

50<sup>th</sup>  
Anniversary



est. 1969 Together we make dreams happen

# FULLFILL THE DREAM

Let's All Meet at the Babbuza Dreamfactory  
It's time to celebrate the hope of new beginnings  
and find the courage to achieve our dreams.



SYDNEY  
DESIGN  
AWARDS  
2021

DRIVENxDESIGN

DRIVExDESIGN  
Sydney Design Awards 2021  
Winner



ARCHITECTURE  
MASTERPRIZE

ARCHITECTURE  
MASTERPRIZE  
Winner



2021  
THE NATIONAL GOLDEN AWARD  
FOR ARCHITECTURE  
Winner



IDA  
Design Awards 2021  
Winner



dFA  
Design for Asia Awards 2020  
Winner



MUSE  
Design Awards 2021  
Winner

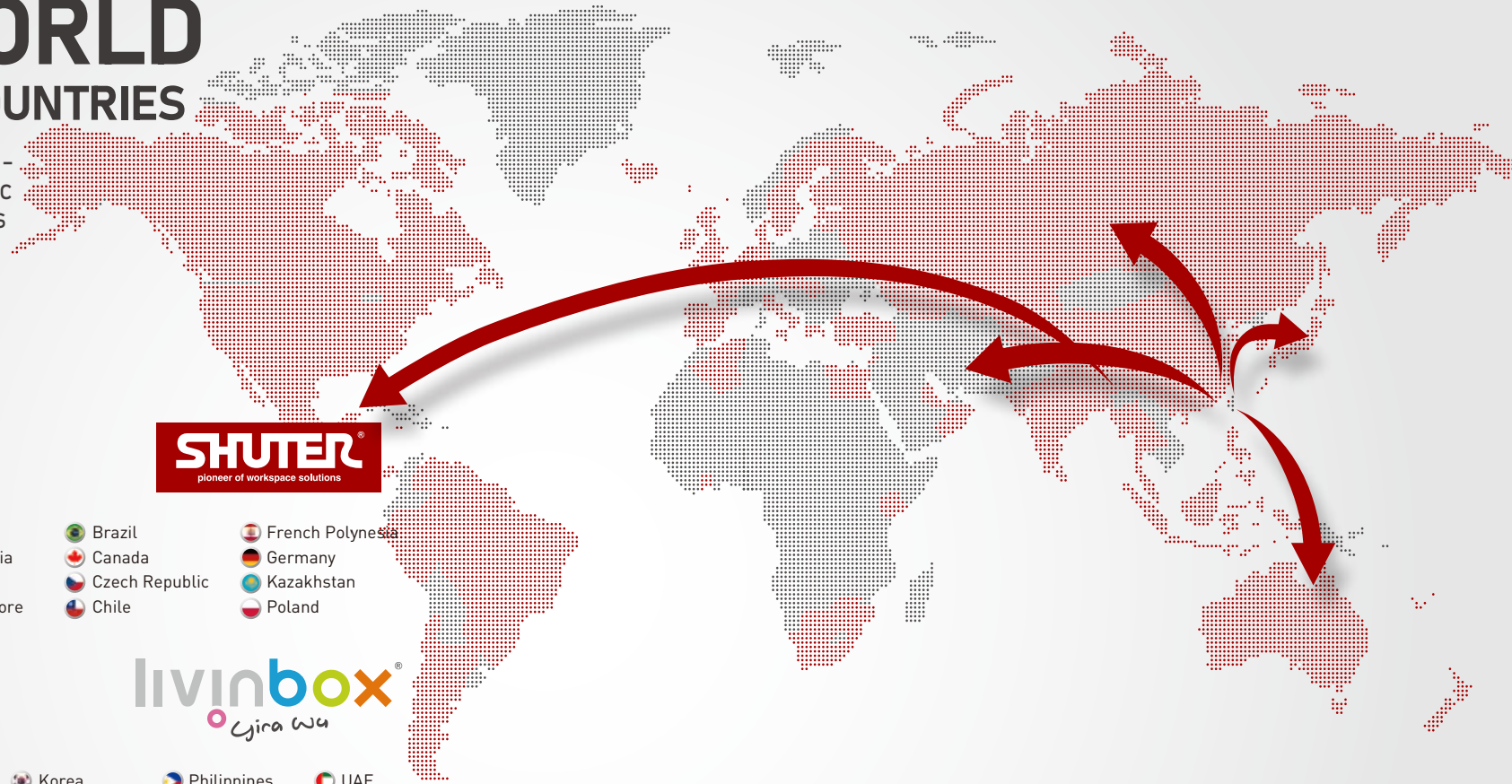
SPARK

2021  
SPARK SPACE  
ARCHITECTURE WORKING SPACES  
Winner - Platinum

# FROM TAIWAN TO THE WORLD

AVAILABLE IN 80 COUNTRIES

SHUTER Co Ltd. not only plans, manufactures, sells, and distributes plastic products, but also devises and builds new businesses, and creates a system that makes work easier and keeps the company forever.



## DISTRIBUTORS

- |                      |           |                |                  |
|----------------------|-----------|----------------|------------------|
| Hong Kong            | Japan     | Brazil         | French Polynesia |
| India (Southern)     | Malaysia  | Canada         | Germany          |
| India (West & North) | Oman      | Czech Republic | Kazakhstan       |
| Indonesia            | Singapore | Chile          | Poland           |
| Switzerland          | USA       |                |                  |

## DISTRIBUTORS

- |           |           |             |             |        |
|-----------|-----------|-------------|-------------|--------|
| Myanmar   | Hong Kong | Korea       | Philippines | UAE    |
| Australia | India     | Malaysia    | Singapore   | USA    |
| China     | Japan     | New Zealand | Thailand    | Mexico |

## OUR STORY

**53** years of Storage  
Solutions Innovation

SHUTER Enterprise Co. Ltd. founder of SHUTER and Livinbox storage solution brands, has always listened to the voice of our customers. We design products from the customer's point-of-view by finding the simplest way to build an ideal home for objects. We redefine the appearance and functionality storage systems, striking a balance between attractive exteriors and usable interiors.

