

## 我们一直在您身边

WE ARE ALWAYS AT YOUR SIDE.

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# 欢迎来到海福乐! / WELCOME TO HÄFELE

海福乐为众多国家和行业提供各种各样的解决方案。作为十几个行业的全球五金供应商,海福乐是将木材转换成滑动式墙壁的革新者。

从开始至今,海福乐的目标一直是贴近消费者,更好地了解他们的需求,能认真分析商业环境并更快抓住新的发展机遇。

Häfele represents a world of solutions spanning across many countries and industries. As a global supplier of quality hardware to a dozen industries, Häfele is an innovator for everything from joining timber to moving walls.

From the very beginning it was Häfele's goal to be closer to its customers than anyone else, to gain a better understanding of their requirements, to analyse the business climate more carefully and to identify new improvement opportunities faster.



## 品牌价值 / BRAND VALUES

回顾公司历史及成功轨迹,两大核心价值观塑造了我们的品牌精髓: "以客户为中心的热情" "高瞻远瞩的企业家精神"。

我们与客户保持密切联系,从中获取的经验与我们的企业精神相一致:远见、想象力、坚定信仰的勇气、金融投资的实力和意愿以及勇作先锋的气概。至今,这样的远见造就了许多 新产品和产业链、更多有效的工序、更多创新的服务以及以客户为中心的解决方案。

这些发展使我们向您靠得更近。

When we review our company's history and our successful track record to date it clearly identifies two core values that shape the very essence of our brand: "passionately customer-focused" and "visionary entrepreneurial spirit".

The knowledge we gained as a result of our close relationships with customers was always paired with our entrepreneurial spirit: foresight, imagination, the courage of our convictions and the financial wherewithal and willingness to invest and do what it takes to always be one step ahead of the game. To date, this forward-looking approach results in new products and product ranges, more efficient processes, innovative new services, customer-centric tools and solutions.

And these developments continue to bring us closer to YOU.





家族公司总部设在德国斯瓦比亚纳戈尔德。

THE FAMILY-OWNED COMPANY IS HEADQUARTERED IN SWABIAN NAGOLD, GERMANY.







## 海福乐历史 / HÄFELE HISTORY

#### 1923

海福乐创始人: 阿道夫·海福乐和赫尔曼·芬克 Established Founder: Adolf Häfele and Hermann Funk.

#### 1927

公司迁至符腾堡州家具生产中心——纳戈尔德 Moving to Nagold, the former centre of furniture production in Württemberg.

#### 1939

第一本产品手册发行2万册,销往德国及海外 First catalogue with 20,000 copies. Distributed in Germany and abroad.

#### 1948

庆祝公司诞生25周年,营业额达到200万德国马克,有29位员工 Celebrates 25th anniversary. Turnover reaches 2million Reichs mark with 29 employees.

#### 1949

瓦尔特·塞尔热接管了公司的运营管理 Walter Thierer takes over the management.

#### 1954

为家具饰品和黄铜格栅生产特殊配件;产品需求猛增,生产区不得不几次扩建 Own production of special fittings for ornaments and brass grills. Demand grows quickly and the production area expanded several times.

#### 1960

我们不仅提供上万种产品,还提供全面的技术安装指导和应用咨询 Not only thousands of products; comprehensive installation instructions and practical tips already according to the principle thinking ahead.

#### 1966

海福乐巡展大巴诞生并在海外作为展台亮相 Häfele exhibition bus.

#### 1971

《海福乐产品手册大全》收录了超过25000种的产品 "The Complete Häfele" - more than 25,000 articles for sale.

#### 1974

纳戈尔德配送中心开始营业,这为海福乐的物流服务奠定基础,成为当时物流领域的快速、可靠合作伙伴

Opens distribution centre in Nagold and becomes a quick and reliable logistics partner at that time.

#### 1980

在英国成立第三家分公司,分公司相继成立于澳大利亚、加拿大、法国、意大利、新西兰、马来西亚、日本...

Establishes the third subsidiary in the UK. Then subsidiaries are opened in Australia, Canada, France, Italy, New Zealand, Malaysia, Japan...

#### 1983

开发生产拥有 Minifix 专利的 ixConnect 连接件系列,柏林工厂目前生产30款,年销量5亿 Developed the ixConnect connector range with the Minifix patent. Now Häfele Berlin produces 500 million Minifix in 30 versions.

#### 1996

纳戈尔德总部在阿道夫海福乐街1号扩展至5000平米 Häfele headquarters in Nagold is expanded to 5,000 sgm at Adolf-Häfele-Straße 1.

#### 2016

海福乐在全球超过40个国家拥有分公司,销售及服务网络覆盖全世界150多个国家 Häfele has over 40 subsidiaries worldwide, and the sales and service network covers 150 countries in the world. 国际影响力 INTERNATIONAL PRESENCE.













## 国际影响力 / INTERNATIONAL PRESENCE

海福乐在全球共设有39家子公司和11个销售办事处,产品销售网络覆盖世界150多个国家和地区。其中23家子公司运营超过15年,秉承数十年以来遵循的一切贴合客户的经营理念,开拓和创造了一系列基于以客户为中心的产品和服务体系。

员工总数达7000余人,在海福乐家族精神的熏陶下,以全心全意满足客户需求为宗旨。

● 凭借多年来在市场、物流和生产方面的丰富经验,海福乐成为了全球范围内值得信赖的合作伙伴。

Häfele is represented in over 150 countries throughout the world, has independent sales subsidiaries in 39 countries and 11 international sales offices.

With 23 sales subsidiaries operating for 15 years or more, the philosophy of staying in close contact with customers, which Häfele has lived by for many decades, enables the company to produce a range of products and services which are all tailored to their customers' needs.

More than 7,000 employees across the globe carry the Häfele family spirit with them in their hearts and are incredibly devoted to meeting customer's every wish.

Due to the high investments in markets, logistics and production over the past years we are a strong and reliable partner all over the world.

















## 海福乐竞争力 / HÄFELE COMPETENCES

#### 产品发展和创新——与海福乐一起,始终走在发展的前端 PRODUCT DEVELOPMENT & INNOVATION – ALWAYS A STEP AHEAD WITH HÄFELE

对我们而言,创新意味着与客户的需求保持一致,我们依靠敏锐的市场洞察力,以及同全球合作伙伴的紧密合作,发展、生产、优化五金,以满足您的需求——有效地为客户需求而制造。

#### 海福乐的优势:

- · 为您的家具提供量身定制的五金解决方案
- · 对现有产品讲行改造与改讲来满足客户的要求
- · 具有材料、加工方式和应用科技方面的专业知识
- ·缩短流程、降低成本
- ·满足家具的品质及生产要求

To us, being innovative means perpetually keeping our customers'needs and desires in sight. We rely on intensive market observation and close cooperation with global partners. This is how we develop, produce and optimise fittings to your needs- efficiently and customised for you.

#### Your advantages:

- · Customised, individual fittings for your furniture
- · Improvement and adaptation of existing products to meet customer specifications
- · Extensive knowledge of materials, processing methods and application technology
- · Reduced process and production costs
- · Fittings that are appropriate to the furniture quality and production process



#### 包装——根据客户需求

#### PACKAGING - AS PER CUSTOMER INSTRUCTIONS

我们的产品包装依据客户的需求开发,将自动和手动化程序集合,产生优化的解决方案——让单位数量、零件和形状在实际操作上成为可能。3000平米的生产车间、14个高科技包装系统、3班倒工作,在同一区域更可靠、快速、节约成本地生产所需包装袋和包装盒。海福乐的优势:

- · 开发个性化的包装理念
- · 手动与自动化制作相结合
- ·全方面的质量控制措施保证了包装的生产,大大降低了回收率
- · 每一个订单都可以快速地出货
- ·服务范围广: 五金袋装、袋袋套装、袋盒套装、盒子包装

We develop and realise individual packaging for customers. Optimal customer solutions result from a clever combination of automatic and manual processes - virtually any unit quantity, composition and shape are possible. 14 highly advanced packaging systems work three shifts per day in our 3,000 qsm production facility, to reliably, quickly and cost-effectively produce virtually all bag and box packaging desired and used in the sector.

