大楼·亚洲首个智能工厂

2023

- Initial Public Offering has been approved | 通过IPO审核
- Double sales during three years pandemic period | 疫情三年，业绩翻倍

HIGOLD® STAR HEADQUARTERS

悍高·星际总部大楼

Higold Group's automation intelligent manufacturing base is located in Foshan Shunde, with 160,000 square meters, including Higold Star Headquarters with 30,000 square meters.

The Higold Star Headquarters has a unique and elegant design that combines high-tech, dynamic, and fashionable elements. It will build R&D center, industrial internet center, new materials lab, and smart home system showroom. Higold focus on Intelligent Manufacturing and diversified Innovation.

位于顺德杏坛高新区，总面积约16万m²，是悍高集团核心自动化制造示范基地。

超3万m²的悍高星际大楼，以全球别具一格的建筑设计姿态屹立在中国大地之上，其前卫、科技、动感、时尚的设计元素受人瞩目。

悍高星际总部将汇聚产品研发中心、产业互联网中心、定制家居新材料博物馆、智能家居系统体验馆等多元一体，承载着悍高集团专注高端智造多元闪耀世界的奋进目标。



HIGOLD® HEXAGONAL MANUFACTURING BASE

悍高·六角大楼生产基地

200,000 m²

占地20万m²

EUR 66 Million

投入6600万欧元

4 smart factories, 1 center, 1 hardware showroom

4座智能工厂、1个研发中心、1座“五金博物馆”

1billion hinges capacity annually

铰链年产量达10亿支以上



HIGOLD® VISION

悍高·愿景

EUR **700 Million** Revenue **2025**

2025年实现7亿欧元营收

Leading world-class homehardware brand

领先的世界级家居五金品牌



FULL CATEGORY

全品类



MULTI-CHANNEL

全渠道



MULTI-BRAND

多品牌



INTERNATIONAL

国际化

HIGOLD® NATIONAL NEW PRODUCTS LAUNCH EVENT

悍高·全国新品发布会

Provide a “one-stop shop service” and new product experience
提供一站式服务和新品体验

3 times Per month
每月3场

~EUR 8Million Gross sales
6千万+/月销售额

1000+ Designers and Potential partners
知名设计和实力客户



HIGOLD® GRAND EXHIBITION IN CHINA

悍高·国内大型展会

1000+ m²

CBD (GUANGZHOU)

中国建博会



600+ m²

KBC(SHANGHAI)

