

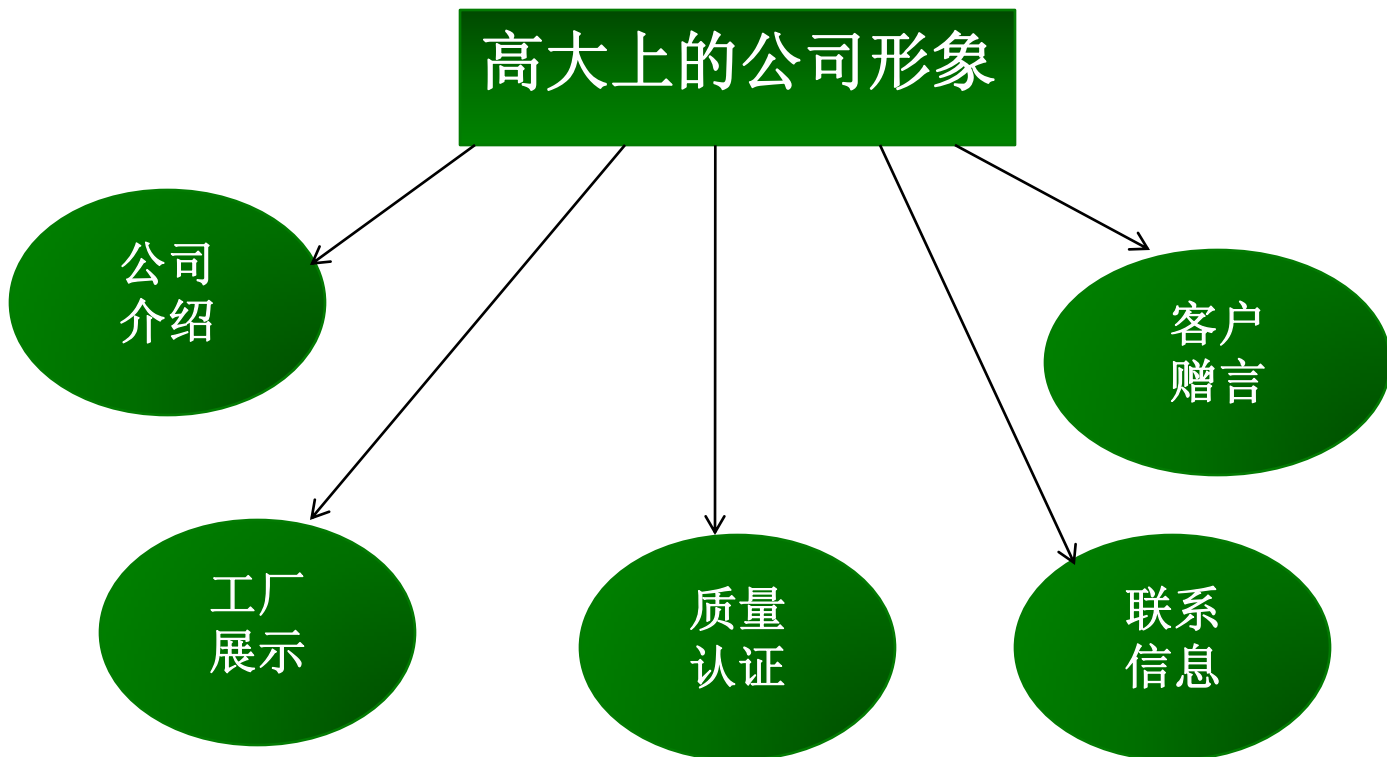
# 公司形象包装

赢得买家信任度的高大上方法

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2015年2月

# 一、公司形象包装重要性

- ◆网站是一个整体，除了优质的产品信息外，树立公司高大上形象对于赢得买家信任度和最终的询盘转化同样至关重要
- ◆研究表明，绝大多数海外买家明确产品需求后，都会去查看相关的公司信息，去了解公司的规模、生产状况、出口能力、技术实力、服务水平...一旦对公司也认可，就会到下单阶段
- ◆贸易通网站是各种推广手段的最终载体，所以作为网站重要组成部分公司资料直接影响各种推广手段带来的流量的转化率
- ◆从长远看，高大上的公司形象有利于传播企业经营理念、建立企业知名度、塑造企业品牌，在互联网的买家群体中形成美誉度，为再营销奠定了稳固的基础



