

**HIGOLD**®

CREATIVE LIVING, SOUL!

## CONTENTS



### Part 01

ABOUT HIGOLD

### Part 02

HONORS

### Part 03

SALES NETWORK

### Part 04

EXHIBITIONS

### Part 05

BRAND PROMOTION

### Part 06

TEAM BUILDING

### Part 07

FACTORY PROFILE

### Part 08

PRODUCT PRESENTATION

### Part 09

JOIN-IN COOPERATION

1

**ABOUT HIGOLD**

**HIGOLD®**

**MANUFACTURING SCALE**

**Total Area: 400,000M<sup>2</sup>  
Employees: 2000+**

**STAR HEADQUARTER, LANDMARK OF SHUNDE**



**HIGOLD®**

**MANUFACTURING SCALE**

悍高 HIGOLD®

悍高 HIGOLD®

**THE LARGEST MANUFACTURER OF  
FUNCTIONAL HARDWARE IN ASIA**

**HIGOLD<sup>®</sup>**

**MANUFACTURING SCALE**

**THE SECOND BASE - THE HEXAGON BUILDING**



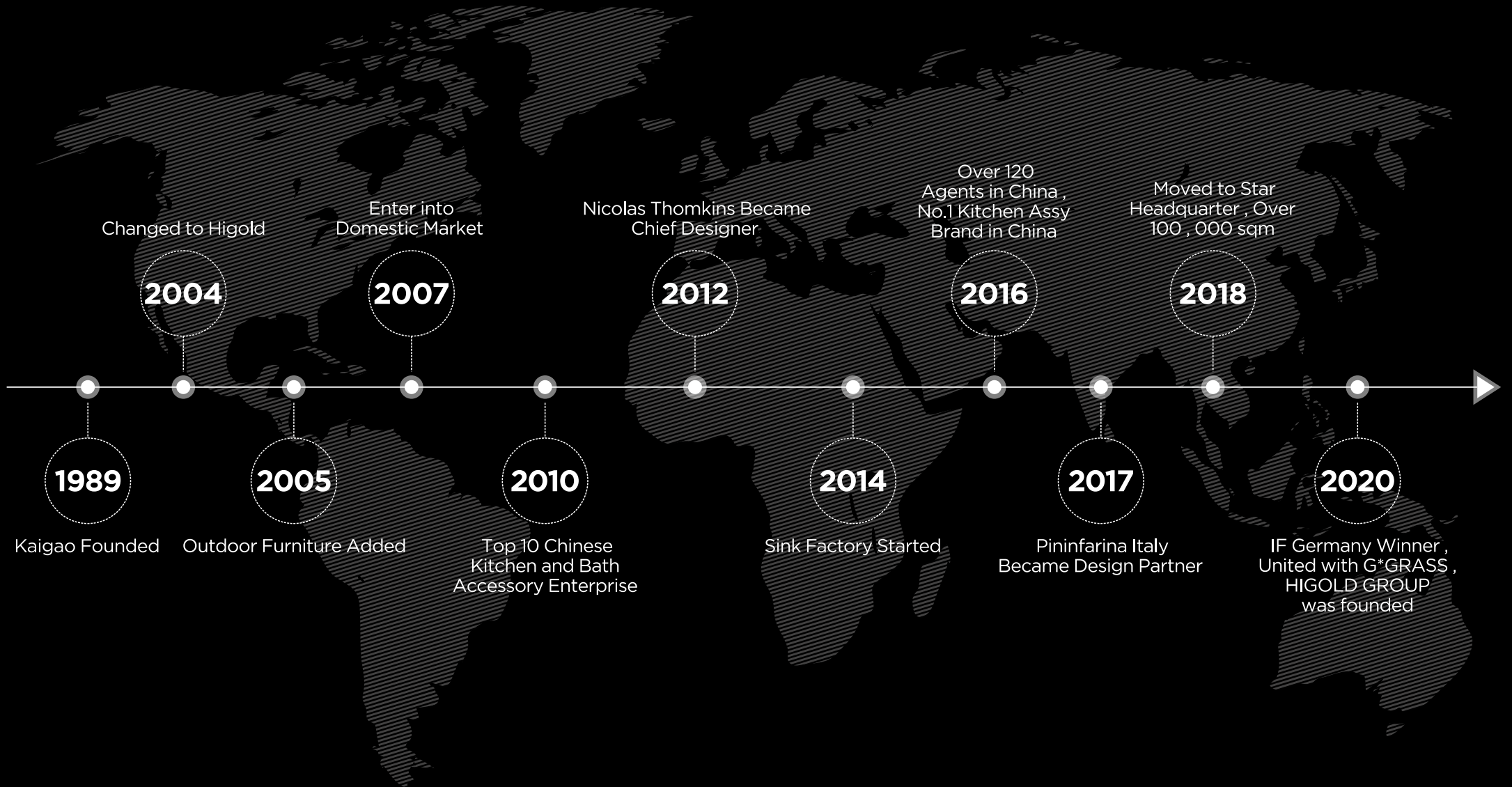
**HIGOLD®**

MANUFACTURING SCALE



**FLAGSHIP SHOWROOM**







### Ms. Lily Ou

Executive Director (Financial)  
Capital Operation Expert  
Nationality: China

### Mr. Sun

Executive Director (Production Management)  
Technical & Lean MFG Expert  
Nationality: China

### Mr. Alwin Ou

Managing Director (Owner)  
Brand & Marketing Expert  
Nationality: China

### Mr. Nicolas Thomkins

Executive Director (Products Design)  
Global Famous Products Design Master  
Red Dot Award Winner  
Nationality: Germany

### Mr. Dan

Independent Director (International Trade)  
HK University Guest Professor  
Nationality: Hong Kong, China





