圣象 power dekor

SUSTAINABLE DEVELOPMENT REPORT 2020

可持续发展报告



FOREWORD
报告导读

Dear Stakeholders, Welcome to The *Power Dekor Sustainable Development Report 2020*. Power Dekor has issued corporate social responsibility reports for several consecutive years to inform the public of our efforts in this regard. We first proposed that our corporate social responsibility report be upgraded into a sustainable development report in 2020, which would show how our company has integrated the concepts of sustainable development into all aspects of our industrial chain and provide a multi-dimensional view of our overall strengths from a greater height and a broader angle.

This report covers Power Dekor and all its subsidiaries. In our report, Power Dekor Group Co., Ltd. and its subsidiaries are variously referred to as “Power Dekor Group”, “Power Dekor”, “the company” and “we”, among others. Most of the report covers the period from January 1, 2019 to April 31, 2020, with the exception of certain content, while most information disclosed is sourced from official company documents which have been thoroughly vetted by the relevant divisions. Financial data is denoted in CNY, except where otherwise indicated. We declare that no false records, misleading content or gross omissions are contained in this report.

尊敬的利益相关方，欢迎阅读《圣象集团有限公司可持续发展报告2020》。圣象集团已连续多年发布社会责任报告，向社会披露履责信息。2020年初，公司首次提出将社会责任报告升级为可持续发展报告，以更高的站位、更开阔的视角，全方位展示公司将可持续发展理念融入产业链，立体化呈现公司的综合实力。

本报告内容覆盖圣象集团有限公司及其下属企业，报告中也以“圣象集团”“圣象”“公司”“我们”等称谓表示一个整体的圣象集团有限公司及其下属企业。报告内容时间范围为2019年1月1日至2020年4月31日，部分内容超出上述范围。报告中披露的信息来自圣象集团正式文件且通过相关部门层层审核。报告中的财务数据以人民币为单位，特别说明之处除外。公司承诺，本报告内容不存在任何虚假记载、误导性陈述或重大遗漏。

Copies of our report are available from
报告获取方式

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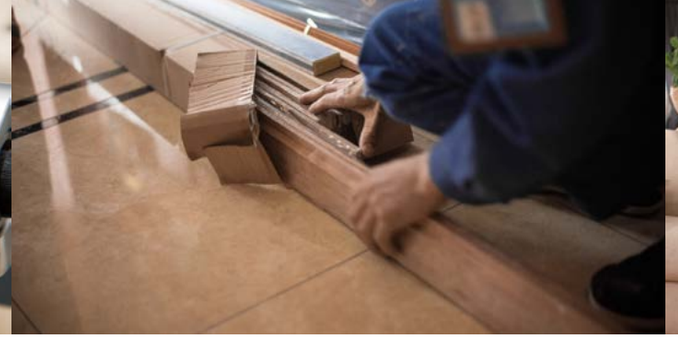


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THE ADDRESS OF LEADERS
领导致辞

PROMOTING SUSTAINABLE DEVELOPMENT FOR THE CENTURY AHEAD
推动可持续发展，成就百年品牌



Chairman of Power Dekor
Jianjun Chen

圣象集团董事长 陈建军

As society continues to progress, the pursuit of sustainable development has become a global consensus. In September 2000, at the United Nations Millennium Summit, world leaders agreed on a set of time-bound targets and indicators to address issues related to sustainable development, including poverty eradication and environmental degradation. In September 2015, the UN Sustainable Development Summit reviewed and approved 17 sustainable development goals, in order to take an integrated approach towards fully addressing issues related to social, economic and environmental development, and turn to the path of sustainable development.

随着时代的发展、社会的进步，谋求可持续发展逐渐成为全球共识。2000年9月，在联合国千年首脑会议上，世界各国领导人就消除贫穷、环境恶化等可持续发展议题，商定了一套有时限的目标和指标。2015年9月，联合国可持续发展峰会审议通过17个可持续发展目标，旨在以综合方式彻底解决社会、经济和环境三个维度的发展问题，转向可持续发展之路。

Present efforts to achieve sustainable development will benefit generations to come. Back in the days when Power Dekor was first founded, we had already begun to form a green industrial chain that would encompass all seven major links (forestry resources, base materials, factories, R&D, design, marketing, services) with the idea that “enough is enough”, innovation and respect for the environment, and lightening the burdens on the natural environment. In so doing, we ensured that our entire industrial chain could develop in a sustainable manner, which is consistent with the UN sustainable development goals. The green industrial chain strategy allowed us to lay a solid foundation for successfully establishing a strong market presence in conjunction with the global strategy and the big home furnishing strategy. It has also allowed our company to successfully develop a green business ecosystem and achieve sustainable development.

实现可持续发展功在当代、利在千秋。早在创业之初，圣象就以“足够就好”的态度，秉承“创新小环保、尊重大环保”的策略，不给生态造成负担，打造贯穿“林业资源、基材、工厂、研发、设计、营销、服务”七大环节的绿色产业链，确保整个产业链可持续发展，这与联合国可持续发展目标不谋而合。圣象依靠绿色产业链战略打下坚实的根基，配合国际化战略、大家居战略成功拓展市场触角，促使公司成功完成绿色生态链建设，实现可持续发展。

A lone tree is not a forest; a lone flower does not herald spring. Power Dekor understands that true sustainable development cannot solely rely on the efforts of a lone enterprise. When building a green business ecosystem, we have remained committed to the core needs, interests and sentiments of our customers, provided a healthy and safe work environment for our employees, as well as supported and participated in community development. We hope that by amassing greater forces and through our successful experience in developing globally integrated green industrial chains and innovative eco-friendly products, we can achieve circular use of industrial resources, and achieve the manufacturing of truly green products, drive green consumption and allow our customers to lead greener lives, while bringing ourselves and the wider industry to a higher level of sustainable development.

一木独秀不成林，一花独放不是春。圣象深知仅仅依靠一个企业的努力远不能达成真正意义上的可持续发展。在建设绿色生态链的同时，圣象持续关注客户核心需求、利益和情感，为员工创造健康和安全的工作环境，支持和参与社区建设。圣象希望凝聚更大的力量，利用全球一体化绿色产业链、创新环保产品等成功经验实现行业资源循环利用，真正做到生产绿色产品、引导绿色消费、创造绿色生活，更好地推动自身和行业实现更高层次上的可持续发展。

In early 2020, Power Dekor convened the first-ever Sustainable Development Report Compilation Kick-Off Meeting, began to compile our first-ever sustainabile development report in Chinese and English, and announced that our three major strategies (the green industrial chain strategy, the global strategy and the big home furnishing strategy) would be joined by two new strategies (the sustainable development strategy and the brand strategy), making for five major strategies in total. This measure embodies our determination to instill the concepts of sustainable development to all our staff and even all our stakeholders. It is also yet another milestone in our journey towards becoming a truly global company and another step in our advancement from building a green business ecosystem towards sustainable development of our brand and company for the century ahead.

2020年初，圣象特别召开首届可持续发展报告编制启动会，启动首本中英文双语版可持续发展报告编制工作，并宣布将绿色产业链战略、国际化战略、大家居战略三大战略升级为五大战略，新增可持续发展战略和品牌战略。此项举措是圣象立志将可持续发展理念贯宣至全体圣象人乃至各个利益相关方的体现，是圣象向世界圣象迈进的又一里程碑，更是圣象从负责任绿色生态链建设向企业可持续发展百年品牌的不断迈进与推动。

In the future, guided by our brand proposition of “get every home closer”, we will continue to seize opportunities for innovative development, and push forward in tandem our five major strategies with perseverance, inclusivity, a pioneering spirit, and the courage to bear all due obligations. We will strive forward with new approaches to development in line with contemporary imperatives to turn ourselves into a truly global company and brand primed for the coming century. In so doing, we hope to better serve the great rejuvenation of the Chinese nation and help Chinese brands stand tall and firm in the world.

未来，在“让每个家更亲近”的品牌主张指引下，圣象将积极抓取创新发展新机遇，以坚韧不拔的毅力、包容分享的品格、开拓创新的信念、责任担当的精神，推动五大战略同频共振，以更契合时代发展走向的全新之姿，打造世界圣象、百年老店，为中华民族伟大复兴增光添彩，让中国民族品牌屹立于世界！



THE POWER DEKOR STORY
走进圣象



OVERVIEW
公司概况

Established in 1995 and headquartered in Shanghai, Power Dekor is a large enterprise whose main business revolves around the research and development, manufacturing and sale of home furnishing and fixtures, as well as related services. Through the brand proposition of “get every home closer”, Power Dekor has become widely loved by its 20 million customers and 20,000 employees. Focusing on the concept of "closeness", the company fully upgraded its original brand proposition in 2019, proposed the brand slogan of “home’s centripetal force”, and jointly launched the *Close Relationship Index of Chinese Family Report* with the Chinese Academy of Social Sciences. Power Dekor is dedicated to “get every home closer” and contributing “home’s centripetal force” towards the development of a harmonious society.

圣象成立于1995年，总部位于上海，是以地板及其相关产业为主，涉及家居系列产品开发、生产、研究、销售和服务的大型企业。圣象以“让每一个家更亲近”的品牌主张凝聚2,000万名客户的喜爱与20,000名员工的热爱。围绕“亲近”这一概念，公司于2019年全面升级原有的品牌主张，提出“家的向心力”品牌口号，并与中国社科院联合推出《中国家庭亲近指数》，致力于“让每一个家更亲近”，为和谐社会贡献一份“家的向心力”。

In addition, Power Dekor proposed the “culture of closeness” at the 2019 Asian Brand Summit. Aided by cultural centripetal forces built up over the course of globalization and through developing the “culture of closeness”, Power Dekor built a brand culture that resonates globally along with a reputation for “becoming closer to every home through a culture of closeness”. In 2019, our brand, valued at 50.285 billion CNY, earned us a place on the list of China’s 500 Most Valuable Brands. Apart from being the home furnishing company with the most valuable brand in China, we were also one of Asia’s top 500 brands for three consecutive years.

此外，圣象在2019年亚洲品牌大会上首次提出“亲近文化”，借助全球化过程中累积的文化向心力，通过锻造“亲近”情感，提炼可与全球沟通的品牌文化，向世界发出“亲近文化 亲近万家”的名片。2019年，公司以502.85亿元的品牌价值获得“中国500最具价值品牌”荣誉，位居中国家居行业榜首，同时连续三度荣登“亚洲品牌500强”榜单。

POWER DEKOR IN NUMBERS
数字圣象

Established in 1995

1995 年成立

1 national-level laboratory
个国家级实验室

5 major strategies
大战略

20 million loyal customers

2,000 万忠实用户

43 branches in China

在中国有43家分公司

11 flooring and fittings factories
家地板及配件工厂

470 home furnishing showrooms
家家居专卖店

Numerous varieties

多品类

8 base materials factories
家基材工厂

55 foreign business partners
家海外商务合作伙伴

Nearly 10,000 professional installation teams

近万名专业服务安装团队

Marketing presence in 33 countries and regions

营销遍及33个国家和地区

More than 20,000 employees worldwide

全球超过20,000名员工

3,000 flooring showrooms
家地板专卖店

More than 600 million m^2 of flooring sold

地板累计销售6亿平方米

The first Chinese flooring company to introduce laminate flooring from Europe to China

第一家将强化复合木地板从欧洲引入中国的地板企业

The first Chinese flooring company to carry out "reverse OEM"

第一家逆向OEM的中国地板企业

The first Chinese flooring company to introduce world-class reinforced composite wood flooring production lines

第一家引进国际一流的强化复合木地板生产线

The first Chinese flooring company to establish dedicated retail outlets

第一家以品牌专卖店形式销售地板的中国地板企业

The first Chinese flooring company to develop its brand through advertisements on China Central Television

第一家通过在央视投放电视广告启动品牌全面塑造的地板企业

The first Chinese wood company to establish a comprehensive industrial chain

第一家打造完整产业链的中国木业企业

The first Chinese flooring company to launch world-leading environmental standards in China

第一家在中国推出国际领先的环保标准

The first Chinese flooring company to fully adopt F ★★★★ environmental standards, the highest in the world

第一家全面采用F★★★★国际环保至高标准

The first flooring company to be recognized by the China National Forest Products Industry Association as "Quality Assured"

第一家中国林产工业协会颁发"质量信誉信得过企业"的地板企业

CORPORATE CULTURE
企业文化

CODE OF CONDUCT
行为准则

Work Practices
企业工作作风

Clear targets and strong initiative
an eye on the big picture
teamwork and enthusiasm

目标明确，行动积极
大象赶路，不追小兔
激情超越，团队共赢

Staff Manifesto
圣象人宣言

We are colleagues and we have a common cause.
We share common dreams and follow common principles.

我们是同事，我们拥有共同的事业。
共同的梦想，我们遵循共同的原则。

CORPORATE PHILOSOPHY
企业理念

Corporate Vision **企业愿景**	A respected global leader in home furnishing 受人尊敬的全球家居领导品牌
Corporate Mission **企业使命**	Harmony between the development of wood resources and consumption of home furnishing products through the principles of health, environmental protection and sustainable development 秉承健康环保、可持续发展的理念，实现木业资源与家居消费和谐发展
Core Corporate Values **企业核心价值观**	Credibility and Pragmatism; Clients First; Sustainable Development 诚信务实，客户至上，可持续发展
Corporate Spirit **企业精神**	Continually striving to lead the future 不懈奋斗，领先创未来
Corporate Positioning **企业定位**	Mid-to-high end of the mass market 大众市场需求的中高端
Brand Philosophy **品牌理念**	Based on love 用爱承载

ORGANIZATIONAL CULTURE
制度文化

Core Competitivity
企业核心竞争力

Branding; Products; Culture; Services; Execution
品牌力；产品力；文化力；服务力；执行力

Product Philosophy
企业产品理念

Professional quality that can be trusted
专业品质，值得信赖

Service Philosophy
企业服务理念

To the home from the heart
用心做到家

Personnel Philosophy
企业用人理念

People come first; Every employee counts; Joint advancement
以人为本，待人以心，携手前进

Management Philosophy
企业管理理念

Teamwork, clear responsibilities; Sound planning, practical results; Learning and enterprising, leading the industry

团队协作，职责分明；科学规划，务求实效；学习进取，引领行业

Marketing Philosophy
企业营销理念

Excellence comes from innovation; Clients' interests come first; Sound leadership and striving to be top; Self-excellence and daring to pioneer

卓越源于创新；客户利益至上；稳健引领，永争第一；超越自我，敢为天下先

Note: The content of "Corporate Culture" in this report comes from the year 2019.
注：本报告“企业文化”内容来源于圣象2019年度。

BRAND CULTURE
品牌文化

A CULTURE OF CLOSENESS
亲近文化

Home 家文化

Promoting new family culture and values to getting every home closer.
倡导与推动中国的新家庭文化与价值观，让中国的家更亲近

Wood 木文化

Arousing the natural affinity that people have for wood, building a strong association between wood and Power Dekor in people's minds, and bringing people closer through the natural warmth of wood.
唤起关于木的天然情感共鸣，让圣象成为行业中木的代表，用木的温润成就心与心的亲近

Elephant 象文化

The elephant is our cultural totem and brand spokesman / ambassador. Our adorable elephant is a bridge between Power Dekor and millennials.
以象为文化图腾，作为品牌的文化代言人/品牌大使，让萌象成为拉近圣象与千禧一代人群的纽带

Brand Vision 品牌愿景	A respected big home furnishing brand that focuses on flooring and wall panels 以地板墙板为核心的受人尊敬的大家居品牌
Brand Mission 品牌使命	A brand that dominates and leads the trends 成为有统治者地位的思想领导者品牌
Brand Slogan 品牌口号	Home's centripetal force 家的向心力
Brand Proposition 品牌主张	Get every home closer 让每一个家更亲近
Brand Positioning 品牌定位	Young families 当代年轻家庭

MAIN PRODUCTS
主要产品

Power Dekor flooring is the most well-known of the company's many products. As a leading brand in China's flooring industry, our flooring has also been awarded numerous awards and accolades. We have advanced flooring production facilities and product portfolios, and were among the first in the flooring industry to fully adopt the F ★★★★ standards, widely considered the highest international environmental protection standards. Power Dekor continues to lead and set the highest health and environmental quality standards in the industry.

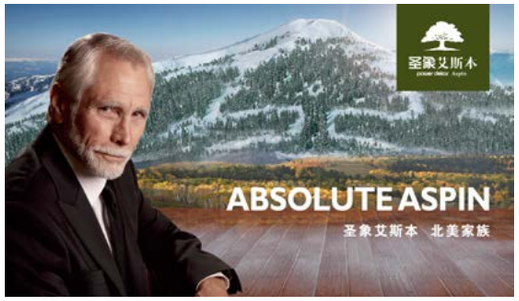
圣象地板是圣象旗下最具代表性的产品，也是中国地板行业领导品牌，拥有多项荣誉。圣象拥有先进的地板生产设备及产品组合，在地板行业率先全面采用F★★★★国际环保至高标准，不断引领和刷新健康环保的品质最高标准。



Power Dekor Laminate Flooring
圣象强化



Power Dekor Wood
圣象康逸



Power Dekor Absolute Aspin
圣象艾斯本



Power Dekor Commercial Flooring
圣象商用地材

AWARDS AND ACCOLADES IN 2019
荣耀 2019

We released a new brand proposition, "get every home closer ", that empowered our 10th "June 15" annual large-scale branding event.

品牌新主张 "让每一个家更亲近" 燃情发布，全面赋能第10届圣象力量615超大型品牌活动。

Milestone One
大事件一

We established a strategic partnership with IBM, which will assist us in digital masterplans based upon our strategic directions and work processes.

与IBM达成战略合作，IBM助力圣象集团以战略为方向、以流程为主线，进行数字化顶层设计。

Milestone Two
大事件二

We received a tenth invitation to the Bo'ao 21st Century Real Estate Forum and received the 2019 Preferred Real Estate Supplier Brand, part of the China Real Estate Golden Brick Awards.

第十次受邀参加博鳌•21世纪房地产论坛并再次荣获 "中国地产金砖奖•2019年度房地产首选供应商品牌" 荣誉。

Milestone Three
大事件三

With a brand value of 50.285 billion CNY, we topped industry rankings and were recognized as one of China's 500 Most Valuable Brands.

以502.85亿元品牌价值获得 "中国500最具价值品牌" 荣誉，位居中国家居行业榜首。

Milestone Four
大事件四

We were awarded the title of "New Retail Practices Brand in 2019" through the achievements and advanced concepts of our retail division.

凭借年度新零售板块发展成果与先进理念，荣获 "2019年度新零售实践品牌" 称号。

Milestone Five
大事件五

Two of our new products, our wear-resistant solid wood composite flooring with water-based finish and sound-proof thermal insulation solid wood flooring reached internationally advanced levels.

"耐磨高硬度水性实木复合地板" "隔声降噪保温实木地板" 两大新产品达国内领先水平。

Milestone Six
大事件六

We launched the *Close Relationship Index of Chinese Family Report* together with the Chinese Academy of Social Sciences, which represents a comprehensive, in-depth analysis of the "culture of closeness" by Power Dekor.

联合中国社科院重磅发布《中国家庭亲近指数报告》，是圣象对亲近文化一次全面、深度的剖析。

Milestone Seven
大事件七

With assistance and support from the Chinese Academy of Forestry and industry associations, we have joined hands with renowned higher education institutes specializing in forestry to establish the China Wood Industry Industry-University-Research Science and Technology Innovation Platform.

在中国林科院、行业协会的帮助和支持下，携手国内知名林业高校，共建中国木业产学研科创平台。

Milestone Eight
大事件八

Using our superior wood flooring, we successfully built the world's largest rubik's cube, which was recognized by the Guinness Book of Records.

以自身独具优势的木地板为原材，成功挑战 "世界最大魔方"，荣获 "成功挑战吉尼斯世界纪录" 称号。

Milestone Nine
大事件九

We were invited to the Domotex trade fair, where we showcased our DiamondGard super-resistant technology and AquaREPEL anti-seepage technology.

受邀参加DOMOTEX地材展并展示DiamondGard超耐刮、AquaREPEL防渗漏两大黑科技。

Milestone Ten
大事件十

CORPORATE COMPLIANCE

Power Dekor has established a comprehensive internal oversight and audit system with strict safeguards against and heavy penalties on all forms of corrupt behavior, including bribery, embezzlement and fraud. Our compliance team works closely with legal liaisons under our new system for managing legal affairs. We have launched training programs to ensure all employees strictly abide by compliance policies and carry out their duties with the highest level of integrity. The company has also set up a whistleblower system where ethical violations can be reported through hotlines, email, WeChat or an official website. All problems uncovered during the course of audits and investigations, as well as expost rectifications are strictly dealt with pursuant to the relevant provisions set out in our staff manual. Through company-wide training programs, we instill business ethics in all our employees, providing them with the tools required to become true partners in forging a clean business environment.

