

HAINING HAIHONG NEWMATERIAL CO.LTD

海宁海宏新材料有限公司



COMPANY PROFILE

About Us

Company Profile | Main Products | Advantages | Corporate Culture

Concentration Responsibility Innovation Strictness Aspirant

Honesty creates quality
Innovation leads the future

CONTENTS

01

Company Profile

02

Main Products

03

Advantages

04

Company Culture

01

PART ONE

Company Profile

Overview、 Location、 Development、 Awards & Patents

PART 01

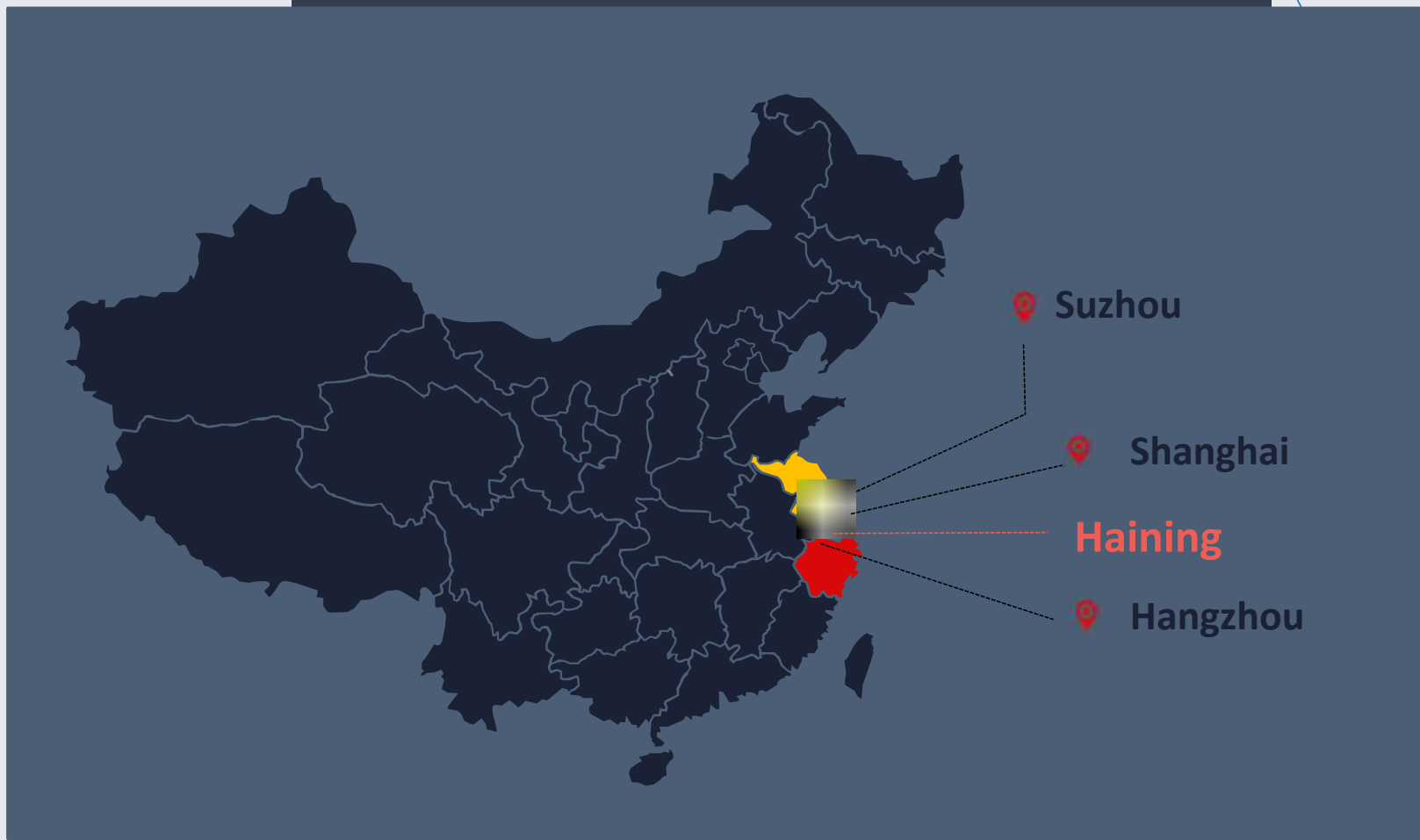
Overview



Founded in the late 1980s, Haining Haihong New Material Co., Ltd is a speed development textile company with an independent assembly line form researching and developing to manufacturing and marketing. The company covers an area of 28000 m², with an annual sales of USD 55 million and more than 300 employees. Under Haining Haihong New Material Co., Ltd we have Jiangsu Gemai Technology Co., Ltd. (DYEING HOUSE), Haining Haihong Silk Weaving Factory and Haining Haihong Trading Co., Ltd.

