



金瑞特

生活用品

**LONGYAN JINRUI TE
HOUSEHOLD
PRODUCTS CO., LTD.**

MAKE LIFE BETTER



Address by Jinruite



Longyan Jinruite Household Products Co.,Ltd.

Address by Jinruite

Jinruite adheres to our "make life colourful" slogan. This is embodied in our corporate values as we are committed to good faith management, and faithfully serve the community to create wealth. We strive to be a "half-step ahead of consumers", and with our equipment and raw materials suppliers we form a strategic partnership, thereby enhancing the company's product development capabilities. In our industry we strive to maintain our new product advantages; To optimise our efficiency. With meticulous management we always assess our efforts, and continuously improve the competitiveness of all our enterprises.

Facing the future, we will continue to focus on our end-users, with strict adherence to our integrity, innovation and service. We have a "win-win" business philosophy and vigorously promote technological progress, in order to continuously improve the level of management and conscientiously fulfill our social responsibilities. We are dedicated to providing users with first-class services and products, and we strive to create and enhance user investment value. With friends from all walks of life at home and abroad we aim to further enhance our understanding and strengthen our cooperation, walking hand in hand to create a better future.

We strive to improve the quality of family health and quality of life overall. Let's move forward!

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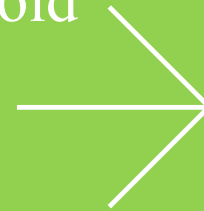
Business Profile

Private brand

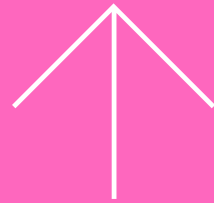


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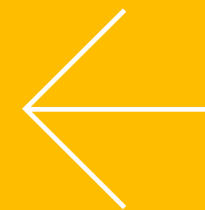
Integrated Brand for
Hygiene and Household
Paper Products