合规经营

圣象建立完善的内部控制及审计监察体系，严防严惩行贿受贿、侵占、欺诈等违规、腐败行为。建立以法务联络人为主体的法务组织体系，配齐配强公司合规管理团队；开展守法合规培训，确保所有员工严格遵守合规政策，以诚信正直的态度投入工作；建立举报热线、邮箱、微信、网站等廉洁举报渠道，接收关于违规违纪相关行为的举报；根据《员工手册》相关规定，严肃处理审计、调查及后续整改过程中发现的违规违纪问题；面向全员开展企业反舞弊培训，向员工传达廉洁诚信的价值观，携手员工共同营造廉洁的商业环境。

AN INDUSTRY LEADER IN GREEN DEVELOPMENT

行业领军 引领绿色发展

Over our long journey, Power Dekor has remained committed to environmental protection. We have struck a sound balance between humanity, nature and health, developed a green industrial chain strategy that achieves interconnectivity between upstream and downstream elements. Through integration of the big home furnishing strategy , the internationalization strategy, the sustainable development strategy , the brand strategy and the green industrial chain strategy, we are bringing a better, greener life to ever more people.

在长期的发展过程中，圣象始终将环境保护放在重要位置
正确处理人、自然、健康三者间关系，构建绿色产业链战略
打通产业链上下游
并将大家居战略、国际化战略、可持续发展战略、品牌战略
与绿色产业链战略融汇贯通
致力于为更多人带来绿色美好新生活体验

GREEN INDUSTRIAL CHAIN STRATEGY

The green industrial chain strategy is the culmination of Power Dekor's global integrated industrial layout, as well as the optimization of our vertical brand value chain and overall industrial chain. We have achieved vertical integration of sustainable development ideals throughout all seven aspects of our industrial chain (forestry resources, base materials, factories, R&D, design, marketing and services), developed a comprehensive and effective quality control system and striking a balance between the environment, health, quality and smart operations. This has provided a perfect complement to Power Dekor's efforts in "full house customization". Through our green industrial chain strategy, the company has achieved greater efficiency in the use of scarce resources, become a leader in fashionable designs, produced greener products, stimulated green consumption and created smart ways of life, providing consumers with the best quality during their interactions with us and leading the industry in steady advancement along the path of sustainable, green development.

绿色产业链战略

绿色产业链战略是圣象全球一体化产业布局的落地，也是品牌纵向价值链、企业整体产业链的优化。圣象将可持续发展理念纵向贯通于产业链上下游，涵盖“林业资源、基材、工厂、研发、设计、营销、服务”七大环节，形成全面完整高效的品质智控体系，在环保健康、绿色品质、智慧运营之间找到平衡，为圣象整屋空间定制提供完美支撑。通过绿色产业链战略，圣象高效利用宝贵资源，引领时尚设计，生产绿色产品，带动绿色消费，创造智慧生活方式，为消费者带来全程高品质体验，带领行业在可持续绿色发展之路上稳步前进。



FORESTRY RESOURCES
林业资源

Love for both life and the environment.

Health and eco-friendliness start at the source. Power Dekor sees the home as part of the Earth. We source our raw materials from areas rich in forestry resources in Europe and the Americas. To better conserve forestry resources, reduce carbon emissions, and contribute towards the mitigation of global warming, our supply chain prioritizes recycled materials and remains committed to green, sustainable development, contributing towards harmony with the environment with the notion that "enough is enough".

爱环境，更爱生活！

绿色健康从头开始！圣象将家当成地球的一部分，在欧洲、北美、南美等木材资源丰富的地区选择原材料供应基地，优选再生资源，为保护森林资源、减少二氧化碳排放、减缓全球变暖作出贡献，坚持绿色可持续发展，用"足够就好"的态度与环境保持永续和谐。

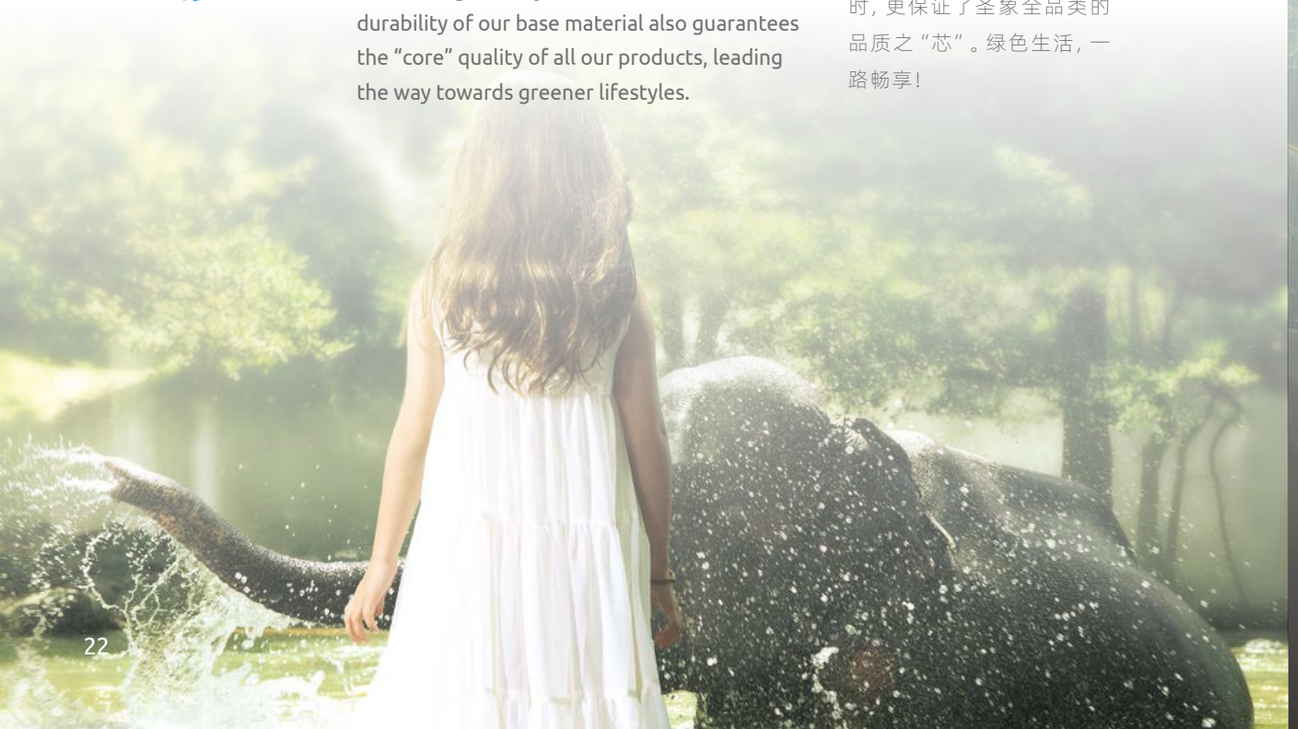
BASE MATERIALS
基材

Choosing the right base materials to ensure "core" quality.

Good quality begins at the "core". Power Dekor gives priority to FSC-certified wood during the procurement process. In addition, we use only quality wood from North America and northern Europe as well as the best Dare base materials in China, allowing us to ensure superior quality while being friendly to the environment. The durability of our base material also guarantees the "core" quality of all our products, leading the way towards greener lifestyles.

选对好基材，保证产品"芯"品质！

好品质从"芯"开始，圣象优先甄选经FSC权威认证的合法优质木材，更选用北美、北欧优质树种及全国一流的大亚基材，绿色环保、品质出众、恒久稳定的同时，更保证了圣象全品类的品质之"芯"。绿色生活，一路畅享！



FACTORIES
工厂

Eco-friendly efficiency is king; healthy lifestyles right within reach.

The factories that manufacture our flooring, doors, wardrobes and kitchens are equipped with world-class production lines, and were among the first such factories capable of manufacturing Class 33/AC5 commercial products, leading to a great increase in production efficiency. In addition, Power Dekor has also achieved "zero emissions from waste material" through energy recycling systems, bringing you closer to a healthy lifestyle.

绿色、高效即王道，健康生活更亲近！

圣象地板、圣象标准门、圣象衣柜、圣象整体厨房等全品类工厂均引进国外先进生产线，率先拥有生产AC5商用33级产品能力，生产效率大大提高！此外，圣象还借助能源循环系统实现"废料零排放"，让您与健康生活更亲近！

R&D
研发

Soaring to ever-greater heights: first home furnishing company to establish a national-level laboratory.

In 2006, Power Dekor became the first company in the industry to establish an accredited national-level laboratory that ensures our products meet all relevant environmental indicators. Our company is a strong advocate for eco-friendly, durable home furnishing products that bring you a comfortable, healthy and green living environment.

首家国家级实验室，不断创领家居行业新高度！

圣象于2006年建成行业内首家国家认可的国家级实验室，对产品的每项绿色指标严格把控！圣象大力倡导更环保、更稳定的多品类家居产品，为您带来舒适安心、健康绿色的完美家居环境。

DESIGN
设计



Fashionable, cozy, beautiful homes inspired by international and nature fashions.

Together with top international designers, Power Dekor has achieved the perfect fusion between aesthetics and practicality. In line with trends in Europe and the US, we have launched various comprehensive boutique products. In terms of style, our products have good quality, bringing you more trendy and customized choices. By bringing the beauty of nature to every family, Power Dekor has become a trend-setter in green home furnishing.

潮流、温馨、美丽的家，源于国际与自然的时尚！

圣象联合国际顶尖设计师完美融合艺术感和实用性，同步欧美家居潮流，成就各具特色的多品类综合精品家居。在风格营造上更延续了北美及北欧的优良家族基因，给您带来更多时尚与个性的选择。圣象将自然的美丽延伸到每个家庭，成就绿色家居的时尚典范。

MARKETING
营销



The preferred choice of millions of consumers pursuing green lifestyles.

At present, Power Dekor's product line-up includes five categories: Power Dekor flooring, Power Dekor doors, Power Dekor wardrobes, Power Dekor kitchens and Holy Ring furniture. We have more than 3,000 outlets in China and 20 million loyal customers. By integrating and achieving interconnectivity between retailers, engineers, designers and e-retailers, as well as our comprehensive showrooms, we provide you with simple, one-stop home furnishing solutions and eco-friendly, healthy lifestyles.

百万消费者的选择，绿色就在身边！

目前，圣象涵盖圣象地板、圣象标准门、圣象衣柜、圣象整体厨房及圣世年轮五大品类。在中国拥有超过3,000个营销网点，2,000万忠实用户。通过终端、工程、设计师渠道及电商等多平台多渠道的整合和打通，以及综合展厅的铺设，为您提供“化繁为简、一站称心”式的家居解决方案，将绿色健康的理念带到您的身边！

SERVICES
服务



Power Dekor Butler – service from the heart. All this is for you

Power Dekor has spared no effort in establishing dedicated in-house service teams. More than two decades of experience have allowed us to form the “Power Dekor Butler” service brand, which extends our comprehensive customer-oriented services to every product category. We have established a “400” service hotline with 24-hour services. Nearly 10,000 service representatives stand ready across the country to provide you with professional one-stop express service to address any and all concerns. We make green lifestyles even more convenient.

圣象管家，用心服务，耐心放心安心都为您！

圣象全力打造自有精品服务团队，通过二十多年的经验积累，打造了“圣象管家”服务品牌，将服务延伸至各个品类，给您提供标准化及人性化的综合服务。开设400服务热线，24小时待命，近万名服务团队遍布全国，用专业、快捷、贴心、一站式的服务帮您排解后顾之忧！绿色生活，轻松享受！

GLOBAL STRATEGY

Our global strategy has achieved horizontal and extensive development for our brand. Power Dekor has partnered up with companies in countries and regions in the US, Korea, Hong Kong and Canada. Through collaboration with global strategic partners, we have indirectly found ways to access quality forestry resources in Europe and the Americas. We have also developed sources of raw materials in Russia, R&D centers, marketing centers and logistics centers in Europe and the US, and subsidiaries in the US, Korea, Canada and Hong Kong to actively compete on an international level. Power Dekor will also leverage the power of capital and the expertise of our partners to progressively develop a presence in overseas markets and explore models for foreign retail, allowing our capital, talent, technology, brand and products to go global on all fronts. This represents a step forward in the extension of our industrial chain and brand into overseas markets and transform our company into a truly global enterprise.

国际化战略

圣象的国际化战略实现了品牌在横向和广度上的发展。圣象先后与美国、韩国、香港、加拿大等地区的国际企业开展战略合作，依托全球战略合作伙伴，间接打通欧洲、美洲的优质林木资源通道；在俄罗斯建立原料渠道，在欧洲和美国建立研发中心、营销中心和物流中心，在美国、韩国、加拿大、香港等地建立直营公司，主动参与国际竞争。圣象将继续借助资本、合作伙伴的力量与专业，合理布局海外市场，探索海外零售模式，实现资本、人才、技术、品牌和产品的全面走出去，进一步完成产业链和品牌在海外市场的双重延伸，真正将“中国的圣象”打造成为“世界的圣象”。



BIG HOME FURNISHING STRATEGY

In 2014, Power Dekor officially launched the big home furnishing strategy – the consummate integration and extension of the global strategy and the green industrial chain strategy. Wood lies at the heart of the big home furnishing strategy. Our strategy revolves around flooring – our core product – to accelerate the development of other wood products. Through resource integration that spans all product categories, we have integrated quality, production, environmental conservation, design, services and customer experience, further strengthening our core capabilities and providing consumers with one-stop services. By widening the range of our products, we provide consumers with more choices in home furnishing products while broadening our product line-up. Through the innovative business model of “full home customization”, we have met the diverse needs of different consumer groups for personalized living spaces. Through the subtle wisdom imparted through love, fashion, and sharing, we have allowed the objective value of our brand to be more deeply experienced by more people. By integrating the concepts, spirit and character of our brand, we have enhanced the competitiveness of our products. Through systematic upgrading in all dimensions, our consumers have come to recognize that “Power Dekor is not only about home furnishing”, thus creating greater value for our brand and bringing our home furnishing business to ever greater heights.

大家居战略

2014年，圣象将国际化战略与绿色产业链战略进行完美体现和有力延伸——正式启动大家居战略。大家居战略以木业为核心，围绕地板核心品类，加速其他木业品类发展，通过跨品类的资源大整合，综合品质、生产、环保、设计、服务、体验，铸就圣象大家居的硬实力，为消费者提供一站式服务。通过品类延伸，为消费者提供更丰富的家居产品选择，同时也为圣象带来更丰满的产品阵容；通过整屋空间定制的创新商业模式，满足不同用户群体对生活空间的多样化个性需求；通过关爱、时尚、分享的感性智慧传递，让品牌理性价值更加深入人心；通过品牌理念、精神和气质的融合，让产品组合更具张力；通过全方位的系统提升，建立“圣象不只是家居”的消费者认知，让品牌更具价值，让家居事业腾飞。

SUSTAINABLE DEVELOPMENT STRATEGY

Over the long course of developing sustainable development management and practices, Power Dekor has consciously and organically integrated the responsibilities of a big home furnishing enterprise with corporate sustainable development. By integrating sustainable development into our corporate culture, we have progressively developed a management model for sustainable development unique to our company. This model encompasses the aspects of guidance, impetus and action and is the overall approach and roadmap for our sustainable development efforts.

可持续发展战略

在长期的可持续发展管理与实践过程中，圣象有意识地将大家居企业的责任担当与推动企业可持续发展有机统一，将企业可持续发展与企业文化相融合，逐步构建具有圣象特色的可持续发展管理模型。该模型涵盖指引层、推动层、行动层，是指导圣象推进可持续发展工作的总体思路和行动路线。

Guidance 指引层

1 Leading Strategy 大创领战略
- Sustainable Development Strategy 可持续发展战略

Impetus 推动层

9 Centers / Committees 大推动中心/委员会
- Supervisory Committee, Innovation Committee, R&D Center, Large Retail Center, Core Client Center, Supply Center, Overseas Center, Management Center and New Business Center
- 监察委员会、创新委员会、研发中心、大零售中心、大客户中心、供应中心、海外中心、管理中心、新业务中心

Action 行动层

6 Stakeholders 大利益相关方
- client, consumer, environment, partner, employee and community
- 大客户、消费者、环境、伙伴、员工、公众

5 Major Projects 大履责工程
- Close to the Development, Close to the Environment, Close to the Employee, Close to the Partnership, Close to the Community
- 创领未来、绿色践行、文化传承、实力承载、公益推动

7 Executive Link 大执行环节
- forestry resources, base materials, factories, R&D, design, marketing and services
- 林业资源、基材、工厂、研发、设计、营销、服务

BRAND STRATEGY

As brands become increasingly globalized, Power Dekor, as a clear leader in the industry, has remained committed to sustainable development. We have infused our brand with vitality and youthfulness, used technology to drive innovation in our physical operations, fully showcased the sentiments and dreams of a national brand to better build the value of a Chinese national brand, and strive to realize our brand proposition of “making every home more intimate”. Branding is the fundamental force that drives corporate sustainable development. Together, our brand strategy and our sustainable development strategy will turn us into a truly global company and global brand for the coming century.

品牌战略

在品牌全球化的趋势下，作为行业绝对的领先者，圣象始终坚持走可持续发展道路，以活力塑造品牌年轻化形象，立足实业进行科技赋新，充分展示民族品牌的情怀与梦想，更好地塑造中国品牌价值，为早日实现“让每一个家更亲近”的品牌主张而付诸努力！品牌是企业可持续发展的原动力。品牌战略将与可持续发展战略同频共振，打造世界圣象，打造百年老店！



A SOCIAL PIONEER ADVOCATING THE "CULTURE OF CLOSENESS"

社会先锋 倡导亲近文化

It is love that turns a dwelling into a home. The little pleasures of daily life are that which warm the heart. The home is a harbor for the soul, a place to relax, be yourself, and feel loved. The home is the warmest harbor for every person, as well as the strongest source of support. To return home is to return to the familiar. Yes, this is what a true home is.

家是充满爱的房子，起居生活，点点滴滴的幸福
实实在在的欢乐，时刻传递着浓浓的暖意
家是灵魂归宿的港湾，或是舒适放松
怡情自得，还有贴心的关爱，浓浓的亲情
家，是每个人最温馨的港湾
家是我们最坚实的后盾
回到家，感受到的是一种熟悉的味道
对，那就是家的味道

A HOME FURNISHED BY POWER DEKOR: HEALTH, BEAUTY AND JOY

有圣象的家，悦享健康美丽幸福

Power Dekor's brand philosophy of "based on love" has earned us the love and trust of more 20 million loyal customers and more than 20,000 employees. In 2018, Power Dekor proposed the brand strategy of "home design starts from flooring". In addition, we proposed that as an industry leader, we should return to our founding mission and further enrich what a home truly means by focusing on the home as a consumer scenario. We proposed that we should provide every consumer with a healthy, happy and beautiful home, using love to meet the yearning of all Chinese families for a beautiful home. This was the foundation upon which we upgraded our brand once again in 2019, when we proposed a new brand proposition of "get every home closer" and the brand slogan of "home's centripetal force".

25年来，圣象以"用爱承载"的品牌理念凝聚了2,000万圣象的忠实用户的喜爱与认可和超过20,000名圣象员工的热爱与心血！2018年，圣象提出"设计家，从地板开始"的品牌战略，同时提出回归初心，作为家居行业的领军者，应以家和消费者的场景为核心，进一步丰富家文化的内涵，提出要为消费者提供一个健康美丽幸福家，用爱承载中国亿万家庭对美好家的"象"往！在此基础上，2019年品牌战略再度升级，提出"让每一个家更亲近"的品牌新主张以及"家的向心力"的品牌口号。家的向心力就是让脚下的每一片地板和每一个家更亲近，让一家人凝聚在一起，是心与心更亲近的力量！



CLOSENESS AND HEALTH

亲近健康

The green industry chain strategy is closely related to the “healthy family” concept advocated by Power Dekor. It is the culmination of Power Dekor’s global integrated industrial layout, which links the upstream and downstream elements of our industrial chain and encompasses all seven of its links (forestry resources, base materials, factories, R&D, design, marketing, services), forming a comprehensive, smart quality control system. Our green industrial chain is a business model that strikes a balance between larger aspects of environmental protection with regards to upstream resources and downstream services and the smaller aspects of environmental protection with regards to healthy, green products. Through the green industrial chain strategy, the manufacturing of green products, and encouraging green consumption, we have created harmonious lifestyles for our employees, promoted the healthy development of the industry, created green, healthy homes for consumers in harmony with nature and achieved sustainable development for the human race.

