

To build the future

ZHEJIANG DOUBLE-LIN VALVES CO., LTD.

C O N T E N T



**Company
introduction**



**Brand
promotion**



**Sales
strategy**



**The development
plan**

”

Chapter One

DOUBLE-LIN
CHINESE NATIONAL BRAND
EXPORTED TO THE WORLD
108 Countries

Company introduction

Company Prospect: Double-Lin develops Chinese national brand with its unwavering determination.

Core Value: Lead the healthy development of the industry and pass the positive energy on.

Slogan: Chinese National Brand, Serve Global Users

The origin of our Logo



Double Ls: The initials of two “Lin”s in the name of Lin Hailin, the founder of Double-Lin.

Double-Lin is the transliteration of its Chinese name.



Company Introduction



Staff

260

people



Registered Capital

5050

Ten thousand yuan



Occupied Area

60000

m²



Foundation

2000

August, 2000



Introduction on Plants



• Administration and Logistic Centre (Plant 1)



• Melting and Automatic Forging Center(Plant 3)



• Manufacturing Center(Plant 2)

(Plant 4) is under planning and construction



Introduction on Warehouses



• Warehouse of HAVC products



• Warehouse of export products



• Warehouse of products for domestic sale



• Warehouse of semi-finished products



• Warehouse of accessories



Introduction on Equipment/laboratory



• Fully Automatic Metal Working Center



• Fully Automated Assembly Line



• Machining Workshop



• System Connection Display Area



• ① Product Performance Inspection Area A



• ② Product Performance Inspection Area B



Brand Exhibition Center



• Museum ①



• Museum ②



• Museum ③



• Domestic Marketing-Product Exhibition Area



• HVAC Marketing-Product Exhibition Area



• Overseas Marketing-Product Exhibition Area



The History

Aug., 2000
The company was founded

Feb., 2005
For overseas markets, to implement the independent brand strategy

May, 2007
The plant 1 was completed and put into use

Oct., 2008
Enter domestic market and advertise

Nov., 2008
3 certification, improve the enterprise management system

May, 2009
Double-Lin trademark has obtained authoritative certification at home and abroad

Oct., 2009
Had an investment in automatic equipment production to upgrade the industry

Mar., 2010
Start to the HVAC system and solve the "central heating" solution

Feb., 2012
Introduction of ERP system, the company achieved systematization, information, automation