SHUTER has always been a company at the forefront of corporate responsibility in Taiwan, in 2001, we really stepped up our game. We are proud of our "Made in Taiwan" label, and want to protect this beautiful island nation that has been our home since 1969. Today, we sponsor numerous local charities that focus on the sustainable management and preservation

of Taiwan's abundant natural resources. Through manufacturing, we will enrich, secure and secure the lives of the world. We will promote regional revitalization, provision of food culture for health and environment, and sports business. We aim to create a workplace where employees can work happily and with peace of mind while being excited.

# ALWAYS THERE FOR YOU

# WITH A CHALLENGING ATTITUDE

We wanted to challenge ourselves to see things from a different perspective.



## International Organization for Standardization

ISO

**9001**

ISO

**50001**

ISO

**14000**

(import into workflow)

The land might be fertile, but it only matures when irrigated with the sweat of effort. Trials and joys intermingle, resulting in a company that's humble and responsible: SHUTER.

SHUTER Enterprise Co Ltd. was founded in 1969. From the early days as an exclusively OEM company to later crafting its own brands, SHUTER has focused on creating the highest quality professional storage solutions for workspaces, offices, and homes.

Yira Wu, SHUTER's current CEO, returned to Taiwan from the UK in 2002 to take over the family business. He founded innovative design and R&D departments and added a new brand—livinbox—to the company's offerings. Wu was ambitious, and wanted to take SHUTER to the global market. He and his team worked on contemporary product lines including creative stationery and home living storage.

It wasn't long before SHUTER and livinbox products were on the shelves in Japan, the USA and Australia, and throughout Europe and South-East Asia.