绿色产业链战略与圣象健康家息息相关！它是圣象全球一体化产业布局的落地，打通了产业链上下游，全面涵盖“林业资源、基材、工厂、研发、设计、营销、服务”七大环节，形成一个全面而完整的品质智控体系。圣象绿色产业链是在上游资源下游服务的大环保和健康、绿色品质的小环保之间找到的一个平衡的商业模式。通过绿色产业链战略，生产绿色产品，引导消费者的绿色消费，创造员工的和谐生活方式，推动行业健康发展，为消费者打造一个和谐的绿色健康家，实现人类可持续发展之道！

CLOSENESS AND BEAUTY

亲近美丽

The global strategy is closely related to the “healthy family” concept advocated by Power Dekor. Our global strategy has achieved horizontal and extensive development for our brand. Power Dekor has partnered up with companies in countries and regions in the US, Korea, Hong Kong and Canada. Every detail of our production process, including equipment, R&D, materials and colors, is closely aligned with world-class R&D companies and global industry leaders. Through our global strategy, we have extended our industrial chain and brand into overseas markets, taking our company truly global and providing consumers with beautiful homes with an international aesthetic, homes which are truly forged with love and eco-friendly technology.

国际化战略与圣象美丽家息息相关！圣象的国际化战略，实现了圣象品牌在横向和广度上的发展，先后与美国、德国、韩国、香港、加拿大等国际企业开展战略合作，在产品的各个细节方面，如设备、研发、材料、色彩等方面，与世界级研发企业、全球行业领军者一直保持同频共振！国际化战略实现了圣象产业链和品牌在海外市场的双重延伸，真正将“中国的圣象”打造成为一个崭新的“世界的圣象”，为消费者提供一个国际化美感的美丽家，一个用爱承载、环保科技的家！

CLOSENESS AND JOY

亲近幸福

The big home furnishing strategy is closely related to the “healthy family” concept advocated by Power Dekor. Wood lies at the heart of the big home furnishing strategy. Our strategy revolves around flooring – our core product – to accelerate the development of other wood products. Through resource integration that spans all product categories, we have integrated quality, production, environmental conservation, design, services and customer experience, further strengthening our core capabilities and providing consumers with one-stop services. With flooring as our main product and by broadening our product line-up, we provide consumers with more choices in home furnishing products. Through the subtle wisdom imparted through love, fashion, and sharing, we have allowed the happiness brought to consumers by our brand to be more deeply experienced by more people. By developing an awareness among consumers that “get every home closer”, we have developed greater brand credibility, where customers enjoy a higher level of trust and belonging in homes designed by Power Dekor.

大家居战略与圣象幸福家息息相关！圣象大家居战略以木业为核心，围绕地板核心品类，加快其它木业品类发展，通过跨品类的资源大整合，综合品质、生产、环保、设计、服务、体验，铸就圣象大家居的硬实力，为消费者的家装提供一站式服务幸福体验！圣象以地板为主业，通过品类延伸，为消费者提供更丰富的家居产品选择，通过关爱、时尚、分享的感性智慧传递，让圣象品牌带给消费者的幸福感更加深入人心，切实建立“让每一个家更亲近”的消费者认知，让品牌更具有信任感，为消费者提供一个有归属感、有信任感的家！

In 2019, with a brand value of 50.285 billion CNY, Power Dekor was once again ranked the top home furnishing company in China. This is a strong recognition of our strengths and brand value, as well as a commitment made by our brand to 20 million consumers. To believe in Power Dekor is to believe in our culture, which emphasizes not size but a resolute commitment to stand by the consumer over the long term. The Power Dekor home is founded upon health, lasting beauty, as well as the start of a journey towards true joy and happiness, where every plank of wood flooring brings Chinese families closer. Our new brand proposition also represents our best wishes to all Chinese families.

2019年，圣象以502.85亿元品牌价值再度荣登中国家居行业榜首，这是对公司卓著企业实力与品牌价值的高度赞誉，也是对2,000万消费者的品牌承诺！圣象家是一种文化承诺，家不在大，而在于长久陪伴、付出与坚持，它以健康为基础，用美丽来维系，从而引领幸福生活！让脚下的每一片木地板，拉近中国亿万家庭的距离，让每一个家更亲近，全新的品牌主张，更是圣象对中国社会的美好祝愿！

5C PLAN THE POWER OF CLOSENESS

5C 计划 亲近的力量

As a leading home furnishing company in the industry, Power Dekor integrates the concept of responsibility into the business development process, and continuously promotes social responsibility and sustainable development from the perspective of stakeholders such as the government, investors, customers, employees, partners and communities, including improving the green management level, balancing employees' work and life, and carrying out social welfare activities. With an innovative spirit and pragmatic attitude, it constantly promotes the transformation and upgrading of Chinese home furnishing industry, and strives to become a respected global home leading brand.

作为行业领先的大家居企业，圣象将履责理念融入企业经营发展过程中
从政府、投资者、客户、员工、伙伴和社区等利益相关方角度出发
持续推动社会责任和可持续发展工作开展
包括提升绿色经营水平、平衡员工工作与生活、开展社会公益活动等
以创新的精神、务实的态度，不断推动中国家居行业转型升级
努力成为受人尊敬的全球家居领导品牌

In 2019, Power Dekor introduced an innovative concept known as “the beauty of Power Dekor; bringing families closer”, which embodies our original aspirations, intentions and attitude towards corporate social responsibility. In the concrete sense, “beauty” refers to how Power Dekor flooring is the foundation of a beautiful home. In the abstract sense, “beauty” refers to the relationships between Power Dekor and various stakeholders (customer satisfaction, environmental quality, employee harmony, partner virtues, and community values). As a leader in construction materials and home furnishing in China and a leading Chinese flooring brand, Power Dekor had established a green industrial chain back in the early days of its founding and practiced green, sustainable development ever since. Through our brand philosophy of “based on love”, we have provided consumers with quality products and services, and made humble contributions to society. Much as water is indispensable to life, Power Dekor brings every family even closer.

2019年，圣象首次创新提出“大美圣象 亲近万家”的社会责任理念，表达公司承担社会责任的初衷、意愿和态度。“美”既是具体意义，地板奠定了家的美的重要基调；“美”又是抽象意义，代表圣象与利益相关方的关系（客户美满、环境美好、员工美谐、伙伴美德、社区美善）。作为中国建材家居领域的领军者、中国地板行业的领袖品牌，圣象从企业发展初期就建立了绿色产业链，践行绿色可持续发展，秉持“用爱承载”的品牌理念为消费者提供高品质的产品和服务，以谦逊之心回报社会。上善若水水善利万物，大美若象象美亲万家！

In 2020, Power Dekor upgraded “the beauty of Power Dekor; bringing families closer” from a CSR concept to a sustainable development concept. On this basis, we integrated our sustainable development strategy and relevant core agenda, integrated our sustainable development concepts and corporate development strategy, and built a comprehensive institutional framework to form an even more specific “the beauty of Power Dekor; bringing families closer” brand responsibility implementation strategy and the 5C action plan for sustainable development, which has guided the sustainable development initiatives that we have adopted.

2020年，圣象将“大美圣象 亲近万家”的社会责任理念升级为可持续发展理念。秉持“大美圣象 亲近万家”的可持续发展理念，圣象将可持续发展战略和可持续发展核心议题相结合，将可持续发展理念与公司发展战略相融合，赋予完整的体系架构，形成更具体的“大美圣象 亲近万家”责任品牌实施战略和可持续发展“5C”行动计划，具体指导公司开展可持续发展工作。

Close to the Development
创领未来



Power Dekor has long been a pioneering explorer of the path of innovation, and has integrated sustainable development concepts into the design and production of its products. This has allowed the company to meet the diverse needs of different consumers, create ingenious products and services, and inject new vitality into the quest for better living.

圣象一直在创新道路上摸索探寻，将可持续发展理念融入产品设计与生产，不断满足客户多元化需求，锻造匠心产品和服务，为大众美好生活注入新活力。

Close to the Environment
绿色践行



Power Dekor pursues a harmonious, symbiotic and sustainable path of green development that balances the needs of humanity, markets and nature. By developing the largest, most comprehensive green industrial chain in China, we have made substantial contributions to the pursuit of greener, better lifestyles.

圣象在人与自然、人与市场之间追求和谐共生、可持续的绿色发展道路，并在全国范围建成规模最大、环节最长的绿色产业链，为绿色美好生活贡献力量。

Close to the Employee
文化传承



Power Dekor views all employees as partners that share the same boat. We fully protect the rights and interests of our employees, aid them in their pursuit of career goals, and have developed a conducive and fulfilling work environment and atmosphere for every Power Dekor employee.

圣象将员工视为同舟共济的伙伴，充分保障员工权益，助力实现事业理想，营造良好的工作环境和氛围，让每一位员工在圣象都能充分享受快乐和幸福。

Close to the Partnership
实力承载



Power Dekor is committed to co-existence and co-prosperity with every partner. Through systematic management and professional support, we have brought the wisdom and strengths of our partners together to build a “community of shared future” and “responsibility value chain”. By growing together with our business partners, we have made an even greater contribution to the larger industry.

圣象致力于实现与各方伙伴的共存共荣，通过体系化管理及专业化支持，汇聚伙伴智慧与力量，构建“命运共同体”和“责任价值链”，携手合作伙伴共成长，为行业发展贡献更大的力量。

Close to the Community
公益推动



Based upon the philosophy of “based on love”, we have launched reforestation efforts, poverty alleviation and disaster relief programs, participated in charity efforts for education, and contributed towards green campuses. Our contributions towards society and nature have earned us the reputation of a good modern corporate citizen.

秉持“用爱承载”的理念，圣象积极开展植树造林、扶贫救困、捐助灾区、慈善助学、绿校园等系列回报社会、友善环境的举措，树立了良好的现代企业公民形象。



Power Dekor believes that maintaining timely and effective communication with stakeholders is an important factor in gaining wide public approval of our business operations. We attach great importance to communication and exchanges, whether internally or externally, and have incorporated communications with stakeholders into our 5C action plan. We have continued to expand channels of communication with stakeholders, taken the initiative to listen to their feedback, understand and respond to their requests, and developed harmonious relationships with our stakeholders that promote the sharing of sustainable development values.

圣象认为，与利益相关方保持及时、有效的沟通是企业经营获得社会广泛认可的重要因素。圣象高度重视内外部沟通与交流，并将利益相关方沟通纳入“5C”行动计划，持续拓展与利益相关方的沟通方式，积极倾听利益相关方声音，了解并回应利益相关诉求，构建和谐的利益相关方关系，推动可持续发展价值共享。

Stakeholders 利益相关方	Communication Mechanism 沟通机制	Corporate Response 企业回应
Government 政府	Work conferences 工作会议 Correspondence 函件往来 Work reports 工作汇报	Legal compliance 遵纪守法 Tax compliance 依法纳税 Active response to government policies 积极响应政府号召
Investors 投资者	Regular communication 日常沟通 Periodic general meetings 定期股东大会 Periodic information disclosure 定期信息披露	Strict risk management 严格风险管理 Timely and comprehensive disclosure of information 及时、全面的信息披露
Clients 客户	Power Dekor Butler 圣象管家 WeChat Butler 微信管家 “400” service hotline 400服务热线 Regular follow-ups 定期回访机制	Improvements to product quality 注重产品品质提升 Eco-friendly products 提供环保型产品 Enhancing customer satisfaction 提升客户满意度 Collating and responding to customer feedback 收集客户问题并积极应对
employees 员工	Staff training programs 员工培训计划 Staff feedback 员工意见反馈 Employees condolences 探访慰问 Internal communication channels 内部沟通系统	Protecting the legal rights of employees 保障员工合法权益 Establishing a comprehensive renumeration and benefits system 建立完善的薪酬福利体系 Improving employee training systems 完善教育培训体系 Strengthening internal communication and building a shared culture 加强内部沟通和文化融合
Industry Peers 同行	Trade conferences 行业交流大会 Collaborative partnerships 项目合作 Industry research 行业研究	Jointly forging fair, transparent environments for cooperation 共建公平、透明的合作环境 Sharing of experiences and management outsourcing 经验分享、管理输出 Mutual benefits 实现双赢多赢

Stakeholders 利益相关方	Communication Mechanism 沟通机制	Corporate Response 企业回应
Suppliers **供应商**	Supplier conferences 供应商大会 Joint activities 联合活动 Surveys 问卷调查	Strict compliance with business ethics 恪守商业道德 Developing long-term strategic cooperation 开展长期战略合作 Providing all necessary support 给予支持与配合
Communities **社区**	Sharing industry knowledge 行业知识宣传普及 Communicating with community representatives 与社区代表沟通 Public welfare activities 公益活动	Promoting employment in local areas 带动当地就业 Poverty alleviation 扶贫帮困 Supporting education initiatives 支持教育事业
Environment **环境**	Disclosure of environmental information 环境信息披露 Environmental conferences 环保交流大会	Production of eco-friendly products 生产环保产品 Reducing energy consumption and emissions 加大节能减排 Promoting green consumption 倡导绿色消费

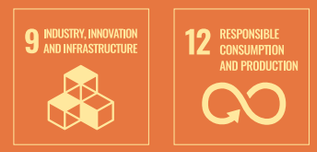
CLOSE TO
THE DEVELOPMENT

"Close to the Development" is the first aspect of the sustainable development initiatives adopted by Power Dekor, which corresponds to Goal 9 (industry, innovation and infrastructure) and Goal 12 (responsible consumption and production) of the UN SDGs. Power Dekor has long been a pioneering explorer of the path of innovation, and has integrated sustainable development concepts into the design and production of its products. This has allowed the company to meet the diverse needs of different consumers, create ingenious products and services, and inject new vitality into the quest for better living.

创领未来
共绘数字科创新画卷

创领未来是圣象可持续发展行动的第一个领域，对应联合国可持续发展目标中的目标9（产业、创新和基础设施）和目标12（负责任消费和生产）。圣象一直在创新道路上摸索探寻，将可持续发展理念融入产品设计与生产，不断满足客户多元化需求，锻造匠心产品和服务，为大众美好生活注入新活力。

Power Dekor and SDGs
我们与SDGs



QUALITY ASSURANCE

品质坚守

Product quality has long been a major imperative for Power Dekor, where no detail is too small for our attention. We have instilled a strong sense of the importance of product quality into every employee.

圣象始终将产品质量放在重要位置，从小事做起，关注细节，将品质观念落实到每一位员工心中，形成牢固的品质意识。

QUALITY MANAGEMENT SYSTEM



Over the long course of production activities and quality management practices, Power Dekor has developed and refined a relatively comprehensive, highly effective standardized quality management system with the highest modern production standards. Based upon the most stringent domestic and international standards, we have set out clear quality management targets, formulated guidelines and policies for our standardized production quality management system for each link in the production process. We also regularly conduct training for production and quality control staff and conduct product quality training for all new employees. We have organized quality analysis meetings, dedicated quality conferences, and monthly quality analysis meetings to sum up and analyze common issues and propose rectification measures. These meetings are also opportunities for keeping track of progress in rectification. We strictly implement a quality traceability and incentive management system, ensuring that all members of our staff are involved in product quality. Consistent standards in production are the key to our quality management processes, which has allowed our company to be widely recognized for the quality of our products. For many consecutive years, we have received several awards and accolades from the China National Forest Products Industry Association, including recognition as a “Quality Assured Enterprise” and one of the top 100 Chinese home furnishing companies. We are also accredited under the ISO 9001 standards for quality management and ISO 14001 standards for environmental management, as well as under Korea’s KS quality standards.

质量管理体系

在长期的生产和质量管理实践过程中，圣象总结和凝炼了一套较为完善、高效、高标准且符合现代化生产的标准化生产质量管理体系。以国内国际最高标准为依据，明确质量管理目标，制定标准化生产质量管理体系文件，指导产品生产的每个环节；定期培训生产及品控人员，并将产品品质相关培训纳入新员工入职培训；组织召开质量分析会、质量专题会、月度质量分析会，总结分析典型问题并提出改进措施，同时跟进改进成效；严格执行质量溯源奖惩管理制度，做到人人关注质量、质量关系人人。一而贯之的标准化生产是公司质量管理的要诀，公司也因此在产品质量方面获得广泛认可，连续多年获得中国林产工业协会颁发的“质量信誉信得过企业”“中国家居产业百强企业”等荣誉，并通过ISO 9001、ISO 14001管理体系认证及韩国KS质量认证。

MANUFACTURER OF QUALITY PRODUCTS



Product quality is a priority throughout every aspect of our manufacturing processes, where no detail is too small to escape our attention. During procurement, we select only FSC-certified, high-quality wood, ensuring “core” quality at the source with regards to global manufacturing. For research and development, we are the first in our industry to establish a national-level laboratory, where several proprietary processing techniques are applied to ensure that our products meet all quality standards. During production, we strictly apply international quality management standards to the manufacturing of wood flooring. Because the best products require the best technology, our production processes are based solely on world-class production facilities and manufacturing techniques. In addition, the company has also developed systems for in-house random product inspections and simulated third-party sampling, and has actively cooperated with random inspections carried out by relevant government authorities, making all efforts to ensure every customer is satisfied with our products. We have also established a working group dedicated to improving product quality and production processes.

生产优质产品

圣象注重全流程确保产品质量，于细微之处保障产品品质。在采购环节，严格遴选经FSC权威认证的合法优质木材，从源头把关，保证全球制造的品质之“芯”；在研发环节，建成行业首个国家级实验室，依托多项独有的加工技术，确保产品质量过关；在生产环节，依托世界领先的木地板生产基地和世界先进的制造技术及制造工艺，严格按照国际质量管理标准制造木地板，确保以一流技术工艺造就一流产品。此外，公司还制定产品自我抽检、模拟第三方抽检制度，并积极配合政府质量监督部门抽检，力求出厂的每一片木地板都能满足客户需求；成立产品质量改善小组，负责立项提升产品质量，更好地服务生产。



The Three-Layer Parquet Factory Launched the Keynote Speech Contest “Do Not Forget the Initial Quality and Promote Quality Improvement”

三层实木工厂开展“不忘品质初心、推动质量提升”主题演讲比赛

EMPOWERMENT THROUGH INNOVATION

创新赋能

As China accelerates the pace of structural reforms to the economy and real estate sector, Power Dekor has kept close pace with the times and pursued relentless self-development, using innovation to drive growth and lead industry advancement.

随着中国整体经济结构优化速度加快和地产结构性变革的到来，圣象紧随时代步伐，不断自我强化、自我更新，以创新驱动发展，引领行业进步。

DEVELOPING PLATFORMS FOR INNOVATION

打造创新平台

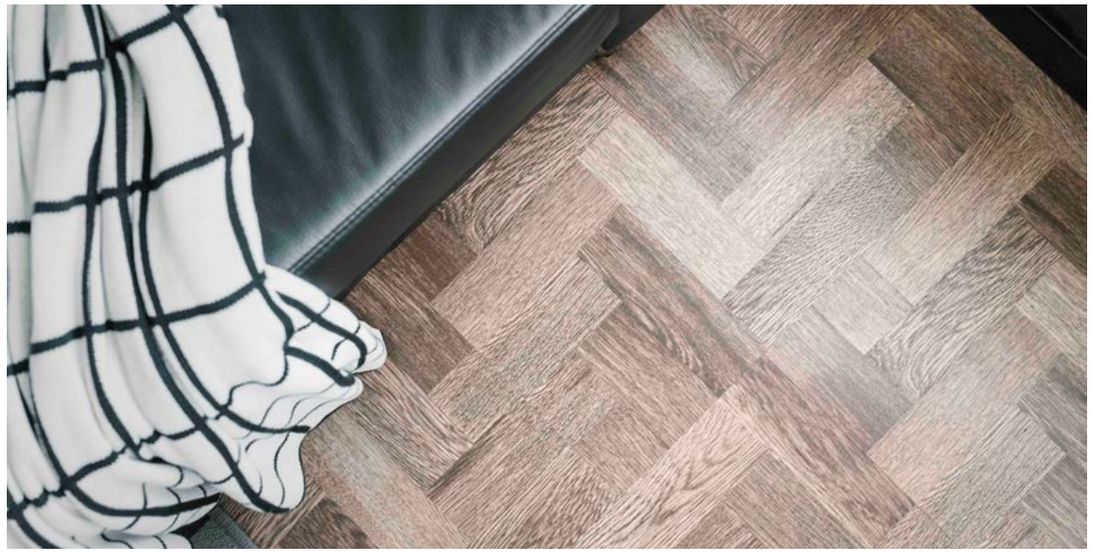
Power Dekor's operations are driven by R&D, innovation and its products. R&D systems play a leading role in the company, which have brought us to ever greater heights in terms of value based upon our superior product R&D and design management capabilities. In 2006, the company became the first in the industry to establish a CNAS nationally accredited laboratory. 13 of the project appraisal standards used by the laboratory are more stringent than national standards. Since its establishment, the laboratory has played a leading role in 4 provincial-level or higher research projects, published 12 journal articles, received 205 patents, participated in the formulation or revision of more than 30 national and industry standards, and developed more than 60 new products. The laboratory provides the conditions necessary to the development of new products and has substantially promoted the company's innovative development.

