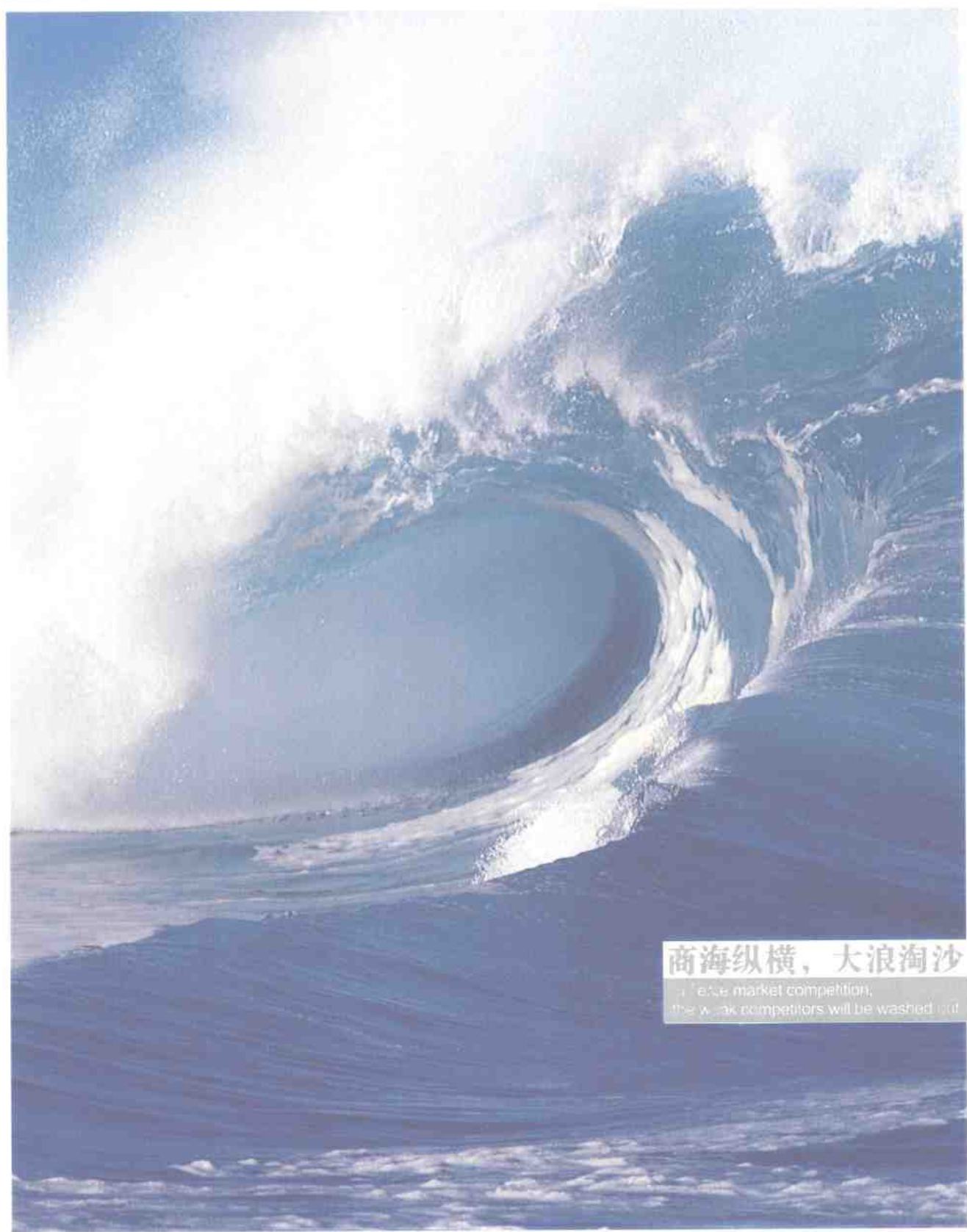


广博股份
GUANGBO STOCK



商海纵横，大浪淘沙

In the market competition,
the weak competitors will be washed out.