PART 01

Superior Location

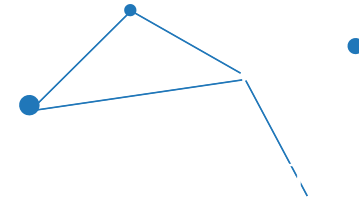


Suzhou

Shanghai

Haining

Hangzhou



PART 01

Development

Sprouting Period
1988

Established
HaiHong Silk
Weaving Factory

Purchase land to
build own
production base

Growth Period
2008

Expanding period
2019

Sales exceeded
55 million USD

Integrated industry
chain of stretching,
weaving and finishing

Takeoff period
2018-present

PART 01

Awards & Patents



2019

2019 Annual Upstage Company

2019 Annual Technology Management Innovation Company

2019 Annual Fastest Growing Company of the Year

2020

The best company of efficiency

Excellent demonstration company of "double transformation"

Association Director of Haining City Home Textiles Industry

2021

Zhejiang High-tech Company

General Manager Pan Zhipeng was awarded the Executive Committee of the 11th Executive Committee of Haining City Federation of Industry ,Commerce and Haining City Chamber of Commerce.

The first Vice President of Xieqiao Town Youth Chamber of Commerce

02

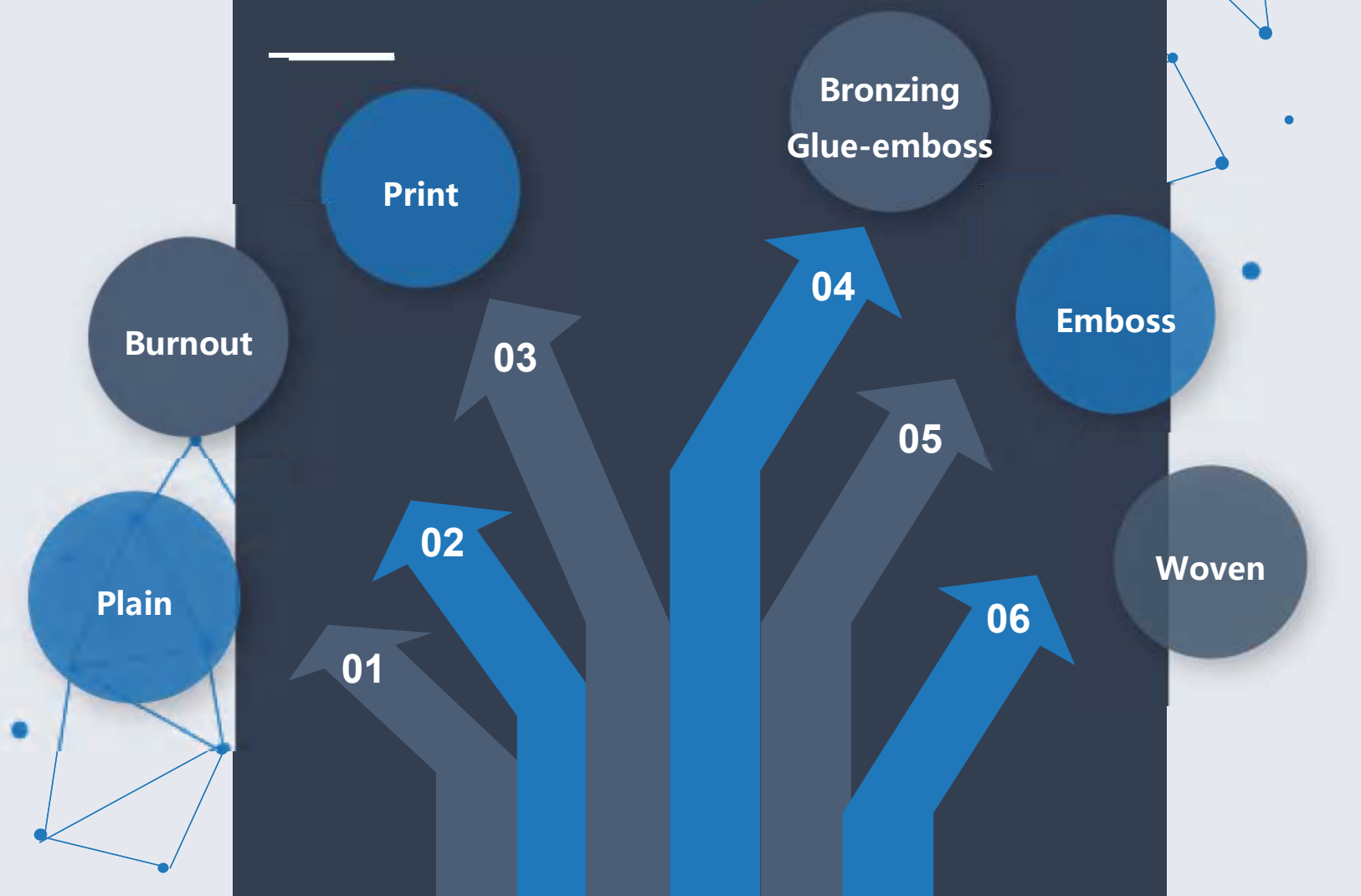
PART TWO

Main Products

Classification, Introduction

PART 02 Main Products

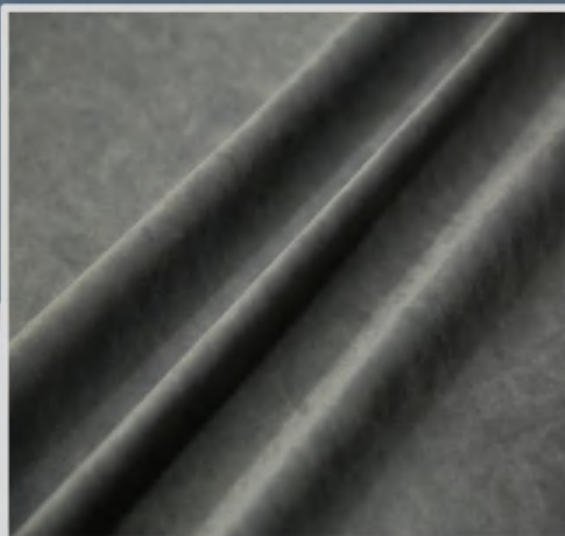
Classification



PART 02 Main Products

Introduction

Haihong is an enterprise integrating industry and trade. We have our own designer team, focusing on providing customer and market oriented new products, and currently we have thousands of products for you to choose.