中国厨卫展



200+

REGIONAL MARKETING EVENT

代理商地方市场活动



HIGOLD® BUSINESS PARTNER

悍高·贸易合作伙伴

OPPEIN 欧派

SOGAL 索菲亚
衣柜 | 整家定制

Boloni
博洛尼全屋定制

QuanU 全友

金牌厨柜
更专业的高端厨柜

ZBOM
志邦家居

M
瑪格全屋定制
MACIO CASA

DeRUCCI 慕思

vatti 華帝

KEFAN 科凡
全屋轻奢定制

艾依格
全屋定制

GABOR 嘉宝
高端全屋定制

百得胜
BETTER

BAINENG 百能
全屋厨房系统定制

SCHMIDT 司米
整体厨房·定制家装

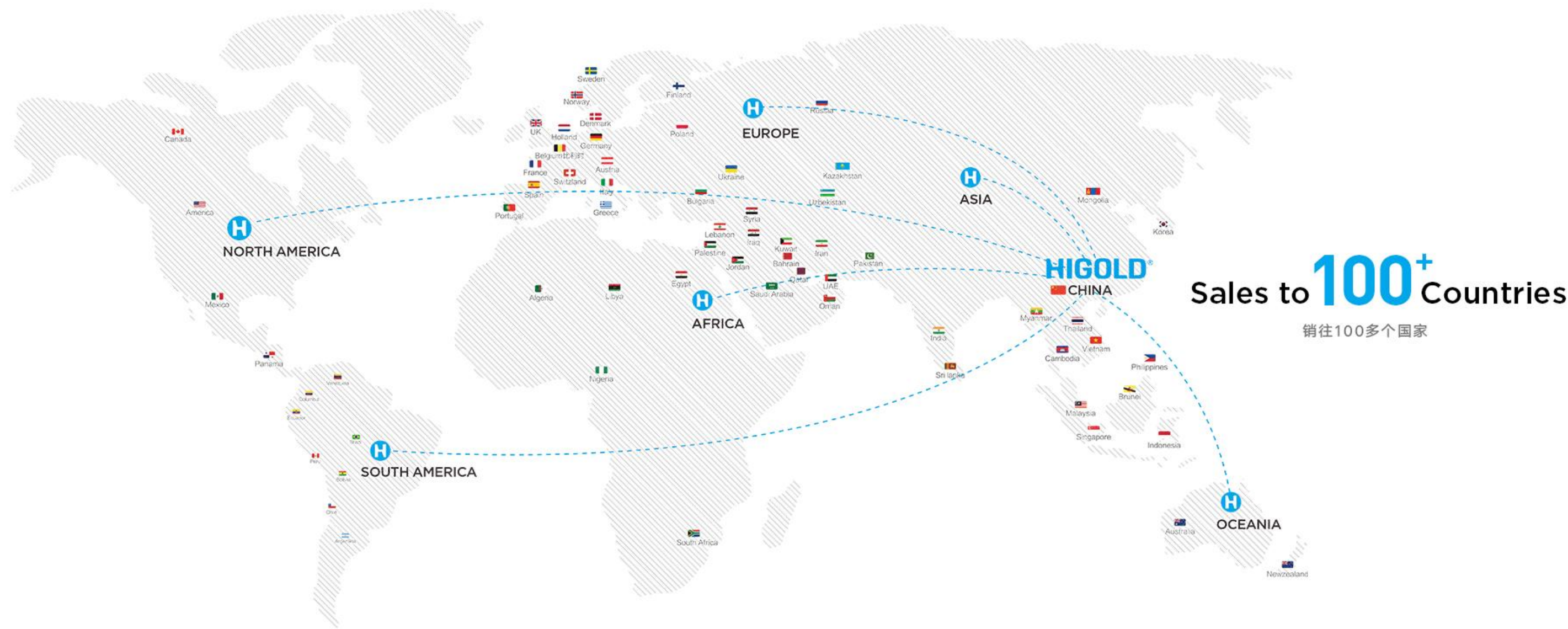
PIANO
皮阿诺全屋定制/整体橱柜
意大利·米兰·皮阿诺

BORCCI 柏厨
方太集团旗下高端厨柜品牌



HIGOLD® GLOBAL SALES NETWORK

悍高·全球销售网络



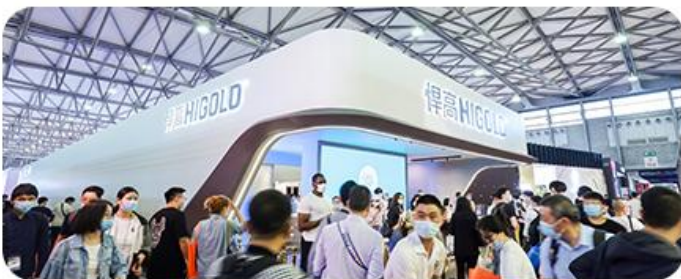
Sales to **100+** Countries
销往100多个国家

HIGOLD® FOOTPRINTS

悍高·国外参展

Participated in 400+ Global Exhibitions

参加400个以上国际展会



HIGOLD® BUSINESS PARTNER

悍高·国际合作伙伴

MGB

Crate&Barrel

 **Liverpool**



XXXLutz

COSTCO
WHOLESALE

roSen



HÄFELE
德国海福乐五金

Harvey Norman



docol



*American
Standard* 美标



HIGOLD® DESIGN CAPABILITY

悍高·设计力量

NICOLA GIROTTI

Director of the Pininfarina

宾尼法利亚设计总监



NICOLAS THOMKINS

HIGOLD CHIEF DESIGNER

Product Research & Development Director

悍高首席设计师
产品工业设计大师



PIERRICK TAILLARD

HIGOLD CHIEF DESIGNER

A well-known French
design agency

悍高首席设计师
法国知名设计机构



CLAUDIO BELLINI®

HIGOLD CHIEF DESIGNER

A famous Milan
design team

悍高首席设计师
米兰知名设计团队





8 times Red Dot Award

(2014, 2017, 2018, 2021, 2022, 2022, 2023, 2023)



