

deli

DELI FURNITURE

About Deli

deli



Since 1981, Deli Group has relentlessly developed and pursued one-stop supply solutions, while offering the most cost-effective products to consumers around the world.

In the past 42 years, through continuous product innovation, management innovation and industrial layout, Deli has established first position in the industry and become a well-known office stationery brand in the world.

In the future, Deli will use global marketing strategies, multi-brand leadership strategies, and B2B strategies as new engines to strengthen the output capabilities of overall office solutions, and continue to explore and make efforts in the fields of digital interactive equipment, cloud service construction, and financial payments. Promote the rapid growth of enterprises and also contribute to the development of social economy.

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**GLOBAL LEADER IN
BUSINESS VOLUME**

Top 1 in China

Billion USD

1981

2022

0.4

1.1

2.6

5.8



History Milestone



Deli was founded in China	Starting with injection desk organizers	Multiple stationery categories are developing rapidly	Entering into overseas stationery market	Becoming the top 1 brand in China	Exploring in Southeast Asia market	Extending to SEA, MENA, CIS market	Setting up Tokyo branch	Setting up Dubai and Moscow branches	Becoming top 1 ecommerce brand in China	Awarded as a super sponsor for G20 Hangzhou Summit	Launched 2 new brands - Office life and Deli Tool
<i>1981</i>	<i>1988</i>	<i>1992</i>	<i>1998</i>	<i>2004</i>	<i>2006</i>	<i>2007</i>	<i>2009</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2016</i>
<i>2016</i>	<i>2017</i>	<i>2017</i>	<i>2018</i>	<i>2018</i>	<i>2018</i>	<i>2019</i>	<i>2019</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>	<i>2022</i>
Setting up Warsaw and Chicago branches	Becoming the supplier for "Belt and Road" Summit	Launched a personal stylish design brand - Nusign sports brand - Agnite	Becoming office supplier of China-Africa Cooperation Forum	Founded Jishi company as a B2B service platform	Launched a new category - printer	Becoming one of the stationery supplier of UNFPA	Setting up Panama, Cairo and Dhaka branches	Building up Vietnam factory	Launched office furniture brand - Deli PLUS	Deli Tools globally launched	Launched a professional Fine Art brand -Finenolo

VISION

Gain the trust of consumers worldwide with products and services accessible for everyone.

MISSION

To develop products and services that meet the needs, exceeding the expectation of customers across the globe.

Global Presence

Top 1 Office and School Brand in China

Top 1 Stationery Company in volume globally

Largest comprehensive stationery manufacturer in Asia

20000+ SKU in **24** categories for global markets

11 oversea sales centers with **22** sales branches

Brand present in **6** continents, more than **130** countries



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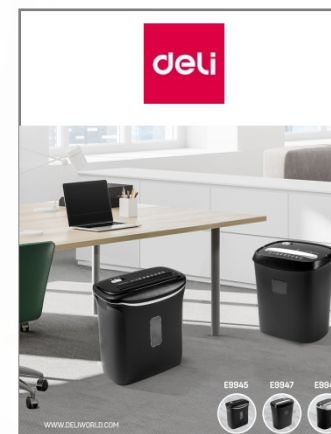
Deli Industry



School



Office



OA Machine



Tool



Printer



Furniture



Nusign



Sporting Goods

Manufacturing Base

The world's largest office and stationery manufacturing base

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Deli Yuyao Economic Development Zone
Industrial Park



