



朗生® LANSEN

Commercial space prefabricated interior
decoration service provider

LANSEN
INTEGRATED TECHNOLOGY
CI.,LTD

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LANSEN, founded in 2006.
Always focus on the development trends and
value enhancement needs of commercial spaces.
Continuous innovation, scientific development.

LANSEN
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Honor Introduction

LANSEN is a innovative and technology-driven company, specialized in commercial spaces, providing customized materials and services solutions for full-set decoration.

LANSEN, headquartered in Shenzhen.

Since its establishment,

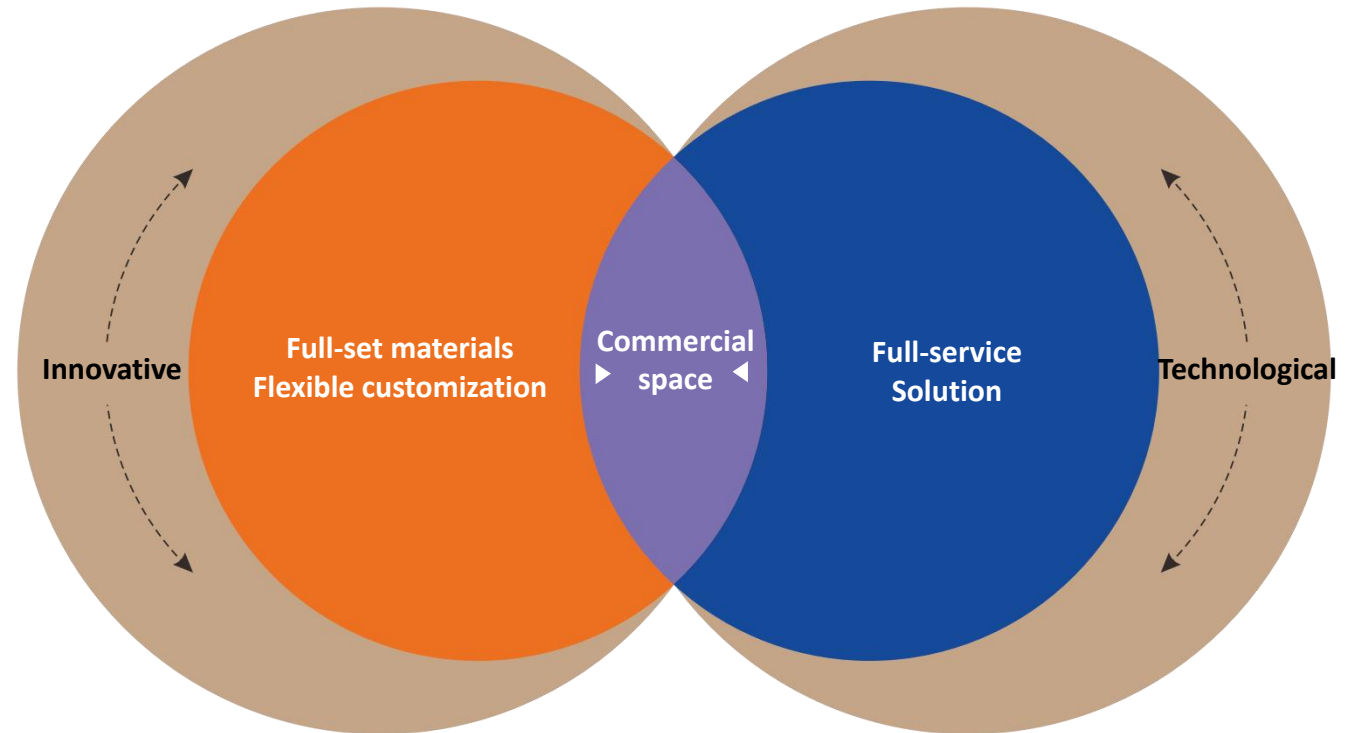
LANSEN always focus on the development trends and value enhancement needs of commercial spaces,

Providing professional customized integrated material solutions and integrated service solutions for customers,

LANSEN has the capability of personalized customization and flexible production.

And have manufacturing resources and a strong supply chain management system,

It is a innovative and technology-oriented enterprises with a self-built national sales channel and systematic integrated service capabilities,including research and development, design, production, supply chain, sales, and delivery functions.



LANSEN has gone through four key stages of development. And continuously evolve in two dimensions: corporate positioning and corporate development.

CORPORATE POSITIONING

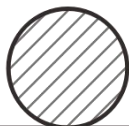
From a customizer of materials for commercial space decoration to a customizer of commercial space decoration.

CORPORATE DEVELOPMENT

From Empowering Enterprises to Innovative Tech-driven Companies

Shenzhen Senjia Zhuorui Building Materials Co., Ltd. has been officially established. It provided customized flooring and wall panel products and services for customers in the home furnishing industry, achieving full coverage in the home furnishing industry

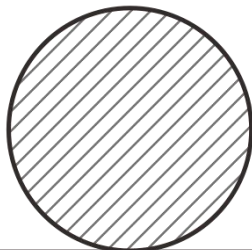
Entrepreneurial Experience 2006-2010



Customized service provider for commercial space decoration materials

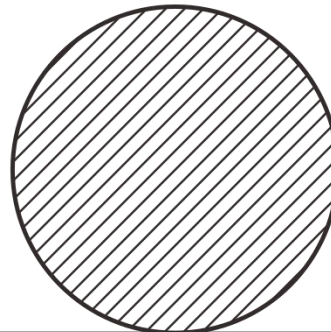
Jiangsu Changzhou manufacturing base and the LANSEN Shandong Liaocheng manufacturing base are officially put into operation. They Established a global color database and proposed 4S flexible customization standards. In 2015, the brand "LANSEN" was founded, and Senjia era transformed into the LANSEN era.

Stable Growth 2011-2015



Established over 50 city operation service centers in first and second-tier cities nationwide, establishing customized commercial space decoration services; In 2019, the preliminary formed three major capability matrices: "LANSEN Board Industry", "LANSEN Parts", and "LANSEN Integrated Decoration".

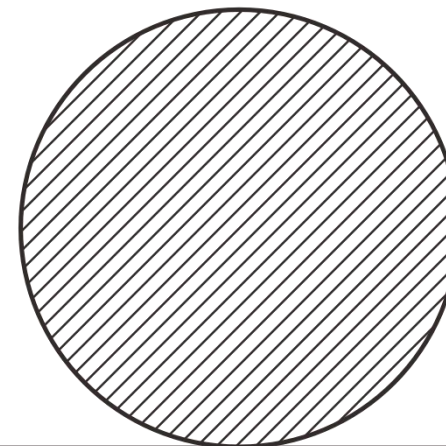
Industrial Layout 2016-2020



Customization Service Provider in Commercial Space

Focusing on the emerging mainstream market for commercial space decorative panels, LANSEN has comprehensively upgraded the SI store terminal image system to the VSI era. Pioneering the third-generation concept of integrated decoration, evolving from an empowering enterprise to an innovative and technology-driven enterprise.

Innovation Upgrade 2021-2025



Empowerment-oriented enterprises

Innovative and technology-driven company

Dimension 2

Dimension 1

66

Achieving various honors

72

Winning various awards

**LANSEN respects design and
advocates innovation.
Winning honors and awards from
government and industry about brand,
and design and products**



kapok
Design Awards China
红棉中国设计奖



reddot design award

GOtrend
金沙奖



DESIGN 100
CHINA TOP 100 DESIGNERS



LANSEN Group High-Tech Enterprise Certification
Jiangsu LANSEN High-tech Enterprise Certification
National New Technology Enterprises
Professional Small and Medium-sized enterprises
Innovative Small and Medium-sized Enterprises
Key construction enterprise leading innovation in customized services in the home furnishing industry in Guangdong
Member of the National Federation of Industry and Commerce Professional Committee
Best Annual Service Provider at China High Growth Chain Industry Summit
Key recommended material brands in the home industry
DESIGN100 recommended brand for designers
Recommended Brands in Guangzhou Design Week
Won over 70 international and domestic design awards

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**Lansen power is a customer-centric strategy,
Given the development trends and value enhancement
needs of commercial spaces,
Building Long-term Strategic Advantage**

*LANSEN
Brand Power*

*LANSEN
Product Power*

*LANSEN
R&D Power*

*LANSEN
Manufacturing Power*

*LANSEN
Service Power*

LANSEN Brand Power (Three Major Capability Matrix)

Build the unique brand strength of LANSSEN in the field of commercial decoration



LANSEN Panel
Customized System for Full-Set
of Materials



LANSEN Parts
Customized System for Integrated
Product Solutions



LANSEN Integrated Decoration
Integrated Product Supplying
Service System



朗生®板业

China's number one brand for commercial decorative panels

Last year, LANSEN sold a total of 15,000,000 square meters of various decorative boards.



