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SHIBANG

2023 实邦货架品牌介绍

Brand introduction of Shanghai Shibang Shelf Co., Ltd.

*内部培训资料，不用于广告宣传

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品牌介绍
Brand Introduction

Shanghai Shibang Shelf Co., Ltd. has been focusing on the warehousing shelf industry for 16 years. With the business philosophy of "real goods, real shelves, and you get home", it has achieved the top 1 * sales in the Tmall warehousing shelf industry for 6 consecutive years (data source: 2017-2022 Tmall Business Staff Backstage). Headquartered in Shanghai, with a sales network covering 8 major cities nationwide and radiating globally, it has solved the warehousing problem for 600000 users and is a warehousing and supply brand for multiple Fortune 500 companies.

Shibang has an 82 acre intelligent industrial park that integrates research, production, and sales, with no intermediate links, high cost-effectiveness, and strength guarantee. It has developed high-tech hardware such as unmanned intelligent forklifts and intelligent warehousing management system software. In the future, Shibang will accelerate its transformation towards intelligence, provide personalized warehousing solutions that are more tailored to customer needs with digital technology, empower various industries, and aspire to become a benchmark enterprise in the industry.

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Brand philosophy

Goods are real,
shelves are real,
and you are home

Brand Mission

Activate warehousing space
to create efficient enterprises

Brand Vision

Becoming the number
one brand in warehousing

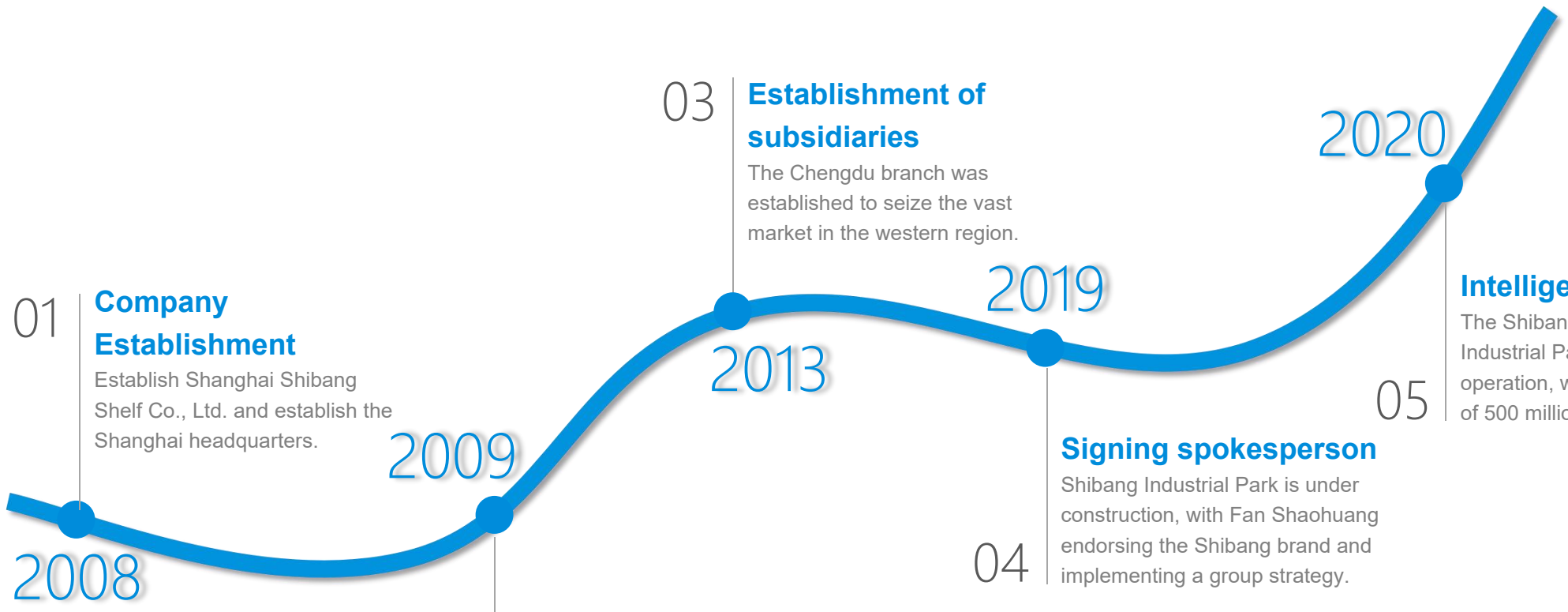
Brand values

Quality first, safety and reliability
Honesty and trustworthiness, customer first
Pragmatic, hardworking, down-to-earth
Serious work and happy life

