

SiPALS Company Profile

喜册 SiPALS

Creative | Eco-friendly | Fun



Brand Spirit: Sharing

Sharing stands at the heart of sincerity and at the front and center of the SiPALS brand.

Gifts are the sharing of friendship.

They have power to connect—evoking both the giver's intention and the receiver's joy.

The SiPALS Brand



Creative | Eco-friendly | Fun



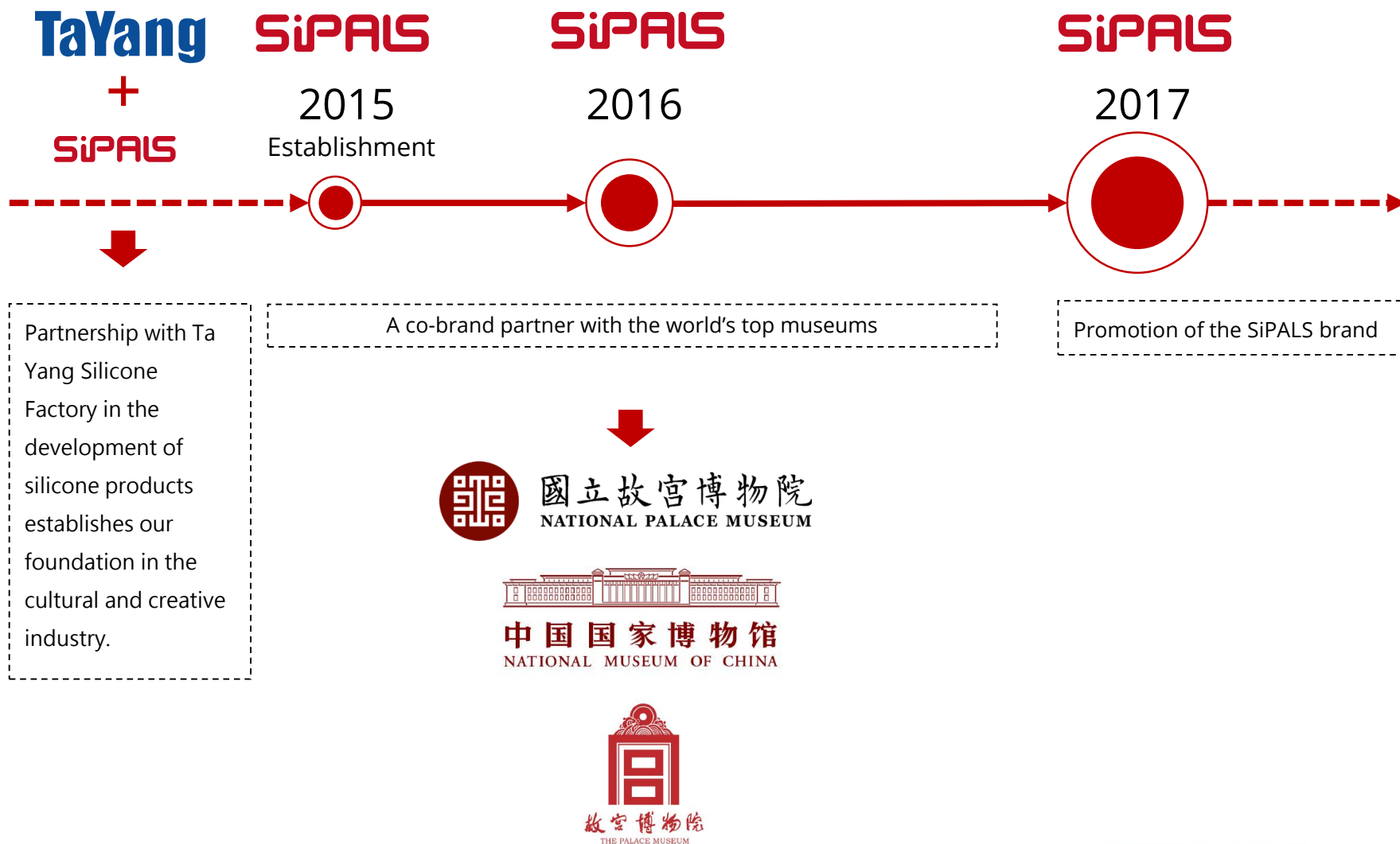
Brand Spirit

Friendship stands at the center of the 喜朋 SiPALS brand name. 喜朋 is short for 喜歡(like)朋友(friend) or friendship, while SiPALS is short for Silicone Pals.