董事长致辞

SPEECH BY CHAIRMAN OF BOD



商海纵横，大浪淘沙，在这个充满创业激情的时代，方寸天地也广阔。我们把住时代的精神，与创新同行，与文化同行，研究借鉴世界级企业发展的过程，在竞争与合作中快速发展壮大。尽管这个成长的过程中会伴随着一些阵痛，但只要我们随时保持清醒的头脑，充分发挥比较优势，主动在全球分工中找准位置，就会不断迈向更高的目标！

海纳百川，有容乃大，在世界经济全球化的舞台上，竞争唯举才。我们敞开胸怀，与世界同步，与理想同步，以海的博大情怀纳百川而不嫌其细流，广博人都应是能者。我们确立了海一样宏伟的目标：创建国际一流品牌，力争成为世界级企业中的一员！

董事长：

王利平



广博股份
GUANGBO STOCK

目录 Catalog

01	董事长致辞	Speech by Chairman of BOD
02-03	股份公司简介	Corporation Introduction
04-05	组织结构图	Corporate Organization Chart
06-07	品牌广博	Brand Guangbo
08-09	创新广博	Innovative Guangbo
10-11	实业公司	Industrial Co., Ltd
12-13	奥尔特纸品	Aoerte Paper Product
14-15	塑胶公司	Plastic Products Co., Ltd
16-17	纸制品公司	Paper Products Co., Ltd
18-19	进出口公司	Imp.& Exp. Co., Ltd
20-21	文具商贸公司	Stationery Trading Co., Ltd
22-23	上海广丰公司	ShanghaiGuangfeng Trading Co, Ltd
24-25	广博美国公司	PAC-BRIDGE MERCHANDISE INC
26-27	广博亚洲公司	G & B ENTERPRISE ASIA LIMIED
28-29	系列产品	Product Series
30-31	特许产品	Licensed products

In fierce market competition, the weak competitors will be washed out. In this era full of enterprising enthusiasm, the manufacturing of small products also has good prospects. We master the spirits of the era, and lay great emphasis on innovativeness and keep up with the cultural development. We study the development process of world top companies and learn from their experience, so that we can develop and grow up rapidly in the competition and cooperation. Though there will be some pains arising during this growth process, we believe that we will develop towards higher targets as long as we always keep sober minded, make a full use of our comparative strengths, and actively find our exact position in the global labor division!

A sea merges hundreds of rivers and becomes large because it has a large capacity. In the stage where world economic globalization is going on, success in the competition depends on talented people. We keep our door open wide, and keep pace with the world and our ideal, just as a sea accept hundreds of rivers, even smallest rivers. All the employees of Guangbo are talented people. We have establish our objective as great as a sea---"create first-class brand in the world and lead the trend of global stationery", and make great efforts to become one of world-class companies!

Chairman: Wang Li Ping

股份公司简介

CORPORATION INTRODUCTION

浙江广博集团股份有限公司（以下简称广博股份）是一家集办公文具、印刷纸品、塑胶制品和进出口贸易为一体的现代企业集团。公司现有员工4500多名（其中外籍员工6名），11家控股子公司（其中3家中外合资公司、2家海外子公司）。经过10余年的发展，广博已成为中国民营企业500强，省级高新技术企业，中国最具竞争力的文具供应商之一。

广博一直致力于品牌化、创新型企业的建设。公司通过冠名“八一广博文具女篮”、体育营销等方式，通过“品牌力工程”和“创新力工程”的培育，先后获得2008北京奥运会中国首家纸品文具经营商，中国十大文具品牌，中国驰名商标等荣誉，聘请香港、韩国、日本、美国等国家的设计师和技术人员，不断加强科技创新，主要修订和起草了《相册、名片册行业标准》、《簿册行业标准》等多部全国性的产品标准，成为中国文教体育用品协会纸品本册专业委员会主任单位。作为商务部“重点支持和发展的名牌出口商品”，广博系列产品已远销欧美、东南亚等50多个国家和地区。

广博股份秉承“以人为本，为客户增值”的经营理念，凭借卓越的品质和强大的创新能力，在全球范围内建立了广泛的营销网络，与世界文具巨头Staples、Officemax等公司建立了战略合作伙伴关系，成为沃尔玛、家乐福等跨国零售商的最大文具供应商之一，依靠广泛的国内营销网络和品牌影响力，广博产品进入了全国各大中城市的超市和批发市场。