PART 02 Main Products

Plain

01



02



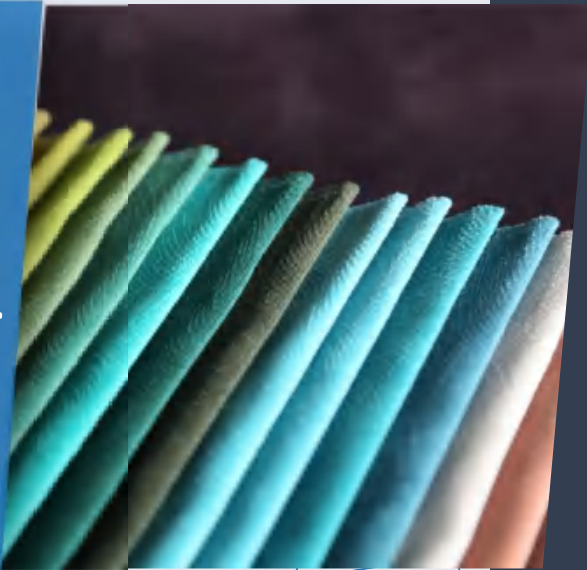
03



PART 02 Main Products

Burnout

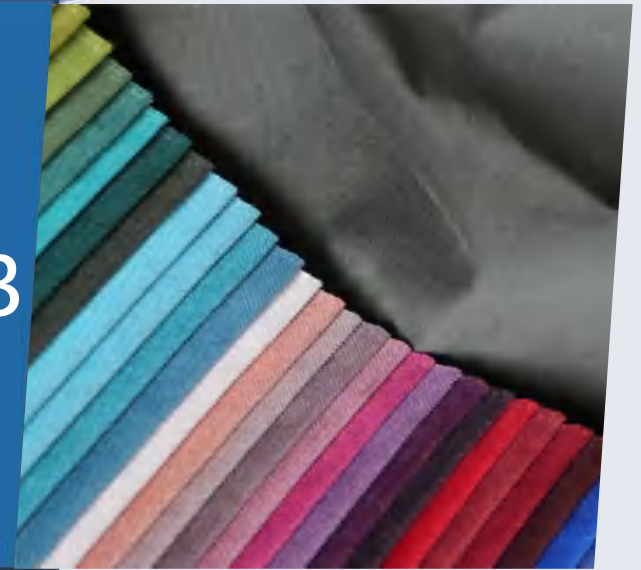
01



02



03



PART 02 Main Products

Print

01



02



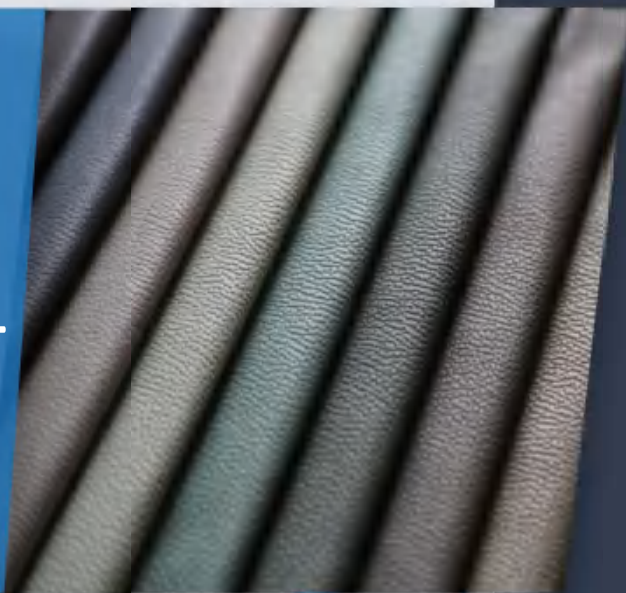
03



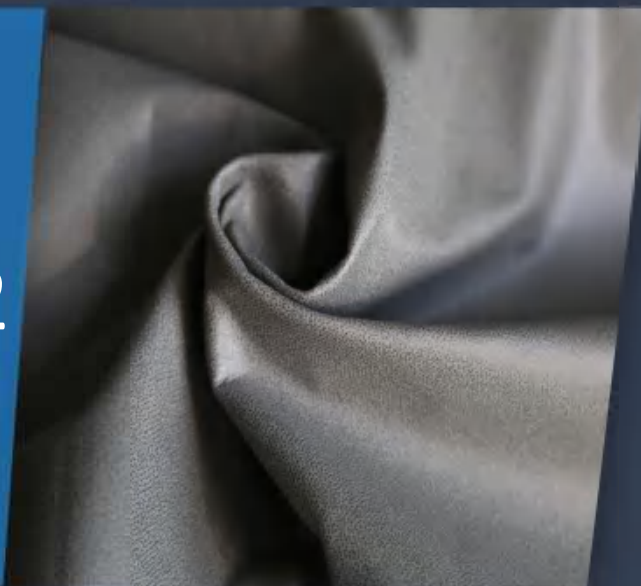
PART 02 Main Products

Bronzing and Glue-emboss

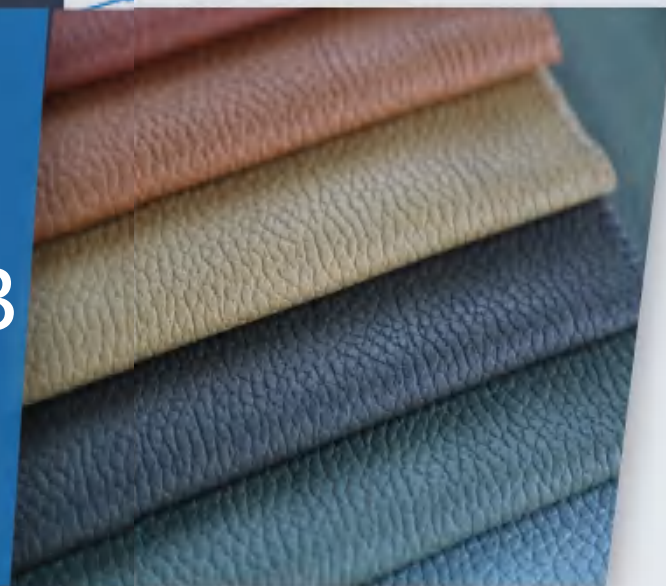