U.Shine for
Sanitary Napkin
Panty Liner
Adult Diaper



Youthful for
Sanitary Napkin
Panty Liner



Company Profile



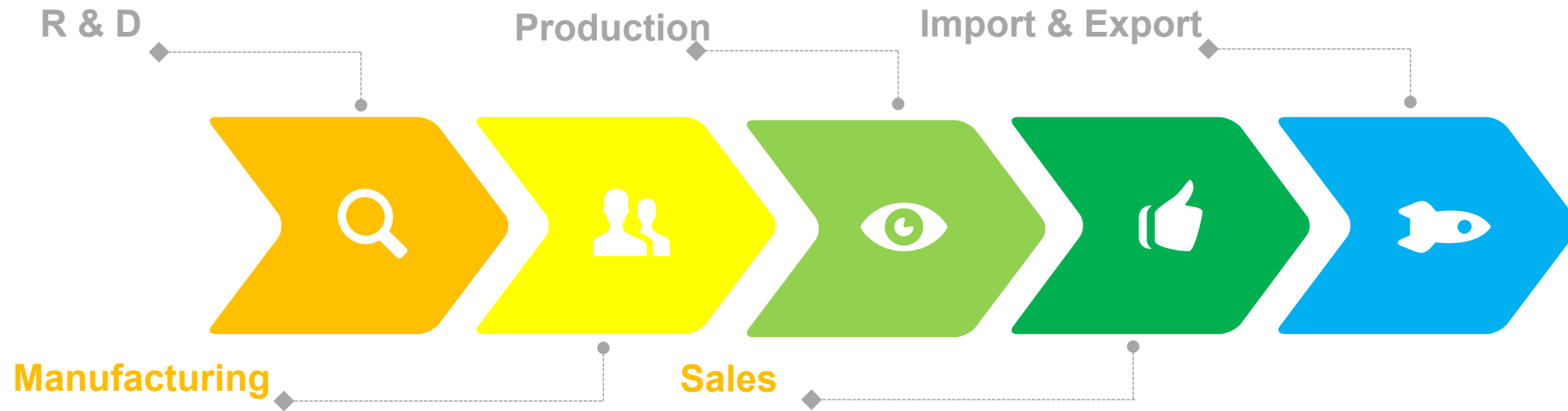
Corporate headquarters

Chinese high-end women and children household paper products enterprise

Jinrui household products Co. , Ltd. is a strong professional enterprise in product research, development, manufacturing and sales of hygiene products and household paper products. Its main business are as below: sanitary napkins / baby diapers / diapers / maternal napkins / adult diapers / mattresses and other products. Jinrui invested heavily in introducing advanced equipment, top-notch technology and high quality raw materials to ensure the product's quality. U till now, Jinrui possessed a strong brand awareness with cross-regional multi-provincial offline sales channels, due to its strong financial strength, high-speed development of new products, rich items, and its own factory strong manufacturing capacity.

Jinrui regards e-commerce as a very important market, has already distributed a professional team to carry out operational guidance. So far, Jinrui has has a lot self-developed products as following: sanitary napkins, pads, diapers, maternity towel series, underpad series, etc. which are favored by domestic customers and overseas.