## 二、公司资料

### 公司介绍

提供的产品和服务，服务的市场范围、行业地位或影响力、企业愿景，企业目标，企业文化，企业价值观、组织架构，规模优势，技术实力…

### 公司服务

服务的宗旨、售后服务的内容和流程保障、产品包装方式、运输方式、可接受的支付方式、服务过的知名企业等

### 公司历史

公司成立时间，之后的发展历程、里程碑性的事件，发展至今形成的品牌、规模、团队、技术、服务或出口份额等优势等

### 公司团队

公司的部门、人员规模和结构、组织架构、开展的或参加的团队活动等

**图片：**公司前台图、办公区图、会议室图、总裁办公室图、公司写字楼外观图、团队合影、客户合影、参展图

※告诉您一个小诀窍，图片中出现公司人员的图片，可以增加买家对网站的亲切感和信任感

## 二、公司介绍之公司资料

建议500个单词左右

Introduction

History

Service

Our Team

Greenriver Industry Co., Ltd., established in 2004, is a rapid growing enterprise who integrate the production and marketing of pesticides. After ten years' effort and development, now we have become one of the leading pesticide manufacturers and suppliers in China. We are always keeping very kind relationship with many strong agrochemical factories and research institutes in China, we have been enjoying high reputation in pesticide market domestically and internationally.

公司定位和行业地位

Our factory focus on formulating most kinds of pesticide formulations in China, which include Insecticides, Herbicides, Fungicides and Plant Growth Regulator. With professional manufacturing plants, we can do the main formulations such as WDG, SG, WP, SP, EC, EW, FS, OF, OD, SL, SC and ULV etc.. The products we are producing are almost covering most of the pesticides which can be manufactured in China. We are very professional and have full experience in various kinds of small professional packaging which can be used by farmers directly, some of our packaging is leading the market in some countries. We are capable of supplying our products in various kinds of packaging according to customer's specific requirements. Now we are producing more than 150 kinds of formulating products which are exported to about 40 countries and regions all over the world. But Greenriver have never stop going forward, in order to control the cost, and supply competitive prices for our customers, in 2010, together with our partners, we build another factory, which is for producing some technical products, which include Fipronil Tech, Thiamethoxam Tech, Glyphosate Tech, Clodinafop-propargyl Tech, etc.

产品范围、竞争优势、规模优势、技术优势

Greenriver have an special professional registration department, who in charge of the domestic registration and oversea registration. We can help our current or potential customers to do the registration work. We have a good relation with domestic famous institute who can provide us with authoritative impurity analysis and toxicological report. Quality and Service are always the top concern in Greenriver. We provide full set of service, including data and samples, which are available on request.

团队和服务

Greenriver's mission is: 'Focus on the crop protection, serve the worldwide agriculture', and our tenet is: 'Hold Integrity, Forge Ahead, Serve the World'. We are always trying our best to offer the best services and the most competitive prices with high quality goods for our customer, it's the way we win our customers and the market.

公司愿景

Given chance and full space, we would show you all of our advantages and let's grow up together. I'm sure we can establish long-term and friendly business relationship with your esteemed company because of your trust and our excellent service.

**描述：**提供的产品和服务，服务的市场范围、行业地位或影响力、企业愿景，企业目标，企业文化，企业价值观、组织架构，规模优势，技术实力…

## 二、公司资料之公司历史

建议300个单词左右

Introduction History Service Our Team

In December 2002, the HONKON Group-will be the first domestic anti-vibration handpiece technology for YAG laser, and the first company made the lightest handle in China

In January 2003, HONKON Group's first-application "Q-Switch" with the ND.YAG laser, avoid using fuel-switching box vicious poisoning caused problems, setting off a history of technological innovation revolution for a laser machine.