品牌腾飞 璀璨历程

Shibang shelf development history

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01 **Company Establishment**

Establish Shanghai Shibang Shelf Co., Ltd. and establish the Shanghai headquarters.

02 **E-commerce branding**

Entering Tmall, the flagship store of Shibang is a brand under the category of warehousing shelves.

03 **Establishment of subsidiaries**

The Chengdu branch was established to seize the vast market in the western region.

04 **Signing spokesperson**

Shibang Industrial Park is under construction, with Fan Shaohuang endorsing the Shibang brand and implementing a group strategy.

05 **Intelligent Industrial Park**

The Shibang Intelligent Technology Industrial Park has been put into operation, with an annual output value of 500 million yuan.

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团队精神
Team spirit

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Simple and efficient
The simplicity of communication between people and the pursuit of simplicity in product design.

Honesty and trustworthiness
Keep your promise, do upright things, and be an upright person.

Innovation driven
Innovation is the soul of progress, courage and experimentation, bold imagination.

Ultimate Leading
From excellence to excellence, constantly surpassing and striving for progress.

团队文化
Team culture

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We are a professional team.

Our members in each position have years of professional and technical background, and come from well-known domestic industrial and internet companies.

We are a young team.

Our average age is only 26 years old, full of vitality and innovative spirit.

We are a dedicated team.

We firmly believe that the brand that goes far originates from the lasting trust of customers. Only by focusing can we achieve good quality and service.

We are a team with dreams.

We come from all over the world, and our common dream is to become the best warehousing solution provider in the industry, providing customers with the most reliable warehousing product services.

产业结构
Industrial structure

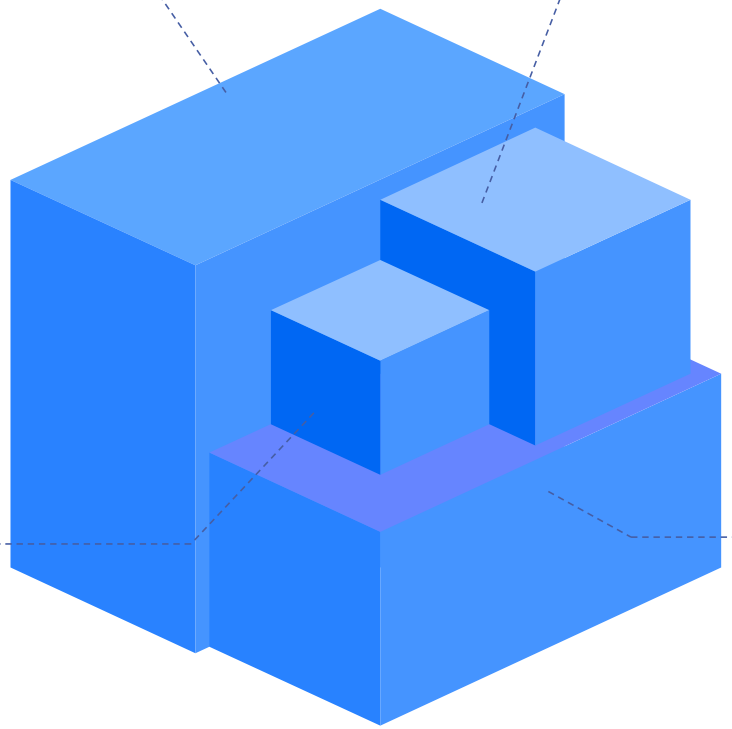
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Online omnichannel brand e-commerce

Major online e-commerce platforms have settled in and quickly grown into the top brand in the Taobao warehousing category, with annual sales consistently ranking first.

