

# COMPANY PROFILE

LIVINGICON Inc.



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# Company Basics

Company name	LIVINGICON Inc.
Established date	May 20th, 2008
Main Business	kitchenware productions – manufacturing, distribution, international trade
Main Products	cutting board, tableware, cookware, kitchen accessory
House brand	"SalleMa"(cutting board, cookware, kitchen accessory) "Mayfair"(tableware)
CEO	Kyung-Yun Jeong, Gi-Jeong Jin (Independent representation)
Capital Stock	\$220,000 USD
Headquarter	Seoul, South Korea
Website	<a href="http://www.sallema.co.kr">www.sallema.co.kr</a>



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# Introduction

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Founded in 2008, LIVINGICON Inc. has grown into a kitchenware company with its own product development and accumulation of its brand capabilities despite small businesses with fewer than 20 employees.

In 2009, various kitchenware such as cookware and kitchen accessories, including TPU cutting board developed with its own patented technology, has been steadily launched in TV home shopping, internet mall, and department store markets, and its brand 'SalleMa' has raised brand awareness in the Korean kitchenware market.

LIVINGICON entered the tableware business in 2013 and launched its brand 'Mayfair' in Korea's TV home shopping and online markets. Since then, more than 10 models of pottery and tempered glass dinnerware have been continuously released, and tableware sales in 2021 have shown remarkable marketability and growth, accounting for one-third of all company sales.

LIVINGICON has been actively creating overseas business opportunities by participating in overseas fairs every year for more than a decade. As a result, exports of cutting boards to Germany, Switzerland, Japan, Australia, and Russia have been made, and in the tableware sector, global business opportunities such as discovery of overseas OEM production bases and pattern design license contracts are increasing.

LIVINGICON pledges to grow into a global homeware provider with a mission to solve problems and create new values with products that combine convenience, practicality, and design.

# Company History



Yong-in branch  
(factory and logistics center)

- 2008.05 Founded LIVINGICON Inc.
- 2008.07 Launched SalleMa Classic Cutting board
- 2009.07 Acquired Swiss SQTS certification for SalleMa Classic Cutting board
- 2009.08 Signed agreement with Tupperware Brands Korea on the B2B sales right of Tupperware products
- 2010.12 Supplied kitchenware to Samsung Electronics
- 2011.06 Launched SalleMa FoodPalette Cutting board
- 2012.08 Registered SalleMa FoodPalette Cutting board on European REACH
- 2012.12 Started operation of Gimpo in-house logistics center
- 2013.03 Launched Mayfair Ceres dinnerware
- 2013.04 Selected as one of 2013 Promising Export Companies by Small & Medium Business Administration
- 2013.12 Won Small and Medium Business Administration Director's Award presented by Federation of Small and Medium Businesses
- 2014.01 Signed agreement with 'C' company of Germany on the right to use SalleMa trademark and the right to market products in the EU market
- 2014.03 Selected as one of the target companies in 2014 Export Competence Reinforcement Program hosted by Small & Medium Business Administration
- 2014.07 Acquired German LFGB certification for 5 SalleMa cutting board models
- 2015.10 Launched SalleMa Crack-proof 2 tone Heat-resistant Ceramic
- 2016.08 Sold SalleMa Premium Cutting boards through a Japanese TV home shopping channel
- 2017.06 Selected as one of the target companies in 'Export Competence Reinforcement Program of High Growth Company' hosted by Small & Medium Business Corporation
- 2018.04 Signed agreement with Henkel Korea on the sales right of Henkel products
- 2021.07 Signed agreement with Tupperware Brands Korea on the Home shopping sales right of Tupperware products
- 2022.06 Opened Tupperware Retail Shop
- 2023.12 Started operation of Yong-in branch(factory and logistics center) in Yong-in Techno Valley Industrial Complex
- 2024.01 Participated in the International Consumer goods fair ('Ambiente') 11 times in a row
- 2024.09 Opened Tupperware store in Lotte Department Store
- 2024.11 Exclusive Launch: Domestic Distribution of Germany's Prestigious Knife Brand 'Guede-Solingen'
- 2024.12 SalleMa Macaron Cutting Board selected for the Seoul Award 2024