01



02



03



PART 02 Main Products

Emboss

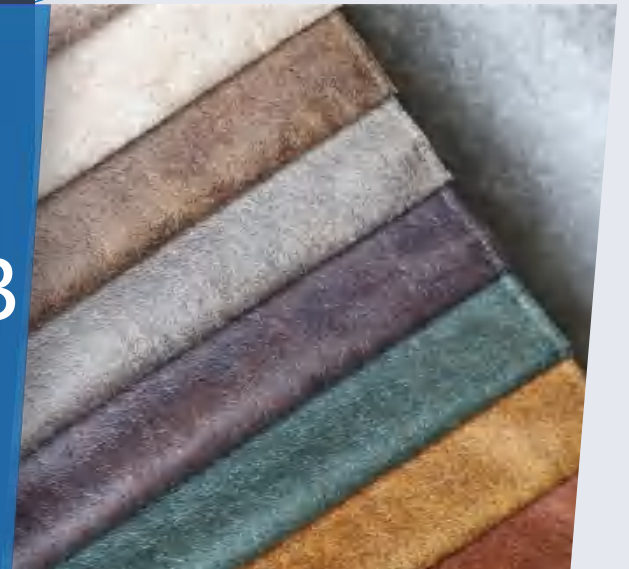
01



02



03



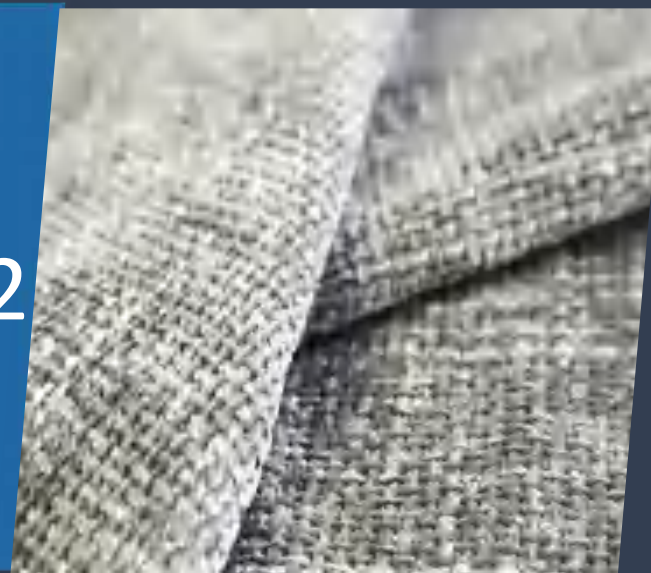
PART 02 Main Products

Woven

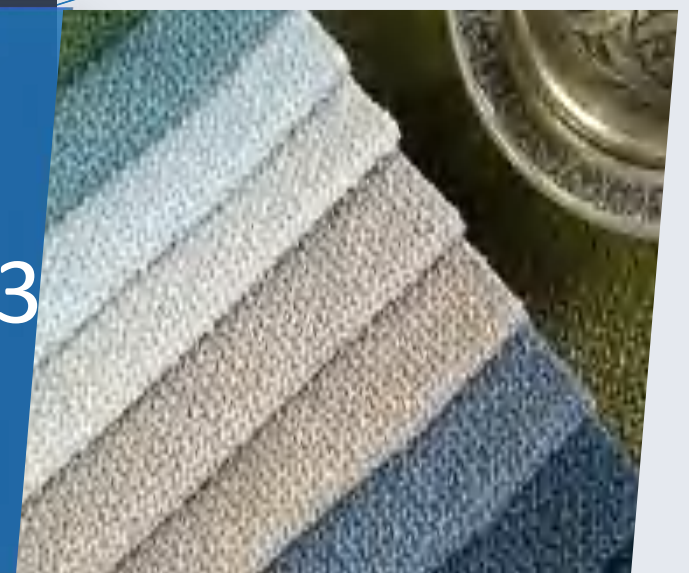
01



02



03



03

PART THREE

Advantages

Foreign Trade Driven; Focus on research and innovation;
Quality Control; Focus on talent introduction and cultivation

