

您在乌克兰的最佳伙伴

your best partner in Ukraine



UKRAINE  
SIHE WOOD

SPRING 春

SUMMER 夏

AUTUMN 秋

WINTER 冬

for all seasons

历久弥珍



# Vibrant season

充满活力的季节



## Why Ukraine?

为什么选择乌克兰

In the middle of forest  
在森林中间

## SPRING 春







## Transport 运输

Our factory is located in the center of the forest. With a radius of 200 kilometers we have all the wood we need including oak, pine and birch. When we sell our products to Europe, it only takes 4 days, which greatly improves efficiency.

我们的工厂位于森林的中心，方圆 200 公里拥有我们需要的所有木材包括橡木、松木和桦木。当我们把产品销往欧洲，仅需要 4 天，这大大提升了效率。

Chinese factories need to buy logs from all over the world and pay high freight and duties. When they export, customers need to pay freight and customs again, which is very unreasonable.

中国工厂需要从全球购买原木并支付高昂的运费和关税。而当他们出口时，客户需要再次支付运费和关税，这是非常不合理的。



## Labor 人工

low labor cost  
低人工成本

## Price Advantage 价格优势

## Cost of Wood Flooring 木地板成本

## Energy 能源

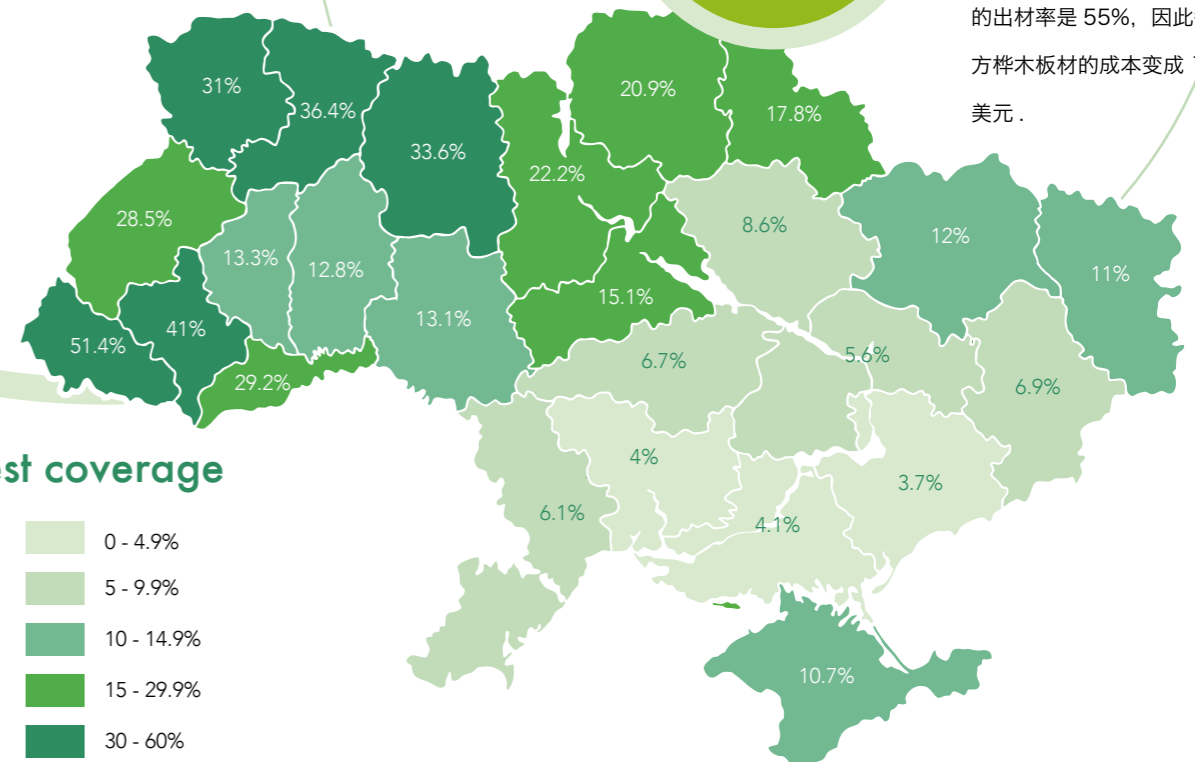
Due to environmental protection, China only allows the use of gas boiler, cost = USD1500/day  
由于环保的问题，中国只允许使用烧气的锅炉，成本 = 1500 美元 / 天

Ukraine boiler uses wood dust, cost = 0  
乌克兰允许燃烧木屑，成本 = 0

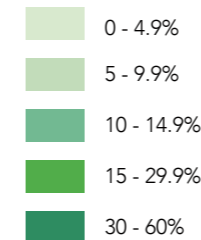
Birch logs in Ukraine only sell at USD40 per cube meter. After the birch is exported to China, a tariff and shipping cost of USD100 must be added. From log to lumber, the yield rate is 30%. Therefore the cost of lumber becomes USD250.