Own one-stop platform

Continuously enriching our business lines, creating international standard products, exploring more channels, and building our own branded one-stop warehousing solution platform.



Offline store distribution

Key provinces and cities across the country have successively established branches and stores, expanding their business scope while striving to improve service efficiency.

Offline intelligent warehousing industrial park

By leveraging our own patent technology advantages, we will strengthen technological investment, vigorously develop intelligent warehousing, assist enterprises and institutions in achieving efficient operations, and promote social and industrial informatization.

核心优势
Core advantages

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01 Brand Endorsement

After 15 years of growth, Shibang has gained a good reputation both inside and outside the industry, and is renowned among thousands of households. Shibang is committed to building the first brand of warehousing solutions and collaborating with more enterprises and institutions for mutual benefit.

02 Quality and quantity guaranteed

The quality of integrity is the cornerstone of Shibang's foundation, and its vast scale has created increasingly stable production. Our pursuit is not only excellence, but also efficiency for both parties.

03 Comprehensive service

Shibang integrates research, production, and sales, not only solving every square meter of storage needs for customers, but also providing services to hundreds of thousands of households and enterprises, allowing customers to fully experience our tangible craftsmanship and visible services.

核心优势
Core advantages

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04 Years of strength in research, production, and sales integration

Provide customers with truly one-stop efficient warehousing services and the ultimate
cost performance

05 Spread across the O2O sales network nationwide

Mature O2O business model, integrating shopping guidance, experience, sales
Distributed warehousing that integrates after-sales service

06 Young, innovative, flexible, and professional

Young people inject innovative driving force into the team, unleashing the vitality of intelligent technology in traditional industries

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产品布局
Product layout

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- Light&Medium Shelf
- Heavy duty shelves
- Intelligentwarehousing equipment
- Warehouse supporting products







The light warehouse and mid warehouse shelves are the best-selling products of Shibang, with over 1 million sets of popular items sold in Tmall flagship stores.

产品布局
Product layout

实邦 SHIBANG

- Light&Medium Shelf
- Heavy duty shelves
- Intelligentwarehousing equipment
- Warehouse supporting products







Shibang has covered the research and development and production of most heavy warehouse shelves in the market, and can provide a complete set of customized warehousing for large and medium-sized enterprises.

产品布局
Product layout

实邦 SHIBANG

- Light&Medium Shelf
- Heavy duty shelves
- Intelligentwarehousing equipment
- Warehouse supporting products







Shibang is continuously accelerating the research and development and production of intelligent warehousing equipment in Jiangsu and Jiangxi. Currently, it has developed mature AI warehouse management systems and unmanned forklift products for market entry.

产品布局
Product layout

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- Light&Medium Shelf
- Heavy duty shelves
- Intelligentwarehousing equipment
- Warehouse supporting products







Shibang has a complete range of products, based on years of experience and considering the warehousing needs of various scenarios in the market, allowing customers to easily purchase complete warehouse supplies in one stop.

科研优势
R & D advantage

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Accelerate the transformation towards intelligence

Shibang's Intelligent Strategy for the Next Five Years: "Shelf Business" (Core Business)+Intelligent Warehousing Business (Strategic Business). Relying on its over 80 acre smart industrial park and high-precision R&D team, we have developed leading technologies such as intelligent warehousing scheduling and management systems, high-level unmanned forklifts with automatic picking, and WMS (Warehouse Management System) to provide customers with more intelligent and efficient warehousing solutions.



