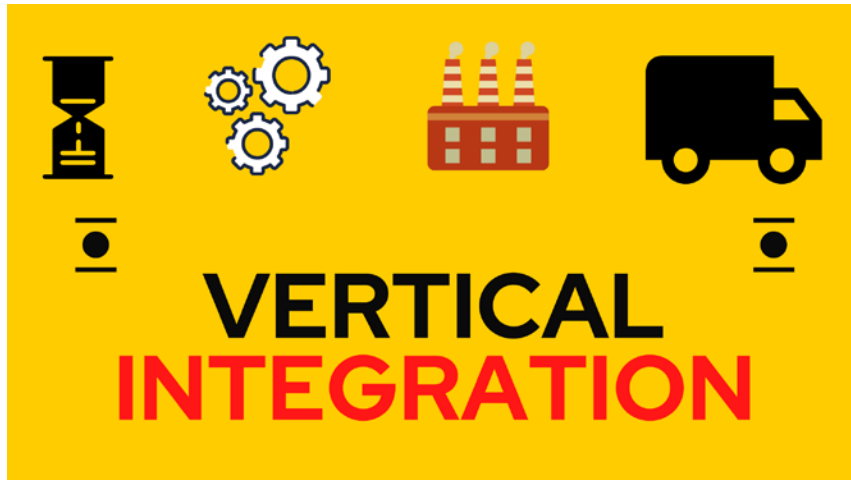


STAROON brand meaning

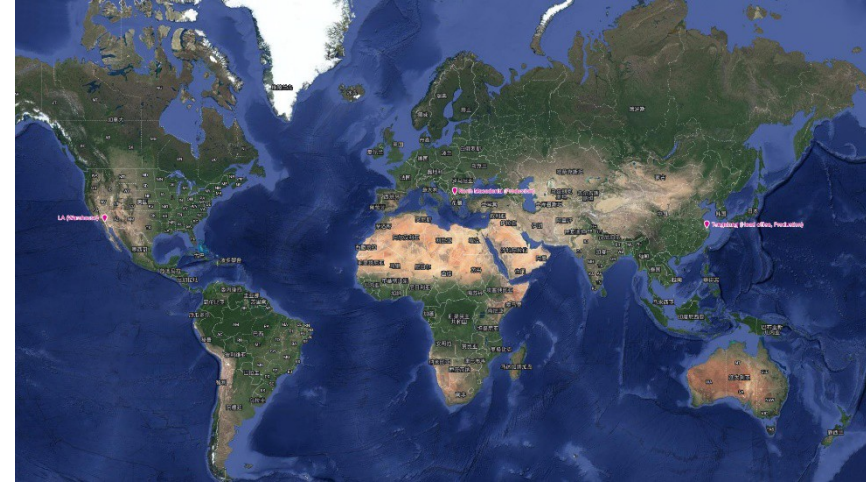
Automation Production for low price



Vertical supply chain and short lead time



Globalized production set up



Own machines workshop innovation specialized,
Machines tailor-made for own production needed.