#### Your advantages:

- · Development of individualised packaging concepts
- · Manual and mechanical processing of individual articles
- · Comprehensive quality controls ensure almost faultless packaging of contents and minimize return rates
- · Every order is promptly forwarded to shipping
- · Broad range of services: Fitting bags, bag-in-bag packaging, bag in box, box packaging





#### 系统化解决方案 —— 协同合作,提高效率 SYSTEM SOLUTIONS – CREATING SYNERGIES, INCREASING EFFICIENCY

节约成本意味着从计划阶段就要对产品整个价值链的各个因素进行分析,包括过程中 涉及的工程规范。这意味着我们需要在开发阶段依据客户的需求考虑特殊功能来设计。整 合化的解决方案保证了高效率和系统因素的高兼容性,同时保证了产品的可持续发展。 海福乐的优势:

- ·在设计、生产和组装领域,我们的系统解决方案都具有附加价值
- ·可持续性:在每一个开发项目中,我们都致力于生产系统可兼容组件
- ·全球范围内,经验丰富的合作伙伴,保证了产品供应的最高标准
- · 全球采购使采购成本降低
- ·灵活的生产模式令我们对客户的反馈,即便是特殊的需求,也可以做出快速的回应。
- ·创新的生产模式能满足产品改造的需求——在任何时候不增加任何费用
- · 持续监督保证产品质量的一致性
- ·在产品供给和数据流程方面不断优化

Cost-effectiveness means analysing all factors along the entire value chain of a product right from the planning stage and including all involved engineering disciplines in the process.

This allows us to take into account the specific functionality and design requirements of our customers right from the development phase. This integrated approach guarantees maximum efficiency and compatibility of the system elements, while also ensuring that the products are highly sustainable.

#### Your advantages:

- · Our system solutions deliver added value in the areas of design, production and assembly
- $\cdot$  Sustainability: We strive for system-capable components in every development project
- $\cdot$  Experienced partners around the world guarantee products that meet the highest standards
- · Our large procurement quantities ensure optimal value for money
- · Flexible manufacturing processes enable us to respond rapidly, even to unusual customer requests.
- · Innovative production methods allow for adaptation to meet changing product requirements at any time and without additional expense
- · Constant inspections ensure consistent product quality
- · Constant optimisation of product supplies and data flow



开发及生产中心 DEVELOPMENT AND PRODUCTION CENTRES.

Weco Velbert

**SLIDO** 

HBB Berlin

**IXCONNECT** 

FCC KFT Budapest

LIFT & TURN

Jettingen

DO



Schneider Kenzingen

**OFFICYS** 

Sphinx Electronics

DIALOCK

海福乐集团拥有6家生产工厂,其中5家在德国,且都配备有内部研发部门。

每年大约加工 9500 吨铁、4800 吨锌以及 500 吨塑料。

THE HÄFELE GROUP OWNS AND OPERATES SIX MANUFACTURING PLANTS, FIVE OF WHICH ARE IN GERMANY, ALL WITH THEIR OWN IN-HOUSE R&D DEPARTMENTS.

TOGETHER THEY PROCESS APPROXIMATELY 9,500 TONS OF STEEL, 4,800 TONS OF ZINC 500 TONS OF PLASTIC PER YEAR.



海福乐柏林-IXCONNECT产品系列

HÄFELE BERLIN – IXCONNECT PRODUCT RANGE.



SPHINX ELECTRONICS 肯青根 – DILOCK产品系列 SPHINX ELECTRONICS KENZINGEN – DIALOCK PRODUCT RANGE.



FCC KET 布达佩斯 - LIFT+TURN 和 FREE 产品系列 FCC KET BUDAPEST - LIFT+TURN AND FREE PRODUCT RANGES.



## 物流 LOGISTICS.

从几毫米的专用螺钉到六米长的导轨——我们灵活的仓储

车间能做到:

仓储占地120000品类数量50000货架占地42000

货物 日均配送120吨货物

出货数量 每天4500

FROM SPECIAL SCREWS MEASURING A FEW MILLI-METRES TO SIX METRE LONG GUIDE TRACKS – OUR FLEXIBLE STORAGE WAREHOUSE ACCOMMODATES IT ALL.

STORAGE LOCATIONS 120,000 ITEMS 50,000 PALL ET LOCATIONS 42,000

GOODS 120 TONNES OF GOODS ARE

DISPATCHED DAILY

SHIPMENTS 4,500 PER DAY



## 海福乐中国 / CHINESE PRESENCE

概况

创建日期1996总部北京

分公司 上海、广州、成都 销售办事处 超过 30 个城市

仓库 北京、上海、广州、成都

设计中心 北京、上海、深圳

自1996年海福乐进驻中国,给您带来了我们工厂和全球合作伙伴的最新科技。随着我们上海、广州、成都分部、其他地区销售办事处,以及北京、上海、广州、成都仓储工厂的建立,我们已经走到中国消费者的身边,为您服务。

#### 国内物流

仓库总占地面积 6700 平米 订单量 日均 100 单 产品品类 日均 400 种 到岸集装箱 周均 75 吨

国际空运量 周均3次,平均每次1吨

国际快递量 周均 3 次

#### 三大业务板块

#### 工程项目

工程项目需协调国际性的关系网。不同的项目,需要联络不同的项目负责人:采购部门、施工单位、开发商、顾问、建筑师或设计师。海福乐开发和引领关系网的能力使其成为项目方偏爱的供应商。全方位工程项目服务和超长产品线,为我们的合作项目传递更多灵感。

#### 工业客户

家具行业是市场中竞争激烈的一块,他们对产品有着多层面的需求。除了高品质的产品之外,全面周到的服务也至关重要。海福乐与家具制造商长期密切的合作,促进了创新产品的研发,常规产品品质的提升,以适应各类客户在生产制造过程中不同的需求。

#### 零售

DIY市场稳步增长。遍布中国的30家旗舰店直接为终端客户以及小型装饰公司服务。同时,海福乐天猫旗舰店,为您提供便捷的网上购货渠道。

#### **FACTS**

Established 1996 head office Beijing

Branch office Shanghai, Guangzhou, Chengdu

Sales offices More than 30 cities

Warehouse facilities Beijing, Shanghai, Guangzhou and Chengdu

Design Centres Beijing, Shanghai, Shenzhen

From 1996, when Häfele entered into China, Häfele has been bringing you the latest innovations, sourced from either our own factories, or from our partners around the world. With our branches in Shanghai, Guangzhou and Chengdu and own sales offices in many cities around China, and warehouses in Beijing, Shanghai, Guangzhou and Chengdu, we are at your side China wide and look forward to being of service to you.

#### LOGISTICS IN CHINA

Total warehouse space 6700 m<sup>2</sup>
Orders per day 100
Product picks per day 400
Inbound per week 75 tons

Airfreight per week 3 times overseas shipment; average 1 ton

Express per week 3 times overseas shipment

#### THE 3 PILLARS OF OUR BUSINESS

#### PROJECT BUSINESS

The project business is networked internationally. The contacts change from one project to the next: it can be a central purchasing department, or the builder, the developer, a consultant, the Architect or a Special Planner that will be our contact. Our ability to create and lead network has made us a preferred supplier in the project business. We inspire our partners through our 360° project service and manufacturer independent procurement.