工厂优势
Factory advantage

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16 年专注仓储行业
（生产经验丰富，质量可靠）

82 余亩专业生产基地
（大型生产基地和专业生产管理团队）

500 米全自动流水线
（支持承接大货，满足您的需求）



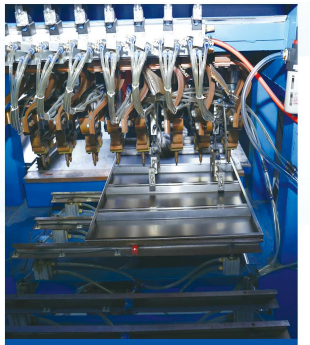




生产流程
品质与技术保障

八条全自动生产专线
确保急速高品质出货


立柱一次全自动打孔


层板加强筋自动焊接


横梁全自动激光焊接


层板全自动成型


横梁挂件成型


层板立柱横梁无磷氧化膜


立柱先进摩擦喷塑


人工产品质检

资质荣誉
Qualification honor

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「CE conformity certificate」



「ISO certification certificate」



「Factory ISO certification certificate」



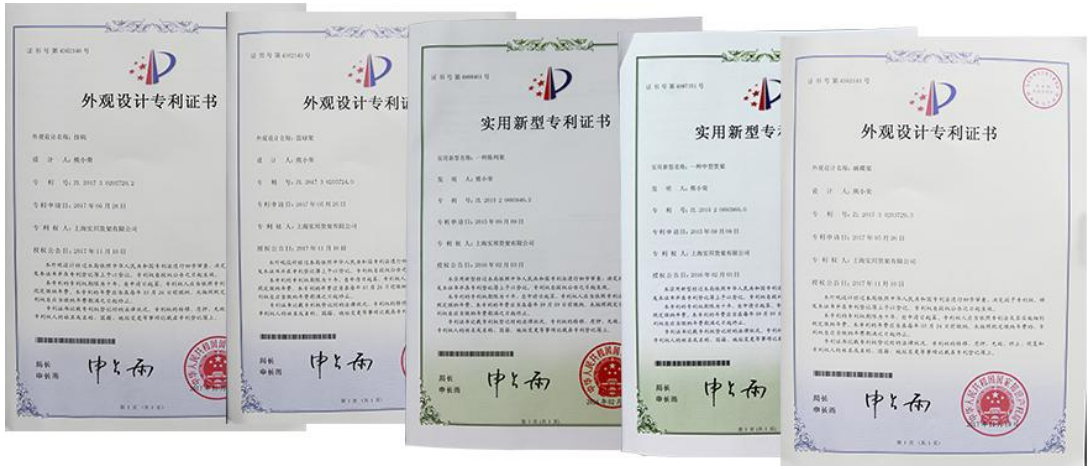
「Honorary Certificate of Influential Brand」



「Work Registration Certificate」



「Alibaba's super key merchants」



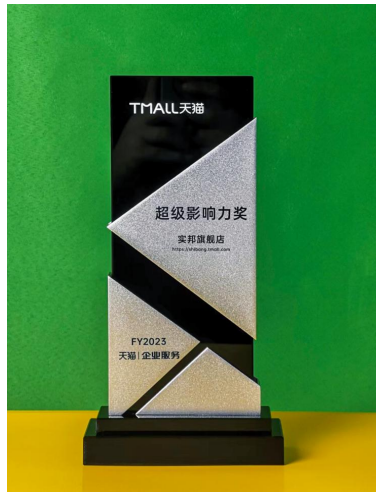
「Design Patent Certificate」



「3A corporate brand」



「Meituan Best Delivery Award」



「Tmall Super Influence Award」

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已服务全国60万用户

Has served 600,000 users nationwide

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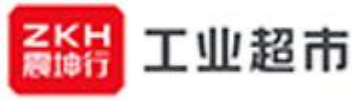
















多家500强企业服务商

Multiple Fortune 500 Enterprise Service Providers

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实邦托盘货架：三菱机电



实邦布匹货架：水星家纺



实邦高位货架：爱库存



实邦轻仓客户：联邦快递



实邦中仓客户：晨光文具



实邦重仓客户：百世快递

Shibang shelf has created numerous successful cases of large-scale storage, including Meituan, Pinduoduo, Tiktok, Cainiao, Jingdong, Baishi, Union, Tsinghua University, China Eastern Airlines, China Post and many other world top 500 and well-known enterprises, which have solved the storage problems of more than 600000 customers.