red dot award 2023
winner



red dot award 2023
winner



red dot award 2022
winner



red dot award 2022
winner



red dot award 2021
winner



red dot award 2018
winner



red dot award 2017
winner



red dot award 2014
winner

9 times iF Design Award

(2020, 2021, 2021, 2022, 2022, 2022, 2023, 2023, 2023)



DESIGN AWARD 2023



DESIGN AWARD 2023



DESIGN AWARD 2023



DESIGN AWARD 2022



DESIGN AWARD 2022



DESIGN AWARD 2022



DESIGN AWARD 2021



DESIGN AWARD 2021



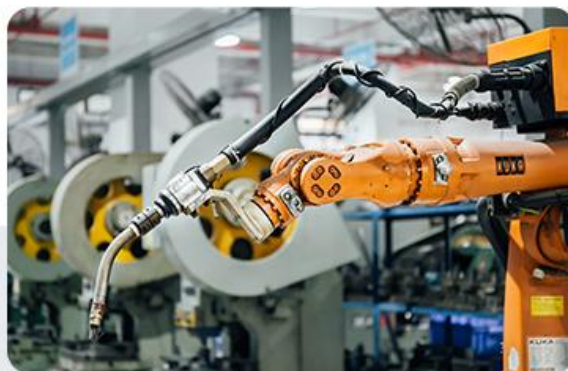
DESIGN AWARD 2020



HIGOLD® EHS MANAGEMENT SYSTEMS

悍高·环境·健康·安全的管理系统

- To reduce injuries, accidents, pollutants, waste, operating costs and potential disadvantages.
 - 开发EHS管理系统, 减少伤害、事故、污染物、废物、经营成本和潜在不利因素
- To achieve sustainable business development, and to improve efficiency and credibility.
 - 实现企业可持续性发展, 提高企业效益和可信度



Environment Management
Systems certification



Quality Management
Systems certification



HIGOLD® HONOR

悍高·获得的荣誉



Top 10 Kitchen and Bathroom Accessories Enterprises in China



China High Technology Enterprises



The drafting unit of the national standard of "Household Kitchen Equipment"



The main drafting unit of the group standard of "Functional Hardware Basket for Home Use"



Top 10 Hardware Industry in China home Manufacturing industry
The top 500 Enterprises of China's home hardware industry in 2020



The top 10 Brands of home hardware industry trusted by consumers in 2020



The Iconic Brands of China's home hardware industry



Foshan High-Tech Zone Intellectual Property Intensive Enterprises in 2021



Unit of executive president in Guangdong Outdoor Furniture Associations



China Furniture & Decoration Chamber of Commerce Kitchen Cabinet Committee



Contribution Unit Of Great Bay Area Design Study in 2021



Top 100 manufacturers in Foshan



National hardware and building materials industry quality leading brand



National hardware building materials industry leading quality enterprises



National Quality Inspection Stable Qualified Products



2020 Himalaya Design Awards



The FT Qualityaward



Golden Hook Prize



China International Furniture Fair (Guangzhou)



China Custo Home Style Awards 2019



Excellent Prize China Red Star Design Award



China kapok Design Awards-Craftsmanship Spirit



The 6th China Door and Window Curtain Wall Innovation Star Product Supreme Award



2021 Guangzhou International high-end customized lifestyle Exhibition



2017 Pinnacle Awards Asia-Pacific



Gold award for ONDA recliner series



Social forces set up science and technology awards (Sungrui Science and Technology Award)

HIGOLD® CULTURE

悍高·企业文化



MISSION

使命

Strive for improving the quality
of human life

为提高人类生活品质而奋斗



VISION

愿景

Leading world-class home
hardware carrier

领先的世界级家居五金航母



VALUE

价值观

Innovation, Challenge, Insistence

创新、挑战、执着



SLOGAN

悍高口号

Higold, Higold, Ever High

悍高、悍高、永创新高!