PART 03

Advantages

■ 1st Foreign Trade Driven

- Integration of industry and trade
- Integrated industry chain of stretching, weaving and finishing

■ 2nd R&D and innovation

- R&D equipment, laboratories, division of R&D functions
- Workshop equipment upgrade: equipment informatization and technological improvement

■ 3rd Quality Control

- Advanced Equipment
- Multiple inspection link processes
- Laboratory Testing

■ 4th Focus on talent introduction and cultivation

- **Create a learning enterprise:** Haihong Book Club、Paid Training Benefits
- **Introduction of outstanding talents:** Introduction of outstanding university students and expatriates



3.1

PART ONE

Foreign Trade Driven

Integration of industry and trade;Vertically integrated
entrepreneurial chain

PART 3.1

Advanced and Tidy Workshop



Draw-
Texturing



Warping

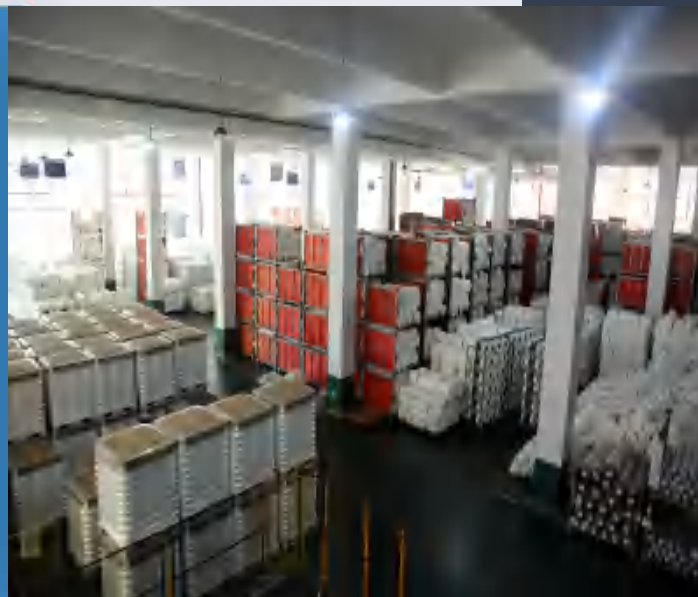


Weaving

The clean and tidy workshop, advanced machinery and equipment, and large capacity can meet the company's needs for shipping and stocking at the same time.

PART 3.1

Tidy Warehouse



Material Warehouse



Fabric Warehouse

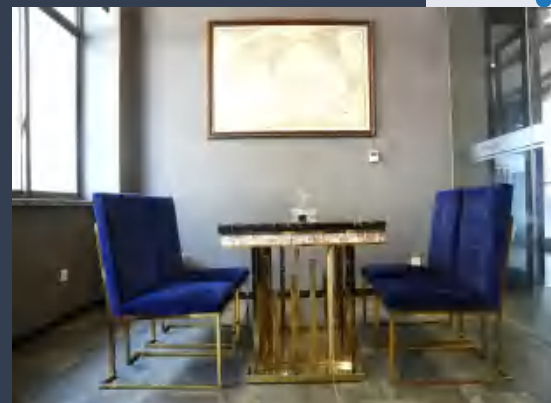


Environment

PART 3.1

Multifunctional
Exhibition Hall

We have 2 show rooms with the area of about 600 square meters. There are abundant product displays in the exhibition halls with self-service coffee bars, leisure rooms and small conference rooms for employees and customers.



PART 3.1

Comfortable Working Environment

Reading corner



Canteen



Gym



PART 3.1

A Powerful Team

◆ Vibrant business team

A young team with more than 20 people and average age less than 30.

