



PEI HAI GROUP



<http://www.shinyamark.com>

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-- Introduction --



PEI HAI
GROUP



Professional Reliable Quality Flexible

As a 40-year prestigious shoe manufacturer, we have built long time partnership with worldwide leading fashion, sports and lifestyle brands, especially European brands in recent years. Presently, we have factories in Taiwan, Indonesia and Vietnam. With 3 cold cementing & 5 vulcanize production lines, our annual production capacity is 3.0 million pairs.

We are committed to work with our customers under professional and flexible manner. Our quality product and timely delivery has won us a reputation of accountability and reliability!

We make style, quality, comfort and professional sport and casual shoes that provide great value to our brand partners.

History

Established in 1971, Pei Hai Enterprise Co.,Ltd. is specialized in manufacturing name brand sports and leisure shoes.

In 40 years, the company has developed into an international group that include

- Brimmer Footwear Industrial Co., (Taiwan)
- Brimmer Footwear Quanzhou Industrial Co., (Quanzhou, China)
- East West Products Co.,
- Brimmer – Spain
- Brimmer - France
- Pei Hai Enterprise Co.,Ltd.

Each company is established for the reason of providing our customers the best services and alternatives to their businesses.

- 1971 Founded in Taichung, Taiwan by the current President, Mr. T. K. Chang.
- 1972 Accepted the first shoe exporting orders.
- 1976 Moved to the current site, expand factory and purchase new machines.
- 1983 Won the government First Degree Quality Control Award.
- 1990 Establish Sheu Front Company, a 2-line factory, in Surabaya, Indonesia, under joint venture.
- 1992 Establish Brimmer Footwear Industrial Corporation for shoe trading.
- 1994 Establish PT Pei Hai International in Surabaya for shoe manufacturing under sole proprietorship.
- 1996 Won the government Golden Globe Award as excellent exporting company.
- 1997 Establish East West Products Co.
- 2001 Inauguration of the new headquarters and 30 years anniversary.
- 2004 Set up a 2-line factory of our own in Haiphong, Vietnam.
- 2008 Expand our Indonesia factory from 6 lines to 8 lines.



-- Branch --

Pei Hai Enterprise Co., Ltd (Headquarter)

As the parent company of the Pei Hai Group, the Pei Hai Enterprise Company was founded in 1971. Weather through the oil crisis, exporting quota limit, NT dollar appreciation, labor cost increase, and lift of importing tax refund, the company stands firmly under the leadership of the company President and CEO, and relentless efforts of all employees.



Operation principle of the Pei Hai Group is " base on Taiwan, take a broad view of the world, and enter into the international market." Under this principle, we keep our roots and core technologies in Taiwan; set up factories in Indonesia and Vietnam; and go international.

Accredited by our customers, we have built long time partnership with leading fashion, lifestyle and sport brands around the world, especially the European brands in recent years. Over the past years, we have earned customer reliance and trust in our order flexibility, product quality, price competitively and on time delivery.

Currently, Pei Hai is producing for sport-casual & sporty for men, ladies and Kids. The brand include and not limited to the following:

- **Dolce & Gabbana, D&G and D&G Junior**
- **Emporio Armani, Armani Jeans**
- **N.D.C. Made By Hand**
- **GUESS**
- **Munich**
- **MMJ**
- **Allsaints**
- **GEOX**

Brimmer Footwear Industrial Co.,Ltd.

~ Only 1 but Not Number 1 ~

Brimmer – Taiwan

Being a member of the Pai Hai Group, the Brimmer Footwear Industrial Co. was established in 1992 as a R&D Sourcing Center of the group. With 16 years of development, this company has grown into a full functional entity that embrace all needed expertise, technologies, equipments and materials for name brand leisure and fashion shoes. Strong management team with experienced technicians and modern managerial practices enable us to respond customer needs and wants and market trends quickly.



Our one of a kind shoe development center will complete about 100 pairs of high quality sample shoes a day. Designer Studio provides comprehensive facilities for our guest designers to work with us closely, comfortably and inter-independently.