圣象坚持研发驱动、创新驱动、产品驱动运作模式，充分发挥研发体系引领作用，以卓越产品开发、设计、管理能力再拓行业价值高地。2006年，公司建立地板行业首个CNAS国家认可实验室，该实验室13个项目检测指标均高于国家标准。自成立以来，实验室牵头参与省级以上科研项目4项、发表论文12篇、申请专利205项、参与国家和行业标准制修订30余项、开发新产品60余项。实验室为开发新产品提供了先决条件，有力推动了公司创新发展。

The laboratory participated in the formulation or revision of more than **30** national and industry standards, and developed more than **60** new products.

实验室参与国家和行业标准制修订 **30** 余项

开发新产品 **60** 余项



INTELLECTUAL PROPERTY MANAGEMENT

知识产权管理

By establishing and continually improving our intellectual property management system, Power Dekor has standardized the management of intellectual property and created an environment where intellectual property is respected and protected. The company has strictly abided by national standards in developing its intellectual property management system and has mandated that issues regarding intellectual property encountered during production and business operations are led, planned, coordinated and managed by designated departments while actual implementation is overseen by relevant departments, thereby exercising effective control over the creation, use and management of intellectual property in all aspects. Our intellectual property management system was formally accredited in November 2019 and meets the national standards laid out in *Enterprise Intellectual Property Management (GB/T 29490-2013)*.

圣象通过建立并持续改进知识产权管理体系，规范公司知识产权管理工作，营造尊重和保护知识产权的良好氛围。公司严格按照国家标准要求建立知识产权管理制度，规定生产经营过程中涉及知识产权的问题均由指定部门牵头、规划、协调和管理，各相关职能部门负责具体实施，实现对各环节知识产权创造、运用和管理的有效控制。公司知识产权管理体系于2019年11月正式通过认证，符合GB/T 29490—2013《企业知识产权管理规范》。

LAUNCHING NEW PRODUCTS



Power Dekor has actively invested in the development of new products in line with market demand and industry prospects. Through exchanges, training programs and field investigations, we actively keep in touch with new product trends, technological innovation and the commercialization thereof, in order to continually optimize the features of our products to enhance the lifestyles of our consumers while enhancing our core technological capabilities and competitiveness. In 2019, we introduced a series of new products, including flooring adapted to the needs of children and seniors, and sound-proof thermal insulation wood flooring, further enhancing our core capabilities.

推出创新产品

圣象着眼市场需求及行业前景，积极加大新产品开发投入，不定期通过交流培训、考察学习等方式了解产品前沿动态，持续探索科技创新和成果转化，不断优化产品性能，在增强企业核心技术能力和竞争力的同时，为客户带来更优质的生活。2019年，公司持续以木业为核心，推出儿童地板、老人防护地板、隔声降噪保温地板等多款新产品，再铸圣象硬实力。

CASE 案例 — The development of sound-proof thermal insulation wood flooring

隔声降噪保温地板的开发

In order to meet sound-proofing and energy-saving requirements for building materials, Power Dekor established an R&D team specializing in sound-proof thermal insulation wood flooring project. In July 2019, the R&D team successfully launched the sound-proof thermal insulation wood flooring that minimizes heat loss and noise transmission between housing units on different storeys, providing customers with healthy, quiet and comfortable indoor environments. In addition, the use of such flooring can also reduce the amount of cement used in flooring structures, enhancing their eco-friendliness. As of the end of 2019, these products have been awarded 1 invention patent and 1 utility patent, led to the formation of one product standard, and recognized by a team of experts from the China National Forest Products Industry Association in October 2019 as “innovative” and “an advanced domestic product”.

为满足建筑材料对隔声和节能的要求，圣象成立隔声降噪保温地板项目研发团队，并于2019年7月成功推出具有优良保温和隔声性能的隔声降噪保温木质地板，可有效减少楼层间热量散失和噪音影响，为客户创造健康、安静、舒适的室内环境。此外，采用该地板可节省分户楼板水泥砂浆使用量，具有一定的环保效能。截至2019年底，该产品已申请发明专利1件、实用新型专利1件、制定企业产品标准1项，并于2019年10月通过中国林产工业协会新品鉴定，鉴定专家委员会一致认为该产品具有创新性，达到了国内领先水平。

A CULTURE OF INNOVATION



Power Dekor has established systems that encourage innovation that supports and drives higher-quality development. We have established a working group focusing on manufacturing techniques and R&D to standardize management of product and service innovation, formulated internal guidelines for research and development, strengthened the management of project approval and acceptance, as well as the timely control and evaluation of project progress. We have established dedicated funds for innovation and entrepreneurship that exclusively support expenditures related to innovation in management, technology, talent and entrepreneurial projects, encouraging our researchers and staff to engage in innovation and entrepreneurship. We have hired researchers from the Chinese Academy of Forestry to guide and vet our project reporting, R&D directions and technology plans. We have developed systems for implementing, encouraging and rewarding the commercialization of technology to reward staff members who have performed strongly in technological innovation, invention, and promotion of intellectual property protection. We also put great store in enhancing the professional skills of technical staff to enhance the overall efficiency and quality of our R&D efforts.

厚植创新文化

圣象建立鼓励创新的制度体系，致力于以创新支撑和推动企业实现更高质量发展。成立工艺技术研发创新小组，规范各项产品及服务创新管理；制定研发相关内部文件，加强项目立项、申报及验收管理，及时控制和考核项目进程；设立创新创业专项资金，专款用于管理创新支出、技能创新支出、人才创新支出、创业项目扶持，激励科研人员及员工创新创业；聘请中国林科院研究员为公司项目申报、研发方向及技术路线把关指导；制定《科技成果转化组织实施与激励奖励制度》，奖励在技术创新、发明创造、推动知识产权保护方面取得突出成绩的员工；注重提升科技人员专业素质，提高研发活动综合效率与质量。



CASE 案例

Together with the "Academy Award of Advertising Arts Festival for Chinese College Students"

携手中国大学生广告艺术节学院奖

The "Academy Award of Advertising Arts Festival for Chinese College Students" is a national-level advertising award sponsored by the China Advertising Association and approved by the State Council. In 2019, Power Dekor collaborated with the "Academy Award" for the second time, further extending the image of Power Dekor as a young, fashionable and international brand through the creativity of younger generations. This allowed Power Dekor to achieve a newer, trendier brand expression, while also communicating the trendy, young, innovative brand attitude of Power Dekor to youths through the "Academy Award". The Power Dekor culture was communicated to youths using methods that resonate with them, enhancing "brand stickiness" in the younger populace.

学院奖是由中国广告协会主办，经国务院批准的国家级广告大奖。2019年，圣象与学院奖第二度合作，从年轻一代的创意和脑洞出发，进一步延伸圣象时尚年轻国际的品牌内涵，为圣象品牌带来更新、更潮的创意表达，同时借助学院奖为年轻人输出圣象时尚、年轻、新意的品牌态度，以年轻人喜欢的方式传播圣象文化，提升圣象在年轻群体中的品牌粘性。



CUSTOMER SERVICE

客户服务

With greater public attention on the quality of consumption, service quality has become a key focus for our customers. Power Dekor was the first in the industry to promote a service brand, known as "Power Dekor Butler", which represents our commitment to provide clients with professional, 24/7 and meticulous one-stop services.

随着大众对消费质量的日渐重视，服务体验越来越成为客户关注的重点。圣象在建材行业首推服务品牌"圣象管家"，承诺为客户提供高枕无忧的专业化服务、随时待命的快捷服务、无微不至的贴心服务、省心省力的一站式服务。

SAFEGUARDING CONSUMER INTERESTS



With our core service philosophy of "from the heart to the home", Power Dekor has remained committed to the pursuit of innovation in service philosophies and models, and safeguarding consumer interests in every respect. In strict compliance with all state and industry regulations, we include details on information such as relevant product standards and formaldehyde emission grades on product packaging, protecting our customers' right to know. We also make sure that customers are informed of matters regarding improper maintenance and accidental damage, as well as the proper use and maintenance of flooring, taking a straightforward approach in informing customers of the features of our products, proper installation methods and the potential hazards of engaging several different contractors, allowing our customers to better understand the details involved in product maintenance. In addition, all customer information is strictly managed under our privacy policy. There are strict safeguards to prevent the disclosure of customer information to any third party.

保障客户权益

秉持"用心到家"的核心服务价值主张，圣象不断创新服务理念与模式，全方位保障客户权益。严格按照国家及行业规定，在产品外包装上详细介绍产品执行标准、甲醛释放量等级等信息，确保客户知情权；向客户提示"非正常维护与意外损坏""地板使用和维护注意事项"等信息，丰富客户产品保养知识储备；面向项目采购方开展地板安装注意事项培训，实事求是传达产品性能、正确安装方法，并说明交叉施工可能造成的隐患；以公司信息保密制度为依据，严格管理客户档案登记、录入、收集和归档，严禁将资料以任何形式泄露给第三方，全方位确保客户信息和隐私安全。

IMPROVING CUSTOMER EXPERIENCE



Power Dekor has remained customer-centric and strives to create a more friendly customer experience in every respect. We are highly conscious of the aesthetic designs of our flooring, which has allowed our flooring to become an important expression of our design and aesthetic ideals. Our company is committed to providing innovative products that are both functional and artistic. We have nearly 10,000 service representatives nationwide, have set up a “400” service hotline and have established information service centers and platforms to ensure that our services are fully accessible to our customers. We have also fully taken into account the different needs of special customer groups, and leveraged our strengths to provide such groups with products and services that meet their needs. We have established logistics centers and orderly service networks to ensure that customers can access our “butler services” in a timely manner no matter where they might be. We have also established a comprehensive service training and internal appraisal system to enhance our service quality and provide customers with a better experience.

优化客户体验

圣象坚持以客户为中心，多角度为客户创造更舒适的服务体验。注重地板美学设计，让地板成为设计、美学、审美表达的重要语言，提供实用功能与艺术性兼具的创新产品；在全国配备近万名安装服务人员，开设400服务热线，打造信息服务中心和平台，成立电商运营公司，打通天猫旗舰店、线下体验店等线上线下服务渠道，全方位保障客户服务的可及性；充分考虑特殊群体的不同需求，发挥企业优势为特殊群体提供有针对性的产品和服务；配套物流配送中心，构建有序的服务网络，无论客户身处何处均可及时享受到管家式服务；建立完善的服务培训及内部考核制度，以提升服务技能实现客户体验升级。

CASE 案例

Quality Living Spaces created by Power Dekor

圣象打造人居空间

When designing living space, Power Dekor considers the needs of different groups, including mothers, infants, children and seniors, striving to bring every family closer through care and concern in every respect.

圣象在空间设计时考虑到不同群体的居住需求，如母婴、儿童、老人等不同的需求，力求以无微不至的关爱，让每个家更亲近！

Multi-functional shoe cabinets
多功能鞋柜

A design friendly to seniors that find it hard to bend down. Includes a stool that makes it easier to put on or remove footwear, along with open shelves for keys and other accessories.

考虑家有老人的底层鞋柜设计，防止老人弯腰时摔倒，中间换鞋凳方便起坐；左侧敞开式柜门满足一入门即可放包放钥匙的便利。

Multi-functional childrens’ study desk
多功能儿童书桌

The legs of the table can be adjusted to fit the child’s height. The freely adjustable three-segment style also satisfies parents' guidance and has the function of storing and decorating.

底层桌子可根据儿童成长不同阶段调整桌腿高度，自由调整的三段式同时满足家长在旁辅导，兼具收纳装饰功能。

Hidden crib
隐藏式母婴床

In order to facilitate the care of babies, mothers who are breastfeeding, so the design of the flip-down crib is a cabinet during the day and put it down to take care of the baby when needed at night.

体现哺乳期的妈妈为方便照顾宝宝，故做的下翻婴儿床的设计，白天是柜子，晚上需要的时候放下来照顾宝宝。

AFTER-SALES SERVICES

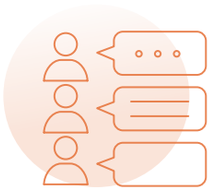


Power Dekor is committed to customer satisfaction and has developed a comprehensive system for after-sales services. Guidelines for service standards and refund policies are issued or updated each year. Customer enquiries and service requests are handled on the spot at all our stores and distributors in China. Customers who are dissatisfied with service outcomes may also forward their complaints to higher-level departments. Customers may even seek third-party assistance if unsatisfied with solutions provided by the company. Our headquarters, provincial branches, and Grade II/III distributors have set up service hotlines where professional technicians are always on hand to provide customers with comprehensive after-sales services.

主动售后服务

圣象坚持以满足客户需求为己任，以提升客户满意度为目标，打造全方位的售后服务体系。以年度为单位发布服务规范、理赔制度等制度文件，并随时修订文件内容；全国门店及各级经销主体随时接受客户报修、咨询，并现场解决问题，如客户对服务结果不满意，可逐级向上投诉解决，在圣象体系内解决不满意亦可向第三方机构投诉解决；集团总部、省公司、二三级经销商均设立服务电话，各地各级分支均配备专业技术服务人员，随时为客户提供全方位的售后服务。

RESPONDING TO CUSTOMER COMPLAINTS



Power Dekor has formulated detailed guidelines for addressing customer complaints: First, we will offer apologies to the customer upon receiving a complaint. Second, customer concerns are given due attention and verified. We will express sympathy and understanding of the inconveniences caused to the customer. Third, we will analyze the underlying factors and provide a proper explanation to the customer. Fourth, we will quickly provide customers with a solution that will be timely implemented. Fifth, we will thank customers for choosing Power Dekor products and their feedback, and indicate our sincerity and resolve in improving our services. Sixth, we will reflect upon the incident and formulate measures to prevent similar occurrences or propose suggestions. Furthermore, major or severe incidents due to inadequate after-sales services must be immediately reported to customer service managers at provincial branches. When necessary, such customer service managers will liaise directly with customer service departments at the region or headquarters level.

应对客户投诉

圣象制定详细的投诉解决方案。第一步，受理投诉，并进行道歉；第二步，倾听客户诉求，查清事实并对由此给客户带来的不便表示同情和理解；第三步，分析原因，合理解释事情；第四步，迅速告知问题解决方案，并付诸行动；第五步，对客户选择圣象产品及提出的意见表示感谢，同时表明改进服务的诚意和决心；第六步，事后反省，制定防止再发生的措施或提出建议。此外，对于因售后服务不良而造成的较大或重大事故，要求立即上报省公司服务经理处理，必要时省公司服务经理可与战区或集团客服部直接沟通处理。

VALUE-ADDED SERVICES

Power Dekor provides customers with diverse forms of value-added services, enhancing customer experience through discounts, rewards redemption, on-site installation, maintenance tips, product servicing, and regular follow-ups. In addition, we also provide VIP customers with one-on-one high-quality services.

提供增值服务

圣象为客户提供多元化增值服务模式，通过产品折扣、积分换礼、上门安装、维护指导、产品维修、定期回访等增值服务形式，不断优化消费的服务体验。此外公司还针对VIP客户提供一对一的全程高质量服务。

VIP Services VIP服务内容

One-Stop Services 一站式服务	Dedicated service representatives stand by 24/7 to answer calls from VIP clients. They are authorized to coordinate and arrange all Power Dekor services based on customer needs. 为VIP客户配备服务专员，365天24小时接听VIP客户电话，根据客户需求，协调安排圣象所有服务。
Quality Installation 星级安装	Upon receiving a work order, installation for VIP clients will be undertaken by the most qualified and skilled technicians. 在订单成功后，将由星级最高、沟通能力和安装技术最佳的安装师傅为VIP客户进行安装。
Installation Records 建立安装档案	Complete oversight of the installation process. Pictures of the site will be taken during key stages in the installation process, in order to provide a comprehensive installation record for each customer that be retrieved in future. 在安装过程中全程监管，并在关键节点保留现场照片，为客户建立完整的安装档案，以供日后查询。
Acceptance Standards 严格验收	During inspection and acceptance, based upon installation standards agreed with the client, we inspect each item and thoroughly clean the entire installation, as well as provide flooring maintenance, services, and customized SMS reminders. 在验收时，根据与客户明示的安装标准内容，逐项检查、严格验收，同时对安装区域进行多次吸尘、清理，让现场更加清洁，并提供地板保养、服务及一对一短信提醒。
Green Channels 绿色服务通道	We provide highly efficient services through our green channels for VIP clients, addressing all concerns raised within 4 hours, providing refunds up to 1,000 CNY, and on-site solutions. 绿色通道，高效服务，圣象为VIP客户提供4小时内服务响应，1,000元内理赔，现场解决等服务。
Extended Warranty 延长保修期	VIP clients enjoy up to 2 years of product warranty. VIP客户的产品保修期延长至2年。
Deep Cleaning 深度保洁	After installation is complete, VIP clients are entitled to one free deep cleaning provided by Power Dekor to ensure that the premises are fit for habitation. 在安装完成后，VIP客户会得到圣象免费提供的深度保洁服务一次，以达到入住标准。

CLOSE TO
THE ENVIRONMENT

"Close to the Environment" is the second aspect of the sustainable development initiative adopted by Power Dekor, which corresponds to Goal 12 (responsible consumption and production) and Goal 13 (climate action) of the UN SDGs. Power Dekor pursues a harmonious, symbiotic and sustainable path of green development that balances the needs of humanity, markets and nature. By developing the largest, most comprehensive green industrial chain in China, we have made substantial contributions to the pursuit of greener, better lifestyles.

绿色践行是圣象可持续发展行动的第二个领域，对应联合国可持续发展目标中的目标12（负责任消费和生产）和目标13（气候行动）。圣象在人与自然、人与市场之间追求和谐共生、可持续的绿色发展道路，并在全国范围建成规模最大、环节最长的绿色产业链，为绿色美好生活贡献力量。

绿色践行
共筑绿色家居新生态

Power Dekor and SDGs
我们与SDGs



ENVIRONMENTAL PHILOSOPHY

环保理念

Sustained harmony with the natural environment by adopting the attitude that “enough is enough”. Sustained review of our operations, society, the environment and the economy through the lens of “based on love” and further proposing the new value propositions of “new love, new ecosystems”.

以“足够就好”的态度实现环境永续和谐，面对新环境和形势，秉承“用爱承载”的理念不断审视自身、社会、环境、经济，更进一步提出“新关爱、新生态”的价值主张。

Eco-frien
绿色使命

To protect forestry resources from the source to the final stage where eco-friendly products are installed in customers’ homes. In addition, as a link in the real estate supply chain, Power Dekor also achieves the expansion of eco-friendly networks in the supply chain through the impact of upstream and downstream industries, allowing us to progressively improve the global ecosystem in partnership with the wider industry.

从源头开始，保护森林资源，直到最后将环保产品铺设到客户家中。同时，圣象作为房地产供应链的一环，亦通过产业上下游影响力，实现供应链绿色网状扩大化，与行业共同达成地球生态系统逐渐改善。

Values
价值主张

We adopt a source-based approach where we procure only sustainable wood resources. We adopt eco-friendly management processes and optimize our production lines in every aspect to reduce production costs, and increase efficiency. We have established the largest and most comprehensive chain to optimize resource allocation. We have created an eco-friendly culture and implemented eco-friendly public welfare initiatives.