乌克兰的桦木原木仅售 40 美元 / 立方。在出口到中国之后，需要支付 100 美元的运费和关税。由于加工成木方的出材率是 55%，因此每一立方桦木地板的成本变成了 250 美元。

## Wood 木材



### forest coverage



China no longer allows tree cutting. In Ukraine, there are more than 30 species of tree stands, among which the largest share is common pine (33%) and common oak (24%) with better quality than European oak. What's more, unlike Russia, 70% forests in Ukraine are FSC certified.

橡木是国际地板市场最主要的树种，占据了 70% 的市场份额。中国已经不允许砍伐任何木材。而在乌克兰，有 30 个不同的树种，占比最高的是松木 (33%) 和橡木 (24%)，并且由于纬度的原因乌克兰橡木的质量优于欧橡。更重要的是，和俄罗斯不同，70% 的乌克兰森林经过了 FSC 认证。

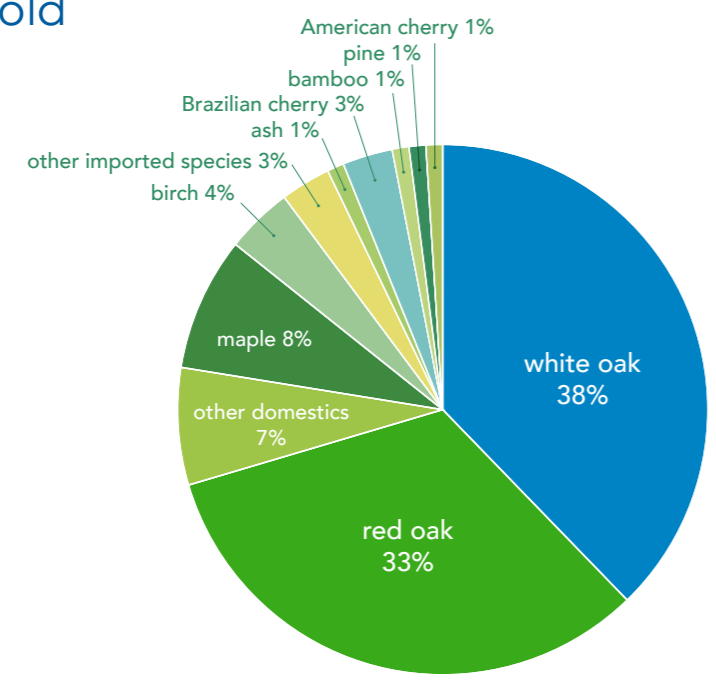




# Oak is dominant species for wood flooring industry

橡木是木地板行业的主要树种

## Species Sold



### Previous year:

white oak	37%
red oak	32%
other domestics	7%
maple	8%
birch	4%
other imported species	3%
ash	1%
Brazilian cherry	3%
bamboo	1%
pine	1%
American cherry	1%

# International situation

China 中国	Ukraine 乌克兰
Eliminate backward production capacity 淘汰落后产能	Improved business environment 改善国内营商环境
Complex diplomatic environment 复杂的外交环境	Democratic political system 民主的政治体制
Trade friction 贸易摩擦	Form strategic partnership with US and EU 与美国和欧盟形成战略联盟

Chinese business philosophy  
中国经营哲学

+

Advantages in wood industry in Ukraine  
乌克兰木材行业的优势

**Global wood production base will be moved from China to Ukraine**  
 加速全球木地板制造基地从中国向乌克兰转移

We find that Ukraine not only exports large amounts of timber including oak, pine and birch but is also the country that exports the most non-tropical wood flooring to Europe except China, and has maintained rapid growth in recent years. This is mainly due to the world's largest engineered wood flooring factory.