Deli Ningbo Jiangdong
Industrial Park



Deli Ningbo Jiangbei
Industrial Park



Deli Ninghai Industrial Park



Deli Suzhou Power Tool
Manufacturing Base

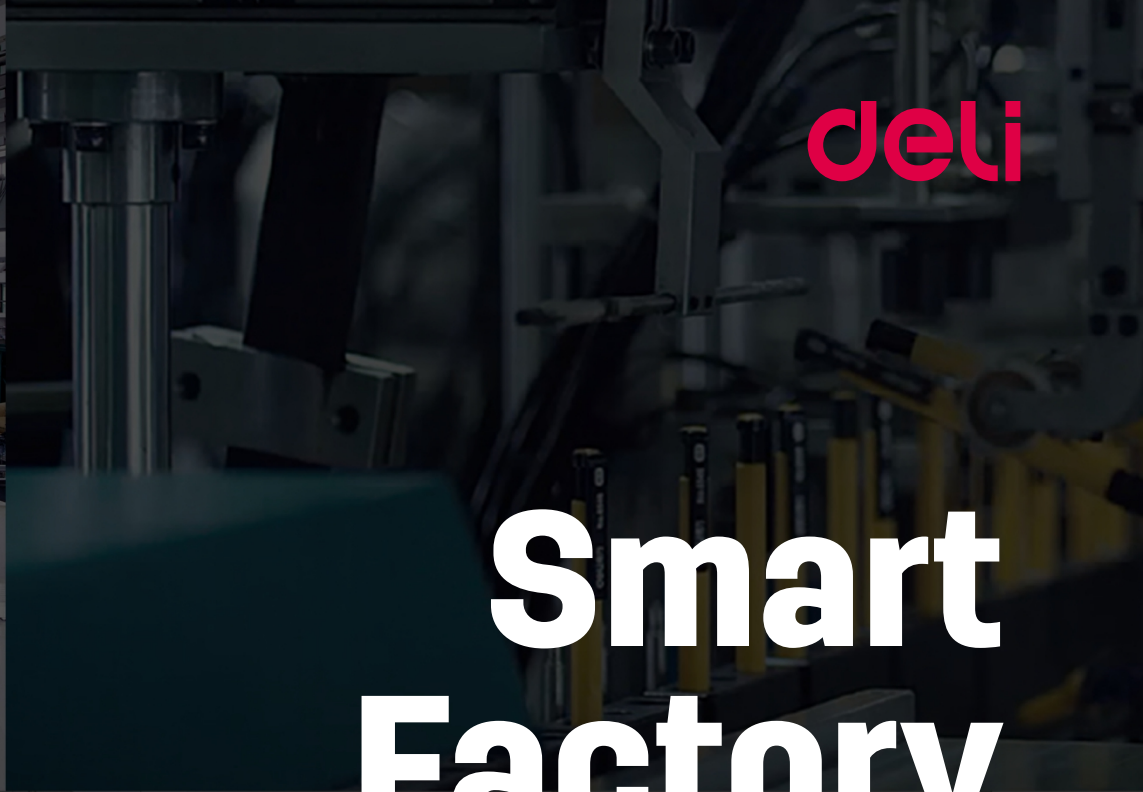


Deli Vietnam Industrial Park

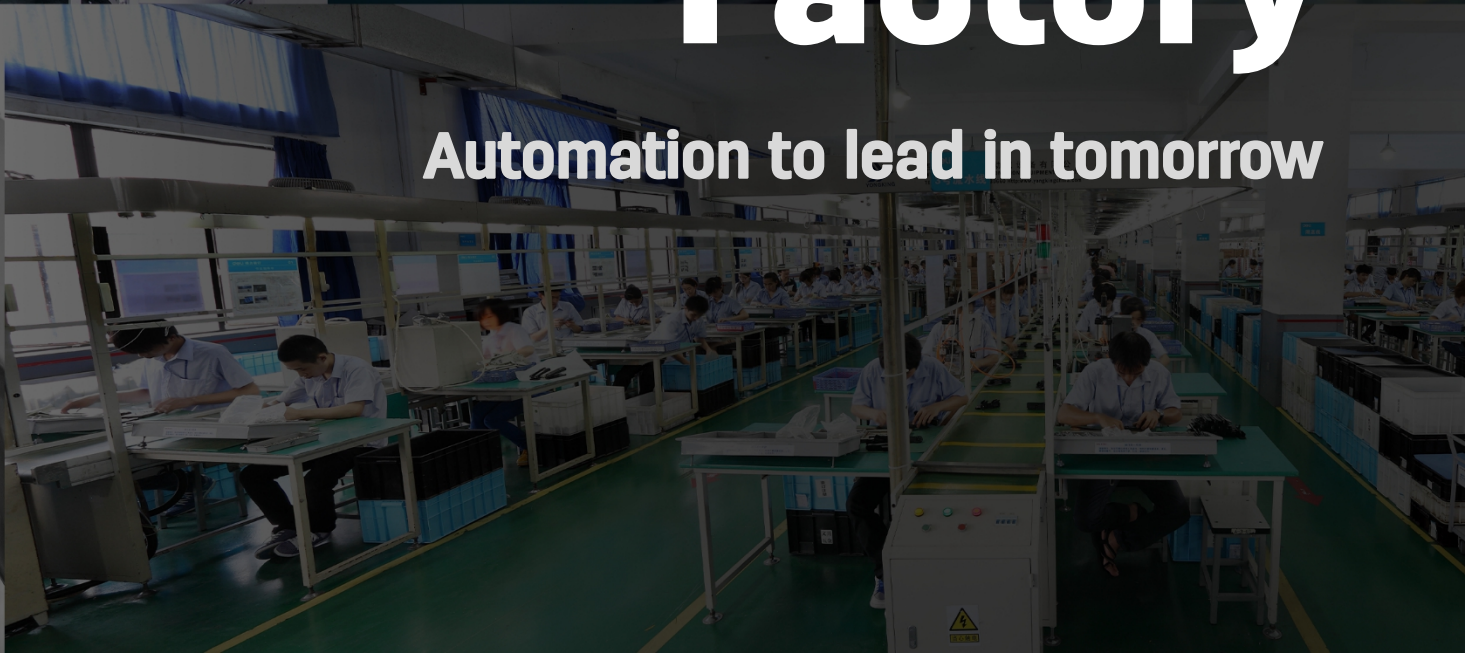


Deli Hangzhou Industrial Park

7 industrial centers, **12** factories, **750,000+** m² manufacturing plant, **18000+** dedicated global staff

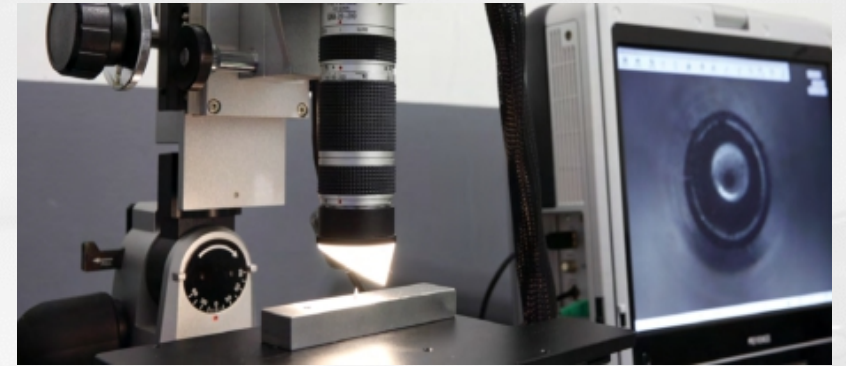


Smart Factory



Automation to lead in tomorrow

Reliable Quality



- Independent lab with advanced equipment
- In house and external inspection agencies

- Professional quality management team
- Cooperation with mega brand retailers globally

Global Think Tank

Professional dedicated team from both China and international for each category development

4000+ SKU new products launched three times a year



Deli HQ



WUHAN



TOKYO



HAMBURG



SHANGHAI



SEOUL

Global Marketing Network



12 Regions

22 Branches

130+ Countries

Staff from **15** different countries

Brand Regions

- Vietnam Company
- Indonesia Company
- Southeast Asia
- CIS
- Europe
- Middle East
- Africa
- South Asia
- South America
- Japan&Korea

Marketing Promotion

Maximized **Brand Exposure** to promote Deli as a fast growing brand



POSM



Promotion Events



Store Animation

Deli Furniture



- Cooperation with PLUS Japan
- Strong manufacture power
- Deep Intelligence Development
- Global R&D and design
- International quality standard
- Important sector of Deli one-stop solution



deli  PLUS

Deli-PLUS offers a full range of office furniture supplies suitable for various office scenarios



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Deli mainly focuses on office chairs with multiple types and designs

deli  PLUS

WELCOME

TO

DELIPLUS



PLUS

PLUS Group was founded in 1948 with a registered capital of 9.9 billion yen (about 74 million USD). After 70 years of development, PLUS products across the office stationery, office furniture, office equipment and other fields. PLUS Group's philosophy is to achieve "customer satisfaction" in a "unique way". PLUS Group has manufacturing facilities in three countries and 19 subsidiaries. In 2021, the total turnover of PLUS Group reached 1875 billion yen (about 1.4 billion USD).