**HIGOLD®**

**PRODUCT CATEGORY  
KITCHEN SINK  
FAUCET**



**HIGOLD®**



**PRODUCT CATEGORY  
KITCHEN HARDWARE**

**HIGOLD®**

**PRODUCT CATEGORY  
WARDROBE ACCESSORIES**



**HIGOLD®**



**PRODUCT CATEGORY  
KITCHEN HARDWARE**

HIGOLD®

PRODUCT CATEGORY  
SANITARY HARDWARE



**HIGOLD®**



**PRODUCT CATEGORY**  
**INTELLIGENT CLOTHES DRYER**



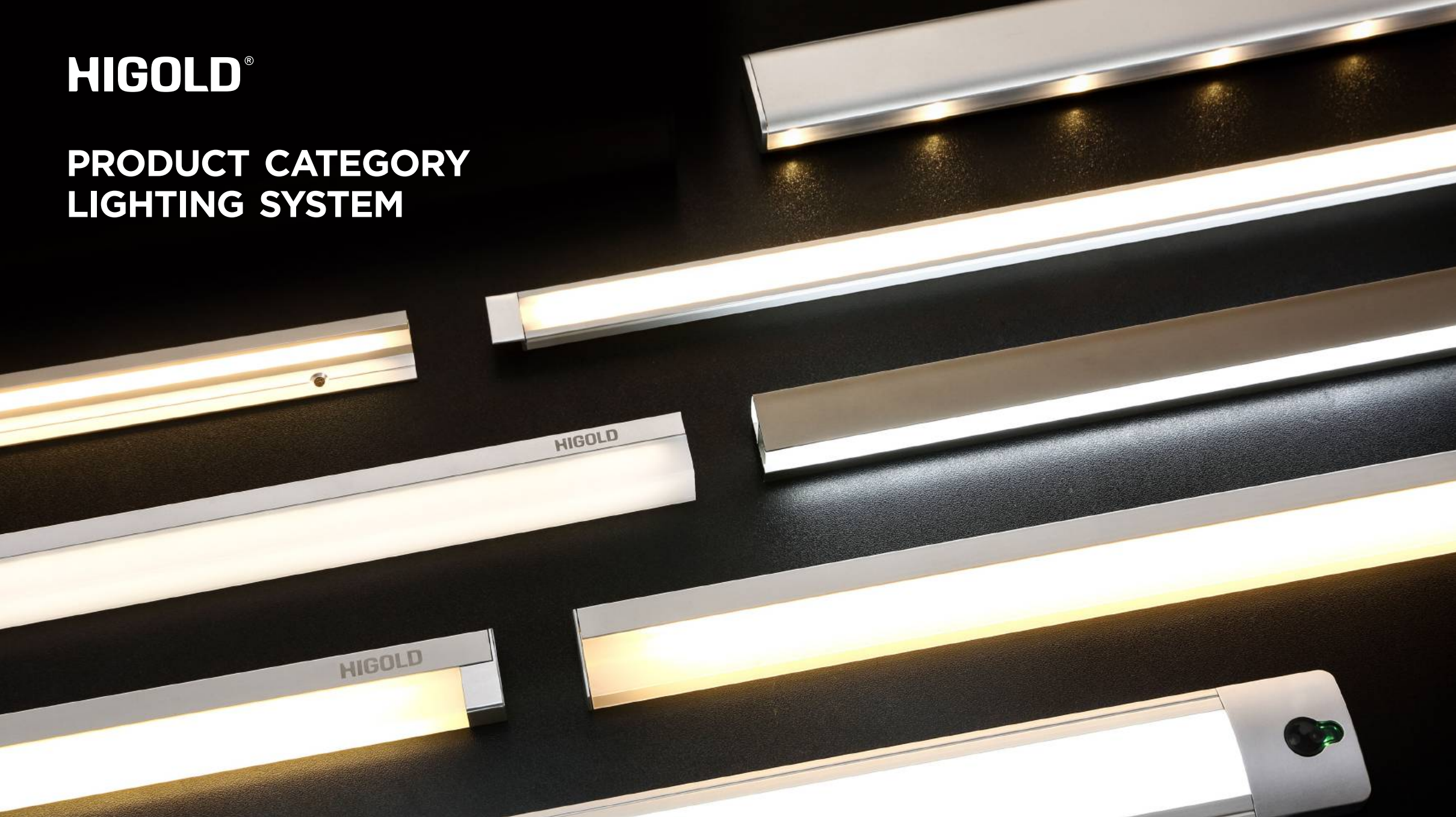
**HIGOLD®**



**PRODUCT CATEGORY  
WINDOW AND  
DOOR HARDWARE**

**HIGOLD®**

**PRODUCT CATEGORY  
LIGHTING SYSTEM**



**HIGOLD®**

**PRODUCT CATEGORY  
OUTDOOR FURNITURE**



2

**HONORS**

**HIGOLD®**

COOPERATIVE HONOR



*pininfarina*



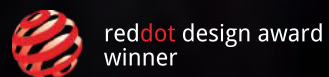
**JOINT-DESIGN WITH ITALIAN PININFARINA**

