

GRADO

Brand brief 2023



ABOUT GRADO

Grado is an ambitious furniture design brand, a professional space solution provider, a human-space-product coordinator and a responsible environmental protector.

- Alex Chai
FOUNDER & CEO



GRADO VALUES

1

CONNECTIONAL

Grado Contract makes modern design; shaping the connection amongst people, product and space.



2

HUMANISTIC

Grado offers products and space solutions that provide humanistic care to people.

3

INSPIRING

Through empowering the workspace, Grado products make both employers and employees in the office feel more inspired and more productive.



GRADO HISTORY

2014

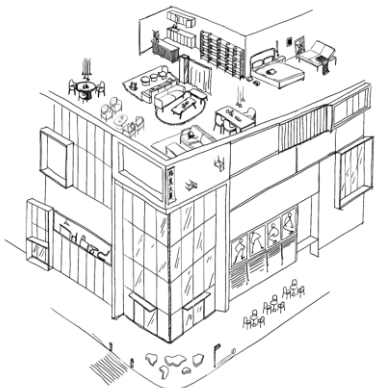
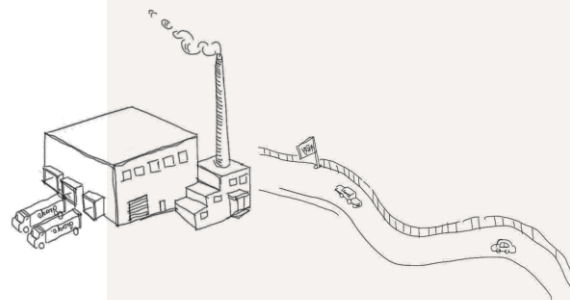
FOUNDED

A design studio was founded - focusing on contract furniture design.

2018

GROWING

Grado built an R&D Center and established a Sales Team, including domestic sales and international sales.



2020-2022

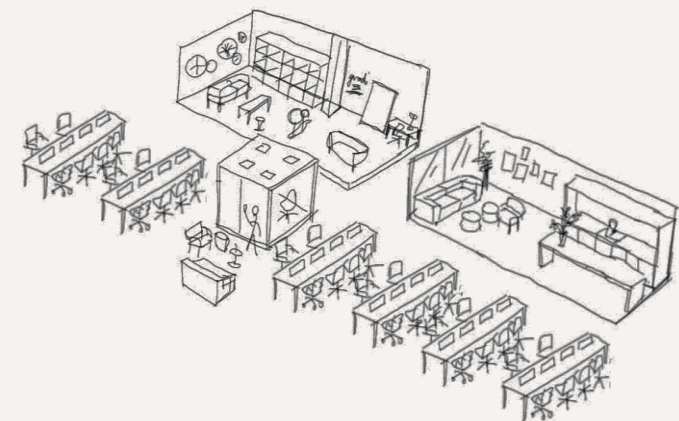
EXPANDING

In 2020, Grado started a new living product line to bring convenience and aesthetics to living spaces. A team developing décor & aromatherapy was also established in 2022.

NOW

GRADO NOW

Grado has become a sophisticated and independent furniture design company with both contract and living product lines, integrating 150 employees and covering design, manufacturing, and sales of Grado products.



MANUFACTURING

- **MODERN MANUFACTURING**

The 12,000sqm Grado factory is equipped with modern facilities including Japanese CNC milling machine, German bench drilling machine and a 3D printer. Grado manufacturing adopts modern 6S management, guaranteeing quality products and a modern and responsible working environment.

- **POWERHOUSE OF ARTISANS**

Apart from modern standardization, Grado also believes in the warmth of artisanship. Grado is proud to work with 5 incredible artisans who have specialized in furniture manufacturing for over 15 years. They play a critical role in product development and are deeply involved in the process from the beginning.