In January 2003, HONKON Group-independent developer of the world's smallest and lightest laser for the treatment of pigment (laser machine fortattoo) - Xiao Liang Fei, popular worldwide.

In June 2003, the HONKON Group-exclusive IPL technology and the introduction of this technology in treatment, so far is the technology has really only one IPL Chinese manufacturers.

In August 2003, the HONKON Group - has set up a "technical department" is the first specifically for domestic customers aftersales the operation techniques and guidance of the company.

In March 2004, the HONKON Group of strong independent research and development "Franz" Light skin care cosmetics series.

In August 2004, the HONKON Group introduction of technology microbeam from Japan, their use in the field of Bust, created a precedent, setting off a human Bust a history of the earth-shaking revolution.

In January 2005, HONKON Group will be diffuse reflectance ceramic YAG laser technology used to substantially improve the efficiency of the laser, overall life expectancy has increased by three to five years.

In March 2005, the HONKON Group-developed the world's first optical beauty GMF versatile system. At the same time enter the slimming market, exclusive research and development of a new generation of weight loss - diet of spectrum, science, health, enjoyment, a physiotherapy, popular in the world.

In June 2006, HONKON Group developed a new generation of IPL+E technology, and set light to an RF technology, completely resolve the deep wrinkles, dermal spots, light-colored villi and treatment problems.

In June 2006, the HONKON Group-exclusive introduction of the world's most sophisticated water oxygen beauty, its science, health, natural circulation, setting off a beauty revolution, instead of the traditional manual beauty.

In December 2006, the HONKON Group-shock attack, independently developed a seriesof RF freezing electric products, automatic temperature control and equipped with a variety of head, safety treatment, environment, rapid, the validity of the overcrowded, long-term wrinkles, special effects dissolved fat, easy anti-aging.

※公司成立时间，之后的发展历程、里程碑性的事件，发展至今形成的品牌、规模、团队、技术、服务或出口份额等优势

注：文字为主，不要插入超过3张图片

Introduction

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Guangzhou Kyoryo Daily- USE Commodity Technology Co., Ltd. is one of the professional manufacturers which specialize in the household articles, like cooling gel mat, carbon partial warming mat, bedding set, multi-functional sleeping bag, moisture pad, breathable mattress, etc...

And so far, most of our products have patents!

#### Our Advantage Service:

1. We have our own developing and designing team, which ensure our own technological and innovative products for customers!!!
2. For any customers who have new idea about some products, just let us know, we can according to your idea provide a unique design of the products!!!
3. For any customers who send us the samples of some products, we will design and develop better ones based on the samples!
4. For every customer, we will choose the best fit material, and also innovative material for their products!
5. We can according to any customers' design to do sample for them!
6. We are manufacturer, factory, so we have the ability of mass production!

#### Technical support:

Most of our KYORYO products adopt Japanese advanced technology, and the producing machine are all equipped with advanced system, all our workers are experienced and skilled!

Besides, for some products, like the cool gel mat, and moisture pad, the raw material are imported from Japan!

So the quality and safety are guaranteed!

#### After sale service

Our working team and sales teams can guarantee a fast and high efficiency after-sale service for our product sold to everywhere of the global.

KYORYO has a complete supply system for the parts, which can guarantee the company's demand of product accessories.

We have stocked the common parts in the major cooperation point world widely, which can shorten the supply time largely.

So if have any question, just contact us any time at your convenience!

#### Transportation service

DHL Cosco group, China Shipping, FedEx are our good partners, which can guarantee the fast and safe delivery to the customer's hand.