#### **INDUSTRY**

The Furniture Industry is a highly competitive market segment and has multifaceted needs. The services provided to the Furniture Industry go well beyond the sale of products. In the focused cooperation between Häfele and Furniture Manufacturers, new innovative products are developed and standard products are improved to suit the manufacturing process of each customer.

#### **DEALERS**

The DIY market is growing steadily. End-consumers and small decoration companies are served directly by our more than 30 franchise shops around China. To make it even more convenient Häfele products can be also purchased via the Häfele online-shop on Tmall.





海福乐中国总部/ HÄFELE CHINA HEAD OFFICE, BEIJING



深圳设计中心/ SHOWROOM, SHENZHEN



北京设计中心/ SHOWROOM, BEIJING



上海设计中心/ SHOWROOM, SHANGHAI



零售店/ FRANCHISE SHOPS





## 采购能力 / SOURCING CAPABILITIES

海福乐的产品因创新、可靠、功能强大而闻名。

德国工厂开发和生产数以千计的产品,包括家具连接件、铰链、办公配件和按客户需求开发的产品。

同时我们也代理品牌如: Vauth Sagel 金属拉篮、EUK 推拉门解决方案、HAWA 推拉和折叠门解决方案、Enrico Cassina和Olivari 执手系列以及其他知名品牌。

凭借卓越的采购能力,我们能够为您提供的产品线是广泛的: 执手、连接件、铰链、门锁、抽屉和滑轨、厨房存储配件、推拉和折叠门轨道、办公用五金、卫浴五金及照明灯具,结合高效率的销售手段来提供更好的产品和服务。

海福乐同时也依靠中国深圳的采购部门,此部门拥有40名的 专业工程师,在采购、认证和质量控制方面均有多年经验。

Häfele's products are renowned for their innovation, reliability and functionality.

Our German factories develop and manufacture thousands of products, including furniture connectors, hinges, office equipment, and custom design products.

We also represent brands like Vauth Sagel Pull-out Storage and Wire Ware Products, EKU Sliding solutions, HAWA Sliding and Folding door solutions, Enrico Cassina and Olivari lever and pull handle series and many more renowned brands.

With our sourcing capability we can offer you a vast range including Handles, Connectors, Hinges, Locks, Drawers and Drawer Runners, Kitchen Storage Accessories, Sliding and Folding Tracks, Office Furniture Fittings, Bathroom fittings and Lighting combined with a high achieving sales force to deliver the best possible product and service.

Häfele World Wide also relies on our China Procurement office located in Shenzhen. This office is supported by a team of 40 dedicated engineers with many years of experience in all areas of sourcing, testing, approvals and quality control.



自有品牌 OWN HOUSE ASSORT-MENTS.

海福乐凭借丰富的经验与知识开发新的产品线。我们的自 有品牌以高质量和低成本为出发点来满足客户的需求。

BASED ON OUR EXPERIENCE AND KNOWLEDGE WE CREATED NEW PRODUCT LINES. OUR OWN HOUSE ASSORTMENT IS MADE TO MEET OUR CUSTOMERS REQUIREMENTS IN TERMS OF QUALITY AND BUDGET.





## ixconnect

海福乐知名品牌 ixconnect,被广泛应用于装配商品和轻质板材中,是行业的全球领先者。ixconnect 五金件是高度发展与生产知识相结合的产物,最早在柏林工厂生产。

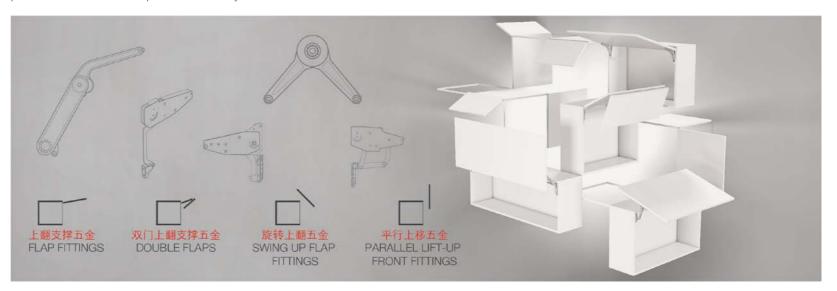
With the Häfele brand ixconnect we are the world leader of connectors for case goods and lightweight panels. ixconnect fittings are the result of highest development and manufacturing knowledge. They are primarily manufactured in Häfele's factory in Berlin.



## Lîft+Turn

Lift + Turn 是海福乐在翻门和铰链领域的品牌。Lift + Turn 系统令设计作品轻松实现,大众商品便捷操作。

Lift + Turn is Häfele's line of flap fittings and hinges. Lift + Turn systems make flexible design and user-friendly operation of furniture fronts for designer pieces and mass market products a reality.



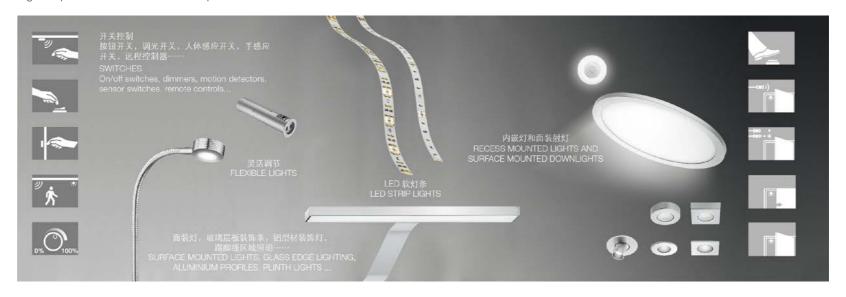


Officys 是现代多功能工作站设计品牌。整个产品的设计和生产都是在海福乐的 Schnelder Kenzingen 工厂完成的。 Officys is the brand for the design of modern, multi-functional work stations. The entire range of products is designed and manufactured at Häfele's Schneider Kenzingen factory.





LOOX 是 LED 照明系统品牌。模块化的LOOX系统选择广泛,经认证且智能,既可做标准化生产,又可满足特殊家具设计。 LOOX is Häfele's brand of furniture-ready LED lighting systems. The modular LOOX system includes a large selection of certified and intelligent lighting components for standard and special furniture solutions.

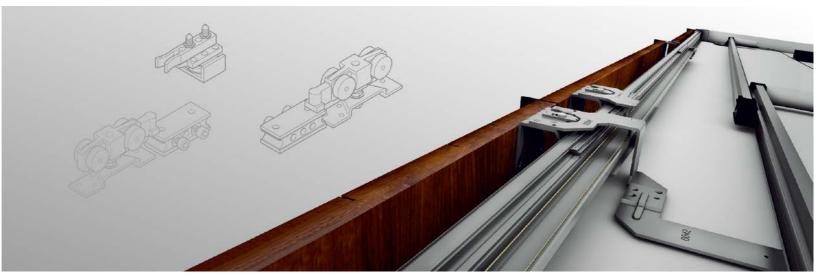






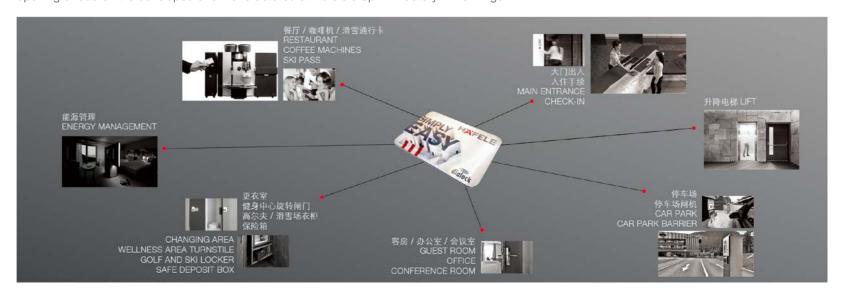
Slido 移门五金其全面的产品线是灵活设计的坚实保障。Vorfront、Infront、Mixfront 推拉门板可以是木头、玻璃或者铝材,且都能拥有顺畅的运行性能和快速便捷的安装方式。

Slido sliding door fittings: A comprehensive range of products for almost infinite design flexibility. For Vorfront, Infront or Mixfront sliding doors made of wood, glass or with aluminium frames. They all come with soft and silent running properties as well as quick and easy assembly.