Our efforts in the gifts market reflect our brand concept, one that focuses on the sharing of life and the conveyance of friendship.

Unlike ordinary silicone products, we do not stop with the practical, but work to create unique gifts capable of evoking beautiful smiles. We bring to life a steady stream of ideas to create products celebrated for their taste, aesthetics, and practicality.

Company Introduction



Company Introduction

We are: A professional vendor of silicone products

Partnership with Ta Yang Silicone Factory in the development of silicone products established our foundation in the Taiwanese cultural and creative industry. In 2015 the SiPALS name was born. Today we continue to make inroads into the cultural and creative industry both at home and abroad.

We are: A brand partner with the world's top museums

An official partner of the National Palace Museum, we are expanding our design partnerships to include many of the Asia's top museums.



Product Lines

The home is where our products have been traditionally centered

In the Kitchen

- * Bottle stopper
- * Refrigerator magnet



In the Dining Room

- * Silicone placemat
- * Silicone tablecloth
- * Silicone coaster
- * Silicone dining ware
- * Eco-friendly portable chopsticks



In the Study

- * Dolly stamp set
- * Silicone cover notebook



In the Bedroom

- * Cosmetic mirror



Recognition and Awards

2016 Recognition and Awards: Awards

2016 Unique Taiwan—Small Gifts Category

Left:

SiPALS was a finalist in the Small Gifts Category in the Unique Taiwan Awards held by General Chamber of Commerce of the R.O.C. The awards committee recognized SiPALS products as: *the perfect gift for companies looking for the appropriate 'thank you' for employees or customers.*

Bottom:

The SiPALS team celebrating following the award ceremony



2016 Recognition and Awards: Media Coverage

Date	News Outlet	Headline	Link
07/17	Chinatimes.com	Museums Embrace Creativity and Play	Link
07/17	Chinatimes.com	Silicone Creativity Quietly Finds its Way to the Forbidden City	Link
09/06	TTV News	The New Faces of China's Emperors	Link
10/27	GTV	Travelers Love Luggage Strap Stamped with Imperial Edict	Link
12/07	TVBS	Emperor as a Bottle Stopper? History Has Found a New Creative Outlet	Link
12/07	Chinatimes.com	Emperors as Bottle Stoppers? Chinese Swords Hiding Chopsticks? The New Creativity Coming out of the Palace Museum	Link
12/08	TTV News	Swords Masking Eco-friendly Chopsticks are the Hot New Gift	Link
12/20	Next TV	Little Gifts Mean Big Money for Palace Museums	Link
12/21	CTV	Palace Museum Celebrates the Year of the Rooster with Emperor and Empresses Themed Bottle Stoppers	Link

2016 Recognition and Awards: Media Coverage



Media Coverage Screenshots

In the second half of 2016, the release of our eco-friendly portable knife and sword chopsticks, emperor/empresses bottle stoppers and butterfly magnets was met with considerable media interest. This attention has translated into a large uptick in sales.