Despite a focus on growth, the people helming SHUTER have always stayed true to founder Jin-Lin Wu's promise to protect the environment. Over three decades ago, Wu devoted himself to the protection of Taiwan's untouched mountains and forests, understanding their importance, and reducing carbon emissions in business.

Today, this commitment to sustainability is written into the DNA of SHUTER—from ensuring only non-toxic materials are used in manufacturing to creating products that are safe and durable enough to last a lifetime. It's a commitment that requires investment in constant innovation, both in the production and aesthetic aspects of the storage solutions business.





**SHUTER**<sup>®</sup>  
pioneer of workspace solutions

**livingbox**<sup>®</sup>  
Cjira Wu

**oneu**  
The one & only

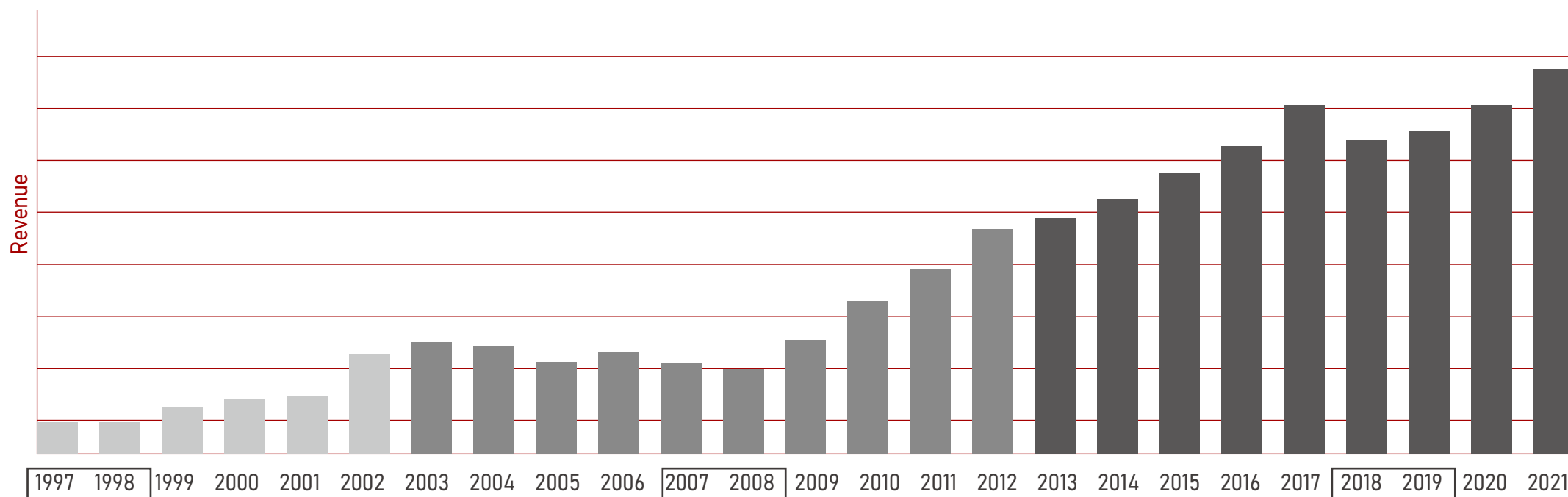
**SHUTER**  
healthcare storage that saves