从源头出发，使用可持续发展的木材；绿色管控，把握生产细节，优化生产线，降低生产成本，提高效率；建立最大最全的绿色产业链，实现资源优配；创领绿色文化，践行绿色公益。

Green initiatives
绿色行动

GREEN MANAGEMENT



Power Dekor has established a comprehensive environmental management system that complies with all relevant environmental laws and regulations. We have developed comprehensive environmental systems and guidelines to standardize and lead our sustainable operations and efforts. We have issued guidelines for controlling and strengthening the management of the consumption of resources and energy. We have developed early-warning and emergency response mechanisms for environmental incidents and strengthened drills for responding to environmental incidents, which have improved our ability to respond to incidents. We have effectively controlled greenhouse gas emissions, actively responded to climate change. We have taken the initiative to launch appraisals of environmental effects of our projects and have duly implemented the proposals laid out in environmental impact assessments. Each year, we invite professional national agencies to monitor and appraise factory environments. We have strongly advanced technological innovation, actively promoted novel energy-saving and emissions-reducing technology and equipment, strengthened awareness of environmental protection, enhanced the awareness and enthusiasm of our staff for environmental conservation. Each year, we green up the surroundings of our production facilities to forge eco-friendly environments.

绿色管理

圣象严格参照环境相关法律法规，建立健全环境管理体系。建立完善的环境管理组织体系和制度，规范指导公司可持续经营活动；制定资源能源控制相关制度文件，加强管理资源能源消耗；构建环保预警及应急机制，加强突发环境事件应急演练，提升事件处置效率；有效控制温室气体排放，主动应对气候变化；积极开展项目环境影响评估，并认真执行环境影响评估报告中提出的改进建议；每年邀请国家专业检测机构监测评价工厂环境；大力实施技术革新，积极推广节能减排新技术与新设备；加强环保宣传教育培训，增强员工热爱环境、保护环境的自觉性和积极性；以年度为单位实施厂区环境绿化，营造绿色生态的厂区环境。

GREEN OPERATIONS

A smaller carbon footprint and environmental protection have been deeply embedded into our corporate DNA. Power Dekor has made vigorous efforts in the prevention and treatment of environmental pollution, advocated the development of a circular economy, strived to become an energy-saving, environmentally-friendly enterprise, and pursued an eco-friendly, transformational path of innovative development, making greater contributions towards the beautification of the natural environment, achieving green development, and building a beautiful China.

绿色运营

圣象将低碳环保理念融入企业基因，大力开展污染防治工作，倡导发展循环经济，致力于建设资源节约型、环境友好型企业，走绿色环保、转型升级的创新发展之路，为美化生态环境、实现绿色发展、建设美丽中国作出更大贡献。

Wastewater Treatment 废水控制

With regards to wastewater policies, all wastewater generated during production processes must undergo professional treatment to meet discharge standards. It is mandatory for wastewater that cannot be directly discharged to be processed by qualified parties. Furthermore, when building, repurposing or expanding production facilities, we require that facilities and measures for the discharge of wastewater are taken into account.

在废水控制方面，生产过程中产生的废水必须经专业处置后实现达标排放，对于无法直接排放的废水，必须交由有资质单位处理。此外，在新建、改建、扩建生产项目时，必须同时考虑废水排放设备和控制办法。

Waste Gas Treatment 废水控制

With regards to emissions of waste gases, we have created well-functioning exhaust systems with openings to collect samples to allow relevant authorities to collect test samples. We have also upgraded and remodeled equipment such as boilers and added “baghouses”, desulphurization and denitrification devices to reduce the emission of waste gases such as Sulphur dioxide. We have also adopted the use of eco-friendly water-based paints to minimize the level of hazardous substances in gaseous exhaust.

在废气控制方面，合理布置排气筒，并在排气桶上留下采样口，配合相关部门取样测试；升级改造锅炉等设备，并新增布袋除尘设备、脱硫脱硝设备等，减少二氧化硫等废气排放；采用水性环保漆，尽可能减少废气中有害物质含量。

Waste Disposal 废弃物处理

With regards to recycling, we have actively promoted lighter packaging and the recycling / reuse thereof, as well as widened the scope of oversight for the recycling of large packaging. We have also promoted the recycling of wood scrap and enhanced the overall utilization of wood. In addition, we convert sawdust into thermal energy or sell sawdust to companies that will convert them into new products.

在循环发展方面，积极推行产品包装减量化及回收再利用，并持续扩大包装物回收监管范围；循环使用木材边角料，提高木材综合利用程度；回收木粉并进行热能转换，或转卖给再生利用单位转换成其他产品。

Recycling 循环发展

With regards to the disposal of waste material, we recycle and reuse a proportion of solid waste. The rest are divided into separate categories for storage and appropriately managed. Solid waste of a polluting nature is handed over to qualified waste management companies. We have also enhanced our equipment maintenance procedures to reduce the amount of waste such as scrap rubber generated during production processes.

在废弃物处理方面，对部分固废进行回收再利用，剩余固废分类收集，定点放置，合理选择处置方式，对于有污染的固废，统一交由有资质单位集中处理；加强设备保养维护，减少生产过程中废胶等废弃物的产生量。

CASE 案例

Huayu Factory reduces levels of waste gas emissions

华宇工厂积极减少废气排放

The original 10-ton boiler, oil furnaces, and 4-ton boiler boiler in Huayu Factory merely adopted water-film separators and wet scrubbers to filter flue gas, which did not meet emissions standards. In August 2019, the Huayu Factory invested 800,000 CNY to integrate the treatment of flue gas from all three boilers and added a set of baghouses, along with desulphurization and denitrification equipment, which effectively reduced the emission of sulfur dioxide, nitrogen oxides and particulate matter, resulting in considerable environmental benefits. The project was officially completed in January 2020. After the completion of these modifications, emissions of sulfur dioxide, nitrogen oxides and various particulates have met all environmental standards. This will reduce annual emissions of sulfur dioxide by 1.89 tons and nitrogen oxides by 2.32 tons.

华宇工厂原10吨锅炉、油炉、4吨炉锅炉烟气仅采取水膜除尘和水浴除尘措施，难以实现达标排放。2019年8月，华宇工厂投资80万元对3台锅炉进行合并烟气处理，并增设1套布袋除尘设备、脱硫脱硝设备，有效减少二氧化硫、氮氧化物及颗粒物排放，环境效益良好。项目于2020年1月正式完工，改造完成后二氧化硫、氮氧化物及颗粒物完全达标排放，预计每年可减排二氧化硫1.89吨、氮氧化物2.32吨。

GREEN PRODUCTS

To provide customers with more eco-friendly, safer and healthier products, Power Dekor minimizes the use of chemicals when manufacturing products by using only eco-friendly base materials that meet the highest standards, reducing the types and quantities of additives used during production, and more sensitively detecting the emission of formaldehyde and other harmful substances. We implement a unified R&D system across all categories and have launched a full series of aldehyde-free flooring products, including aldehyde-free laminate flooring, polymer-aldehyde-free composite flooring, aldehyde-free multilayer composite solid wood flooring, and aldehyde-free three-layer single-plank flooring. Through formaldehyde-free adhesive compounding and base material production processes, reinforced formaldehyde-free core flooring allows for glue-free planks, thus eliminating the need for aldehydes. By directly placing thin flooring onto underfloor heating systems, our flooring achieves more efficient heat conduction and greater environmental standards. Polymer non-formaldehyde composite flooring is aldehyde-free, allowing customers to move into their homes right after installation is complete. It also reduces the consumption of valuable veneers and the use of wood. Aldehyde-free multilayer solid wood composite flooring uses natural polymer resin adhesives that originate from trees. Aldehyde-free three-layer single-plank flooring achieves true eco-friendliness worthy of high-end products and emit only the natural fragrances of wood.

绿色产品

圣象通过选用符合至高标准的环保基材、精简调剂用添加剂种类和数量、更精确检测甲醛等物质释放量等措施，减少产品生产过程中化学品的使用，为客户提供环保、安全、健康的产品。公司实施全品类系统研发，推出无醛地板系列，包括强化无醛芯地板、高分子无醛复合地板、无醛多层复合实木、无醛三层独幅地板。强化无醛芯地板通过无醛胶黏剂复配及基材生产工艺，解决了无胶不成板、无醛不成胶的难题，实现了薄地板直接粘贴地热地面，导热更快、环保达标；高分子无醛复合地板实现产品无醛化，即装即住，可替代珍贵木皮降低木材消耗；无醛多层实木复合地板采用天然高分子树脂胶黏剂，取之于木用之于木；无醛三层独幅地板，实现高端产品的真正绿色环保，三层实木只有木香味。



GREEN CULTURE

Power Dekor has called on all employees to play their part, starting from now, in our efforts to become a resource-conserving, energy-saving and eco-friendly enterprise. Our workplaces are lit by energy-conserving lamps, while each floor has a dedicated “floor manager” that inspects electricity usage after working hours, ensuring that appliances are turned off in empty offices. Airconditioning is maintained at no less than 26°C during summer, while the use of air-conditioner units is regulated based on actual outside temperatures. We have also installed water-saving equipment to reduce all forms of leakage or wastage. Prominent reminders to conserve water usage are displayed at sinks. We have also reminded employees to keep such spaces clean and enhanced their awareness of water conservation. We advocate a paper-free workplace, where internal review and approval procedures are carried out through online channels. We encourage all non-official documents to be printed in duplex to reduce the consumption of paper. We have also encouraged the use of refillable pens. In addition, we have issued guidelines for sorting solid waste at our headquarters and have initiated relevant training programs and procured relevant equipment. Employees are reminded to participate through prominent reminders. We have also actively organized and participated in public environmental programs, continually communicating our environmental philosophies while enhancing our employees’ awareness of environmental issues.

绿色文化

圣象号召全体员工从自我做起、从现在做起，建设资源节约型、环境友好型企业。办公区采用节能灯具照明，且在每层楼设置楼长检查下班后用电情况，做到人走灯灭；规定夏季室内温度低于26摄氏度不开空调，且根据室外温度设定不同的空调使用时间；更换节水型器具，减少“跑、冒、漏、滴”；在洗手台等醒目处张贴节水标识，并培训保洁，提高全员节水意识；提倡无纸化办公，通过线上平台审批内部流程；鼓励双面打印非正式文件，减少纸张消耗；鼓励使用可更换笔芯的办公用笔，用完后更换笔芯重复使用；制定《关于集团总部大楼施行垃圾分类管理的通知》，第一时间开展垃圾分类培训，并做好垃圾分类硬件配套，设置醒目标识，提高员工执行意识；积极组织和参与环保公益活动，在提升员工环保意识的同时，不断向外传递圣象的环保理念。

CASE / 案例

A joint commitment by the Power Dekor family in China during Earth Hour 2020

2020 地球一小时，全国圣象家人共同承诺

As a founding member of the Global Forest Trade Network (China), an organization under the World Wide Fund for Nature (WWF), Power Dekor has incorporated the goals of conserving energy, reducing consumption and lowering pollution into the green industrial chain strategy. The Earth Hour is an initiative by the WWF that encourages individuals, communities, enterprises and governments to switch off all lights from 20:30 to 21:30 on the last Saturday of March each year as a show of support for climate action. In response to this initiative, the various divisions, factories and subsidiaries of Power Dekor jointly participated in Earth Hour 2020, encouraging all concerned to contribute more strongly towards lowering carbon emissions and protecting the environment.

作为世界自然基金会（WWF）旗下的GFTN-China（全球森林贸易网络（中国））联盟首批成员，圣象以“节能、降耗、减污”为目标，深入构筑绿色产业链战略。地球一小时（Earth Hour）是世界自然基金会（WWF）应对全球气候变化所提出的一项倡议，希望个人、社区、企业和政府在每年3月最后一个星期六20: 30至21: 30熄灯一小时，来表明他们对应对气候变化行动的支持。2020年，圣象积极响应世界自然基金会（WWF）应对全球气候变化所提出的倡议，联动各职能部门、各工厂、各分公司共同参与“地球一小时”活动，号召大家为低碳环保作出更多贡献。















CLOSE TO
THE EMPLOYEE

"Close to the Employee" is the third aspect of the sustainable development initiative adopted by Power Dekor, which corresponds to Goal 3 (good health and well-being) and Goal 8 (decent work and economic growth) of the UN SDGs. Power Dekor views all employees as partners that share the same boat. We fully protect the rights and interests of our employees, aid them in their pursuit of career goals, and have developed a conducive and fulfilling work environment and atmosphere for every Power Dekor employee.

文化传承是圣象可持续发展行动的第三个领域，对应联合国可持续发展目标中的目标3（良好健康与福祉）和目标8（体面工作和经济增长）。圣象将员工视为同舟共济的伙伴，充分保障员工权益，助力实现事业理想，营造良好的工作环境和氛围，让每一位员工在圣象都能充分享受快乐和幸福。

文化传承
共启活力发展新征程

Power Dekor and SDGs
我们与SDGs



HUMAN RIGHTS



Power Dekor strictly complies with all relevant laws and regulations and actively protects the legitimate rights and interests of its employees. It adheres to the recruiting principle of "giving opportunities to everyone meeting the reasonable minimum criteria for the post," and opposes all sorts of discrimination on the grounds of gender, age, race, nationality, religious belief and the like. It actively promotes a corporate culture emphasizing harmony, diversity and respect for others, so that employees could feel dignified and respected. It signs employment contracts with part-time workers, casual workers and dispatched workers strictly in accordance with state regulations, with the rights of both parties clearly specified. It prohibits any possible acts of forced labor, harassment, abuse or discrimination, as it respects and protects the legal rights of employees. It reasonably determines the remuneration structure for employees at different grade levels, and constantly optimizes and implements various employee benefits. It strengthens democratic leadership, regularly organizes workers' congresses, and listens to employee suggestions and follows up in time. It establishes an employee files management policy featuring one file per person and one placement per file, and assigns dedicated managers to ensure non-disclosure of employees' information.

人权保障

圣象严格遵守各项法律法规，积极维护员工合法权益。坚持“机会向具备岗位合理底限要求的所有人充分开放”的招聘原则，反对一切以性别、年龄、种族、国籍、宗教信仰等为由的歧视行为；积极推广著重共融、多元及尊重他人的企业文化，让员工感到有尊严、被尊重；严格按照国家规定与兼职工、临时工和劳务派遣工签订用工合同，并申明相互权益；杜绝一切可能发生的强迫劳动、滋扰、虐待或歧视行为，尊重和维护员工法定权利；合理确定不同层级员工薪酬结构，持续优化落实员工各项福利；加强民主管理，定期组织召开职工代表大会，充分听取员工建议并及时跟进处理；建立员工档案管理政策，做到一人一档、一档一归，并配置专人管理，确保员工信息无外泄。

OCCUPATIONAL HEALTH

In order to implement the principle of "prioritizing safety in production management", Power Dekor has established an occupational health leadership group, formulated an occupational disease prevention and treatment system, integrated the management of part-time workers, casual workers and dispatched workers into the unified employee management system, and encouraged subcontractors to provide the same health and safety guarantee for their employees. It reviews the occupational health and occupational disease prevention and treatment goals as well as plans to achieve the goals, with regular monitoring and inspection of the implementation of the plans. It organizes annual occupational health examinations and emergency health checks to establish health files for employees, so that employees unfit for the original position could be transferred and properly placed. It issues Occupational Health Monitoring Certificates to employees who are exposed to occupational hazards. It strictly contains such indicators as exhaust gas, noise, dust, and sawdust in the production environment within the standardized range. It organizes pre-evaluation of the damages of occupational hazards, evaluation of the control of occupational hazards, and occupational health education, so as to popularize and improve occupational health knowledge among employees and improve self-help and mutual-help capabilities of employees. It helps employees establish a reasonable mental health concept through the Employee Assistance Program (EAP) so that employees could experience thoughtful care and a human-centered atmosphere.

职业健康

为落实“管生产必须管安全”的原则，圣象成立职业卫生领导小组，制定职业病防治制度，将兼职工、临时工和劳务派遣工纳入职工体系统一管理，并督促分包商为其职工提供同等的健康和安全保障；审定职业卫生与职业病防治工作目标及实现目标的方案，定期监督检查方案落实情况；每年组织开展职业健康查体和应急健康检查，建立员工健康档案，将不适宜继续从事原岗位工作的员工调离并妥善安置；为接触职业危害因素的职工办理《职业健康监护证》；将生产环境中废气、噪声、粉尘、木屑等指标严控在标准范围内；组织开展职业病危害预评价和职业病危害控制效果评价和职业卫生教育工作，普及和提高员工职业卫生知识，提高员工自救互救能力；通过员工帮助计划（EAP）协助建立科学的心理健康概念，让员工体验到贴心帮助和人性化氛围。



EAP Mental Health Workshop
EAP心理工作坊

TRAINING SYSTEM

培训体系

Corporate universities shoulder the important mission of promoting organizational development and innovation. As a practice-oriented corporate university affiliated with Power Dekor, Power Dekor University embraces the value of “comprehension takes only dunwu while things must be done gradually” and the learning concept of "improving practical skills in practice just like learning combat in war." It is committed to injecting impetus into the enterprise through learning and building itself into the most influential corporate university in China by actively promoting the upgrading of corporate strategy, optimization of the organizational structure, and innovations in management. The motto of Power Dekor University is "diligence, craftsmanship, practice and innovation." Since its establishment in 2007, Power Dekor University has been upholding the mission of "making learning a powerful force" and has devoted itself to the trend of corporate education practice.

企业大学肩负推动组织发展创新的重要使命。作为隶属于圣象的实战型企业大学，圣象大学以“道可顿悟、事须渐修”的价值观，以“在战争中学习战争、在实践中提升实战”的学习理念，积极推动企业战略升级、组织优化、管理创新，致力于通过学习为企业注入创新的不竭动力，逐步向中国最具影响力的企业大学迈进。“精进、匠心、实战、创新”与圣象大学校训精神一致，自2007年成立，圣象大学秉持“让学习成为一种力量”的使命，投身企业教育实践浪潮。

Through unremitting efforts in exploration, Power Dekor University has independently developed and compiled a number of practical professional training materials such as Operations Management Manual for Power Dekor Stores, Manual for Sales Training, and Retail Terminal Skills Toolkit, and developed over 100 professional courses such as Improving Regional Management Capabilities, Improving Practical Skills for Sales Promotion, Operations Management System for Power Dekor Stores, and How to Provide Good Services. With these, it has established a complete operations system that integrates internal consulting and research, course development, and course organization and implementation, providing strong support for the frontline staff of Power Dekor with targeted practical resources. At the same time, the unique spirit of Power Dekor has been distilled into the book Power Dekor University, which constantly records and communicates the cultural treasure of Power Dekor. Power Dekor University is a leader among corporate universities with its advanced learning concepts, sound operations system, and professional training capabilities, leading and promoting the innovation and development of corporate universities in the industry.

经过不懈探索，圣象大学自主开发编制《圣象门店运营管理手册》《“销”讲手册》《终端销售技巧工具》等多部具有实战意义的专业培训教材，开发《区域管理能力提升》《促销实战提升》《圣象门店运营管理系统》《如何做好服务》等100余门专业课程，建立起一套集内部咨询攻关、课程项目研发、课程组织实施为一体的完备运营体系，以针对性实用资源为圣象一线提供强大保障。同时，将圣象独特的精神力量提炼升华为《圣象大学》读本，持续记录、传递圣象宝贵文化财富。圣象大学以先进的学习理念、科学的运作体系、专业的培训能力走在企业大学前端，引领、推动行业企业大学创新发展。



Over the years, Power Dekor University has planned and implemented a series of consulting and learning projects such as the "Craftsmen of a Great Nation" talent training project, the "One Thousand Store Managers" intensive training project, the "Sales" training certification project, the "Master's Practical Management Training Course" and the "Amoeba Summit for Operations and Management Expertise." Through a targeted curriculum, it provides advanced management concepts and operations philosophies for the Power Dekor management team, and helps the decision-makers of the enterprise expand their strategic vision, constantly providing support for the comprehensive skills improvement of its 20,000 employees. Power Dekor University adheres to the lecturer training mechanism and has established a strong team of internal trainers, including over 30 college instructors, over 100 lecturers, and over 500 internal trainers.

多年来，圣象大学策划实施“大国工匠”人才培养项目、“千人店长”密训项目、“销”讲师认证项目、“实战管理硕士研修班”与“阿米巴经营管理智慧高峰论坛”等咨询和学习项目。通过有针对性的课程设置，为圣象管理团队输送先进管理理念、经营哲学，助力企业决策团队拓展战略视野，持续为20,000名员工提供综合技能提升保障。圣象大学坚持讲师培养机制，已建立一支强大的内训师团队，其中学院导师30余人、讲师100余人、内训师500余人。



At the same time, Power Dekor University attaches great importance to the cultivation of talent reserves. The "Special Training Camp of the Eaglet Program" has established a systematic learning system for newcomers and an effective platform for the reserve talents to realize personal and social values. Power Dekor University has been dedicated to school-enterprise cooperation, gathering educational resources and building a talent platform. Through years of unremitting efforts and meticulous exploration, Power Dekor University has won the Best Practice Award of the Federation of Chinese Corporate University Deans, the Enterprises Education Top 100 in China, the 10th batch and 13th batch of Most Valuable Corporate Universities in China, the Excellent Corporate University Award of the China Talent Development Awards, the Corporate Universities with the Greatest Potential, and the Best Corporate Universities in China, among other honors.