▶ Only 1 but not No. 1

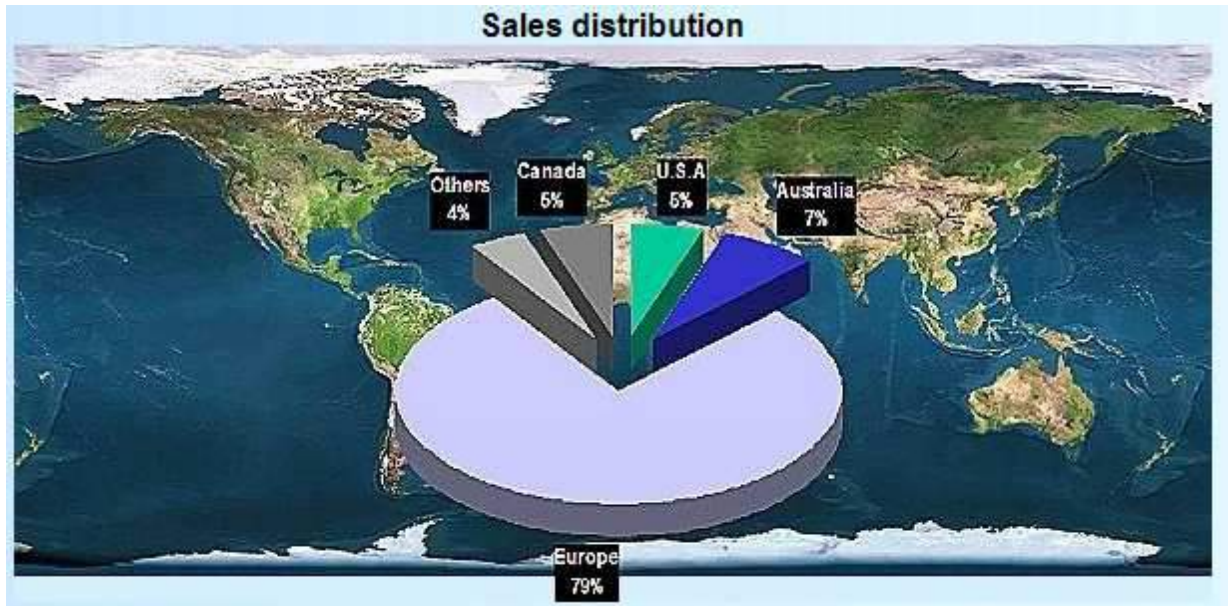
We never dream to be Number One of the world, but we want to be the Only One of our customers. Only we can offer unique and satisfactory services to you. Being ONLY is worthwhile for you and us.

▶ Long Time Partnership

Over the past years, we have built long time relationship with our brand partners in Europe, US, Canada and Asia. It needs test of time, we make it. Once you have first business with us, we believe, you will be glad to work with us eternally.

▶ Market Leader

As you aware that we are not just the market follower, but a leader. Think about the further, we are the one and the ONLY one that helps you compete your competitors. We are committed and work very hard to satisfy your needs.



Brimmer – China, Spain, France

Our offices in China, Spain and France have been set up for years. These offices are our forefronts in serving the needs of the market, our customers, and outsourcing back support for our business as well.



East West Products Co.,Ltd.

Eastwest International Product is a footwear manufacturer which is fully concentrate fashion & high quality shoes. According to market trend, We are able to make various type of shoe, like: senaker, lady street, kid's, sandal etc In Taiwan, there is a strong developing team from paper pattern, open mold and sample room to make quick and good samples. In Indonesia, there are well build production lines and we have experiences of using unique material such as snake, crocodile.



-- Production --

PH Merchandise



▶ Products

We are good at manufacturing lifestyle, fashion, and professional name brand sport and casual shoes. Ranging from casuals to professional, we make cycling (bike), running, basketball, tennis, skateboard, cross training, golf, cricket and hiking shoes, as well as boots, snow boots, sander, thong, sneaker, and fashionable shoes.

▶ Designer Studio

We provide comfortable and well-facilitated Designer Studio for guest designers and technicians to work with our experienced people within our headquarters. The Designer Studio is an inter-independent space close to material storage and sample shoe making rooms that enable us responding to our guest requests immediately.

▶ Sample Shoe Making

Fully equipped in-site sample shoe making rooms allow us to act upon requests and provide instant services to our customer and guest designers. Each company of the Pei Hai Group is individually enjoying its own sample shoe making facilities and personnel, and each is able to make hundreds of sample shoes a day.

