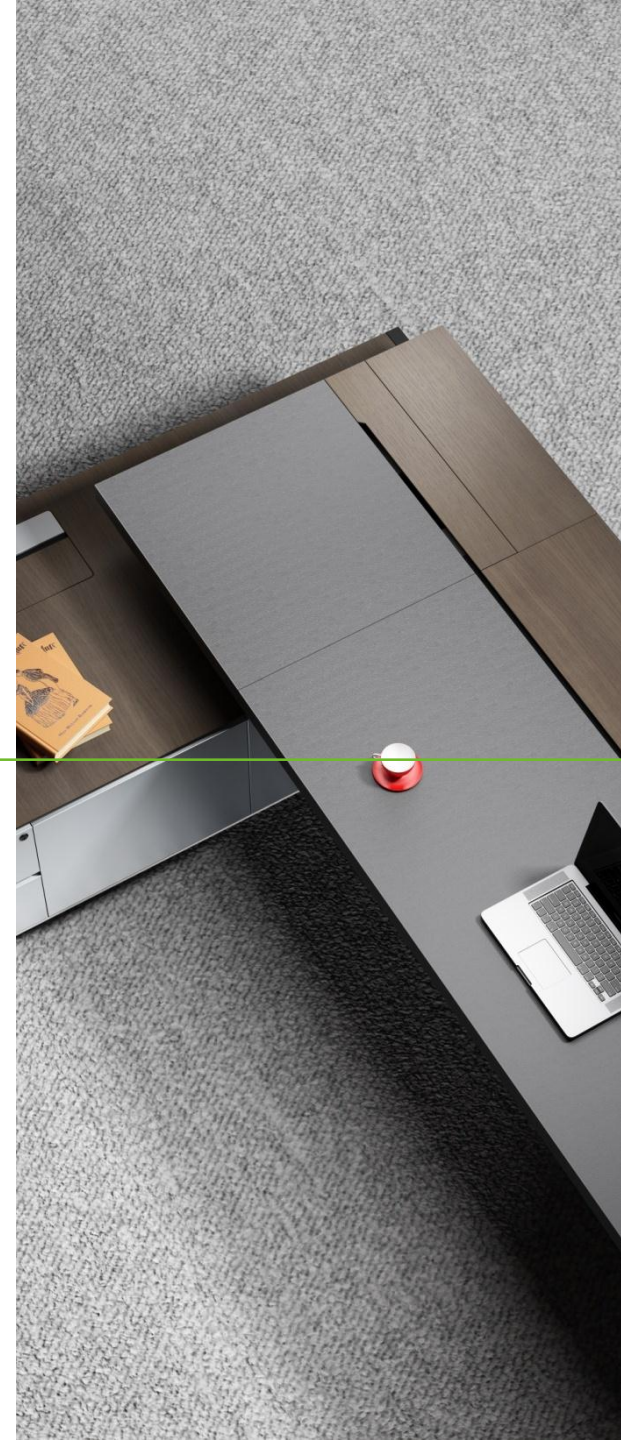




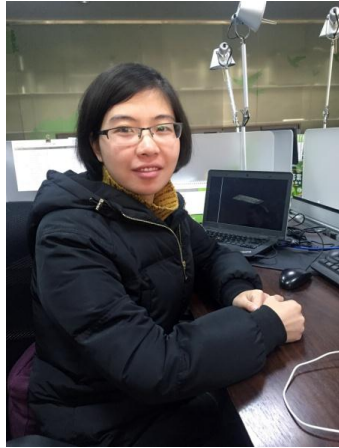
Larry

201611 Edition

File Number : Q/SA20203.001-BD036



Introduction of Product Designer



Industrial Designer

Department: Creativity Department

Name: Xie Shuling

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Department: R&D Department of Wood Veneer Furniture

Name: Wang Rongsheng

Tel: 0571-82608080



01

Chapter 1: Design Overview

Development Purpose, Market Analyzing, Market Positioning, Target Customers Description, Design Philosophy, Origin of the Name

02

Chapter 2: Analysis of Key Points of the Design

Shape, Composing Elements of the Series, Combination Pattern, Function (cable routing, storage, desk-mounted screen), Size

Color Matching, Material, Structuring Technology, Hardware Fittings

03

Chapter 3: Key Points for Sales

Selling Points of the Series, Terms, Notes for Placing Orders, Coding Principles, Collocation Recommendation

Chapter 1

1

Design Overview

Development Purpose

Market Analyzing

Market Positioning

Target Customers Description

Design Philosophy

Origin of the Name



Too Conventional



Too Common



Low Quality



For Middle Managers at Business Enterprise



Sense of Design

Sense of Business

Sense of Quality



Being young means being different.

1. The middle management team in modern business enterprise are getting younger and younger. They tend to choose furniture that is trendy, just like this modern medium-small sized executive desk with concise lines, slim desktop, and metal and wood veneer blending together. This is the latest trend of product style in this market.
2. Existing products (Lexon, Leading, Easy) are all in new Chinese style which can not meet aesthetic needs of the young.

