

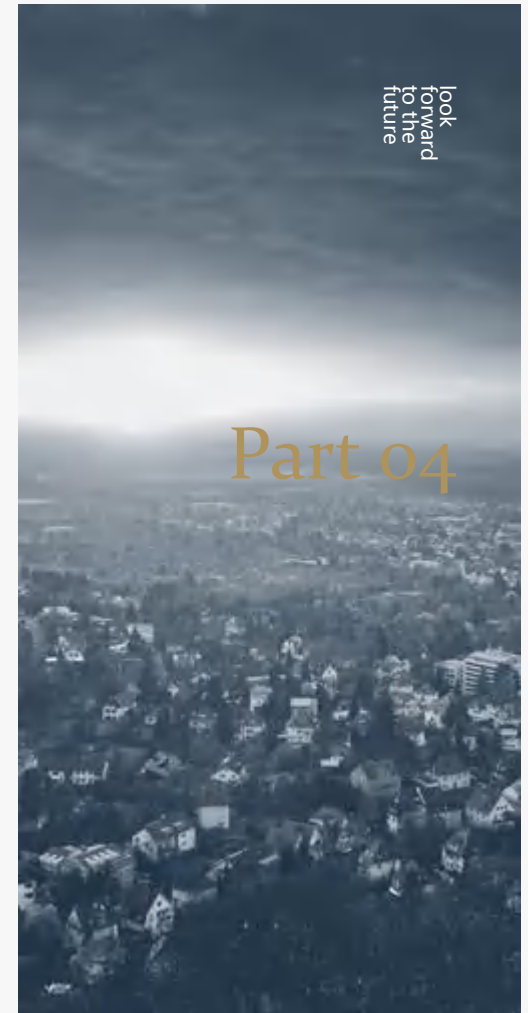
A steamship with a black and yellow funnel is sailing on a dark, choppy sea. In the background, there are dark, snow-capped mountains under a cloudy sky. The ship has multiple decks with railings and a red flag at the stern.

FYASSI

飞亚思卫浴®

Windson studio is a long-term focus demonstration design enthusiasts. Years of experience in the production demo produced several classic presentation case, highly customer satisfaction rate.

Enjoy Life and Enjoy Flying



Contents

Part 01

About Us

1. Company Introduction
2. Team Introduction
3. Core members
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5. Development History
6. Corporate Culture

company introduction

Company Profile

Founded in Germany in 1995, German company Feiyasi International Holdings Co., Ltd. launched the "Feiyasi" brand. With core strengths in "quality, design, energy efficiency, and environmental protection", the brand creates clean, healthy, stylish, and comfortable bathroom spaces through meticulous manufacturing techniques and eco-friendly yet fashionable designs. This leads consumers to enjoy a "free and comfortable" lifestyle. After over two decades of dedication by Feiyasi's team, the brand has gained global popularity across Europe and America, winning widespread consumer acclaim.

In 2014, Feiyasi Kitchen & Bath successfully entered the Chinese market. With its exceptional quality, stylish designs, and effective marketing strategies, it quickly gained prominence as a new favorite in the kitchen and bathroom industry, winning the hearts of consumers nationwide. The company headquarters continuously strengthened guidance for its sales network, leading all outlets to achieve peak sales performance through an integrated online-offline marketing model. This approach created multiple marketing breakthroughs across markets, while providing wholehearted customer service throughout pre-sales, mid-sales, and after-sales phases to help resolve issues. Through years of dedicated efforts, Feiyasi has established a standardized service system.

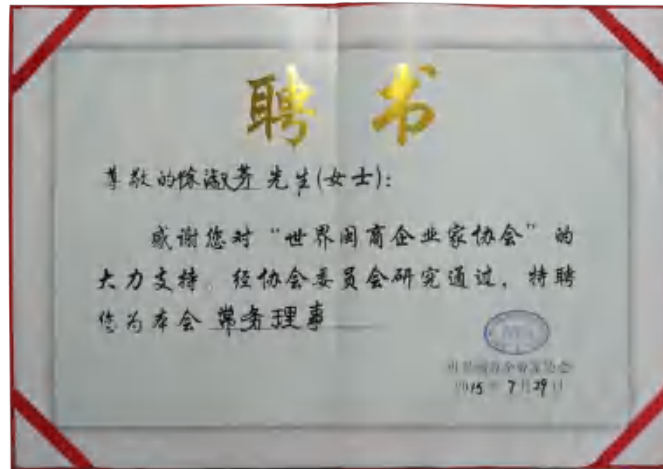
In 2019, in order to make the product quality of Feiyasi better and the product line more comprehensive, the company invested a lot of money to optimize the original product quality, and added the production lines of clothes hangers, kitchen and bathroom, and hot water heater series products, so that the products of Feiyasi are more competitive in the market.