July, 2013
Independent development of independent heating system solutions

May, 2016
The plant 2 was completed and put into use

Jan., 2017
The "Yuying Program" scholarship was established

Aug., 2020
The company's 20th anniversary

Aug., 2021
Plant 3 is now under construction



Operation in recent 3 years



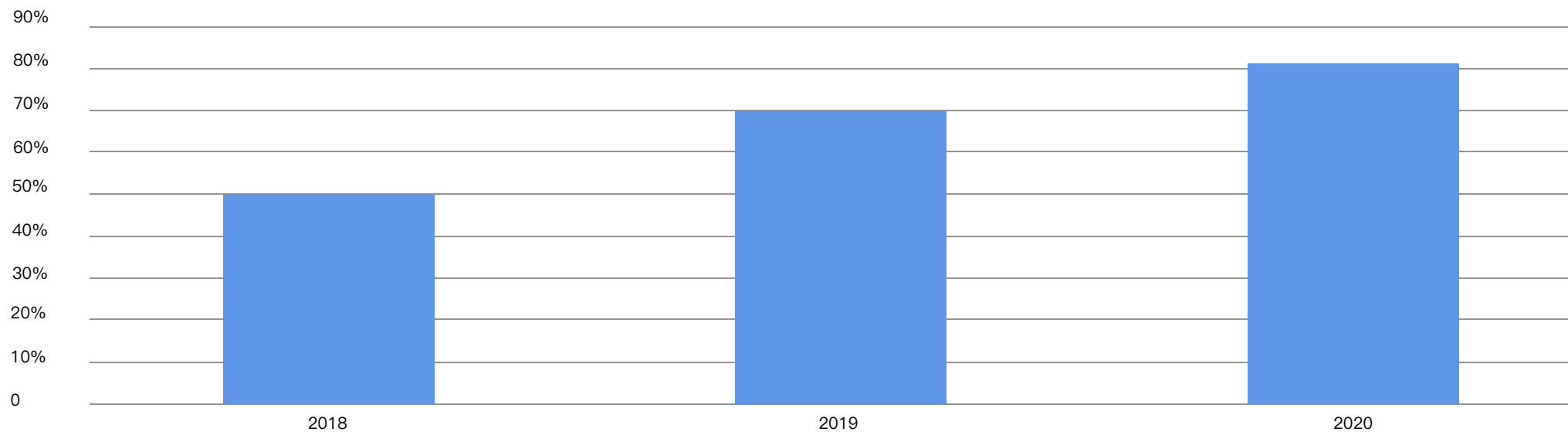
Data Analysis Report

BUSINESS REPORT

2018/Increased by 17.2%

2019/Increased by 20%

2020/Increased by 10.3%



Core Competitiveness

Six Core Elements



Reputation for
product quality



Sense of Social
Responsibility



production on green
low carbon and
environmental
Protection



Our products
cover a wide
range of fields



AR artificial
intelligence
equipment



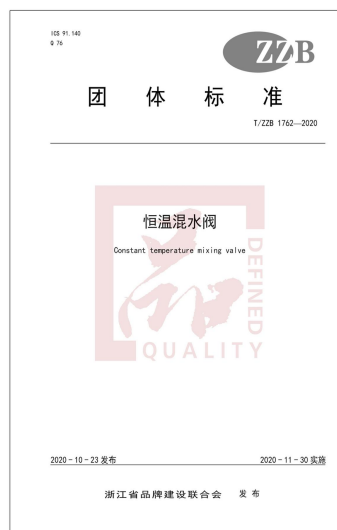
A number of
national and
industry
standards
drafted



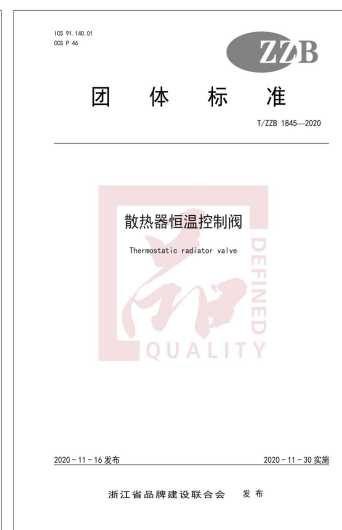
A number of national and industry standards drafted



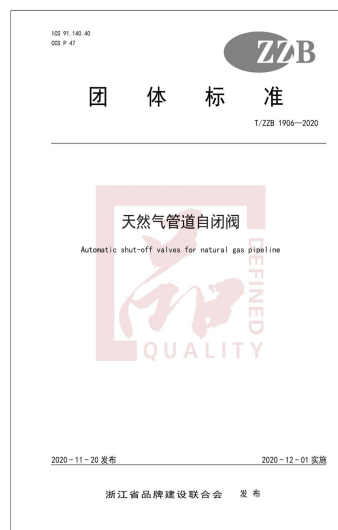
“Made in Zhejiang” standard
1730-2020 “Manifold for
Heating”



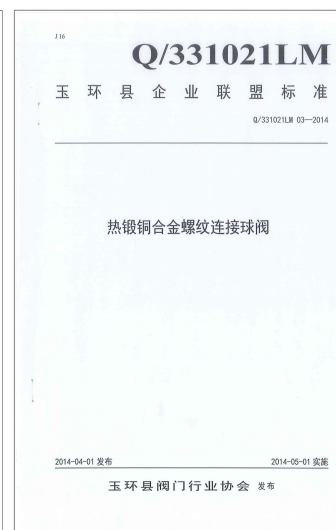
“Made in Zhejiang” standard
1762-2020 “Constant
Temperature Mixing Valve”



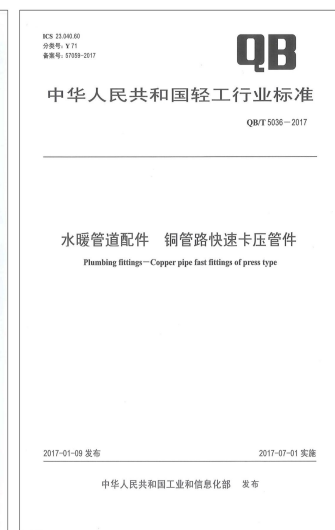
“Made in Zhejiang” standard
1845-2020 “Radiator Constant
Temperature Control Valve”