Source material

LANSEN's self-built global color material library, adapt to aesthetic needs in different business scenarios

Surface

Highly restores to the 90% of natural texture and feeling, achieving the ultimate touch sensation

Substrate

Nearly 30 types of substrate categories to meet different physical properties and functions requirements.

Size

Breaking through traditional specifications limits, customizes the best and most suitable sizes for commercial decoration.



300 Products with different functions and styles

Fully meet the differentiated and integrated needs of commercial space decoration and supporting facilities

朗生® 部品

Integrated products
CMF Customization System

Color

Insight into the trend of commercial aesthetics color. Providing innovative product color definitions and pattern design solutions

C

F

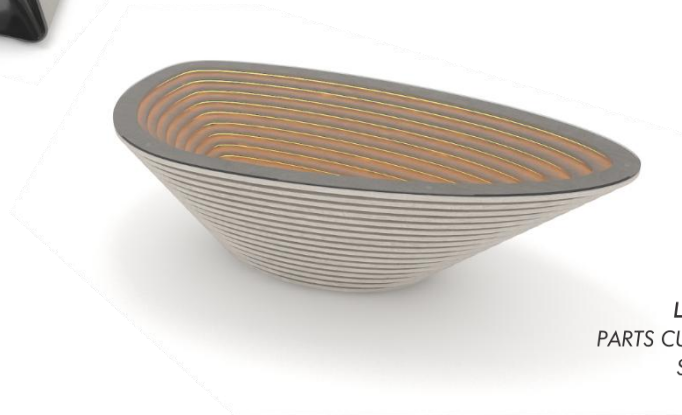
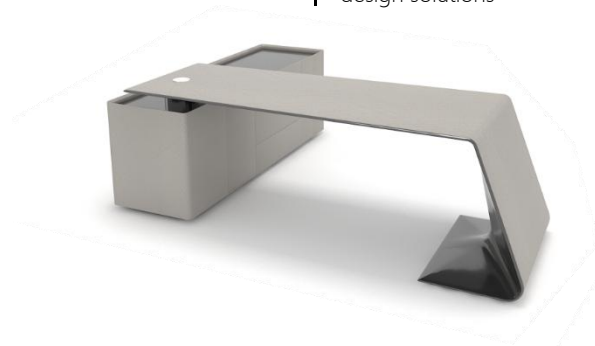
Finish

Guided by actual delivery standards, Providing standardized and refined product process solutions

Material

Explore the demand for segmented spatial scenarios. Providing material application solutions for products with different styles and functions

M

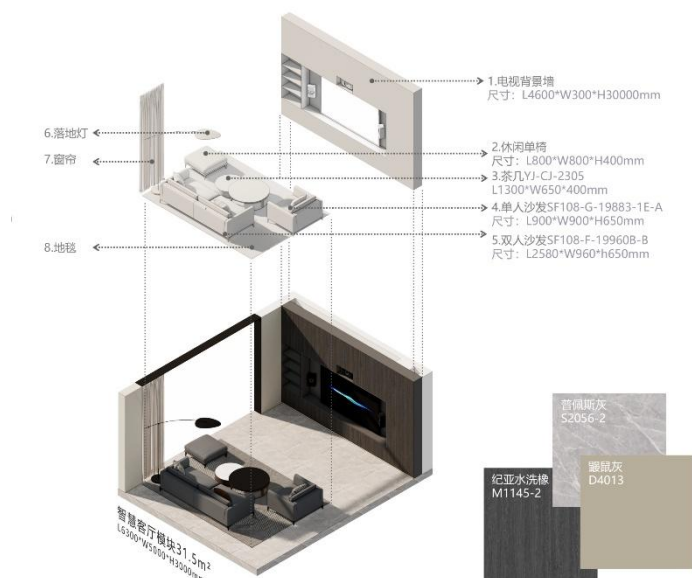


LANSEN
PARTS CUSTOMIZATION
SYSTEM



LANSEN standardized operation system for whole outfit

One-stop solution for the entire process of commercial space scene construction and delivery



朗生® 整装

Integrated Supplying
LSEPC Service System



Modular

Digital Modeling complete the detailed design proposal

Integrated

All-category complete set of materials Integrated Supply Chain Management

Industrialized

Standardization and modularization of components and parts All production is completed in the factory.

Digitizing

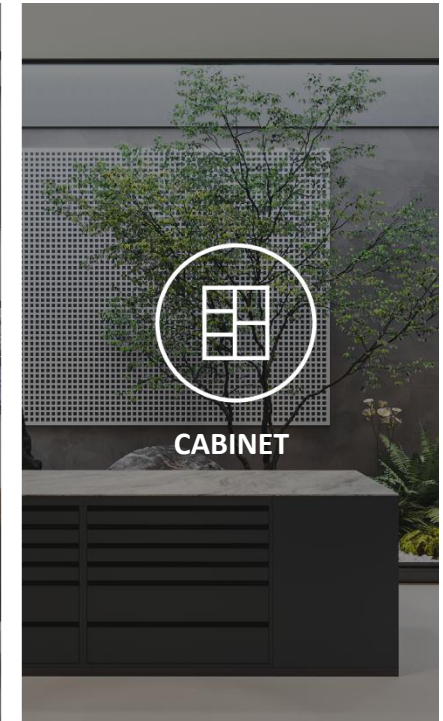
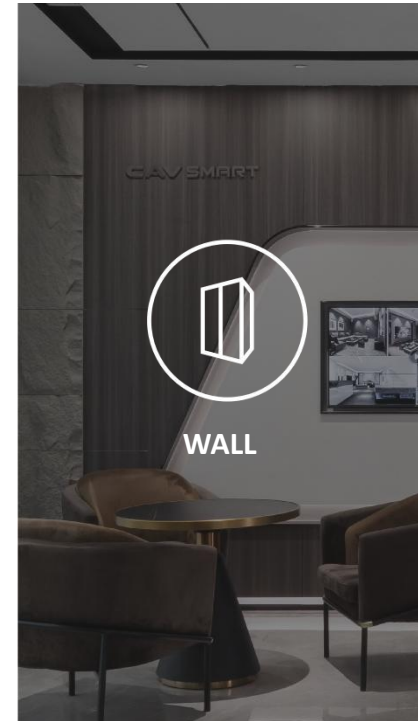
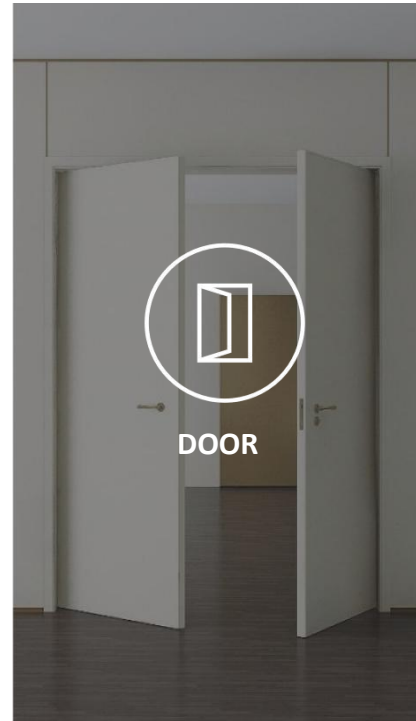
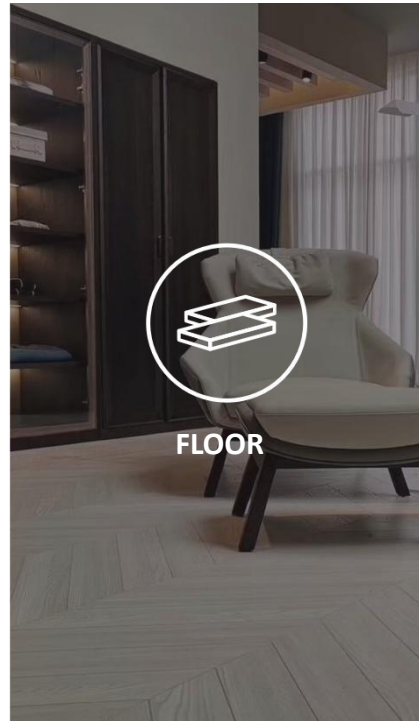
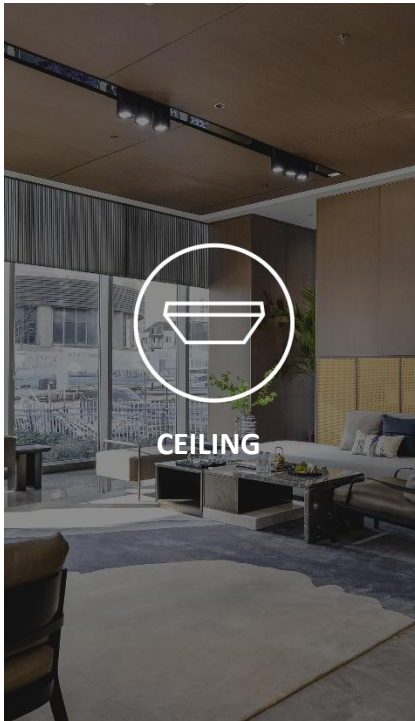
Deepening, production, distribution, construction Collaborative operation of information technology in various links

