



Gudee Brand Manual

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BRAND SPIRIT

- ABOUT GUDEE
- BRAND STORY
- OUR DESIGN AND BRAND TONE
- LIVING WITH GUDEE-PRODUCT CATEGORIES



ABOUT GUDEE

Gudee was born in 2017. Our corporate headquarters provides design and manufacture service to many international houseware brands. We are the pioneer of bamboo and fabric mixing style. With 40 years mature experience, the quality of products has received recognition in the market. We place great emphasis on originality in our design products and has taken out hundreds of patents. The mission of Gudee is to Create Smart Design for Your Better Lifestyle. Our products not only provide better solutions, but warm up home spaces with natural materials. By using eco-friendly material - bamboo, we reduce waste to achieve the goal of sustainability and corporate social responsibility.





BRAND STORY

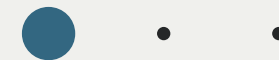
We believe that people's lives and living spaces require more than just convenience and comfort, but also a sense of fulfillment and the ability to heal the soul.

How do we achieve this?

First, Original design that combines bamboo and fabric materials. By following the sustainable and environmentally friendly trend, we create a unique and elegant style that offers a natural, warm, and tactile visual experience.

Second, Unique design style. Our design incorporates uniqueness in everyday life, providing people with more imagination for their living spaces and daily life through functional objects that create a pleasant atmosphere for both the body and mind.

We believe that our background in bamboo and fabric design and production, as well as our profound processing techniques and technology, support the quality of our products. Providing You with Exquisite and Quality Living.



gudee®

Gudee



GOOD

Simple and stylish, but can give help and fit any space.



UNIQUE

We attach importance to design originality



DESIGN

High quality design product becomes accessible.



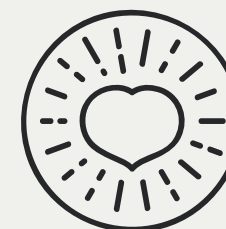
GREAT

Always making good to great.



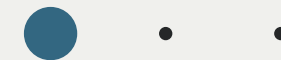
ECO-FRIENDLY

To be eco-friendly to our world.



ENTHUSIASM

Life with gudee is enthusiastic.



OUR DESIGN



Comfort Convenience

With the warmth of natural materials, we bring warmth to your home. We design everyday life items to provide people with comfortable and convenient for their living spaces.



Originality Innovation



We value the originality of our products, which concretely showcases the core values of our brand. We continuously innovate and combine different materials to create a diverse range of products.



Detail, Taste



Through a clever and thoughtful design, we add a touch of uniqueness to the ordinary, creating more surprises in people's daily lives.



BRAND SPIRIT



LIVING WITH GUDEE

PRODUCT CATEGORIES

gug®
see

LIFESTYLE

Flower Vase

Jewelry box

Shoeshine Kit

Tote Bag





FURNITURE

Chairs & Stools

Racks & Shelving

Bar Carts

Room Divider





HOME OFFICE

Desktop Organizer

File Divider

Stationery Storage

Trash Cans





KITCHEN & DINING

Kitchenware

Wine Rack

Coasters

Coffee & Tea Accessories





STORAGE & ORGANIZATION

Baskets & Bags

Storage Drawers

Toiletry Accessories





LAUNDRY & BATH

Laundry Hampers

Hook & Hanger

Tissue Box





CRAFTSMANSHIP

With our mature bamboo processing techniques and fabric production process, we believe that every GUDEE product, committed to providing the highest quality and stable products.



MATERIAL

Bamboo

With the mission of environmental sustainability, we choose bamboo as the main material for gudee collection.

Fabric

Our design value comes from the idea of a combination of bamboo and fabric. We would not limit our design possibilities.





PACKAGE

Recyclable Material

All packaging materials are made of recyclable materials.

Safety

All packaging designs have undergone rigorous drop tests to ensure safe shipping.

BRAND SPIRIT





BRAND ADVANTAGES AND VALUES

- OUR VALUE
- WHERE WE ARE VS. WHERE WE WANT TO BE

OUR VALUE



2024
Ambient Frankfurt

2019
MAISON & OBJET



EXHIBITOR RECORD

- 2024 Ambient Frankfurt
Design Tokyo
- 2023 Ambiente Frankfurt
MAISON&OBJET
Design Tokyo
- 2022 Design Tokyo
- 2020 Ambiente Frankfurt
MAISON & OBJET
- 2019 Design Tokyo
MAISON & OBJET

Gudee participates in international exhibitions every year, We expecting to bring more advantages and opportunities to our brand, which helps gudee expand its market, discover new business opportunities and partners, also enhance our brand image. Gudee always willing to share experiences with you and find the best solutions to practice for our client.