作为文化产业的传播者和专业制造商，广博正努力成为中国文具领域的第一品牌及世界文具品牌的先行者。





广博工业园效果图 Guangbo Industrial Park Model Landscape

ZHEJIANG GUANGBO GROUP STOCK CO., LTD. (Hereinafter referred to Guangbo Stock) is a modern enterprise group that mainly engages in the office stationery, printing paper product, plastic product, as well as import/export trading. Now our company owns over 4500 employees (of which 6 foreign employees), 11 holding subsidiary companies(of which 3 Chinese-Foreign joint-ventured companies, 2 overseas subsidiaries). After more than one decade' s development, Guangbo has become one of the China Top500 private enterprise, Provincial new and high-tech enterprise and one of the most competitive suppliers of stationeries.

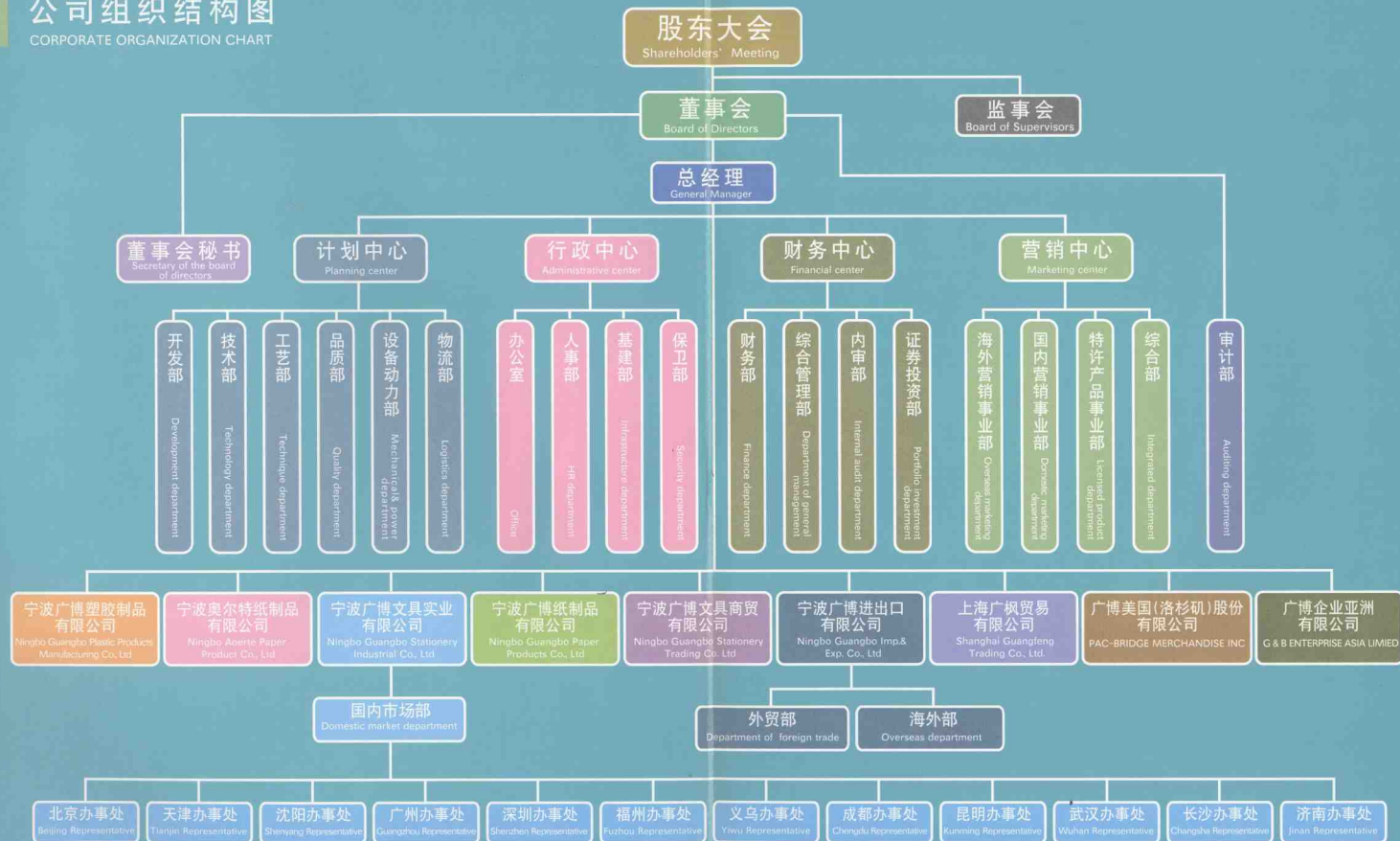
Guangbo has always engaged in the construction of a branding and innovation-oriented enterprise. Through such methods as sponsoring Bayi Guangbo Stationary Women Basketball and sports marketing, as well as the cultivation of "Brand power project" and "innovative ability project" , our company gained such honors successively as Chinese Famous Trademark, China Top 10 Stationery Brand, the First Paper Stationery Licensee of 2008 Beijing Olympic Games. In addition, it employs the designers and technicians from regions and countries such as Hong Kong, Korea, Japan and America, reinforces technological innovation continually, mainly revises and drafts out several nationwide product standards such as Album and Business Card Book Industrial Standard, Notebook Industrial Standard, and Became the chief unit of National Notebook and Tablet Industry Committee of CSSGA (China Stationery & Sporting Goods Association). As the Best Brand of Export Commodities to be Given Special Support announced by Ministry of Commerce, Guangbo series products have been sold to over 50 countries and regions such as Europe, America and Southeast Asia, etc.

