

# news

company story  
& creative service

***U-LIKE***

# STYLE AND QUALITY DELIVERED



# GLOBALLY

**U-LIKE** GROUP

**80,000+**  
square meters

**10+**  
large workshops

**280+**  
global customers



# U-LIKE FURNITURE FOR EVERY BUSINESS



As a leading B2B furniture company, U-LIKE Group takes pride in serving businesses across the globe. Our extensive scale and strict quality standards has enabled us to efficiently meet a wide range of market demands, ensuring seamless delivery and support.

Whether you need to furnish residential spaces or supply furniture for large projects, U-LIKE Group is your trusted partner for reliable, globally available furniture solutions. Discover how we combine style, quality, and scale to redefine home furniture around the world.

## Automated Production Process

Output from a single production line has increased by over 50%



## Data-Driven Quality Control

Quality improvements lead to a 98% product pass rate



## Eco-Friendly reduction

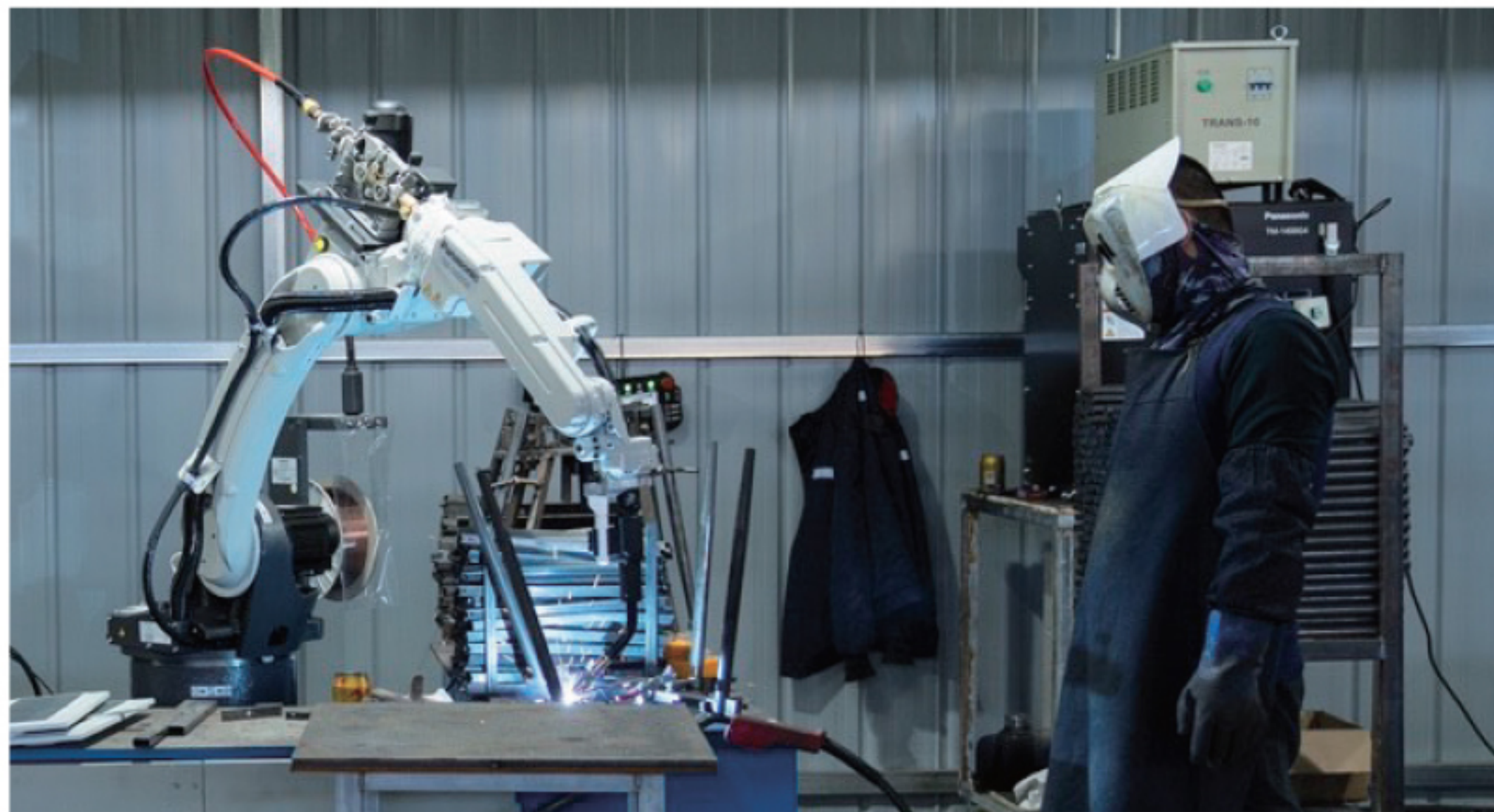
15% reduction in energy consumption per unit produced



**U-LIKE** GROUP

# OUR SCALE AND EXPERTISE

At U-LIKE Group, we specialize in providing stylish, high-quality furniture solutions that enhance living spaces around the world. Our product range covers essential areas of the home, including the living room, dining room, and bedroom. With a strong B2B network, we are dedicated to offering reliable, aesthetically pleasing, and functional furniture to our global clients.



