

新一代MDI大塊泡綿技術- 於高回彈、慢回 彈泡綿之應用

A new generation of MDI slabfoam
technology for HR and VE foams

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Furniture Polyurethane, Asia



簡介 Introduction

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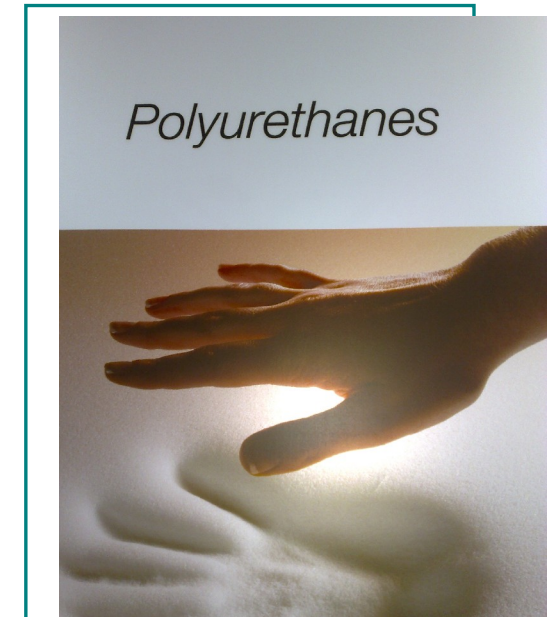
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✦ 自1980年, ICI聚氨酯首先開發MDI模塑軟泡
In 80s, ICI pioneered in MDI moulded foams.

✦ 90年代起, 開發全MDI系統大塊泡綿, MDI泡綿
市場成長迅速。
In 90s, introduced MDI slabstock and grown
rapidly.

✦ MDI大塊泡棉已成功地成為主要的床墊材料。
MDI slabfoam has successfully become a
major material for mattress.

✦ 亨斯邁公司亞洲生產基地中國上海、台灣、泰國;
研發中心: 上海
production sites: Shanghai/ Taiwan/ Thailand;
Technical center: Shanghai



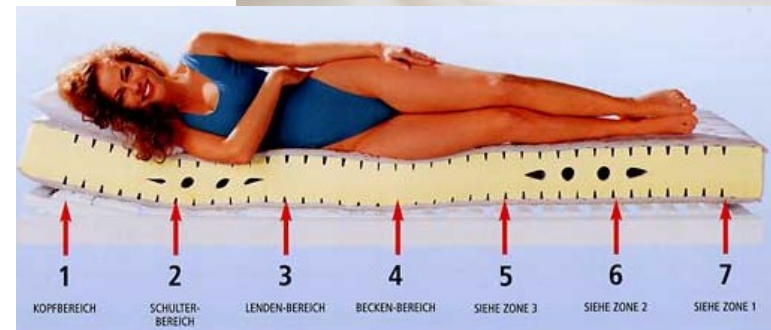
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產品定位：一項嶄新的產品 Positioning – a novel product

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- ☀️ MDI泡綿與現今亞洲生產泡綿不同
Different from the foams currently produced in Asia
- ☀️ MDI泡綿為一具有環保意識的產品
An environmental conscious product design
- ☀️ 可提供好的舒適感與濕壓縮形變
A good hand-feel, high comfort, wet compression set foam
- ☀️ 其目標在提供「高品質品牌床墊」業一項嶄新的產品
Aimed at providing the **branded mattress industry** with novel products.

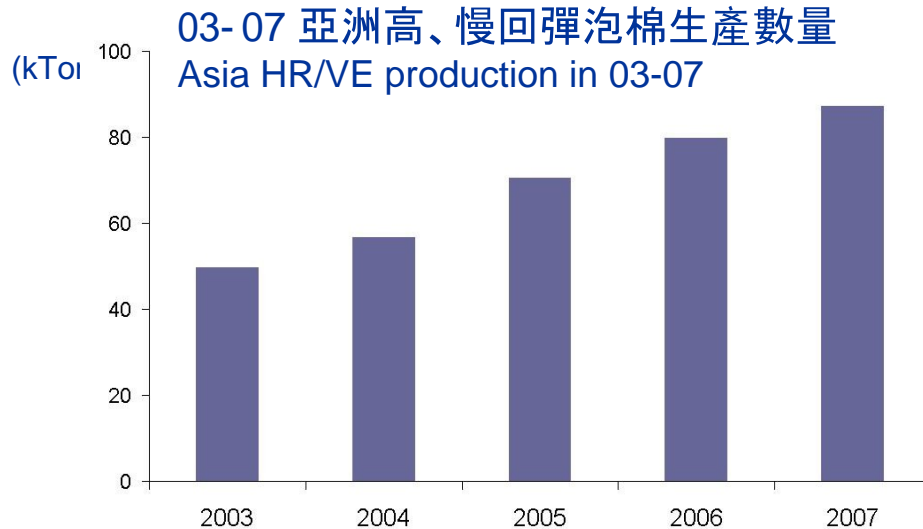


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亞洲高回彈、慢回彈泡綿市場 Asian HR/VE foam market

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2007 亞洲高、慢回彈泡棉生產數量及成長率
Asia HR/VE production and growth rate in 07

	CHN	JPN	KR	TW	AUS	ASEAN	Total
HR/VE (kton/year)	60.0	2.3	3.5	3.2	4.7	11.0	87.2
(% growth rate p.a.)	13.7	0.0	11.8	-3.1	3.3	1.4	

Source: "Polyurethane Chemicals & products in Asia-Pacific", IAL;
"2007 China TDI market report", PUworld; Industry estimates;
customers interview.