Domestic & Foreign Sales Growth Channels & Performance

Domestic & Foreign Sales Growth Channels & Performance

(Countries, products, cooperative projects and their current status)

1. Operating Capabilities

Our Team: 26 people

- Product Development Department
- Market Development Department
- Management and Accounting Department
- Marketing Department

2. Sales (agent) locations

Taiwan: 26 China: 70

Sales channels:

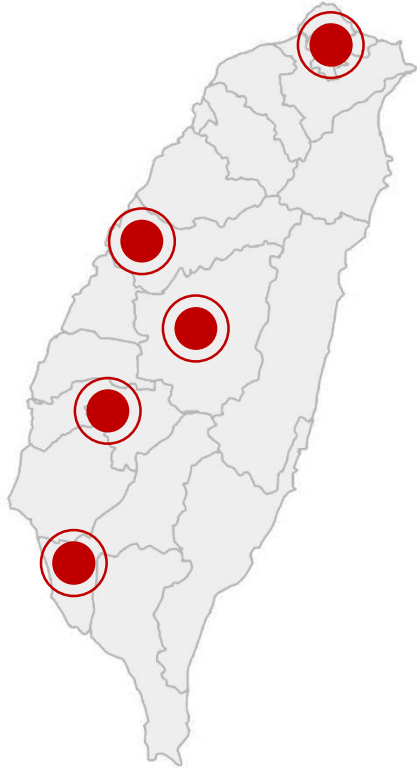
- Museums
- Bookstores, department stores
- Tourist spots

3. Design Services

Design service orders:

- Shanghai Museum: Design solicitation
- Shanghai Media Group: Souvenir design
- Hangzhou's Jinshan Temple: Souvenir design (agent)
- Hangzhou Eslite Bookstore: Consignment (currently in negotiation)
- National Museum of China: Silicone product design
- Ministry of Foreign Affairs of China: Gift selection
- Palace Museum Beijing: Product design, design solicitation
- Changzhou City, Jiangsu Province: Yancheng Chunqiu Amusement Land souvenir design (agent)
- Guangxi Museum of Nationalities: Product design
- Hong Kong Lexington: Agent (currently in negotiation)
- Taiwan National Central Library: Product design
- Taiwan TVBS Media Outlet: Design solicitation

Product Placement: Sales Channels in Taiwan



Museums and Memorials

- National Palace Museum
- National Chiang Kai-shek Memorial Hall
- National Dr. Sun Yat-sen Memorial Hall
- National Palace Museum (southern branch)

Gift Shops and Bookstores

- Wunan Bookstore
- National Taiwan Normal University Gift Shop
- National Culture and Creative Gift Center

Tourist Spots

- Sun Moon Lake Gift Shop
- Shilin Official Residence

Luxury Hotels

- Taipei Marriott Hotel
- Orient Luxury Hotel

Product Placement: Sales Channels in Taiwan

National Palace Museum

National Palace Museum ranks 6th among the top ten most visited museums in the world. SiPALS is currently an official branding partner of the National Palace Museum.



Taipei Marriot Hotel

The Taipei Marriot Hotel is part of the Marriott Hotel Chain, which has over 100 hotels worldwide.



National Palace Museum (Southern Branch)

Located in Chiayi County, the southern branch of the National Palace Museum focuses on Asian arts and culture.