Dialock 是海福乐电子锁门禁系统品牌,基于射频技术原理轻松实现非接触式开关功能。该系统的开发和生产均在海福乐肯青根Sphinx工厂完成。 Dialock is Häfele's brand of the electronic locking and access control system. The transponder based technology facilitates touch-free locking and opening of doors. It is developed and manufactured at Häfele's Sphinx factory in Kenzingen.





StarTec 是海福乐建筑门五金和工程配件品牌。该系列产品具有良好的性价比。StarTec 五金为标准规格,可供现货。 StarTec is the Häfele brand name for architectural hardware and project fittings for the entire door. This range features a good price-to-performance ratio. StarTec fittings are made to standard specifications and can be supplied from stock.





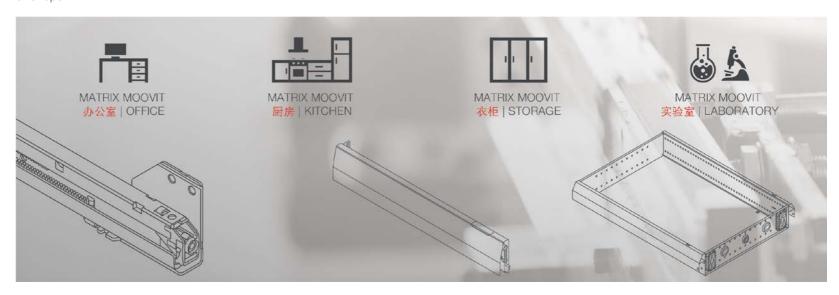
Aquasys 是海福乐卫浴五金品牌,囊括了商业和私人应用,是具有优化功能的五金件和配件。 Aquasys is Häfele's brand name for sanitary fittings. Comprising of fittings and accessories for optimum functionality in commercial and private wet rooms.





# Moovit

Moovit 达到了精确、安静和舒适的最高标准。抽屉系统为您的厨房、起居室、实验室和商店提供意想不到的可能性。 Moovit has never been so precise, quiet and comfortable. This drawer system offers you undreamed possibilities in kitchen, living room, laboratories or shops.



### 海福乐战略合作伙伴 / HÄFELE'S STRATEGIC PARTNERS

Due to our experience in the development of markets and our strong international presence we are an attractive and important partner for other brands in our industry.

Here some brands we have a long-term and strategic relationship with:

凭借我们在市场发展领域的丰富经验,以及国际范围内的良好声望,我们成为了众多知名品牌希望合作的重要伙伴。

与海福乐达成长期的,战略合作伙伴关系的品牌有:





















核心竞争力 - 建筑五金 CORE COMPETENCE ARCHITECTURAL HARDWARE.

建筑五金品类多达5万1千种。 产品范围依据新的需求持续创新。

MORE THAN 51,000 ARCHITECTURAL HARDWARE ITEMS.

THE PRODUCT RANGE IS CONSTANTLY UPDATED ACCORDING TO NEW REQUIREMENTS.





## 出众的建筑五金产品线 OUTSTANDING ARCHITECTURAL HARDWARE PRODUCT RANGE

海福乐建筑五金在全球各类著名建筑中广泛应用,正在逐步发展成为国际五金业界领军品牌。我们用大量的时间,将世界各类顶尖五金产品编制成册,同时与我们的供应商建立了稳 固的合作关系,从而有了稳定可靠的货源。无论是室内设计,工程建设,建筑设计,门窗制造,海福乐庞大的产品线助您完成所有产品创新需求。

Häfele Architectural Hardware can be found in many prestigious and distinctive buildings throughout the world. We have spent an enormous amount of time compiling the best the world has to offer from our reliable sources. Whether you are involved in Interior Design, Building and Construction, Architecture, or Door and Window Manufacturing, we have the range for you to find the innovation you require from one source.



#### 推拉门解决方案 SLIDING DOOR SOLUTIONS

推拉门是隔离空间时一个重要的功能性设计。在我们的产品线中,您会看到各种各样优雅、便利、易于维护的推拉门解决方案,可以满足您的各种需求。我们为您提供有价值的配置建议。

Sliding doors are an important and functional design facility for partitioning rooms. You will find a wide range of elegant, convenient and maintenance-friendly sliding solutions in our product range to suit individual requirements and needs. We support you with competent advice.





#### 门五金方案 / DOOR PLANNING

海福乐持续为您开发完整的门五金解决方案。门五金解决方案可以实现门体的充分利用和便捷安装。我们为以下产品提供高质量的方案:

- ・安全门
- ・室内门
- ·酒店房间门
- ·自动关闭门
- ·双向开启门
- ·玻璃门
- ・无菌门

Häfele has consistently developed the art of creating complete door hardware solutions. Door solution components make optimum planning and easy installation of doors possible. We can provide qualified solutions for all kind of:

- · The secure access door
- · The interior door
- · The hotel room door
- · The self closing door
- · The double action door
- · The glass door
- · The Alaseptic door





#### 卫浴五金解决方案 BATHROOM SOLUTIONS

海福乐的卫浴五金保证高质量并拥有广泛的产品组合。海福乐还联手其他品牌,为客户提供满足不同预算的卫浴产品。

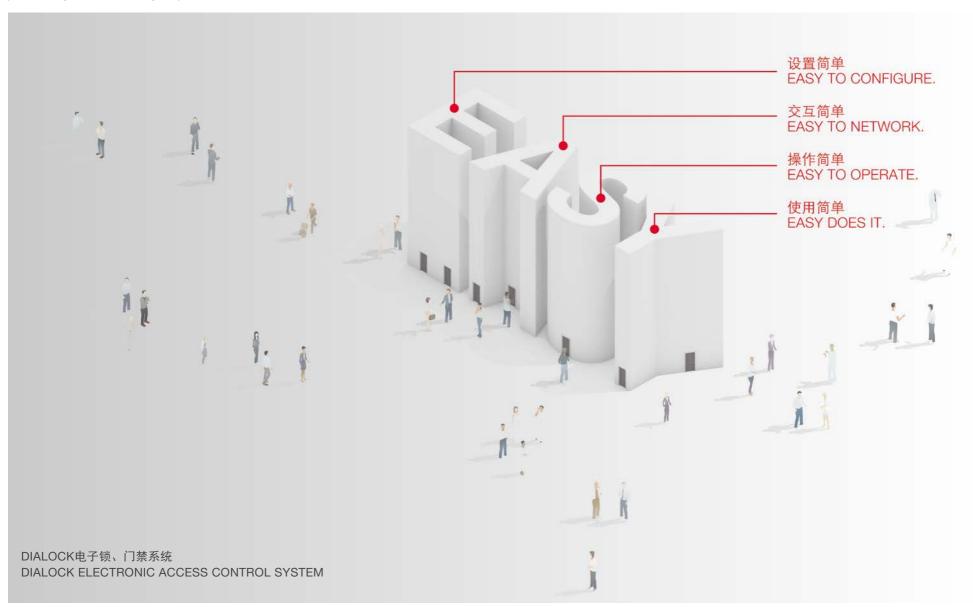
The bathroom fittings collection of Häfele has been created to guarantee high quality and a wide product portfolio. We have formed partnerships with other famous brands to offer a selective variety of bathroom products for various budgets.



