

BALOM 乐百丽

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Manual for Global Cooperation and Investment

Overall solution for home space and design aesthetics

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About us

Home Space and Design Aesthetice Over All Solutions.

Balom—full house customization was established by Hefei Balom Technology Development Co., Ltd. Since 2004,

located in Hefei, China, the company had been integrating R&D, production, sales and operation more than 18 years.

Balom was certificated by ISO9001, ISO4001, OSAS, SGS. In 2017, Balom was also honored as 'China Top 10 Valuable Brands'. Balom has over 50 direct-operated stores, hundreds of powerful franchise stores in China, and it is inspirational to become a leading brand in the full-house customization industry in China.

Balom products include cabinets, wardrobes, whole-house customization and other series of products, providing one-stop home design solution for consumers all over the world.

From cabinets, wardrobes to whole-house customization, Balom has gradually transformed from the traditional home furnishing industry to an integrated solution provider, providing consumers with first-class home design solutions, high-quality home product configuration, and personalized home comprehensive services.



18+

Professional production
experience of custom cabinets

50000+

Modern production base

10+

Cooperation with well-known
real estate developers

20+

Products are exported to
more than 20 countries

100+

Invention patent process
innovation

300+

Terminal store

18+ Dream to Move On Years of Brand Development

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2004 Emerging

BALOM East China Marketing Center was established and introduced a full set of German HOMAG and Italian BIESSE production line, which won the title of 'consumers' first choice and assured brand'

2009 Force

Won the title of 'home building materials brand loved by millions of citizens'

2010 Lead potential

'Brand recommended by Hefei chamber of Commerce of building materials industry'

2012 Honor

Won 'top ten brands of Chinese cabinet' and 'top 100 enterprises of Chinese cabinet'

2013

Stride across

Through ISO9001: Iso14000: GB / T28001 quality / environment / occupational health and safety international management system certification, completed the comprehensive upgrading

2014

Energy storage

The construction of phase III production plant was started, and a strategic partnership was reached with Golden Mantis decoration, Quanzhu group, yaxia Co., Ltd. and Poly Group

2015 Innovation

The third phase of the plant was successfully completed, a full set of Italian Biesse equipment was introduced, and was certified as 'famous trademark of Anhui Province'

2016 Wisdom

The whole line of the factory is intelligent and information-based production management, and the VR display of the sales terminal realizes what you see is what you get

2017 Pilotage

The whole factory was upgraded, the heavy scraper type central dust removal system was introduced to realize dust-free workshop, and won the 'China ten ring certificate'

2018 Climb

Through SGS quality system certification, fully developed the international market.

2019 March

The second production base was successfully put into operation and entered into large home customization

2020 Rise potential

Fully invested in the area of whole house customization

2021 Fly

Leading the area of whole house customization



4.0 Intelligent factory

BALOM production center is located in the famous big lake city of He Fei with an area of around 5000 square meters, industry 4.0 production base, a full set of the introduction of Germany Homag professional Production equipment and Italian Biesse processing center to standard unit product design. Forming large-scale production of annual output of cabinets and wardrobes can reach 8000,000 square meters.



800,000m²+

Annual GDP

50,000m²+

Modern production base



Imported Seiko manufacturing system

Full set of introduction of Germany Homag, Italy Biesse and other professional production equipments, with information management to achieve the "Seiko" to create "Seiko quality, China intelligent made" cost competitive advantage.



Italy Biesse heavy duty electronic cutting saw wnt610

The automatic NC rear feeding system can cut plates up to 160mm thick at one time.



Italy Biesse heavy-duty high-speed linear edge banding machine STREAM

It can realize the functions of automatic gluing, edge sealing, head trimming, finishing, polishing and so on, 25 meters per minute



Italy Biesse crawler type high speed edge banding machine

It can realize the functions of automatic belt changing, infrared plate heating, gluing, edge sealing, head trimming, broken wire, polishing and so on. The latest spraying device is adopted to ensure that the plate is intact.



Italy Biesse CNC machining center skip100

It can complete automatic hole arrangement milling and special modeling processing, which is controlled by computer, and the accuracy can reach to the level of 0.01 mm



4.0 intelligent chemical plant

Model Brand Industry

Focus on the industry for 18 years and obtain a number of honors and certificates.
In order to give you a better home experience, BALOM never stops!