Brand Strength

Brand strength

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Enterprise Credit

Enterprise credit

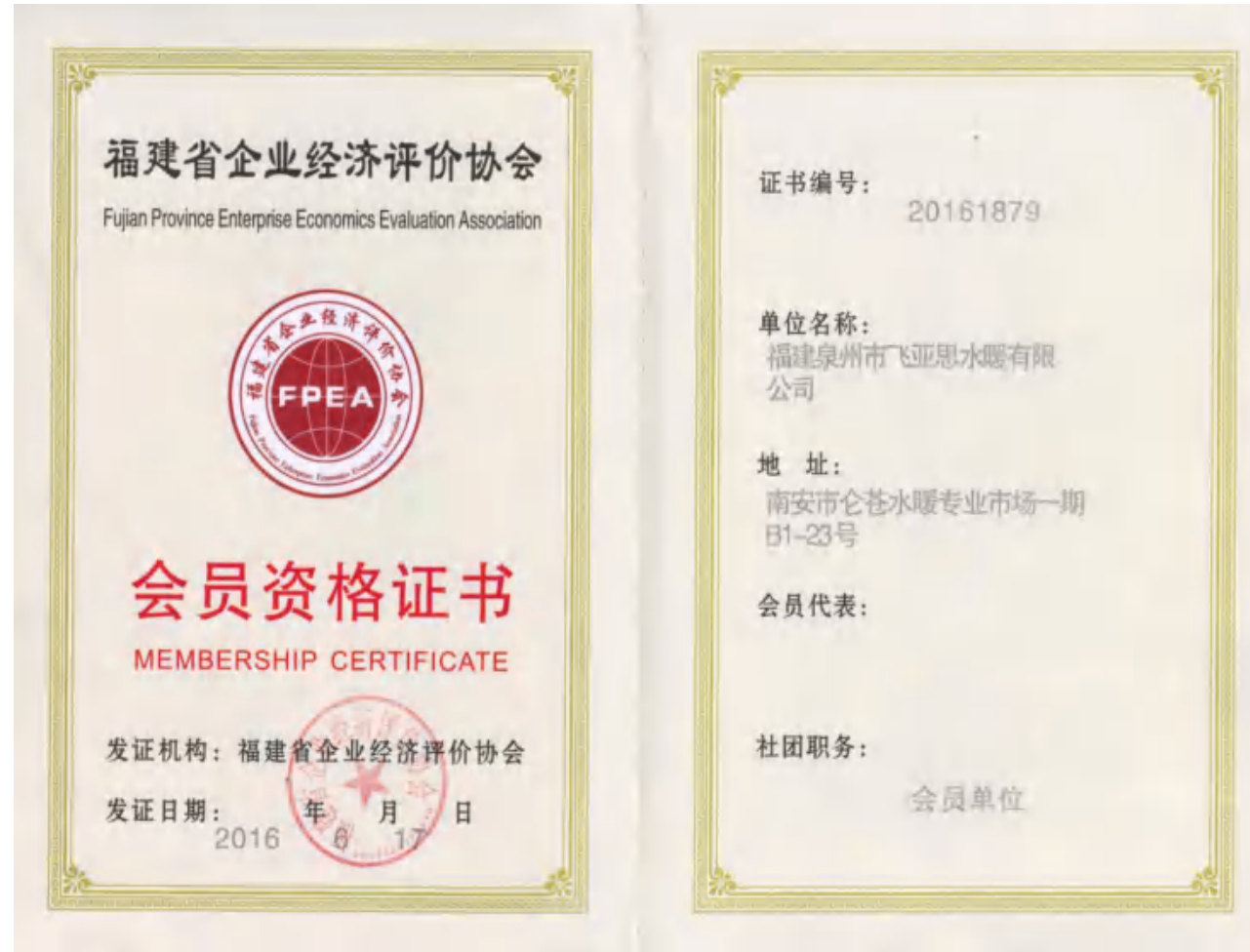
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Enterprise Credit

Enterprise credit

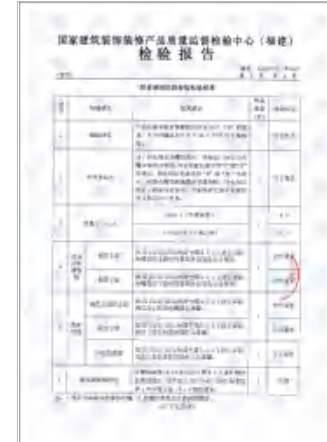
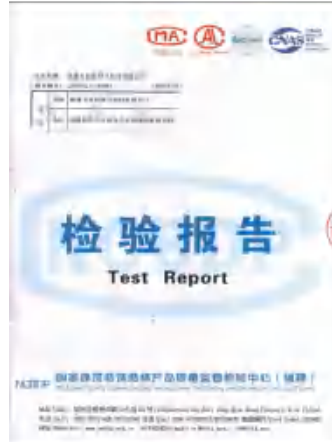
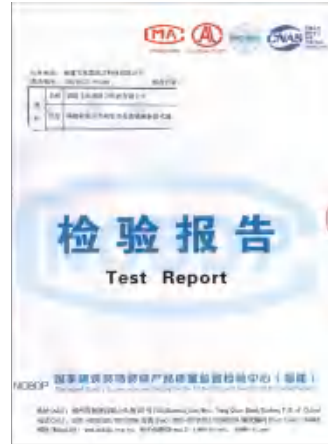
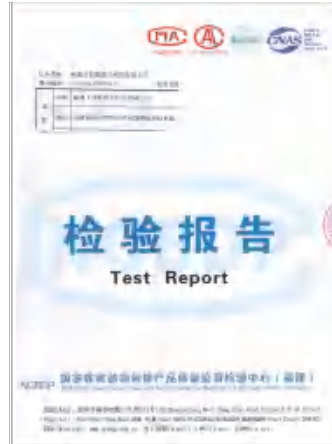
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Examining Report