How do we cooperate

Office furniture is an important part of the office industry. Based on the domestic market opportunities, the two companies have started the road of deep cooperation. One has a wide range of brand recognition and mature marketing system, one has a solid product accumulation and artisan quality, Deli and PLUS start strong cooperation in product development, production and sales and other dimensions. Take "Innovative, Adaptive, Efficient, Reliable, Empowering, Human" as the brand gene, a new brand arises -- **Deli PLUS**.



- Global advanced supply chain management
- All-field office products including furniture, stationery, office equipment
- Strong distribution network and delivery system
- Strong brand effect
- Marketing advantage



PLUS

- The artisan spirit of Japan
- Long office culture and industry experience
- The pursuit of design quality
- Lean manufacturing systems
- Advantages of steel production process



deli  **PLUS**



 **Deli PLUS Headquarter**
- Hangzhou, China



Our Vision

One for all

Our Mission

One stop shopping consumer work brand
for all sales channel

Brand DNA

Innovative, Adaptive, Efficient, Reliable, Empowering And Human

Brand DNA of Deli PLUS



INNOVATIVE 原创

As newcomer, but never as follower, by respecting industry rules and standards, Deli PLUS brings fresh air and own voice.

我们是新来者，但从不做拷贝者，
尊重行业规则的同时，得力普乐士也为行业带来新鲜养分和我们的声音。



ADAPTIVE 适用

Because of the sense of simplicity and substantial function and design, Deli PLUS reaches all people, all corner of work-life without time limitation.

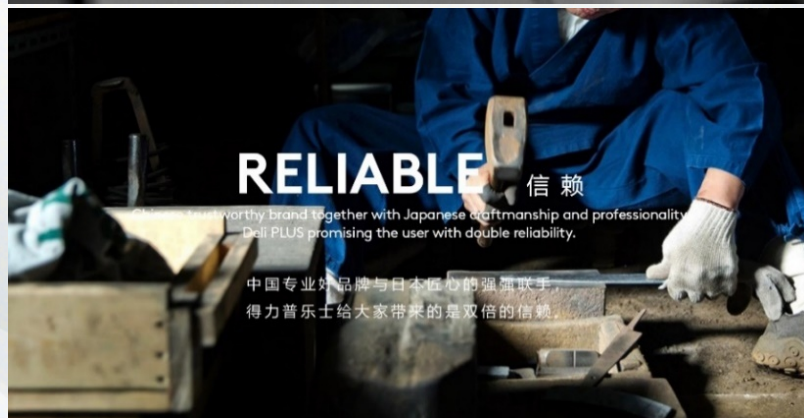
精于心而简于形，本质的功能与美学，
得力普乐士适用于每个人，每个工作环境，并且不被时间淘汰。



EFFICIENT 效率

Work is all around efficiency, by providing intuitive usages and empowering with smart technology, Deli PLUS helps always by improving efficiency at work.

工作绕不开对于效率二字的不断追求，通过直观的设计与智能科技的赋能，
得力普乐士无时无刻不在帮助每个人提升工作效率。



RELIABLE 信赖

Worthy brand together with Japanese craftsmanship and professionalism, Deli PLUS promising the user with double reliability.

