



2024

# Company Introduction

**Dong Guan Szu Mao Stationery Gifts Co., LTD**

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## *PART 01*

# Company Introduction

Szu Mao is a leading manufacturer of high quality writing instruments  
for international well-known brands over 43 years

# About Us

Part 01 Company introduction



## SZU MAO

MANUFACTURER OF WRITING INSTRUMENT

40+

Year's  
Experiences

500+

Professional  
Employees

100+

Well-known  
Brand  
Clients

**Dong Guan Szu Mao Stationery Gifts Co., LTD.**, was established in August 1980 in Taiwan. It is a professional manufacturer specialized in design, production and marketing of high quality writing instruments for 43 years.

Constantly upholding the 'Quality centered and Customer oriented' business philosophy, Szu Mao has collaborated with over 500 global partners and achieved mutually beneficial cooperation with major brands worldwide over year.

Our annul output value in the pen-making field alone has exceeded 50 million USD.

# Our History

Part 01 Company introduction



## 1980

### **Established Demin Corporation**

.Specialized in pen parts, hardware parts

### **Established Taiwan head office in August**

.Main products: pen parts, hardware parts



## 1990

### **Established Szu Mao Gifts Co., LTD.**

.Formally expanding overseas

.Start production of metal pens

.Obtained Taiwan CNS Quality Management System Certification



1995

**Obtained Land-use right**

.Located in the third industrial zone of Qiao Tou, Hou Jie town, Dongguan city.

1996

**Established Dong Guan Szu Mao Stationery Gifts Co., LTD.**

.Factory compound size of 100,000 square meters



1999

**Obtained ISO 9002 certification**

2002

**Obtained ISO 9001 certification**



2007

**Established Jian Lin Industrial Co., LTD**

.Focusing on R&D and production for Parker

.All production in Taiwan been transferred to Dongguan Szu Mao.

<b>Customer</b> <b>DONG GUAN SZU MAO SEVENHONEY OPTIC CO., LTD.</b> <small>100% owned company in China    established in 2007    100% export oriented</small>	
<b>Product</b>	<b>GLASS GLASS GLASS SEVENHONEY OPTIC CO., LTD.</b>
<b>Product Description</b>	<b>GLASS GLASS</b>
<b>Product Category</b>	<b>GLASS GLASS</b>
<b>Product Description</b>	<b>Please refer to the product profile in the attached BSCI platform</b>
<b>Product Quantity</b>	<b>400</b>
<b>Product Quantity</b>	<b>40000000</b>
<b>Product Quantity</b>	<b>40000000</b>



2016

**Obtained BSCI certification**

2017

**Obtained Disney certification**

2019

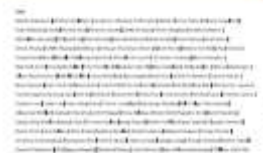
**Established Rixing Printing Packaging Factory**

.Main products: gift box with various materials



2021

Created Dami Wonka brand



2021

Obtained IF design award



2022

Obtained A' design award

2022

Obtained IDA design award

2023

Obtained FSC certification



2022

Identified high-tech enterprise



2023

Obtained specialized and new enterprise

# Our Client

Part 01 Company Introduction



## Global Market Expansion

We have collaborated with over 500 global partners and achieved mutually beneficial cooperation with major brands worldwide over years. Our sales network is expanding to cover the entire globe and business is growing rapidly.

## *PART 02*

# Our product & Advantage

Szu Mao is a leading manufacturer of high quality writing instruments  
for international well-known brands over 43 years

# Our Product

Part 02 Our product & advantage

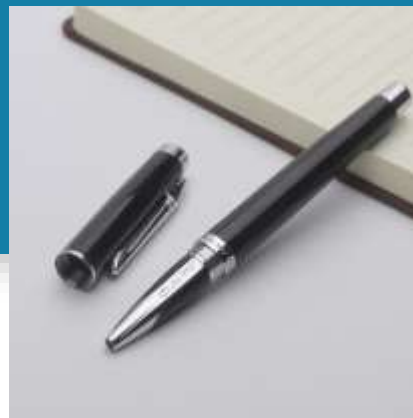
From the first pen produced to the current successful production of 3 billion pens Szu Mao has grown to be a large qualified manufacturing.

We have consistently ranked among the top metal pen-makers in the world.