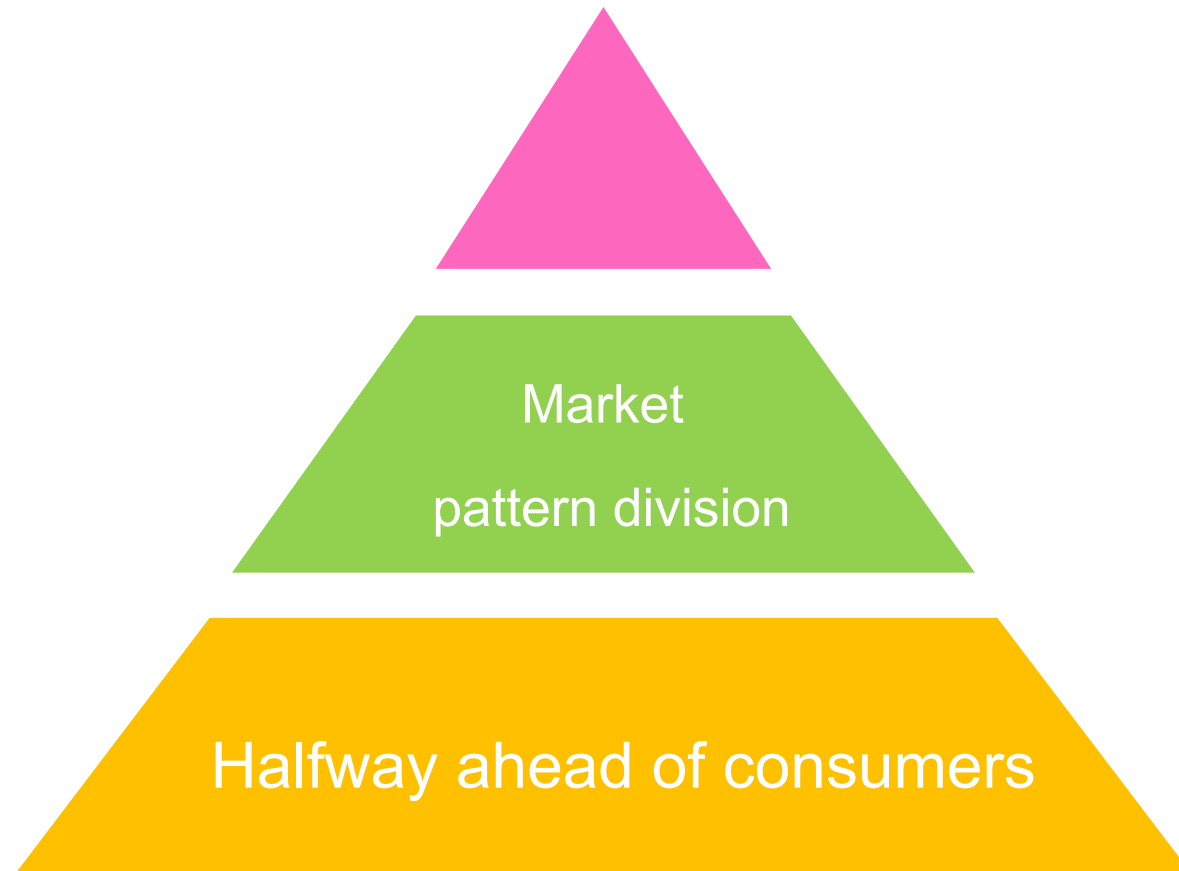
Diversification



Multiplication Enterprise

Longyan Jinruite Household Products Co., Ltd. is a collection of maternal and child hygiene suppliers and household life paper specialized research and development, manufacturing, production, sales, import and export as one of the enterprises.

Business pattern



Market pattern division

Jinruite like an eagle with a sharp eye to see the market, open up OEM and Jinruite-brand two markets, Jinruite people will be like bee-like diligence to cultivate the operation of the excellent sanitary napkin products, Youthful, baby diaper product line, Micolor family life paper products **and** other Jinruite own brand.

Halfway ahead of consumers

Adhere to the "leading consumer half-step" as the goal, with equipment and raw materials suppliers to form a strategic partner, enhance the company's product development capabilities, in the same industry to form new product advantages adhere to customer-centric, quality and cost as the main line, increase fine management efforts, and continuously improve the competitiveness of enterprises.

Production Base Scene



Production Base in Longyan, Fujian, China



Whole Scene of Enterprise



Vertical View of Longyan Jinruite Household Production Co.,Ltd.