# Our Teams

· Home-shopping team	Home-shopping broadcast sales
· E-commerce team	Online shopping Department store/Special sales Customer service
· Off-line sales team	Department store/Special sales Tupperware Songpa branch
· Overseas sales team	Export/Import Overseas exhibition Overseas quality certification

· Logistics team	Shipping/Transportation Packing/Inventory management Quality inspection
· Research Dept. -Design team	Product design Package design Web & editorial design Product shooting
· Accounting finance team	Finance/Account management
· Management support team	HR/General affairs management Asset/Contract management Production management


















































# Sales channels

<p>TV Home Shopping</p> <p>Live TV, Internet TV, Mobile &amp; Web</p>	<p>On-line Sales</p> <p>Complex mall, Open market, Social Media, Malls for Specific groups</p>	<p>Off-line Sales</p> <p>Department store, Offline store</p>	<p>Special Sales</p> <p>Corporate client</p>	<p>Overseas Sales</p> <p>Switzerland, Germany, Japan, Australia, Russia</p>
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# Product Overview - Kitchenware

## House brand

Cutting-Board										
										
Knife & Kitchen Utensil					Disposable Kitchen Scrubber & Dishcloth					
Kitchen Accessory							<div>Partner's brand</div> <div>Tupperware(USA) Food Container</div>  <div>Guede-Solingen(Germany) Knife</div> 			
	Trivet	Drying Mat	Silicone Container	Tritan Container	Tray	Natural Decomposing Food Garbage Filter				
Cookware										
Tableware										
										

## Partner's brand

### Tupperware(USA) Food Container



### Guede-Solingen(Germany) Knife



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# House Brand

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'Salle' means 'living room or hall' of a residential space in French and 'Ma' represents 'mother' in English.

A kitchen is a meaningful space where a mother's heart stays caring for the family's welfare and happiness, which is what LIVINGICON cares about. We have the same hope for all our consumers.

Sincerely yours,

**MAYFAIR**

Mayfair is a luxury shopping and business street in central London, England. Today, beyond being a mere place name, Mayfair is now recognized as one of Britain's most luxurious assets that combine the tradition, elegance, and modernity of the Victorian era.

Our designer 'Kain Shim' created the design of the tableware 'Mayfair' in 2013 based on the inspiration from the street that she gained while studying at University of the Arts London.

# Partner's Brand – Tupperware

**Tupperware®**



Introducing the world's first airtight container to the market in 1946, Tupperware has grown into a household goods company with more than 8,500 functional design and utility patents, developing innovative products including food storage containers, cooking utensils and kitchen appliances.



Headquartered in Orlando, Florida, USA, it has 114 production facilities worldwide and is a global company that sells products in about 80 countries.



Livingicon Inc. signed a B2B supply contract with Tupperware Brands Korea in 2009, and is expanding its sales in the online sector by signing a home shopping vendor contract and achieving sold-out broadcasting in 2021.

With the opening of the retail shop 'Tupperware Songpa branch' in 2022, Livingicon Inc. is expanding both online and offline sales.





# Partner's Brand – GÜDE



Over 100 Years of History, the Brand GÜDE

GÜDE (Guede-Solingen) is headquartered in Solingen, Germany, and was established in 1910, boasting a history of over 100 years.

Using a traditional forging method that involves crafting from a single piece of steel, GÜDE focuses on the finest materials and precise handcrafting to enhance durability. This German premium luxury knife brand is completed through 55 meticulous handcrafting steps.











As a family-run business passed down through generations, the son, Franz Güde, was the inventor of the "GÜDE-SERRATED EDGE," a serrated blade used on the reverse side of knives for cutting bread or slicing machines.

In 2024, LIVINGICON INC became the exclusive distributor of GÜDE (Guede-Solingen) in Korea, handling official imports and after-sales service.