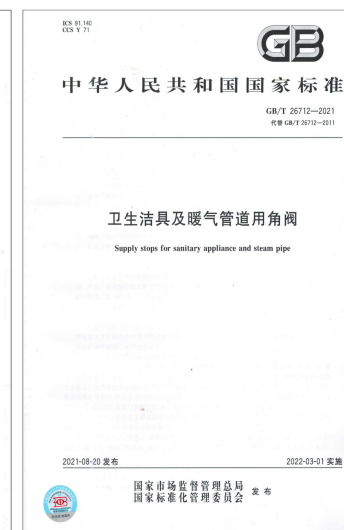
“Made in Zhejiang” standard
1906-2020 “Natural Gas
Pipeline Self-closing Valve”



Q/331021LM 03-
2014 “Hot Forging Copper
Alloy Threaded Ball Valve”



QB/T 5036-2017
“Plumbing Pipe Fittings-
Copper Pipe Road Quick
Clamping Pipe Fittings”



GB/T26712-2021 “ Angle
valve for sanitary ware and
heating pipeline”



Philanthropy



Keep doing charity activities

2007-2021



Company Culture



Employees get physical check-ups



The chairman presented prizes to outstanding employees



The company organizes travelling during the Labor Day



Colorful performances in National Day dinner



The 3rd staff sports Meeting



“devil” training



Women's Day



The first employee Skills Competition



National Day dinner



“New Yuhuanese” sports meeting



”

Chapter Two

DOUBLE-LIN
CHINESE NATIONAL BRAND
EXPORTED TO THE WORLD
108 Countries

Brand promotion

Company Prospect: Double-Lin develops Chinese national brand with its unwavering determination.

Core Value: Lead the healthy development of the industry and pass the positive energy on.

Slogan: Chinese National Brand, Serve Global Users

Media Interviews



Double-Lin was interviewed by "Taizhou TV" in Sep. 2014



Double-Lin was interviewed by "International Business Daily" of the Ministry of Commerce in Oct. 2015



Double-Lin was interviewed by "Yuhuan TV" in Apr. 2017



Double-Lin was interviewed by "China Media Group" in Nov. 2019



In 2015, was interviewed by CCTV Discovery Tour



Double-Lin was interviewed by "China Construction News" in Oct. 2016



Hong Kong-based "Ta Kung Pao" interviewed Double-Lin



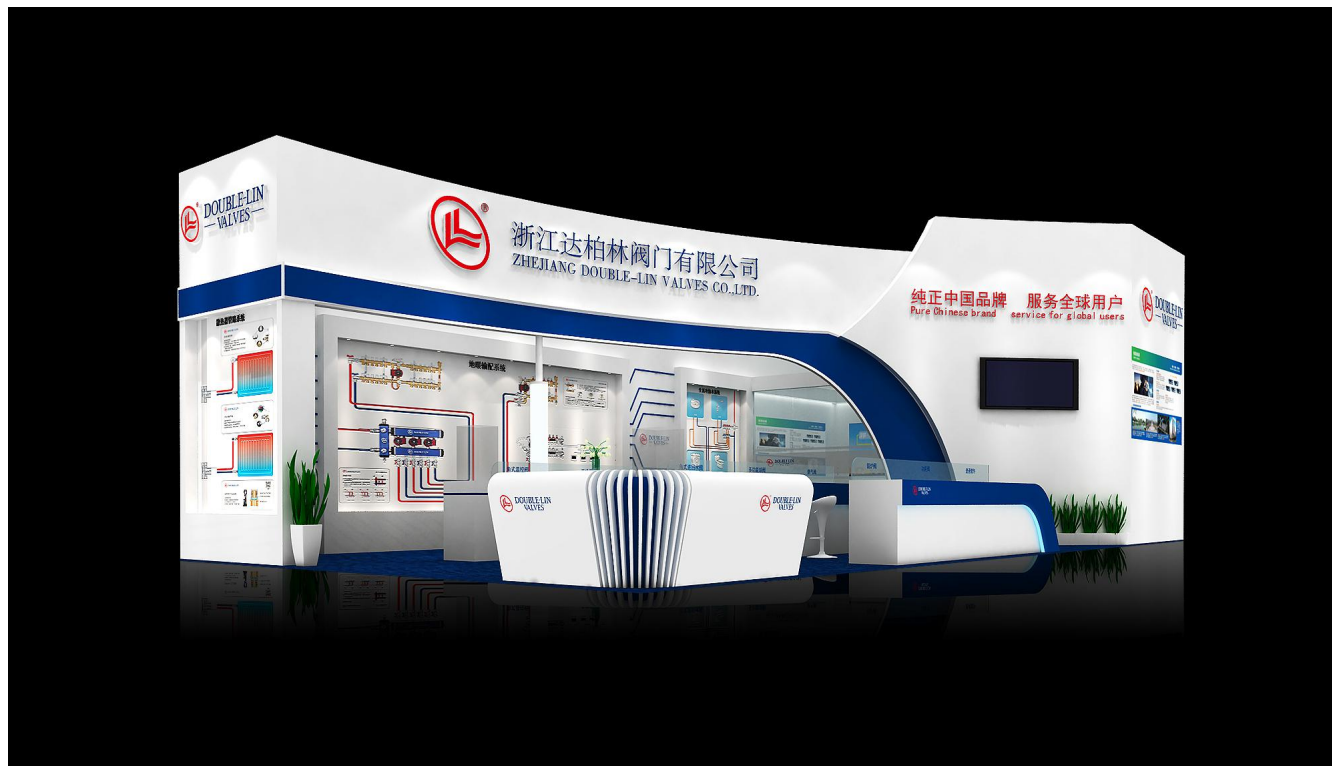
Double-Lin was interviewed by "Yuhuan TV"