Design Overview

Market Positioning



Traditional Chinese Style Space
(Traditional Chinese Style)

New Chinese Style Space
(New Chinese Style)

Chinese Concise Space
(Chinese Concise)

German Modern Space
(Modern and Concise Style)

Italian Modern Space
(Modern and Luxury
Style)

High Price



Tanci



Leading (High)



Leading (Low)



I-work



D-Cloud



Status

Middle Price



Tanry



Lexon



Easy



Larry



Sirius



Kross

Low Price



Metro



Ming Series



Mingrui



Sharp

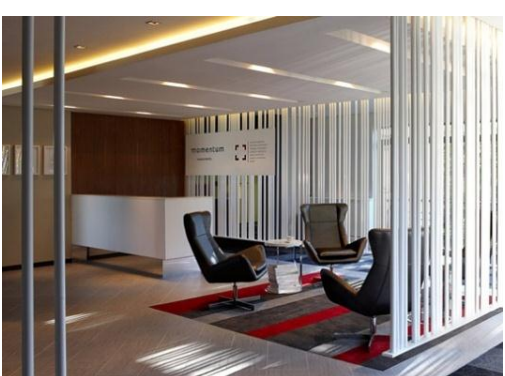
Design Overview *Target Customers Description*

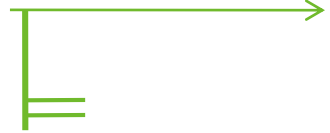
Product Specification						
Product	Product Positioning	Product Dimension	Product Connotation	Competitive Strategy	Style	Target Customers
Executive Desk	Modern, Calm	3000*2200*750	Fully Configured Exquisitely Designed	Price: Medium to High Competitive Edge: High Quality, Good Design, Need-oriented	New Chinese to Modern Style	Mostly Business Enterprises
	Modern, Calm	2600*1900*750				
Manager Desk	Metallic, Modern	2200*1800*750	Fully Configured Cost Effective	Price: Affordable Competitive Edge: High Quality, Need-oriented	New Chinese to Modern Style	Mostly Business Enterprises
Supervisor Desk	Metallic, Modern	1800*800*750	Fully Configured Cost Effective	Price: Affordable Competitive Edge: High Quality, Need-oriented	New Chinese to Modern Style	Mostly Business Enterprises



Design Overview *Target Customers Description*

Target Customers Profile								
Target Market	Target Customers	Age	Office Location	Typical Car Type	Demand	Taste Prediction	Personality	Space Configuration
Modern business enterprises in real estate industry, financial industry, business industry	Middle managers of the enterprise (assistance manager, director)	35-45	Office Building	Audi A8	Modern and concise, metallic, enough storage and display space	Likes things that look steady and slightly wind,may even have unique texture,partly electrop lated,and paintde with stoving vanish.Favorite colors are those neutral ones.	Passionate about work, highly competent, like metallic texture, open to new material and product of modern style.	Covers an area of about 50 sqm, equipped with a reception area, working space, French windows, office desks, phototelephony, computer (with Internet access and printer), sofa, book shelf, water dispenser, coffeepot, tea set, single-door refrigerator(optional), blanket(optional, screen(optional), and has another office for secretary, equipped with a computer and printer.





8mm-thick extra-slim desktop, a pioneer in the industry

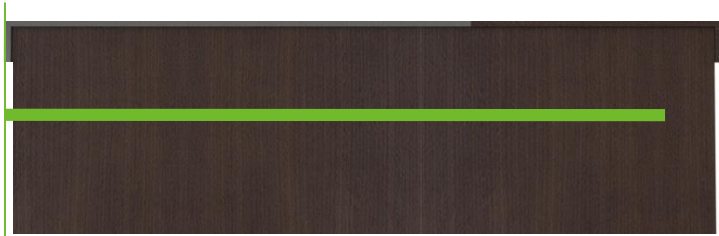


Thinner Than Thin

Design Overview *Design Philosophy*



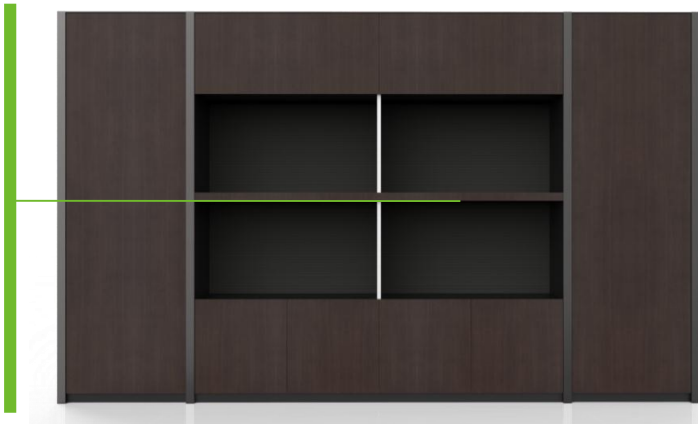
Design Elements: The edge is designed as thick-plus-thin, the comparison and combination of thick and thin panels make thin ones look even lighter. This is a breakthrough of conventional forms, and make the desk looks smarter and more flexible.



Comparison between the thick and thin edges of the executive desktop



Side cabinets of the executive desk are all designed with thick-and-thin edge



Comparison between the thick and thin side boards and shelf boards of the file cabinet.



Comparison between the thick and thin side boards and top and bottom boards of the file cabinet.



Comparison between the thick and thin bottom panel and support legs of negotiation table.

Chapter 2

2

Analysis of Key Points of the Design

Shape

Composing Elements of the Series

Combination Pattern

Function (wiring, storage, desk top screen)

Size

Color Matching

Material

Structuring Technology

Hardware Fittings



An elegant and steady executive desk for modern business environment.