- Foreign trade department
- Document department

Service

◆ Several Experienced managers

Integrity

Dedication



PART 3.1

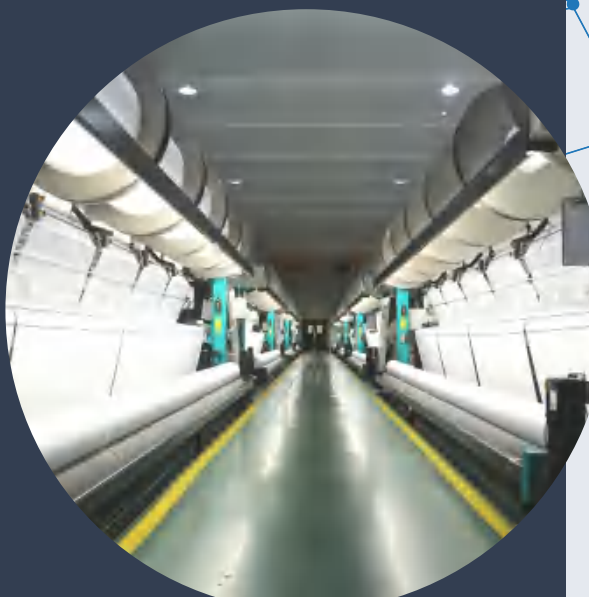
Vertically Industrial Chain



Draw-
texturing



Warping



Weaving



Finishing

From a piece of silk to a piece of fabric, we have a complete industrial chain: stretching - warping - weaving - dyeing (under construction by Gemai) - finishing

PART 3.1

Vertically Industrial Chain

Jiangsu Gemai
Technology Co., Ltd.
(under construction)
Dyeing House



PART 3.1

Complete finishing process

Printining



Bronzing



Embossing



Bonding



3.2

PART TWO

R&D and innovation

Product design, Digital workshop

PART 3.2

Advanced R&D Equipment



Digital printing
proofing machine



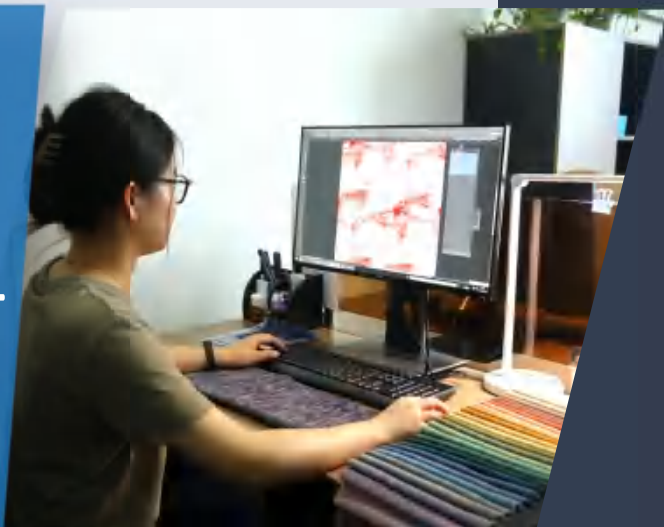
Four-comb warp
knitting proofing
machine



PART 3.2

Precise division of R&D functions

01



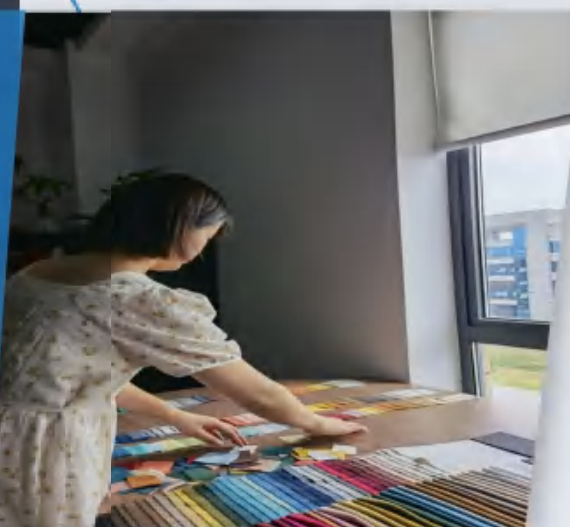
Pattern design

02



Greige fabric development

03



Color Matching

PART 3.2

Digital workshop



01

WARPING

02

ROLLING

TESTING

03



3.3

PART THREE

Quality Control

PART 3.3

Quality Advantage

Advanced equipment has promoted equipment technology, not only increased production capacity, improved work efficiency, but also greatly improved product quality.