Staff Training at Danyang R&D Center

丹阳研发中心员工培训

与此同时，圣象大学注重储备人才梯队建设，“雏鹰计划特训营”为新生力量建立系统的学习体系，为后备力量搭建实现个人价值与社会价值的有效平台。汇聚教育资源，搭建人才平台，圣象大学始终深耕校企合作。在多年的不懈努力、科学探索中，圣象大学先后获得中国企业商学院最佳实践奖、中国企业教育百强、第十届和第十三届中国最具价值企业商学院、中国优秀企业大学菁英奖、最具成长性企业大学、中国最佳企业大学等多项荣誉。



Skills Contest for Workers of the Three-Layer Parquet Factory

三层实木工厂车间工人技能比赛

CAREER ADVANCEMENT

职业晋升

In order to facilitate breakthroughs in the career development of employees, Power Dekor continuously upgrades the career development channels of employees to further match the growth and development of employees within the company. The company has set up three career channels: the "horizontal career channel", the "dual careers channel" and the "multiple careers channel". Through a complete, comprehensive and reasonable promotion mechanism, employees are encouraged to improve themselves and give full play to their own advantages and strengths, so as to achieve their own goals and the shared growth the enterprise and employees. Among the three, the "horizontal career channel" refers to exposing employees to new challenges and help them acquire new skills through job rotation and horizontal transfers. The "dual careers channel" refers to giving employees the choice to take either the management path or the technical path. The "multiple careers channel" means that employees could shift from the technical personnel path to the technical leader path, and finally get promoted to the technical manager path.

为打破员工职业发展瓶颈，圣象不断升级员工职业发展通道，进一步匹配员工在公司内部的成长和发展。公司设置“横向职业通道”“双重职业通道”“多重职业通道”三种职业通道，通过完善、全面、科学的晋升机制，鼓励员工进行自我提升，最大限度施展自身优势，发挥所长，从而达成自身目标，实现企业与员工共成长。其中“横向职业通道”指通过工作轮换、横向调动，不断让员工迎接新挑战、掌握新技能；“双重职业通道”指员工可自由选择在管理通道或技术通道上得到发展；“多重职业通道”指员工可从技术人员通道发展至技术带头人通道，最后晋升至技术管理人员通道。



Huangpu Phase 100 Training of the Three-Layer Parquet Factory

三层实木工厂黄埔百期培训

WORK-LIFE BALANCE

Power Dekor cares about the work-life balance of every employee. We foster a harmonious and joyful working environment through organizing various themed activities such as team-building activities, various sports competitions, and birthday parties of employees, forming societies such as film appreciation clubs and reading clubs, celebrating festivals and other means. In addition, the company also prepares "lactation rooms" for breastfeeding female employees to express its care for the employees with practical actions. We regularly visit needy employees and their families to follow up on the improvement of their standard of living. We also give financial assistance to employees who are ill and those with family members suffering from major accidents, so as to help them through the difficulties with the helping hands of the community.

活力职场

圣象关心每一位员工工作与生活，通过举办团建、各类体育竞赛、员工生日会等形式多样的主题活动，组建电影协会、读书会等社群，开展节日庆典活动等方式，营造和谐、愉悦的工作氛围。此外，公司还为哺乳期女性员工准备“关怀室”，以实际行动传递公司的温情；定期走访慰问困难员工及其家属，关心并跟进生活改善情况；对生病、家庭出现重大事故的员工给予资金帮助，以组织和群体的力量帮助其度过难关。



Team-building Activity for Management Trainees at “Extreme JUMP”
管培生“极限JUMP”团建活动



Birthday Parties for Employees
员工生日会



International Women's Day Events
国际妇女节主题活动



Paintball Activities
真人CS体验活动

PRODUCTION SAFETY

Adhering to the production policy of "safety first with prevention as the key" and fire prevention policy of "prevention first with a combination of prevention and firefighting", Power Dekor actively strives to establish a sound production safety management system and implement the production safety responsibility system.
We regularly organize safety-themed meetings to strengthen coordination in addressing production safety issues. We have formulated safety training systems to improve the comprehensive awareness of production safety among employees. We regularly organize safety inspections to identify and eliminate safety hazards in a timely manner to realize closed-loop management of hazards. We formulate contingency plans for production safety accidents and organize emergency drills for such accidents to enhance the production safety awareness of all employees. We timely analyze the causes and responsibilities of accidents, so as to draw lessons from them and formulate corrective measures. We also regularly organize self-evaluation of the standardized management system for production safety, the results of which serve as an important basis for annual safety performance assessment.

安全生产

秉持“安全第一、预防为主”的生产方针和“预防为主、防消结合”的消防工作方针，圣象积极建立健全安全生产管理体系，落实安全生产主体责任制；定期组织召开安全专题会议，协调解决安全生产问题；制定安全培训制度，提升员工安全生产综合素养；定期组织开展安全大检查，及时发现并消除安全隐患，实现隐患环闭管理；制定生产安全事故应急预案，组织开展生产安全事故应急演练，提升全员安全生产意识；及时分析安全事故原因和事故责任，从中吸取教训并制定整改措施；定期组织开展安全生产标准化管理体系自评工作，并将自评结果作为年度安全绩效考核的重要依据。



Signing Ceremony for Safety and Environmental Responsibility Commitments at Homebon Factory
厚邦工厂安全环保责任签订仪式



Fire Safety Training at the Three-Layer Parquet Factory
三层实木工厂消防安全培训

CLOSE TO
THE PARTNERSHIP

实力承载
共谱相伴相亲新篇章

"Close to the Partnership" is the fourth aspect of the sustainable development initiative adopted by Power Dekor, which corresponds to Goal 17 (partnerships for the goals) of the UN SDGs. Power Dekor is committed to co-existence and co-prosperity with every partner. Through systematic management and professional support, we have brought the wisdom and strengths of our partners together to build a "community of shared future" and "responsibility value chain". By growing together with our business partners, we have made an even greater contribution to the larger industry.

实力承载是圣象可持续发展行动的第四个领域，对应联合国可持续发展目标中的目标17（促进目标实现的伙伴关系）。圣象致力于实现与各方伙伴的共存共荣，通过体系化管理及专业化支持，汇聚伙伴智慧与力量，构建"命运共同体"和"责任价值链"，携手合作伙伴共成长，为行业发展贡献更大的力量。

Power Dekor and SDGs
我们与SDGs



DEEPER COLLABORATIONS

深化合作

Power Dekor attaches great importance to communication and cooperation with partners such as governments, industry associations, customers, institutes of higher education, and media. It integrates competitive resources from multiple parties to build a strategic sharing mechanism and platform. From that, it discovers opportunities, extends influence, and promotes the sound, continuous operations of the industrial chain to drive industry development and progress.

圣象重视与政府、行业协会、客户、高校、媒体等合作伙伴的沟通与合作，整合多方优势资源，搭建战略共享机制与平台，从中发掘机遇、发挥影响，促进产业链条健康持续运转，带动行业发展进步。

UNIVERSITY-ENTERPRISE COLLABORATION

校企合作

Power Dekor adheres to the path of cooperation among enterprises, universities and research institutes by building a platform for school-enterprise cooperation. We engage in active practice in exploring the development path of school-enterprise cooperation by creating an integrated model for the fusion of enterprises, schools and research institutes. The company has established stable cooperation with forestry-oriented universities such as Beihua University, Northeast Forestry University, Nanjing Forestry University, Central South University of Forestry and Technology, and Northwest A&F University, with much achievements in such fields as talent training, joint project declaration, and commercialization of R&D achievements.

圣象坚持走产学研合作道路，搭建校企合作平台，通过打造一体化产学研融合模式，积极实践和探索校企合作发展路径。公司已与北华大学、东北林业大学、南京林业大学、中南林业大学、西北农林科技大学等林业高校建立稳定的合作关系，在人才培养、项目联合申报、研发成果转化等方面取得了丰硕成果。



On April 24, 2019, Power Dekor invited Central South University of Forestry and Technology to hold a collaborative R&D exchange meeting at Danyang headquarters, where both parties engaged in discussions on the implementation measures for the "formaldehyde-free and fire-proof multiple-layer parquet" project to promote the development of fire-proof parquet product category.

2019年4月24日，圣象邀请中南林业科技大学，在丹阳工厂总部举办协同研发交流会，双方就“阻燃无醛多层实木复合地板”项目实施办法展开研讨，推动防火木地板品类发展。

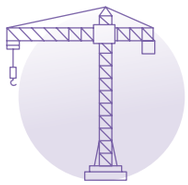


On June 14, 2019, Power Dekor established the Scientific Innovation Platform for Enterprises, Schools and Research Institutes of China's Forestry Industry in conjunction with Beijing Forestry University, Northeast Forestry University, Central South University of Forestry and Technology, Nanjing Forestry University, Northwest A&F University, Beihua University, and Liaoning Vocational College of Ecological Engineering.

2019年6月14日，圣象与北京林业大学、东北林业大学、中南林业科技大学、南京林业科技大学、西北农林科技大学、北华大学、辽宁生态工程职业学院携手共建中国木业产学研科创平台。

ENGINEERING COLLABORATION

工程合作



Deeply rooted in the industry for many years, Power Dekor relies on a strong green industry chain system to provide professional woodwork solutions for partners. Our sales have always been leading the industry, making us the largest supplier of wood flooring materials in China's real estate industry. By the end of 2019, the company had completed more than 6,000 engineering cooperation projects with a total area of more than 50 million square meters installed, and had engaged in strategic cooperation with more than 90 well-known real estate developers such as Vanke, Poly, Longfor, and China Overseas to become the brand of choice for top 500 real estate developers in China.

深耕行业多年，圣象依托强大的绿色产业链体系，为合作方提供专业的木作解决方案。圣象地板销量一直领先于行业，同时也是中国房地产行业木质地面铺装材料最大的供应商。截至2019年底，公司累计完成超过6,000项工程合作项目，累计铺装面积超过5,000万平方米，并与万科、保利、龙湖、中海等90余家知名房地产开发商达成战略合作，成为中国房地产开发商500强首选品牌。

Power Dekor has become one of China's 500 Most Valuable Brands, and received the "Award for Best Supplier in Real Estate of the Golden Brick Award for Real Estate of China", "Top Ten Competitive Suppliers in China's Real Estate Industry", "Grade-A Supplier of Vanke", "Grade-A Supplier of COFCO", and many other honors. It is worth mentioning that, through our its brand strength, product quality, capacity advantages, comprehensive solutions and professional installation team, the company is honored to supply a total of 18,000 square meters of its products to the 79th work of Robert A. M. Stern, the pioneer of the post-modernist style of architecture. Power Dekor's Zhejiang Project Team also won the title of "Best Coordinating Entity" in this project.

圣象连续多年获得“中国500最具价值品牌”“中国地板金砖奖——年度最佳供应商”“中国房地产竞争力十强供应商”“万科A级供应商”“中粮A级供应商”等荣誉。值得一提的是，公司以其品牌实力、产品质量、产能优势、完善的解决方案及专业铺装团队等优势获得参与后现代主义风格建筑鼻祖罗伯特•斯特恩在全球设计打造的第79号作品的供货机会，总计供货18,000平方米，圣象浙江项目小组也在此项目中荣获“最佳配合单位”称号。

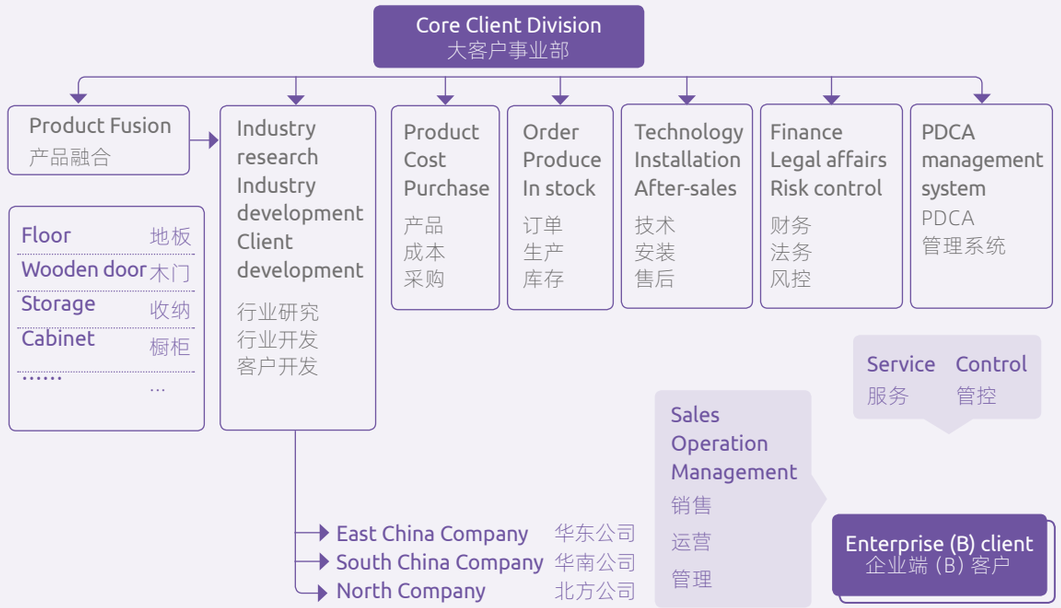
Further Reading 知识延伸

Operations and Management Framework of the Engineering Business

工程业务运营及管理架构

The operations process of engineering projects is mainly divided into two stages: project negotiation and project execution. For Core clients who have signed strategic cooperation agreements, the dedicated core clients / industry manager appointed by Power Dekor's Core Client Division will assist in negotiations and coordinate related work, while the branch companies will be responsible for specific project operations and execution. For cooperation in individual projects, negotiations are led by the branch companies and supported by the corresponding industry / Core clients managers of the group if necessary, though the branch companies must report to the group's Core Client Division. The specific operations and execution of projects will be undertaken by the branch companies.

工程项目运作过程主要分为项目洽谈和项目执行两个阶段。对于签订了战略合作协议的大客户，将由圣象大客户事业部委派专职大客户/行业经理协助洽谈，协调相关工作开展，再由分公司负责具体的项目操作和执行。对于单个项目合作，项目洽谈由分公司主导，需要时由集团对应的行业/大客户经理给予支援，分公司需向集团大客户事业部进行报备；具体的项目操作和执行由分公司负责。





COLLABORATIVE DESIGNS

设计合作

In order to bring a more comfortable experience to customers, Power Dekor actively engages in cross-industry dialogue to constantly improve the soft power of its design services, creating a healthy, cozy living experience for customers with global, youth-oriented and fashionable design concepts and craftsmanship. Since 2013, Power Dekor has put in a lot of effort in developing its home decor design channels. With our strong brand, we have established a “Power Dekor & Decoration Industry Green Procurement and Supply Alliance” and reached in-depth cooperation with hundreds of mainstream decoration companies. With the “Internet Plus” mindset, Power Dekor has established VIPclub, a platform for decoration designers, to engage in practical business cooperation with tens of thousands of designers. We have jointly launched the "Creative Avant-garde" with an open design platform called "Shejiyue" to lay a high-level foundation for advancing the in-depth cooperation model with designers. With these, the company raises the bar of design to deliver more creative products to customers with the design capabilities of multiple parties combined.

为给客户带来更多舒适体验，圣象积极开展跨界对话，不断提升设计服务软实力，以国际、年轻、时尚的设计理念与技艺，为客户打造健康、舒适的人居体验。2013年起，圣象大力发展装饰设计通路，凭借强大的品牌影响力，建立“圣象&装饰行业绿色采供联盟”,与上百家主流装饰公司达成深度合作；借助互联网+思维，打造圣象装饰设计师平台——VIPclub，与上万名设计师开展实际业务合作；联合开放设计平台“设计约”共同发起“创意先锋派”，为推进设计师深入合作模式打下高水准基础；将设计提到更高的位置，联合多方设计力量为客户带来更多有设计感的产品。

SUPPLIER RESPONSIBILITY

责任供销

SUPPLIER MANAGEMENT

供应商管理

Power Dekor is gradually optimizing the supplier management system, establishing sound supplier selection and evaluation mechanisms, and actively strengthening communication with suppliers, so as to build fair business relations with suppliers.

圣象逐步优化供应商管理体系，建立完善的供应商选择和考评机制，积极加强与供应商沟通，努力构建供应商公平贸易关系。

Adhering to the principles of fairness, justice and openness, Power Dekor and its affiliated factories have established a rigorous supplier selection mechanism. The basic information of candidate suppliers and relevant documents of enterprises are timely collected to provide a basis for comprehensive evaluation. Human rights, labor rights, environmental protection, integrity and other indicators are included in the selection criteria of suppliers, requiring suppliers to have an awareness of sustainable development. Suppliers are required to provide relevant certifications proving that products supplied complies with the relevant rules of the company and state laws and regulations. Qualified suppliers are divided into three categories of A, B, and C according to relevant supplier management rules. Regular investigations and evaluations are organized for category A and category B suppliers to promptly provide suggestions and recommendations for improvement regarding problems identified and supervise subsequent improvement, while unqualified suppliers shall be withdrawn from the list of qualified suppliers in a timely manner. For suppliers that have established cooperation with Power Dekor, they are required to sign an integrity agreement and work together to build a clean supply chain.

秉持公平、公正、公开的原则，圣象及其下属工厂建立严格的供应商选拔机制。及时收集备选供应商基本信息和企业相关证件，为综合评定提供依据；将人权、劳工、环保、诚信等指标纳入供应商选拔要求，要求供应商具备可持续发展意识；要求供应商所供货物符合公司相关规定及国家相关法律法规标准，并须出具相关证明材料；针对入选供应商，依据供应商管理相关条例将其划分为ABC三大类，其中AB类供应商公司将组织定期调查及评价，对于发现的问题及时提出改进意见和建议并监督改善，对于不合格供应商将及时退出合格供应商库；针对确定合作关系的供应商，要求签署廉洁协议，携手共建廉洁供应链。

RESPONSIBLE PROCUREMENT

责任采购

Power Dekor has established forestry funds in production bases in northern Jiangsu, Anhui, Jiangxi, Guangdong, Fujian and other places in the forms of "company + base + farmer" and "forest farm + base + farmer" to fully implement "order-based" procurement. It utilizes 4.5 million tons of fast-growing trees, low-grade fuelwood and "three types of leftover materials" in the forestry farms on a yearly basis. The forestry industry has driven rural economic restructuring while the "Green Bank" has created more than 23,000 jobs, so that farmers could break the poverty cycle and embark on the road to prosperity.

圣象采取“公司+基地+农户”“林场+基地+农户”等形式，分别在苏北、安徽、江西、广东、福建等生产基地设立育林基金，全面推行“订单式”收购，每年利用速生林和次小薪材及林区“三剩物”450万吨。林产工业带动农村经济结构调整，“绿色银行”解决2.3万余人就业，农民因此腾出双手，走上致富道路。

Power Dekor is also actively pursuing localized procurement by giving priority to local suppliers, facilitating entrepreneurship and employment of more locals while reducing transportation costs. At the same time as developing local suppliers, the company focuses on cultivating local strategic partners through information sharing and knowledge transfer, so as to deepen cooperation and mutual understanding and achieve the shared growth of the company and suppliers.

圣象还积极推行本地化采购，优选本地供应商，在减少运输成本的同时，带动更多本地人实现创业就业。公司在开发本地供应商的同时，注重培养本地战略合作伙伴，通过信息与知识传递，加深合作了解，实现公司与供应商共成长。

Power Dekor also actively organizes visits to suppliers to strengthen supplier communication and help suppliers improve production and operations. We commend excellent suppliers and set them as role models. We also regularly organize supplier training and promptly communicate relevant state laws, regulations and policies to suppliers to help with the growth of suppliers.