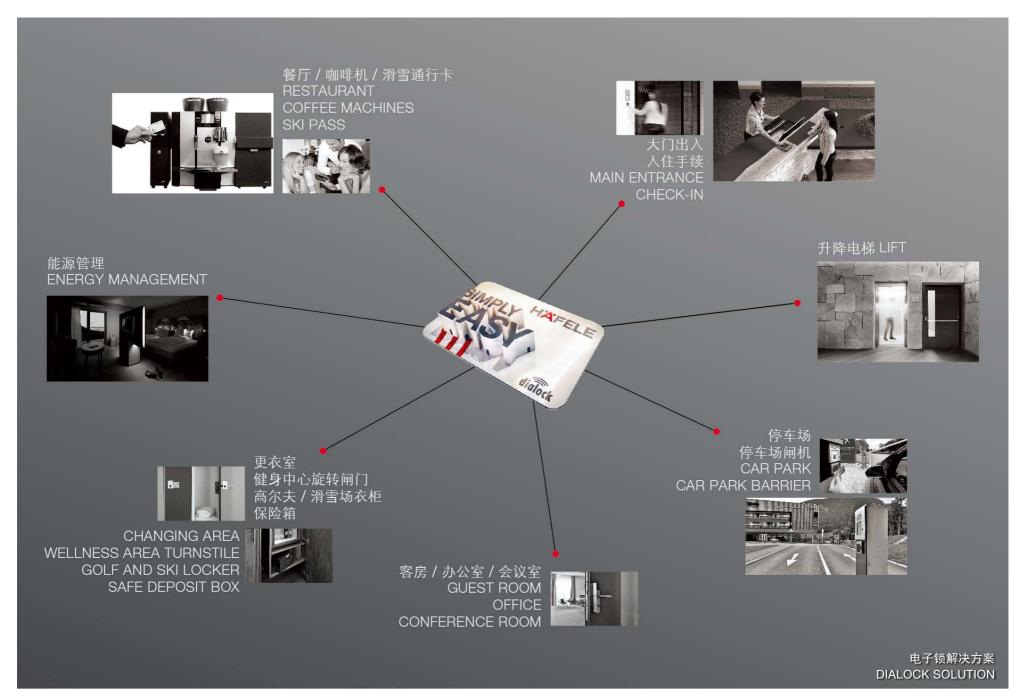


#### DIALOCK电子锁、门禁系统 / DIALOCK ELECTRONIC ACCESS CONTROL SYSTEM

智能锁具有一个独特的名字: Dialock。所有的门体、橱柜和特殊空间都可以用一张门禁卡轻松锁住或打开,作为 FRID 技术的先驱,海福乐是您方方面面的合作伙伴。
Touchless locking and unlocking has a name: Dialock. All doors, cabinets and defined areas are opened and closed with a single key card. As a pioneer in RFID technology, Häfele is a partner at your side in every respect.





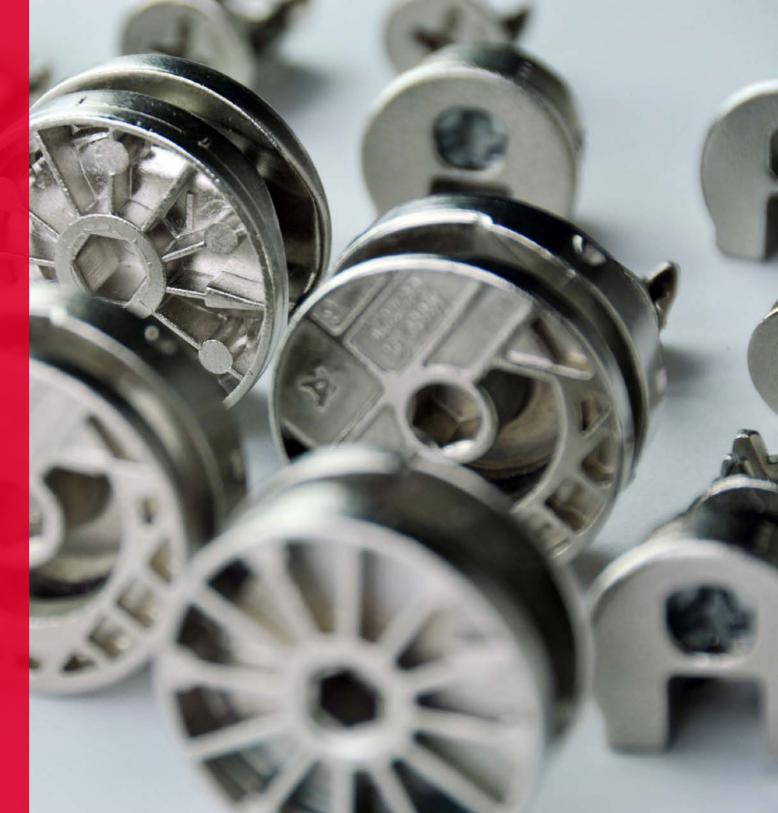


核心竞争力 - 家具五金 CORE COMPETENCE FURNITURE FITTINGS.

独一无二的产品线,提供超过15万种产品。 我们的口号:德国品质,铸就完美。

WORLDWIDE UNIQUE PRODUCT RANGE COMPRISING 154,000 ITEMS.

OUR CLAIM: "GERMAN QUALITY" PERFECTION.





## 出众的家具五金产品线 OUTSTANDING FURNITURE FITTING PRODUCT RANGE

我们的家具五金以其创新、可靠及灵活的设计而著称。海福乐拥有非常广的产品线,助力你打造出功能强大的家具及灵活的解决方案。 Our Furniture Fittings are renowned for their innovation, reliability and clever design. As you can chose from a vast product range it offers you unlimited opportunities for functional furniture and smart solutions.



#### 家具照明 / LIGHT IN FURNITURE

对优质、功能性、定制化照明的到 位使用,将为我们提供完美的工作环境 和健康的生活环境。

创新的、模块化的海福乐LED照明系统——LOOX,拥有不同的系统和版本。 这使个人定制化照明轻松成为现实。

Modern working and living provide, in the best case, perfect working conditions and a climate of well-being, if optimum functionality and individual lighting are coordinated with each other in a well thought-out way.

The innovative and modular Loox LED lighting system from Häfele impresses with its wide range of system components and different switch versions. This allows individual lighting concepts to be quickly and easily realized.

#### 海福乐简介 HÄFELE PROFILE





# 娱乐解决方案 ENTERTAINMENT SOLUTIONS

#### 娱乐解决方案 ENTERTAINMENT SOLUTIONS

海福乐音响系统产品可以快速、简便地安装到家具中:天花板、墙体、镜子后面等地方,根据需求隐藏或者现身。喜爱的音乐和歌单随时随地陪伴着我们。

The Sound Products can be installed quickly and easily, visibly or invisibly, in furniture and ceilings, behind walls and mirrors and are even suitable for retrofits. Your favorite songs and playlists accompany you wherever you go.

#### 电动解决方案 ELECTRICAL SOLUTIONS

电动升降五金让生活变得简单。从 微波炉、电视到电脑屏幕甚至是轻巧的 柜体在内的任意物品。通过使用高性能 的遥控器,即可完成上升、下降、旋转 等移动模式。

Our assortment of electrical lift mechanisms make your everyday life easier. Raise, lower, swivel, and slide anything from Microwaves, TV's, Computer Screens, and even whole cabinets with these slim design, high performance remote controlled mechanisms.