Taking "Human First, Increase value for customers" as its management concept, depending on its preeminent quality and powerful innovative ability, Guangbo establishes extensive marketing network in the global, establishes strategic cooperation partnership with world stationary tycoons such as Staples and OfficeMax, etc, and is one of the largest suppliers of multinational retail tycoons such as Wal-Mart, Carrefour, etc. Furthermore, its products have entered the supermarkets and wholesale markets in large or medium-sized cities of China depending on its extensive domestic marketing network and brand influence.

As the propagator of cultural industry and specialized manufacturer, Guangbo is making effort to become NO. 1 brand of Chinese stationary field as well as the forerunner of world stationary brand.

公司组织结构图

CORPORATE ORGANIZATION CHART



品牌是广博不断创新的力量，是广博走向世界的通行证。

作为文化产业的传播者和文化用品的专业制造商，广博一直致力于品牌广博的建设，公司在内部树立“人人是品牌”的责任意识，深化产品在研发、质量、服务等方面的文化元素。公司还在全球20多个国家和地区注册广博商标，通过在欧洲、美洲、亚洲设立分公司等方式，在全球50多个国家和地区行销广博的自主品牌产品；通过冠名“八一广博女篮”，获得“2008北京奥运会首家纸品文具经营商”资格等，参与竞技体育，传播广博品牌。

广博不断深化“品牌力工程”建设，不断加强产业升级，先后荣获商务部“重点支持和发展的名牌出口商品”、中国十大文具品牌、中国驰名商标等荣誉。

Brand is the force to promote continuous innovation of Guangbo, and is the passport for Guangbo to the world.

Being the propagator of cultural industry and specialized manufacturer, Guangbo is always devoted to the building of Brand Guangbo. The consciousness of responsibility “everyone is the brand” has been set up in the company, and cultural elements of products have been deepened in research and development, quality and service. Our company registered the trademark Guangbo in more than twenties countries and regions over the world, and sold self-owned brand products in more than fifty countries and regions over the world through setting up branch companies in Europe, America, Asia, and won prize of the first paper-made stationery licensee of 2008 Beijing Olympic Games, and through sponsoring the Bayi Guangbo Women Basketball. Our company took part in athletic sports to spread the brand Guangbo.

Guangbo deepens “brand power project” construction continuously, strengthens industry upgrading constantly, and was honored to win Chinese Famous Trademark, Top Ten Stationery Brand of China, and Best Brands of Export Commodities to be Given Special Support announced by Ministry of Commerce of China in succession.