圣象还积极组织走访供应商，强化供应商沟通，帮助供应商提升生产经营水平；表彰优秀供应商，发挥优秀供应商的示范作用；定期组织供应商培训，及时向供应商宣传国家相关法律法规和政策，帮助供应商更好地成长。

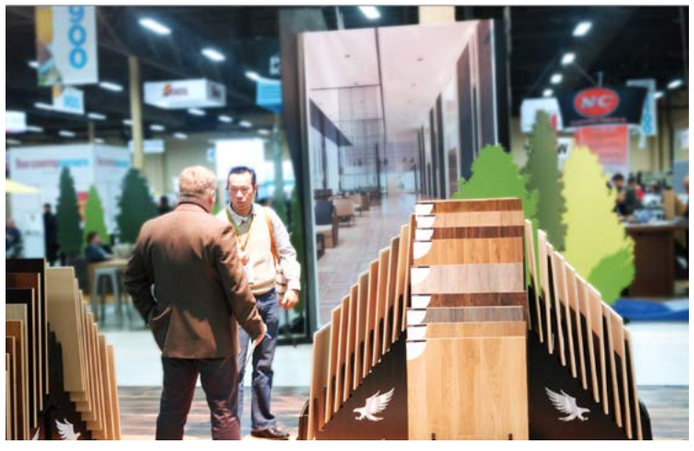
GLOBAL CITIZEN

全球公民

As early as 2008, Power Dekor set its internationalization strategy as one of the major strategies of the group, taking the lead in developing international trade through the deployment of overseas direct sales companies. As of the end of 2019, the company has four brick-and-mortar branches in the United States, Canada, South Korea, and Hong Kong SAR, China, and has successfully entered the United States, Canada, South Korea, Australia, Thailand, Indonesia, Malaysia, Singapore, the Philippines, Myanmar, Vietnam, Hong Kong, Macao and Taiwan markets and more, with direct developments in markets such as Japan, India, Pakistan, Chile, Colombia, and Spain.

早在2008年，圣象就将国际化战略提升为集团战略之一，率先通过布局海外直营销售公司开发国际贸易。截至2019年底，公司在海外拥有美国、加拿大、韩国、中国香港4家实体分公司，已成功开辟美国、加拿大、韩国、澳大利亚、泰国、印尼、马来西亚、新加坡、菲律宾、缅甸、越南及港澳台等市场，并直接开发日本、印度、巴基斯坦、智利、哥伦比亚、西班牙等市场。





The company has 96 overseas employees, of which female employees account for 44% and female executives accounts for 29%. In addition, overseas companies have set different salary structures for different positions, generally covering basic salary, bonuses, commissions and other content. These overseas companies also provide employees with computers, mobile phones and other devices according to work needs, and provide them with car allowances, medical and dental care and other benefits according to the different countries where they are located. Some overseas companies even pay training fees for employees who have the need to improve their on-the-job skills through external training.

公司拥有海外员工96名，其中女性员工占比44%，女性管理层占比29%。此外，海外公司针对不同岗位设置不同的薪资结构，一般包括基本工资、奖金、佣金等基本内容；海外公司还根据工作需要，为员工配备电脑、手机等设备，并根据所在国不同，为员工提供用车津贴、医疗和牙齿保健等福利；部分海外公司为确有需要通过外部培训提高工作技能的员工支付培训费用。

Overseas companies actively integrate into local communities and assume responsibilities as global citizens. Some overseas companies provide convenience to needy ones by donating floors to third-party organizations. For example, Power Dekor's US branch participates in the annual meeting of the Home Depot Foundation every year and offers donations, hoping to help more people who need help. On October 1, 2019, Power Dekor's US branch was awarded the "Home Depot Annual Innovation Award".

海外公司积极融入当地社区，承担全球公民责任。部分海外公司通过向第三方机构捐赠地板的方式，为需要帮助的人提供便利，如圣象美国公司每年均参加家得宝基金会年会，并予以一定捐赠，希望以点滴致力帮助到更多需要帮忙的人。2019年10月1日，圣象美国公司获得“家得宝年度创新奖”。

EMPOWERING THE INDUSTRY

Adhering to the goal of "becoming a respected global smart home living creator", Power Dekor actively empowers the industry while achieving its own development. In 2019, the company, together with more than 20 companies, participated in the establishment of the preparation group for the "indoor formaldehyde-free wood-based panel" standard and its first working meeting, aiming to create an economical, healthy and environmentally friendly working and living environment for customers and promote the development of the green home furnishing industry. We have joined the HiH Healthy Home joint promotion platform as one of the one hundred responding enterprises and worked with many other companies to disseminate relevant information in the field of green and healthy living, so as to help guide consumption upgrading in healthy home and promote the rational and orderly development of the real estate industry. As a one of the initiators of the Global Green Supply Chain (GGSC) promotion committee, we were present in GGSC's investigation and promotion activities for many times to exchange information related to the green industry chain and join hands with the whole industry to promote the development of the green industry chain.

赋能行业

秉持“成为受人尊敬的全球智慧家居生活创造者”的目标，圣象在实现自身发展的同时，积极赋能行业。2019年，公司与20余家企业一起参加《室内无醛木作人造板》标准编制组成立暨第一次工作会议，旨在为客户创造经济、健康、环保的工作和生活环境，推动绿色家居产业发展；作为百家责任企业加入HiH健康家联合推广平台，与众多企业携手传播绿色健康人居领域相关信息，助力引导健康家消费升级，推动房地产业健康有序发展；作为全球林产品绿色供应链推进委员会（GGSC）的倡议发起企业之一，实地多次参加GGSC调研和宣介活动，交流绿色产业链相关讯息，携手全行业共同推进绿色产业链发展。



In March 2019, at the 5th World Flooring Forum & 22nd China Flooring Industry Summit Forum, leaders of well-known domestic brands headed by those from Power Dekor discussed ways to adapt to the new norms and overcome the stagnation and fluctuations in development, promoting the high-quality development of the flooring industry.

2019年3月，第五届世界地板大会暨第二十二届中国地板行业高峰论坛上，以圣象为首的国内知名品牌领军人物同台论道，探讨如何适应把握新常态，破解发展停滞和徘徊困局，促进地板产业高质量发展。



In May 2019, Power Dekor was invited to attend the First World Resilient Flooring Conference & One Belt One Road Resilient Floor Industry Meeting" to discuss how to promote the development of the industry by expanding the international market and improving adaptability to market localization.

2019年5月，圣象受邀出席“首届世界弹性地板行业技术交流大会暨‘一带一路’弹性地板行业论坛”，探讨通过国际市场的拓展及提升市场本地化适应程度，推动行业发展。



In October 2019, Power Dekor and more than 20 other organizations participated in the 3rd Meeting of the Global Green Supply Chain Promotion Committee, focusing on the "Initiative on the Construction of a Green Supply Chain Collaboration Network for Global Forest Products", so as to play a greater role in driving regional developments.

2019年10月，圣象与其他20余家单位共同参加全球林产品绿色供应链推进委员会第三次会议，重点讨论“关于构建全球林产品绿色供应链协作网络的倡议”，以期发挥更大的带动辐射作用。



In November 2019, Mr. Erik Fischer Llanos, the President of Asociación de Exportadores of Peru, headed a delegation to Power Dekor to conduct in-depth and pragmatic exchanges on the development of the forestry industry and future cooperation directions, laying a solid foundation for future cooperation between the two sides.

2019年11月，秘鲁出口商协会主席埃里克•费舍尔先生率团前往圣象参观访问，就木业产业发展现状与未来合作方向进行深入、务实的交流，为双方未来合作奠定坚实的基础。

CLOSE TO THE COMMUNITY

"Close to the Community" is the fifth aspect of the sustainable development initiative adopted by Power Dekor, which corresponds to Goal 1 (no poverty) and Goal 4 (quality education) of the UN SDGs. Based upon the philosophy of "based on love", we have launched reforestation efforts, poverty alleviation and disaster relief programs, participated in charity efforts for education, and contributed towards green campuses. Our contributions towards society and nature have earned us the reputation of a good modern corporate citizen.

公益推动是圣象可持续发展行动的第五个领域，对应联合国可持续发展目标中的目标1（无贫穷）和目标4（优质教育）。秉持“用爱承载”的理念，圣象积极开展植树造林、扶贫救困、捐助灾区、慈善助学、绿校园等系列回报社会、环境友好的举措，树立了良好的现代企业公民形象。

公益推动

共享持续发展新成果

Power Dekor and SDGs
我们与SDGs



FINANCING EDUCATIONAL PROGRAMS

With years of experience in social welfare, Power Dekor knows well that the most needed help in charity is not a huge sum of money, nor a simple one-off donation, but passing on the culture and spirit in a lasting, extensive manner. Adhering to the concept of "based on love", Power Dekor pays close attention to the education and growth of young people in poverty-stricken areas, actively goes deep into remote schools, and vigorously carries out "Green Campus" study assistance charity activities. By contributing “Power Dekor Charity Primary Schools”, donating teaching facilities and other measures, we strive to improve teaching infrastructure in remote areas and create a high-quality environment for the growth of young people in poverty-stricken areas. By the end of 2019, we have extended our "Green Campus" charity activities to 19 provinces and municipalities, including Sichuan, Jiangxi, Shaanxi, Qinghai, Guizhou, Guangxi, and Inner Mongolia, leaving footprints in 21 primary schools across the country.









助学兴教

在多年投身社会公益事业经验的积累中，圣象刻认识到在公益面前最需要的不是一掷千金，也不是快餐式一次性捐赠，而是延绵、广阔的文化与精神传承。秉持“用爱承载”的理念，圣象密切关注贫困地区青少年教育与成长状况，积极深入偏远校区，大力开展“绿校园”爱心助学公益活动，通过援建“圣象爱心小学”、捐赠教学设施等举措，改善偏远校区教学条件，为贫困地区青少年创造优质的成长环境。截至2019年底，“绿校园”公益活动已走过四川、江西、陕西、青海、贵州、广西、内蒙古等19个省市，在全国21所小学留下爱心足迹。



OUR "GREEN CAMPUSES"

"绿校园"公益时间轴

2011

Contributed to the construction of Hongguang Power Dekor Future Pillars Primary School in Mianyang, Sichuan Province

四川绵阳，捐建红光圣象栋梁小学

2012

Provided study assistance to Xiadaiyu Primary School in Xiaozhai Township, Lantian, Shanxi Province

陕西蓝田，助学小寨乡下岱峪小学

Contributed to the construction of Power Dekor Fanjia Primary School in Zhangqiu, Shandong Province

山东章丘，援建圣象樊家小学

Contributed to the construction of Power Dekor Shadui Charity Primary School in Le'an, Jiangxi Province

江西乐安，援建圣象沙堆希望小学

2013

Provide one-on-one aid to Dayuan School in Lushaer Town, Xining, Qinghai Province

青海西宁，结队帮扶鲁沙尔镇大源学校

Renovated Wanzhai Primary School in Malu Township, Huize County, Qujing, Yunnan Province

云南曲靖，修善会泽县马路乡弯寨小学

2014

Renovated Linshao Primary School in Xixiu District, Anshun, Guizhou Province

贵州安顺，修善安顺西秀林哨小学

Provided study assistance to No. 8 Primary School of Shuangcheng in Harbin, Heilongjiang Province

黑龙江哈尔滨，助学双城第八小学

Renovated Beiyanggou Primary School in Lingshou County, Shijiazhuang, Hebei Province

河北石家庄，修善灵寿北羊沟小学

2015

Provided study assistance to Dudu Primary School in Yushu Township, Xinbin County, Fushun, Liaoning Province

辽宁抚顺，助学新宾榆树乡都督小学

Provided aid to Dasuji Primary School in Darhan Muminggan United Banner, Baotou, Inner Mongolia Autonomous Region

内蒙古包头，援助达茂旗大苏吉小学

Provided study assistance to Manwan Primary School in Dinggou Township, Lanzhou, Gansu Province

甘肃兰州，助学丁沟乡漫湾小学

2016

Provided study assistance to Fengmutuan Primary School in Suining County, Shaoyang, Hunan Province

湖南邵阳，助学绥宁县枫木团小学

Renovated and provided aid to Wucheng Primary School in Hunyuan County, Datong, Shanxi Province

山西大同，修葺扶助浑源县吴城小学

Provided aid to Zhongxin Primary School in Hongtu Township, Enshi, Hubei Province

湖北恩施，援助恩施市红土乡中心小学

2017

Provided study assistance to Longnong Primary School in Fengshan County, Guangxi Zhuang Autonomous Region

广西凤山，助学广西凤山县拢弄小学

Provided study assistance to Anchong Primary School in Qianshan County, Anhui Province

安徽潜山，助学安庆市潜山县暗冲小学

Provided aid to Tuochang Primary School in Guanqiao Township, Haiyuan County, Ningxia Hui Autonomous Region

宁夏海原，援助海原县关桥乡脱场小学

2018

Provided study assistance to Siyuan Experimental Primary School in Jinzhai County, Anhui Province

安徽金寨，助学安徽金寨县思源实验小学

2019

Provided study assistance to Zhongxin Primary School in Chenjiaba Town, Foping County, Shaanxi Province

陕西佛坪，助学陕西佛坪县陈家坝镇中心小学

Provided study assistance to Yangtun Primary School in Shi Township, Jian'ou, Fujian Province

福建建瓯，助学福建建瓯市川石乡洋屯小学

2020

Provided study assistance to Qingguandu Primary School in Nanbei Town, Shimen County, Hunan Province

湖南石门，助学湖南石门县南北镇青官渡完小学

POVERTY ALLEVIATION THROUGH CHARITY

As a leader in the home furnishing industry, Power Dekor is aware of its responsibility to bring customers a leap in quality of life with high-quality products and services, as well as to become a role model in moral responsibilities of corporate citizens, sparing no effort in giving back to society. Power Dekor, together with its branches and sub-branches, gives full play to its advantages and expertise in such fields as industry, brand, channel, and capital. With targeted matching of resources to poverty-stricken areas, we adapt measures to local conditions with meticulous effort, fully participating in the tough battle against poverty and effectively improving the sense of gain of the poor.

公益扶贫

作为家居行业领军人，圣象意识到肩上承担的责任，不仅要以优质的产品和服务为客户带来生活品质的飞跃，更要成为企业公民道德的表率，尽最大的努力回馈社会。圣象及其分子公司充分发挥自身产业、品牌、渠道、资金等优势、专长，精准对接贫困地区资源，因地制宜、因情施策，下足绣花功夫，全力参与脱贫攻坚战，切实提高贫困人口的获得感。



In early 2020, Power Dekor joined hands with the Hunan Warmth Project Foundation to launch the "Lifting the Family Out of Poverty with Skills" project under the Hunan Warmth Project for "One Plus Family" Education and Employment Assistance. The project helped students from needy families in Hunan to successfully complete vocational education and lift their families out of poverty with the skills acquired. The project has been launched on Tencent Charity, allowing for online participation.

2020年初，湖南圣象与湖南省温暖工程基金会联合发起湖南“一家一”助学就业•同心温暖工程“手中有技、全家脱贫”项目，资助湖南家庭困难学生顺利完成职业教育学业，通过学得一技之长，助力家庭脱贫。项目已上线腾讯公益，通过线上互动即可参与其中。



At the beginning of 2020, Jiangsu Power Dekor Wood Industry Co., Ltd. joined hands with Anhui Sunflower Service Center to embark on a trip to Jinzhai County and Banzhuyuan Town. We visited four needy students to send charity supplies and CNY 1,000 as gifts to each child, and donated CNY 20,000 to the Center to provide assistance to students living in extreme poverty in the Dabie Mountains.

2020年初，江苏圣象木业有限公司联合安徽向日葵公益助学服务中心走进金寨县城和斑竹园镇，走访慰问4位贫困学子，给每位孩子送去爱心物资和1,000元爱心红包，并向安徽向日葵公益助学服务中心捐赠2万元，用于帮扶大别山区特困学子。

VOLUNTEER SERVICES

Power Dekor supports community charity undertakings by setting up volunteer teams, encouraging employees to actively participate in volunteer activities such as voluntary tree planting, assistance to needy ones, and community charity visits, and setting volunteers as role models among employees. Each summer, we engage in "Cool Summer" charity visits to express gratitude to the hard work of workers at our projects, fulfilling the social responsibilities as a corporate citizen with our actions, in the hope that a little bit of love may benefit more people in need.

志愿服务

圣象支持社区公益事业，成立志愿者队伍，鼓励员工积极参与义务植树、困难帮扶、社区慰问等志愿者行动，树立员工志愿者榜样；每年夏季开展“夏日送清凉”慰问活动，感恩项目工人的辛苦付出，用行动践行企业公民应尽的社会责任，让点滴爱心惠及更多需要帮助的人。









Refuse Collection Activities
组织员工开展拾垃圾活动

SPECIAL FEATURE SUSTAINABLE DEVELOPMENT

可持续发展特辑

POWER DEKOR AND THE FIGHT AGAINST COVID-19

同舟共济齐战疫　圣象勇担当

Every person in China was deeply affected by the epidemic caused by a novel coronavirus in spring of 2020. During the fight against the outbreak, Power Dekor played its part by reducing large gatherings of people, and contributed to containing the spread of the virus, as well as the protection of public health and human life.

2020年开春，新型冠状病毒感染的肺炎疫情牵动着每一位中国人的心。在抗击疫情的阻击战中，圣象积极做好疫情防控工作，配合减少人群集聚，助力阻断疫情传播，为保障大众健康与生命安全贡献一份力量。

Phase 1: Playing a part in protecting the health and safety of employees

第一阶段：勇担劳工责任，第一时间关注员工健康与安全

In the face of this major public health emergency, every person, organization and enterprise played a major role in containing the spread of the outbreak. Since the outbreak was discovered, Power Dekor has kept itself closely updated on the latest developments and taken substantive measures in response.

面对重大公共安全事件，每一位个人、每一个团体、每一家企业的积极抗“疫”都将成为疫情阻击防控的强心剂。自疫情发现以来，圣象高度重视，密切关注疫情发展态势，扎实做好疫情防控管理。

On the first day of the Spring Festival holiday in 2020, Power Dekor issued an urgent notice to all stakeholders and staff members within the company's system, reminding them of the importance of taking the situation seriously. The general managers of each subsidiary were personally responsible for communicating the notice to every member of the Power Dekor family. Shortly after, the company announced a series of response measures and established an anti-epidemic working group at its headquarters, which played a leading role in safeguarding the health of our employees, maintaining safe business operations and coordinating relevant work at our headquarters.

在2020年春节假期的第一天，圣象紧急发布《关于高度重视新型冠状病毒感染预防工作的通知》，要求圣象系统各单位积极做好贯彻落实，各单位总经理亲自负责将通知传达至每一位圣象人。随后，圣象立即制定系列防控措施，并成立总部疫情防控工作小组，严肃部署员工身体健康、科学有序经营、总部防控等重要事项。

Efforts against the epidemic involved the life and health of every employee and their families. On January 28, 2020, Power Dekor actively complied with arrangements made by the Party Central Committee, the State Council and directives by various local governments, including the Shanghai Municipal Government. We issued a notice that the Spring Festival holiday would be extended and contacted all employees who had returned to their hometowns for the holiday to check on their health, ensuring the full coverage of anti-epidemic work. Within one day, Power Dekor had formed a comprehensive anti-outbreak network that involved our headquarters, factories and distributors, and had established a rapid response mechanism for screening, reporting and managing relevant matters.

疫情防控关乎每一位员工、每一个家人的生命健康。2020年1月28日，圣象积极响应党中央、国务院及上海市等相关地方的工作部署，积极配合疫情防控工作，第一时间发出延长春节复工时间的通知，并立即行动排查返乡员工身体状况，将疫情防控工作切实落实到每一位员工身上。短短一日内，圣象即形成了总部、工厂、销售公司的全面防控网络，构建了排查、上报、处理的快速反应机制。

In addition, in order to better protect the families of our staff, Power Dekor purchased group insurance against Covid-19 that covered every single employee, which went a long way towards protecting every member of the company.

此外，为了更好地呵护圣象家人，圣象为总部全体员工购买“爱心保”新型冠状病毒团体保险，极大地满足了员工对疫情的保险保障需求。

While ensuring that we had strictly implemented all measures against the outbreak, we also provided assistance and subsidies to our distributors. We encouraged and provided incentives for provincial branches to subsidize rent and products for Grade II and III distributors. We also made a commitment to keep prices constant to better support these distributors during those difficult times.

在自身严格落实疫情防控工作的同时，圣象不忘对经销商采取补助。鼓励嘉奖省级分公司自行根据实际情况，对二三级经销商房租和产品等进行补贴；以完全不加供货价的承诺，支持二三级销售单位，帮助他们度过难关。

Phase 2: Charity donations to support frontline hospitals and government efforts

第二阶段：开展慈善捐赠，支援医院前线及政府防控

On February 3, 2020, as the fight against Covid-19 entered a critical stage, a series of reports regarding scarce medical resources and difficulties faced by medical staff caught public attention. As a leading home furnishing company, Power Dekor used the rich experience that it had accumulated over the years to provide strong support to anti-epidemic efforts.