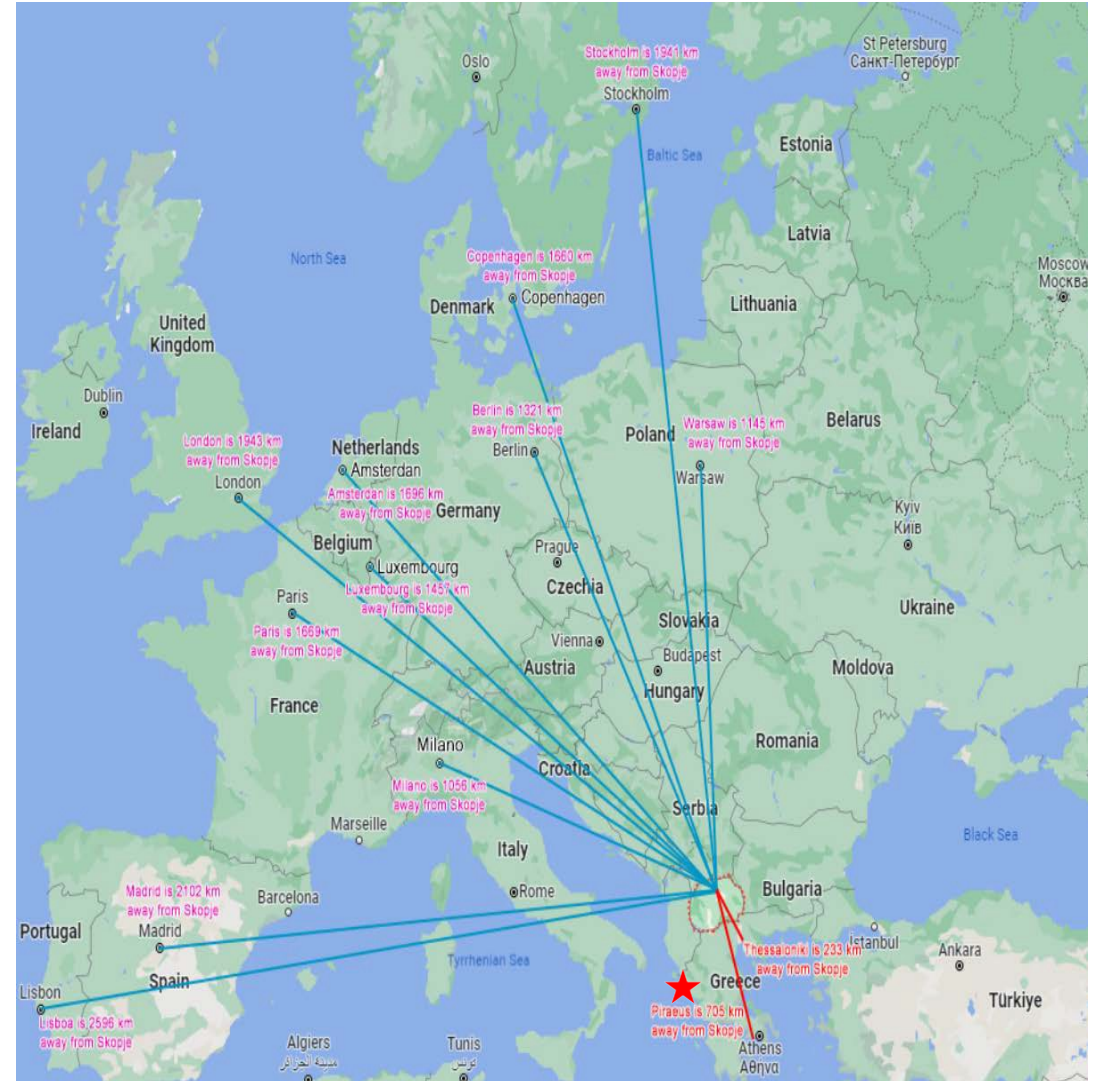




- 1 Company Profile
- 2 Factory Set Up
- 3 Management Organization
- 4 Product Range
- 5 Certificate
- 6 Supply chain
- 7 Price analysis
- 8 SWOT

Company Profile

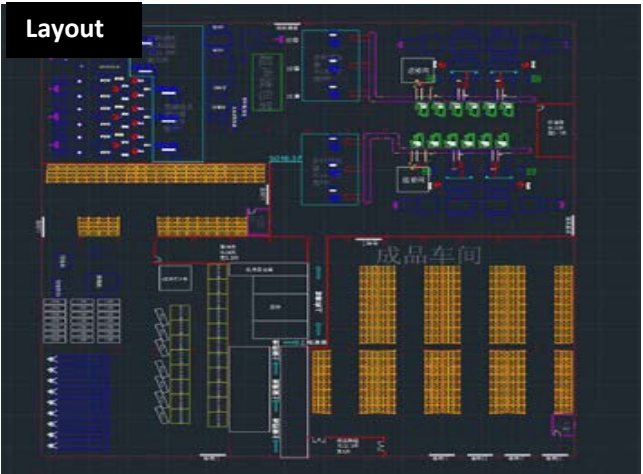
- Investment: 5 million EURO
- Factory Location: Skopje, North Macedonia
- Factory area : 8,000 m²
- Employee: Total 190 co-workers (3 management from China)
- Product Range: Quilt, Pillow, Cushion, Protector, Pad.
- Main process: Carding, filling, quilting, stitching, packing, ultrasonic welding.
- Production lines: 5 Quilt lines +5 Pillow lines(1 Ultrasonic)
- Yearly capacity: 3million pcs of duvets/protectors + 9million pcs of cushions/pillows
- Chinese machines + European machines, with Own talent Engineer team for very special automation production set up with lower investment and lower depreciation cost.