**Roller Ball Pen**

Twist-action



**Ballpoint Pen**

Push-action



**Fountain Pen**

High-end



**Gift Pen Set**

Innovation-design

# Our Product

Part 02 Our product & advantage

Szu Mao created a brand Dami Wonka in 2021. It pays attention on environment protection in material and practicality in function, aiming at creating a new writing instrument with fashion, beauty and simplicity.



**Fountain Pen**

Dami Wonka



**Roller Pen**

D.I.Y Assembled



**Ball Pen**

High-end

We focus on the inheritance and innovative application of various technique process.



### Pen Barrel

Different Finishes

### Pen Barrel

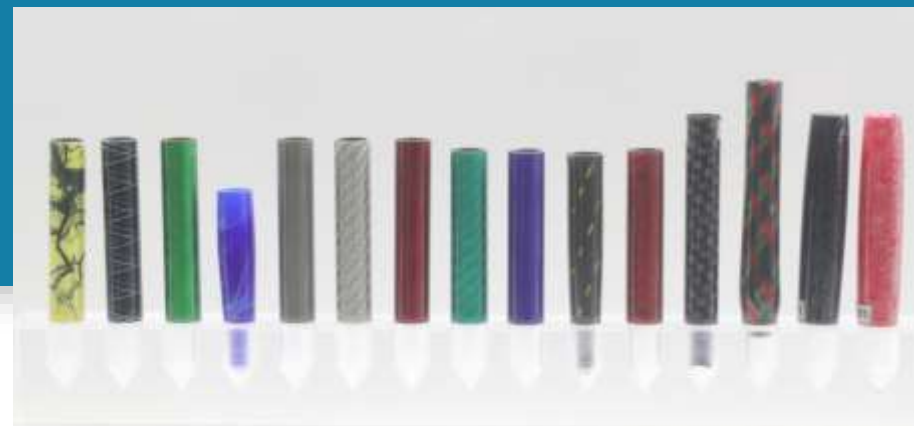
Engrave + Plated

Finishing including laser, corrosion, multicolor chromatography, transfer printing, blowing, engrave design, sculpture, laser, hand paint, machine engraving etc.



### Resin Barrel

Marble Pattern



### Carbon Fiber Barrel

Resin with painting

Gift box can be customized as per clients' requests, it is made of various materials including paper, solid wood, PU, microfiber fabric etc.



**Gift Box**

With a PVC window



**Drawer Box**

With a Rigid Clamshell



**Drawer Box**

With a EVA Foam Insert



**Gift Box**

With a microfiber cover

Gift box can be customized as per clients' requests, it is made of various materials including paper, solid wood, PU, microfiber fabric etc.