EY88 Large Executive Desk
Dimension : 3000*2200*750



In modern business enterprise, the middle managers are increasingly young, they are elegant and calm, also modern and stylish. This series of product values the sense of design as well as its functionality, and emphasizes on the sense of business through its calm and modern style.

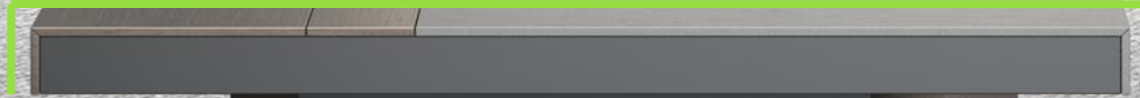


The medium-sized executive desk carries down the shape of the large executive desk, the long side cabinet has a open area in the back board, and is capable of both display and storage functions.

EY87 Medium-sized Executive Desk
Dimension: 2600*1900*750



Design of 8mm-thick Edge



Gray Glass Board

Sense of Quality--Thinner Than Thin



Sense of Design--Connection of Elements

Connection of different material improves the Sense of Quality

The side board of the long side cabinet is a black painted board veneered with aluminum panel, stylish and modern.

The gray microfiber leather is used extensively in the desktop to strengthen the quality of the product.



Aluminum Foil Laminated Panel
Metallic, Modern



Aluminum Handle
(oxidized color)
High Quality



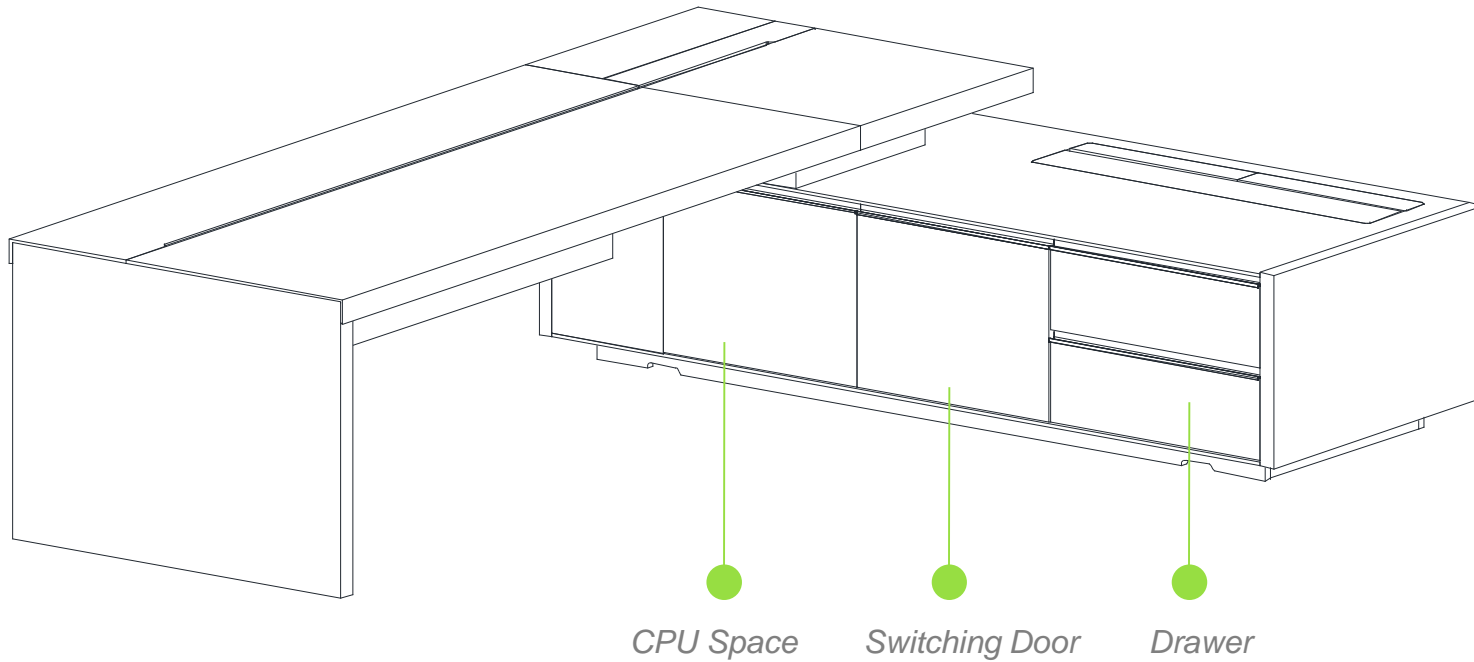
Black Coating
High Quality, Modern



Extensive Use of Gray Microfiber Leather
High Quality, High Level



Practicability--Large Storage Space

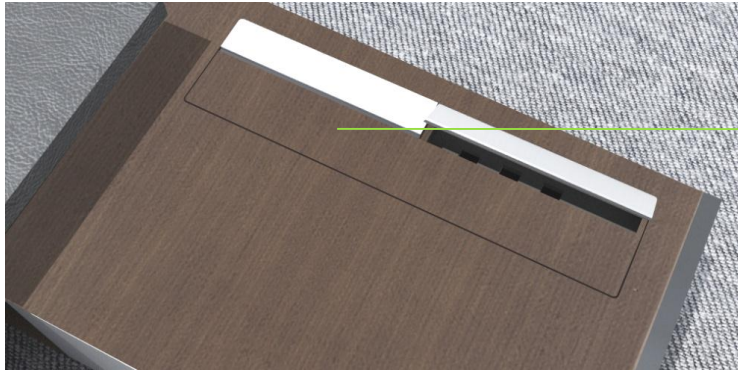


A side lock is installed inside the door (Lusterful Side Lock)