Production Base Scene

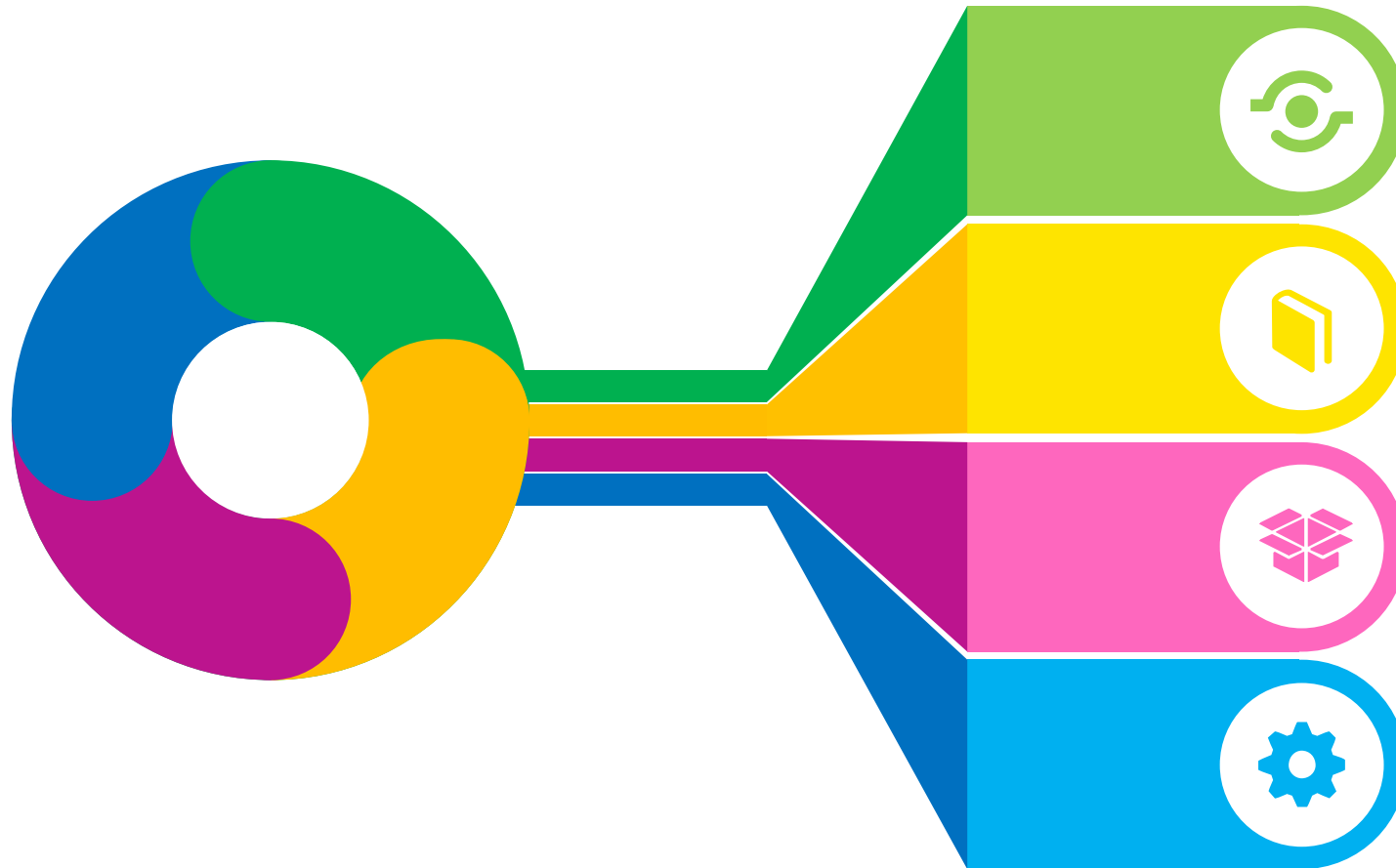
Real Scene Picture





Enterprise Culture

Business Philosophy



First-Class Enterprise

First-Class Staff

First-Rate Benefits

First Class Quality

Business Management Philosophy

01

Mission: to make life better

02

Spirits:
devotion, innovation, realism, dedication

03

Vision: Through scientific and technological innovation and fine service, build up a reliable enterprise.

Enterprise Personnel Philosophy :

Better ability level than diploma,
Better leadership than position,
Better competent than working experience,
Better devotion than longevity,
Better practical than pedantic

Enterprise Working Environment



Reasonable planning, normative pattern, complete functions, creating a garden-style work environment for each employee



Employee Cultural Life

1



2



3



4



5



6



Staff
Activities
and
Skills
Competitions



Business Management

Quality Workshop



Laboratory

Provide inspection and control of every link from raw materials to finished products before storage, and regularly check the environment, equipment, and personnel hygiene in each production area to ensure the safety and quality of the company's products.



Dust room

Enterprises regard the quality of products as life, and production workshops are all built according to the GMP3 .3 million spotless workshops (professional pharmaceutical factory workshop standards), and strict management of enterprises is carried out according to various standards of the quality management system.

Quality Workshop



At present, our company has 28 production lines, which can achieve an annual output value of 1 billion yuan. Our company's philosophy is in line with the business idea of going big or going home. We've invested huge sums of money to introduce advanced domestic and foreign equipment, to ensure we have a best in class design facility as well as the most modern manufacturing and production lines. Our high-tech intelligent environmental protection equipment is extremely efficient, ensuring energy conservation, and provides a guarantee that our products will be of the highest quality.



MATERIAL WAREHOUSE



Goods warehouse



成品仓库规范化管理实景图。

Dust free Workshop



Jinruite GMP3 .3 million dust-free production workshop.