Advanced production equipment

Multi-channel quality inspection

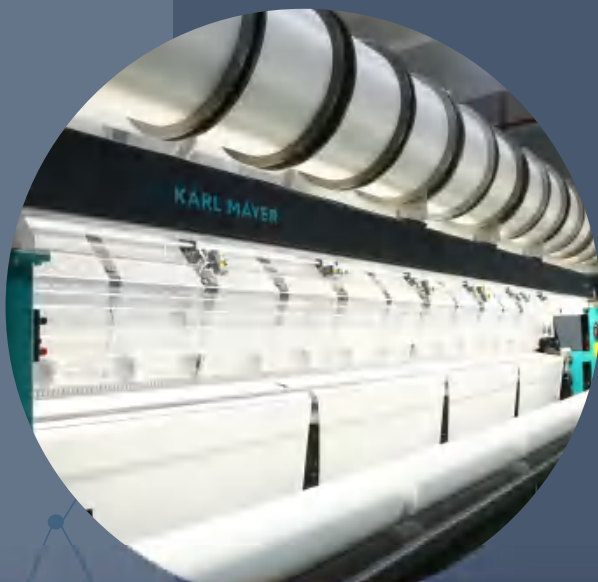
A complete multiple quality inspection processes

Professional inspection equipment provides quality assurance for product research and development and bulk production.

Professional inspection equipment

PART 3.3

Advanced production equipment



International advanced equipment

High production capacity

High efficiency

High quality



Automatic machine

PART 3.3

Multi-channel quality inspection



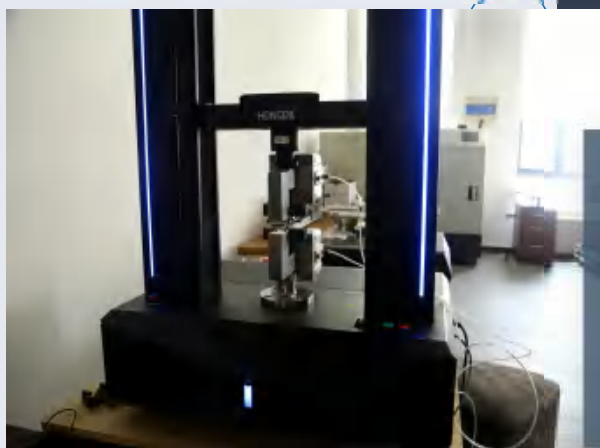
PART 3.3 Professional inspection equipment



**Martindale
abrasion tester**



**Color fastness tester to
perspiration**



**Electronic fabric
strength machine**



**Color fastness
rubbing instrument**

04

PART FOUR

Company Culture

Environmental-friendly; Education system; HolidaysWelfare; Team building activities

PART 04

Environmental-friendly



Energy conservation&Environmental protection

PART 04

Read & Study Club

海宏读书会

第一期20



己喜歡的一切在一起

更努力的學習
的工作吧

我們一起



Make a little progress every day

PART 04 Festivals



Girl's festival



Mid-Autumn Party



Women's festival



Dragon Boat Festival

PART 04

Outing

01



Taihu walking

02



Mogan mountain hiking

03



Qiantang-marathon

PART 04 Activity

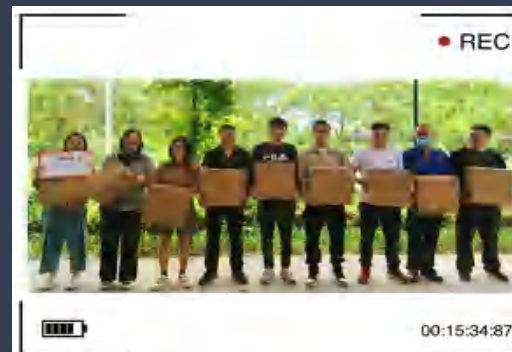
Cooking



Barbecue



Honor



LOADING



Prize
Presentation

HAINING HAIHONG NEWMATERIAL CO.LTD

海宁海宏新材料有限公司



COMPANY PROFILE

Thank you

Company Profile| Main Products | Advantages| Corporate Culture

Concentration Responsibility Innovation Strictness Aspirant

Honesty creates quality
Innovation leads the future