

**Dunli**  
**Display**

# **One-stop Fixture Expert for Retailers**

since 2003

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# **The Company**

We create value for customers



**Dunli Group in Brief**  
**Dunli Display Story**  
**Dunli Display Overview**  
**Headquarters and Branch Offices**  
**Social Responsibility**

# 1 The Company



The Group founded in 1996 in Hangzhou China, close to Shanghai and Ningbo Port.

**Staffs**

2000+  
40% Engineering post

**Area**

300,000 sqm  
3.3 million Sq Ft.

**Turnover**

180 million US dollars  
annually



HANGZHOU \* SHANGHAI  
NINGBO

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**1996** Dunli Founded, and started international business on metal household products.

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**2002** Passed '4SIP' certificate from IKEA international group, Dunli became authorized supplier for IKEA.

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**2003** Dunli entered into the production range of shop fitting.

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**2004** Dunli expanded to build 250,000 sqm new plant, which is 10 times bigger than old one.

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**2007** Dunli established as a Group company, with 1300+ staffs.

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**2011** **Hangzhou Dunli Store & Display Fixture Co., Ltd** established as subsidiary of Dunli Group.

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**2015** Dunli has built a new coating line to support global retail clients, while implementing the 5S and TOC system for advanced management.  
Branch office opened in Dubai.

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**2019** Shipment record of shop fitting business has been refreshed.

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**2020** Advanced SAP System has been implemented for production management.

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**2021** Branch office opened in Milan, Italy.

MORE THAN  
**18** YEAR  
EXPERIENCE  
IN SHOPFITTING  
INDUSTRY

ABOUT  
**350**  
STAFFS

ABOVE  
**\$20** MLN  
TURNOVER



**1 The Company**

**Headquarters and Branch Offices**

**MILANO**  
**Office**



**HANGZHOU**  
**Headquarters**



**DUBAI**  
**Office**





# Security

Safety means everything for both production and staff. We cherish the security of the staff, as the staff respect the quality of each product.

# Environmental Protection

Environmental protection is a practice of protecting the natural environment on individual, organizational or governmental levels, for the benefit of both the natural environment and humans. Due to the pressures of population and technology, the biophysical environment is being degraded, sometimes permanently.

# Employee Care

Both salary and benefits are expected. What makes employees go the extra mile is the feeling of belonging to a team, of pursuing a higher purpose, of working with people who care about them as people, not as employees. When that happens, employees want to come to work. Work is more fun. Work is more rewarding. Work has meaning when we care.

# **Our Services**

One-stop solution

A large, bold, red number '2' is positioned on the left side of the slide. The background features a series of overlapping, tilted rectangular shapes in shades of light gray and white, creating a layered, architectural effect.

**Project Management**  
**Production Advantage**  
**Global Certificates**

## 2 Our Services



## Design

Thanks to attentive project management, Dunli Display leads and develops projects from early concept with Architects and Designer.

## Manufacture

As a specialist in fixture area, we are capable of producing fixtures in metal with various advanced machines.

Finishing is as various as the market required.

We can provide steel fittings in Chrome/Satin Chrome/Satin Nickel/Zinc/Powder Coating, and can also serve fixtures of aluminum, stainless steel and other material.

We can provide different kinds of joinery products in melamine, laminate, paint and solid wood finish, to catch up the target of retail need. To match the new market, we are working on electronics components.

## Prototype

We shape your idea into fixture, by providing color prototype, structural prototype and quality prototype. Also project prototype will be arranged for the customers' inspection by rendering the concept accurately, before mass production in a short time.

The prototype is checked carefully and evaluated deeply, by design, purchase, produce and quality Depts. This helps our production stage go smoothly.

## Integration

We provide a unique project service, to ensure a great success for opening your shops. Our pick and pack service, shipping directly to the store, reduces your workload and management costs.

# One-stop solution

Provide volumetric,  
stable quality product lines.

Streamline operations to improve  
efficiency and reduce costs.

Professional packing design for high  
container space utilization.

Strong support  
from the Group resource.

Integrate procurement resources,  
supplying competitive material cost.

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Resource integrate

Acrylic  
Luminous signage  
Light box  
Mannequin  
Digital screen  
Hanger  
Mirror

# Store Design and Engineering

15-30 days  
Project case by case

# Production

20-30 days

# Shipment

7-30 days by sea

## 2 Our Services

### Global certificates



ISO 9001 certificate



ISO 14001 certificate



FSC certificate  
The mark of responsible forestry



Passed the Audit by Ikea, Walmart,  
Primark, Kmart, etc...

# Production Management

**3**

**Production Process  
Quality Control  
Environmental Control  
and Sustainability Management**



### 3 Production Management



Manufacture of Metal Products (Tube Production)



TUBE LASER CUTTING



GRINDING & POLISHING



BENDING



WELDING



COATING

Manufacture of Metal Products (Sheet Production)



CNC CUTTING



LASER CUTTING



CNC PUNCHING



CNC FOLDING

#### Manufacture of Metal Products (Electrical Plating)

Auto-chrome plating: 8 pieces of plating lines  
Production Capacity 85,000pcs per day  
Covers: Chrome, Copper, Satin chrome, Brush nickel, Zinc, etc.



Manufacture of Metal Products (2 Pieces of Powder coating lines)





Manufacture of Wood Products (Joinery Production)



CNC CUTTING



CNC ENGRAVING



EDGE BANDING



PAINTING LINE



COLD PRESSING

### 3 Production Management

### Production Process

#### Logistics and Warehouse

Warehouse Covers: 8,000 sqm  
Team Members: 10+ Staffs,  
Management, Labeling, Delivery





### 3 Production Management

### Quality Control Functional Test



Shelves	Welding Points	Plating Finish	Paint/Lacquer Finish	Clothes rails
Loading test	Loading test	Corrosion resistance	Coating adhesion	Strength of supports
Uniformly load 1.25 Kg/dm <sup>2</sup> on the shelf for 1 week	25 Kg, 12 hrs	CASS, 48 hrs	Cross cut test	Apply 5kg/dm as close as to the weakest support; if there're 3 or more supports, load each support 5 kg/dm simultaneously
No functional damage	No impair to function	No rust	Flaking area <15% (level 2)	No fracture or loosing of any joints/ components, no impact to function



# Global Projects

We create value for customers

4

Showcase of Projects

## 4 Global Projects





## 4 Global Projects

### Global Partners

The privilege of working with many of the world's leading brands and retailers



LANDMARK GROUP



GROHE



Boots



NIKE



ONLY



C&A



GAP



TESCO



MARKS & SPENCER



Walmart  
Save money. Live better.



ANTA



Kmart



JACK & JONES



PRIMARK





















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