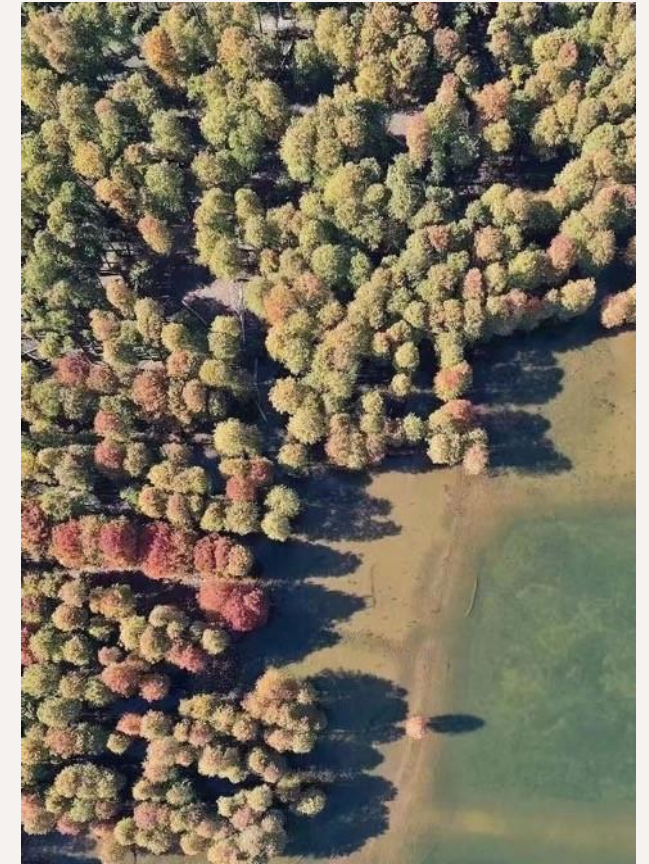


*Grado's Deqing factory was ISO9001, ISO45001, China Environmental Labelling, FSC certified.

MANUFACTURING

- TOP SUPPLIERS FROM AROUND THE WORLD

Grado sources only A-list suppliers around the world to provide stable and quality products and experiences. We integrate Danish fabrics, New Zealand wool, Italian leather, Finnish, Russian, and American wood, and Swedish chemicals with crafts from China.



QUALIFICATIONS

• QUALITY QUALIFICATIONS

Grado has various quality inspection reports and certificates, such as ISO, LEED and FSC reports. All of these contribute to Grado qualifications, with a view to reassuring our clients that our products are secure and reliable.

• DESIGN PATENTS

Grado has obtained over 60 patents of products in our contract line, among most of which are Certificate of Design Patent and Certificate of Utility Model Patent. This speaks for itself that Grado owns its uniqueness and competence.

• 10 YEARS WARRANTY

Grado commits to providing ten-year warranty for any furniture product to our loyal customers, in an effort to ensuring that they can receive the most secure purchasing experience.

GRADO 10 YEARS WARRANTY

Grado 10 years period warranty begins on the invoice of order date and ends on the expiration of the time period identified below. In addition, the warranty period will automatically terminate at the time that the end user purchaser ceases to safely own, possess, control and use the products.

10 years
Framework, underframe, base, mechanism components.

5 years
Table top, armrest surface, adjustable parts (headrest, cushion, cylinder, 2D&3D armrest, casters, latches and guide rail).

2 years
Electronic components, height adjustable legs, electric regulators, hinges, rollers, spare parts (replaced parts).

1 year
The exterior surface finishes (discoloration of the painting and resin parts, discoloration or wear of leather and historical) electrical items, bearings, customized products (products with adjustments in size, style and function).

During the applicable warranty period, Grado will repair or replace (at its option) any product, part, or component which fails under normal use as a result of a defect in material or workmanship with a comparable product, part or component covered by this warranty and add within the effective date of this warranty. Any product, part or component may have been used according to Grado's instructions and installed and maintained by a Grado trained technician or an authorized Grado dealer/installer.