# HIGOLD®

COOPERATIVE HONOR



CHIEF DESIGNER



Mr. Nicolas Thomkins



reddot design award  
winner 2014



reddot design award  
winner 2017



reddot design award  
winner 2018



reddot design award  
winner 2021



DESIGN  
AWARD 2020



DESIGN  
AWARD 2021



kapok Design Awards China



Golden Hook Prize



ISO14001  
MANAGEMENT SYSTEM  
CNAS COO7-M



National Standards  
Maker of Kitchen  
Hardware Industry



ISO 9001 Quality  
Management  
Certification



National  
High-Tech  
Enterprise



Top ten Chinese  
enterprises of kitchen  
and bathroom  
accessories



BSCI certification



MORE THAN 620 PATENTS



3

**SALES NETWORK**

# HIGOLD<sup>®</sup>

DOMESTIC SALES NETWORK



DOMESTIC AGENTS



TERMINAL STORE



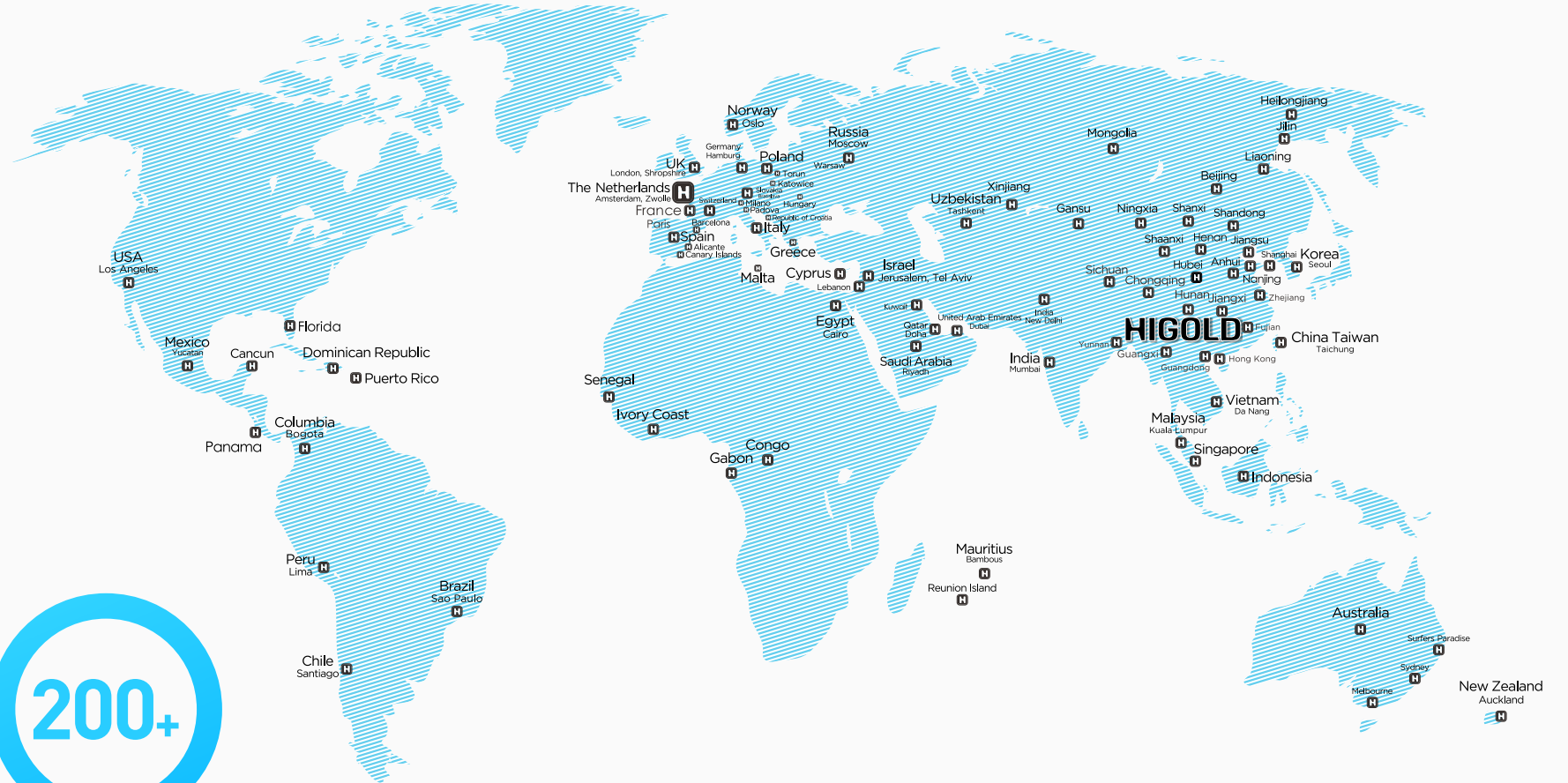
TOP 30  
KITCHEN BRANDS  
AND  
REAL ESTATE HOLDERS