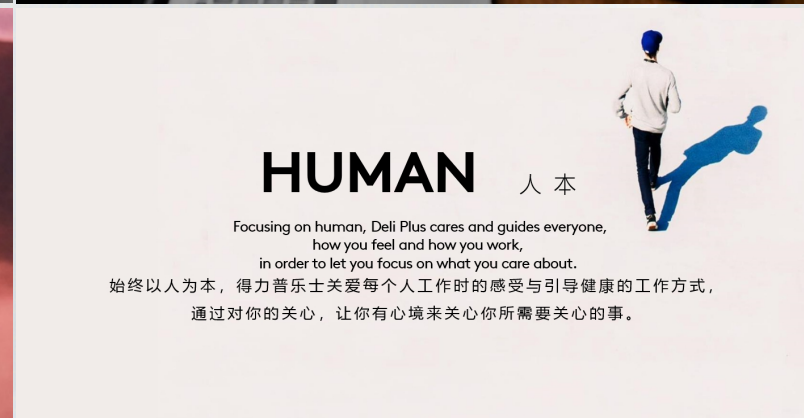
中国专业外品牌与日本匠心的强强联手，
得力普乐士给大家带来的的是双倍的信赖。



EMPOWERING 鼓舞

Motivation at work increases the productivity, by providing inspiring ideas, endless beauty in design and supportive solutions, Deli Plus S encourages everyone should have pleasure at work.

工作中动力就是生产力，通过激发人心的创意，打动人心的设计和贴心的支持，
得力普乐士鼓励每个人都值得拥有工作带来的愉悦。



HUMAN 人本

Focusing on human, Deli Plus cares and guides everyone, how you feel and how you work, in order to let you focus on what you care about.

始终以人为本，得力普乐士关爱每个人工作时的感受与引导健康的工作方式，
通过对你的关心，让你有心境来关心你所需要关心的事。

"Innovative, Adaptive, Efficient, Reliable, Empowering, Human"

Strong Manufacturing power

Deli is committed to becoming a well-known leading multi-channel office furniture brand.

180,000 m² Smart Factory Production Base

Deli furniture production base, located in the center of China's Yangtze River Delta urban traffic circle - Hangzhou, with convenient transportation, superior geographical position, established industry design and development center with 180,000 m² smart factory manufacturing.

Deli furniture introduced Japanese steel technology production lines, and established regional logistics centers in big cities in China to fulfill national delivery demand.

Intelligent Production Equipment

deli  PLUS



SCM (Italy)
Post-loading
Electronic Saw



SCM (Italy)
Edge Banding
Machine

Laser welding
Manual
machine
station



Holtrop&Jansma
(Netherlands)
Central dust
removal piping
system



Invested heavily in the introduction of first-line intelligent production equipment, to achieve fine production management, improve quality and efficiency.

Deep Intelligence Development Capabilities

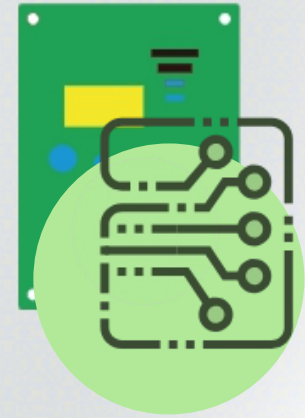
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Wuhan
Smart Software Institute