在保期限内，格度将对质保范围内无法正常使用的产品、零件或组件进行维修或更换（由格度或授权的经销商/经销商的产品、零件或组件必须经格度授权的专业技术人员或格度授权的经销商/经销商在安装与使用，且格度对产品使用寿命不作承诺）。

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格度 10 年 质量保证承诺

格度 (grado) 10 年质保期从订单发票日期开始计算，到以下指定时间结束。此外，当最终用户停止安全且独立拥有、持有、控制此类产品时，保证期将自动终止。

10 年质保范围
产品架体结构、横梁、脚架、机构组件。

5 年质保范围
桌面、扶手面、可调节部位 (头枕、扶手、气压棒、2D&3D 扶手、脚踏、锁具、导轨、为隔)。

2 年质保范围
电子部件、升降底座、升降调节器、铰链、滚珠器、零件 (更换过的零件)。

1 年质保范围
外观、表面涂层 (油漆、树脂涂层的变色、褪色、磨损、收缩的变色、褪色等)、皮革产品、饰品、定制产品 (尺寸、风格调整等)。

10 YEARS WARRENTY

LEED V4 Brief and Grado Contribution

What is LEED?
LEED is a rating system for green buildings that recognizes and rewards the design and construction of green buildings.

The role of office furniture in LEED
Grado's office furniture contributes to LEED certification through its use of sustainable materials and energy-efficient components.

LEED D+C - Green Interior Design & Construction

Category	Points	Grado Contribution
Energy & Atmosphere	1.0	Use of energy-efficient lighting can contribute to reducing energy use.
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LEED V4

QUALITY MANAGEMENT SYSTEM CERTIFICATE

BFRZ

This is to certify that the organization **Zhejiang gedu Intelligent Technology Co., Ltd.** has been assessed to comply with the requirements of the International standard **GB/T 19001-2016/ISO 9001:2015**.

Scope of certification: Production of most base seats, table and chair.

Issue Date: 2023.06.01
Expiry Date: 2025.06.01

Headquarters: Ningbo Branch
Certificate No.: 134

OCCUPATIONAL HEALTH & SAFETY MANAGEMENT SYSTEM CERTIFICATE

BFRZ

This is to certify that the organization **Zhejiang gedu Intelligent Technology Co., Ltd.** has been assessed to comply with the requirements of the International standard **GB/T 45001-2020/ISO 45001:2018**.

Scope of certification: Production of most base seats, table and chair.

Issue Date: 2023.06.01
Expiry Date: 2025.06.01

Headquarters: Ningbo Branch
Certificate No.: 134

ISO 9001

ISO 45001

SUSTAINABILITY

BUILT RESPONSIBLY

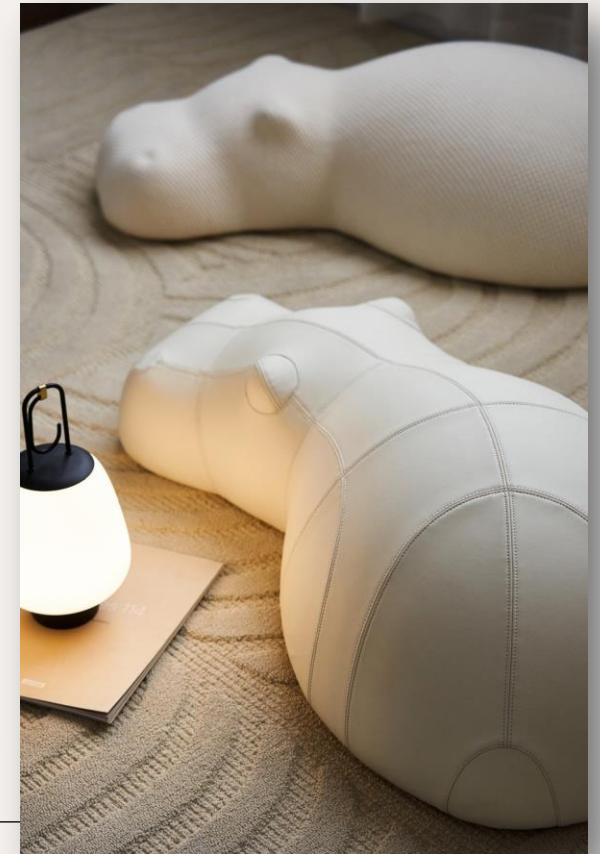
Grado deeply knows that an enterprise is obliged to shoulder environmental and social responsibilities. Grado adopts healthy and resilient wood FSC certifications to build our furniture. This is how Grado protects our users, and how we jointly protect the natural environment.