✶ MDI 泡棉最適合用於高回彈、慢回彈

MDI slabfoam is best suitable for HR/VE foam

✶ 亞洲成為全球主要的軟泡生產基地

Asia, the major flexible foam production region

✶ 高回彈和慢回彈泡綿市場高度成長 Remarkable growth from HR/VE foam

床墊：一個講求高品質品牌的市場 Bedding – a “branded mattress” world

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	Mattress exports 床墊出口				
	US\$ Millions (百萬美金)				
	2001	2002	2003	2004	2005
China 中國	63	69	85	153	192
Belgium 比利時	124	135	155	181	191
Denmark 丹麥	67	63	101	112	166
Italy 義大利	82	98	138	148	150

Source: “The world mattress industry”, Jul 06, P. 14, CSIL.

☀ 中國自2005年為世界最大的床墊出口國. 其貿易值達一億九千萬美元

China: the top mattress export since 2005, valued 192 million USD.

☀ 床墊出口大國均有知名床墊品牌

Top exports countries are sustained by branded mattress

☀ 中國：從代工走向品牌

China: from OEMs to branded mattress

KAGE 凱奇

01/ 品牌介紹 02/ 新聞動態 03/ 產品介紹 04/ 健康睡眠 05/ 睡眠文化 06/ 營銷網絡

品牌簡介
經營理念

最新動態
品牌開業！
新廠落成
熱烈慶祝四川光耀大原研專賣店開業！
熱烈慶祝大同現代家居研專賣店開業！
熱烈慶祝包頭源遠家具研專賣店開業！

品牌簡介
經過一百多年的沉淀，傳承著精益求精的工匠精神，著名的設計專家羅恩·邦·布魯克先生經過多次的設計，從心的字義約、大方、高雅、浪漫風格為主的系列品牌——KAGE。并于2009年，將品牌以加盟的形式積極開拓中國各大大城市陸續開業。其品牌在國內迅速成為中國家具界的一匹行進中的“黑馬”，其品牌，亦吸引了業內人士的廣泛關注。

KAGE系列，人性化的設計；
KAGE系列，極人身工程學的設計；
KAGE系列，超前的設計，讓您處於時尚的領域；
KAGE系列，優質的用料，讓您健康安睡；
KAGE系列，精湛的工藝，讓您心悅誠服；



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國內市場 A potential domestic market

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	2006 China urban household income class 2006中國都市家庭收入等級			
	urban ave 都市平均	Mid- high income 中高收入	High income 次高收入	Very high income 最高收入
Proportion 比例	100	20	10	10
Per capita disposable income(RMB) 每人可支配收入(人民幣)	11759	14049	19068	31967
Per capita disposable income(USD) 每人可支配收入(美金)	1505	1799	2442	4093
Household disposable income(USD) 家庭可支配收入(美金)	4440	5019	6569	10724

Source: National bureau of Statistics of China.

☀ 中國都市人口可支配收入自1997到2006年成長320%.

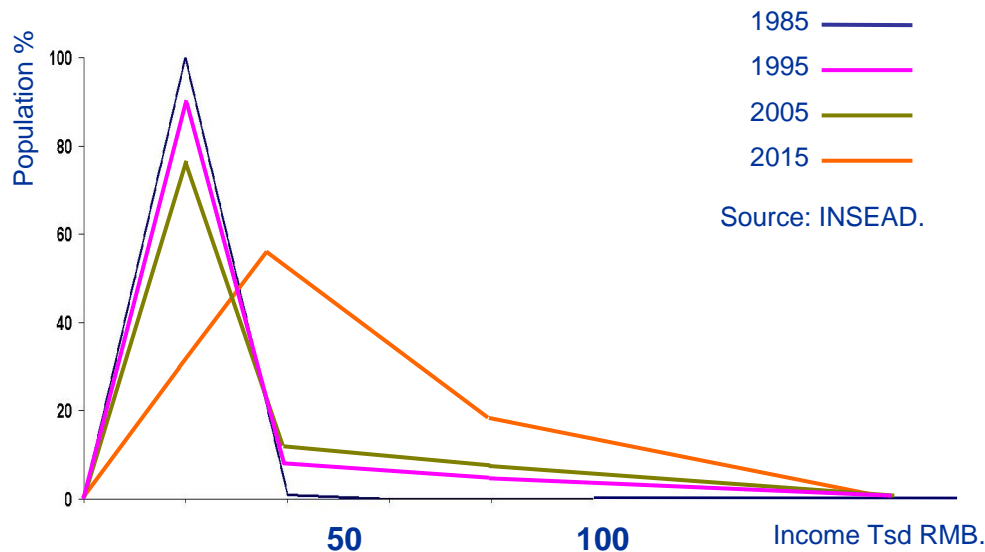
The urban household per capita annual disposal income grew by 320% from 97 to 06.