HIGOLD® THE MAIN PRODUCTS SERIES DISPLAY

悍高·主营产品线

Kitchen Hardware

厨房五金



Wardrobe Storage Hardware

衣柜五金



Hinge

铰链



Slide & Drawer

抽屉导轨



Sink & Tap

水槽龙头



Cabinet Lighting

柜类照明



Door & Windows Hardware

拉手门窗五金



Bathroom Hardware

卫浴五金



Kitchen Appliances

厨电



Outdoor Furniture

户外家具



HIGOLD®

SINK FACTORY

水槽工厂

悍高·激情生产
全情投入，注重细节。



悍高·口号
悍高，悍高，永创新高



生产3线

Employees: 300+

300多名员工

Monthly Production Capacity: 30K units

月产能：3万套

A close-up photograph of an orange KUKA industrial welding robot arm. The arm is positioned diagonally across the frame, with its end effector (welding torch) pointing towards the bottom left. The background is a blurred industrial environment with large yellow and grey circular components, likely part of a manufacturing process. The KUKA logo is visible on the side of the robot arm.

HIGOLD®

INTELLIGENT MANUFACTURING

智能制造

WELDING ROBOT

焊接机器人

HIGOLD®

INTELLIGENT MANUFACTURING
智能制造

STACKING ROBOT
组装机





HIGOLD®

INTELLIGENT MANUFACTURING

智能制造

AUTOMATIC ULTRASONIC CLEANING

超声波自动清洗

HIGOLD®



red dot award 2022
winner



HANDMADE SINK INTELLIGENT PURIFICATION SINK

手工制水槽
智能净化水槽



HIGOLD®

HANDMADE SINK SINGLE BOWL

手工制单槽



HIGOLD®

HANDMADE SINK FARMHOUSE SINK

传统住宅水槽



HIGOLD®

HANDMADE SINK BL 1.0 WORKING STATION

BL1.0水槽



HIGOLD®

HANDMADE SINK BL 1.0 PRO WORKING STATION

WITH STONE TEXTURE & WATER FALL FAUCET

BL1.0PRO水槽



HIGOLD®

PRESSING SINK BL2.0 WORKING STATION

BL2.0水槽



HIGOLD®

**HANDMADE SINK
WORKSTATION
CHANNEL SINK**

手工制水槽工作台



HIGOLD®

BN1.0 FAUCET

BN1.0水龙头

The pearl on water shines the world

水上明珠闪耀世界



HIGOLD®

BN2.0 FAUCET

BN2.0水龙头

Italian charm·Roman style

意大利风情 罗马风格



red dot award 2022
winner



DESIGN
AWARD
2022



HIGOLD®

BN3.0 FAUCET

BN3.0水龙头

Swan neck design
More firm support for willfulness

天鹅颈设计 坚固中带柔软



HIGOLD®

BN4.0 FAUCET

BN4.0水龙头

Golden curved arc design
combines aesthetics and science

金色弧形设计 美学与科学的融合



HIGOLD®



NEW
MATERIAL
SINK

新材料



The background of the image features a light gray kitchen sink with three stainless steel drains. A large, semi-transparent white circle is centered over the sink. The HIGOLD logo is in the top left corner. The central text is in English and Chinese.