## THE WIDEST DISTRIBUTION NETWORK IN CHINA







OVERSEAS AGENTS



COUNTRIES AND REGIONS



**MGB**

**Crate&Barrel**

 **Liverpool**

  
**ABYAT**  
— HOME OF HOMES —

**XXX Lutz**

**COSTCO**  
WHOLESALE

**roSen**®

**ACE**   
Global Distribution

**OBI**

**HÄFELE**

**Harvey Norman**

**LEROYMERLIN**  
乐华梅兰

 **garten&freizeit.de**  
Ihr Gartenmöbelspezialist

**LOWE'S**

**HALO**

**Carrefour**   
**家乐福**

4

**EXHIBITIONS**

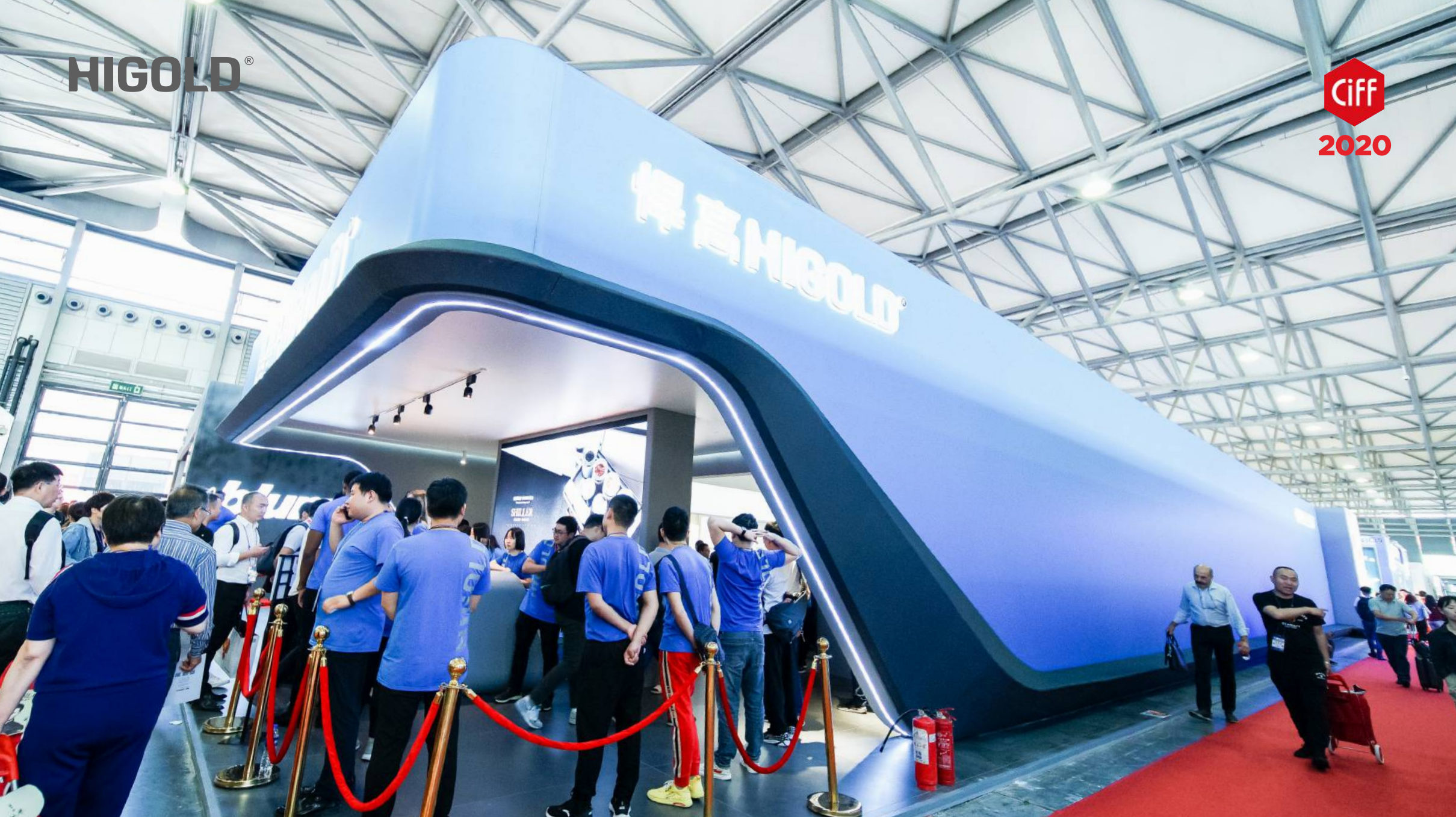


HIGOLD®



2020

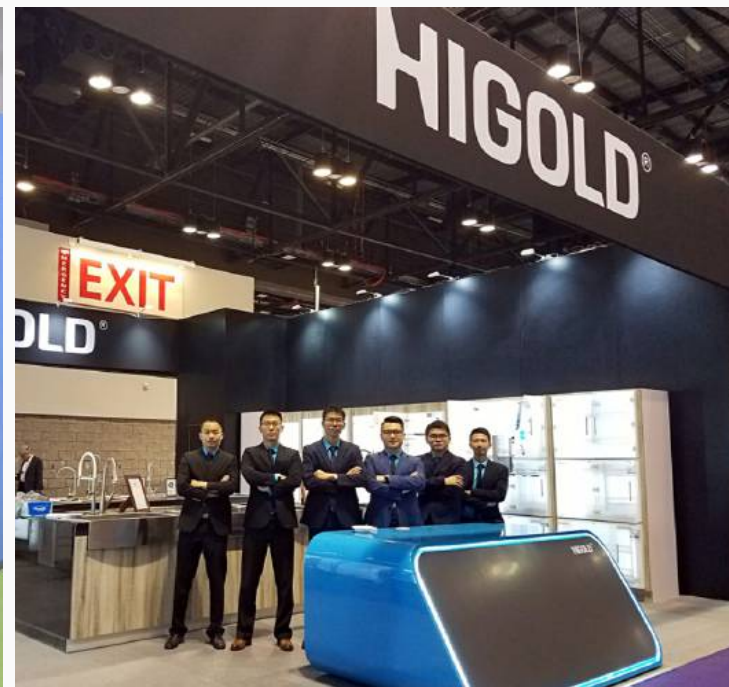
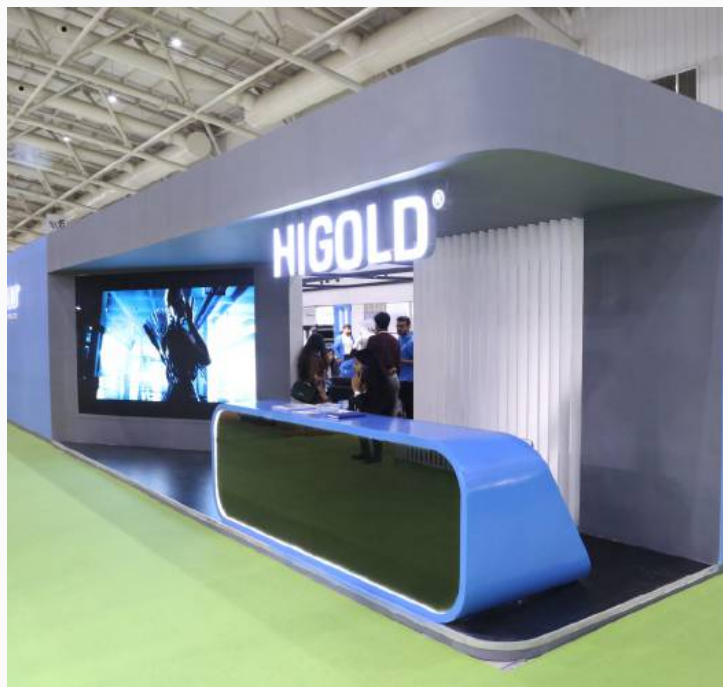
博高HIGOLD®