Original Design  
**Drin**

**dagoo**  
WOOD FURNITURE

The path to successful brand management  
is filled with challenges



**Together we Make dreams happen**

# INDUSTRY 4.0

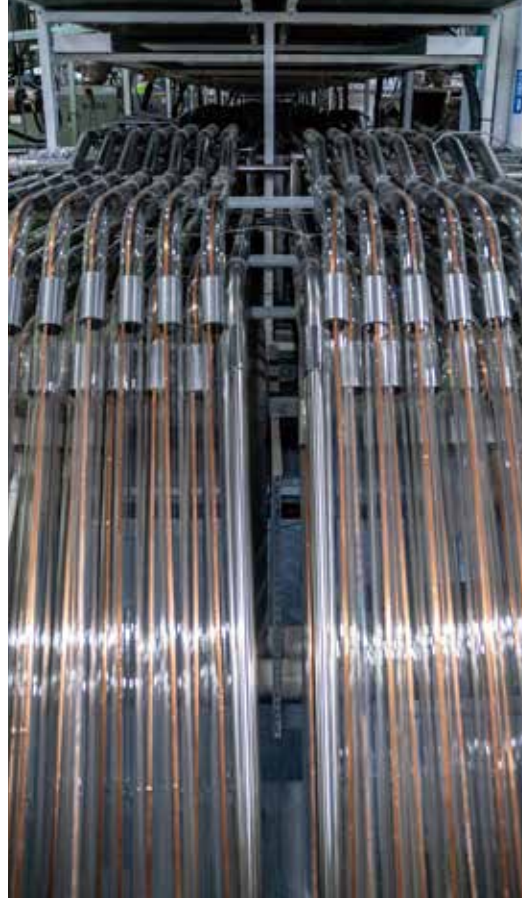
## ABOUT THE TOPIC: PRODUCTION

We built 6 vital equipment for the standard of future factory, includes green power, water saving and smart manufacturing.



### ASRS

Automatic Storage  
Retrieval System



### CMH

Central Material Handling



### APCS

Automatic Powder  
Coating System



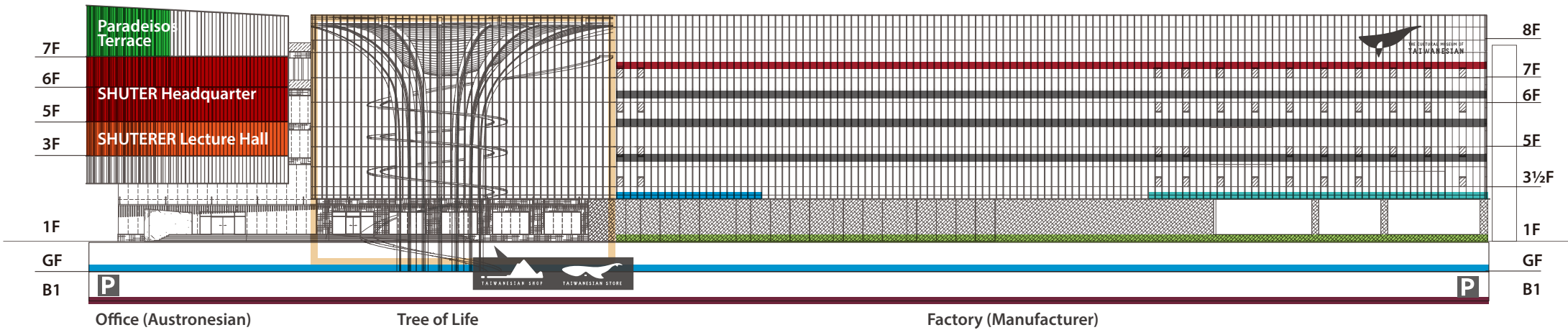
Cutting. Bending. Automation.

Laser cutting system

ENGINEERED BY



# COMPANY PROFILE



## Office

**SHUTER Headquarter**  
Enterprise Global Office

**SHUTERER Lecture Hall**  
Round-arch Culvert-like International Conference Hall

**Paradeisos Terrace**  
Wooden construction platform

## Factory

**Sheet metal products manufacture**  
Process guided tour

**Plastic products manufacture**  
Process guided tour

## Tourism & Shop

**Tree of Life Plaza**  
Cafe and bookstore

**Made In Taiwan:**  
Shuter Brand Flagship store,  
The Hidden Champions of MIT brands,  
Austronesian museum

**Healthy Lifestyle**  
Gym and organic gourmet

**Taiwan Living**  
Agricultural & Hand-made Selected Items

**Parking Lot**  
For self-driving tourist





# LOCATION

Uniquely, Babbuza Dreamfactory is not only a new home for Shuter Enterprise. At over 15,000 square meters, it is also set to become the most significant tourist factory in Taiwan. Shuter is partnering with MIT (Made in Taiwan) brands, designers, craftspeople, restaurateurs, government agencies, and indigenous communities to create exciting retail and education spaces inside the Babbuza Dreamfactory open to the public.