※服务的宗旨、售后服务的内容和流程保障、产品包装方式、运输方式、可接受的支付方式、服务过的知名企业等

注：文字为主，不要插入超过3张图片

## 二、公司介绍之公司团队

建议200-300个单词

Introduction

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Our Team

Choosing KONSON, you will enjoy our value-added and one-stop services, it is our duty forever.

### Customized products :

KONSON can provide all sizes of gabion, wire meshes according to different engineerings. We keep designing and developing new improvement to make better machine, our goal is to make the best gabion production line much more high-efficiency.

### Support on sales:

Welcome inquires from all over the world! We would like to send you our best Quotation according to your requirement.

### Installation,debugging and training:

When you order our gabion and production line, we will send our service personal to help you with the Installation, and training your workers to learn how to operate the machine in the right way. When you have any problems during the operation, we would like to help you to solve it.

### Technical service:

KONSON' s technical team is much experienced in hexagonal wire netting machine, to manufacture better machine and produce better gabion. We are able to provide support on machine customize, machine maintenance, engineering design, construction scheme, design optimization, product development.

### Quality control:

With our comprehensive inspection methods, our quality control covers the material of wire, weight of zinc, extension rate, compression strength and so on. Our experienced QA team is able to control quality whatever during the production, or before the shipment, to guarantee that our customer will only receive quality, but not trouble.

### Production schedule:

Relying on our ERP management and fast flexible production pattern, we are able to control our production of 200 sets standard products one day, and about 150 sets special size products one day. In case of urgent demand, our emergency production unit will guarantee your business free of trouble.

※公司的部门、人员规模和结构、组织架构、开展的或参加的团队活动

图片备注文字说明

图文并茂时，图片宽度和文字尽量对齐

**注：文字为主，不要插入超过3张的图片**

# 图片注意事项：

数量：5-7张为宜；尺寸：800:500

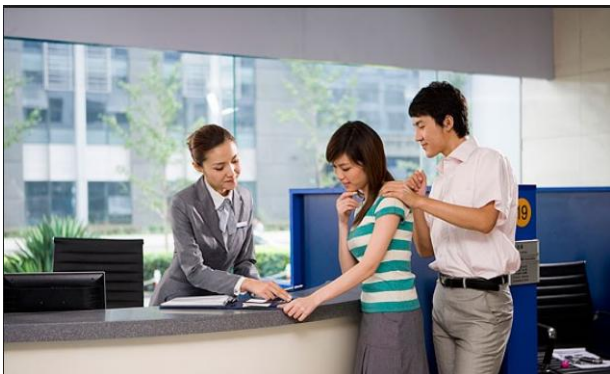
- 场景中建议出现人物
- 出现人物的时候建议统一穿职业装
- 出现的人物精神饱满，展现活力
- 人物较多时注意总体有序和美感
- 拍摄前进行打扫和整理
- 拍摄时保持光线充足
- 建筑物外观图注意带上周边的绿化或建筑物
- 文字部分插入的图片不要超过3张