# HIGOLD®

# INTERNATIONAL EXHIBITION



HIGOLD 悍高 CREATIVE INNOVATION SKILL

悍高 HIGOLD

FOCUS ON HIGH-END WISDOM DIVERSIFICATION



DOMESTIC MARKETING TEAM

**HIGOLD®**



**OVERSEAS MARKETING TEAM**

HIGOLD®

悍高 HIGOLD®

2019 /

GLOBAL DISTRIBUTOR  
& NEW PRODUCT  
LAUNCH CONFERENCE

智取未来

2019年中国红点设计大奖  
Red dot design award

GLOBAL DISTRIBUTOR CONFERENCE

5

**BRAND PROMOTION**

HIGOLD®

HIGOLD  
— HAPPY CHINESE  
NEW YEAR

WWW.PRNASIA.COM

www.higold.com.cn

HIGOLD®

FOCUS ON KITCHEN HARDWARE

悍高·专注厨房五金

+0086 400 0189 990



德国红点设计大奖得主  
red dot design award  
winner

春节快乐  
万事如意

华裔名人堂

HAPPY  
CHINESE  
NEW  
YEAR

华裔名人堂

HIGOLD® BRAND ADVERTISEMENT ON NEW YORK TIMES SQUARE



# HIGOLD®

HIGOLD® BRAND  
ADVERTISEMENT ON  
HIGHWAYS,  
AIRPORTS,  
TRAIN STATIONS.



# HIGOLD®

## HIGOLD® BRAND ADVERTISEMENT ON CITY BUSES



HIGOLD®

# 悍高 HIGOLD® × 甄子丹

品牌代言签约仪式



HIGOLD® Brand Spokesman: Donnie Ye

欧锦锋

甄子丹

# HIGOLD®

## HIGOLD® BRAND ADVERTISEMENT ON CITY BILLBOARDS



6

**TEAM BUILDING**

HIGOLD®



悍高活力 激创未来-悍高集团2017年拓展活动



TEAM BUILDING

## TEAM BUILDING



**HIGOLD®**

## TEAM BUILDING





## TEAM BUILDING



7

# **FACTORY PROFILE**

HIGOLD®

INTELLIGENT MANUFACTURING

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

悍高 HIGOLD · 厨具发展

悍高荣获“金勾奖”4项大奖，为厨电品牌再添助力

Employees: 200+  
Monthly Production Capacity: 30K units

SINK FACTORY

**HIGOLD®**

INTELLIGENT MANUFACTURING

*CUTTING MACHINE*

**LASER CUTTING MACHINE**



HIGOLD®

INTELLIGENT MANUFACTURING

WL100/3200  
Pressbrake Machine

DIGITAL BENDING MACHINE



**HIGOLD®**

**INTELLIGENT MANUFACTURING**

**WELDING ROBOT**



**HIGOLD®**

**INTELLIGENT MANUFACTURING**

**AUTOMATIC ULTRASONIC CLEANING**



HIGOLD®

INTELLIGENT MANUFACTURING

AUTOMATIC PACKAGING

悍高 HIGOLD®



HIGOLD®

INTELLIGENT MANUFACTURING

自动码垛区

悍高 HIGOLD

STACKING ROBOT



# HIGOLD®

INTELLIGENT MANUFACTURING

新·发展策略  
创新驱动，以点进行突破，  
制行业第一名。



产品中心

## TESTING CENTER





ISO9001



ISO14001



CUPC



CSA



CE



FDA (PVD Sink)



FDA (Quartz Sink)



LFGB (Quartz Sink)