▶ Factories

We have our own factories in Surabaya - Indonesia, Haiphong - Vietnam, and Taichung - Taiwan. These factories are installed with state-of-the-art equipments and experienced managers and workers. Presently, we have 3 cold cementing & 5 vulcanize production lines with a total productivity of 3.0 million pairs a year.

To better serve our customers, we also set up a regional office in China as our outsourcing center.

▶ Materials

Most of our materials are supplied by our long time Taiwanese partners. We

purchased in Taiwan and from overseas Taiwanese companies, then shipped to our factories weekly. These Made In Taiwan and Made By Taiwan materials and components are the first step of our quality assurance.

▶ Administration

Growing from a humble start, we are proud of our employees stability. These long time served craftsmen, supervisors and managers, plus constant infusion of new blood from outside make our administration a mix of stabilization and innovation.

▶ Operation

We have well-established a computerized standard operation system. All operation and transactions are controlled by the system. Customers are allowed to log in the system to follow up their order process and manufacture progress.

▶ Our Commitment

As a 40-year company, we earned our reputation and worldwide friendship through our sincerity, hard working, and relentless commitment to serve our customers better than their expectations. Our commitment has been acknowledged long time ago!

Our core value lies on Professional! Reliable! Quality! Flexibility! Our Mission Statement represents our commitment to make style, quality, comfort and professional sport and casual shoes that provide great value to our brand partners.



PH Taiwan



Pei Hai Enterprise Co.,Ltd.

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Daya Dist., Taichung City 42850, Taiwan (R.O.C.)

TEL: +886 (4) 2566-8170

FAX: +886 (4) 2566-6053

Email: peihai@shinymark.com

Production Workshop

Fully equipped in-site sample stitching rooms.
Printing department.
Embroidery department.
Production lasting line.



P.T. Pei Hai

The P.T. Pei Hai International Wiratama Indonesia was built in 1994.
There are eight production lines with productivity of 250,000 pairs a month.
Including 3 cold cementing & 5 vulcanize production lines.
All machines, materials and components are shipped from Taiwan weekly.



P.T. Pei Hai International Wiratama Indonesia

Jl. Raya Mojoagung Jombang Km.Surabaya 71
Peterongan Jombang
TEL: +62 (321) 496-245~7
FAX: +62 (321) 496-248~9

Person to work with
F. Manager: Chen Wen Chi

Production Line: 8 Lines
Stitching Line: 25 Lines
Capacity: 12,000 Prs./Day, 250,000 Prs./Month.
Number Of Worker: 4,900 Persons.



Surabaya Office

Komplek Ruko Villa Bukit Mas Blok RE-22
Jl.H.Abdul Wahab Siamin Surabaya 60225 Indonesia
Tel: +62 (31) 567-6328;567-6318
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-- Advantage --

Our Strength

Besides features of our group, in order to realize our Core Value and achieve our Mission Statement, we identify the following strengths that are valuable to our customers/partners:

- ▶ Flexible in orders.
- ▶ Quick response to customer requests.
- ▶ Strong shoe development ability.
- ▶ Quality and High productivity.
- ▶ Timely delivery.
- ▶ Customer Service.
- ▶ Tax advantages for our customers.
- ▶ Taiwan Materials.
- ▶ Taiwan Administration.
- ▶ 40 years reputation in shoe making.
- ▶ Solid and sound financial status.



□ Flexible in orders.

Whether it is big or small, simple or complex, repeat or new style, we treat every order in equal importance. Our flexibility enable us accepting various orders of quantity and complexity. We keep one production line in Taiwan for small and complicated orders.

□ Quick response to customer requests.

Our strong shoe development team, sample making rooms, and in-site Designer Studio allow us to respond customer requests as quick as possible.

□ Strong shoe development ability.

We do not only have rich experiences in shoe development, but keep abreast with current fashion trends and producing technologies. Strong product development ability is something that keep us prospering up to this date.

□ Quality and High productivity.

Our efficient and outstanding expertise, technologies, equipments, computerized operation systems and experiences assure our quality and productivity.

□ Timely delivery.

We understand the importance of time for brand distributors. Timely delivery with right numbers of quality product does not only crucial to our customers, but our production scheming.

. Customer Service.

To better serve our customer, there is an easy access for customers to enter our electronic operation system to monitor and interact with us closely for their order manufacturing progress.

□ Tax advantages for our customers.

Our factories in different countries in Asia help you getting tax advantages and solving quota and anti-dumping problems.