The test report

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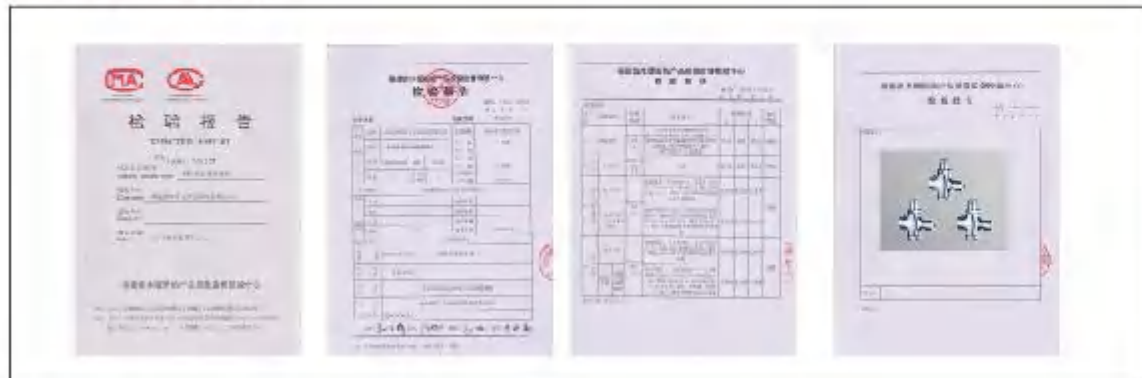


Examining Report

The test report

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冲洗阀检测报告



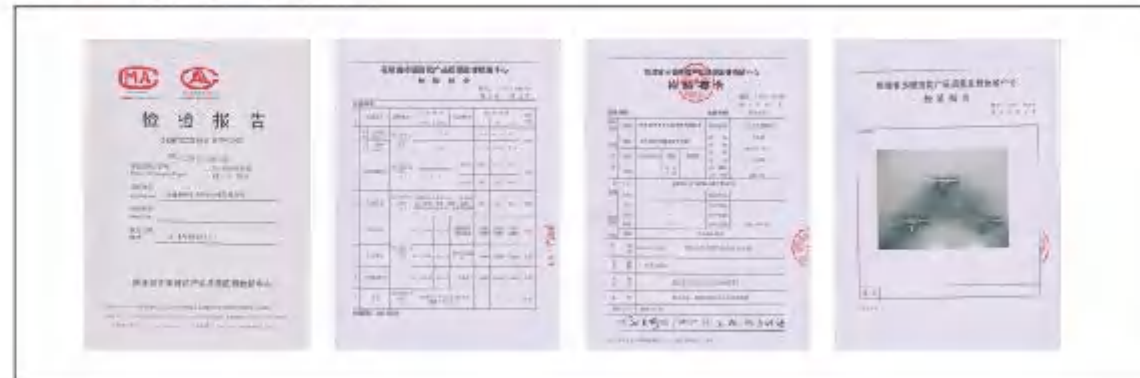
飞亚思蹲便器检验报告



飞亚思菜盆龙头检验报告



飞亚思角阀检验报告



Examining Report

The test report

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飞亚思面盆龙头检验报告



飞亚思拖布池检验报告



飞亚思小便斗检验报告



飞亚思坐便器检验报告



Examining Report

The test report

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飞亚思小便斗检验报告



飞亚思坐便器检验报告



陶瓷检测报告



花洒检验报告——国家级

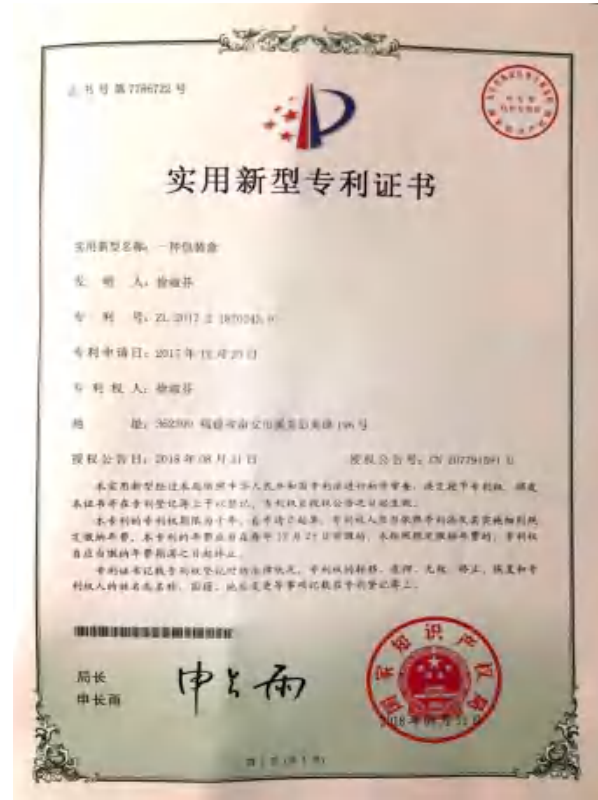
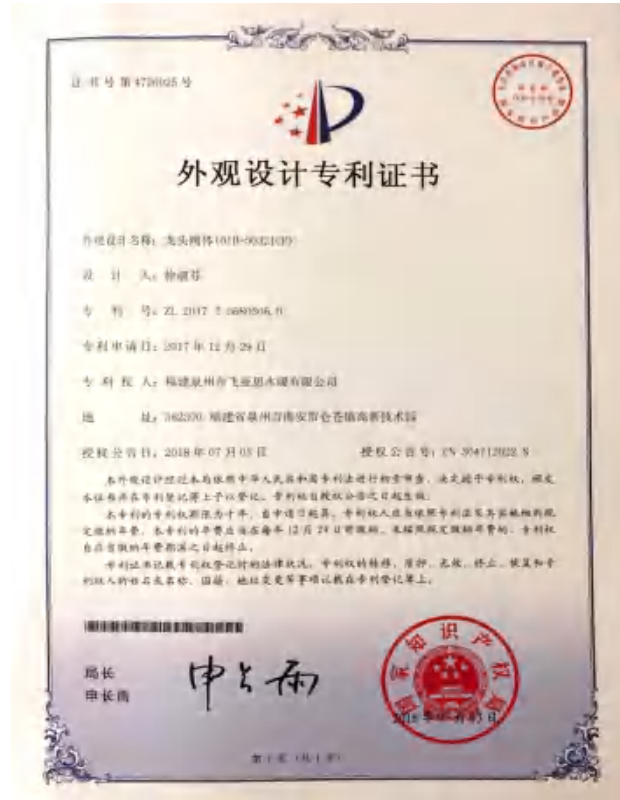