- **MADE FROM RECYCLED MATERIALS**

Felty Box is made from recycled plastic bottles. Grado made Felty Box to remind us that we can all live a green life, and we can all contribute to environmental protection.

- **ANIMAL PROTECTION**

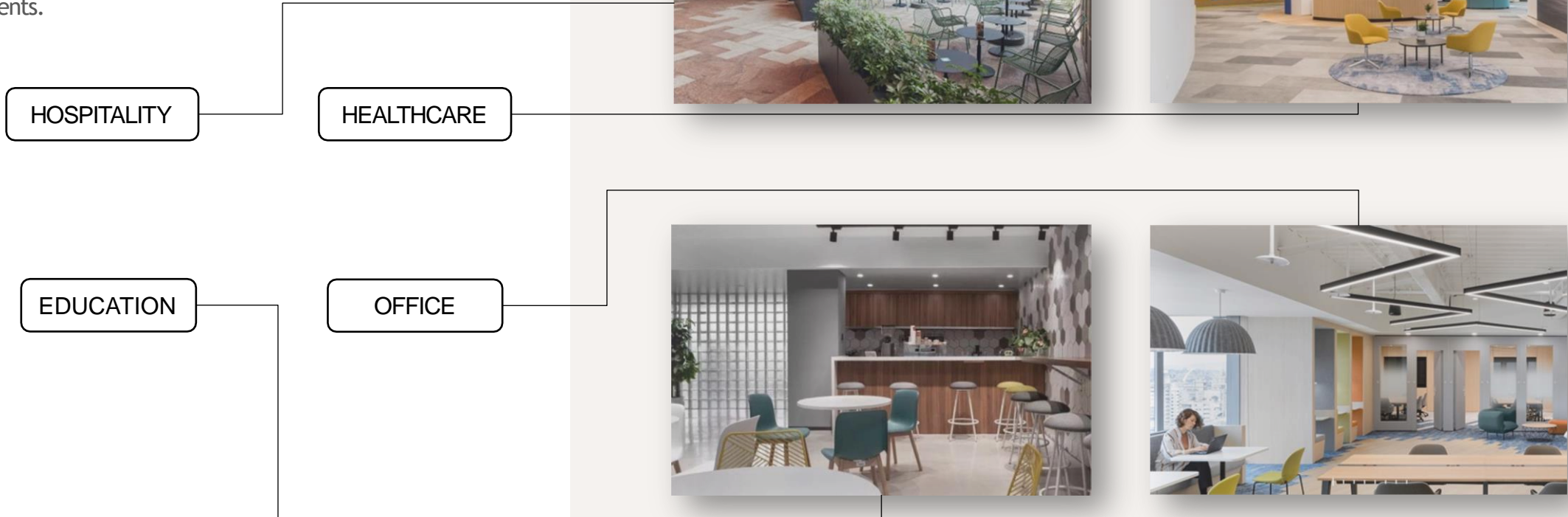
In the context of drought due to global housewarming, resulting in homeless animals, Hippo pouf is designed to spread the awareness of environment and animal protection, in accordance with Grado's value in environment.



SPACE SOLUTIONS

SPACE SOLUTION PLANNING

Grado not only provides products, but solutions and inspiration for projects in the planning stage. Our solutions consider the features and usage of the space as well as the needs of the users. Grado has experience in hospitality, healthcare, education, and office environments.



THANK YOU

Please contact Profile Systems for
further information