□ Taiwan Materials.

Most of our materials are either Made In Taiwan or Made by Taiwan; and are purchased, inspected before shipping to our factories. These long time suppliers and materials are our first assurance of the quality of our shoes.

□ Taiwan Administrator.

Stabilized employees and constant infusion of new blood make our administration a mix of conservative and proactive. As a Taiwanese company, we are proud of most of our administrative employees in our offices and factories are Taiwanese.

□ 40 years reputation in shoe making.

As a 40- year old company, we have accumulated a good name and accountability in the shoe industry. Over the past years, we have built up a long time reputation renowned around the world.

□ Solid and sound financial status.

Strong finance provides assurance of customer order manufacturing. Our solid and sound financial status as well as our equal and humanistic treatment to our workers make us operate smoothly and stably.

Laboratory Center

Ensuring our quality, we set up laboratory center and testing rooms within our headquarters and factories years ago. Equipped with well-trained technicians and various machines, our tests starts from materials to the whole shoes.

Materials: Our material tests include hardness, thickness, weight, density, tensile, breaking elongation, split tear, bursting, shrinkage, color fastness, light fastness, abrasion, adhesion, aging, and flexing for PU, PVC, EVA, rubber, leather and textiles.

Whole Shoes: Different whole shoe test will be conducted, such as sidewall pulls, full shoe pulls, whole shoe flexing, sole flexing, tongue pulls, and lace system pulls, for different requirement.

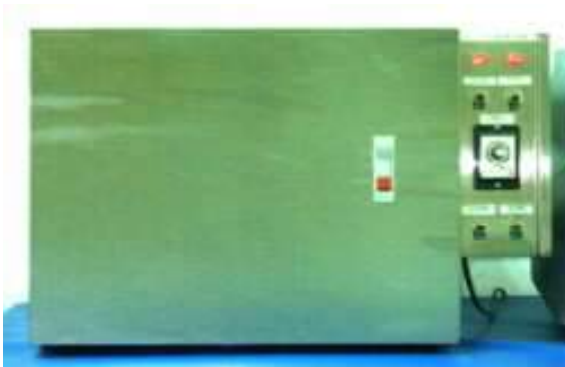
The followings are part of our equipments.



TOP LOADING BALANCE



AKRON ABRASION TESTER



FREEZING TESTER



BURSTING STRENGTH TESTER



CROCK METER



SHOE BENDING TESTER



DIN ABRASION



DRILLING MACHINE



BALLY LEATHER FLEXING TESTER



FREEZING TESTER



STANDARD TYPE MICRP-COMPUTER TENSILE TESTER



AGING OVEN



Bond Strength Test



Aging Treatment Test



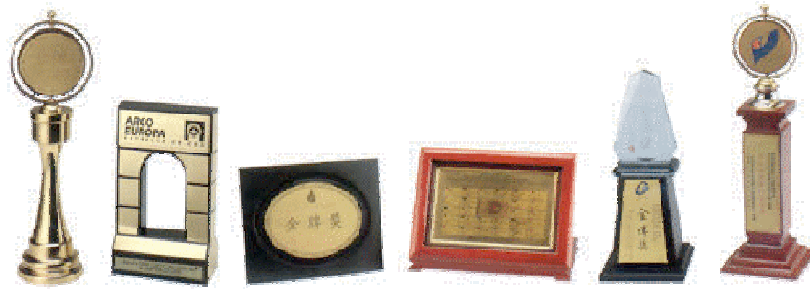
Abrasion Test Machine



Non-yellowing

-- Awards --

There are prides and glories over the past years of the company. In 1983 and 1996 respectively, we were awarded by the government as First Degree Quality Control factory and Golden Globe Award for excellent exporting performance. Besides, there are other awards from the industry and society activities we engaged in. We worked hard to win these awards, and will work harder in the future.



The excellent export company golden globe award in Taiwan

Social Responsibility:

We do our social responsibility in two ways. Internally, we treat our employees in fair, equal and humanistic manner and provide employees development, incentive and welfare programs. Externally, we are committed in engaging social activities and donating funds for non-profit and charity organizations. In 1998, we set up a scholarship foundation within the township government to support local student education.

-- Mission Statement --

Produce quality and professional footwear that provide the greatest value to our brand partners.



Professional Reliable Quality Flexible

-- Contact Us --



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