Research and Development Results

Research and

development

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致力于节水环保产品研发



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Because of persistence We're all together now

In this world, no individual's power is insignificant. Only by integrating into a team and striving together can you maximize your personal value and achieve true excellence! A team is a collective that comes together to realize a common goal. It requires unity of purpose, concerted effort, division of labor with complementary strengths, mutual care and support, as well as standing through storms and sharing hardships. Those aspiring to excel cannot make significant achievements through solitary efforts or lone battles. You must integrate into a team and harness its collective strength.

Feiya Si Sanitary Ware embraces an inclusive mindset, attracting top talents and integrating diverse strengths to build a high-caliber industry leadership team. The company boasts senior executives from leading management consulting firms and renowned corporations, while continuously recruiting elite professionals across various fields. This strategic approach has forged a premier team comprising bathroom industry experts, management specialists, and technical specialists.

Our Team

Core Member



Xu Shufen

China Sanitary Federation, Marketing
World gold lecturer, Chairman of Germany
FYASSI Sanitary Chairman [Xu Shufen]

In September 2008, founder Xu Shufen established the IELTS Hose Division and began to compete in the hose market; In September 2011, Feiyasi Sanitary Ware brand was launched. Chairman Xu Shufen "spoke for herself" and spoke for Feiyasi Sanitary Ware brand;

In September 2013, the first flagship store of Feiasi was successfully opened in Chengdu, Sichuan Province, marking the beginning of Feiasi's battle for market;

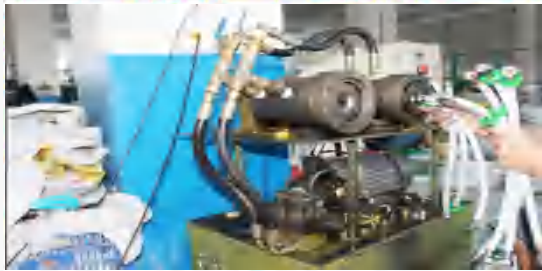
In February 2014, the founder resigned from his teaching career and devoted himself to the company;

Development Process

development history

In September 2008, founder Xu Shufen established the IELTS hose Division and began to compete in the hose market;

▼ 2008.9



In September 2011, Feiyasi sanitary ware brand was launched. Xu Shufen, chairman of the board, "I speak for myself" and spoke for Feiyasi sanitary ware brand;

▼ 2011.9



In September 2013, the first flagship store of Feiyasi was successfully opened in Chengdu, Sichuan Province, marking the beginning of Feiyasi's battle for market;

▼ 2013.9



In September 2016, Feiyasi Sanitary Ware Hubei Operation Center was established, with outlets covering all counties and towns in Hubei province, and has been recognized by many users.

▲ 2016.9



In September 2015, Fujian Province Quanzhou Feiyasi Water Heating Co., Ltd. was established. In October 2015, it became the strategic partner of Suning Shopping, and has been supplying water heater U-shaped valve and hand-held shower set to Suning Shopping ever since.

▼ 2015.9



In March 2018, Feiyasi explored the road of brand building, joined hands with JD platform, and allocated prime time advertising on CCTV. Large-scale brand promotion began, which successfully boosted brand upgrading;

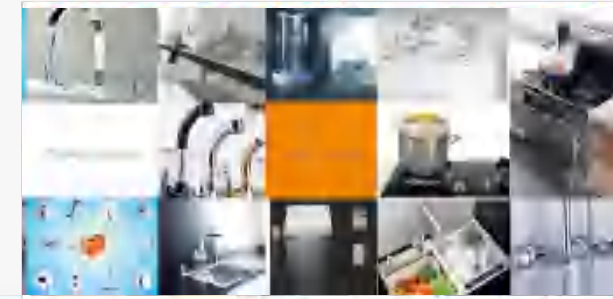
▲ 2018.3

Development Process

development history

In March 2019, the company increased its registered capital, changed its name and business scope. It added the business scope of range hood, gas stove, water heater, etc., and the product line became more complete.

▼ 2019.3



In January 2019, Feiyasi Su Anhui Operation Center was established in Germany, and began the market development of Feiyasi sanitary ware in Anhui.