We are equipped with advanced machinery, including intelligent robots, which play a crucial role in improving production efficiency and ensuring product quality. These robots perform high-precision tasks such as assembly, coating, and furniture inspection. This automation significantly reduces labor costs while enhancing production flexibility and stability. By utilizing these cutting-edge technologies, we can respond more swiftly to client and market demands and strengthen the competitiveness of our products.



## High Efficiency and Capacity

**Spacious Production Facility:** An 80,000 square meter space supports multiple production lines, enabling high efficiency and simultaneous operations.  
**Integrated Processes:** In-house ironwork, painting, upholstery, and panel processing improve quality control and reduce lead times.

## Diverse Product Range and Flexibility

**Comprehensive product line:** producing beds, sofas, dining chairs, tables, and coffee tables for various markets.  
**Adaptable production:** Able to quickly adjust to new orders, supporting both large-scale and custom projects.

## Quality and Resource Optimization

**Enhanced Quality Control:** In-house production processes ensure consistent quality standards.  
**Efficient Resource Utilization:** Centralized operations reduce costs and enhance product consistency.

## Supply Chain and Environmental Benefits

**Optimized Logistics:** Ample storage space reduces logistics costs and accelerates delivery.  
**Sustainable Production:** Innovative, eco-friendly processes minimize emissions, ensuring lasting sustainability.

## Attracting Talent and Technology

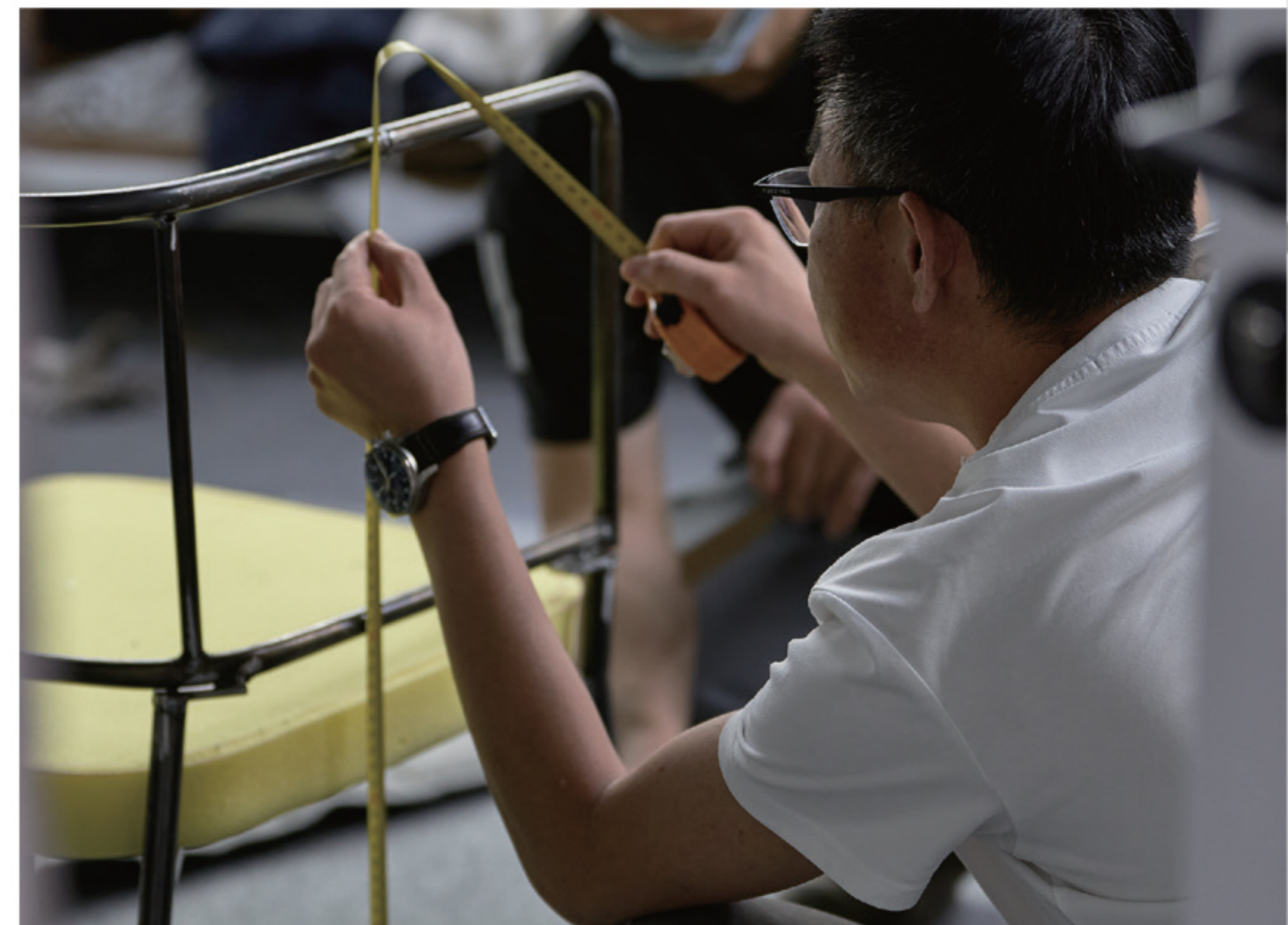
**Skilled Workforce:** A large-scale facility attracts talented individuals and promotes innovation within the industry.  
**Technology-Ready:** The availability of space for advanced equipment and automation significantly enhances competitive advantage.

