



广州乐言文创实业 有限公司

GUANG ZHOU LE YAN CULTURAL AND
CREATIVE INDUSTRIAL CO.,LTD.



乐言文创实业

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GUANG ZHOU LE YAN CULTURAL AND CREATIVE INDUSTRIAL CO.,LTD.

Guangzhou Le Yan Cultural And Creative Industry Co., LTD., formerly known as Lebeibei Toy Firm, was established on August 18, 2000, focusing on the development and sales services of middle and high-end plush toys. It is an intelligent manufacturing entity enterprise integrating research and development, design and production, producing and selling various styles of plush toys and gifts.

After more than 20 years of experience and development, LeYan activated branches and factories in Guangzhou Baiyun, Guangzhou Conghua, Guangzhou Yuexiu, Yangzhou, Jiangsu, Qinzhou, Guangxi, Foshan, Guangdong and other places, and developed the R&D, production, sales and service system with independent intellectual property rights. The company is actively expanding the domestic and international market with its own brand. In the next few years, the company is determined to become the leader of Chinese plush toys, so that more consumers love and use the high quality products from LeYan own brand! LeYan insists on institutionalization and humanized management mode, the combination of talents, pay attention to the development and management of talent, has established a has a high-quality professional team. Adhering to the enterprise belief of "delivering Chinese good products", LeYan people with innovative, efficient, pragmatic, hard values and enterprise spirit, professional, unique and leading design concept, close to the market development and consumer demand, continue to provide customers with excellent quality, novel trend plush toys, leading the market quality model.

History



2000–2008

Le Bei Bei toy firm founded in 2000. Guangzhou distribution center established in 2007. Foshan and Yangzhou companies established in 2008.



2011
Conghua Toy Company founded. In August, Chengdu company and distribution center were established and started to fully explore the southwest market. October in yangzhou boring I image store and yangzhou distribution center.



2017
Guangxi Toy Company founded



2020
 The company changed its name to **GUANG ZHOU LE YAN CULTURAL AND CREATIVE INDUSTRIAL CO.,LTD.**



2022
 Le Yan implements digital standardized lean production control to achieve the best quality, efficient and fast delivery

2009

Guangzhou Leyan Toy Co.,Ltd established



2016

Build LeYan Own Brand
 The total annual sales exceeded 100 million yuan



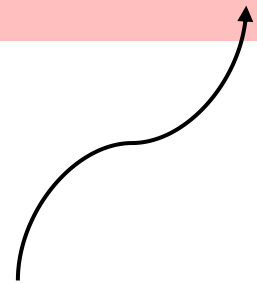
2018

Product Upgrade
 Le Yan obtained Korean antibacterial cotton Exclusive agency in China



2021

Guangxi built an additional 14,000 square meters of division of labor factory. The headquarters moved to the LanMei Airlines Building and the office area expanded to 1000 square meters



Enterprise vision

To become a favorite Plush Toys Brand From China!

Enterprise mission

Striving for being a joy of emissary between human beings and harmonious society.

Enterprise values

Innovations, Efficiency, Responsibilities, Achievements.

Enterprise spirits

Unity, Struggle/fighting, Practice , devotion.



抗菌认证

Antibacterial certification



ISO认证

ISO Certification



迪士尼FAMA认证

DISNEY FAMA



乐言产品从材质到品质，由内而外经由国家权威专业检测，是消费者品质生活的选择!
From material to quality, from the inside out, the products of the LeYan have passed the national authoritative professional testing, which are quality of life choices for consumers!

乐言两大研发中心 LeYan two r&d center:

产品研发中心与自动化设备研发中心，打造属于中国的毛绒玩具数字化智能共享工厂。

product research and development center and equipment research and development center

Eresearch and development center will build on the basis of the above belong to China's plush toys digital intelligent sharing factory.



▲ 设计团队
Design Team



▲ 销售团队
Sales Team



▲ 自动化设备车间
Automatic
Equipment Shop



▲ 仓储物流团队
Warehousing
&Logistics
Team

我们的团队 Our Team

传递中国好产品



专业的研发团队

乐言有专业的研发设计团队，通过各种渠道收集最新行业动态，新材质、新工艺的趋势和市场潮流信息，设计新产品创意功能，外观造型和色彩搭配。或从消费者潜在需求出发设计，紧贴市场发展及消费者需求，不断为客户提供品质卓越、潮流新颖的毛绒玩具产品。

LeYan has a professional R & D design team, through various channels to collect the latest industry trends, new material, new technology trend and market trend information, design new product creative functions, appearance and color matching. Or design from the potential demand of consumers, close to market development and consumer demand, and continue to provide customers with excellent quality, fashionable plush toy products.