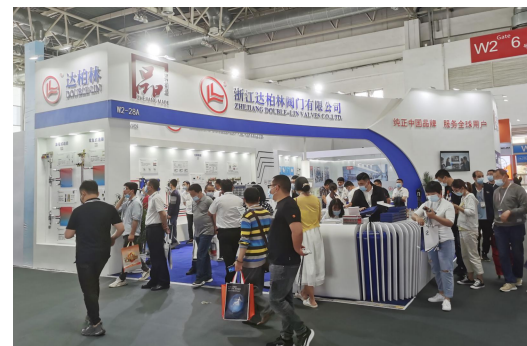
Double-Lin was interviewed by "Zhejiang Satellite TV"



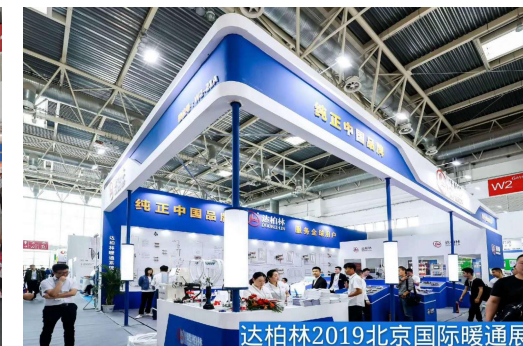
Pictures of Domestic Exhibitions



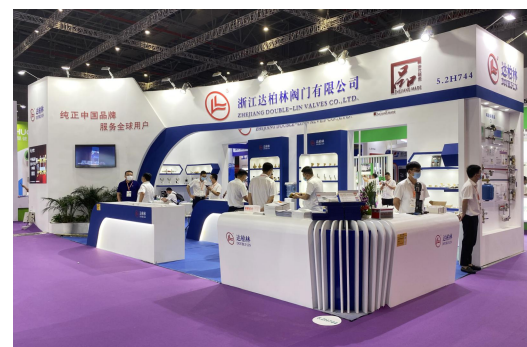
New booth in 2021



the Exhibition in Beijing, 2021



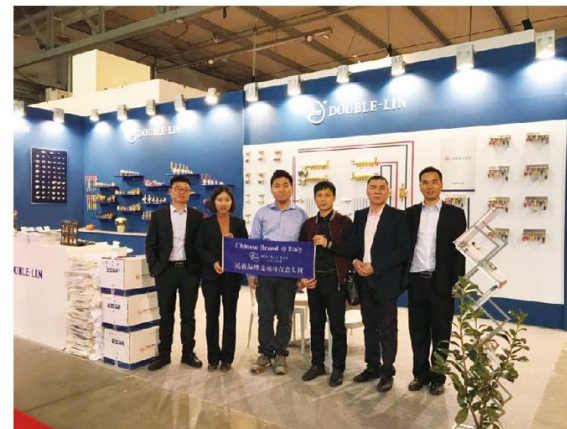
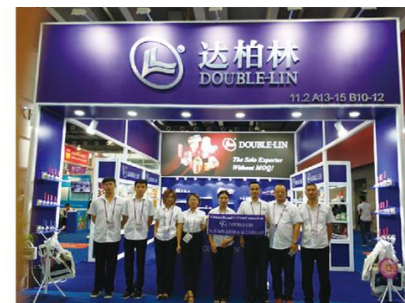
Beijing International HVAC Exhibition
2019