Assembled

Prefabricated installation replaces traditional decoration Standardized Assembly Process in Industrial Management

Lansen Product Power (Overall Customization of Five Products Categories)

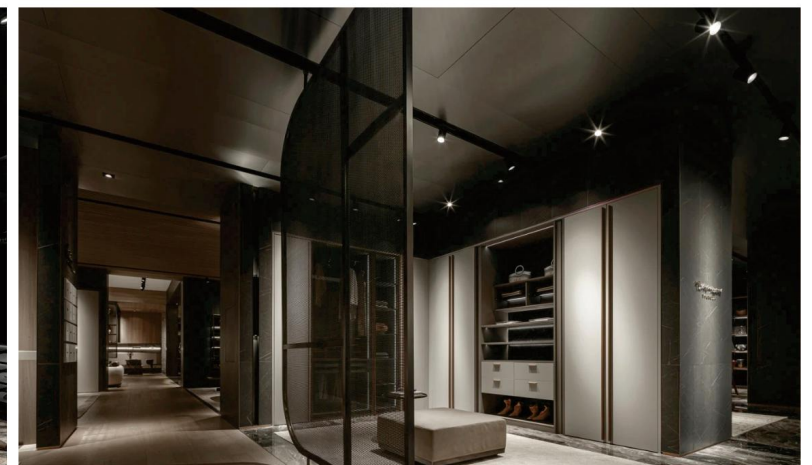
It is a key element in achieving integrated solutions for commercial space decoration.

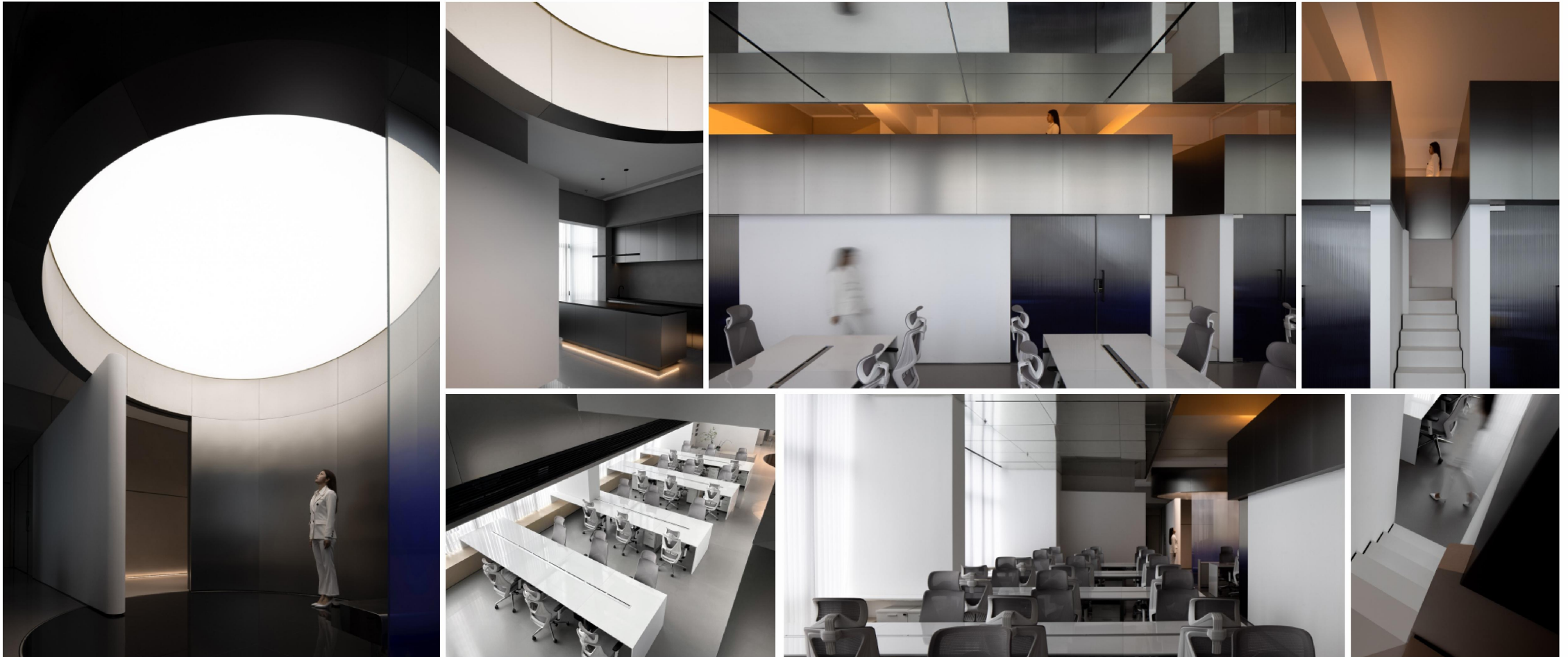


LANSEN

Case Presentation Application Case | Customized Space

OPPEIN | Furniture Showroom





LANSEN

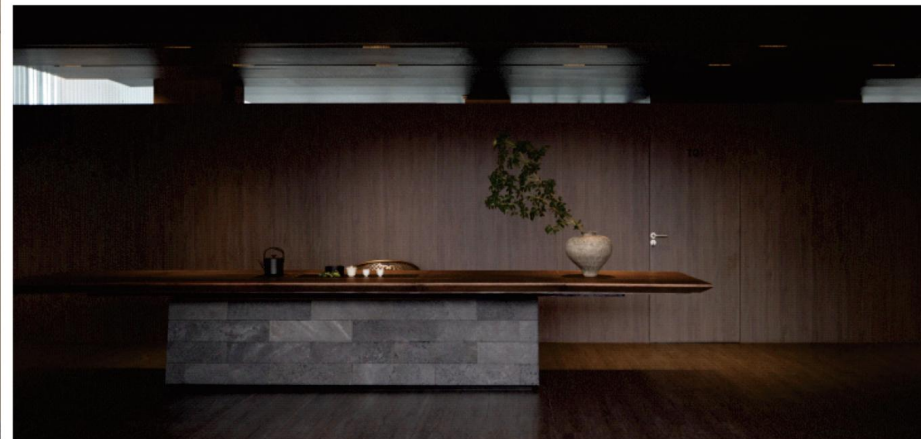
Case Presentation Application Case | Medical Aesthetics Space