# Major Clients

The Kitchen is the Heart of the Home - 'SalleMa',  
An Elegant Pause on the Table - 'Mayfair'

 <b>TV Home Shopping</b>	
 <b>Online Sales</b>	
 <b>Offline Sales</b>	
 <b>Special Sales</b>	
 <b>Overseas Sales</b>	

# Advancing Worldwide

- Participated in global consumer goods exhibitions every year
- LFGB, SQTS, REACH International Quality Control approved

## ► Global consumer goods exhibitions

- 2009~2012 Hongkong Mega Show Trade Fair
- 2010.04 Hongkong Kitchenware Trade Fair
- 2010.08 Tokyo International Trade Fair
- 2012.04 Hongkong Kitchenware Trade Fair
- 2013.04 Hongkong Kitchenware Trade Fair
- 2013.06 Tokyo Kitchenware Trade Fair
- 2018.03 Chicago Home and Housewares Show
- 2009~2024 Frankfurt 'Ambiente' Trade Fair



## ► Overseas Sales & Approval of International Quality Control



- Europe : Switzerland, Germany, Spain, Russia, Ukraine
- Asia : Japan, China, Vietnam, Hongkong, Taiwan, Singapore
- North America : U.S.A.
- South America : Paraguay, Colombia
- Oceania : Australia

- 2009 Acquired Switzerland [SQTS](#) certification for SalleMa Classic Cutting board
- 2012 Registered SalleMa FoodPalette Cutting board on European [REACH](#)
- 2014 Acquired German [LFGB](#) certification for 5 SalleMa cutting board models

# Key Achievements in TV Home Shopping

## 2023 Hyundai Home Shopping- Best Partner Award



- **'SalleMa Foodpalette' Cutting Board, Most Broadcasts Award: Category - Cutting Board** for Five Consecutive Years Since 2011
- **'SalleMa Macaron' Cutting Board, Achieved 100% Sales Target** for the Launch Broadcast in April 2024



- Tableware **'Mayfair Loyal'**, **Six times Sold-out Broadcasts** on Home Shopping in 2016



- Two-Tone Heat Proof Pottery
- **'SalleMa Applet Pot, Modern Pot'**, Launched in October 2015 Broadcasted on Three Channels (Home Shopping, T-Commerce, etc.)



- Sealing Tool **'AnyLock'**, **Exclusive Supply Rights** in the Domestic Home Shopping Sector (Bestselling Product on QVC USA)



- Daily Dish Towel
- **'SalleMa Semi'**, Launched in November 2016 Broadcasted on Three Channels (Home Shopping, T-Commerce, etc.)



- Selected as **Excellent Sales Company** in the SME Home Shopping Sector
- SME Business Administration Award in December 2013



- Tupperware Storage Container, Home Shopping Vendor Contract in July 2021 **Sold-out Broadcasts** on Home Shopping