8

# PRODUCT PRESENTATION

**HIGOLD®**

**HANDMADE SINK  
SINGLE BOWL**



**HIGOLD®**

**HANDMADE SINK  
DOUBLE BOWL**



**HIGOLD®**

**HANDMADE SINK  
WORKING STATION**



**HIGOLD®**



**HANDMADE SINK  
SINK WITH DRAINBOARD**



**HIGOLD®**

**HANDMADE SINK  
FARMHOUSE SINK**



**HIGOLD®**



**HANDMADE SINK  
PVD + NANO COATING SINKS**

# HIGOLD®



Gun-Black PVD



Golden PVD



Rose PVD



**HANDMADE SINK**  
**PVD + NANO COATING SINKS**

**HIGOLD®**



**HANDMADE SINK  
BL 1.0 WORKING STATION**

**HIGOLD®**



**HANDMADE SINK  
BL1.0 WORKING STATION**



HIGOLD®



HANDMADE SINK  
INTELLIGENT PURIFICATION SINK



reddot award 2022  
winner

**HIGOLD®**



**R20 PRESSING SINK**

**HIGOLD®**



**PRESSING SINK**



**HIGOLD®**



**HANDMADE SINK  
WORKSTATION CHANNEL SINK**

**HIGOLD®**



**HANDMADE SINK  
WORKSTATION CHANNEL SINK**



# HIGOLD®

Original Stainless Steel

Golden PVD

Rose PVD

Gun-Black PVD



**HIGOLD®**



**COMPOSITE SINK**

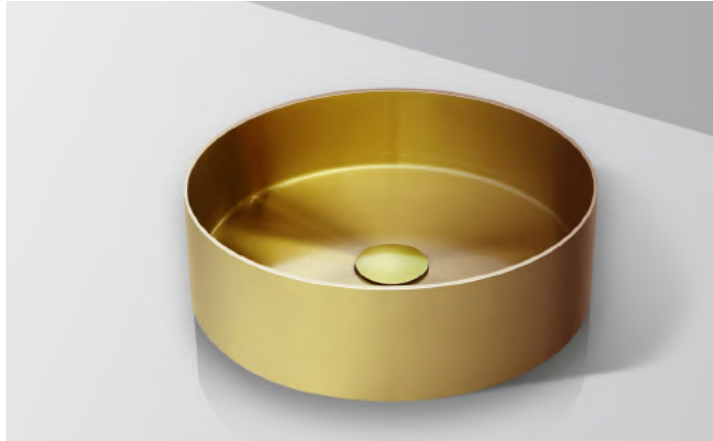


# HIGOLD®



## COMPOSITE SINK

**HIGOLD®**



**BATHROOM SINK**

HIGOLD®



PINIZ FAUCET



# HIGOLD®

BLACK + GOLDEN



PINIZ FAUCET

FULL BLACK



BLACK + ROSY





**HIGOLD®**



**BL 2.0 FAUCET**



reddot award 2022  
winner

**HIGOLD®**

GREY PVD



BLACK + ROSY



STAINLESS STEEL



**BL 2.0 FAUCET**

**HIGOLD®**

980096



980024



980099



**PULL-OUT FAUCET**

**HIGOLD®**

980136



980003



980127



**BLACK FAUCET**

9

**JOIN-IN COOPERATION**

## JOIN-IN BASIC REQUIREMENTS

- Identifying with the brand concept and mission of Higold;
- Willing to accept the sales policies and brand management;
- Strictly following with the Higold Brand VI standards;
- Capable in capital, sales forces and warehouse, and willing to put certain investment for growth of the brand in the market;
- Have a showroom close to local building materials market or an independent shop easily accessible for end consumers.



# HIGOLD®

## JOIN-IN POLICIES SUPPORT

### 1. Best Policy Support

Agent shall enjoy the most favorable terms support including sample, price, delivery, after-sale service and exclusive products in a specific market if applicable.

### 2. Rebate Support

Agent shall enjoy a certain percentage of rebate for reaching the mutual agreed annual sales target.

### 3. Branding Support

Strong and powerful designing team based in headquarter to serve the global agency demands of the showroom design, brand building and marketing promotion.

### 4. Exhibition Support

Applicable overseas exhibition support, headquarter and agent are able to apply for a mutual exhibition design and cost.

### 5. Marketing Material Support

According to the annual sales, a certain percentage of marketing materials support are applicable, including but not limited to uniform, catalogue, decorative materials etc.



悍高笔记本 / 签字笔



悍高记事本



悍高签字笔

悍高厂服  
【秋款外套】



**HIGOLD**<sup>®</sup>  
CREATIVE LIVING, SOUL!

**Thank you**

[www.higold.com.cn](http://www.higold.com.cn)