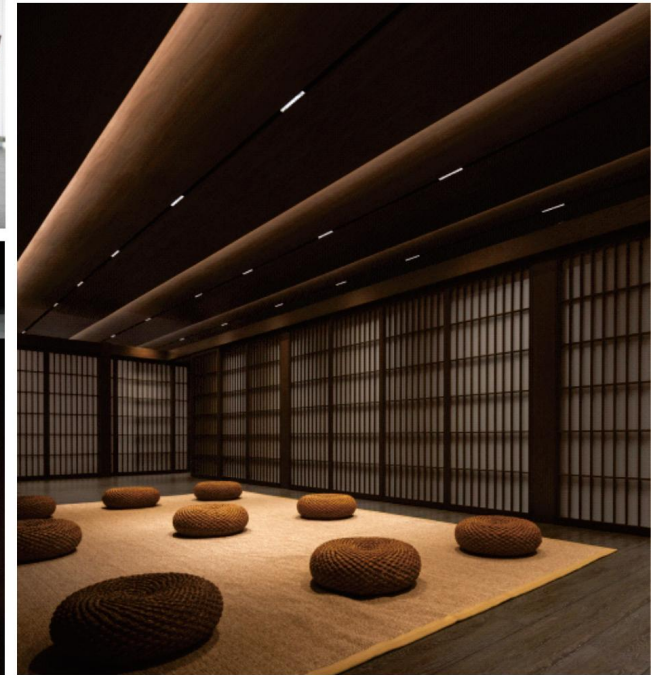
Butterfly House | Medical Beauty



LANSEN
Case Presentation Application Case | Office Space



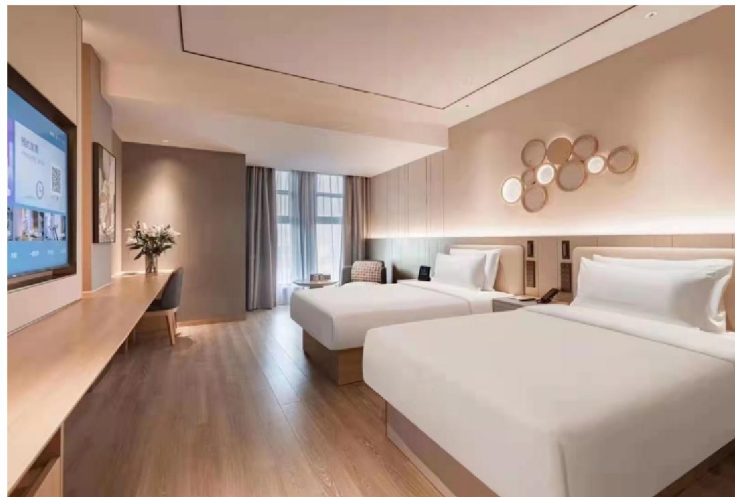
Lianhe Group Office Building



LANSEN
Case Presentation Application Case | Hotel Space



Huazhu Group | Orange Hotel



LANSEN Research and Development Power (LANSEN Integrated Research Institute & LANSEN Product Center)

Dedicated to the research and promotion of the aesthetic, products, and application technology of commercial space decoration.

Focus on the research and development of commercial space decoration delivery and services, forming experimental and forward-looking commercial research.
Methods and strategic thinking for positive interaction and creation, forming a sustainable, artistic, and cost-effective concept, focusing on commercial space and optimizing development execution.
Create an integrated one-stop service platform for the construction of a better business space.



LANSEN's original integrated
integrated materials
4S Customization System



LANSEN self-developed
integrated products
CMF Customization System



LANSEN independently builds and
delivers fully furnished units.
LSEPC Service System



Independently developed by LANSEN
Prefabricated quick-installation
structural system



The third generation created by LANSEN
Chain Store Overall Store Design Concept
and System

Focus on industry standards and core technology research, with multiple intellectual property rights, promote the transformation and application of scientific and technological achievements around the industry and users.



8

Invention patents

98

Trademarks

114

Utility model patents

139

Copyrights

CQC China Quality Management System Certification
ISO9001 International Quality Management System Certification
Utility model patent for multiple material innovation
Utility model patent for multi-material applications
Innovative utility model patents for the application of prefabricated structures
Wall panel hanging system utility model patent
Industry's first integrated material 4S customization system
Self-developed incubation QIT prefabricated fast-installing structural system
Pioneering the third generation of whole-store decoration system VSI
Moisture-proof reinforced flooring
A big data-based decoration modeling method and system
An external protruding lightweight partition wall and its manufacturing method and manufacturing mold
A composite wall structure based on carbon magnesium board
A type of wall panel based on carbon magnesium board
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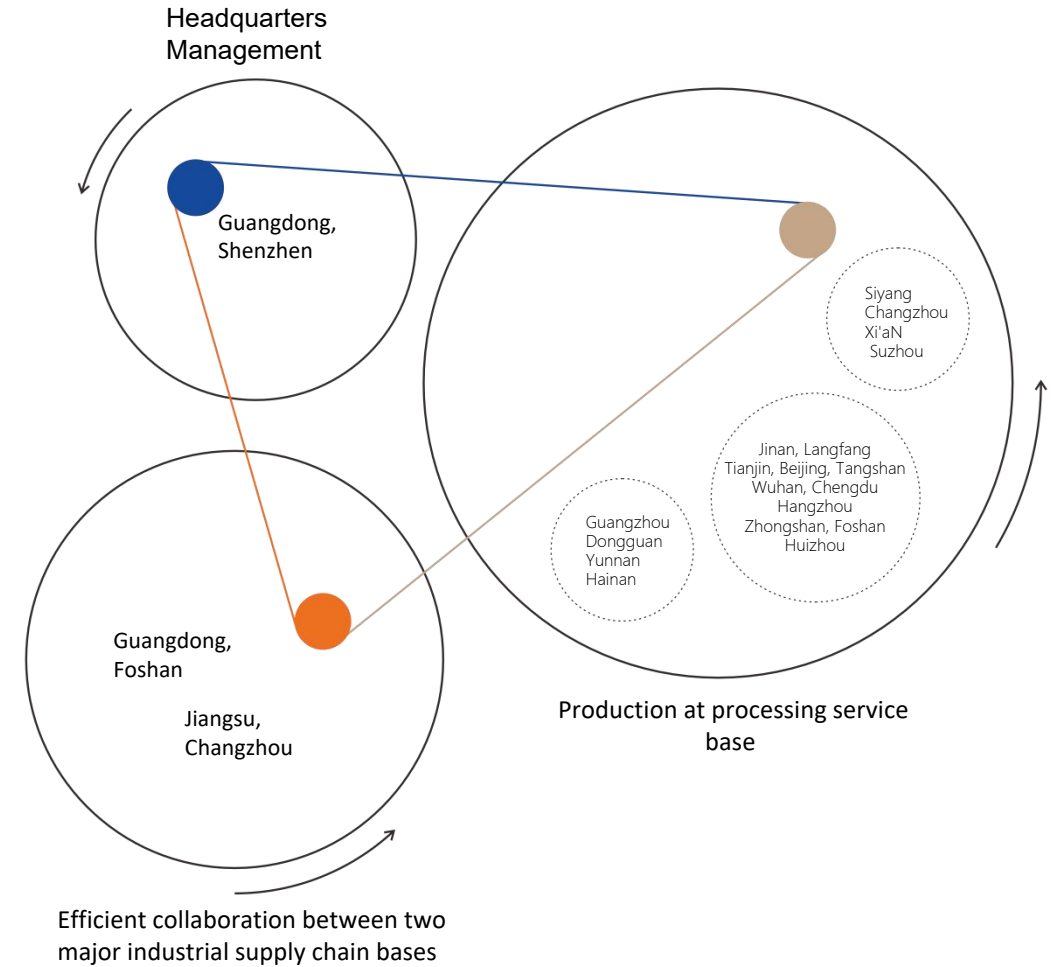
LANSEN Manufacturing Power

intelligent Manufacturing and Supply Chain System equipped with digital production, digital warehousing, and digital logistics

LANSEN actively promotes the efficient coordination of "headquarters management, supply chain base, and processing service base for order production".