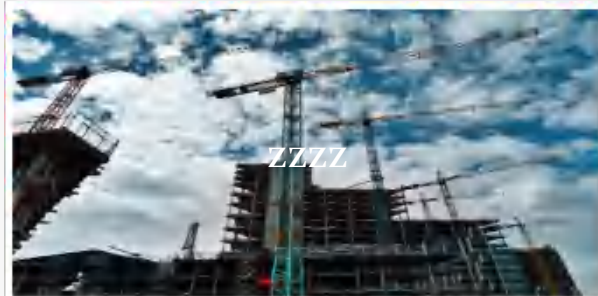
▼ 2019.1



In April 2018, Chairman Xu Shufen launched "Feiyasi Business School" every week, actively driving the training of terminal market operators, leading the first training in the terminal industry of water heating, and winning the first prize in the industry

High praise;

▼ 2018.4



In May 2019, we signed a contract with Suning after-sales service to ensure that consumers have no worries about after-sales service.

▼ 2019.5



Company Culture

corporate culture

01.

vision

Strive to become a well-known domestic kitchen and bathroom brand, become the most respected kitchen and bathroom enterprise.

- ◆Constantly listen to and meet the needs of users, constantly improve and enhance themselves, win the satisfaction and respect of users

- ◆By enhancing the brand reputation, employees will have a high sense of corporate honor, care and meet their reasonable demands, and win the respect of employees.

- ◆Promote the healthy development of kitchen and bathroom industry, grow together with partners, and win respect from the industry.

- ◆Pay attention to corporate responsibility, serve with heart, care for the society and give back to the society, and win social respect

02.

mission

- ◆ To improve the quality of human life through cost-effective kitchen and bathroom products

- ◆ Products and services are perfectly integrated into people's lives, bringing convenience and pleasure to people

- ◆Focus on different regions and groups, and provide differentiated products and services for different objects

- ◆Create an open and win-win platform, and work with partners to create a healthy marketing atmosphere for kitchen and bathroom building materials.

03.

management philosophy

Care about employee growth

- ◆Provide employees with a good working environment and incentive mechanism

- ◆Improve the employee training system and career development channel, so that employees and enterprises grow up simultaneously

- ◆Fully respect and trust employees, and constantly guide and encourage them to achieve the joy of achievement

Company Culture

corporate culture

04.

operation philosophy

Everything is based on user value

05.

service idea

The customer is God. Every little thing the customer does is a big thing for Feiyasi.

06.

sense of worth

♦Customer first: pay attention to the concerns of customers, provide suggestions and information for customers, help customers solve sales problems, cultivate professional kitchen and bathroom dealers, help customers grow.

♦ Team spirit: cooperation, integrity, and consistent pace

Teamwork: share and share, with the small self to achieve the greater self

♦Embrace change: break through yourself and embrace change

♦Honesty: honesty, integrity, keeping promises

♦Passion: never give up, optimistic and positive

♦Dedication: Do extraordinary things with a professional attitude and a normal mentality

♦Study: modesty, love of learning, progress, use of brain

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Part 02

Business Introduction



Product Design and Development

The product design

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Leading design and research and development



Basin faucet pull-out was-hbasin faucet drawings



Shower room design

Bathroom design and development



Flower is designed and developed as an effluent



Toilet design, toilet design and development



Basin faucet design and development



Our designer OUR DESIGNERS German Design Union



The design of Etto re, an Italian design studio, combines material and art from both technical and architectural perspectives. The design principle is that only by integrating nature and art can products shine brilliantly.



Saiao · Design Studio

Giorgio Castiglione works at one of Europe's most renowned design studios and has won numerous international design awards. His designs are known for their minimalism, which insists that design must be connected to practical needs.

Mark Design Studio

Born into an artistic family, founded Oecus Design Office in 1995, he is a major partner of Agora Group. He also serves as the Art Design Director for several renowned Russian enterprises.





Our Environmental Commitment ENVIRONMENTAL PROTECTION Meets Extremely Stringent Standards



Raw materials environmental protection
Raw materials European E-1 grade environmentally friendly base material American Health Foundation certified radiation-free countertop food-grade German imported Ruihao edge strip international environmental standards imported hot melt edge sealing glue high-end environmental protection brand paint

Installation Process Environmental Protection

Strictly implement professional installation specifications and standards to ensure the use of safe and environmentally friendly installation materials, and eliminate secondary pollution on the installation site.

The production process is environmentally friendly. The production process is fully intelligent and automated. The whole production process is strictly controlled by environmental protection, safe and reliable.





