



## Introduction

### Jiangsu Phoenix Art Materials Technology Co., Ltd.



Group President: William Chen

Jiangsu Phoenix Art Material Technology Co., Ltd. was started in 1995 and established in 2001. It takes the R&D and manufacturing of painting materials and the development of art industry as the leading industry. In line with the development concept of "ALL FOR ART", it adheres to the development path of specialization, internationalization and branding. So far, it has become a world-famous oil painting material R&D and production manufacturer. The sales scale of artist canvas ranks first in the world, and it is also the largest Chinese enterprise in the field of painting materials. The company pays attention to innovative development and transformation development internally, and leads the high-quality development of the enterprise with independent innovation. The company invests a lot every year for the intelligent and automatic production transformation of painting materials products. In 2018, the first automatic production line of artist stretched canvas in global was built.

The company has three independent brands: PHOENIX (positioned

at professional artists at home and abroad), AUREUO (positioned at students and hobbies abroad), and BONFIL (positioned in children's painting materials domestic). The differentiated positioning of their main brands meets the needs of all consumption levels. The company has been awarded the national key enterprise or project of cultural export for four consecutive years, the top ten brands of Chinese art supplies and China's well-known trademark. The company has a number of certificates on enterprise management and quality.

As a key national cultural export enterprise, the company has actively implemented the "going out" strategy. Since 2006, with Wuxi head-office as the center of market layout, product research and development, customer development, order management and quality control, the company has invested and established six product factory in Shuyang, Vietnam and Cambodia for main products of stretched canvas, canvas panels & boards and painting colours, and built the distribution center in Spain . The company has made global layout along "The belt and road". Till now, it has more than 3000 employees and a monthly production capacity of more than 12 millions PCS of stretched canvas. The series of painting products are exported to more than 50 countries and regions in the world.

Industrial extension drives industrial transformation. Since 2010, the company has established individual companies, which have successively developed art promotion, art education and art & cultural creation. So far, it has established cooperation with many first-class well-known artists at home and abroad, and has promoted Chinese contemporary oil painting to the world and achieved good social benefits.

Strong R&D capability, high-quality product, competitive price and perfect after-sales service are our consistent aims. We firmly believe that success comes from our unremitting efforts, and customer satisfaction is our greatest achievement. Warmly welcome you to establish long-term business relationship with Phoenix!

- Jiangsu Phoenix Art Materials Technology Co., Ltd.
- Wuxi Phoenix Artist Materials Imp & Exp Co., Ltd.
- Shuyang Phoenix Artist Materials Co., Ltd.
- Shuyang Phoenix Art Paints Co., Ltd.
- Phoenix Artist Materials Vietnam Co., Ltd.
- Phoenix Stationery Vietnam Co., Ltd.
- Phoenix Artist Materials (Cambodia) Co., Ltd.
- Jiangsu Phoenix Art Center Development Co., Ltd.



Shuyang Phoenix Artist Materials Co., Ltd.



Shuyang Phoenix Art Paints Co., Ltd.



Phoenix Artist Materials Vietnam Co., Ltd.



Phoenix Stationery Vietnam Co., Ltd.



Phoenix Artist Materials (Cambodia) Co., Ltd.