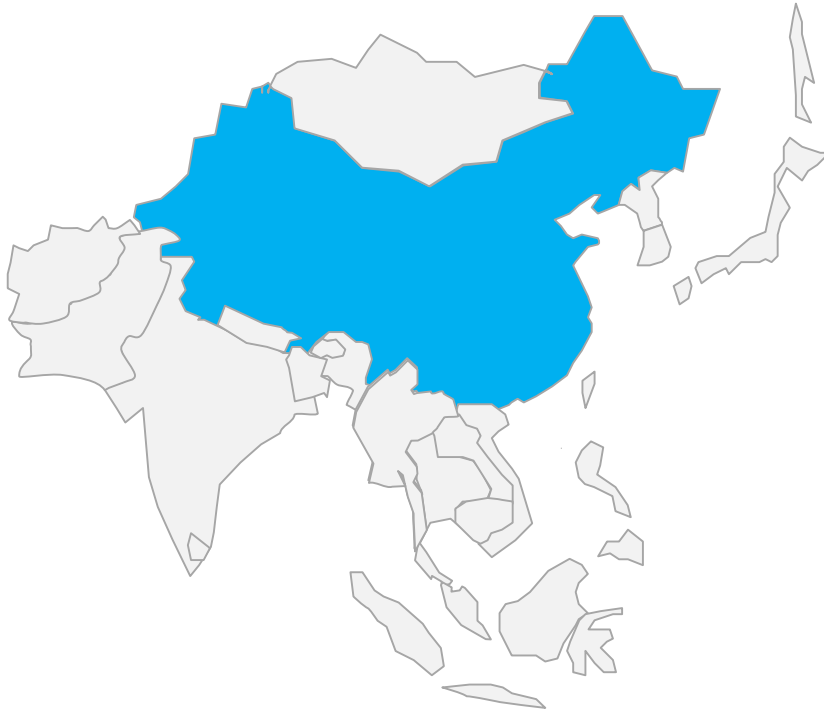
Sun Moon Lake Gift Shop

The Sun Moon Lake Gift Shop is itself a popular tourist attraction.



Product Placement: Sales Channels in China

(We currently have sales channels in the Tier 1 cities of Beijing, Shanghai, Guangzhou, and Shenzhen)



Museums

- The Palace Museum, Beijing
- National Museum of China
- Guangzhou Museum

Bookstores and Department Stores

- Singapore bookstore chain Page One, Beijing Sanlitun branch
- Hi Mall Department Store (Beijing, Shanghai, and Guangzhou)
- REEL in Shanghai
- Readzone in Zhuhai
- Lehuolin in Dongbei
- Shenzhen Book Mall
- 1983 in Fujian

Tourist Spots

- Splendid China Folk Culture Village in Shenzhen
- Taiwan Pavilion in Hangzhou
- Esysdragon Life Style and Gifts in Shanghai's Tianzifang
- +86Shop in Beijing's 798 Art Zone

Product Placement: Sales Channels in China

(We currently have sales channels in the Tier 1 cities of Beijing, Shanghai, Guangzhou, and Shenzhen)

Beijing Page One (Sanlitun Branch)

Page One is a Singapore-based international bookstore chain.



The Palace Museum & the National Museum of China, Beijing

Located in Beijing's Forbidden Palace, the Palace Museum is one of China's most famous museums

One of the largest museums in the world, the National Museum of China contains an enormous repository of Chinese history and culture.



Readzone, Hi Mall, and REEL

Well-known Chinese bookstore chains and department stores.



Taiwan Pavilion

Located in Hangzhou, the Taiwan Pavilion offers a selection of Taiwan's most distinctive brand names.



Running Project

The SiPALS design team was recently honored with a visit from Professor Mitsuo Nagamachi, Emeritus Professor at Hiroshima International University and founder of Kansei Engineering.

Our team was extremely thankful for this opportunity to work with Professor Nagamachi and, with his encouragement, we have decided to expand our product line internationally.