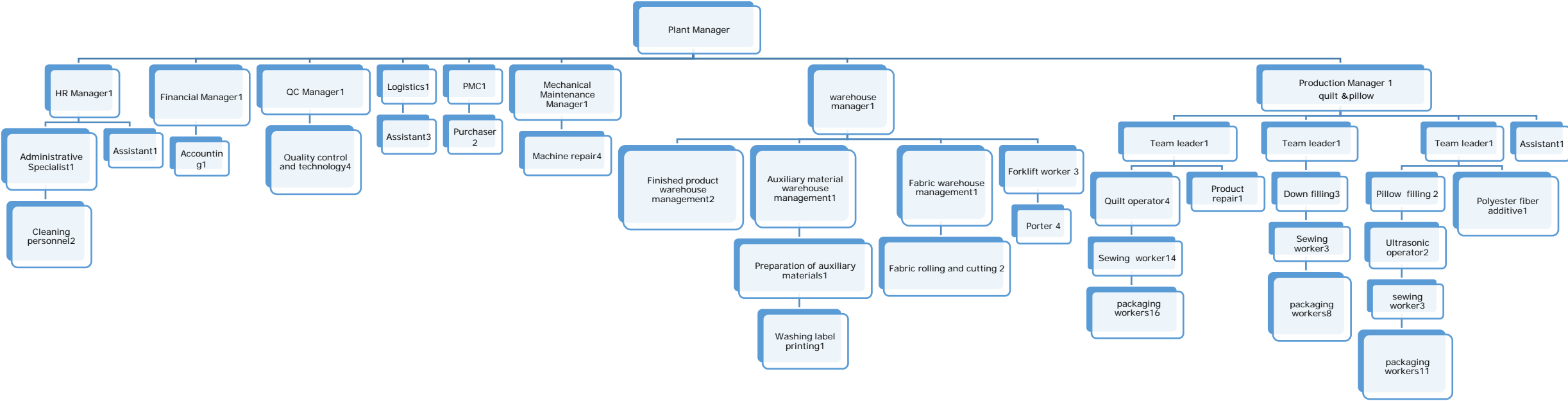
Factory Set Up



Production line	Set	Yearly outputs
Quiltline(Multi-needle)	4	2,800,000 pcs / 2shifts
Pillowline(blowing)	2	4,500,000pcs/2shifts
Pillowline(carding)	1	2,400,000pcs/2shifts
Pillowline(Ultrasonicwelding)	1	1,000,000pcs/2shifts
Pillowline(down&feather)	1	1,150,000pcs/2shifts
Quiltline(down&feather)	1	150,000pcs/2shifts
Single-needlequiltingmachine	1	flexiblesamplingproduction ion



Management Organization



Product Range

Down&Feather



Memory Foam Pillow



Mattress Protector Waterproof



Comfort Set



Mattress



Mattress Topper



Seat Pad



Product Range _ Synthetic

Pillow & Cushion



Quilt



Mattress & Pillow protector



Product Range _ Ultrasonic

Ultrasonic welding quilt



Ultrasonic welding quilt



Ultrasonic welding pillow/cushion



Our CERTIFICATES

Obtained Certificates:
OEKO,
Downpass,



Certificates in progress:Plant in July
GRS,
BSCI,

EUR1 CERTIFICATES

БАРАЊЕ ЗА ИЗДАВАЊЕ НА УВЕРЕНИЕ ЗА ДВИЖЕЊЕ

1. Извозник (име, полна адреса, земја) STAROON EVROPA DOOEL, VIZBEGOVO SEFEDIN NUREDINI BR 10, VIZBEGOVO REPUBLIC OF NORTH MACEDONIA		ЕУР. 1 No A gk 0220628 Пред да се пополни види ги напомените подолу	
3. Примач (име, полна адреса, земја) (Незадолжително)		2. Барањето за уверението се применува во преференцијалната трговија помеѓу и (наведи ги соодветните земји, групи земји или територии) 4. Земја, група земји или територија од која произлегуваат стоките: R. NORTH MACEDONIA 5. Земја, група земји или територија на одредните: SPAIN	
6. Поединости за транспорт (Незадолжително)		7. Забелешки	
8. Реден број; Ознаки и броеви; Број и вид на пакувања(а); Опис на стока 509 Boxes MICROFIBRE DUVET MICROFIBRE TOPPER		9. Бруто маса (кг) или друга мерка (литри, m³, итн.) 7516	10. Фактури (Фактурен број)

* За стоката без албалажа да се означат бројот на пратеници или да се стави "Во разврната состојба".