带公司背景墙的图片



电话接听中



接待中



人员多时，可以摆拍

• 前台人员穿职业装，友好微笑，图片中建议带上公司的Logo和公司名





小型会议室图



多人会议图



投影讲解图

- 会议室图（投影讲解图、热烈讨论的会议图、招聘演示图、培训现场图、演讲图等）



客户合影（参展时的合影、客户来公司考察参观的合影、客户参观车间、库房的合影）



总裁办公室图（总裁和业务骨干讨论图、总裁接见客户图）

- 参展图（展位整体图、客户接洽图、客户签约场景图
- 公司写字楼外观图



•统一着装的办公区图  
（整洁，人员可全部坐着、可互相讨论、可显示忙碌的氛围；可来个活泼的集体大特写）；

集体大特写



静态办公室图

忙碌的氛围

•团队合影（团队活动合影、团队建设合影、团队培训合影、公司年会合影）



### 三、真实有效的厂房场景

#### ◆彰显公司规模优势、生产能力、技术水平

**工厂介绍：** 注：文字为主，不要插入超过3张图片

**Production Line（500字左右）：** 地理位置、占地面积、几条生产线，每条线机器设备构成、机器设备有没有技术优势、工人人数、技能水平、工作经验、着装要求、日或月度产能、生产区5S管理等

**ODM/OEM（250字左右）：**提供这类服务的供应商需填写。定制化的类型（规格、颜色、打印logo），买家需要配合的内容（比如提供图纸、说明特殊要求）等

**R&D（250字左右）：**研发团队的构成、规模，研发设备、采用的技术、工作取得的研发成果或资质等

**工厂图片（保持充足的光线进行拍摄）：**

- 工厂外观图：拍进去些周边的绿化或建筑物
- 整洁的车间图：进行打扫，清洁好工作场地，各类作业工具归置在指定的位置
- 库房全景图：工人叉车运输或整理货物、库房管理人员做清单货物
- 质量检测图：检测人员着白色、蓝色工服，防护手套正在检测的图片
- 工厂外观图：工厂的正门测点的位置，拍进去些周边的绿化或建筑物



•**整洁的车间图：**进行打扫，工作场地和工作台整洁干净，各类作业工具归置在指定的位置；工人统一着装



整体车间图



工作现场动态图



工作现场静态图



具体机器特写图



个体操作图



现场指导图

•**库房全景图：** 叉车运输货物图、整理货物图、货物上架图、库房人员清单统计图、库房人员合影



库房人员合影



货物上架图



叉车运输货物图



库房人员清单统计图

•**质量检测图：** 检测人员着白色、蓝色工服，防护手套正在检测的图片



## 四、具体的联系和沟通方式

标准英文格式的公司地址和工厂地址

随时可被联络的电话号码，非工作时间的电话号码

至少填写2名以上的联系人，因为采购商更亲耐大的供应商

联系人至少说明姓名、职位、邮箱、电话和Skype，其他雅虎通、ICQ、AIM等建议填写

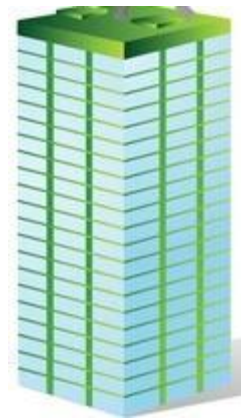


Skype



邮箱

兼顾买家可能联系您的任何方式



地址



传真







电话

## 五、完善的质检流程

◆ 产品质量是形成顾客满意的必要因素

### 质量证书

行业内有质量证书要求的，务必要上传相关的证书  
同时质量证书应配备文字，说明图片反映的是什么内容；

 删除	Standard:ROHS Number: DGC141124001AE02 Lssue Date:2014-11-28 Expiry Date:2019-11-27 Scope/Range:EN71-3 Issued By:ACCURATE TECHNOLOGY CO.,LTD	 删除	Standard:CE Number: GNB0114120486H Lssue Date:2014-12-17 Expiry Date:2019-12-16 Scope/Range:ROHS Issued By:Ningbo GTC Services Co.,Ltd
 删除	Standard:EN71 Number: GNB0114120488H Lssue Date:2014-12-17 Expiry Date:2019-12-16 Scope/Range:EN71- 3 Issued By:Ningbo GTC Services Co.,Ltd	 删除	Standard:CE Number: DGC141124001AE01 Lssue Date:2014-11-28 Expiry Date:2019-11-27 Scope/Range:ROHS Issued By:ACCURATE TECHNOLOGY CO.,LTD

### 质量控制

如果客户确实没有质量证书，应提供一段在质量控制方面的文字说明：  
公司设立的质检部门和人员介绍、质检的流程、仪器设备

**新闻管理文字：** 公司的发展动态，里程碑的事件、热销产品或新推出的产品。注意做到简明扼要，2-3句话概括。（不少于5条）

**客户留言：** 3条及其以上。注意买家姓名是标准的外国人的取名规则