Our Product Series Theme

Ancient aesthetics with a modern twist

List of Selected Products

Our Theme: Through the past and present: Ancient aesthetics with a modern twist

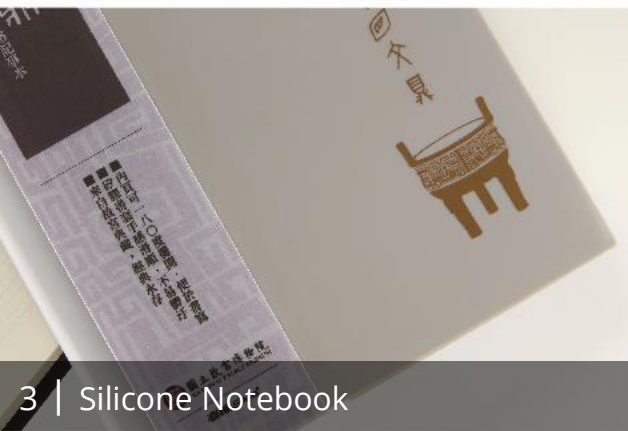
	Series Name	Product Description
1	Silicone Bottle Stopper	Are you ready to eat and dine in the presence of royalty? Famous emperors and empresses become practical and fun-to-use bottle stoppers. Never spill a drop again!
2	Sword & Knife Chopsticks	Strap on your sword and set off on the road towards adventure! Ancient swords transform into reusable chopsticks! A perfect way to access your inner samurai. Sure to be the focus of every table conversation!
3	Silicone Tea Set	Unroll the beauty of Chinese culture for all to see! Silicone Placemats: Using patented silicone 3-D printing technology, China's most famous calligraphy and paintings are meticulously replicated on our silicone placemats, coaster, and tablecloths. Silicone Tea Cups: Using food grade, eco-friendly silicone, our traditional "gong-fu" tea cups come complete with blue and white porcelain patterns printed on their surface.
4	Sword-shaped Ice Mold Set	Sword in hand, face the heat like a true warrior! With painstaking attention to detail and our unique design methods, we have recreated well-known Chinese swords of antiquity into fun-to-use ice mold set. Get ready to bring a cool and creative twist to any summer day!
5	Silicone Cover Notebook	The perfect companion for your thoughts! Their silicone jackets mean these notebooks are durable and easy to clean. Silicone is also perfect at highlighting the texture and feel of the paintings that grace the notebooks' covers.



1 | Silicone Emperor and Empresses Bottle Stopper



2 | Sword & Knife Chopsticks



3 | Silicone Notebook



4 | Silicone Tea Set



5 | Sword-shaped Ice Mold Set

Display Layout for Entire Product Line



Bottle Stopper

Are you ready to eat and dine in the presence of royalty?

Famous emperors and empresses become practical and fun-to-use bottle stoppers. Never spill a drop again!