Building supply chain bases in two major industrial smart manufacturing clusters in the third-level planning system, coordinating industry resources,

Realize an integrated layout from product research and development to sample production, and to mass supply.



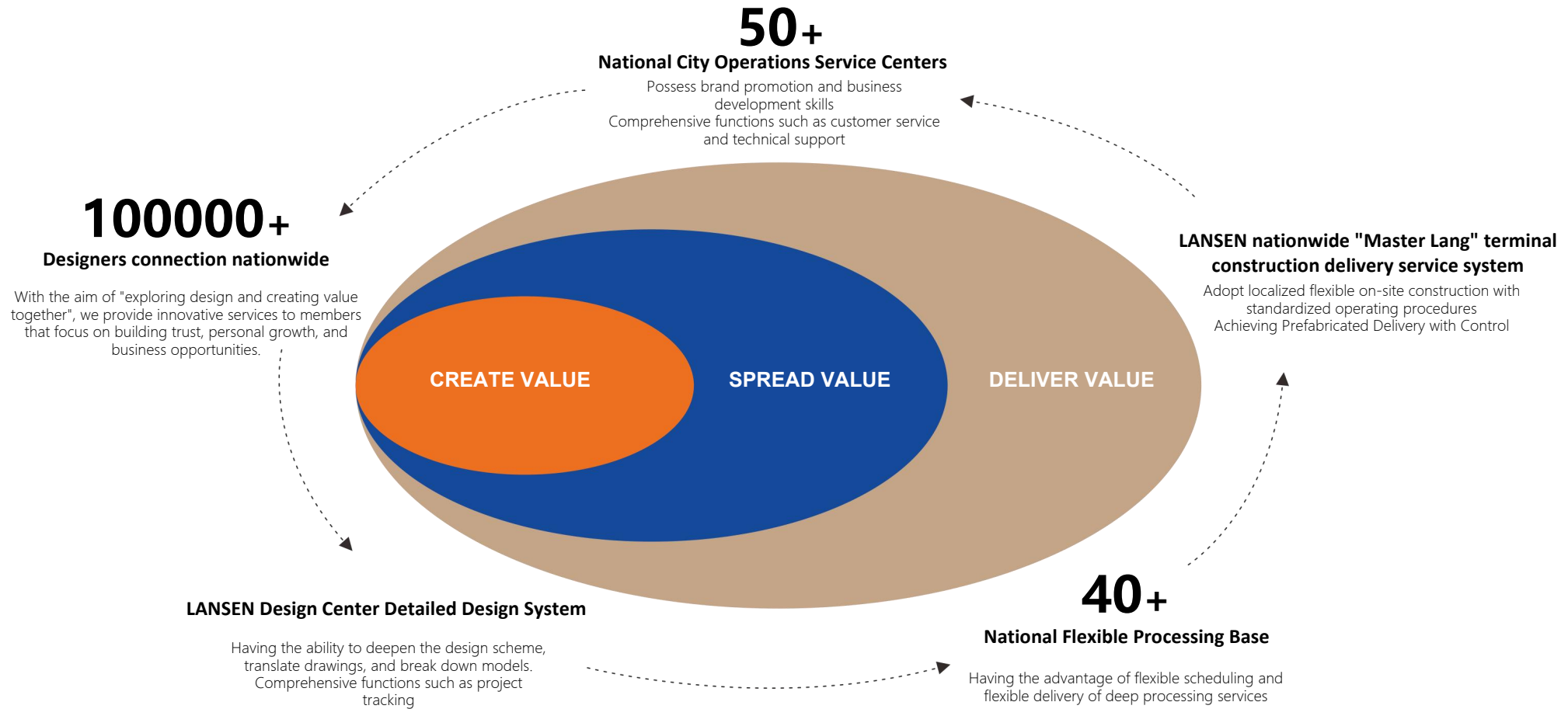


LANSEN
*Smart manufacturing
base*



LANSEN Service Power (integrating business, design, production, and delivery into a closed loop)

Helping clients create value, spread value, and transmit value



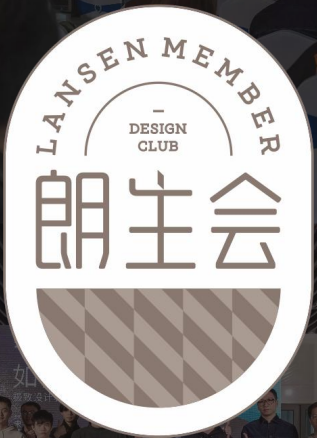
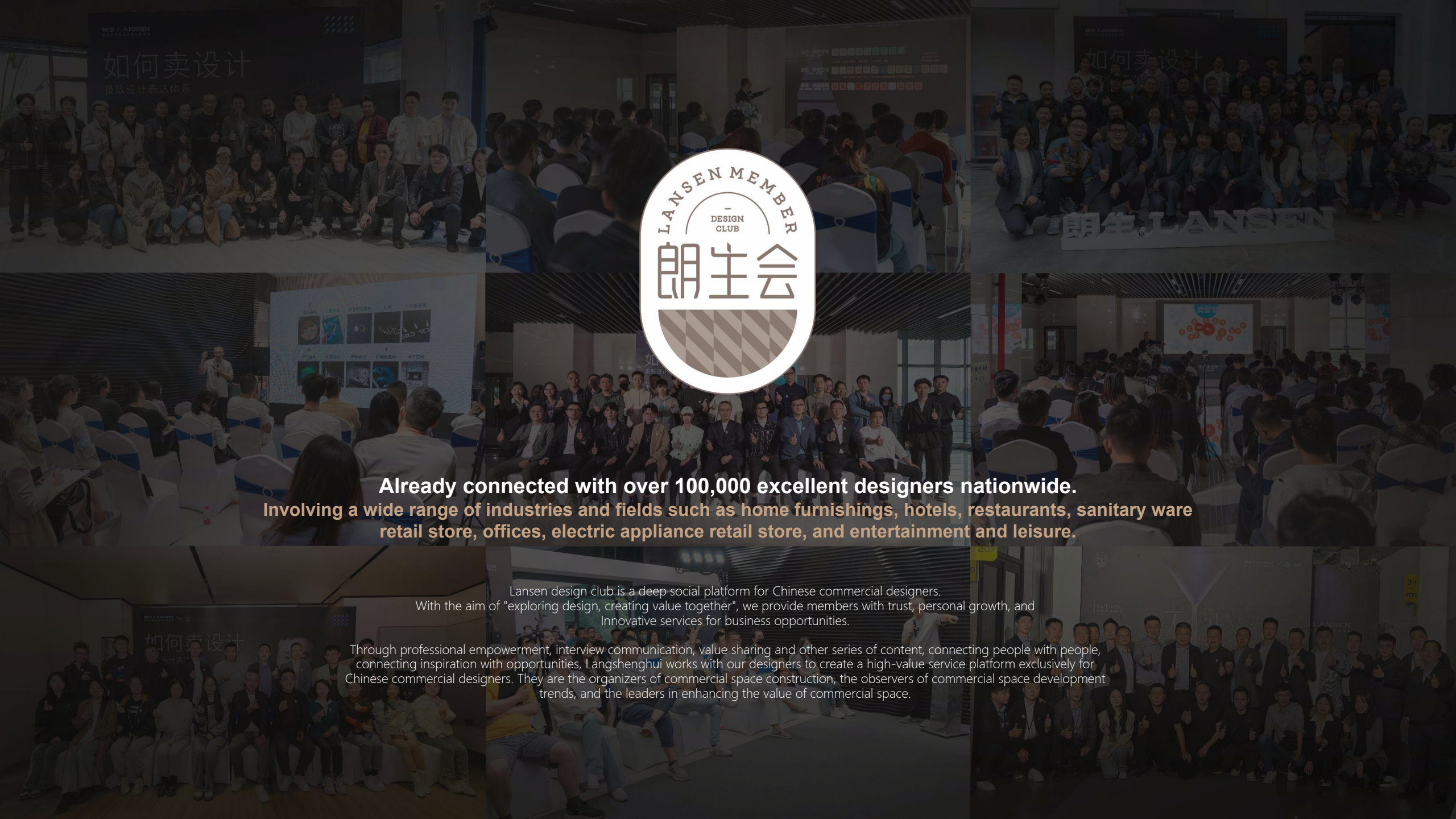
LANSEN **50+** National City Operations Centers.