Bathroom series



Ceramic series

Service Content

sphere of business



Bathroom cabinet
series



Hardware series



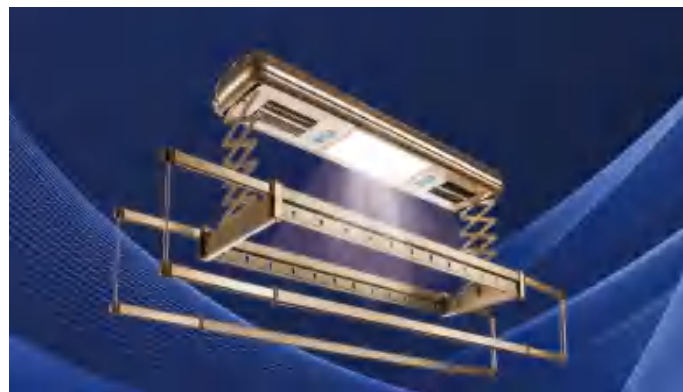
Kitchen appliances
series



Water purifier series

Service Content

sphere of business



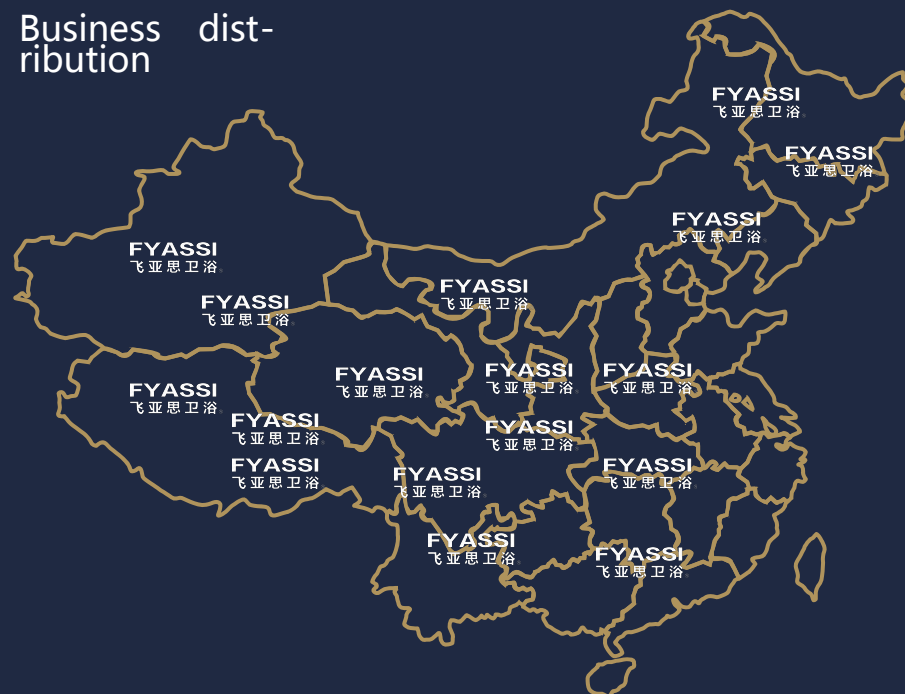
Clothes hanger series



Water tank se-
ries

Distribution

Business distribution



Fujian Fyassi

Jiangxi Fyassi

Guangdong Fyassi

Sichuan Fyassi

Hubei Fyassi

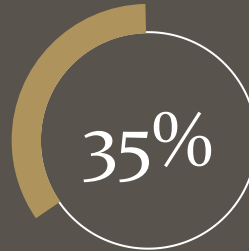
Henan Fyassi

Hunan Fyassi

Hebei Fyassi

Over the past eleven years, Feiya Si has established itself as an industry-leading bathroom brand through its robust product quality and exceptional service standards, pioneering a "Quality + Service + Economy" business model. Its products are widely used in kitchens, bathrooms, and luxury finished residential units. The company has expanded its brand stores to numerous regions across China, with sales outlets extending to Xizang cities including Shigatse, Urumqi (Xinjiang), Baotou and Hohhot (Inner Mongolia), as well as Fujian, Guangdong, Guangxi, Hubei, Hunan, Jiangxi, Sichuan, Henan, and Hebei provinces.

Foreign markets account for total sales



Feiasi, which originates from the design concept of fashionable kitchen and bathroom in Germany, is committed to intelligent product research and development with the core values of quality first and technological innovation, as well as exquisite manufacturing process and humanized product design

Create clean, fashionable and comfortable kitchen and bathroom space for users to lead consumers to enjoy free and comfortable fashion life.

Feiasi Kitchen & Bath has introduced advanced German production equipment and processing technologies. The entire production process is equipped with modern intelligent control hardware facilities, maintaining world-leading production standards. Through rigorous, meticulous, scientific, and efficient manufacturing processes, we are dedicated to creating kitchen and bathroom products that consumers can trust.

Feiyasi Kitchen & Bath has established comprehensive sales and service networks across major, medium, and small cities nationwide. The company operates a unified national customer service hotline at 4008-123-532, providing timely professional pre-sales, mid-sales, and after-sales support. Feiyasi has established win-win partnerships with numerous clients in Europe and the United States. Its products are exported to global markets including Europe, the United States, Japan, South Korea, and the Middle East