#### 家具电子锁解决方案 ELECTRONIC LOCKING SOLUTIONS FOR FURNITURE

海福乐家具电子锁系统适用于各种 零售店展柜、高级办公家具、药房药柜 及住宅邮箱柜门中,简捷又安全。

The Dialock electronic access control system provides security and convenience. Lockers, drawers, sliding doors and doors can be operated simply and touchlessly with a single electronic key. Safe and easy to use for retail stores, premium office furniture, cabinets at Pharmacy and mailbox of residential buildings.



#### 家具拉手 / FURNITURE HANDLES

家具设计师了解到当今市场对色彩、五金和设计的需求日趋多样性,同卓越的设计经验和规范化的工艺流程是保证产品经久不衰的重要原因。海高温乐烈主人了更多新的元素,让自高端、独特的设计融入家居生活,让每款拉手成为一件艺术品,更有私人定制服务,凭借丰富的拉手研发经验为您打造专属于您的拉手。

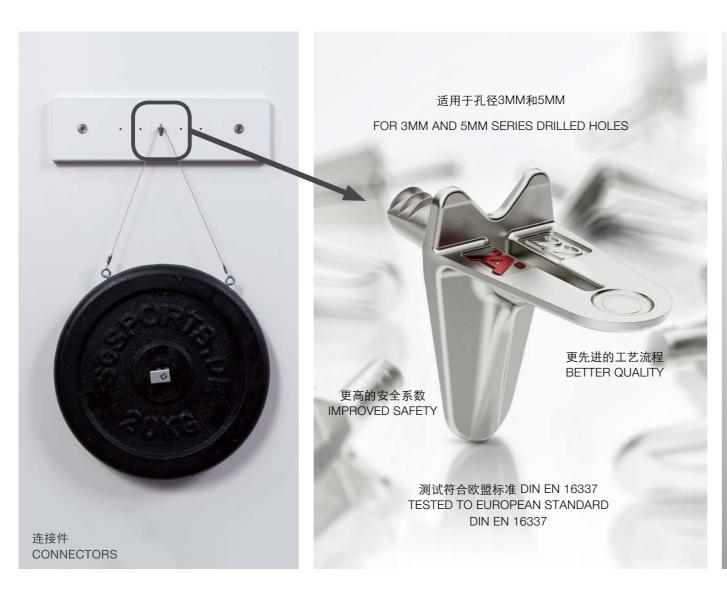
Furniture designers know how dynamic this market can be, with its constantly changing expectations for colours, hardware and design. Experience in creating excellent design and a strong commitment to a clear formal language are the only way to guarantee timeless and lasting products.

#### 连接件科技创新 / CONNECTING TECHNOLOGY INNOVATION

作为 Minifix 连接件的发明者,海福乐对"现购自运"家具的实现与成功功不可没。 在连接件科技的创新先驱角色及使命感,令我们不仅仅可以提供广泛的产品选择,更提供优化的解决方案。

As the inventor of the Minifix-connector - we have a decisive contribution to the success of the cash-and-carry furniture.

Our pioneer role in terms of connector technology we feel obliged so we not only offer a huge range of connectors, but also create ever new solutions.







#### 存储空间解决方案 / STORAGE SOLUTIONS

我们的五金件为厨房、起居室、壁橱、办公空间和其他特殊存储需求空间的优化使用提供了巧妙的构思和可能。 这些效用五金既可用于标准化家具的生产,又可在定制家具中大显身手。

Our fittings give you clever ideas and individual possibilities for the optimum use of storage space in kitchen, living, wardrobe, office and other specific areas in home. Well-proven equipment for standard and customized space organization.



#### 厨房解决方案 / KITCHEN FITTING SOLUTIONS

橱柜配件是品质的细节体现,也是质量和寿命的关键所在。高品质的配件,不仅实用也使我们的生活变得更便捷。海福乐独特产品线包括与 Grass/ Vauth Sagel 等著名品牌合作的产品系列。

The fittings of kitchen cabinets are the manifestation of the details, which decides the quality and life time of the kitchen. High-quality fittings provide functionality and convenient usage. Besides the own assortment Häfele cooperate with famous brands like Grass and Vauth Sagel.













### 家具推拉 & 折叠门解决方案 / FURNITURE SLIDING & FOLDING DOOR SOLUTIONS

海福乐在家具配件生产几十年的经验,专业的工程知识和对国际家具市场发展和趋势的深入了解,使我们可以满足客户的需求,开发并提供坚实、多功能的全线推拉五金解决方案, 适用于不同材质及开启方式的门。

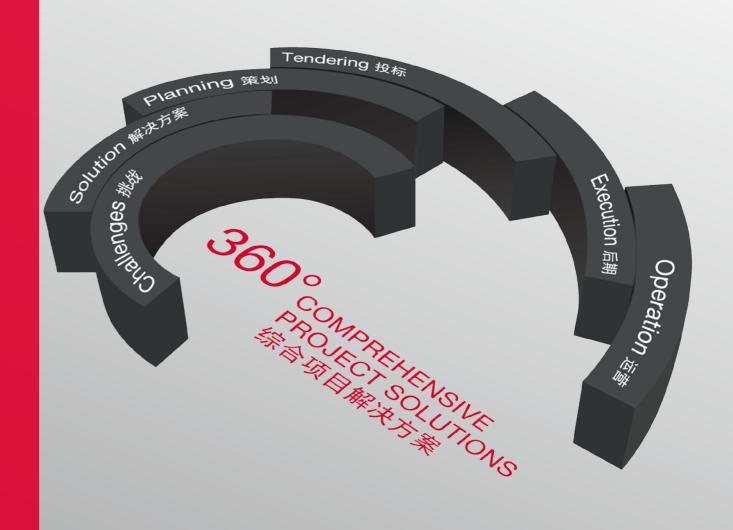
Decades of experience with furniture fittings, extensive engineering expertise and in-depth knowledge of the developments and trends of the international furniture market are the basis of a well-tried, functional range of sliding fittings focused on customer requirements. Choose from our wide range for different door material and opening.







全方位项目服务 360° PROJECT SERVICE.





### 一站式服务 HELPING YOU PUT THE PIECES TOGETHER

完成一个新的项目需要花费数年的时间,并且后续的配套需求也接踵而来,如策划、投标、下单、订单处理和后期运营等。

基于特定的市场需求和90多年的专业背景,海福乐全方位的项目服务让您无后顾之忧。

丰富的家具五金和建筑五金产品线及完善的服务体系,有效地缓减了地产开发商、建筑师、规划师和加工公司的压力。

It takes time to complete a new building and carry out the work that is subsequently required. Planning, tendering and order placement, order processing and the post-handover phase each have their own requirements.

Based on specific market demands and with a background of over 90 years experience worldwide, Häfele's 360° Project Service represents a portfolio of services that can meet these needs.

A comprehensive service on the one hand and an extensive range of Architectural Hardware and Furniture Fittings on the other hand effectively relieves the pressure on Property Developers, Architects, Planners and Processing Companies.

### 强大的项目支持与服务体系 COMPETENCE IN PROJECT SUPPORT & SERVICES

在计划阶段,海福乐全方位的项目服务提供包括:计划说明书、基于特定主体的招标文书、应用实例、召开研讨会及其他计划支持,如安装说明书、安装视频和现场支持。

然而, 计划也意味着: 计算、评估和对比。其中很关键的目标之一就是找到并确定最适合的解决方案。

海福乐技术团队可以协助整合和调整五金方案组合,并 根据具体工程要求采取相应的解决方案。

我们是建筑师、施工方、投资商、专家、咨询方和承包 商的解决方案提供者。

During the course of planning, 360° Project Service provides assistance with the creation of detailed planning manuals, tailored seminars addressing specific topics, tendering texts, application examples, and other planning and support such as mounting instructions, mounting video, and onsite support.