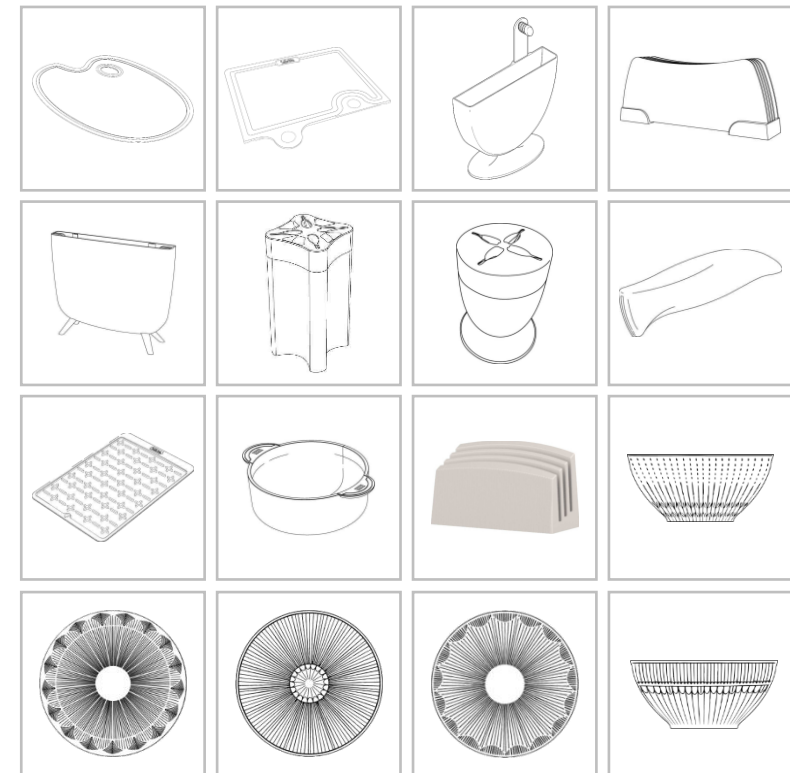
# Intellectual Property Rights

## Hold 4 Patents

- 2009.06 Manufacturing method for anti-bacterial cutting board that can be sterilized by putting it in boiling water and anti-bacterial cutting board made with the method
- 2016.07 Manufacturing method for dried ceramic that made of waterless material and ceramic made with the method
- 2017.01 Manufacturing method for crystalline glaze ceramic and ceramic made with the method
- 2017.02 Crack-proof glaze, heat-resistant ceramic using the patented glaze and method for manufacturing the pot



## Hold 22 Design Rights



## Hold 20 Trademark Rights



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**Product Introduction**  
**TPU Cutting Board**

# SalleMa 'Macaron' Cutting Board

Successful launch on TV home shopping, all SOLD-OUT at the first broadcast

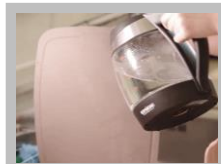
The thickest cutting board among SalleMa TPU cutting boards.



- Inspired by macaron, offering nine warm and soft colors with harmonizing curves.
- The thickest SalleMa TPU cutting boards, providing stability.
- Since it is made up of TPU, a heat resistant material, sterilization can be accomplished with a simple pour of boiling water.
- Its dense, elastic surface minimizes chopping damage and resists stains and odors better than other materials.
- Highly elastic TPU material minimizes noise, ingredient scattering, and wrist strain for a smooth, stable cutting experience.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- Selecting and using cutting boards for different ingredients enables to prevent cross-contamination.
- The stand's step-like design helps easy retrieval and insertion of the cutting board, either horizontally or vertically, as desired.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.
- This product has been tested for non-detection of hazardous substances such as major heavy metals, bisphenol A, phthalate, heat resistance, and anti-bacterial efficacy.
- Material : Cutting Board(TPU) / Stand(ABS)
- Size : Cutting Board(W23 × L33.5 × T0.6cm)
- Color : Cutting Board(Pink, Warm Gray, Green) / Stand(White)
- Set: Cutting Board 3ea + Stand 1ea

# SalleMa 'Premium' Cutting Board

3mm thickness, and stylish but not overly expressed design



- It provides a softer chopping feel than the previous 2mm-thick cutting board model.
- With its appearance in a rectangular and rich round shape, it is designed with a style but not with over-confidence.
- It is an index-type cutting board providing 3 different colors that can be used separately for raw meat, fish, and vegetables and prevent germ and odor contamination.
- Sterilization can be done after unfolding it then by putting it in boiling water for 30 seconds or less or simply pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So, it provides a smooth and stable cutting feel.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.
- This product has been tested for non-detection of hazardous substances such as major heavy metals, bisphenol A, phthalate, heat resistance, and anti-bacterial efficacy.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- It has a liquid collecting edge to catch any stray juices.
- A dedicated white stand with a vent is available.
- Material : Cutting Board(TPU) / Stand(ABS)
- Size : Cutting Board(W25.5 × L37 × T0.3cm) / Set(W26.4 × L40.8 × H8cm)
- Color : Cutting Board(Red, Green, Orange) / Stand(White)