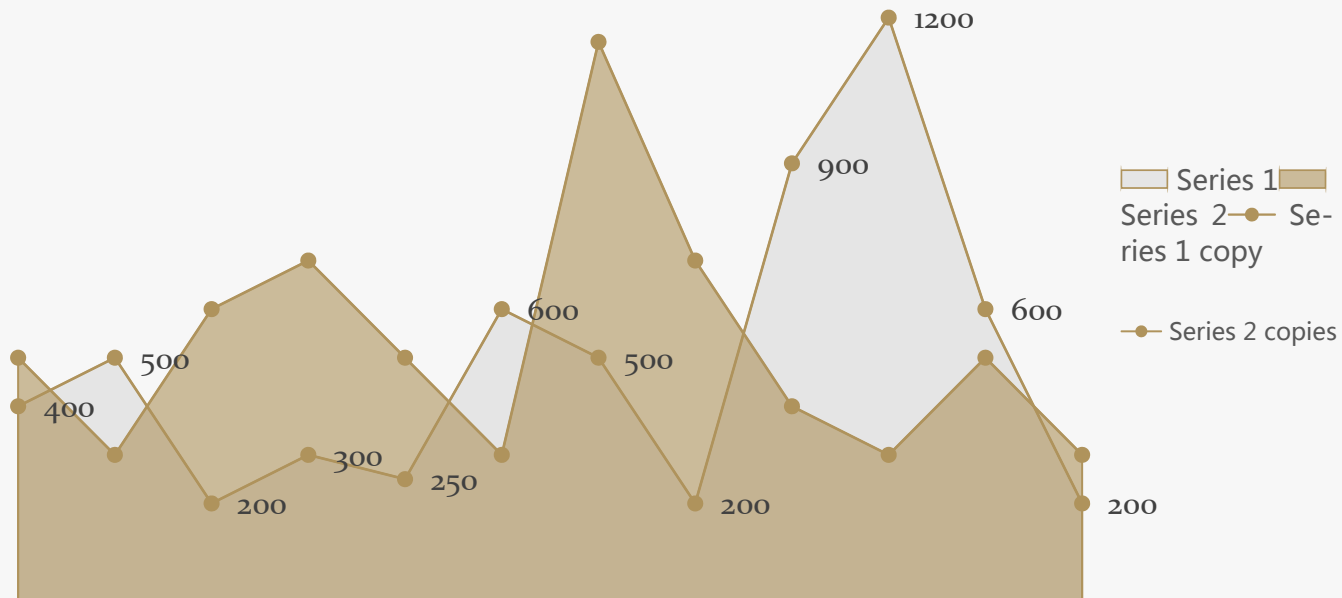
Distribution

Business distribution



booster store performance

The new model helped store performance double



Sales Performance of the New Model
Stores After Pilot (achieving 15.68
Million Yuan in the Whole Year)

15,680,000

Quarter Results

Quarterly reports

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Q1

1,623,445

1,058,883

Q2

725,091

1,550,934

Q3

981,406

846,356

Q4

427,683

901,124

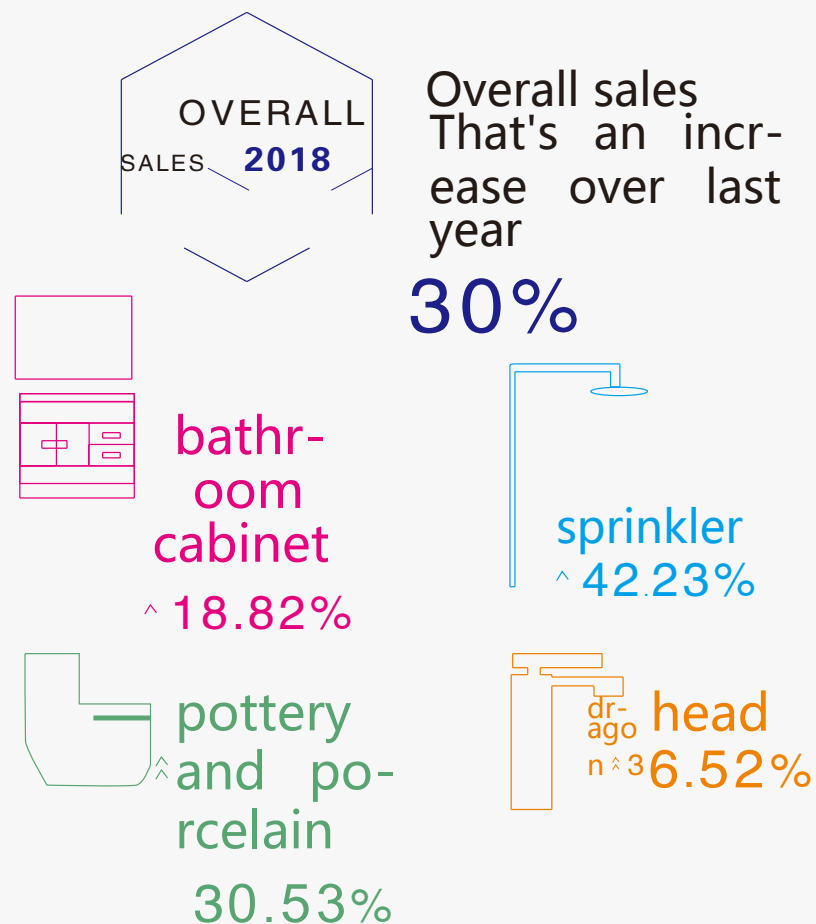
BRAND ADVANTAGE

brand advantage



BRAND SALES

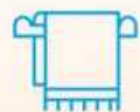
Brand sales



Leading Products

featured product

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厨卫挂件
BATH HARDWARE



淋浴花洒
SHOWERING



马桶专区
TOILETS



精致浴柜
BATHROOM VANITIES



厨房水槽
KITCHEN SINKS



陶瓷组件
CERAMIC BASIN



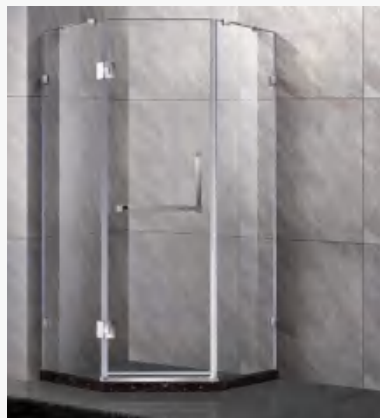
精铜龙头
FAUCETS



五金配件
PARTS

Leading Products

featured product



Bathroom series

无惧岁月历久弥新

The production equipment is internationally first-class, the selection of raw materials such as excellent and demanding alkali-free glass fiber, green and pollution-free resin, etc., ensure that the products are impeccable. The seamless connection process of the bathtub is unique in the whole bathroom industry.