Reach all core cities

Providing 5 comprehensive functions including brand promotion, business development, customer service, technical support and product supply.

Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Foshan, Huizhou, Xuzhou, Suzhou, Changzhou, Nanjing, Wuxi, Chengdu, Mianyang, Guangan, Fuzhou, Quanzhou, Xiamen, Ningbo, Hangzhou, Wenzhou, Jinan, Qingdao, Shijiazhuang, Xianghe, Shenyang, Dalian, Ganzhou, Nanchang, Nanning, Kunming, Guiyang, Chongqing, Changsha, Wuhan, Hefei, Zhengzhou, Xi'an, Taiyuan, Changchun, Hohhot, Harbin





Already connected with over 100,000 excellent designers nationwide.
Involving a wide range of industries and fields such as home furnishings, hotels, restaurants, sanitary ware retail store, offices, electric appliance retail store, and entertainment and leisure.

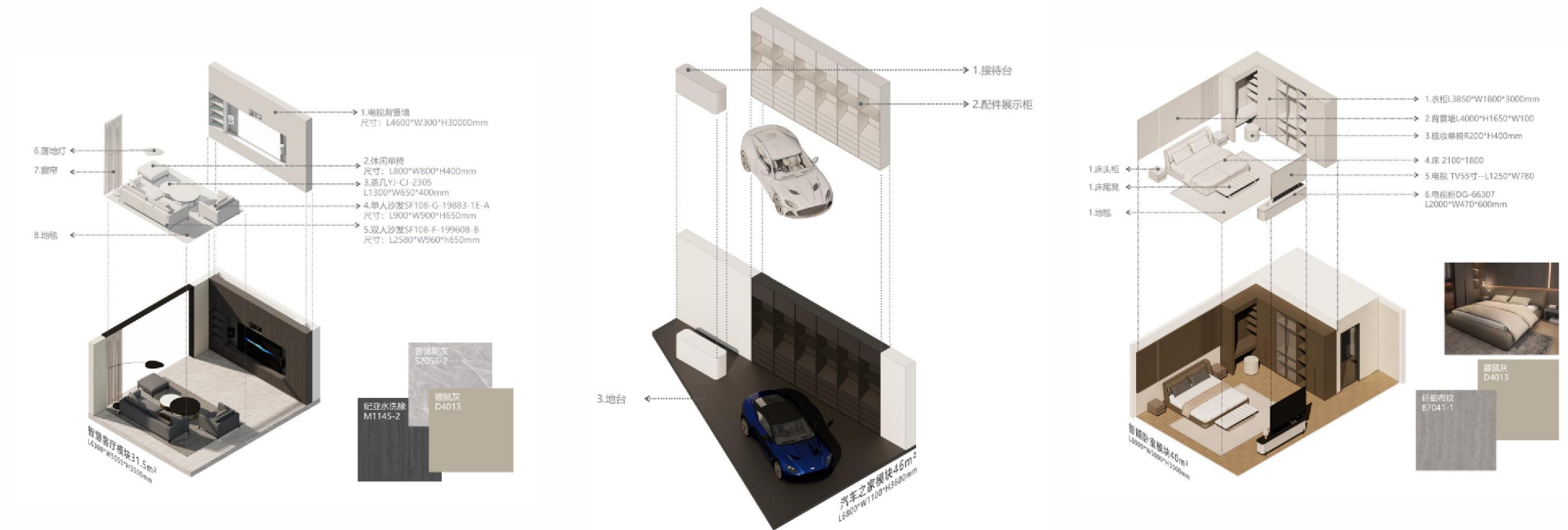
Lansen design club is a deep social platform for Chinese commercial designers.
With the aim of "exploring design, creating value together", we provide members with trust, personal growth, and Innovative services for business opportunities.

Through professional empowerment, interview communication, value sharing and other series of content, connecting people with people, connecting inspiration with opportunities, Langshenghui works with our designers to create a high-value service platform exclusively for Chinese commercial designers. They are the organizers of commercial space construction, the observers of commercial space development trends, and the leaders in enhancing the value of commercial space.

Lansen Design Center Detailed Design System

Comprehensive functions including detailed design, plan drawings, models disassembly and project tracking

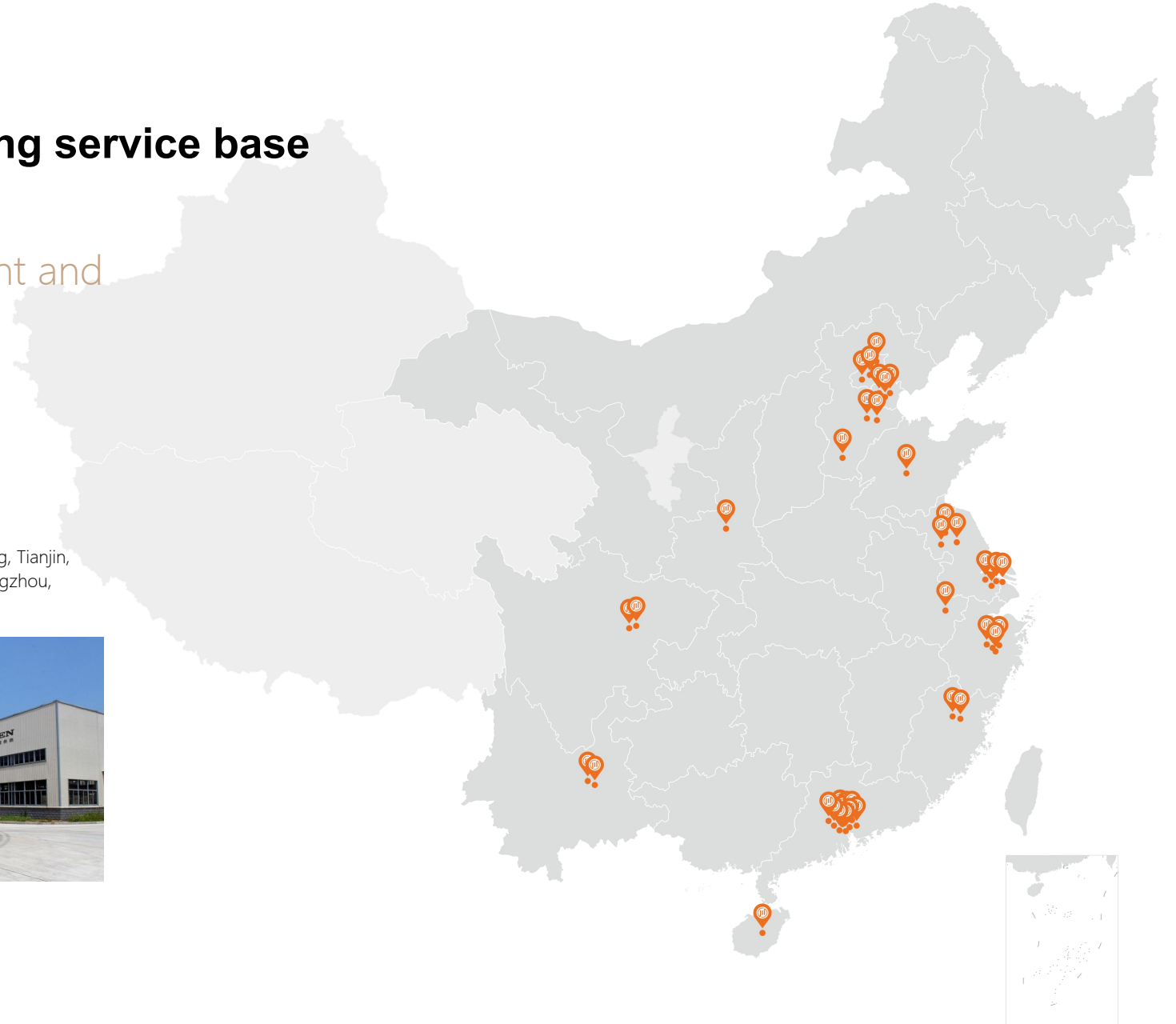
LANSEN Design Center is based on the personalized needs of overall customization for commercial spaces. Through our professional design and technology team, we complete the full-chain deepening design from materials to commercial furnitures, to spaces, and to the whole scenarios.