Analysis of Key Points of the Design *Function (Wiring)* ●○

Cable Routing of Large and Medium-sized Executive Desk (Side cabinet cable routing)

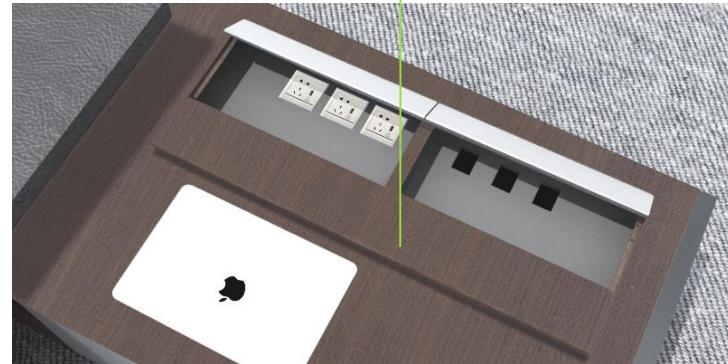
Equipped with butterfly hinge flip box, in total 9 holes for 86-type cable box in the cabinet body to ensure the capacity of cable routing, and to meet the all electricity demand (including the tea kettle, router, laptop, fan), no external power source is needed, helps to keep the cable routing neat and clean.



● *Butterfly Hinge*



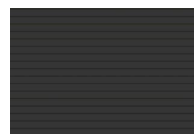
Cable Organizing Area



EY98 File Cabinet: Storage Space, Keep Things as You Want

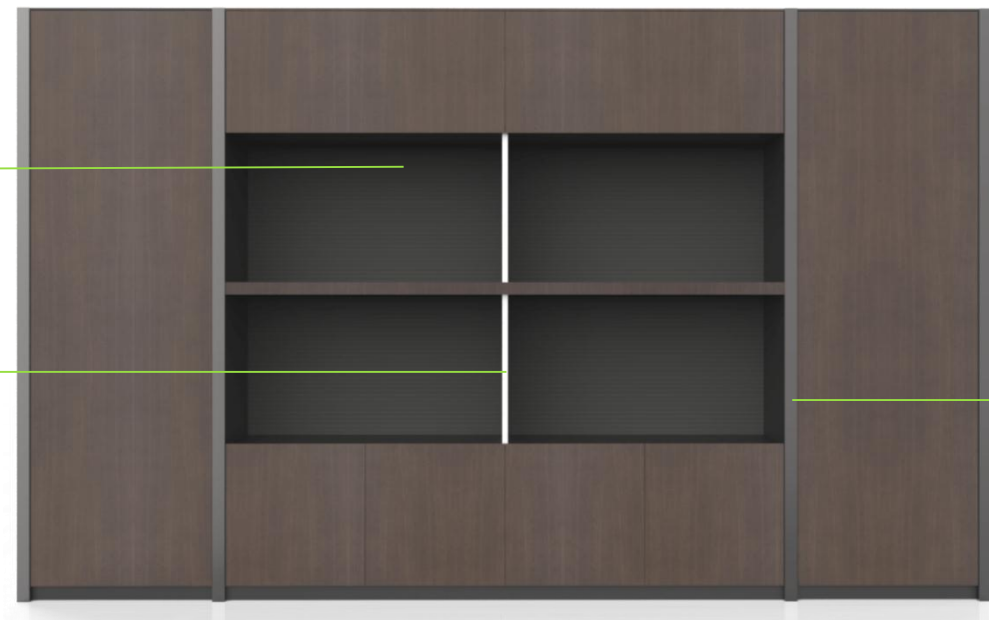
The file cabinet has the function of both storage and display, the open display area comes together with the closed storage area. This product uses various kinds of material in different part, which shows a sense of modernness.

Upper Door--Flip Door



Back Board: Black Corrugated Board (add a sense of modernness)

Standing Board: Aluminum Foil Laminated Panel (add a sense of modernness and quality)



Side Board Banded with Polished Aluminum Bar (add a sense of high quality)