# SalleMa 'FoodPalette' Cutting Board

## Flagship TPU cutting board with SalleMa's design philosophy



- It is a SalleMa's flagship product in which beauty of art is added to a cutting board with a palette shape and colors being in harmony.
- It is an index-type cutting board providing different colors that can be used separately for raw meat, fish, vegetables, cooked food and prevent germ and odor contamination.
- Sterilization can be done after unfolding it then by putting it in boiling water for 30 seconds or less or simply pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So, it provides a smooth and stable cutting feel.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- Its bottom surface is specially designed to prevent slipping.
- It has a liquid collecting edge to catch any stray juices.
- The luxurious white stand dedicated for FoodPalette cutting boards has cutting board hangers evenly spaced for ventilation and a water drainage path as well as a slip prevention pad.
- Material : Cutting Board(TPU) / Stand(ABS)
- Size : Cutting Board(L26 × W37.5 × T0.2cm)  
Stand(W27.5 × L11.5 × H21.5cm)
- Color : Cutting Board(Purple, Blue, Green, Orange, Indy Pink, Khaki Green, Coral Blue) / Stand(White)

# SalleMa 'Handy' Cutting Board

## TPU's Strength fully contained in a handy size

- It is sized optimally to be used as a personalized cutting board for bread, cheese, or small quantities of baby food ingredients.
- It is perfectly suitable for outdoor activities such as camping or other outdoor events.
- Sterilization can be done after unfolding it then by putting it in boiling water for 30 seconds or less or simply pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So it provides a smooth and stable cutting feel.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- It has a liquid collecting edge to catch any stray juices.
- Its bottom surface is specially designed to prevent slipping.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.
- This product has been tested for non-detection of hazardous substances such as major heavy metals, bisphenol A, phthalate.
- Material : TPU
- Size : W26 × L17 × T0.2cm
- Color : Red, Purple, Orange, Green, Blue, Black





# SalleMa 'Mini' Cutting Board

## Perfect Size for Cooking, Baby Food, and Camping



Sterilize it by pouring boiling water or fully submerging into boiling water up to 30 sec.

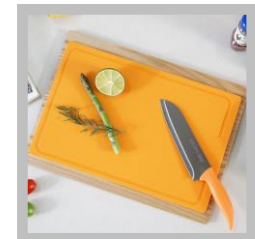
- It is designed for versatile use, including bread, cheese, baby food preparation, and camping.
- With a thickness of 4mm and compactness, it offers excellent usability and storage.
- Sterilization can be done after unfolding it then by putting it in boiling water for 30 seconds or less or simply pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So it provides a smooth and stable cutting feel.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- It has a liquid collecting edge to catch any stray juices.
- Its bottom surface is specially designed to prevent slipping.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.
- This product has been tested for non-detection of hazardous substances such as major heavy metals, bisphenol A, phthalate.

- Material : TPU
- Size : W17 × L24 × T0.4 cm
- Color : Gray, Pink

# SalleMa 'Classic' Cutting Board

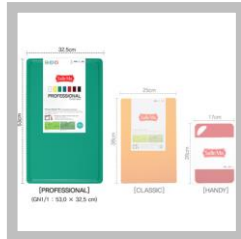
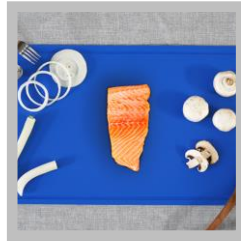
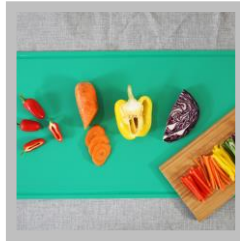
Simple and Classic Design provides the Convenience familiar to hands

- It has the most familiar design of a rectangular shape which has a good use-area efficiency.
- It is available in 2 sizes, large and middle.
- It is 4mm thick and provides a softer chopping feel, with its both sides being usable.
- Sterilization can be done after unfolding it then by putting it in boiling water for 30 seconds or less or simply pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So, it provides a smooth and stable cutting feel.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- It has a liquid collecting edge to catch any stray juices.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.
- Material : TPU
- Size : W25 × L38 × T0.4cm)
- Color : Red, Purple, Orange, Green, Blue, Black



# SalleMa 'Professional' Cutting Board

## Big-sized TPU cutting board, the choice of professional chefs



- Material : TPU
- Size : L53 × W32.5 × T0.4cm
- Color : Red, Yellow, Green, Blue, Brown, White, Black