LANSEN national **40+** processing service base covers the main core areas

With advantages of flexible arrangement and customized production

There are more than forty processing service bases covering the main core areas in Beijing, Tianjin, Langfang, Tangshan, Xi'an, Jinan, Changzhou, Suzhou, Siyang, Chengdu, Hangzhou, Guangzhou, Dongguan, Zhongshan, Foshan, Huizhou, Yunnan, and Hainan.

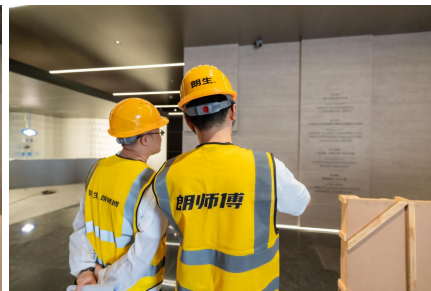


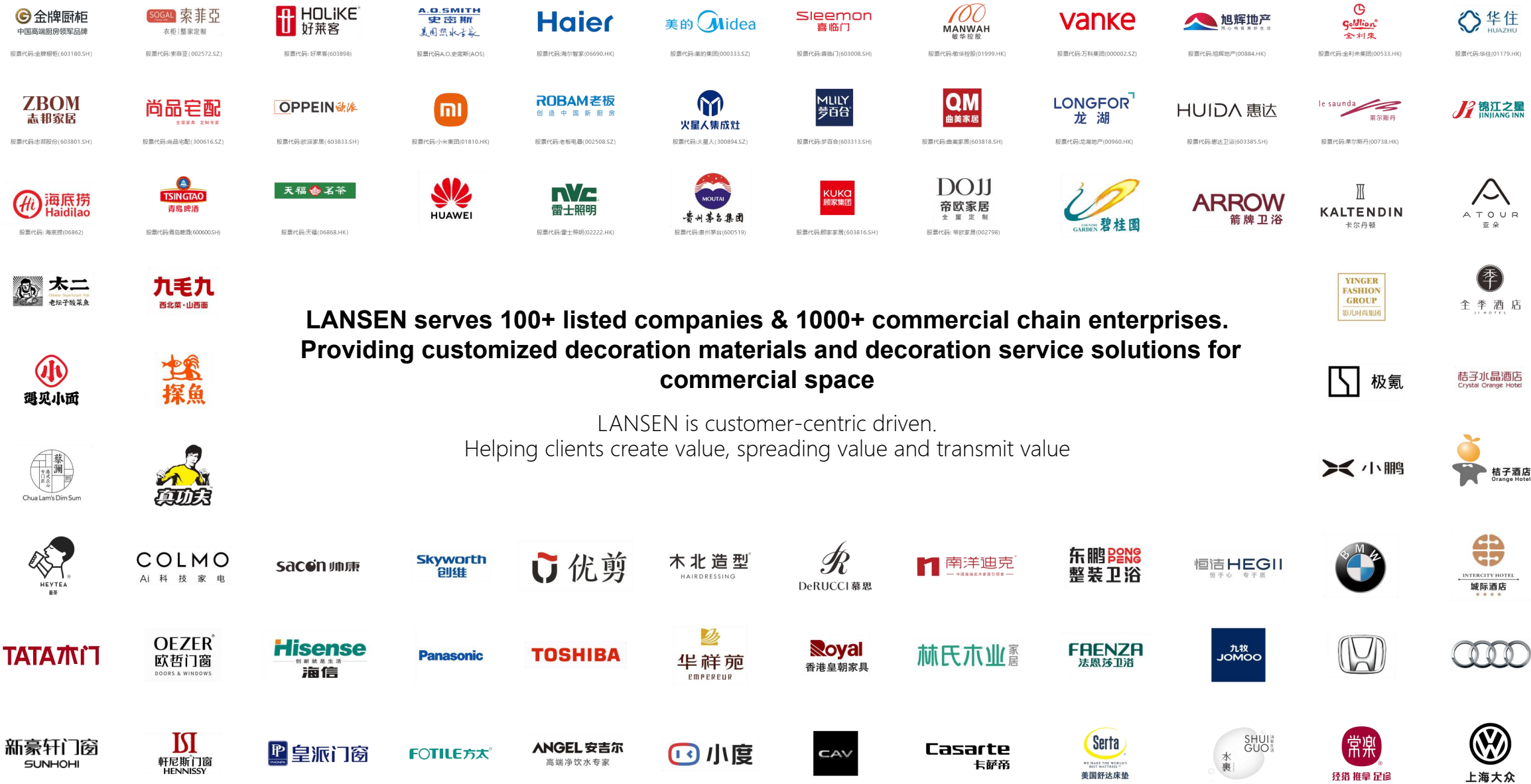


LANSEN's "Master Lang" terminal construction delivery service system

Adopting localized on-site construction to achieve modular delivery through standardized operation processes and control.

The "Master Lang" terminal delivery service system created by LANSEN is dispatched by the city operation service center delivery manager. Provide comprehensive service, including measurement, order splitting, installation, after-sales services, etc., and can achieve quick response within certain service range.





LANSEN serves 100+ listed companies & 1000+ commercial chain enterprises.
Providing customized decoration materials and decoration service solutions for
commercial space

LANSEN is customer-centric driven.
Helping clients create value, spreading value and transmit value

LANSEN
Corporate Spirit

Sustainable development and built to last

LANSEN
Corporate Values

**Achieve customer value、 unity and innovation、
integrity and responsibility**

LANSEN
Corporate Mission

Boost wonder in commercial space

**Setting goals in an entrepreneurial spirit,
Implementing strategies by scientific development of
brand positioning and business portfolio,
Achieving LANSEN target in stages.**