However, planning also means: calculating, evaluating and comparing. One of the objectives of project advice is to look for and find the best individual solution for the project.

Häfele's specification team can assist with integrated and coordinated hardware selection and prepare clear and precise door schedules according to specific project requirements.

We are competent, solution oriented partners for architects, builders, investors, specialists, consultants and general contractors.

### 订单处理和移交 ORDER PROCESSING & HANDOVER

在整个施工阶段,海福乐协调和跟踪所有节点和物流服务。这得益于我们独立的物流体系和及时的交货能力。海福乐拥有全球一体化销售网络和最先进的物流中心。

Häfele coordinates and monitors all deadlines and logistical services over the entire construction period. This is made possible because of our individual construction site logistics and just-in-time delivery capability, which Häfele provides with its global sales network and state-of-the-art logistics centers.

### 住宅 / RESIDENTIAL

住宅建筑物有不同的内饰标准,尺寸从30平米到1000平米不等。我们产品系列范围广泛,并与国际知名品牌合作,可以根据客户的需求和愿望提供不同款式、不同层次、不同领域的五金解决方案。

Residential buildings come along with different interior standards and sizes from 30sqm up to 1000sqm. With our wide product range and cooperation with international brands we are capable to provide hardware for all kinds of styles, levels and areas always considering the customer's requests and wishes.



从慕田峪长城脚下的农家院到敞亮时髦的别墅,不仅充斥着中国最传统的元素,同时满足了德国业主对功能性和照明氛围的要求。多样化的门五金方案:入口门的地弹簧、双扇门的天地轴铰链、浴室的木制推拉门五金。开放式的厨房在存储和舒适理念上有更强大的方案,包括高身拉篮、地柜拉篮、Free Flap系列、LOOX Led 照明产品。

From Farm house to a roominess and stylish retreat at Mutianyu Great Wall! Chinese traditional elements as well as German owner's requirements for functionality and light. Divers door hardware solutions: Floor spring for the entrance door, pivot hinge for the two-leaf door, the wooden sliding door fittings in bathroom entrance. The open kitchen presents some powerful solutions on storage and easiness concept, including baskets, base pull out, free flaps and LOOX Led lights.





















合生·霄云路8号是北京高端住宅工程,坐落于东北四环,紧邻朝阳公园,由著名的波士顿国际设计团队设计。主要采用了海福乐Dialock电子门禁、闭门器、Slido推拉门系列,实现了功能与美的完美结合。此外,它还得益于海福乐多样化的产品应用、优等的质量和专业的服务团队,该团队成员积极与每位设计师合作实现了"以人为本"。

Hopson No.8 Royal Park is a high-end residential project in Beijing and was designed by renowned Boston International Design Group. This project mostly adopted Häfele electronic locker Dialock, door closer and sliding door system Slido, which allows creating a perfect combination of functionality and beauty. It benefits from the application of Häfele's diversified portfolio, superior quality, as well as its professional service team to realize a "people oriented" project.

# 酒店 / HOTEL

洲际、希尔顿、华尔道夫等酒店集团以及众多五星级和四星级的精品酒店均依赖海福乐提供的产品和服务。我们良好的声誉 使得我们成为一个值得信任和忠诚的合作伙伴。从工程最初的设计到安装阶段,我们都提供尽善尽美的支持。

Hotel Groups like Intercontinental, Hilton, Waldorf Astoria, and many more 5 and 4 star and design and boutique hotels count on the products and services Häfele delivers to them. Our worldwide excellent reputation makes us a trustful and loyal partner, supporting the project from the very beginning—the design phase - to the installation on side.

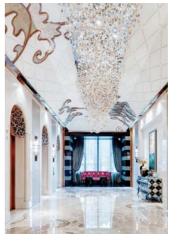


该酒店由台湾著名设计师邱德光先生联合设计。以"星梦公园"为主题,大气、奢华、融贯古今、中西合璧——展现了前所未有的巴洛克风格。海福乐为酒店提供门五金方案:门把手、门锁、电子锁和闭合器,海福乐的镀金黄铜把手与酒店巴洛克风格相得益彰。This hotel is co-designed by Mr. Qiu Deguang, one of the leading designers in Taiwan.

Themed as "Galaxy dream garden", the grand atmosphere, luxuriant decoration, fusion of ancient and modern, connection of the west and east - all makes the hotel an unprecedented model of the baroque style. Häfele supplied the door hardware solution for the hotel, including door locks, electronic locks and door closers and gold color plated brass handle, which suites the hotel's baroque style very well.





















该豪华酒店由建筑师马岩松设计,坐落于太湖湖畔,因其形状似月亮被称为"月亮酒店"。

海福乐为酒店供应不同种类的门五金和卫浴五金。

海福乐为酒店带来了安全和舒适的豪华体验。

The luxury hotel is designed by the architect Mr. Ma Yansong. It locates on the shores of Lake Taihu, and cause of its shape called "Moon Resort".

Häfele supplied different kinds of door hardware and bathroom fittings to the hotel.

Häfele hardware brings safety and comfort to the luxury facilities.

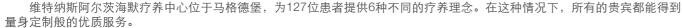
# 养老院 / SENIOR LIVING

随着年龄的增长,记忆力会逐渐减弱。在退休老人及养老院中,痴呆症随处可见,并往往伴随着身体上的残障。 因此建筑师开始着手建造更利于痴呆症患者居住的房屋和设备。

The ability of remembering is fading quickly with people are getting older. Dementia is commonly seen in their daily routine in retirement and nursing homes sometimes paired with some physical disabilities.

On which operators and architects are getting into the task of offering more dementia-friendly building and facilities alike.





海福乐提供了 Dialock 电子锁系统和 Alasept 抗菌把手,为此工程做出了巨大贡献。

Vitanas dementia center, located at Magdeburg, provides six different concepts of housing for 127 people. In that case, all the guests can be obtained a corresponding custom service.

Häfele made a valuable contribution to the success of the project with the electronic locking system Dialock and antibacterial handle Alasept.







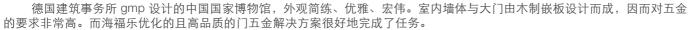


# 商业 / COMMERCIAL

商用建筑在耐用性和安全性上有较高要求。我们专业的销售团队和五金配置小组为您的需求提供定制化的解决方案。我们所 取得的国内外的测试规范和认证能保证高质量和高持续性。

Commercial space has high requests on durability and safety. Our professional sales and specification team will find the solution for your needs. With our international and domestic testing standards and certification we can guarantee high quality and sustainability.





Designed by German architects gmp this Museum impresses with its monumental appearance and simple elegance. As the interior was designed with huge wooden panels for walls and door, the requests on hardware solutions were very high. With our qualified door hardware we could fulfill this demand.







# 智能空间 / SMALL SPACE

2014 年首个 30 平米小户型住宅项目登陆广州,引领了中国小户型公寓的潮流:为日渐高昂的房价问题提供了一个方案。为充分利用空间,使现代家庭居住更舒适,海福乐应用创造性的五金技术来解决空间问题,为每一平米创造更多精彩。 In 2014 the first 30sqm small residential project in Guangzhou launched the trend of small apartment in China: a solution when the property expenses getting higher and higher. To fully utilize the space and make it livable for a modern family Häfele uses creational hardware techniques to solve all the space problems and bring more life in every squaremetre of modern living.





39平米的开放式空间被成功打造成集烹饪、用餐、睡觉、工作和生活于一体的综合功能性建筑体。多功能的起居生活涵盖各种收纳解决方案:隐藏的床、桌子、橱柜,吧台变凳子,书桌变翻床,操作台可拉伸,惊喜无处不在。 Everything in one room!