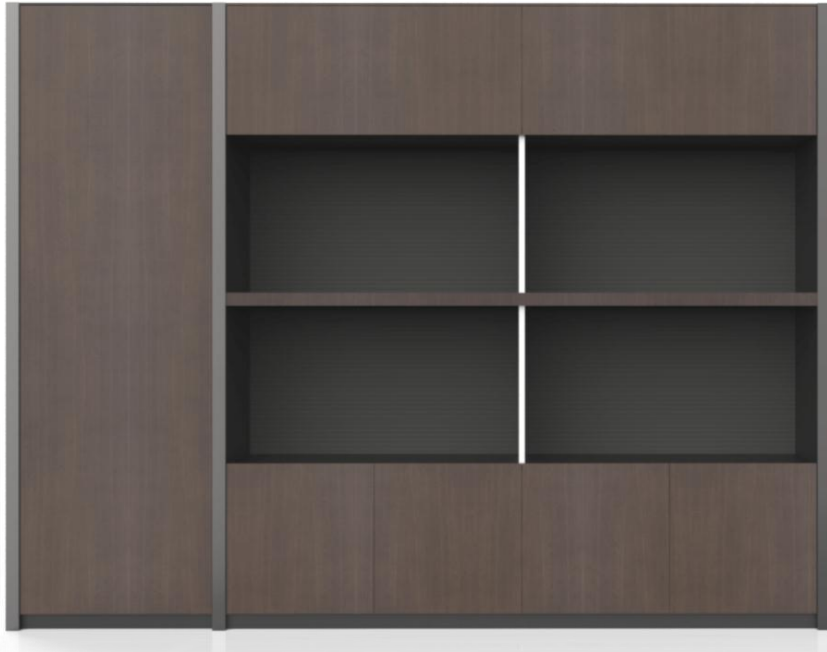
Lower Door--Opening Door

Dimension: 3200*400*1950

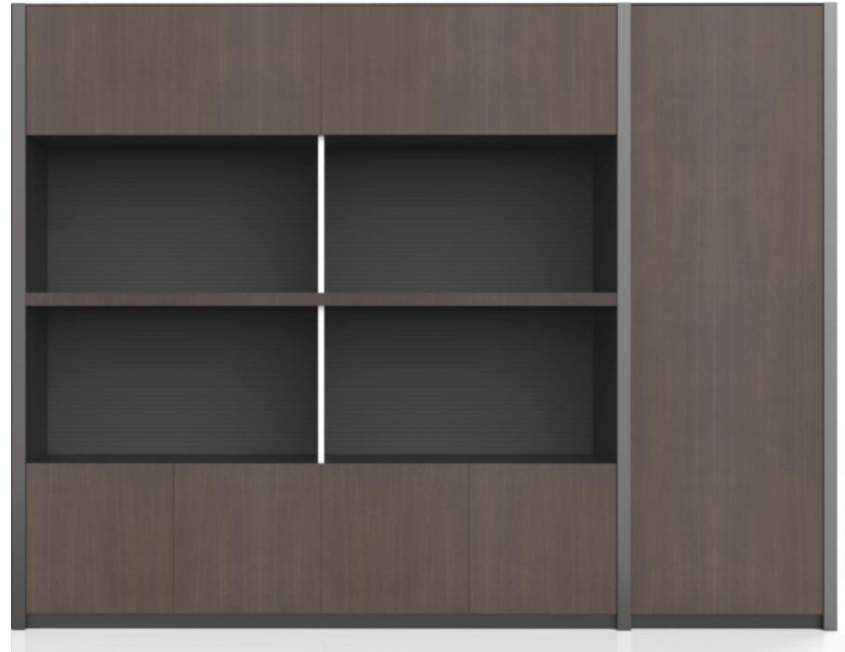


EY97 File Cabinet: Small Scale, Large Capacity

The panel materials of EY97 file cabinet are also applicable in EY98 file cabinet, “L” for left part, “R” for right part.



EY97L.2560



EY97R.2560

Dimension: 2560*400*1950

Analysis of Key Points of the Design

Shape



The style, shape and material of medium to small-sized executive desk are the same as those of medium to large-sized executive desk. Together with small concise file cabinet, it can function as storage area and display area.