☀ 收入最高10%都市家庭約有10,700美金年收入

The top 10% rich household income \$10,700.

☀ 其他已開發或發展中亞洲國家, 對高品質及醫療床墊需求亦逐年成長

The developed and emerging Asia demand from more sophisticated and medical mattress.



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MDI可帶來的利益

Benefits MDI can bring

☀ 高性能的床墊泡沫

From the unique foam quality

手感 **Hand feel** 乾淨 **Clean foam** 開孔 **Open cell**
濕壓縮形變 **Wet compression set**

☀ 生產環境及高產率

From the production and high yield

快熟化 **Fast curing**

高產率 **Yield height**

品質均一 **Uniform distribution**

☀ 拓展出口市場

Entrance ticket to the export market

歐盟規範 **EU regulation**

防火測試 **Fire test**

化學氣體 **VOC emission**

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How consumers feel...

消費者感受

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	物理性質 (technical features)	MDI 泡綿特性 (MDI foam property)	消費者感受 (How consumers feel)
1	高回彈性能(MDI HR quality)	較高的舒適因子(SAG factor) 及回彈性(resilience)	好的手感(soft to touch) 好的支撐性(support)
2	泡孔結構與天然開孔性 (open cell)	獨特泡孔結構(unique cell structure) 好的空氣流通性(air permeability)	透氣(breathability) 舒適的睡眠環境 (comfort sleeping environment)
3	耐久性 (durability)	改善濕壓縮形變(wet compression set) 不易疲勞(fatigue)	較不形變(keep the shape) 產品使用壽命長(long life)
4	無須添加鹵素、重金屬(No added halogens or heavy metal)	乾淨的配方(clean formulation) 無錫觸媒(Tin free)	環保產品(environmental friendly)
5	防火特性(fire retardance)	符合防火測試(fire test)	安全的產品(safe product)
6	密度及硬度分布(density & hardness distribution)	較佳的上下密、硬度分布(uniform distribution)	產品一致性(product consistency)
7	黏彈性	Visco-elastic	壓力釋放、增進睡眠品質 (pressure release, improve sleep)
8	認證(certification)	Eco-label, LGA, CertiPUR	增強消費者使用信心(confidence)

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Huntsman's MDI is ready for the market!!!

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☀ **Suprasec 6510** 和 **2635**為亨斯邁公司特別針對亞洲MDI 大塊泡綿市場設計之產品

Huntsman MDI **Suprasec 6510** and **Suprasec 2635** are specially designed for slabfoam.

☀ MDI產品已可從中國上海漕涇工廠以桶裝或槽裝供應

The products now are ready to supply in drum or bulk from Huntsman Caojing plant, China.

☀ 我們提供的建議配方可藉由上述MDI產品達到多數泡綿規格需求。

The MDI products, by using individually or combined, can meet a robust range of HR or VE foams.



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總結 Summary

☀ 亨斯邁公司將新一代全MDI大塊泡綿技術引進亞洲

A new generation of MDI slabfoam has now introduced to the Asian market. °

☀ 高、慢回彈泡棉產量持續成長

HR/ VE has grown sharply in the past decade and expected a continuous growth

☀ 中國成為世界主要床墊出口國，品牌床墊成為市場主流

China became the major mattress exports and „a branded mattress world“ is a trend

☀ 此項新產品擁有獨特的物理和環保特性，在床墊產業展現卓越的品質

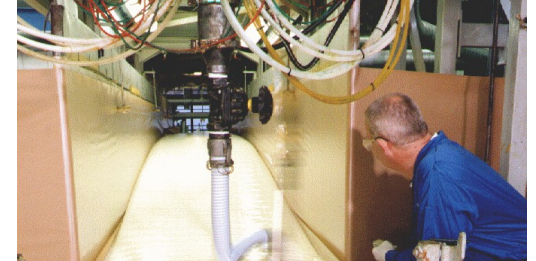
The novel product, with unique physical properties and more environmental consciousness, especially suitable for mattress

☀ MDI泡棉生產工藝可幫助業者提高泡棉品質、增加產量及節省成本

The production process of MDI foam provides foamers better quality foam, higher yield and cost saving

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Talk to us... 期待與您更多的對談...

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- 如果您也相信隨著收入與生活水平的提升，對於高品質泡綿床墊的需求將與日俱增
if you agree a soaring demand for full foam high quality bedding because of the increase in income and evolving life style in Asia
- 如果您有興趣了解MDI提供您在成本、生產效益、高品質泡棉的好處
if you're interested in set of advantages of cost saving, production efficiency, foam quality...that MDI could bring.
- **我們十分願意和您分享我們對品牌床墊市場的了解並與您一起來開發此市場**
we're delighted to share our understanding of the branded mattress market and explore the market along with you



感謝您的參與並請指教
Thanks for your attention