- It is designed in a large size of 53cm x 32.5cm, which is large enough to hold long or large food ingredients such as Napa cabbage, green onion, and fish.
- It is 4mm thick and weighs 910g only, and is therefore a lot easier to be washed, carried, or stored than conventional plastic or wooden cutting boards for business use.
- It is a professional cutting board preferred by chefs in kitchens of hotels, high-quality restaurants, and casual restaurants as well as by cooking enthusiasts.
- It is easy to sterilize it simply by pouring boiling water over it.
- The highly dense and elastic cutting board surface reduces damage from chopping and is more resistant to stain and odor permeation compared to other materials.
- The highly elastic TPU material is used to reduce knife-chopping impact, noise and burden on the wrist. So, it provides a smooth and stable cutting feel.
- It is possible to carry around food ingredients by bending the board. It is also thin and light and thus easy to be washed, dried, or stored.
- It has a liquid collecting edge to catch any stray juices.
- Its bottom surface is specially designed to prevent slipping.
- TPU raw materials of this product passed global quality tests such as FDA, RoHS and SVHC.

# SalleMa 'Masterpiece' Cutting Board

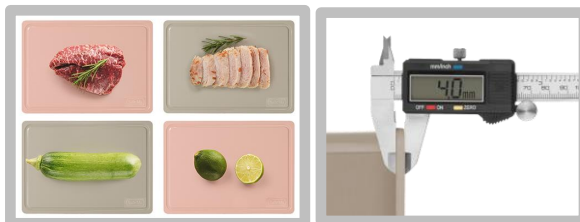
"Set of Best-selling TPU Cutting Boards", Mini(S) + Classic(M) + Professional(L)



• SalleMa Mini TPU Cutting Board : W32.5 × L53 × T0.4cm



• SalleMa Classic TPU Cutting Board : W32.5 × L53 × T0.4cm



• SalleMa Professional TPU Cutting Board : W17 × L24 × T0.4cm



Sterilize it by pouring boiling water or fully submerging into boiling water up to 30 sec.

## **Product Introduction**

**Kitchenware / Airtight containers / Ceramic Pot**



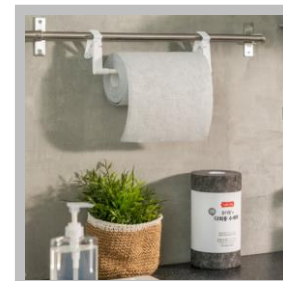
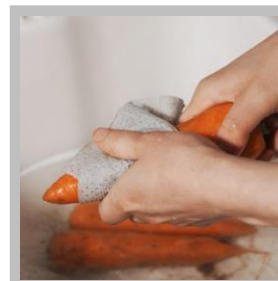
# SalleMa Multi-usable Scrubber

**A mother's choice to maintain kitchen hygiene diligently and meticulously –  
Washable and reusable hygiene scrubber**



- A new concept of sanitary reusable scrubber that can be torn off one sheet at a time-Solving the problems of unhygienic traditional scrubbers.
- Durable and tear-resistant with a 3-layer structure, allowing to use it for multiple times.
- Enhanced durability by applying the SPUNBOND method, which is used in the manufacturing masks and air purifier filters.
- Made from safe materials with excellent antibacterial properties and breathability and tested for no major harmful substances.
- Usable on both sides of the sheet and featuring superior cleaning power with a more abrasive melt-blown method.
- Detergent foam is well-suited for multiple uses and lasts a long time even after washing.
- Useful for cleaning food ingredients, baby products, sinks, kitchen hoods, cars, etc.

- Material : PP
- Size : 1 sheet W22×L23 cm | 1 roll 60 sheets
- Color : Black, Gray



# SalleMa Bamboo Dishcloth

**A mother's choice to maintain kitchen hygiene diligently and meticulously –  
Hygiene dishcloth made entirely from bamboo fiber.**



- A new concept of disposable hygiene clothes after use. Solving the problems of unhygienic conventional clothes.
- It's a natural material cloth, made from pure bamboo extract fibers without additives or adhesives.
- OEKO-TEX certified bamboo extract fibers (OEKO-TEX: a globally recognized European testing system for environmental certification).
- Excellent moisture absorption and good breathability allow for quick natural drying. Made with "Spunlace" method, which is used to produce nonwoven fabric only with strong water pressure without chemicals. It ensures safety, softness and high durability.
- The flavonoids and polyphenols in bamboo extract exhibit excellent antibacterial properties.