No. 6, Gongye S. 6th Rd., Nantou City,  
Nantou County, Taiwan (R.O.C.)



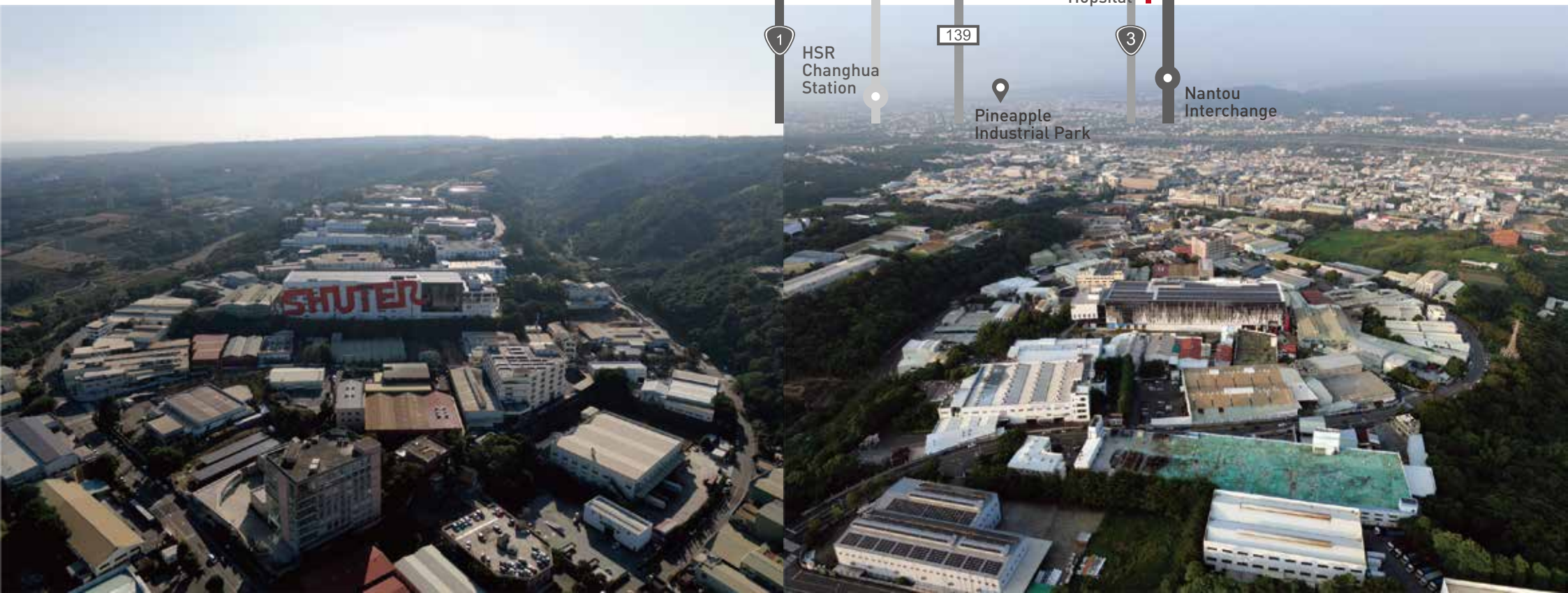
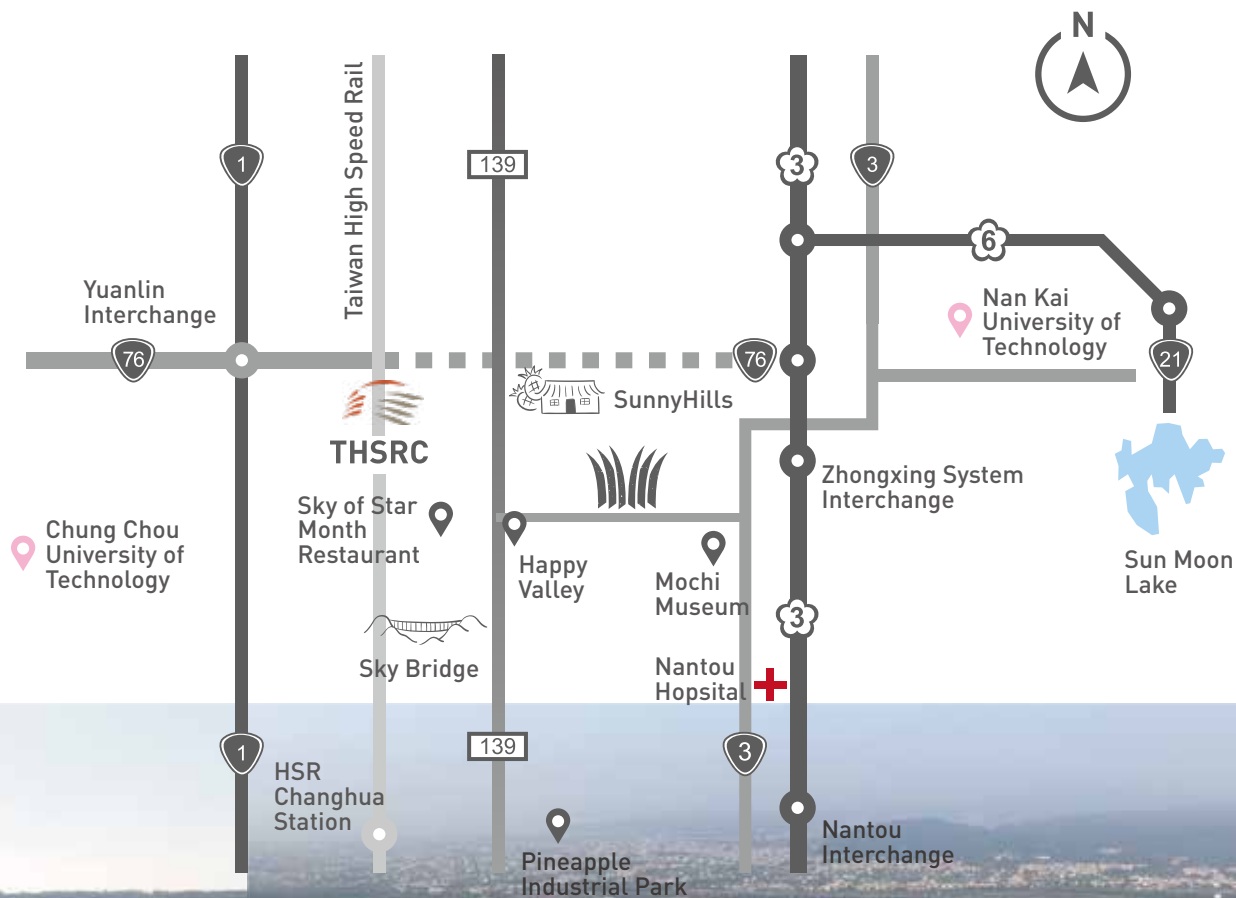


Shuter Enterprise highly values the visitors who will come to experience the tourism aspects of the Babbuza Dream-factory and the people who participate in the manufacturing aspects of their business—from the sales staff and the workers on the factory floor to the factory floor international traders and buyers. With this new initiative in factory design, Shuter Enterprise is pioneering a way forward for healthier, safer, more stable, and more productive manufacturing.



