





# **Brush Factory's Size**

The brush factory take 700,000 square foot, there's 3 office buildings, 5 production workshops, 2 staff restaurants, registered capital 14 million RMB, 200 employees, with an annual production capacity of 50 million paint brushes, 30 million roller brushes, 3,000 tons brush bristle.2016-2019 is the top 10 companies in the domestic brush and cleaning tool industry as an excellent supplier

The paint tools and boar bristle are sold to more than 20 countries, 90% are sold to the US, UK, Germany, Italy, Brazil, Mexico, Turkey etc.

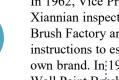




### "Greatwall" Brand 65 Years History



#### **Brand building**



In 1962, Vice Premier Li Xiannian inspected the Beijing Brush Factory and gave instructions to establish China's own brand. In 1963, the "Great Wall Paint Brush" brand was established.



#### 1<sup>st</sup> Restructuring

In 1978, 3 collective enterprises merged to establish a state-owned Beijing Brush Factory



### **Beijing quality products**

In 1986, "Great Wall Paint Brush" was awarded as "Beijing Quality Product" by Beijing **Economic Commission** 



### **Chairman Company**

Beijing brush factory was elected as the chairman company of the china grocery products for daily use association



"Beijing Brush Factory" was established in 1956



#### **Grow up in Cultural Revolution**

In 1966, Great Wall paint brushes were not affected by the Cultural Revolution and they kept working overtime to support publicity



In 1979, Great Wall brand paint brushes were exported to the United States through Tianjin Animal Husbandry and Aquatic Products Import and Export Company

#### **National quality products**

In 1988, "Great Wall Paint Brush" was selected as "National Quality Product" by the Ministry of Light Industry of China

1956.1 1963.10 1966.5

1978

1979

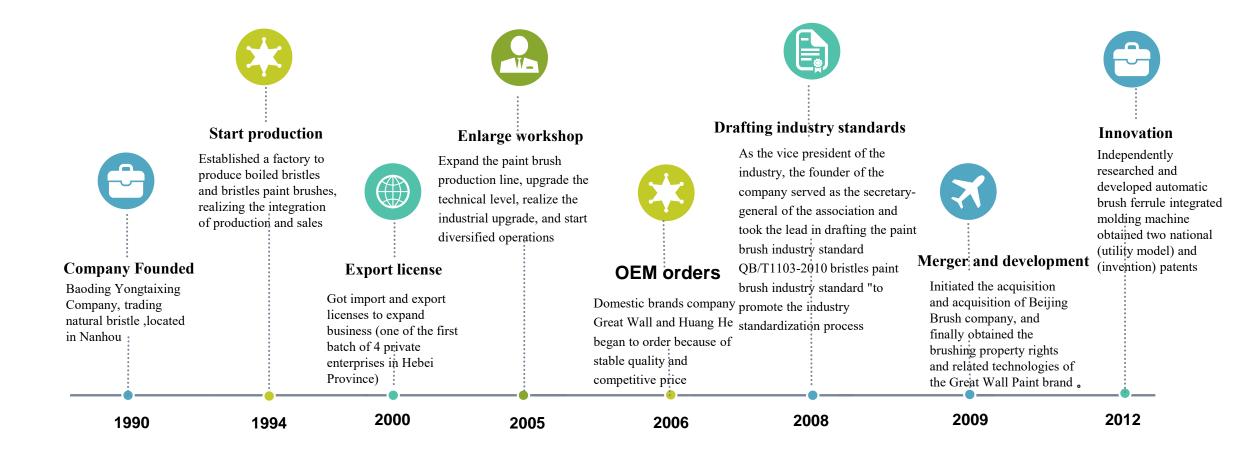
1986

1988

1990



# **Company History**





# **Company History**



#### **Top 10**



2016-2019 Reelected as one of the top 10 companies in the brush and cleaning products industry of the Ministry of Light Industry, and was awarded as an excellent supplier in 2018



Passed WCA international certification and SQPAR third-party certification

WCA/SOP





#### **Domestic Markets**

Launch the domestic market, relying on many years of export technology reserves and product advantages, to build the first brand of



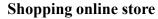
#### Paint Roller project put into production

Relying on the company's multiple paiting tool patented technologies, the roller brush project was put into production. The project covers an area of 60 acres and has an annual output of 30 million paint rollers.

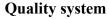


### Brands strategy

Acquired the Beijing Brush Factory, which was established in 1956, acquired the "Great Wall" paint brush brand and brush making technology, and implemented the brand strategy.



Taobao Tmall store online, Wenwan Brush, Food Brush, and Life Brush began to promote online sales, creating new categories and enriching product lines



Passed quality
management system
and environmental
health management
system certification.

paint brushes in Automatic brush head project Great Wall Signed Famous Enterprises China.

update the automatic ferrule making machine, brush head machine, glue filling machine, handle assembling machine.