Chin Dynasty



Ming Dynasty



Sung Dynasty



Han Dynasty

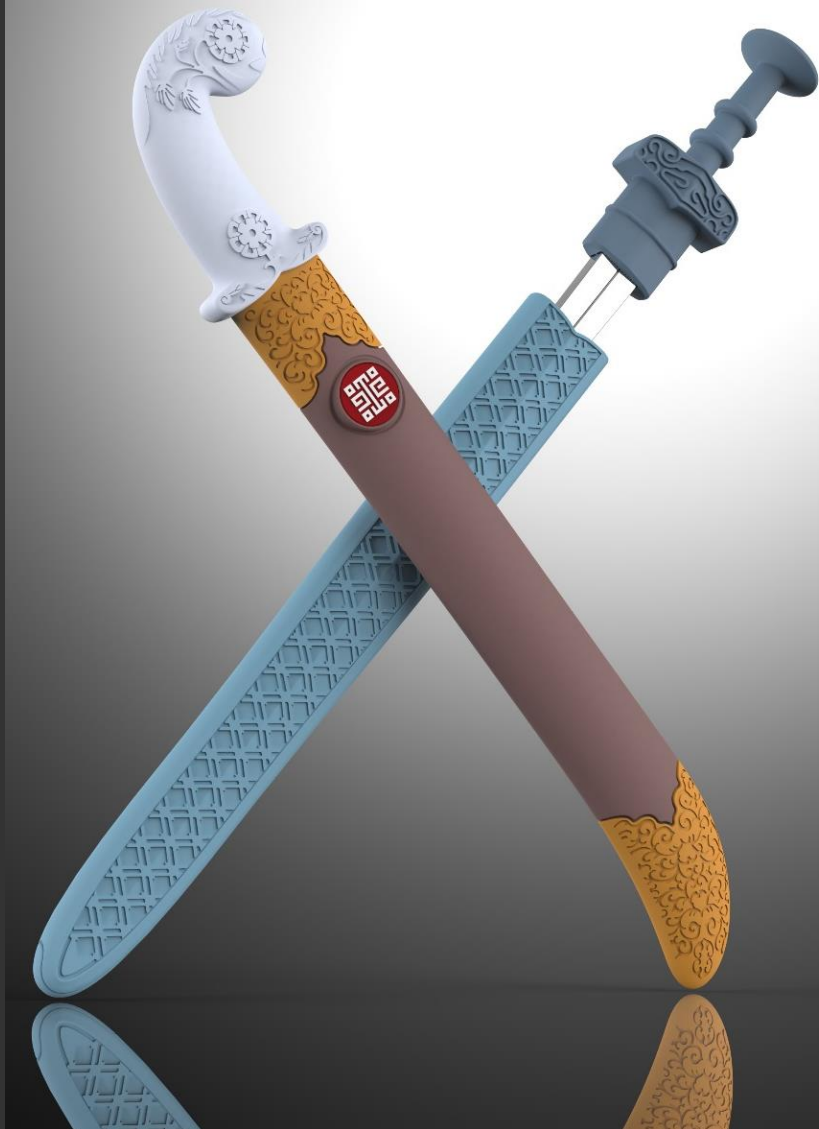
Display Layout



Sword & Knife Chopsticks

Strap on your sword
and set off on the road
towards adventure!

Ancient swords transform
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Display Layout



Silicone Tea Set

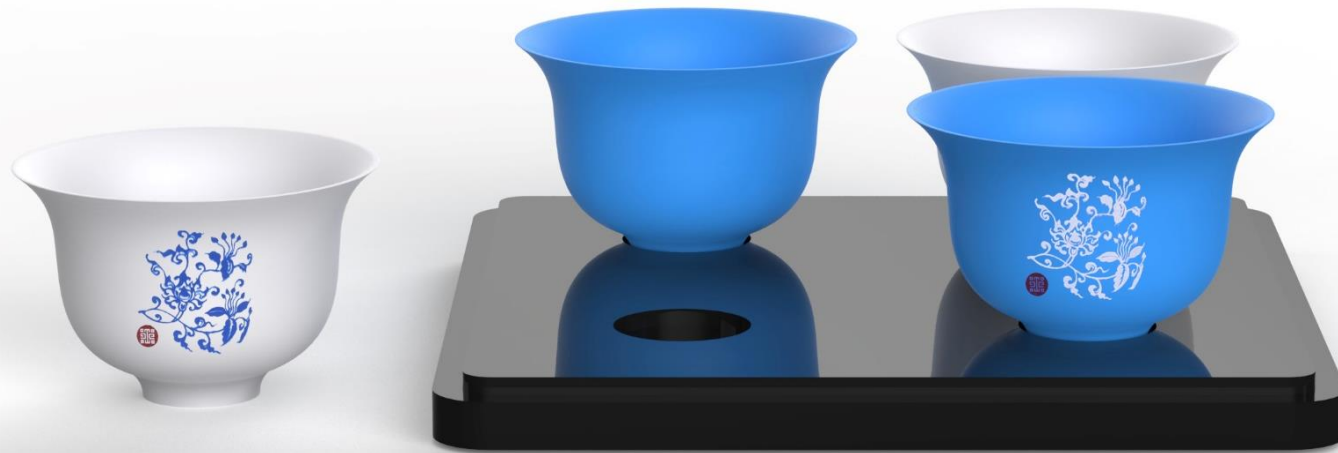
Unroll the beauty of Chinese culture for all to see!

Silicone Placemats, Coaster, and Tablecloths: Using patented silicone 3-D printer technology, China's most famous books and paintings are meticulously replicated on our silicone placemats, coaster, and tablecloths.

Silicone Tea Cups: Using non-toxic, eco-friendly silicone, our traditional "gong-fu" tea cups come complete with blue and white porcelain patterns printed on their surface.



Display Layout



Sword-shaped Ice Mold Set

Sword in hand, face
the heat like a true
warrior!