Hangzhou
Furniture R&D Institute



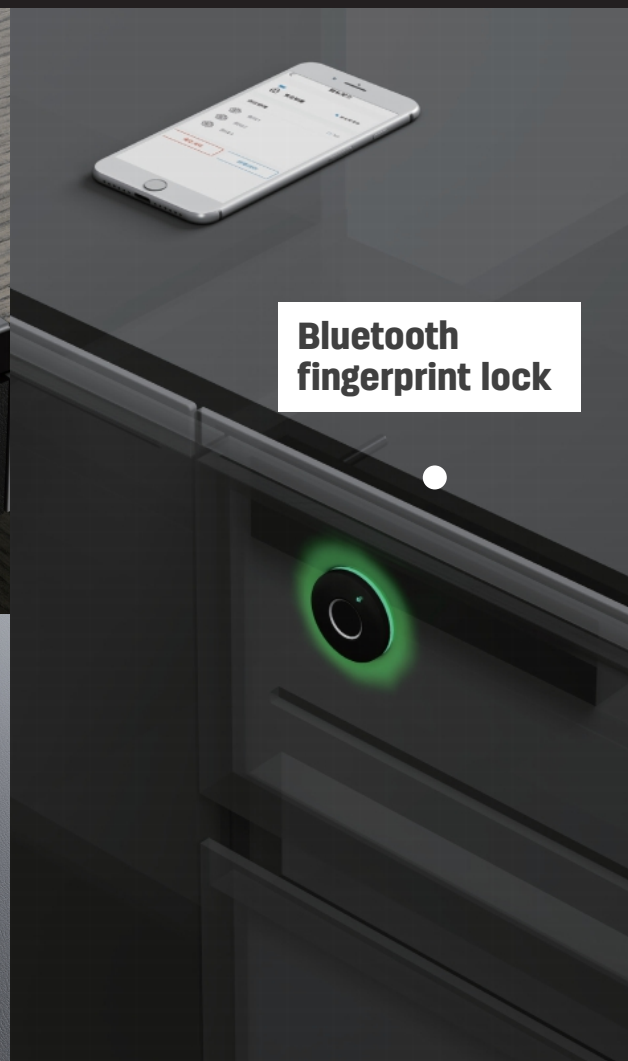
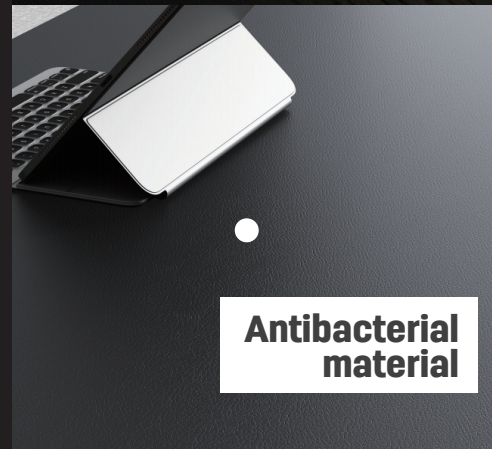
Shenzhen
Smart Hardware Institute

In order to comply with the trend of intelligent development, the Group established intelligent office research institutes in Wuhan and Shenzhen on August 1, 2017, which is committed to developing powerful and efficient intelligent hardware and software to create a powerful smart office ecology and to benefit the majority of users.

Deli furniture uses a simple, low-cost way to obtain the most ideal office environment, efficient office hardware and software support.

Deep Application of Product Intelligence

deli PLUS



International Design Team

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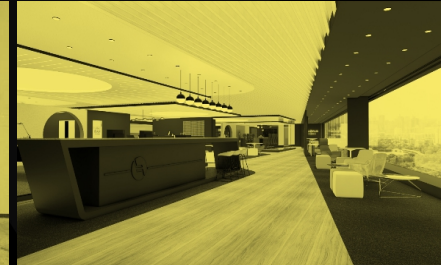


PLUS



Higher
Starting Point

area-17
ARCHITECTURE & INTERIORS



PHOENIX



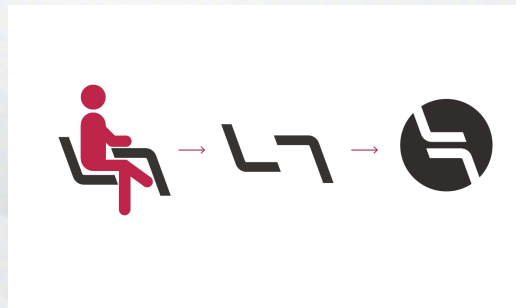
strichpunkt



Lead the Trend of Office Aesthetics

strichpunkt

One of the largest design agencies in Germany. Presenting brand values in concrete form and telling the story of the brand is the core essence of communication that can resonate. Identify the brand and give it a specific image, character and even heroism. Strichpunkt uses words and pictures to tell stories that endure. These are the stories that connect people to brands.