Testing Instruments

State-of-the-art
testing
instruments

Advanced testing instruments
The company has more than 20 advanced test instruments



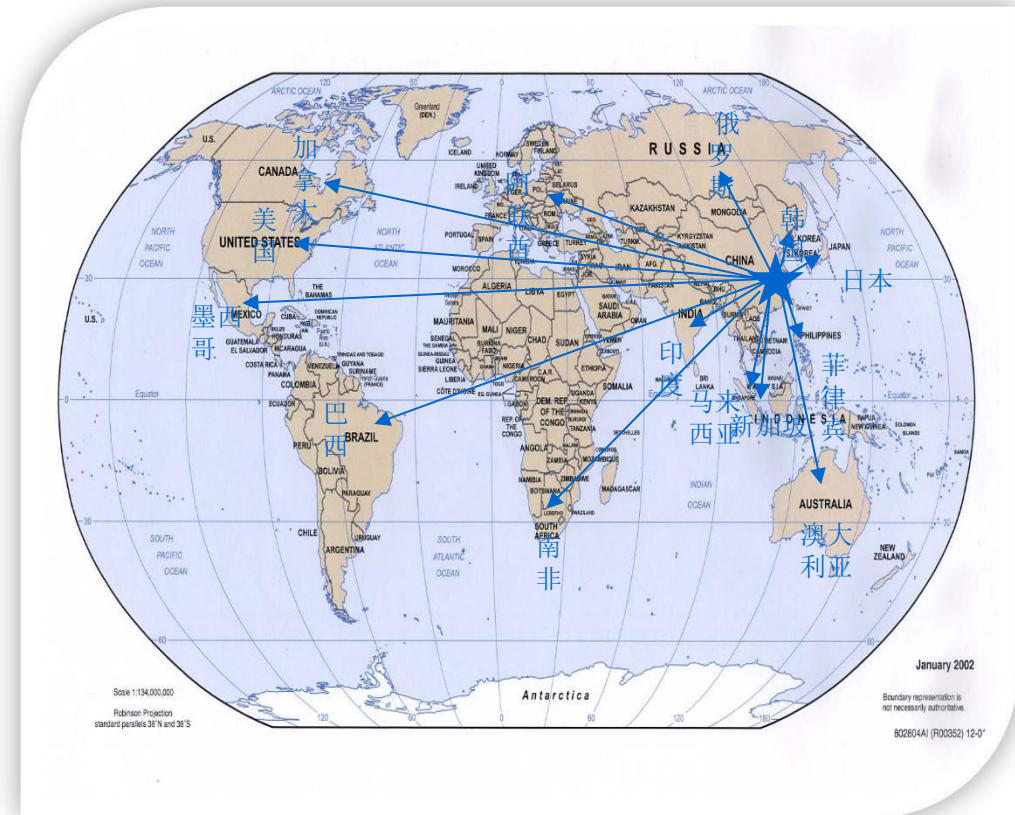
Domestic sales network



International Sales Network

Global Market Distribution

These products are exported to the United States, Russia, India, Malaysia, the United Arab Emirates, Japan, Brazil, South Africa, South Korea, the Philippines, Canada, Mexico, Australia and more than 35 other countries and regions.





Product Show



Sanitary napkins



Baby diaper



Duster Cloth



Puerperant care products



Ushine Puerperant nursing pad— super absorbent



Ushine multifunctional sanitary napkin

Adult diaper and Nursing pad



OEM product show



For Dometic Market



Exported Products Series



Russica



Malaysia/Singapore



Korea



Australia



Myanmar



Mid-East



South Africa



Africa

Exported Products Series



Baby Diaper for Exported





Business Partners

Main cooperation partners

Partners of SAP



Japan-SUMITOMO



Germany-BASF



Japan-San-dia



Korea-LG



Taiwan-台塑宝

Partners of wood pulp



USA-IP



USA-DOMTAR

Partners of glue



Germany-Henkel

A woman with dark hair, wearing a dark blue blazer over a white shirt, is smiling and shaking hands with a man in a dark blue suit. They are in a bright, modern office environment with other people blurred in the background. A laptop is visible in the foreground on the right.

Challenge Opportunity Win-win

Welcome to JinRuiTe!



Thank you

Longyan Jinrui Household Products Co.,LTD.

Hotline: 0597-2797866

Fax : 0597-2797866