With painstaking attention
to detail and our unique
design methods, we have
recreated some of China's
most famous swords of
antiquity into fun-to-use
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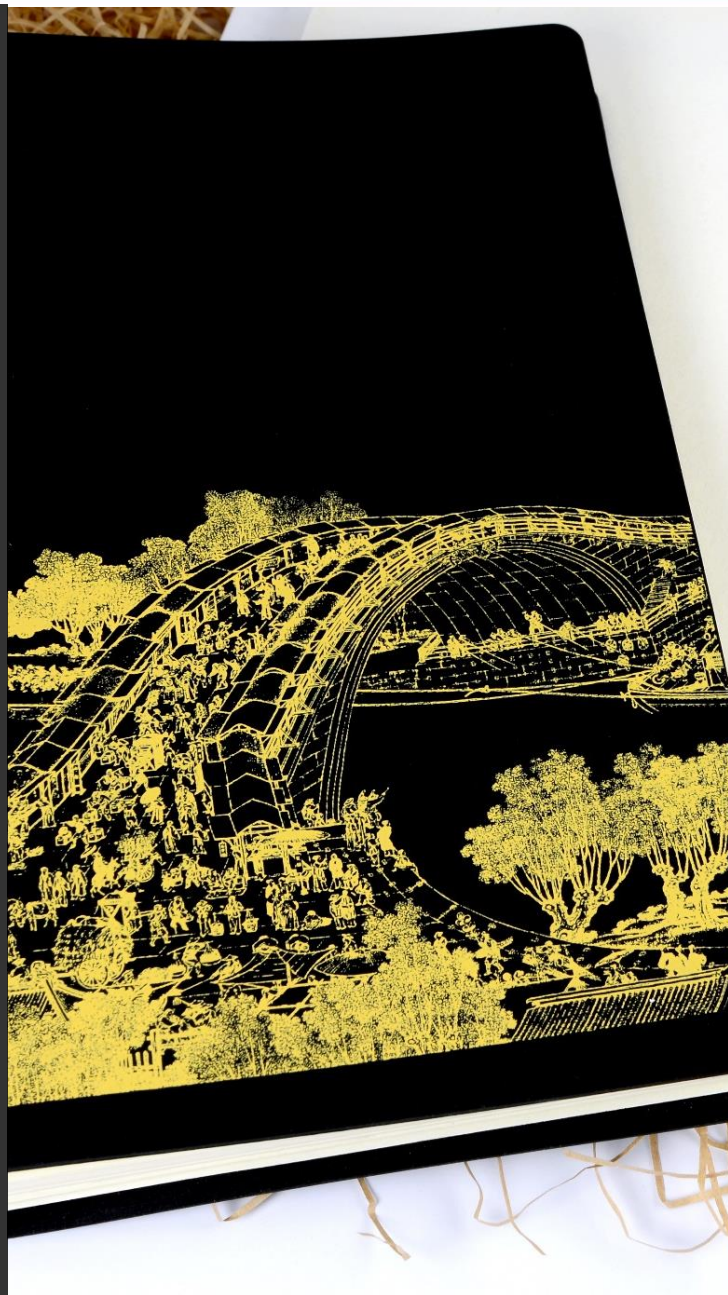
Display Layout



Silicone Cover Notebook

The perfect companion for your thoughts!

Their silicone jackets mean these notebooks are durable and easy to clean. Silicone is also perfect at highlighting the texture and feel of the paintings that grace the notebooks' covers.



Display Layout



Conclusion

Creative magic from Taiwan

Conclusion

As a material, silicone is highly malleable, giving it wide application in our daily lives.

Our designers mold silicone into products that capture personal design ideals and encompass the topics that concern the youth of today—fashion, environmental sustainability, convenience, etc.

Take, for example, our Sword and Knife chopsticks. Reflecting an increasing focus on food safety and environment sustainability while also featuring ancient design themes, these chopsticks are loved for their creativity as much as their practicality.

SiPALS's goal is not solely to increase brand visibility or affirm Taiwan's design capabilities, but to introduce the vibrant lifestyles and cultural expressions of Taiwan to the world.

THANK YOU

喜册 SiPALS