Shanghai Comfort Home Exhibition In 2021



Pictures of overseas Exhibitions



Take photos with foreign customers



Brand Promotion ①



Double-Lin is heavily involved in advertising throughout China, as well as designing stores, outdoor posters and promotions for over 40 provincial-level agents.



Brand Promotion ②



广告播出证明

浙江达柏林阀门有限公司的“ **DOUBLE-LIN**”品牌广告宣传片于
2019年9月-11月在 **CCTV-1**《第一精选剧场》栏目前约9:25、**CCTV-2**《交
易时间》、**CCTV-4**《中国新闻》栏目前约18:58、**CCTV-10**《百家讲坛》栏
目后约12:36、《我爱发明》栏目前约13:45、**CCTV-17**《聚焦三农》等栏目
播出。ID号: 1951066680050041

特此证明!

中央电视台授权代理单位
北京中视百纳国际广告有限公司
2019年9月12日

From Sep. to Nov. in 2019, Double-Lin
was broadcast on CCTV



CCTV 1
综合

SALES IN
100+
COUNTRIES

达柏林，
中国品牌
出口全球
108国



Let the world use Double-Lin



SALES IN
100+
COUNTRIES

Double-Lin products are now available in 108 countries around the world, and The production and quality is all same.



”

Chapter Three

DOUBLE-LIN
CHINESE NATIONAL BRAND
EXPORTED TO THE WORLD
108 Countries

Sales strategy ||

Company Prospect: Double-Lin develops Chinese national brand with its unwavering determination.

Core Value: Lead the healthy development of the industry and pass the positive energy on.