23.917371907672432,  
120.65724156735754

No. 6, Gongye S. 6th Rd.,  
Nantou City, 54066  
The Great Treasure Island of Taiwan.





# THE ABSOLUTE OF COURAGE

## Top 10 highlights of Babbuza Dreamfactory



### 1 The First and Only Taiwanese Cultural Museum & World Austronesian Center

The footprints of the Austronesian people are on almost every island that touches the Pacific Ocean—from the northern tip of Taiwan to the southern end of New Zealand. They traveled east, crossing the Pacific Ocean to Rapa Nui, then crossed the Indian Ocean, finding their way to Madagascar off the southeast coast of Africa.



### 2 The World's Largest Lightbox Construction With Exterior Polycarbonate Wall

Taking a lightbox as a design concept, the Babbuza Dreamfactory is shelled in a polycarbonate exterior wall that ranges between 20 mm and 50 mm in width. The translucent material of choice, Danpal®'s PP plate sheet from Israel, ensures the building's interior temperatures stay comfortable even as the seasons change. The transparency of these sheets allows natural light to permeate the interior of the building. The unique construction has already taken home several domestic and international design awards.

### 3 At 16,800 sqm, the Babbuza Dreamfactory Is the World's Largest Indoor Tourism Factory

The Babbuza Dreamfactory combines "Made in Taiwan spirit" and local characteristics with manufacturing education. This unique tourism experience offers the complete package to visitors: interaction, education, and leisure. By mixing recreation facilities, offering a market of cultural and creative industry products, and providing delicious culinary options and interactive DIY courses and tours, the Babbuza Dreamfactory experience is unprecedented in Taiwan—and maybe even worldwide.



## 4 A Platform That Celebrates the Sharing Economy

The Babbuza Dreamfactory integrates professional teaching into a fun experience for all ages. The complex features an international-standard lecture hall where distinguished guests will hold themed lectures, creative workshops run by members of the local industry, government, and education sectors, and interactive factory tours hosted by knowledgeable, trained guides. The building will also host one of the mutual assistance platforms in the region, including a Start-Up Incubation Hub. Join us in realizing the concept of "Sharing Economy, Sharing Platform."

## 5 Thirty Giant Transparent Straws: Discover the Secrets of Central Material Handling (CMH)

In a visual celebration of the feats of industry 4.0, Babbuza Dreamfactory is home to 30 enormous glass straws linked to 9 material storage containers. These delivery devices control the movement, sorting, and injection of the raw materials that go into making SHUTER products. By minimizing wastage and reducing workforce needs, this system raises productivity, reduces pollution, and saves energy. It's just one of the features SHUTER is implementing to reach its goal of becoming a sustainable "green" enterprise.

## 6 The World's Tallest Automatic Storage Retrieval System (ASRS)

Babbuza Dreamfactory is home to the world's tallest ASRS. This automated retrieval system, which stands 46 meters tall, features Star Wars-like "flying cars" that transport the heavy loads of products into and out of their store shelves as they await shipping to their final destinations.

## 7 The 2000 sqm Taiwanese Plaza: A Combined Materials Construction Success Story

The cathedral-like high-ceilinged foyer of the Babbuza Dreamfactory is nothing short of magnificent. The central Tree of Life represents the beating heart and true spirit of SHUTER. Stand in this epic space and take in a marvel of construction: reinforced concrete (RC), steel structure (SC), and wood all intertwine to create a unique and rare architectural aesthetic.



## 8 The 268-Person International SHUTERERS' Lecture Hall of Humanities Masters

Taking the flowing line of the ocean as a core design element, the dimensions of the arched ceiling of this hall were precisely calculated by Taiwanese phonetics expert Dr. Tsai Yao-Hsien. The International SHUTERERS' Lecture Hall of Humanities Masters space is calibrated to world-class acoustic performance standards using various professional-level software and hardware.