- Material : Bamboo extract fibers
- Size : 1 sheet W28×L28 cm | 1 roll 50 sheets
- Color : White



# Mayfair Washable Daily Dishcloth

A daily dishcloth with a natural design collaborated with designer Jessica Nielsen



- It combined the functions of dishcloth and kitchen towel.
- An eco-friendly dishcloth made of cellulose material
- It can remove liquid, contaminants, and grease.
- Easily cleaned with water, reusable up to approximately 30 times.
- It has strong durability: resistant to dust, lint and tear.
- Collaboration of Mayfair's technology and Danish-Dutch pattern designer Jessica Nielsen, expressing a connection to nature
- Small holes between the fabric help to dry quickly and maintain hygiene.
- Sufficient size of 40\*28cm suitable for various uses such as kitchen clothes, hand towel, table mat, etc.

- Material : Cellulose
- Size : 1 sheet W40×L28 cm | 1 roll 30 sheets
- Color : Soda Blue, Pink Grapefruit, Yellow Daisy

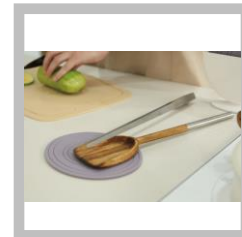
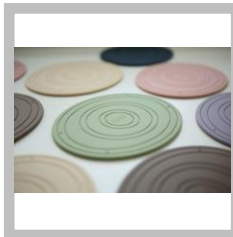
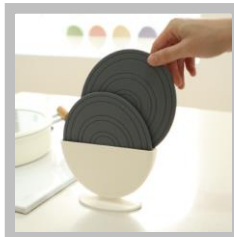


# SalleMa 'Egg' Trivet

Use it as a Trivet, Pot-holder, Jar Opener at Anywhere You Need

- It is made of silicone, a safe material that is already widely used in baby products, medical supplies, and kitchenware.
- Its heat resistance range is from -40 to 250°C, and it is barely deformed or discolored by heat.
- It is designed in a unique SalleMa design and matches with other SalleMa series including FoodPalette cutting board and the knife block set.
- With the cute design resembling an egg, it is a product beloved as a tasteful table accessory.

- Material : Trivet(Silicone) / Stand(ABS)
- Size : Trivet(W17 × L14 × T0.5cm) / Stand(W10 × L6.2 × H15.2cm)
- Color : Purple, Orange, Green, Blue, Yellow



# SalleMa Silicone Storage Bag

## Portable and Reusable Silicone Bag, Made with LFGB-certified Material



- Reusable bag made of silicone material, which was tested and approved under LFGB standards.
- It is suitable for storing various items such as food, personal belongings, and travel accessories.
- Leak-proof when sealed, making it ideal for strong liquids.
- Designed to address the bulkiness and portability issues of traditional storage containers; available for stacking without taking up much space.
- It is washable in boiling water and safe for microwave and oven use.
- Solves the environmental issues caused by thin, disposable zipper bags while maintaining the advantages of such bags.
- Rice bag: Suitable for storing rice, sauces, snacks, cereals, etc.
- Cup bag: Suitable to use as coffee cups, water cups, ice cups, porridge cup, etc.

- Material: Silicone
- Set: Silicone Bag 6ea + Silicone Cup 6ea



Rice Bag



Cup Bag

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# SalleMa Tritan Airtight Container

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- 100% US Eastman Chemical Company genuine tritan material used
- Airtight Containers which are transparent like glass and harder than glass



- The tritan manufactured by Eastman Chemical Company, which has been recognized for safety in Canada, Europe, Japan, and China, as well as the U.S. FDA, is a safety material that has passed major hazardous substance detection tests including Bisphenol-A.
- Both the top(Lid) and bottom(Body) are made of tritan, making the interior look clean and transparent from any direction even when the lid is closed.
- It is resistant to shock, has excellent durability, and can always be used clean and transparent due to low color and odor permeation caused by food.
- It is sealed with a silicone pad and four sides-biding, so it has a high sealing force that strongly blocks internal and external air.
- It can be used in the freezer, microwave, and dishwasher as well.
- Even if stacked vertically, it can store neatly and stably with a flat lid that does not shake.
- It consists of various shapes such as rectangular, round, and door pocket types, and a wide range of sizes from 110ml to 4.7L.