Meituan Cooperation Cases

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Case presentation diagram





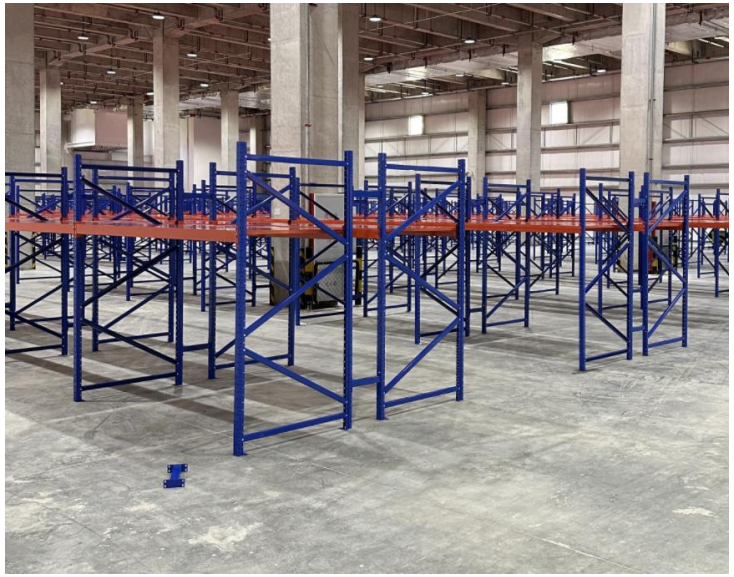


The mission of Meituan is to help everyone eat better and live better. As a leading e-commerce platform for lifestyle services in China, the company has well-known consumer apps such as Meituan, Dianping, and Meituan Waimai. Its services cover more than 200 categories, including catering, food delivery, fresh retail, taxi hailing, bike sharing, hotel tourism, movies, leisure and entertainment, and its business covers 2800 counties and cities across the country.

Tiktok cooperation cases

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Case presentation diagram







Tiktok, a short video community platform for all ages, was launched on September 20, 2016. In May 2023, the monthly active user scale reached over 700 million, with an average monthly usage time of 36.6 hours per person, and the traffic continued to grow! In September 2023, Tiktok Group was selected into the list of new consumer brands in China, and ranked first with an estimated value of about 2600 billion yuan.

Pinduoduo Cooperation Case

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Case presentation diagram







Pinduoduo was founded in April 2015 and is a locally grown internet enterprise in Shanghai. Pinduoduo started as a retail platform for agricultural products and has gradually developed into a comprehensive e-commerce platform with agricultural and sideline products as its distinctive features. It is a global scale pure mobile e-commerce platform. As of June 2021, the annual active users of the platform have reached 849.9 million, and the average daily number of in transit packages has exceeded 100 million. It is the e-commerce platform with the largest number of users in Chinese Mainland and the largest online retail platform for agricultural and sideline products in the world.

Dingdong Maicai Cooperation Case

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Case presentation diagram







Dingdong Maicai was founded in May 2017 and is committed to providing users with a fresh consumption experience that is determined by quality, time, and category through a service model of direct procurement from the place of origin, pre warehouse distribution, and the fastest 29 minute delivery to home. Through technology driven industrial chain upgrading, Dingdong Maicai is committed to providing users with a fresh consumption experience that is determined by quality, time, and category. The service scope covers cities such as Shanghai, Beijing, Shenzhen, Hangzhou, and Suzhou, making it a trusted livelihood internet enterprise for users.

Case study of cooperation between Tuhu and its car maintenance team

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Case presentation diagram







Tuhu Yangche was established in Shanghai in 2011 and is an innovative enterprise dedicated to improving the quality of automotive services and industrial efficiency. As of September 2021, Tuhu Yangche has over 70 million users. At the same time, Touareg has launched over 3500 factory stores nationwide and has over 20000 cooperative stores. In addition, Tuhu Car Care has nearly 40 nationwide distribution centers and a distribution network covering 350 cities, providing genuine and professional car care services to car owners nationwide.