我们发现，乌克兰不仅出口大量的木材包括橡木、松木和桦木，并且是除了中国之外出口木地板到欧洲最多的国家，同时在最近几年均保持快速增长。这主要是世界最大的实木复合地板工厂的功劳。





Lush season

郁郁葱葱的季节



HISTORY ... continued 历史 ... 继续

SUMMER 夏





# SALES 销售

## Production capacity:

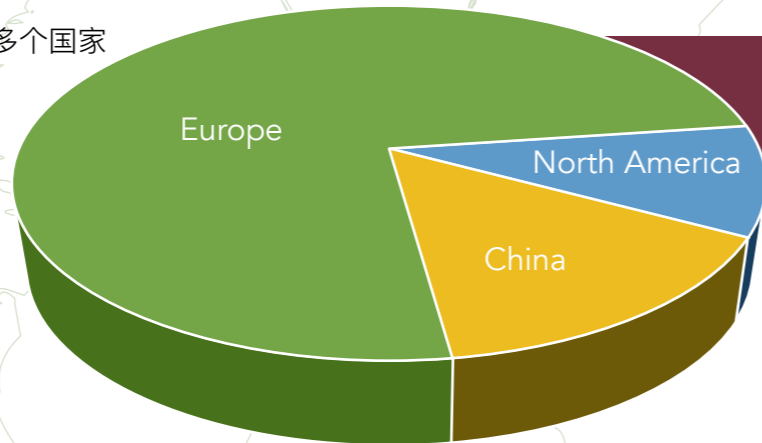
Export oriented:  
85-90% of volume for export  
Sold to more than 30 countries over the world

生产能力：  
出口导向，占 85-90%。销往全球 30 多个国家

## Sales Analysis:

Europe 75%  
North America 10%  
China 15%

销售占比：  
欧洲 75%，北美 10%，中国 15%



## Production capacity:

End 2010: 4 Million sqm.  
End 2019: 5 Million sqm.

生产能力：  
2010 年底：400 万平方米。  
2019 年底：500 万平方米。



# TODAY

## HISTORY continued... 历史 ... 继续

### SHANGHAI NEW SIHE WOOD

Second SIHE WOOD production facility, specialized in production of 3-layers engineered parquet flooring.

上海新四合木业  
第二个生产设施，专门生产三层实木复合地板

### SHANGHAI SIHE WOOD

Production of solid parquet flooring and 3-layers engineered parquet flooring

上海四合木业  
生产实木地板和三层实木复合地板

### BEIJING SIHE DECOR

Import and distribution of laminated flooring in China Annually imported 11 million m2 in 1998,1999

北京四合装饰城  
中国强化地板的进口和分销  
1998、1999 年每年进口 1100 万平方米

### BEIJING SIHE DECOR

A private retail store of building materials

北京四合装饰城  
一家建材私人零售店

### VENTURE CAPITALS

Oct. 2007, investment of 20,000,000\$ from Legend Capital, known for its Lenovo brand-name & its acquisition of IBM PC business

风险资本  
2007 年 10 月，以联想品牌和收购 IBM PC 业务而闻名的联想投资 (Legend Capital) 投资 2000 万美元

### NEW FACTORY

Moved in new factory in Shanghai end of 2010 Annual capacity increased to 4 million m2

新工厂  
2010 年底迁入上海新工厂，年产能增加至 400 万平方米

### NEW FACTORY

Moved in new factory in Ukraine end of 2019 Annual capacity increased to 5 million m2

新工厂  
于 2019 年底迁入乌克兰新工厂  
年产能增加至 500 万平方米

1993

1996

2001

2004

2007

2010

2019



## Veneer cutting:

Wintersteiger frame saws,  
Austria Slicers, Japan/China



单板切割:  
Wintersteiger 框架锯,  
奥地利切片机, 日本 / 中国

## Head count:

Labor 200      Office about 30

人数:  
工人 200      办公室 约 30

## Profiling:

Homag profiling lines,  
Germany

成型:  
德国 Homag 成型生产线。



## FACTORY 工厂

## Who are we?

我们是谁?