Slogan: Chinese National Brand, Serve Global Users

One Brand Four Fields



Valve system



HVAC system



Gas distribution



Water system



微信公众号

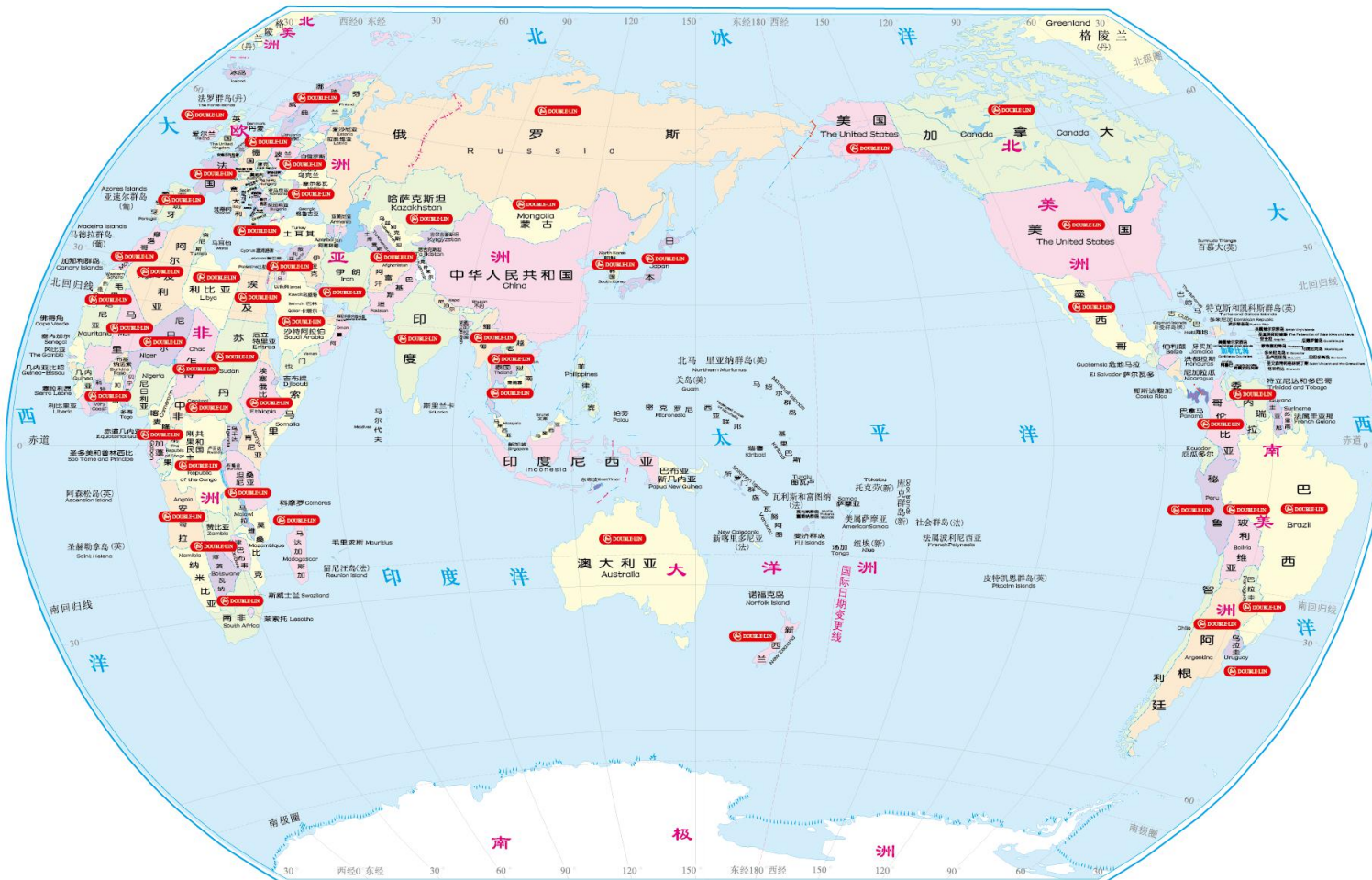
Overseas Trademark Registration

Trademark registered in **89** countries

Up to now, the Double-Lin trademark has been registered in 89 countries. Country, here means "independent customs territory", Double-Lin trademark is also registered in Hong Kong, Macao and Taiwan, Hong Kong, Macao and Taiwan is an integral part of China.



Global Sales Chart



Up to now, the general agency system has been implemented in more than 100 countries in the world, More than 40 provincials in China have sales agents



Presentation on Packages



Catalogue for products、brochure



Box and Carton for overseas market



Box and Carton for domestic market



Box and Carton for HVAC products





On October 23, 2017, the global agents of Double-lin visited the factory



The photos of the visited customers



Chapter Four

DOUBLE-LIN
CHINESE NATIONAL BRAND
EXPORTED TO THE WORLD
108 Countries

The development plan



Company Prospect: Double-Lin develops Chinese national brand with its unwavering determination.

Core Value: Lead the healthy development of the industry and pass the positive energy on.

Slogan: Chinese National Brand, Serve Global Users

Market Research

New journey

Mr. Lin Hailin, the chairman of Double-Lin, personally leads and flights to overseas customers each year to deeply research the market and solve the problems existing in dealers around the world.