- ◆ Top ten Chinese cabinet brands
- ◆ High tech enterprise certificate
- ◆ Top 100 cabinet enterprises in China
- ◆ Consumers prefer assured brands
- ◆ Anhui green household products
- ◆ SGS certificate
- ◆ China Environmental Labeling Product Certification
- ◆ Green leading brand



Whole supply chain system- Build your new home with global resources



BALOM home selection the environmentally friendly raw materials that exceed the European standard E0 level, German REHAU edgeband and French Bostik glue, together with top international hardware and accessories brands such as Blum from Austria, Hettich from Germany, kessebhmer from Germany and Salice from Italy, bring more environmentally friendly and comfortable products to customers experience.

Brand strategic cooperation

Brand promotion overseas
Prosper the country through industry and start an ocean journey



Through years of accumulation, BALOM sales network covers more than 20 countries and regions in Europe.



R & D force

BALOM Home has a high starting point and high-quality independent research and development team of nearly 50 people. At the same time, it cooperates with research institutions and universities from the industry on R&D projects, and uses the dual-driven model of "independent R&D + external R&D" to build product strength and help improve terminal image and sales.

Chinese space aesthetics

Join hands with famous real estate to create Chinese space aesthetics



Eight Space Systems - Customized Dreamer For You



Household, kitchen, dining room, living room, bedroom, multi-function room, children's room, balcony,

To meet the needs of different families and different ages of personalized customization.



•
01

Aesthetics of living room space

Reasonable layout of leisure area, audio-visual area, storage area and display area to meet the various needs of the family.

•
02

Home space aesthetics

Scientific and efficient space zoning solves the unreasonable entry and exit lines and improves the efficiency of daily entry and exit.

•
03

Restaurant space aesthetics

Integrated exclusive dining space, improve meal preparation efficiency, and set aside elegant dining time.

•
04

Kitchen space aesthetics

6 major cooking scene systems, humanized moving line customization scheme, efficient cooking and happy cooking

•
05

Functional room space aesthetics

Small space, big "enjoyment" method, to create a multi-functional room integrating storage, reading, entertainment and leisure.

•
06

Bedroom space aesthetics

Personalized customization to create your own private and exclusive space for you.

•
07

Space aesthetics of children's room

Environmental protection, color, entertainment, learning and storage are guaranteed by 5 major standards, giving children a healthy, happy and creative growth space.

•
08

Balcony space aesthetics

Clever functional partition, scientific and reasonable cabinet combination scheme, clever integration of square inch.

Six mainstream styles to meet different needs



Spring breeze ten miles

Modern style



Sencha

Nordic style



COSMO

Italian light luxury style



The New Yorker

European style



Seattle

American style



Tang Ye

New Chinese style

Product line six materials: double veneer, molding, baking paint, PET, aluminum glass, solid wood.
To meet the personalized needs of different families and different age groups, nearly more than 300 best-selling products.



SOHO series

Fashion relaxation and freedom



SOHO series

Fashion relaxation and freedom



NOCTURNE series

I hope this product can bring users a good time in life



New Chinese series

There are no gaps in hues to highlight the understated beauty of the East



Pioneering new process in 2022

All materials meet European E0 Highest environmental standard

1. Formaldehyde content < 0.28mg/l, environmental protection and health.
2. Firm and wear-resistant, long service life, and not easy to deform.

The cabinet edge band is thickened by 0.88mm and the round corner is added

1. Avoid bumping and damage during handling.
2. The beveled edge shall be trimmed to avoid people being scratched by the sharp corner of the edge banding belt when taking things.
3. The overall cabinet is more beautiful and fashionable.



The front edge of the shelf is equipped with anti scratch aluminum strip

1. Intimate design can prevent objects from rolling out.
2. Improve the single point stress strength of the laminate, which is not easy to be overturned.
3. The whole is more beautiful.

Undermounted sink process

1. 9 processing procedures, aluminum alloy cushion strip support
2. Wipe it off easily
3. Guide line design for faster drainage



Mini flip up door

1. The up and down sliding door and immediate stop technology developed exclusively by BLUM in the whole house.
2. You only need to push and pull gently, and the glass door will stop at any position you like. Dream baby, make your kitchen simple to the end

Tip on opening

1. With just a touch, the drawer opens automatically One-touch new design, make full use of body parts to open drawers
2. Easy to pick and place, which saves time and frees your hands



Corner basket/Lazy Susan

1. Easy access to corner space
2. Can store small utensils, food, etc. that are not commonly used in the kitchen
3. Not only increases the storage space of the kitchen cabinet but also makes full use of the limited space of the kitchen

Blum soft closing drawer slides

1. Blum drawer slides rail has better rebound effect than ordinary slide rail
2. No sound and strong stability when sliding Drawer load does not sag, stable performance