СКОПЈЕ 17.08.2024

Using EUR1 certificates can provide the following benefits:

- 1, can reduce the import country's taxes and tariffs, reduce costs, improve competitiveness. Exporting goods to European and North American markets with duty zero;
- 2, can enhance the market competitiveness of goods, especially when compared with other regions of the goods;
- 3, can improve the import country's trust in the goods, reduce the frequency and process of inspection and audit.

Vertical Supply chain

- Machine: Chinese machines + European machines, with Own talent Engineer team for special manufacturing automation production machine;
- Fabric: China, Southeast Asia, India, Pakistan, Turkey, Europe;
Lead time: three months (We always keep a safety stock in circulation)
- Filling: Bulgaria, Germany, Hungary, Turkey, Southeast Asia, China;
Lead time: 7 working days
- Label, sticker, carton, bag: Own machines in Macedonia;
Lead time: 3 working days (Material will be prepared in advance)



Carton machine



Printing machine



Bag machine



The global supply chain can obtain a more advantageous supply of materials.

Own printing machine and carton/bag production equipment, making the supply becomes more flexible.

Efficient raw material logistics can ensure the timeliness of production.

Price analysis

Compare the unit price of FOB Shanghai and EXW MK for standard product

					EXW MK	Freight			
Standard product	Filling	Package	40'HQ	FOB SHANGHAI		2,310.00 €	4,100.00 €	5,400.00 €	8,100.00 €
Pillow 50*70CM	800g 7D	PE bag-roll package	5,078	US\$1.98	2.85 €			2.85 €	
Pillow 50*70CM	800g 7D	PVC hand bag	2,539	US\$2.81	3.44 €	3.44 €			
Quilt 140*200CM	300gsm 7D	PE-roll package	4591	US\$4.91	6.19 €				6.19 €
Quilt 140*200CM	300gsm 7D	PVC hand bag	2367	US\$5.80	6.95 €		6.95 €		

Summary:

- 1.For the product of pillow 50*70cm with roll package,when the freight is higher than 5400EUR, the price of the EXW MK is more advantageous.
- 2.For the product of pillow 50*70cm with PVC hand bag package,when the freight is higher than 2310EUR, the price of the EXW MK is more advantageous.
- 3.For the product of quilt 140*200CM with roll package,when the freight is higher than 8100EUR, the price of the EXW MK is more advantageous.
- 4.For the product of quilt 140*200CM with PVC hand bag package,when the freight is higher than 4100EUR, the price of the EXW MK is more advantageous.
- 5.According to the current sea freight, EXW MK is more advantageous.

SWOT

Strengths	Weaknesses
<ol style="list-style-type: none">1. Low labor cost compare with all European2. Automation production set up, high efficiency with less operators.3. Own vertical supply chain4. Efficiency logistic by sea for raw materials, normaly only 3 weeks from shanghai to Athens by Cosco every week.5. Own talent Engineer team customize automated machines to increase production efficiency6. Small MOQ and flexibility for production7. Fast delivery for finished product.	<ol style="list-style-type: none">1. Machinery spare parts, we have to prepare more. There is not convenience to buy locally in short time.2. Raw Materials need more lead time. We have to set up the planning and safety stock level.3. Operator and Mechanic can't be ready in short time, we plan 3 months training
Opportunities	Threats
<ol style="list-style-type: none">1. Close to Client's warehouse or DC or Shop, for fast delivery2. Fast delivery, Internal transportation in Europe3. Clients can get better landing cost and fast delivery. better cash flow.	<ol style="list-style-type: none">1. War risk : Russia, Kosovo and Serbia.2. Macedonia Currency turbulence