Rigid Box



Wooden Box



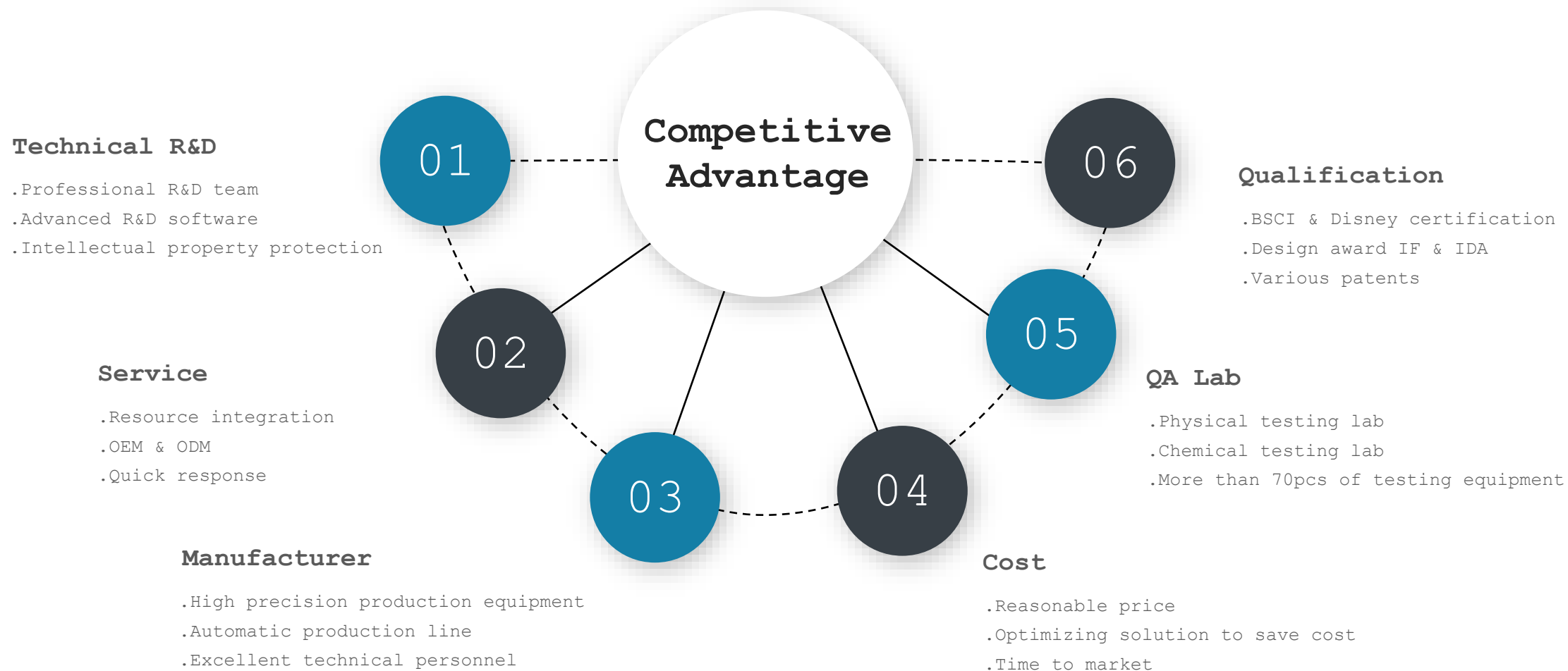
Tin Box



PU Pouch

# Our Advantage

Part 02 Our product & advantage



## *PART 03*

# Manufacturing & QA

Szu Mao is a leading manufacturer of high quality writing instruments  
for international well-known brands over 43 years

# Manufacturing

Part 03 Manufacturing & QA



01

## First-class factory

- .100,000 square meters
- .Invested more than US\$45 million
- .Current employees over 350
- .R&D dep. over 50 professional engineers

02

## Excellent Environment

- .Company's green park covers 6,000 square meters
- .The construction of factories and dormitories meets first-class design standards

03

## Luxurious meeting hall

- .Advanced audiovisual system
- .Video conference

# Manufacturing

Part 03 Manufacturing & QA



1

## 01 Processing Department

Deep-Drawn and Punching>>

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Imported high-precision deep-drawn pressing machines from the U.K. allows us to form precision and stability on any metal barrel.



2

## 02 Processing Department

CNC Turning>>

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Satisfying customers' unique and diverse processing requests.



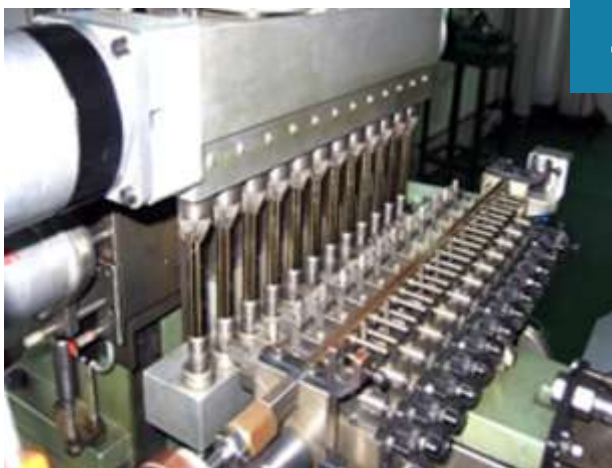
3

## 03 Processing Department

Laser Engraving>>

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Using laser equipment to engrave various logos and characters according to customers' requests.



4

#### 04 Processing Department

Patten Engrave Machine>>

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Engraves 12 pens one time, unlimited possibilities patterns.



5

#### 05 Injection Department

Plastic Injection Machine>>

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Toshiba Machine is high-precision plastic injection machine, which produce the feeder of nib for fountain pen



6

#### 06 Lacquering Department

Dust-free Workshop in 100,000 class>>

---

By using fully-automatic spray painting equipment and internally-designed multi-flow painting machines producing both higher quality lacquered finishes and stable production.