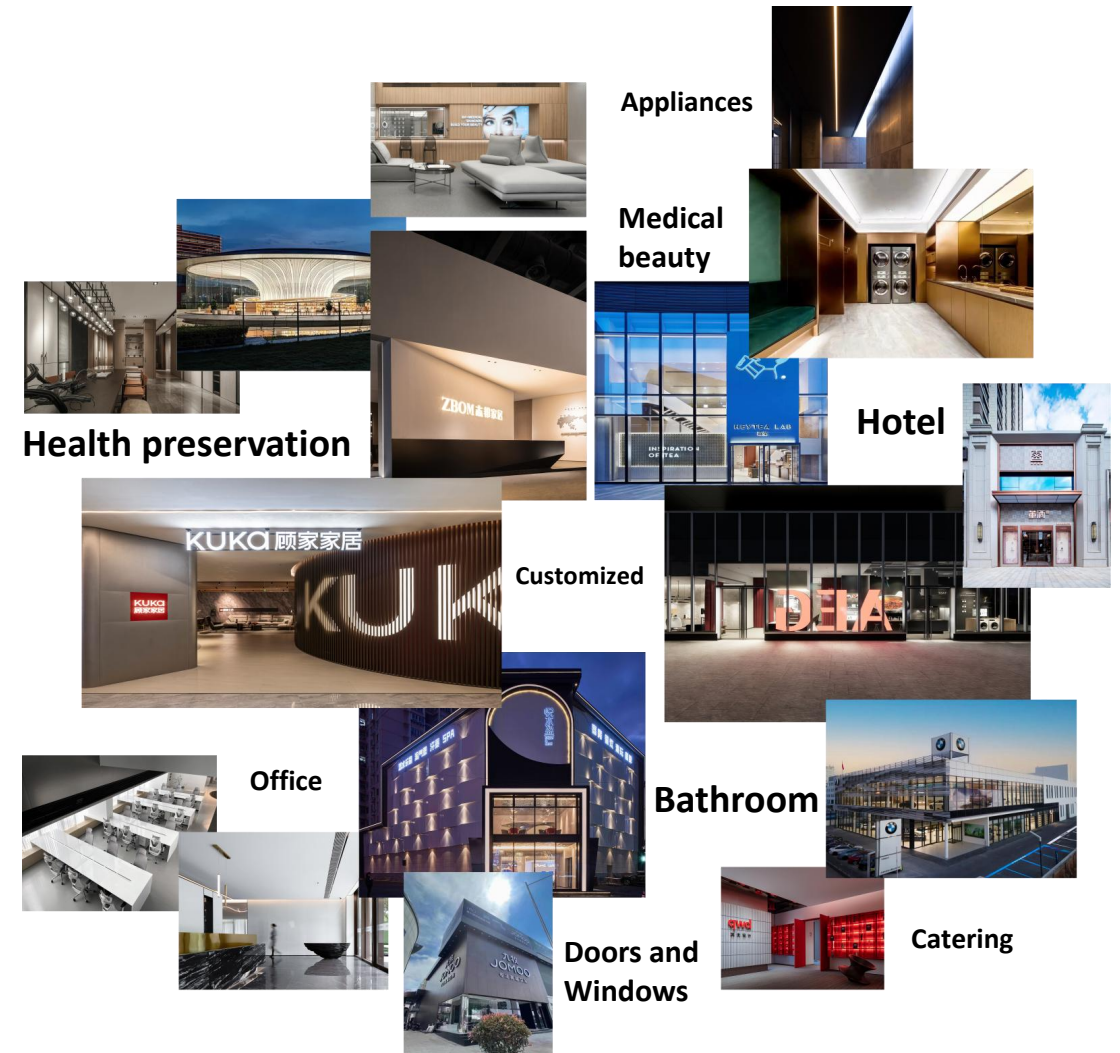
LANSEN
Digitization + Lansen Field

LANSEN
Intelligent + Lansen Series

LANSEN Vision 2021-2025

**Focusing on mainstream trending industries,
Leading the way in customized commercial
space furnishing services in China**

LANSEN focuses on mainstream trending clusters, builds a preliminary digital industrial platform based on decorative panel business, Open up and integrate industry resources, towards a wide range of home furnishings, fashionable dining, boutique hotels, leisure and entertainment clubs, Provide materials, parts, and integrated assembly services for clients in industries such as high-end office and new energy vehicles. Customized commercial space solutions to capture the target market.

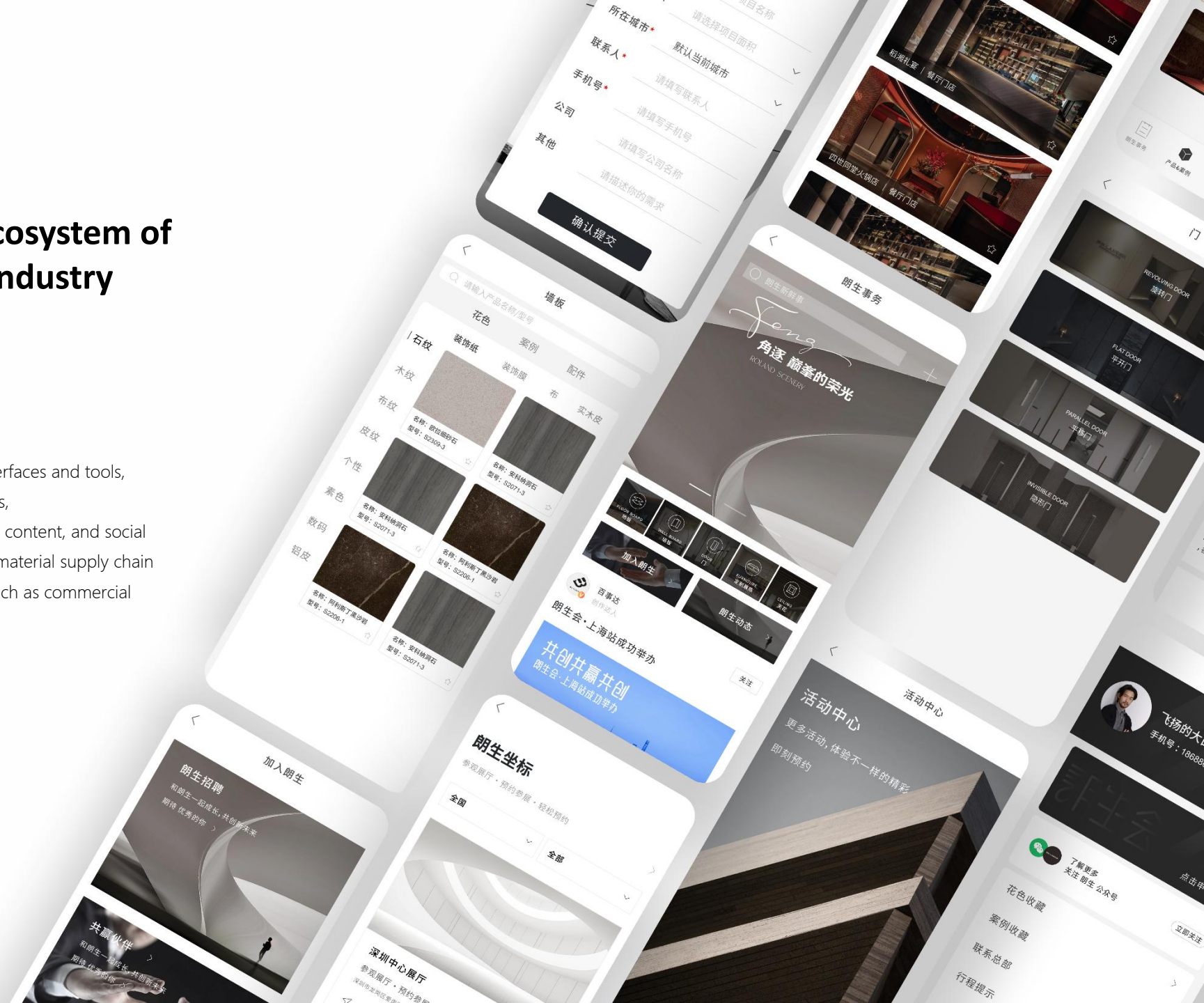


LANSEN Vision 2026-2030

Builder and Promoter of the Ecosystem of Intelligent Commercial Space Industry in China

Through continuous development of a series of interactive interfaces and tools, LANSEN Design a series of ecological cooperation mechanisms, Integrate various industry resources such as products, services, content, and social media. Targeting commercial space designers and decoration material supply chain manufacturers, Professional construction team, various users such as commercial spaces, creating a multi-party interactive industrial ecosystem.

LOXEN





朗生® LANSSEN

Shenzhen LANSSEN Integrated Technology Co., Ltd.
Headquarters: Block A/B, 368 Ainan Road, Longgang District, Shenzhen
Hotline: 400-823-2800
Manufacturing Bases: Changzhou Jiangsu, Foshan Guangdong