Open living in 39 square meters, which combines cooking, eating, working, living and sleeping inside an equally elegant and functional architecture. Multi-functional living with special storage equipment, hidden beds/ tables/ cabinets, bar as seat, desk as bed, worktop as table. Hidden treasures everywhere!

















由东方卫视打造的家装节目《梦想改造家》第二季第四集。由设计师青山周平执手对北京南锣鼓巷的一户老四合院进行改造。在此次改造中,海福乐发挥了对小户型收纳及功能五金的应用:升降挂衣杆、入户门锁、门把手、推拉门五金、双向抽拉滑轨、抽拉餐台等。

The 4<sup>th</sup> episode of DREAMHOME season 2 built by DRAGON TV comes to a courtyard in Nanluogu Lane, Beijing. This episode presented the renovation of two apartments by Shuhei Aoyama. Häfele provided hardware solutions for small-apartment storage and furniture functionality, including wardrobe lift, entrance door handle sets, sliding door fittings, two sided access BB runner and pull-out table fitting, to enable a perfect completion of the renovation.

### 挑战和方案 / CHALLENGES AND SOLUTIONS

功能性挑战和方案 —— 一扇在有限的空间内,不成为阻碍的玻璃门

FUNCTIONALITY CHALLENGE AND SOLUTION – A GLASS DOOR THAT DOES NOT GET IN THE WAY IN SMALL ROOMS.

存储空间挑战和方案—— 一款不占用空间、低预算的壁橱 STORAGE SPACE CHALLENGE AND SOLUTION – A WARDROBE THAT NEEDS NO SPACE. AND A SMALL BUDGET.

### 海福乐解决方案 / THE HÄFELE SOLUTION



玻璃门自动闭门配置:避免门在有限的空间成为阻碍。

- ·小面积酒店房间浴室门的 理想选择
- ·低成本、免维护
- · 对整体设计无影响

A fitting that mechanically closes a glass door automatically. This prevents the door from getting in the way in small rooms.

- · Ideal for bathroom doors in small hotel rooms.
- · Low costs, No maintenance.
- · No negative effect on the design.

### 海福乐解决方案 / THE HÄFELE SOLUTION



具有储物功能的开放式墙体解决方案。

- ·多款挂架选择
- · 间接光线增加视觉空间
- · 低投资成本
- · 无门碰现象

A functional storage concept as an open wall design.

- · Different shelving options.
- · Visual space increase by means of indirect light.
- · Low investment costs.
- · No door collisions.

物流挑战和方案—— 2000款建筑五金和家具五金,按时按地准确配送

LOGISTICS CHALLENGE AND SOLUTION – 2,000 AR-CHITECTURAL AND FURNITURE FITTINGS. AT THE RIGHT TIME IN THE RIGHT PLACE.

### 海福乐解决方案 / THE HÄFELE SOLUTION



驻地五金配置团队和物流 中心;招投标和安装期间 现场永久性支持;各施工 阶段五金按时按量配送; 不同制造商及相关分包商 合作。

A project-specific team and a logistics centre on site. Permanent support during tendering and implementation on site. Just-in-time delivery of the planned quantities per construction phase.

Coordination of the different fabricators and relevant subcontractors.

### 产品 / PRODUCT



玻璃门五金配置:

材质:

金: 不锈钢阳极氧化 带蜗杆螺纹

玻璃门:亚光、缎面光或

透明玻璃 适用范围: 酒店或小户型

公寓

### 产品 / PRODUCT



配件组合及Loox照明系统: 挂钩、折叠挂钩、挂扣、 翻门五金、防护栏、三节 轨、把手、照明系统

Fitting combinations and the Loox lighting system. Hook. Folding hook. Catch. Flap fitting. Protection rails. Full extension. Handles. Loox LED.

### 产品 / PRODUCT



独立的建筑五金生产商, 产品符合ANSI认证标准。 例如:

铰链、门锁、闭门器、把 手、定制解决方案——弧 形推拉门系统

A manufacturer-independent architectural hardware assortment to ANSI standards.

For example:

Hinges. Locks. Door closers. Handles. Curved sliding door systems as a customized solution.

### 案例 / EXAMPLE

Material:

德国汉堡,宜必思汉堡城市酒店 Hotel ibis Hamburg City, D-Hamburg.

· Fittings: Stainless steel anodized with worm thread.

· Area of application: Hotels and small apartments.

· Glass door: Matt, satin finish or clear glass.

#### 案例 / EXAMPLE

德国特里尔,宜必思尚品酒店 Hotel ibis Styles, D-Trier.

### 案例 / EXAMPLE

阿联酋迪拜,哈利法塔 Burj Khalifa, UAE-Dubai.



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# AND WHAT CAN WE DO FOR YOU?





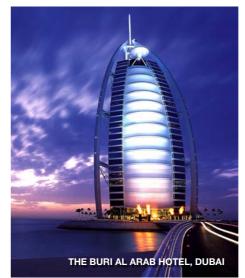
# 国际项目 INTERNATIONAL REFERENCES

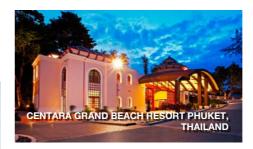
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# 国内项目 LOCAL REFERENCES

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无锡艾迪花园酒店 武汉万达公馆 九华山龙溪山庄 合肥博悦公馆 合肥利港喜来登大酒店 黄山元一大观 蚌埠南山豪生大酒店 重庆香格里拉酒店 重庆东衡槟城酒店 成都明宇豪雅酒店 成都环球中心洲际酒店 成都富力丽思卡尔顿酒店 成都香格里拉大酒店 成都泰国领事馆 南充东方花园酒店 南充宇豪酒店 都江堰华美达酒店 西安威斯汀大酒店 西安爱琴海温泉酒店 宝鸡建国饭店 陕西麓苑国际大酒店 咸阳丽彩天禧大酒店 甘肃天庆国际大酒店 贵阳新世界酒店 贵州凯悦大酒店

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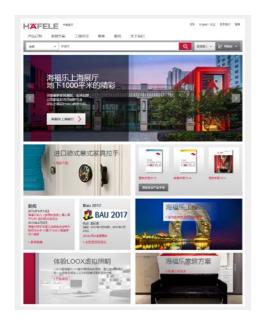


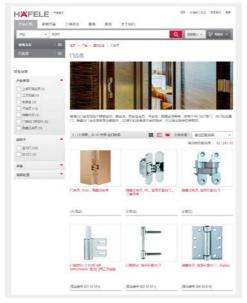






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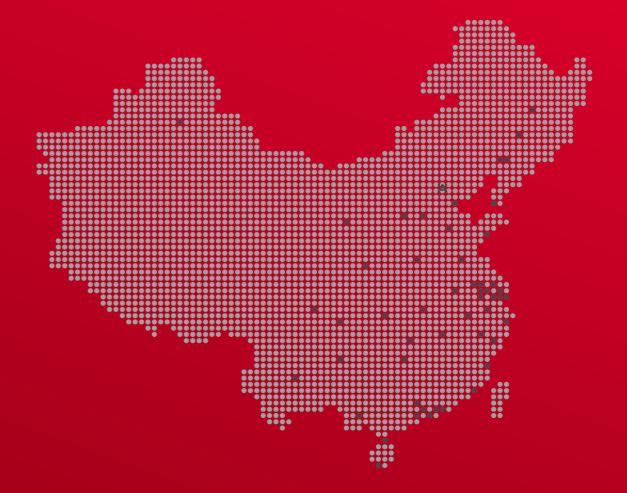
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