Kitchen appliances series

开创健康厨卫时代

Adopt advanced science and technology, keep improving, let technology into our life, convenient new experience, create a healthy and comfortable kitchen environment.

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Bathroom cabinet series

Global design power creative storage

The imported solid wood substrate retains the texture, and the six-layer baked paint process has excellent moisture-proof performance. The deformation-resistant cabinet design integrates the essence of eastern and Western art, and is matched with Langfei clean porcelain basin, lead-free faucet and anti-fog mirror to show fashion.



Ceramic series

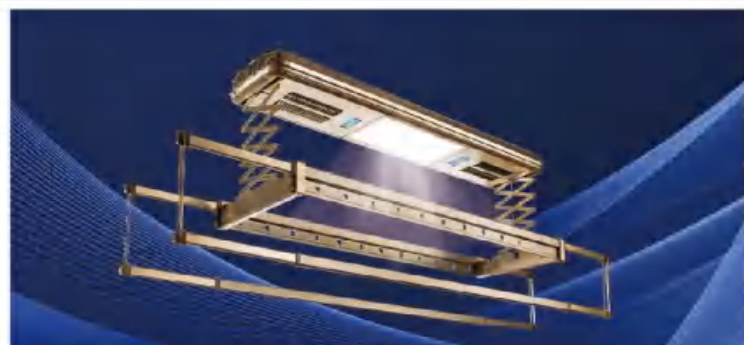
Feisa ceramic series has a number of production patented technology and core technology, has a great advantage in the production of ceramic sanitary products, can bring consumers more innovative and practical products, is one of the leading brands in the industry fashion trend.



马桶 艺术盆 小便斗 拖把池 蹲便器

Other Products

Other product displays



电动款

手动款



浴室挂件

衣钩挂件

刀架挂件

厨房挂件



铁井龙头

单冷龙头

立式龙头

卧式龙头

便携式龙头

厨房龙头

The engineering case

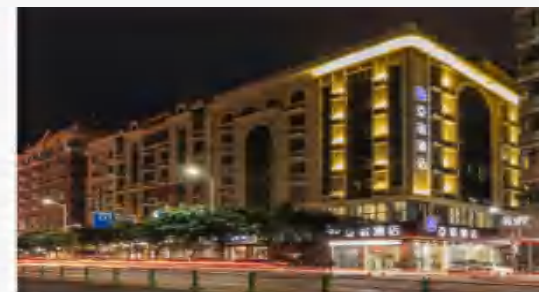
project case



晋江紫金城



成都金科星耀天都



平潭亚宿酒店



厦门妇幼保健院



湖北宜昌恒大地产



福建厦门规划局



深圳TCL大厦



安徽滁州来安孔雀城



三峡景区建筑

look forward to
the future

Feiasi private customization is beyond your expectations

We provide you with a new and non-ordinary private customization process

Global procurement resources are diversified to meet the needs of personalized design styles

The one-stop service system allows you to fully experience the honor and nobility of Feiyasi's non-ordinary private customization

Create a unique quality that makes you worry free

Provincial leaders to visit

Provincial leaders visited



On July 9, 2019, Zheng Jianmin, Vice Governor of Fujian Province, led a delegation including Huang Peihui, director of the Provincial Market Supervision Bureau, to investigate market supervision work in Nan'an.

Hong Ziqiang, Member of the Standing Committee and Executive Vice Mayor of Quanzhou Municipal Party Committee, along with Nan'an City leaders Lin Rongzhong and Zhuang Guoyang, participated in a field survey. Accompanied by Huang Yulin, Mayor of Luncang Town, the 100-day special campaign visited China Water Heating City to conduct grassroots party building research. The initiative aims to cultivate a group of water heating and sanitary ware enterprises with high product quality management standards, strong demonstration effects, and prominent brand recognition.

During the investigation, the research team visited the flagship store of Fujian Feiyasi Kitchen and Bath Technology Co., Ltd. in China Water Heating City Phase II, Luncang Town.

Under the guidance of FeiyaSi staff, the provincial delegation conducted in-depth discussions through presentations, on-site inspections, and interactive exchanges. They thoroughly examined FeiyaSi's brand development strategies, operational models, product quality standards, and business scope. The delegation provided strategic guidance to support FeiyaSi's sustainable growth, enhance its premium brand reputation, and drive industrial upgrading. Their visit concluded with high praise for both the brand and its products.



Be outstanding and stand out

The brand development strategy, brand development model, product quality and business scope have been highly praised by provincial leaders.

Always adhere to the management standard, excellent quality, reputation first, sincere service business policy adhere to the enterprise spirit of hard work, unity, progress and development continue to provide consumers with high quality



CONTACT INFO

Germany Feiyasi International Holding Co., LTD
manufac-turer: Fujian FYASSI Kitchen and Bathroam Technology Co. .
Ltd.



ADDRESS

Address:No.252,Xinzhan liddle Road, Nan'an City, Fujian Province

TELEPHONE

Official website: www.fyassi.com



Email:zhangqiang@qizhoubathroom.com

Zip code: 362304



Thanks

Thank you for watching