# R&D



## U-LIKE R&D CENTER

Our Research and Development (R&D) Building serves as a dedicated hub for advancing innovations in technology and materials. The introduction of cutting-edge solutions and the development of customized furniture aim to enhance the sampling experience for customers. Following several months of interior refurbishment, the R&D center has officially commenced operations, focusing on the creation of proprietary brand designs for new product samples. Continuous experimentation with product structure and material selection is integral to enhancing the company's market competitiveness. Furthermore, we are expanding our small batch order solutions to accommodate developing clients, thereby providing improved procurement services.



# INNOVATIVE DESIGN AND TECHNOLOGICAL BREAKTHROUGHS

Creating a test model or prototype of the chair has proven invaluable in the design process. It allows for a hands-on examination of scale, connection details, and other essential aspects that may be difficult to fully understand through 2D or 3D representations.

The prototype serves as a tangible, real-world reference that helps refine the chair's structure, ensuring it meets both ergonomic and aesthetic goals. This practical approach enhances the overall design and guarantees functionality and comfort.



At U-LIKE, our furniture designers possess extensive skills in product research and analysis. They are highly attuned to market trends and have a keen design sense that helps us stay ahead in the competitive global market. Our designers regularly participate in international furniture exhibitions, gaining insights into global design innovations and consumer preferences.



## DESIGN CAPABILITIES OF U-LIKE



We conduct quarterly research and analysis on raw materials and color trends to ensure that our designs remain relevant and innovative. Our continuous exploration of new materials and trends guarantees that our designs meet current market demands while anticipating future consumer needs.



# COLOR TREND





# Embrace



The primary goal of designing this product is to convey the best feeling in the world through its visual expression. A hug may be simple, but it offers the warmest reassurance. Children value their parents' hugs for the sense of security they provide, while adults appreciate the embraces of their loved ones, which fill them with warmth, satisfaction, and happiness. Through bionic modeling, the 'Embrace Series' products replicate the warmth of an embrace, fostering a sense of stability and tranquility.





Comprehensive Design Services  
for Brand Building  
and Product Promotion

## U-LIKE VISION STUDIO

U-LIKE Vision Studio provides a wide range of design services aimed at enhancing brand identity and improving product promotion across both digital and offline channels. We cater to the diverse needs of our clients, which include e-commerce platforms, retail and even brick-and-mortar retailers. Our goal is to ensure that every partner receives expertly crafted visual content tailored specifically to their market.

Our services start with pre-production photography and videography in our state-of-the-art, 1,200-square-meter studio. Here, we capture high-quality visuals that showcase the unique attributes of each product. This studio is equipped with advanced lighting and staging setups, allowing us to maintain precise control over image quality, styling, and brand alignment.