# SalleMa Heat-resistant Ceramic Pot

## Crack-Proof 2 Tone Heat-Resistant Ceramic



- It is a special ceramic baked at the high temperature of 1,250°C and is highly durable and highly resistant to impacts and cracks.
- The two-color match, which cannot be found in conventional heat-resistant ceramic pots, produces an elegant kitchen atmosphere.
- Safe glaze that is free of heavy metals such as mercury, lead, or cadmium is used.
- No need to mention in direct flame, it is also usable in ovens, microwave ovens, and dish washers.
- Fine glaze particles using alumina balls are more evenly spread.
- This pot and its crack-proof glaze is patented



## **Product Introduction**

### **Tempered Opal Glass Tableware**

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# Mayfair Tempered Opal Glass Airtight Container

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## A love for nature, 'Jessica Nielsen'



- Jessica Nielsen:  
Jessica Nielsen is a Danish-Dutch pattern designer who expresses her profound affection for nature into her creative works. In collaboration with Mayfair in 2023, she unveiled a new airtight container design.
- Fleur des Champs:  
A collaborative work with French designer Christie Peysson, Fleur des champs is inspired by wildflowers in May. Bringing forth a cheerful and charming French aesthetic, it creates a delightful and adorable tabletop.

# Mayfair 'Fleur des Champs'

## "Mayfair Fleur Des Champs" with French Wildflowers in May

- With the collaboration of French designer (Christie Peysson), the design motif was obtained from wildflowers in May.
- It has a cute French style, creating a fresh and lovely table.
- The Swiftness Cooling Technology(SCT) method, which cools rapidly with temperature differences above 500°C, increases strength and density to reduce color and odor contamination.
- The drop test for steel ball as well as thermal shock, high frequency adequacy, heat resistance test have passed, and can be used in refrigerator, microwaves, and dish washers.
- Thin and light, reducing storage space and wrist strain.
- 36pcs set for 6 people / 26pcs set for 4 people



# Mayfair 'Peony'

## A peony in full bloom on the table



- The design, completed in collaboration with French designer, Christie Peysson, has a design motif from the flower, Peony.
- The color and touch of the peony are expressed by the designer's sensibility and feeling, which are both shy and mysterious.
- Flower patterns in various shapes not only make the food stand out, but also create a brighter table atmosphere.
- The Swiftness Cooling Technology(SCT) method, which cools rapidly with a temperature difference of more than 500°C, is applied to increase strength and density, reducing color and odor contamination.
- The drop test for steel ball as well as thermal shock, high frequency adequacy, heat resistance tests have passed, and can be used in refrigerator, microwave, and dishwasher.
- Thin and light, reducing storage space and wrist strain compared to ordinary ceramic products.



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# CEO

CEO Kyung-yun Jeong majored in business administration, and worked as an MD in charge of kitchenware at 'Hyundai Home Shopping', one of Korea's top three TV Home Shopping companies for six years after three years of trading job. She planned a home shopping program called <World's Kitchen Luxury>, and sold world-class tableware brand products such as Portmeirion, Royal Albert, Wedgwood, Villeroy & Boch, and Noritake on home shopping, which gained huge popularity among TV home shopping consumers for more than five years.

CEO Kyung-yun Jeong, who founded LIVINGICON in 2008, has presented a variety of kitchenware such as knives, cooking utensils, pot stands, dishwashing pads, dishcloths, dry mats, airtight containers, cutlery, and cookware since she developed TPU-based cutting boards in 2009. As a mother of three children, she has a meticulous user's perspective on the product and is evaluated as an excellent practical CEO with marketing capabilities of her TV home shopping MD career.



▲ Hyundai Home shopping TV program 'World's Kitchen Luxury'



▲ TV Home shopping awarded for Good Performance Small and Medium Business Commendation