*Medium-sized Executive Desk
Dimension: 2200*1800*750*

*Back Cabinet
Dimension: 900*400*1150*

Analysis of Key Points of the Design

Shape

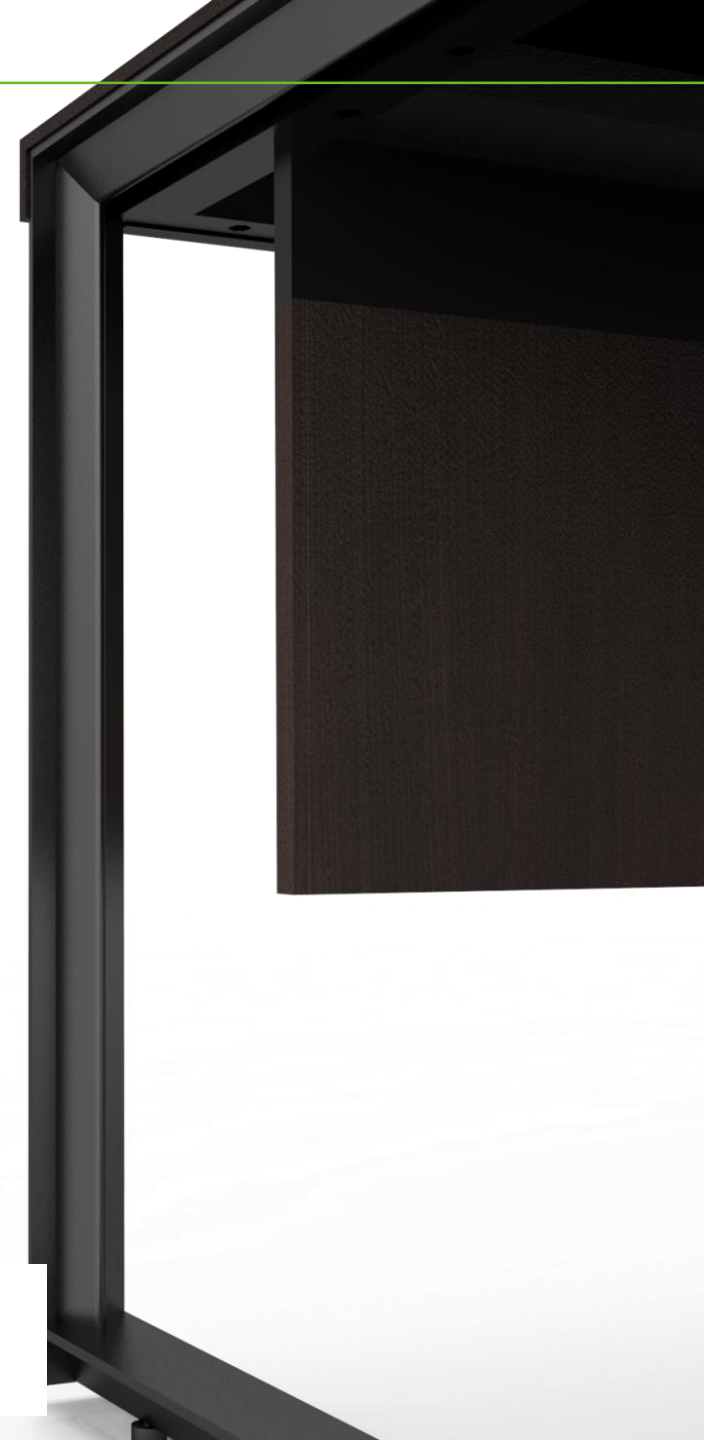


Supported by steel legs, gives you an open space.

The manager desk is equipped with metal frame legs. The V-shaped abrasive-blasted black steel legs are stable and exquisite. The legs are connected with the desktop directly, which makes the desktop look even thinner.



The silver flip cable box is equipped with 3 86-type cable box holes inside.





EY22 Freestanding Desk, uniquely design, the highlight of the space.

The small Executive Desk has square steel legs on one side, panel legs on the other, unique and stylish.

The style, shape and material are all carried down from the large executive desk, and the black acrylic decoration in the desktop edge brings contrast of material to the rest part of the desk. This supervisor desk can be matched with movable cabinets and is more suitable for small space layout.



*Executive Desk Dimension:
1800*800*750
Movable Cabinet:
1142*420*593*

*EE27 Movable Side Cabinet
is available for choice.*



Black Acrylic Decorating Bar



Storage Area, Keep Things as You Like

Three types of storage cabinets are available for choice for the small-sized Executive Desk to meet those different needs of different spaces.



*EE27 Movable Side Cabinet
(Available for Supervisor Desk)*



*EY90 Side Cabinet
(Available for Executive Desk)*



*EY96 Back Cabinet
(Available for Middle Manager
Space)*

Analysis of Key Points of the Design

Shape



Gray microfiber leather is extensively used in the tabletop of the meeting table, and the understructure is made of metal plate and wood veneer. Technically, the tabletop could be lengthened according to customers' demand.



Equipped with flip cable boxes with brush in two sides of the tabletop. 3 86-type cable box holes inside.



EY78.3400
Meeting Table
Dimension:
3400*1500*750



The design of the tabletop carries down the design of the executive desk edge.

Analysis of Key Points of the Design

Shape ●

The shape of the panel legs is full of tension.



Dimension: 2800*1300*750



Metal Plate Shelf

Black Coating

Veneer

Plastic Cable Routing Groove

Section of Panel Leg

Bar-type plastic washer

5mm-thick black metal-plate understructure

Bar-type plastic washer





No use of gray microfiber leather in the tabletop of the small meeting table. It is all covered with wood veneer. The low configuration version has no cable box, and the high configuration version is equipped with double-sided flip cable box with 6 86-type cable box holes inside.

EY78H.2200& EY78.2200
Small Meeting Table
Dimension: 2200*1000*750



EY78.2200



EY78H.2200



Negotiation Space



The side panel of the panel legs is painted with black painting.



Negotiation Table
W:1000mm
D:1000mm
H:750mm

The edge of the aluminum veneer of bottom board is banded with black pvc band.



Analysis of Key Points of the Design

Composing Elements of the Series

Configuration of the back cabinet of the executive desk



*Dimension of the large back cabinet:
3200*400*1950*



*Dimension of the medium-sized back cabinet:
2560*400*1950*



*Dimension of the small back cabinet:
900*400*1150*



(Can be used together with the manager desk)



*Dimension of the side cabinet:
1800*400*800*



(Can also be used as a side cabinet in the supervisor space , and a tea cabinet in the meeting room)



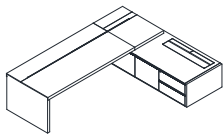
*Dimension of the EE27 Movable Side Cabinet:
1142*420*593*



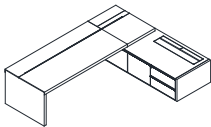
Analysis of Key Points of the Design

Composing Elements of the Series

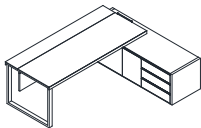
Executive Desk



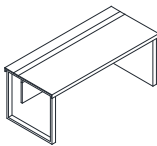
EY88 Large
Executive Desk
W:3000mm
D:2200mm
H:750mm