Cabinet connection



Damping hinge



Anti pollution and anti crack table



Shockproof and dustproof sealing tape



New PVC cushion strip



Edge Band



All aluminum alloy sink cabinet



Aluminum brushed toe kick

New palette system

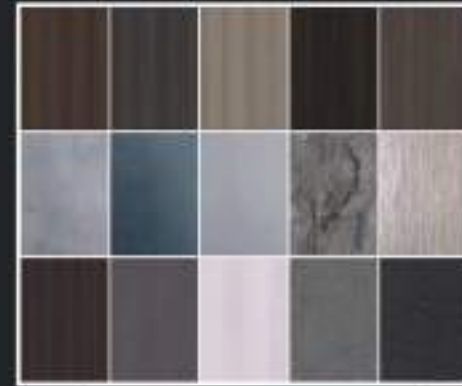
15 low saturation Palettes

Low saturation; High standard; Covering six textures; Main decor-neutral color system.

8 simple molding

Far surpassing the national E1 environmental protection high-density board;

Two component water-based composite glue imported from Germany; Imported Melamine Impregnated Paper



High quality quartz stone



Food grade

Using resin materials combined with pure natural quartz, direct contact will not pollute food. It is a healthy and reassuring material!



Anti pollution

Using German nano antifouling technology, the water absorption is only 0.01% (ordinary is 0.03%). The dirt is difficult to penetrate and easy to take care of!



No scratch

The hardness of surface material is as high as Mohs hardness 6 (generally only 5), so it is harder and more scratch resistant than ordinary quartz surface material!



Impact resistance

Use 6kg steel ball to fall freely from 1 meter without breaking the surface material. The upper limit of this standard for ordinary quartz is 1 kg!



High temperature resistance

After direct contact with 180 °C oil pan for a long time, the color remains unchanged, while the upper limit of the standard of ordinary quartz surface material is only 150 °C!

High end leather door panel

Create exclusive door panels for high-end clothing and hat areas; Internal keel + aluminum honeycomb + ecological skin.

Surface handbag leather material, smooth and delicate feel;

Side aluminum alloy edging, corner arc, sewing with sewing thread, showing high-end quality; The minimalist process is one door to the top without deformation.

Handbag material

Smooth feel

Corner arc

High quality

Minimalist process

Aluminum alloy edging

Eyelid sewing

XIATE imported decorative paper

100% high reduction

No discoloration for a long time

Grade 8 UV resistance

Health and safety

Pure natural environmental protection

More beautiful

Four major environmental protection



National environmental protection products

BALOM products have passed the China Environmental Labeling Certification to protect the health of customers



Formaldehyde emission < 0.28gm/L

The national standard E1 level is only the threshold for BALOM to enter the industry. The pursuit of higher quality has always been the Attitude of BALOM towards products!



Formaldehyde-free adhesive imported from France

The world's largest and most professional environmental protection adhesive, with 100 years of rich experience, healthy and environmental protection, 0 formaldehyde, super bonding, 25 years of non edge warping and foaming.



Recommended brand of green environmental protection

"Leading brand of home green environmental protection" is an authoritative award in our furniture industry launched by Red Star Macalline, CQC audit and certification of China Quality Certification Center.

SCISKY SEO level environmental protection board

30%

The static bending strength is nearly 30% stronger than the national standard, which is more firm and non bending

25%

Water absorption and expansion rate is only 25% of the national standard, with stronger moisture resistance

50%

Formaldehyde emission is only 50% of the national standard, which is more environmentally friendly and healthy

30%

The nail holding force is 30% stronger than the national standard, with more stable structure and longer service life

Top the poison of home decoration and make environmental friendly particleboard affordable to ordinary people

Storefront construction



3.0 store system online

Stores are the first resources of marketing, as well as the window for brand promotion, customer experience and purchase.

1000 experiential service stores in China

BALOM on the direct marketing origin market in Hefei, Le Belle home officially opened the strategic curtain of the terminal layout of "1000 stores in five years" in 2021, sounded the strategic horn of "layout the whole country", and sincerely invited building materials elites to join hands to achieve a new wealth legend.

Le Belle terminal store research From the customer's brand recognition, product experience and space experience, reasonable planning of the path and division of functional areas, and according to different sample attributes are designed for exclusive space display.