**30.8M**  
tall spruce structure

**386M**  
long human-accessible  
skywalk

## 9 The 10-Floor-High Tree of Life: A Guinness World Record-Holding Wooden Structure

The SHUTER Tree of Life, which stands 30.8 meters tall and 10 meters wide, literally holds up the ceiling of the entire Babbuza Dreamfactory complex. As you walk down slowly from the top of the tree on the 386-meter long spiral walkway (aptly named the Rainbow Bridge), pause to appreciate the majesty of this incredible feat of artistry and engineering prowess.

## 10 A 100 Meter Long Zip Line—the Longest in Taiwan—and Four Other Extreme Sport Attractions

Among the many inventions Taiwanese culture gifted to the world is the creation of extreme sports. The Babbuza Dreamfactory serves as the guide to Taiwanese culture and brings that culture to life through an exciting selection of recreational facilities: rappelling, zip-lining, rock climbing, and tree climbing. Test your limits at Babbuza Dreamfactory.

# TREE OF LIFE

Keep Going . Going Green



# WE WANTED TO CHALLENGE OURSELVES TO SEE THINGS FROM A DIFFERENT PERSPECTIVE.

We believed an international design perspective  
would revive the imagination of Taiwanese people.



## WCS

Water Chiller  
System



## RRS

Rainwater Recycling  
System



## SPGS

Solar Power  
Generation System





**TB-9**  
280W x 137D x 70H mm

**NEW**



**DB-2621**  
260W x 360D x 210H mm

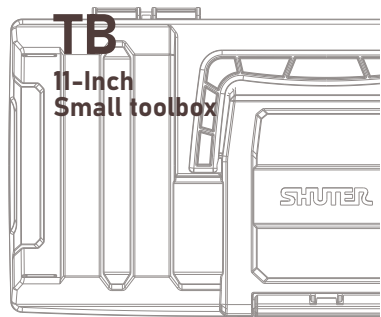
**COMING  
SOON**



**MD-2002**  
200W x 210D x 80H mm

**MD-2010**  
200W x 210D x 80H mm

**NEW**



**TB**  
11-Inch  
Small toolbox



**DB**  
Stackable  
Front Opening  
Shoe Box



**MD**  
Colorful Desktop  
Organizer



# KEEPING THINGS SIMPLE



**FB-3232**  
320W x 320D x 80H mm

**FB-6432B**  
640W x 320D x 80H mm

**FB-6432S**  
640W x 320D x 80H mm



**FB-6040L**  
604W x 404D x 322H mm

**FB-6432S**  
640W x 320D x 80H mm

## NEW COLORS FOR LIFE



**KD-2638**  
380W x 380D x 260H mm

**MHB-23**  
285W x 416D x 280H mm

**HB-2503**  
420W x 375D x 635H mm

**TB-901**  
380W x 178D x 143H mm



# TB-1

MODULE  
TOOLBOX  
HEAVY DUTY STACKABLE



**NEW** PROUDLY LAUNCHED  
Breaking stereotypes,  
loading infinite creativity

TB-1  
420Wx350Dx183.5Hmm

# T3

## 3-TIER TROLLEY

Perfect for kitchen, bathroom,  
bedroom, and more

T3-H  
425W x 430D x 825H mm



*Kitchen  
Helper*

Available in perforated or flat shelf design  
Fashionable rose gold or sleek gray-black  
color scheme for home or office use.



# ALWAYS THINK BEYOND

CEO of SHUTER Enterprise Co. Ltd.

*Jim Wu*

**If we learn to live with the land sustainably, referencing our cultural roots, Taiwan will become a shining example for the world.**

**It's time to rediscover our confidence in Taiwanese culture, find our roots, and embrace our uniqueness.**

**Interactive factory experience:**  
learn how a factory works

**Taiwanese Cultural Museum:**  
learn about Taiwan's real history

**SHUTER Flagship Store:**  
shop 'til you drop