2020年2月3日，随着疫情防控进入攻坚阶段，一线医疗资源稀缺、医护人员陷于窘境的消息不断出现，引起社会大众的关注。作为家居行业的领军企业，圣象凭借发展中积累的丰富经验为抗疫情提供了有力的支撑。

Senior Power Dekor executives jointly discussed matters related to donations. During this special period, in order to maximize the value of donated supplies, we reached out to the China Red Cross Society in the company’s name, and donated 2 million CNY on February 3, with the funds earmarked for hospitals in Hubei, namely Tongji Hospital and Union Hospital (both affiliated to Huazhong University of Science and Technology), Huanggang Central Hospital, and the Xiaogan First People’s Hospital. The company hoped to provide more supplies to frontline doctors to help them more quickly defeat Covid-19. In response to our call, our parent company, Dare Global and all our Chinese subsidiaries joined in anti-epidemic response efforts across the nation, building isolation facilities, donating supplies and setting up volunteer teams. In total, Power Dekor and its parent company made 3 donations totaling 5.055 million CNY, of which 3.055 million CNY went to 21 key hospitals in 17 provinces.

圣象集团高层管理团队积极商讨捐款事宜。特殊时期，为了能将资源价值发挥到最大，圣象以企业名义主动联系中国红十字会，于2月3日一次性捐款200万元人民币，定向捐助华中科技大学同济医学院附属同济医院、华中科技大学同济医学院附属协和医院、黄冈市中心医院、孝感市第一人民医院，希望通过给予一线医生更充足的防护资源，助力早日打赢疫情防控阻击站。在圣象的号召下，圣象母公司大亚集团以及圣象全国分公司纷纷参与到当地抗击疫情的队伍中，援建隔离中心、捐赠物资、组建志愿团队等。最终，圣象及其母公司先后3次捐款，总金额505.5万元，其中305.5万元直接捐助17个省的21家重点抗疫医院。

Phase 3: Helping families safeguard their health

第三阶段：以客户为中心，亲近万家守护健康

From heart to the home, service is the best product. As the epidemic continued to spread, Power Dekor strictly complied with all public health directives, disinfecting our physical stores and conducting temperature screenings for all employees. While ensuring that our physical retail outlets provided a safe, comfortable and reassuring environment, we also launched online sales channels. Many of our subsidiaries in China held promotion activities during the launch of online sales, using online platforms as such WeChat service accounts, mini-programs, our Tmall store and our community portal to provide quality services to our customers. Apart from online shopping, we also launched a new initiative where we delivered flooring samples to customers, providing them with a convenient way to see our products up close.

用心到家，服务就是最好的产品。在疫情蔓延期间，圣象严格按照卫生程序定时消毒实体店、测量员工体温，保障安全、舒心、放心的实体消费环境的同时，开启线上销售模式。全国多地圣象分公司齐战疫、纷纷开启线上开门红活动，用微信服务号、新品小程序、圣象天猫、圣象社区等线上平台为客户提供优质服务。除了线上购买外，圣象还推出地板样品外卖方便客户近距离了解产品。

In order to take a science-based approach in responding to the epidemic, we also launched a nano-photocatalyst anti-bacterial flooring. We added a certain amount of anti-microbial agents to our flooring material which would be activated under particular conditions to effectively suppress the reproduction of microbials on flooring surfaces. This has allowed home flooring to play a role in health and safety.

为了科学抗疫情，圣象还推出纳米光触媒抗菌地板，在地板材料中添加一定量的抗菌剂，抗菌剂在特定条件下发生作用，可有效抑制地板表面细菌繁殖，进而产生一定的抗菌效果。此举为家居地板产品开启了一道健康安全之门。

As for installation services, we launched a “contactless service process” during the outbreak and dedicated service standards. The “contactless service process” was an upgraded version of our “remote visual installation” services. We provided tools that allowed customers to remotely monitor the entire installation process and communicate in real time with our technicians. The launch of these standards also put the minds of customers requiring installation services at ease.

在安装服务方面圣象推出了疫情期间“无接触服务流程”及专门的疫情期服务标准。“无接触服务流程”是在“远程可视化安装”服务基础上做出的升级，通过配备的视频工具，客户可以远程监控整个安装过程，并随时与安装人员对话。疫情期服务标准的推出，也让疫情期间有服务需求的客户更加安心。

These are only some of the steps that Power Dekor has taken to fight the epidemic. During the darkest days of the outbreak, when hospitals were overwhelmed, our Guizhou branch took the initiative to participate in the construction of isolation facilities in Kaiyang Municipality. Members of the construction team worked day and night to jointly built a 3,300-square-meter hospital in merely 15 days. Our Jiangsu branch also took the initiative to support the construction of designated Covid-19 hospitals in Nantong Municipality.

助力抗“疫”，圣象做的还有很多。在疫情最严重、医院超负荷运转时，贵州圣象义不容辞参与到贵州开阳疫情隔离中心建设中，争分夺秒开展工作，在大家的齐心协力之下，3,300平方米的医院最终只用了15天完就成了建设；江苏圣象还主动支援南通三院定点抗疫医院建设……

In the face of the epidemic, some companies have taken the initiative to aid the country in overcoming obstacles and fulfilled their social responsibilities, while some employees have provided support to their companies and boosted their confidence. In this “war” against the epidemic, everyone played a strong role as vanguards at the frontline. The Power Dekor family has stood resolutely by medical staff nationwide, stood by Wuhan, and stood by the country, sparing no effort to contribute towards the eventual victory against the outbreak.

在疫情面前，有企业为国家披荆斩棘，履行社会责任，有员工为企业提供支撑，增强信心！在这场战“疫”中，所有人都是有力的先行军，圣象人将始终与全国医护人员在一起，与武汉在一起，与中国在一起，坚决打赢疫情防控人民战争、总体战、阻击战！

A 25-YEAR-OLD COMPANY PREPARES TO MARCH ON

二十五载正青春 整装再出发

Power Dekor was founded in a new era of socio-economic reforms in 1995, with its headquarters in Shanghai. We have been through the entrepreneurial period, where we overcame multiple obstacles and tirelessly explored new paths. We have been through a period of soaring growth, where we formulated firm goals and achieved strategic breakthroughs. Finally, as we grew into a mature company, we ushered in the period of development, where we are expanding our reach and using innovation to drive our growth. Power Dekor has successfully grown from "one flooring production line" to "one industrial chain" and successfully achieved the goal of global integration, where our domestic markets are linked to global markets. We have succeeded in our transformation from a brand into an industry leader.

在经济与社会革新的时代浪潮中，圣象于1995年正式成军，现总部位于上海。自攻坚克难、上下求索的创业期，历经坚定目标、战略突破的飞跃期，最终迎来版图扩张、创新驱动的成熟发展期，圣象完成了从"一条地板生产线"向"一条产业链"的成功跨越，达成了从中国市场到海外市场的全球一体化构想，实现了一个品牌引领一个家居行业的华美蜕变！

After more than two decades of experience in the home furnishing industry, we have created a path of smart development unique to our company through our pragmatic approach to innovation, our customer-centric approach to business, and our collaborative approach to operations, becoming a creator of beautiful homes for our customers and an active contributor to the development of the industry.

二十多年家居征程，圣象以求实创新的文化基因、客户为中心的经营理念、产业协同的运作模式，走出了一条具有自身特色的智慧发展之路，成为了客户美好家居生活的创造者、家居行业发展的积极贡献者。

During our early foray into the home furnishing industry, joining forces with Dare Global became a key transformational milestone in the course of our development. Under the overall strategic layout by Dare Global, we were one of the earliest industry players to develop resource advantages through stable upstream resource supplies and efficient division of work across the industrial chain. From being a simple production and sales company, we became in one leap a modern conglomerate with core competitive strengths. This was the beginning of our transformation into an industry leader.

圣象家居行业之路伊始，与大亚集团的携手，成为了圣象发展历程中的关键性转变。在大亚集团的全面布局下，凭借上游稳定的资源供应、高效的产业链分工，圣象率先在行业内建立起资源优势，从简单的生产销售型企业，一跃成为具有核心竞争力的现代化集团公司。圣象的领航之路由此开启！

We have continued on this path unceasingly and tirelessly. Today, we have 20,000 employees, 3,000 authorized showrooms that have a unified brand image, 470 stores dedicated to wooden doors, wardrobes and kitchen cabinets, and nearly 10,000 professional installation teams. Our marketing network has expanded across the globe, with 43 subsidiaries covering the Chinese market and 55 overseas partners growing along with us. We have also established many wholly-owned or jointly-owned subsidiaries and partnership companies in the US, Korea, Hong Kong, and Canada. Through our various product categories, we create "closeness" for more than 20 million loyal customers through our craftsmanship.

不停顿、不止步，如今圣象已拥有20,000名员工，3,000家统一授权、统一形象的地板专卖店，470家木门、衣柜、橱柜专营店，近万名专业安装服务团队时刻整装待发。圣象的营销网络遍及全球，43家分公司全面覆盖国内市场，55家海外合作伙伴携手共进。在美国、韩国、香港、加拿大等地，圣象也已拥有多个独资、合资、合作营销公司。多个品类打造家居空间，圣象以匠人之心为2,000万忠实客户缔造亲近。

We have made stable progress while daring to be a pioneer. Our comprehensive industrial chain and efficient, nimble management capabilities have turned us into an industry leader. Our professional R&D center, along with our immensely popular large retail center, Core client center, overseas centers, efficient supply center and innovative new business center are the core forces that drive our progress. Modern organizational systems and sound management procedures are the backbone that allows us to reach ever greater heights. It is also precisely because of this that we have been recognized several times as one of China's 500 Most Valuable Brands, been invited to the Davos Forum for ten consecutive years. Our leading position and influence are witnesses to our glorious journey.

稳中求进，敢为人先，完备的产业链与高效敏捷的组织管理助力圣象的领航之路。专业的研发中心、深入客户的大零售中心、大客户中心与海外中心、高效运作的供应中心、创新的新业务中心是圣象激流勇进的核心动力；现代化组织体制与科学管理流程是圣象再攀高峰的强有力保障。也正是因此，圣象连续荣登家居行业"中国500最具价值品牌"，连续十年受邀出席达沃斯论坛，行业领导力与影响力见证了圣象的一路辉煌。

1995

Power Dekor was established, and introduced laminate flooring to China.
圣象成立，将强化地板品类产品引进中国。

2002

Dare Global became an investor in Power Dekor. The Power Dekor Group was established, with new headquarters in Shanghai. An advanced healthy base material production base was also established.
大亚集团成为圣象投资方，成立圣象集团有限公司，总部迁至上海，并建成国际领先的健康基材生产基地。

2003

The General Administration of Quality Supervision, Inspection and Quarantine announced the exemption of Power Dekor laminate wood flooring from quality inspections.
国家质量技术监督检验检疫总局公布圣象强化木地板在行业内成为首批“国家免检产品”。

2004

Proposal of the global integration concept.
提出全球一体化构思。

2006

The Power Dekor laboratory was accredited as a national-level laboratory.
圣象集团实验室获得国家级实验室认可。

2008

The global strategy was announced. Power Dekor was also invited to the Davos Forum as the only representative from the home furnishing industry.
国际化战略全面发布；作为家居建材行业的唯一代表，受邀参加2008夏季达沃斯年会。

2010

Power Dekor received an award for “best supplier” on the Bo’ao 21st Century Real Estate Forum. In the same year, the company established the largest, most comprehensive and most advanced green industrial chain in the industry.
在博鳌•21世纪房地产论坛上荣获“年度最佳供应商大奖”；建成行业规模最大、最完整、最先进的绿色产业链。

2011

Power Dekor initiated a public welfare education initiative. The first school established under this initiative was the Hongguang Power Dekor Dongliang Primary School in An County, Shui Village in Sichuan Province.
“十年树木•百年树人”圣象绿校园公益行动启动，首站走进四川绵阳，在安县秀水村红光圣象栋梁小学成立。

2014

Power Dekor participated in the China (Guangzhou) International Building Decoration Fair for the first time, where the company unveiled the big home furnishing strategy. The company also initiated the first “Nationwide Flooring Day” event to wide acclaim.
首次参加广州建博会，并在建博会上发布大家居战略；发起首届圣象力量全民地板日活动，取得辉煌成绩。

2015

Outstanding Power Dekor representatives from all over the world gathered in the Great Hall of the People in Beijing to jointly celebrate the company’s 20th anniversary with leaders and friends from various sectors.
全球圣象人优秀代表聚集北京人民大会堂，与各界领导和友好人士一起庆祝圣象成立20周年。

2016

As one of the founding companies, Power Dekor participated in the inaugural China Corporate Social Responsibility 100 Forum. The third “Nationwide Flooring Day” event held in the same year was also highly successful. Female volleyball players Hui Ruoqi and Zhang Changning lent their support to the main venue in Nanjing.
作为发起单位之一，参与首届中国企业社会责任百人论坛；第三届全民地板日取得辉煌战绩，并邀请女排惠若琪、张常宁助力南京主会场。

2017

With a brand value of 34.568 billion CNY, Power Dekor became one of China’s 500 Most Valuable Brands and topped industry rankings. In the same year, the company held an event to launch its commercial flooring product line, marking its official entry into the commercial flooring sector.
以345.68亿元品牌价值获得“中国500最具价值品牌”荣誉，位居中国家居行业榜首；举办商用地材发布会，正式进军商用地材领域。

2018

With a brand value of 41.562 billion CNY, Power Dekor kept its place as one of China’s 500 Most Valuable Brands while continuing to top industry rankings. In the same year, the company participated in dialogues with world-class economists, jointly exploring how to establish and maintain its competitive edge through product innovation and brand development under the “Made in China 2025” framework and find a path towards building a globalized brand.
以415.62亿元品牌价值获得“中国500最具价值品牌”荣誉，蝉联中国家居行业榜首；与世界级经济大师对话，深入探讨在“中国制造2025”的大框架下，如何通过产品创新和品牌建设建立和维持竞争优势，为打造全球化品牌新创之路找到出口。

2019

Power Dekor was invited to the tenth World Brand Summit cum News Release for China’s 500 Most Valuable Brands. With a brand value of 50.285 billion CNY, the company continued to top industry rankings. In the same year, the company was recognized for the third consecutive year as a credible, reputable and authoritative Chinese national brand.
受邀参加第十届世界品牌大会暨中国500最具价值品牌发布会，并以502.85亿元品牌价值位居中国家居行业榜首，同时连续三度入选公信力和认同度高、权威性强的中国品牌国家队阵容。

未来展望

“Never forget our original aspirations and we can complete our mission.” Brands are becoming ever more globalized. Power Dekor will continue to focus on its core businesses, keep closely aligned with the fundamentals, and remain committed to sustainable development. We will continue to fulfil our obligations and carry out our corporate missions, inject vitality and youthfulness into our brand image, while leading the industry in co-innovation, sharing, and joint development through innovation that focuses on our physical operations. We will fully showcase the sentiments and dreams of a national brand, better build the value of a Chinese national brand. Together with all families, we will stimulate home’s centripetal force, become a new industry pioneer and bring better lives to our customers.

“不忘初心，方得始终”。在品牌全球化的趋势下，圣象将专注主业、把握根本，始终践行可持续发展理念，以责任和使命要求自己，以活力塑造品牌年轻化形象，立足实业进行科技赋新，引领行业共创、共享、共发展，充分展示民族品牌的情怀与梦想，更好地塑造中国品牌价值，与亿万家庭一道，激发家的向心力，做行业的新领军者，见证亲近家庭的美好生活！

OUTLOOK FOR THE FUTURE

ANNEXES
附录

KEY PERFORMANCE INDICATORS
关键绩效

KPI 指标	Unit 单位	2017	2018	2019
R&D Expenditure 研发投入	10,000 CNY 万元	5,754.96	5,477.93	5,541.46
No. of R&D staff 研发人员数量	Persons 人	253	254	222
Proportion of R&D staff 研发人员比例	%	17.4	17.2	16.3
Customer Complaints Resolution Rate 客户投诉解决率	%	—	98.1	97.3
Customer Satisfaction 客户满意度	%	97	98	95
Jobs Created 吸纳就业人数	Persons 人	3,332	4,637	5,268
No. of Female Employees 女性员工数量	Persons 人	1,268	1,740	2,003
Proportion of Female Executives 女性管理者比例	%	19.8	22.4	24.6
Proportion of Ethnic Minority Employees 少数民族员工比例	%	4.8	5.0	4.9
Proportion of Disabled Employees 残疾员工雇佣人数	Persons 人	1	1	1
No. of Staff Recruited from Campuses 校园招聘人数	Persons 人	38	103	66
No. of Staff Recruited from the Public 社会招聘人数	Persons 人	672	1,532	1,767
Proportion of Staff with Formal Labor Contracts 劳动合同签订率	%	100	100	100

KPI 指标	Unit 单位	2017	2018	2019
Social Insurance Coverage 社会保险覆盖率	%	100	100	100
Health Solution Coverage 健康方案覆盖率	%	100	100	100
Yearly Physical Examination Coverage 年度体检覆盖率	%	100	100	100
Average Days of Paid Annual Leave 人均带薪年假天数	Days 天	7	7	7
Trade Union Participation Rate 参加工会比例	%	75	80	80
Staff Training Rate 员工培训覆盖率	%	61.6	71.3	82.2
Total Staff Training Expenditure 员工培训总投入	10,000 CNY 万元	6,000	6,500	7,000
No. of Staff that Participated in Training 参加员工培训人数	Instances 人次	12,323	14,263	16,444
Employee Satisfaction 员工满意度	%	99	99	99
Employee Turnover 员工流失率	%	4.8	5	5
Headquarters Paper Consumption 总部办公用纸量	ton 吨	1.46	1.43	1.16
Headquarters Water Consumption 总部办公用水量	ton 吨	2,247	2,254	1,962
Headquarters Electricity Consumption 总部办公用电量	kwh 度	283,019	288,578	270,068

INDICATOR INDEX
指标索引

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Heading 一级标题	Sub-heading 二级标题	Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises(CASS-CSR 4.0) 中国企业社会责任报告指南（CASS-CSR4.0）	Location 报告位置
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FEEDBACK
意见反馈

Dear Reader,

尊敬的读者：

This is the first sustainable development report publicly issued by Power Dekor. To continue to improve our sustainable development efforts and enhance our capabilities in this regard, we welcome any opinions and suggestions that you may have. Please complete the feedback form below and send it to us through any of the following means:

您好！本报告是圣象集团向社会公开发布的首份可持续发展报告，为持续改进公司可持续发展工作，不断提升可持续发展能力和水平，我们特别希望倾听您的意见和建议。请您协助完成意见反馈表中的相关问题，并选择以下方式反馈给我们：

Contact Number: 021-68553266

联系电话：021-68553266

By Mail: Power Dekor Group, Building 48, 1000 Jinhai Road, Pudong New District, Shanghai

邮寄地址：上海市浦东新区金海路1000号48号楼圣象集团

Personal Information

您的信息

Name:
姓　名：

Contact Number:
联系电话：

Employer:
工作单位：

Position:
职　务：

Email:
电子邮箱：

Fax:
传　真：

Please select one of the following in response to each question.

选择题

Based on the report, how would you evaluate our economic, social and environmental impact?

请您评价本报告反映圣象集团对经济、社会、环境的重大影响程度

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low
☐很高 ☐较高 ☐一般 ☐较低 ☐很低

How would you rate our response to concerns that stakeholders may have?

请您评价本报告对利益相关方关心问题进行的回应

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low
☐很好 ☐较好 ☐一般 ☐较差 ☐很差

How would you rate the clarity, accuracy and comprehensiveness of the information disclosed in this report?

请您评价本报告所披露信息的清晰度、准确性、完整性

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low
☐很好 ☐较好 ☐一般 ☐较差 ☐很差

How would you grade the readability of our report?

请您评价本报告的可读性

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low
☐很好 ☐较好 ☐一般 ☐较差 ☐很差

How would you grade the overall quality of our report?

请您对本报告的质量进行综合评价

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low
☐很好 ☐较好 ☐一般 ☐较差 ☐很差

Please comment on the following.

开放题

What are some of your opinions or suggestions for our sustainable development efforts?

您对圣象集团可持续发展工作有哪些意见或建议?

How do you feel our report should be improved?

您认为本报告存在哪些需要改进之处?

Do you feel that our report has provided you with any valuable information? If so, please tell us more.

您认为本报告为您提供了哪些有价值的信息?

Do you feel that the report should have disclosed more information? If so, please tell us more.

您认为本报告还需要增加披露哪些信息?

Official WeChat QR code of
Power Dekor Group
圣象集团官微二维码

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