EY87 Medium-
sized Executive
Desk
W:2600mm
D:1900mm
H:750mm

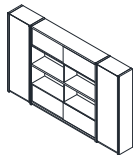


EY96
Manager
Desk
W:2200mm
D:1800mm
H:750mm

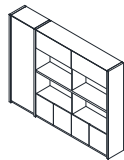


EY22
Supervisor
Desk
W:1800mm
D:800mm
H:750mm

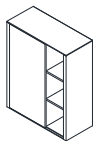
File Cabinet



EY98 File
Cabinet
W:3200mm
D:400mm
H:1950mm



EY98 File
Cabinet
W:2560mm
D:400mm
H:1950mm



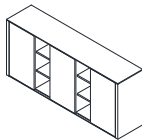
EY96 Cabinet
File W:900mm
D:400mm
H:1150mm



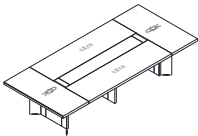
Side Cabinet

Meeting Table

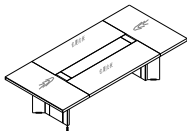
Negotiation Table



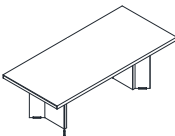
EY90 Side
Cabinet
W:1800mm
D:400mm
H:800mm



EY78 Meeting
Table
W:3400mm
D:1500mm
H:750mm



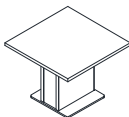
EY78 Meeting
Table
W:2800mm
D:1300mm
H:750mm



EY78 Meeting
Table
W:2200mm
D:1000mm
H:750mm



EY78H Meeting
Table
W:2200mm
D:1000mm
H:750mm



EY70 Negotiatio
n Table
W:1000mm
D:1000mm
H:750mm

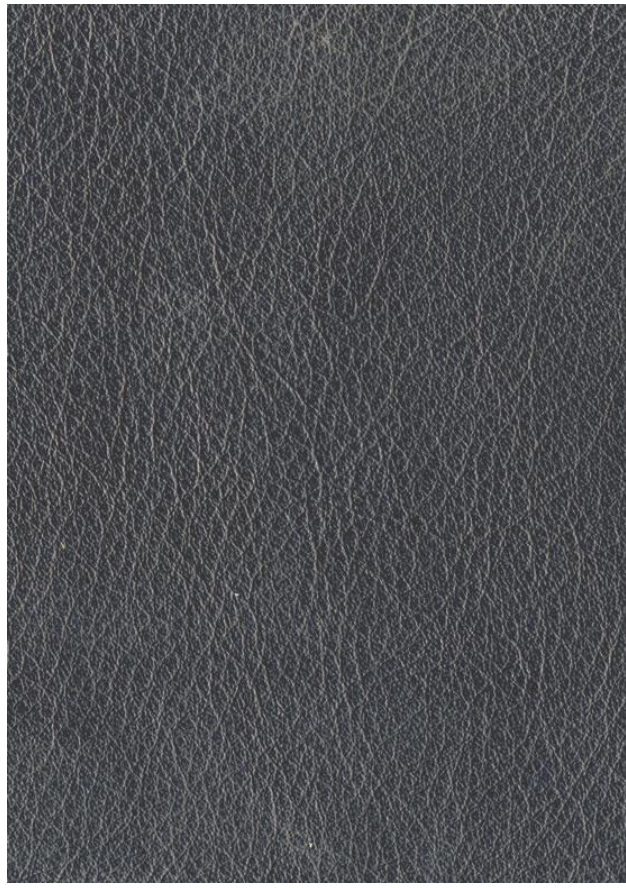
Fittings	Material	Specification
Base Material	MDF/PB	E0-Level MDF, Filling Material of Cellular Board
Surface Material	W-22B Walnut	Natural Walnut Veneer, Longitudinal Grain
	Gray Microfiber Leather	Excellent abrasion-resistant property , Excellent cold-resistant property, air permeability and aging-resistant property
	Aluminum Foil Laminated Panel	Aluminum Foil Veneer , Edge Band
Coating	Waterborne Paint	Waterborne Open Coating



Featured Color:



W-22B Walnut



Gray Microfiber Leather

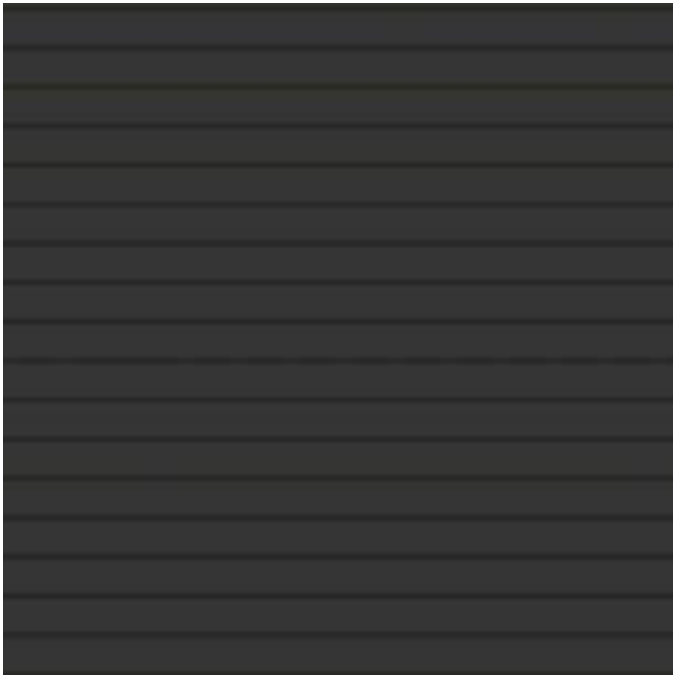
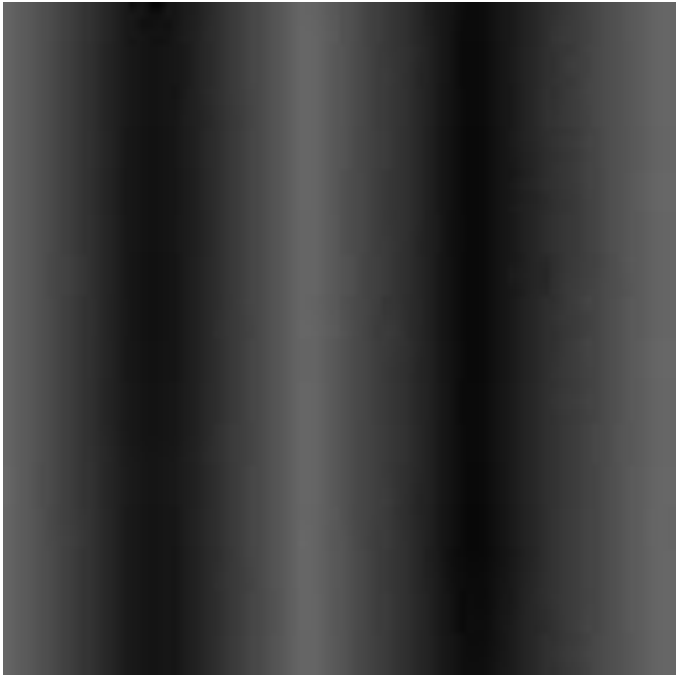


*Aluminum Foil
Laminated Panel*

Color Collocation of the Whole Series

Edge Banding of the Thick Side Panel of
the Negotiation Table Back Cabinet

Black



Gray Glass (slightly transparent)

Black Aluminum Profile (Glossy)

Corrugated Veneering Paper

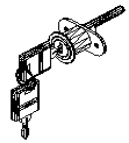
Analysis of Key Points of the Design *Hardware Fittings*



----- *Hettich Dampening Rail*



----- *FGV Damping Hinges*



----- *Lusterful Side Lock (Manager Desk)*



----- *Clothes Hook*



----- *Multi-functional Socket; (includes 2 power module + 1 Internet module (CAT.6)
+ 1 telephone module + 1 VGA module + 1 magnetic cable routing module)*

----- *EPJ03 Two-Way Open Cable Box (EY78H.2200 Meeting Table)*



----- *Blum Aventos HK (File Cabinet)*

Chapter 3

3

Key Points for Sales

Selling Points of the Series

Terms

Notes for Placing Orders

Coding Principles

Collocation

Recommendation



- Sense of Quality-----The desktop is as thin as 8mm. The extra thin shape of the desktop add a sense of quality to the product, and the technique used is in the leading place of the industry.
- Sense of Design-----It is a combination of various kinds of material. The gray leather is extensively used in the whole series, silver metal material and black glossy aluminum used add even more sense of modern business design to the product.
- Sense of Business-----The combination between thick and thin edges is a breakthrough of the regular-shape edges, and makes the product full of sense of business.
- Strong Cable Routing Capacity-----Large-to-Medium Executive desk is equipped with 9 86-type cable box holes to meet all kinds of needs in daily lives.



EY88. 2600R

Means: Larry Series Large Executive Desk, 2.6 meters long, right type.

First Code Section

Second Code Section

Note:

1. In each section, the letters and numbers are all spelled without blank;
2. The first section is finished with “.”, and there is a blank between the first and second section.
3. All letters should be capitalized.

Note: Y stands for Larry Series



EY88R.3000 Large Executive Desk +EY98.3200 File Cabinet+EU11.1400Tea Table +SD91.3Three-Seat Sofa + Customized CGH80-2STG.CN(ZP9817 Black, W-22B Walnut)



EY87.R2600 Large Executive Desk +EY97L.2560 File Cabinet +
Customized CGH80-2STG.CN(ZP9817 Black, W-22B Walnut)



EY86.R2200 Manager Desk + EY96.900 File Cabinet + Customized CGH80-2STG.CN(ZP9817 Black, W-22B Walnut)



EY22R.2200 Supervisor Desk + EY96.900 File Cabinet + Customized CGL80-2STG.CN(ZP9817 Black, W-22B Walnut)





EY78.3400 Meeting Table + EY90.1800 Side Cabinet + CHR70GC
Thin-type Guest Chair



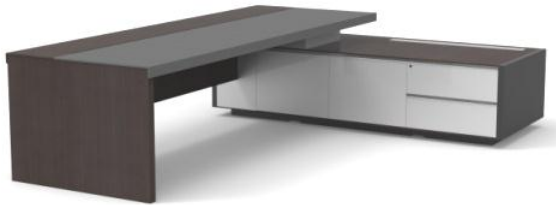
EY70.1000 Negotiation Table + CHR70GC Thin-type Guest Chair





Patent Information

Appearance Patent: EY88 Executive Desk, EY86 Manager Desk, EY22 Supervisor Desk, EY78 Meeting Table, EY98 File Cabinet, EY70 Negotiation Table, V-shaped Steel Legs



• **THANK YOU !**