7

## 07 Refill Department

Automatic Refilling Line>>

.With fully automated assembled refill machine from Harley USA and other semi-assembled refill machine allows us to make various type of refill.

.Documental and Premec are also our partner in refill supplement.



8

## 08 Refill Department

Automatic Ink Filling Line>>

.Automatic ink filling machine for 30ml  
.Self-automatic ink filling machine for 57ml bottle ink



9

## 09 Assembly Department

Finished Pens Assembly Line>>

Powerful assembly department giving the capability of producing more than 500 thousand pens per month.



10

## 10 Packaging Department

Gift Box Production Line>>

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Red infrared posting machine



11

## 11 Packaging Department

Gift Box Production Line>>

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Hard covering machine for cardboard box



12

## 12 Assembly Department

Gift Box Assembly Line>>

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Customized gift boxes can be made of various materials

# Quality Assurance

Part 03 Manufacturing & QA



## Strict Quality Control System

.To fully satisfy our customers' requests for high quality, our quality management system is comply with ISO 9001 & 9002 standard strictly every year.

.Quality policy: Producing products that are in full accordance with our customers' requests, while maintaining cost-control measures and persistent quality improvement.

.In order to ensure high product quality, we established a QA lab, including a physical testing lab and a chemical testing lab.

.We are implementing a TQM system ensuring that all employees deeply understand that quality is Szu Mao's life.



ISO 9001  
Certificate



BSCI & FSC  
Certificates



## QA Lab



### Physical testing lab>>

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The physical testing lab is specifically designed for testing mechanical properties materials, namely: hardness, elasticity, and durability.

### <<Chemical testing lab

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The chemical testing lab includes testing of: materials' chemical composition, and plating and painting surfaces.

## *PART 04*

# **Our Team & R&D Center**

Szu Mao is a leading manufacturer of high quality writing instruments  
for international well-known brands over 43 years

# Our Team

Part 04 Our team & R&D Center



Our team's ability to communicate effectively, candidly and professionally, and to provide valuable advice and guidance forms part of our culture and leads to the success of our client relationships.

With our professional team on product design and high-end equipment safeguarding production. We firmly believe we will surely pursue excellence and make remarkable achievements in the new area.

# R&D Center

Par 04 Our Team & R&D Center



1

## R&D Team

An outstanding and professional R&D team.

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2

## R&D capabilities

Powerful and independent R&D capabilities.

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3

## R&D equipment

Advanced professional R&D equipment and software.

4

## R&D funds

Sufficient R&D funds  
(4% of annual revenue investment)

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5

## Property protection

Intellectual property protection

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6

## Patents

Patents presentation



Design Award



100+ utility & appearance patents

Dozens of invention patents

## *PART 05*

# Business Philosophy

Szu Mao is a leading manufacturer of high quality writing instruments  
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# Our Philosophy

Part 05 Business Philosophy

## Integrity

In our business philosophy, 'honesty and integrity' are the most critical elements in building productive and long term relationship. Integrity is our most basic and most important core value. We speak the truth and do what we say.

## Innovation

Innovation is the source of our growth. We cultivate an open and enterprising mindset with our employee. Furthermore, we pursue comprehensive innovation as part of all aspects our business from strategic planning, marketing and management, to technology, manufacturing and more.



## Commitment

Guided by the business policy of 'truth-seeking and pragmatism', we strive to provide the best interests for all members who share our goals and interests. Szumao and Jianlin Company adhere to the commitment to customers, suppliers, employees, shareholders and society. We don't make promises lightly, and once we do, we will do our best to fulfill it regardless of the cost.

## Trust

Respect, integrity, and honesty guide us to do the right thing. We clearly understand that the success of our company depends greatly on client's trust. We strive to build deep and enduring relationships with our customers, who trust and rely on us to be part of their success over the long term.

# Our Planning

Part 05 Business Philosophy

**Your growth and success is our success**

Our service objectives:

speed, efficiency, convenience, and satisfaction.

## Future Planning

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### Expand R&D Center

Develop more new  
products

Establish Automatic  
Nib Production line

Increase  
Investment in  
factory assets

# Our Mission

Part 05 Business Philosophy



**Your growth and success is our success**

Our mission is to provide opportunities for our shareholders, customers, employees, and business partners, to create and realize beautiful dreams.

We work collaboratively with each other and win with our partners.



2024

# Thank you

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