DOUBLE-LIN



Conclusion ①

Take the Path of Differentiation



Conclusion 1

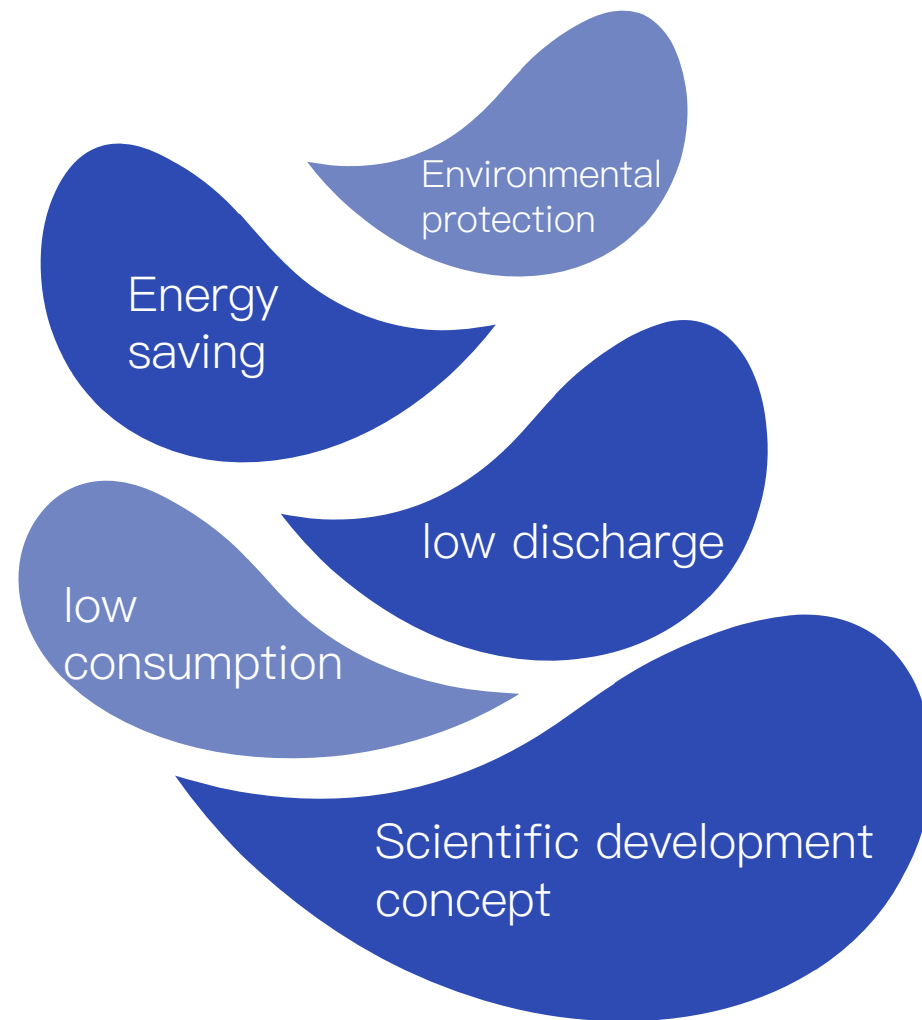
The company does not accept OEM orders,
only produce on our independent brand
To develop independent brand as our
responsibility, to have an innovative production.



Conclusion ②



The design concept
of our products



The Design of Products



Development and
Design concept
Peer to Italian brands

Beautiful

Generous

Reliable

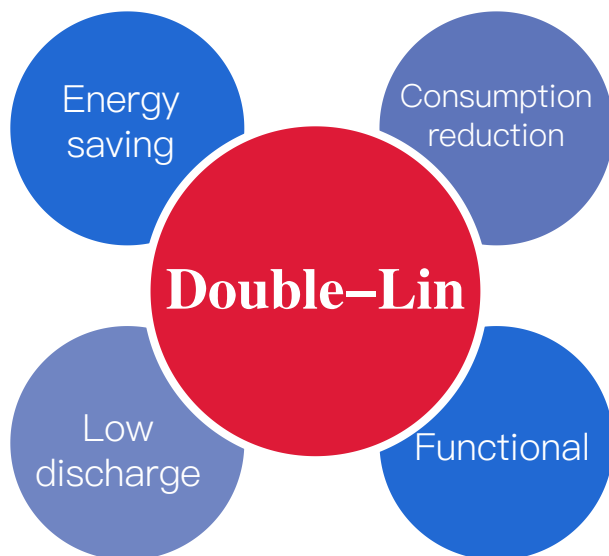
DOUBLE-LIN



The Design of Products



Lead the healthy development
of the industry



Differential Pressure
Control Valve
黄铜压差阀
LL4108



DOUBLE-LIN

Temperature Measuring
Ball Valve
测温球阀
LL1573



DOUBLE-LIN

Pressure
Reducing Valve
左式减压阀
LL4020



DOUBLE-LIN

Mixing Valve
恒温阀
LL9045



DOUBLE-LIN

Balance Water-supplement
Valve
平衡补水阀
LL9076



DOUBLE-LIN

Thermometric Pressure
Measurement Safety
Exhaust Valve
测温测压安全排气阀
LL9092



DOUBLE-LIN



The road of national brands is difficult and arduous, and the power of a single brand of Double-Lin is too small. We advocate more Chinese entrepreneurs to join in promoting national brands. We believe that only with more and stronger national brands can China truly revive.

This is the dream that we Double-Lin have always pursued.



**Thanks for your
time and listening!**

ZHEJIANG DOUBLE-LIN VALVES CO., LTD.