Case study of cooperation with Emmett Electric Appliances

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Case presentation diagram





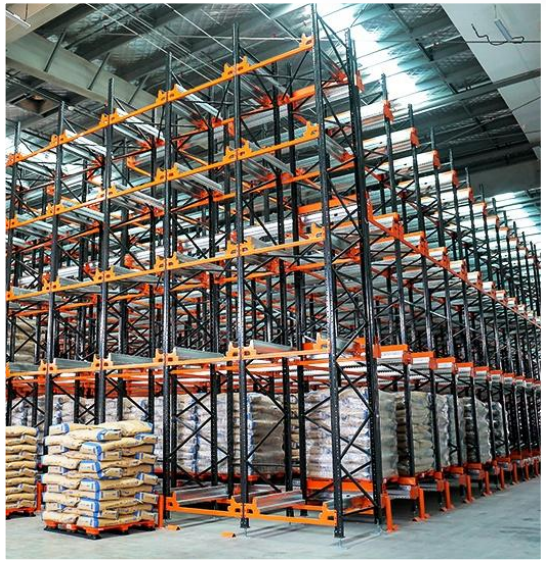


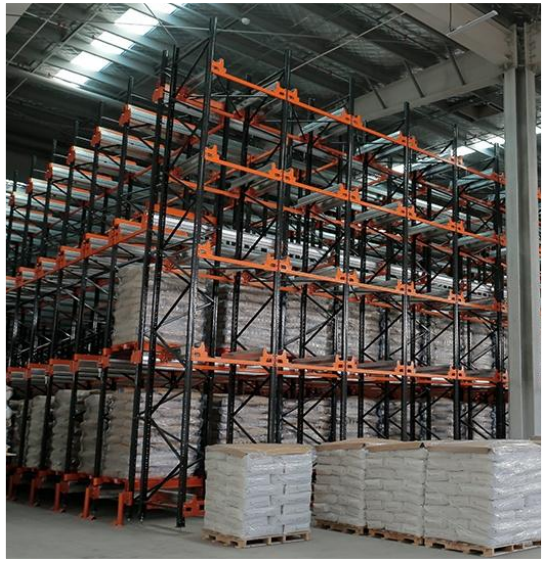
Emmett products are sold in more than 60 countries and regions around the world, including the UK, France, the United States, Canada, Japan, and South Korea. With over 30 years of cooperation experience with more than 10 internationally renowned brands, Emmett has become a globally renowned small home appliance enterprise with a self-made rate of up to 95%. In 1997, the Emmett brand was officially promoted in the mainland market. According to data from the National Business Information Center of China in 2004, the sales of Emmett electric heaters have ranked first in China, the sales of electric fans have remained in the top three for four consecutive years, and induction cookers have entered the top ten in China.

Kerry Group Cooperation Case

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Case presentation diagram



Kerry Group was founded in 1949 and initially operated the trade of rice, sugar, and flour in Johor Bahru, Malaysia. In 1953, the business developed and a branch was established in Singapore - Guo Brothers (Singapore) Limited. During the 1950s and 1960s, the Guo Brothers Group expanded its business from established trade bases in Malaysia and Singapore to Thailand and Indonesia.

Zhenkunxing Cooperation Case

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Case presentation diagram







Zhenkunxing Industrial Supermarket (Shanghai) Co., Ltd., established in 1996, is a digital industrial product service platform headquartered in Libaoguang, Hongqiao, Shanghai. At present, Zhenkunxing has over 5000 strategic suppliers with deep cooperation both domestically and internationally, and maintains long-term cooperation with over 20000 advanced manufacturing customers.

Titan Technology Cooperation Cases

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Case presentation diagram







Shanghai Titan Technology Co., Ltd. was established in October 2007, focusing on providing one-stop laboratory products and supporting services for scientific researchers and quality control personnel. We are committed to becoming a innovator in the field of scientific services, better serving national strategies, ensuring the safety of national scientific research materials, and supporting enterprise innovation and upgrading.

Case study of Baishi Express cooperation

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Case presentation diagram







Baishi Express is a express brand under Baishi, with a network currently covering Jiangsu, Zhejiang, Shanghai, Guangdong, Anwei, North China, Shandong, Fujian, Hubei, and Henan, providing express services to customers. Cooperating with over 40 secondary distribution centers within the region and over 800 delivery stations, we provide stable and fast express logistics services throughout the network.

FedEx Collaboration Cases

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Case presentation diagram







FedEx is an international express delivery group that provides overnight delivery, ground delivery, heavy cargo transportation, document copying, and logistics services. Headquartered in Memphis, Tennessee, USA, it is a subsidiary of FedEx Corp in the United States.