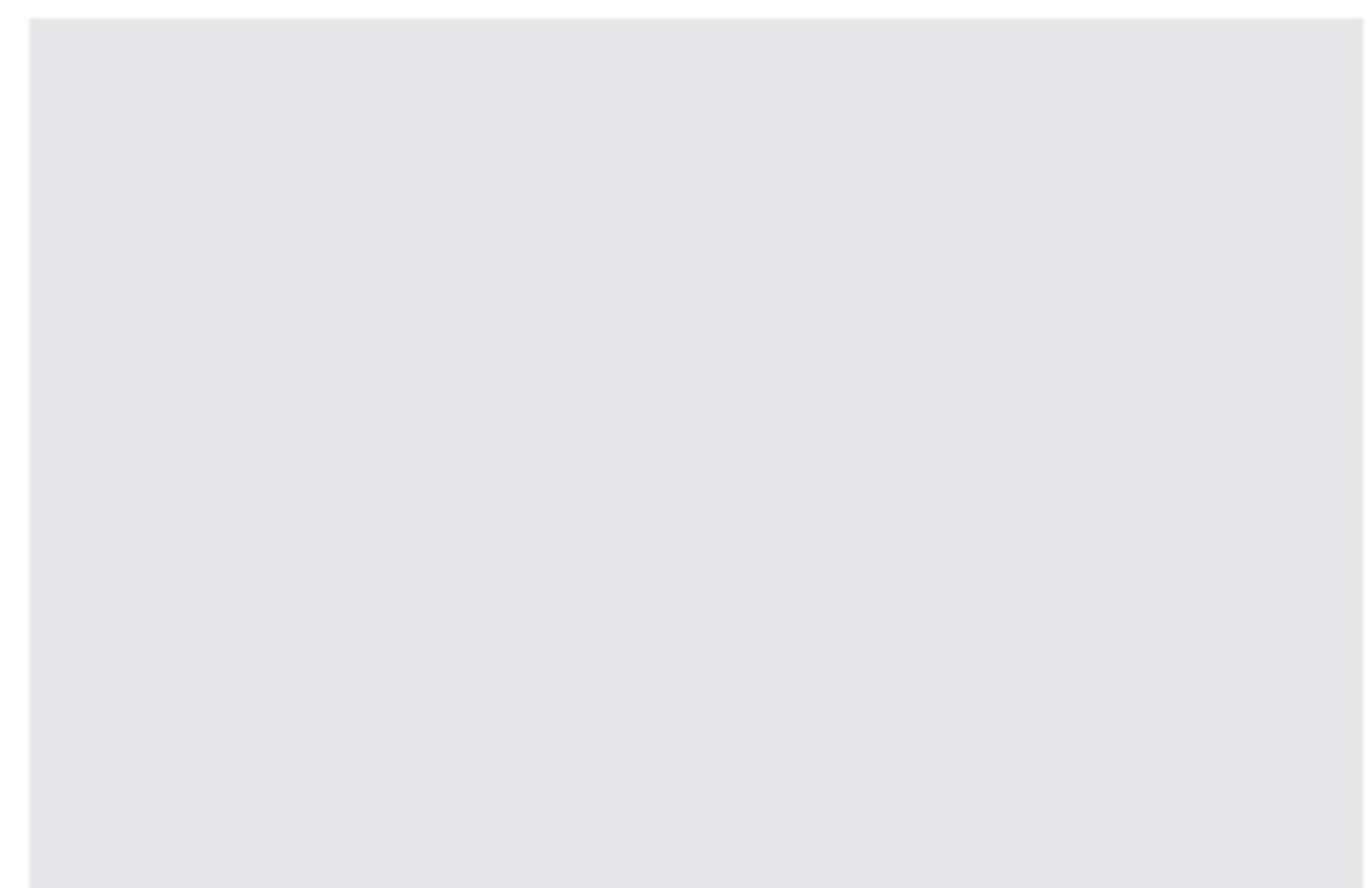
White shoot studio



Equipment



Still shooting area



Plain white background shadowless



Colored background shadowless



Natural straight-out



Plain white background Have a shadow



Colored background Have a shadow



Natural straight-out



After pre-production, our skilled team conducts detailed image and video editing during the post-production phase. This stage focuses on refining visuals and preparing content for targeted market engagement. Our experienced designers customize post-production efforts to meet the unique demands of various markets, creating visual content that resonates with specific consumer demographics while aligning seamlessly with brand guidelines.

At U-LIKE Vision Studio, our team consists of multiple professional designers, each contributing specialized skills to provide comprehensive design services for small and micro partners. With a strong understanding of design trends and market needs, U-LIKE Vision Studio empowers clients to establish a cohesive and impactful brand presence. This ensures that their promotional content effectively captures audience attention and drives engagement across different platforms.

With our end-to-end design solutions, U-LIKE Vision Studio is a dedicated partner in helping businesses create visually compelling and strategically aligned promotional content.