Brand image building a full range of visual identity system



Event planning storefront System Online



Integrated all-round brand promotion

From subway stations to shopping malls, from traditional media to online media, from industrial media to mass platforms, from e-commerce websites to terminal markets, BALOM brand advertising has been launched on various promotion platforms in dozens of cities, targeted promotion for exclusive people, greatly improving the height and rank of BALOM brand, and can also be widely spread to target customers. Provide comprehensive brand promotion and advertising effect for dealers across the country.



New retail & Internet

Online advertising exposure + accurate drainage

BALOM 乐白丽
— 空间美学定制家 —

BALOM
Official website

Bai du 百度

Bai du



Tik Tok



Today's headlines



WeChat public account



360



Know



Weibo



little red book



Youku



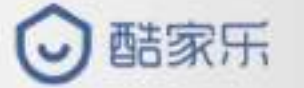
IQIYI



Tencent Video

Intelligent cloud design platform

Efficient, accurate and open



Provide one-stop product capabilities covering business scenarios such as design, marketing, management and production.

Ten core advantages

Photo effect

720° panoramic view

VR panoramic interactive experience

Multi system compatible docking production

Panoramic animation

National 90% house type database

10 second fast rendering

Intelligent model room Library

Enterprise commodity model library

True 3D interactive design interface



10 second rendering

5-minute Design Exhibition Scheme

Step by step to win! Comprehensive preparatory support
Independent shop opening and operational guidance based on each regional
market



Brand into the door, resources to home, Balom can not only answer questions for dealers, more for the dealer needs and market conditions. Investment analysis, market positioning, product sampling advice, shop resources, for dealers to finalize the details, optimize the link. Let the investment effective, let the efficiency improvements.

Whether you are a newcomer to the industry or a big shot, you can quickly graft on resources and get into shape quickly.



01.

Store Operation Introduction

Newly opened shops, the company provides opening activities to help, activity blasting teacher stationed in support, commitment to activities single volume. The company also provides support for the opening of new stores, with the support of an activity blasting teacher based in the store.

02.

Opening Activities Assistance

BALOM has been directly operating the Hefei market for 18 years and understands the method of shop operation and profitability, forming a systematic shop operation system. The new business through 100 days of system introduction and shop implementation, to help franchisees from team training, shop management, activities blasting to order installation and delivery of the whole process of guidance and help, the rapid realization of the independent operation of shops.

03.

Basic Training

During the construction of the franchisee's shop, the basic positions of sales, design and installation staff are transported to the factory for five major courses of training, such as product foundation, terminal design, sales skills, shop management and installation services, with equal emphasis on professionalism and practicality, to ensure normal operation after the completion of the shop construction.

04.

Promotion Training

BALOM Business School cooperates strategically with many professional training and consulting institutions or individuals in the industry, and conducts special diagnostic training for franchisees' concerns about team management, practical activities and shop system operation, so that franchisees can quickly become powerful.

05.

Distance training

Establishing an internet learning cloud platform, with video lectures by elites in marketing, shop, design and installation positions, and regular uploading and updating of high-quality courses, allowing employees to learn remotely online in real time and at their own pace.

Eight major alliance policy support



Decoration support

Decoration according to BALOM's design plan can be supported by the company's headquarters decoration fee.



Advertising support

Enhance the influence of the BALOM's brand and attract potential customers through multi-platform and three-dimensional advertising channel.



Training support

BALOM's stores provide irregular training sessions and activities with a complete set of knowledge and skills related to products, marketing, design and store management for each franchisee.



Opening support

BALOM will provide franchisees with opening planning guidance and attend the opening ceremony.



Resource support

Aggregate design, manufacturing, marketing, after-sales service and other links in the overall value chain to reduce the operating costs of franchisees.



Brand support

Each franchisee has a unified VI image of BALOM, which can make customers fully trust you.



Engineering support

Provide franchisees with assistance in collecting project information and negotiation, and give preferential support for project prices.



Common material support

BALOM's headquarters will organize a nationwide linkage promotion in major festival.

Store requirements

Store location

Located in the city's core building materials business district, and it has strong competitiveness compared with competing.

Store area

County-level and prefecture-level cities >150㎡ & Provincial capital and municipality >300㎡ (Actual use area).

Store structure

The storey height is no less than 3m and the facade is made for brand image display.

Store decoration

Strictly follow the company's unified national decoration plan, VI, SI and other images.

Join Process

01 Franchise consulting

02 Details negotiation

03 Factory visit

04 Contract signing

05 Store decoration sample

06 Headquarters training for relevant personnel

07 Promotional activities in advertising and marketing

08 Store opening

We sincerely invite you to join us.

Creat together, win together.