- Advanced equipment  
先进的设备
- Experienced professional team mixed with Chinese and Ukrainian  
经验丰富的专业团队, 融合了中文和乌克兰语
- European supply chain  
欧洲供应链



## Sanding:

TIME SAVERS,  
Netherlands

砂光:  
荷兰 Time Savers 砂光机



## Finishing:

Fengchaou,  
Finishing lines, China/Taiwan

油漆线:  
中国台湾 Fengchaou 油漆线。



Harvest season

收获的季节

Full product range 完整的产品范围

AUTUMN 秋







**1** ANTIK

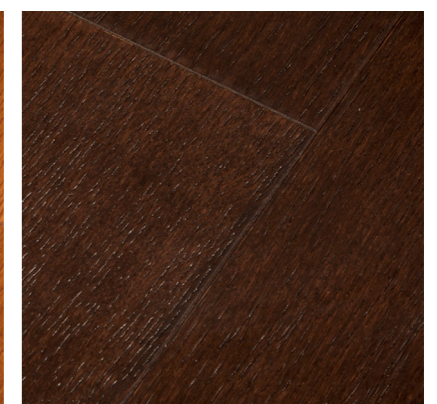
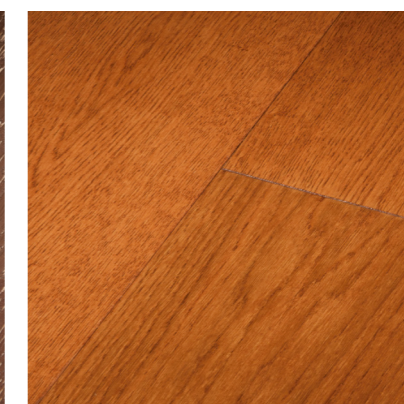
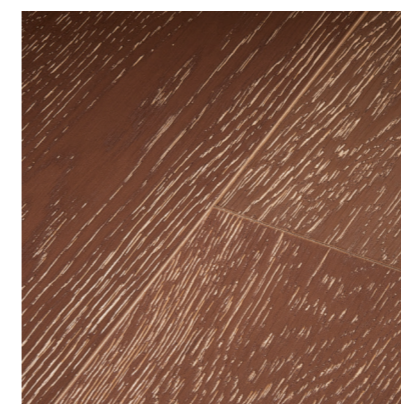
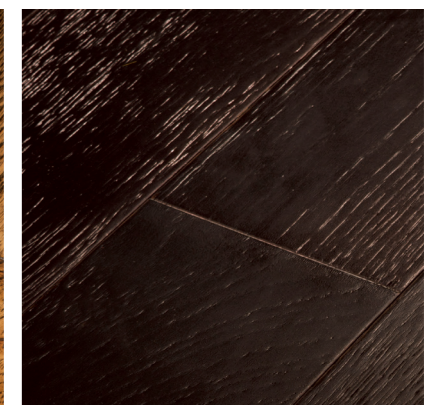


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**OAK** (treatment also possible on other specs)

- Smoked
- Flamed
- White washed
- Black washed
- Hand scraped
- Wire brushed
- Distressed

Length	Width	Thickness	Wear Layer (mm)
1900	190	14	3
75"	7-1/2"	5/9"	1/9"
2200	220	15	4
87"	8-2/3"	5/8"	1/6"



Engineered Parquet Flooring 实木复合地板

- Specialist in 1-strip planks  
Sawn / Sliced veneers  
锯 / 刨切单板, 独板专家
- Engineered Parquet Flooring  
Single Strip 3 layer  
独板 3层实木复合地板





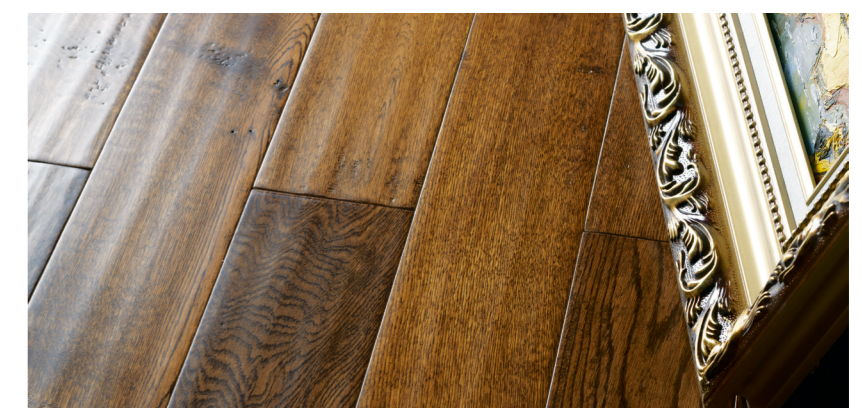
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## FLEX

everything in OAK, birch core, 3mm wear-layer

Length	Width	Thickness	Wear Layer (mm)
1200	150	12	2.5
47-1/4"	6"	1/2"	1/10"
1200 / 900	125	12	2.5
47-1/4", 36"	4-59/64"	1/2"	1/10"