Signed a strategic contract with Sherwin-Williams Coatings, Chenyang Water Paint, Goldfish Paint, Xinfangsheng Electromechanical, Handker Tools, and Fengyuan Haoye, and jointly developed products with Sherwin-Williams and Three Trees

2014 2016 2016 2017 2018.4 2018.6 2018.7 2018.9 2020



# Management Team



#### Management operations team

The company's management and operation team is composed of elites with domestic well-known enterprise management, financial management experience, or senior experts who have been engaged in the production and research of the bristle brush industry more than 20 years, with complementary capabilities and mutual trust.

#### Sales team

- 1. Have a senior team engaged in international trade of bristle and brush for more than 10 years.
- 2. Have a dynamic and imaginative emarketing team.
- 3. The recruitment team has an elite domestic sales team with vision, courage and understanding of operations.

#### Technology R&D team

We have a product research and development team that closely follows the pulse of the world-class brush making industry, and is very proficient in various materials such as bristles, silk, fabrics, handles, etc., and is always directly connected to the brush making technology of the United States and Europe. It can directly improve and transform foreign trade products, and will also integrate Customers demand targeted development and customization of various brush products for professional purposes and special functions.

At the same time, we can independently develop special brushmaking equipment according to the order requirements.

#### Manufacturing and quality control team

There are more than 150 professional brushmaking industrial workers, most of whom have more than 5 years of brush-making experience, strive for perfection in their work, and are steadfast and dedicated

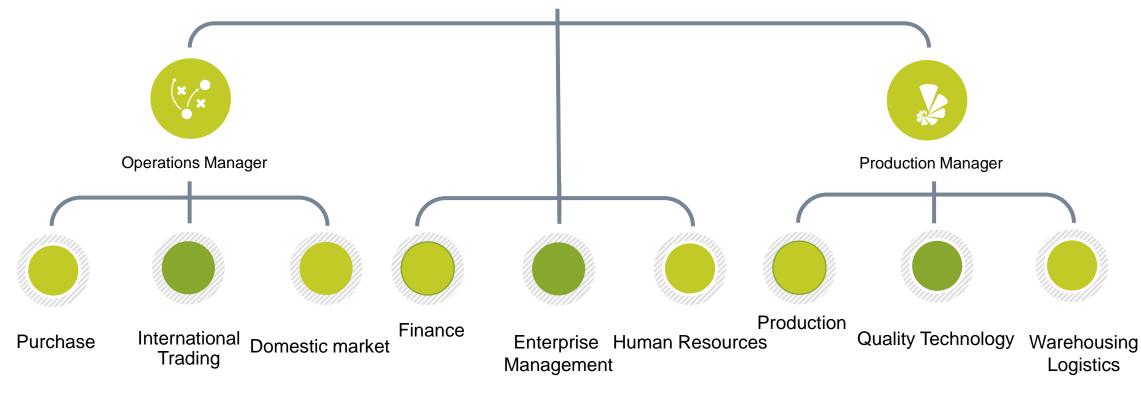


## Company Structure

Baoding YingTeSheng Bristle&Brush Making Co., Ltd.



## General manager





# Company culture

### **Pragmatic**

Be practical and seek truth from facts. Wang Fu's "Theory of the Latent" said: "Adults are not fashionable, gentlemen are pragmatic" is to focus on social life and business philosophy, focusing on reality, advocating practical work, eliminating falsehoods, and despising flashy and unreality. Pursuing a full and energetic splendid civilization, we uphold the "pragmatic and efficient" concept to provide customers with the most reliable products and services. Let the pragmatic spirit shine in our management!

### Honesty

Sincerity is faithful, and faithfulness is sincere. Honesty is our essential good character and the identity card for business operations. Honesty is the compass of the business. Faith and promise are the soul of the business. The conformity of words and deeds is the backbone of the business. The same is the cornerstone of the business. We believe in integrity to win the world!



### Responsibility

It is a duty and a task, but also a kind of responsibility and dedication. In society, we must abide by laws and rules, assume social responsibilities, perform our duties, abide by our promises, and fulfill ourselves. Fully reflect the essence of enterprise spirit.

#### **Innovation**

It is a process characterized by new thinking, new ideas, new inventions, and new descriptions. Being good at renewing, changing, reforming, innovating new products and new processes is the unremitting driving force that promotes the development of the enterprise, and it is the soul of the continuous progress of the enterprise!



# Company Events

### **Top 10 Company**

# Obtain import and export rights

In 1999, the country began to allow the private economy to intervene in international trade. In 2000, our company obtained import and export licenses, thus entering the fast lane of development, and made great progress in enterprise scale, technology introduction, quality control and other aspects.

In 2016, the company was selected as one of the top ten companies in the brush and cleaning tool industry by the Miscellaneous Association of the Ministry of Light Industry, entered the forefront of the industry, and began to plan brand building and future development blueprints.

In 2005, the company established a new bristle brush production base in Qingyuan County Development Zone, and began to expand the research and development and production of paint brushes. In 2018, the paint roller project was launched, and the company began to develop from a single bristle trade to deep processing and product diversification

In 2018, the company began to plan to launch the domestic market, launched the high-end roller brush project, established the Great Wall Painting Tools Division, launched the "Great Wall Tools" brand, and planned OEM product customization. This will be another turning point for the company's development and will help the company quickly Breaking through the 100 million yuan scale and becoming a leading company in the industry.

Launch the domestic market

Start diversification