SOCIAL MEDIA

We will update our social media frequently. Welcome to share our posts, images and videos with the tag #gudee and original links. Tell your customers more about gudee.



Website www.gudeelife.com



Facebook www.facebook.com/gudeelife



Instagram www.instagram.com/gudeelife



Pinterest www.pinterest.com/gudeelife



Youtube www.youtube.com/@gudee6452



LinkedIn www.linkedin.com/company/gudee/



@olgabuettel



@chelseehood



@natalialevsina



@Kondō Marie



@pipmegan



CERTIFIED

Gudee's factory complies with BSCI specification, which is a part of the corporate social responsibility initiative and is an audit mechanism for the supply chain, aimed at ensuring that suppliers and manufacturers comply with international labor and human rights standards.

By obtaining the BSCI certification, Gudee demonstrates its commitment to improving our social and environmental responsibility level in the supply chain. Through the BSCI standards, Gudee not only complies with international labor and human rights laws, but also reflects the growing demand from consumers for transparent and ethical supply chains.



WARRANTY TERMS

The customer has one-year warranty from the date on which the product is purchased. The warranty is only effective when the product is used in normal indoor condition. Range of the warranty: Bamboo frame, chair legs, parts.

If you have any problem with the product during the period of the warranty, please contact your dealer and provide the complete product including the accessories, inner and outer packages, purchase certificate. If the product is in normal condition and meet our warranty requirements, we will repair it or replace it with another similar or equivalent product.

*Gudee has the reserves right to modify. For more detailed warranty instructions please refer to Gudee official website.

For B2B bulk purchase warranty issues, please contact Gudee sales.





DISTRIBUTION BASE

Taiwan / China / Hong kong / Japan / Korea / Philippines
Singapore / USA / Canada / Germany / UK / Italy / Uruguay
India / Saint barth / Peru / Belgium / Switzerland

Gudee has sales outlets and excellent partners all over the world. Such as MoMA, Nordstrom, Indigo, KonMari, Itoya. For more details, please refer to the information on our official website.

<https://www.gudeelife.com/shop>

We are currently looking for agents and distributors, please contact us via this email :

gudeepress@gudeelife.com



RETROSPECT AND PROSPECT

The Beauty of Nature / Attention to Detail

The brand philosophy of Gudee revolves around nature, combining design aesthetics with the image of "roundness" to bring warmth, harmony, and completeness to the brand. Gudee aims to convey an environmentally friendly and high-quality lifestyle attitude to everyone through the combination of bamboo and fabric.

The main concept is to integrate aesthetic quality into an eco-friendly lifestyle and provide products at affordable prices through continuous technological breakthroughs. Gudee hopes to present this concept through unique designs and exquisite craftsmanship, bringing environmental awareness into living spaces and enabling all of us to have a purer and simpler life.

Gudee will continue to make its products affordable for everyone while also aiming to break away from the traditional stereotypes associated with bamboo products. Furthermore, Gudee seeks to promote the use of bamboo home decor items as a contribution to environmental protection, replacing wooden products wherever possible.



TARGET CUSTOMERS AND CONTACT INFORMATION

- TARGET CUSTOMERS AND SALES CHANNEL
- COLLABORATION AND CONTACT INFORMATION

TARGET CUSTOMERS



Designer/Home Decorator



Those who pay attention to home furnishing and lifestyle.



Those who enjoy embracing new things and integrating them into their home lifestyle while also solving problems.





SALES CHANNEL

Physical Channel

GUDEE can provide display suggestions while also allowing consumer to experience the intricate design and quality of GUDEE products.

Online Shop

An online store not only provides convenience for purchasing, but GUDEE also offers buyer marketing resources for e-commerce sales. These resources enable clear product descriptions on the online platform, resulting in better online sales performance.

Real Estate

The unique design and innovation of GUDEE products can help make sales proposals more refreshing and eye-catching.

Hotel & Resort

Many of GUDEE's products offer convenient storage and functionality, and the thoughtful design and attention to detail can enhance the accommodation experience for travelers.





Cross-Border Commerce

Through cross-border e-commerce services, you can reach a wider range of consumers of different types, who seek convenience and diverse choices.


THANKS!

Do you have any questions?

Contact us for business procurement

 sales.1@gudeelife.com

Media / commercial cooperation

 gudeepress@gudeelife.com

We are currently looking for agents and distributors, please contact us for more information.

gudee®



gudeepress@gudeelife.com