以专业体现核心竞争力

Professional

The 销售团队 sales team

汇集行业多年销售经验且稳定的销售精英队伍，清晰了解市场趋势，精准掌握消费者心理，能为客户提供适时、贴心且独到的销售配套服务。

LeYan has gathered many years of sales experience in the industry and stable sales elite team, and clearly understand the market trend, accurate grasp of consumer psychology, to provide customers with timely, intimate and unique sales supporting services.



Advantage

乐言自有工厂基地，以**新进的自动化生产设备**：自动充棉机、打棉机、电脑绣花机、缝纫机等，同时拥有近1000人的生产人员配置，**高质高产，规模处于行业领先地位，每月可满足上百万只玩具的订单需求。**

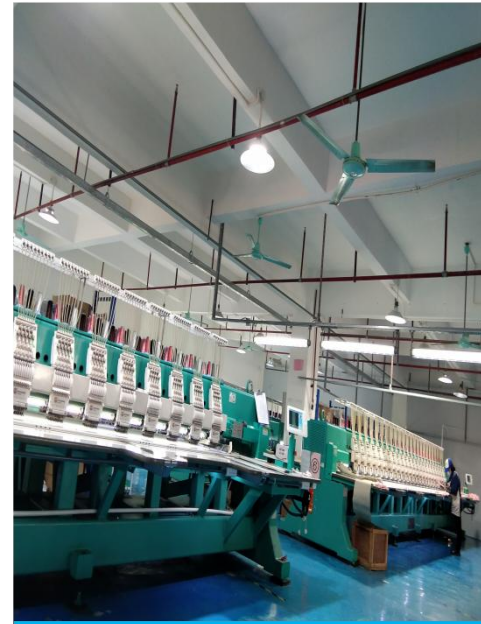
LeYan own factory base, with the new automatic production equipment: automatic cotton filling machine, cotton beater, computer embroidery machine, sewing machine, at the same time has nearly 1000 production personnel allocation, high quality and high yield, scale in the industry leading position, can meet the monthly order demand of millions of toys.



精益生产



自动化充棉



自动化电脑绣花



自动化激光裁剪

以高质量、统一化标准、自动化生产

Guided by automated production



后勤配送

Logistics and distribution

高效的配送部，保证每天订单的及时出货；

出色的后勤配套部门凝聚公司上下同力协契，砥砺前行。

high-efficiency distribution department to ensure the timely delivery of orders on a daily basis;

The excellent logistics supporting section agglomerating the company with up and down to move forward in the same force.



工厂展示|Factory

乐言拥有强大的毛绒玩具生产基地，生产设施完善，有成熟的开发团队，可完成从纸板设计、裁剪缝纫、填充整型到包装出货的生产流程。

LeYan has a strong plush toy production base, perfect production facilities, a mature development team, can complete the production process from cardboard design, cutting and sewing, filling and finishing to packaging and shipping.



工厂展示|Factory

1.裁床Cutting



2.绣花Embroidering



3. 车缝Sewing



4.充棉Cotton filling



传递中国好产品

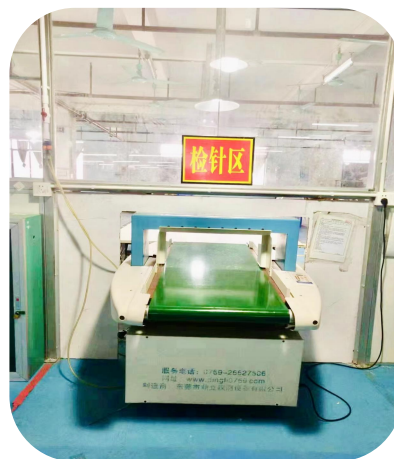
8.QC inspection



7.包装Packing



6、过针 Matel detector



5.手缝Hand stich



我们的产品|We can do

Plush toys



透
轻盈透气



软
柔软亲肤



萌
楚楚可爱



原生进口棉

抗菌产品

Antibacterial products

Plush toys



公司率先引进 韩国汇维仕 (SK) 公司优质化纤棉，并凭借雄厚的实力成为其在中国的独家代理商，为消费者提供国际化的品质选择。

The company took the lead in introducing high-quality chemical fiber cotton Korean Huiwei Shi (sk) company, and by virtue of its strong strength to have become its sole agent in China, providing consumers with international quality choices.



4000-116-226

谢谢观看!

➤ **期待合作**

Glad to be your cooperator

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