Mercury Home Textile Cooperation Case

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Case presentation diagram







After 35 years of development, Mercury Home Textile adheres to the concept of "scientific protection of sleep, allowing everyone to have a healthy sleep", and has quickly become a professional and multi brand enterprise that integrates research and development, design, production, and sales, focusing on the home textile industry. The company ranks among the top three in the industry in terms of production, sales, channel scale, and comprehensive strength. It passed the Shanghai High tech Enterprise Evaluation in 2009 and successfully listed on the Shanghai Stock Exchange in 2017.

Case study of Keqiao fabric cooperation

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Case presentation diagram







Shaoxing Keqiao has the largest fabric distribution center in Asia - China Textile City. Keqiao District is one of the second batch of pilot areas for high-quality development and construction of a demonstration zone for common prosperity in Zhejiang Province; For many consecutive years, it has been ranked among the top ten basic competitive counties in the national economy, and has been awarded the title of "Top Ten Demonstration Counties for Comprehensive Prosperity in China" multiple times.

Case study of cooperation with Dewu

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Case presentation diagram







Dewu is a new generation trendy online shopping community launched by Shanghai Shizhuang Information Technology Co., Ltd. The Dewu App has pioneered the shopping process of "identifying first, then shipping", implementing a "strong centralized platform supervision" mechanism for e-commerce products, and exploring new trading models on e-commerce platforms.

Morning Light Stationery Cooperation Case

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Case presentation diagram







After 35 years of development, Chenguang Stationery adheres to the concept of "scientific protection of sleep, allowing everyone to have a healthy sleep", and has quickly become a professional and multi brand enterprise that integrates research and development, design, production, and sales, focusing on the household textile industry. The company ranks among the top three in the industry in terms of production, sales, channel scale, and comprehensive strength. It passed the Shanghai High tech Enterprise Evaluation in 2009 and successfully listed on the Shanghai Stock Exchange in 2017.

Case study of cooperation with Futailong

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Case presentation diagram







Futailong mainly engages in the sales of building materials; Electric motor; Paint; Turnouts; Rail accessories; Steel; Department Store; Chemical fiber; Cement; Coal; Chemical raw materials; Automotive parts; Mining machinery and equipment; Diamond jewelry (excluding gold and silver products); Import and export business of various commodities and technologies through self operation and agency.

Jiayi Insulation Technology Cooperation Case

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Case presentation diagram







Jiayi Insulation Technology Co., Ltd. was established in 2004. It is a high-end stainless steel insulation cup (kettle), car cup, and sports bottle enterprise that integrates research and development, production, and sales. Its products are exported to more than 30 countries and regions such as the United States, Europe, Australia, and Japan.

Zhizhen Logistics Cooperation Case

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Case presentation diagram







Kerry Zhizhen Logistics (Shanghai) Co., Ltd. is a professional cold chain logistics comprehensive service provider under Kerry Logistics (HK. 00636), specializing in food cold chain warehousing, transportation, and related value-added services. Headquartered in Shanghai, founded in 1993, it is one of the earliest professional companies in China engaged in third-party logistics and supply chain management, and one of the top 100 cold chain logistics enterprises in China.

Special cooperation cases

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Case presentation diagram







Tebu Group is a multi brand, international sports equipment enterprise specializing in the design, research and development, manufacturing, and marketing of sports shoes, clothing, and accessories. The company was founded in 1987 and established the Tebu brand in 2001. It was listed on the Hong Kong Stock Exchange on June 3, 2008.

服务流程
Service Process

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① **Communication needs**

Professional online customer service or offline sales personnel communicate customer needs one-on-one.

② **On site surveying and scheme customization**

Experienced designers conduct on-site measurements and provide one-on-one customized storage solutions for free.



③ **Original factory production**

Large self owned factories efficiently produce various types of high-quality standard and non-standard products.

④ **Nearbydelivery&door-to-door installation**

Three factories and eight warehouses will ship goods nearby and provide customers with free on-site delivery and installation services.

THANKS

谢谢观赏

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