## Engineered Parquet Flooring 实木复合地板

- Specialist in 1-strip planks  
Sawn / Sliced veneers  
锯 / 刨切单板, 独板专家
- Engineered Parquet Flooring  
Single Strip 3 layer  
独板 3 层实木复合地板



## Design Parket

拼花地板

Traditional parquet with contemporary look  
Oak, birch core, T&G 600\*600mm\*14/3m

传统拼花地板具有现代感  
橡木, 桦木芯, T&G 600 \* 600mm \* 14/3m



miniParket 迷你地板

- Can be installed herringbone, or normal...  
可以安装人字形, 或是普通的 ...
- Oak 1 strip, birch core, T&G  
539\*77\*10/2.5mm; 630\*90\*10/2.5mm  
橡木独幅, 桦木芯, T & G 539 \* 77mm \* 10/2.5mm;  
630\*90\*10/2.5mm



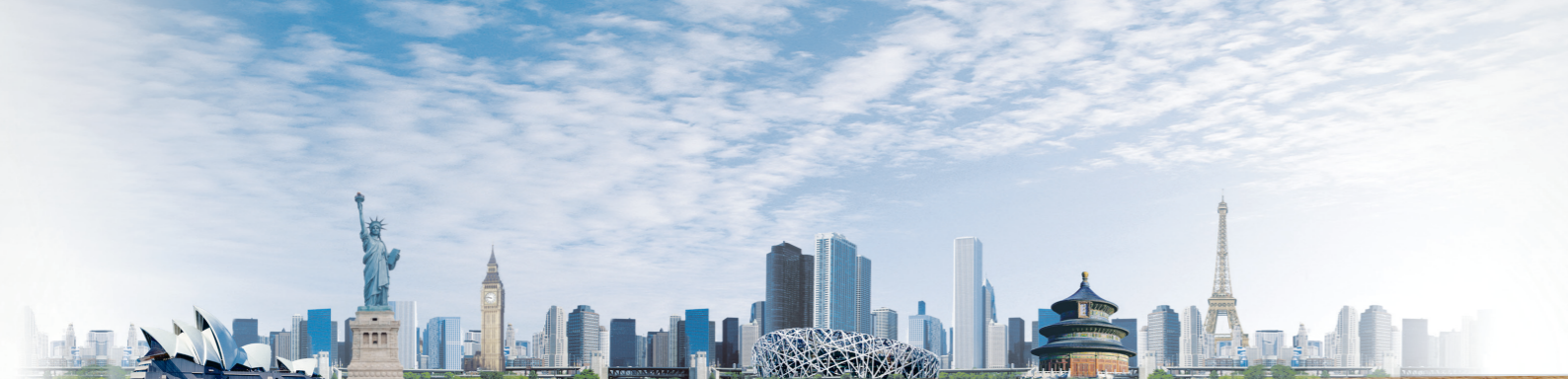
Happy season  
欢乐的季节

What do we stand for... 我们代表什么...

WINTER 冬







Best buy (Vertically integrated)

物超所值 (垂直整合)

Professional service & team-spirit

专业的服务和团队合作精神

Win-win long-term partnership

双赢的长期合作伙伴关系

## What do we stand for... 我们代表什么 ...

Environmental friendly 环保 (FSC, CARB II, VOC, Dibt)

Superior quality 高品质 (ISO-9000, ISO-14000, CE)

Easy installation 轻松安装 (Välinge earliest 2G & 5G licensee in China)



# to Build a Big Business

建立一个做生意



## Advantages in Ukraine

乌克兰的优势





European product with Chinese price  
欧洲货 中国价

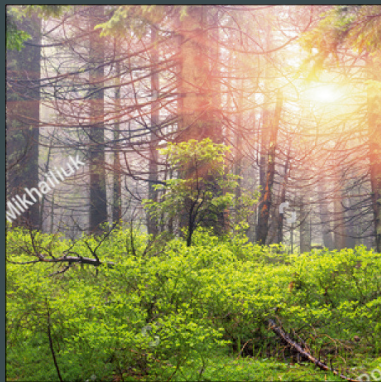
Cooperate with us = Invest in the future  
与我们合作 = 投资未来



In the middle of forest  
**SPRING**



Full product range  
**AUTUMN**



**SUMMER**  
HISTORY ... continued

**WINTER**  
What do we stand for..