VI Visual Identity

area-17

ARCHITECTURE & INTERIORS

Founded in 2004, it opened an office in Beijing in 2005 and entered the Asian market. With the appreciation and recognition of Italian design in the Chinese market, it has offices in Shanghai, Hong Kong, Ecuador and a media lab in Sassari. **Area-17 is a full-service architectural design and interior design firm, whose work philosophy is rooted in Italy's deep design.**



SI Space Identity

PHOENIX

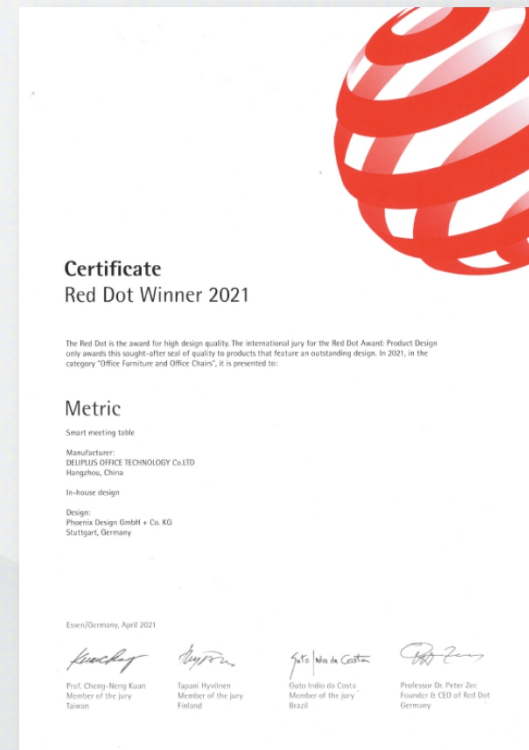
Founded in 1987 in Germany, Phoenix design has branches in Munich, Germany and Shanghai, China, with more than 80 international expert designers team.

It is committed to creating intelligent and substantive brand experiences and excellent business sense to be closer to the lives of people today and in the future.



PI Product Identity

International Awards



We adhere to the "user-centered", pay attention to health and comfortable office experience, continue to develop more intelligent and ergonomic innovative product design, to bring maximum experience enjoyment for consumers. Series of products have won many international design awards, we will continue to explore in the future.

Reliable Quality



ISO Certification



Ergonomics Certification



Attestation of Chinese Environment Mark



Green Supply Chain Assessment, FSC Certification, After-sales Service Certification



Certification for Environmental Products



CEC Furniture Environmental Protection Guardian



Full Coverage of the Product Line

deLi  PLUS



**Executive
Space**



**Staff
Space**



**Meeting
Space**



**Public
Space**



More...