HIGOLD®

**LOW ENERGY
CONSUMPTION**

低能耗

**ZERO
POLLUTION**

零污染

HIGOLD®



EASY TO
CLEAN

久用如新

不易染色 | 强悍如钢 | 疏水性强

HIGOLD®

NO STAINING

不易染色

长久使用, 光洁如新



HIGOLD®

STRONG AS STEEL Passed rugged crash tests

强悍如钢
通过坚硬碰撞测试



HIGOLD®

Strong hydrophobicity

Water absorption as low as 0.17%

疏水性强

吸水率低至0.17%



HIGOLD®

Food grade

Mainstream national joint certification



食品级保障
主流国家联合认证



China
中国食品级认证报告



America
美国食品级认证报告



European Union
欧盟食品级认证报告



Germany
德国食品级认证报告



Italy
意大利食品级认证报告



France
法国食品级认证报告



Netherlands
荷兰食品级认证报告

HIGOLD®

>99.99%
Antibacterial rate
抗菌率

SGS
Test Report No.: GZHL2209067119PL Date: Mar 26, 2022 Page 2 of 3


Sample Description
Specimen No.: SGS Sample ID: Description:
GZF22-005752-001 Block sample

Test Result(s)
Test Requested: Test of antimicrobial activity
Test Method: ISO 22196:2011 Measurement of antibacterial activity on plastics and other non-porous surfaces

GZF22-005752-001
Test organism(s): Escherichia coli ATCC 8739
Concentration of bacteria (cells/mL): 6.1×10^6
Volume of test inoculum (mL):
U:
U1:
A1:
B (cells/cm²):
C (cells/cm²):
R:
*The antibacterial activity rate (%)

Notes:
1. The untreated test specimen is plastic.
2. U: the average of the common logarithm of the number of bacteria obtained from the untreated test specimens immediately after inoculation.
3. U1: the average of the common logarithm of the number of bacteria obtained from the untreated test specimens after 24 h.
4. A1: the average of the common logarithm of the number of bacteria obtained from the treated test specimens after 24 h.
5. R: the value of antimicrobial activity, $R = U - A1$.
6. * The calculation formula of the antibacterial activity rate is $\frac{U - A1}{U} \times 100\%$.
B: arithmetic average of the numbers of bacteria obtained from the untreated test specimens after 24 h incubation (cells/cm²).
C: arithmetic average of the numbers of bacteria obtained from the treated test specimens after 24 h incubation (cells/cm²).
7. Pre-treatment: The surface of test specimen was wiped with 70% ethanol, rinsed with sterile water and let it air-dry.

6.2
>99.99


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www.sgs.ch
Member of the SGS Group (2022 Ed.)

SGS TEST REPORT

SGS检测认证

HIGOLD®

ROSH

TUV TEST REPORT

TUV认证


Test Report No.: 68.434.22.9002.01A
Dated: 2022-03-18


Purpose Of Examination / Conclusion:

No.	Test Item(s)
1.	Test according to Restriction of Hazardous Substances (EU) 2015/863
2.	Heavy Metals Content Test (Total Cadmium, Mercury, Hexavalent Chromium)
3.	Brominated Flame Retardants (PBBS & PBBs)
4.	Phthalates (DEHP, BBP, DBP and DIBP)

Remarks:
(1) The results relate only to the items tested.
(2) Samples are tested as received.
(3) "Pass" means the measured result is within a limit, even when extended by expanded uncertainty. If the measured result is beyond a limit, even when extended by expanded uncertainty, the confidence level of the expanded uncertainty for "Pass", "Fail" and "Inconclusive" is 95%.
(4) The test item was specified by the client.
(5) All results are transferred from previous report 68.431.21.0247.01A issued on 2021-06-27.

TUV SUD Certification and Testing (China) Co., Ltd. Shenzhen Branch
TUV SUD Group

Prepared by: 
Simon Liu
Project Engineer

Reviewed by: 
Samson Ye
Senior Project Engineer

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Web: http://www.tuv-sud.cn

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Building 12B13, Zhenhai Modern Business Park,
Nantou Checkpoint Road 2, 518052, P. R. China

Page 2 of 6

Passed Heavy Metals Content Test Passed Toxic Organic Matter Test

重金属检测合格
有毒有机物检测合格



HIGOLD® COMPLETE PRODUCT LINE

产品线齐全



HIGOLD®



KITCHEN SINK

The kitchen collection

厨房水槽



HIGOLD[®]

THANK YOU

www.higold.com.cn