Deli-PLUS in Different Office Scenarios

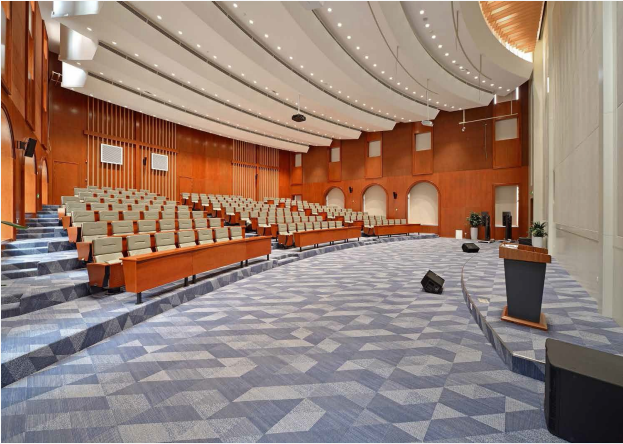


Deli-PLUS in Different Office Scenarios

deli PLUS

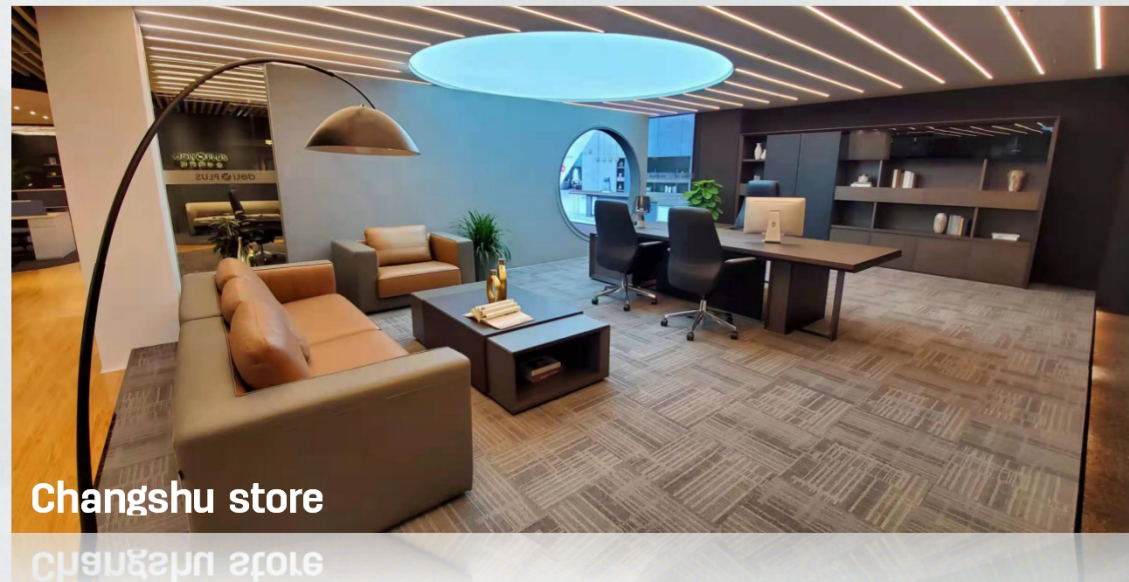
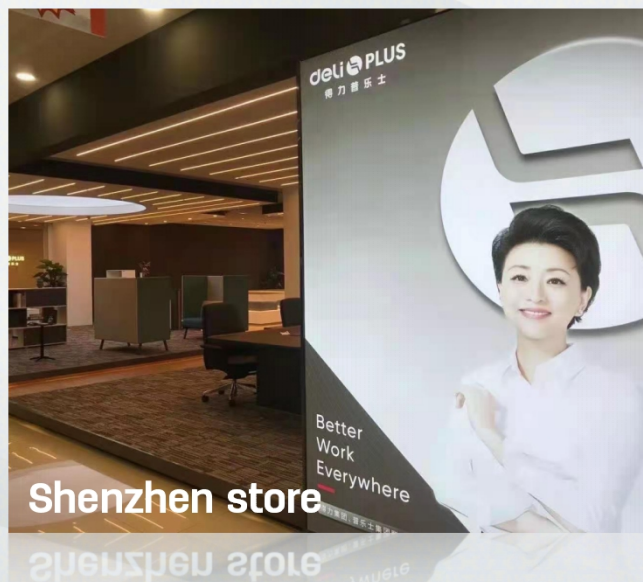
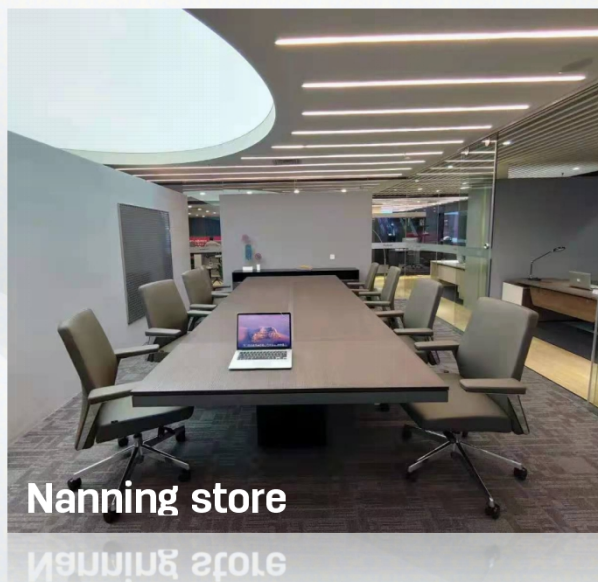


Deli-PLUS in Different Office Scenarios



Stores All Over China

deli PLUS





JOIN US!