GuangBo 广博

中国驰名商标

广博荣获中国驰名商标

Guangbo won Chinese Famous Trademark



广博荣获中国十大文具品牌

Guangbo won Top Ten Stationery
Brand of China



GuangBo
GUANGBO GROUP
BEIJING 2008 OFFICIAL LICENSEE

广博是2008年奥运会特许经营商

Guangbo is the licensed company
of 2008 Beijing Olympic



八一女篮
广博冠名

广博冠名八一女篮

Guangbo sponsored Bayi Women
Basketball Team

创新是广博持续发展的原动力，是广博品牌全球化最核心的竞争力。

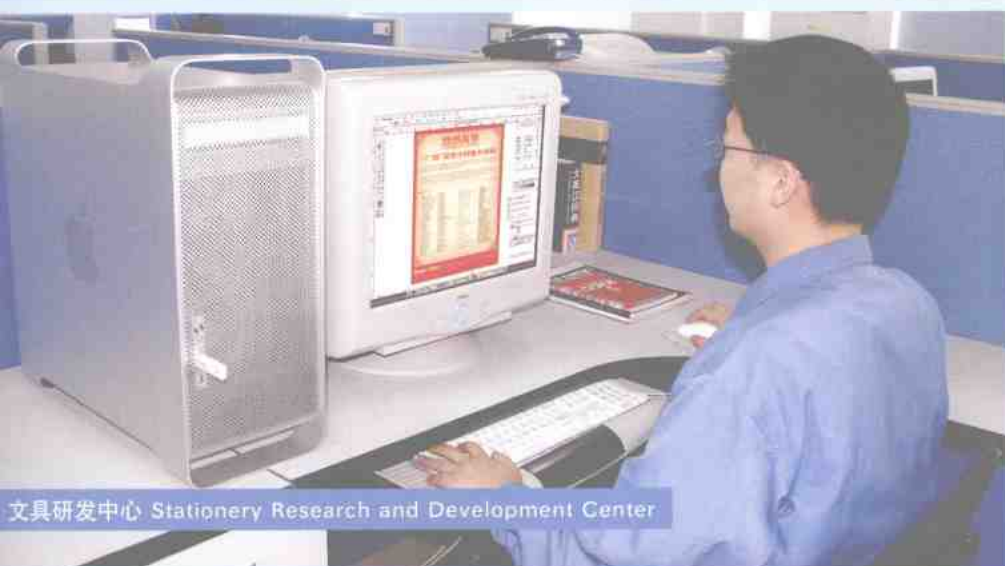
广博股份建立省级工程技术中心，共有各类技术研发人员150余名，在技术、管理、营销与文化上求新求变，在纸品文具、塑胶文具、金属文具、印刷出版等产品的设计开发上不断注入环保、科技新理念，注重传统文具与现代电子科技相结合，创造出引领未来发展潮流的益智文具、电子相册、电子相框等环保智能化文具。

广博的“创新力工程”，为广博文具的全球化营销提供了坚实的技术支持和保障，广博成为国家级本册行业标准化委员会主任单位，并制订多部《相册、名片册行业标准》、《簿册行业标准》等国家级行业标准，拥有各类发明专利、实用新型专利30余项，为广博品牌注入最为显性的文化价值，成为广博参与全球竞争的根本元素。

Innovation is the motivity for sustainable development of Guangbo, is the most core competitiveness of globalization of Guangbo brand.

Guangbo Group has established a provincial-level engineering technology center, has more than 150 research and development personnel in total. We pursue novel and changes in technology, management, marketing and culture, and infuse new strategies of environmental protection and science and technology into the design and development of products in paper stationery, plastic stationery, metal stationery, printing and publishing, etc. And we focus on combining traditional stationery with modern electronic science and technology to create the environmental protection intelligentized stationery, such as intelligence stationery, electronic album, electronic photo frame, etc, which can lead the future development trend.

"Innovation power project" provides firm technological support and guarantee for the globalized marketing of Guangbo Stationery. Guangbo has become state-level notebook & tablet industrial standard committee, worked out many state-level industrial standards such as album, business card industrial standard and notebook industrial standard, and possessed more than thirty various patents of invention and patents of utility model, which infuse the most distinguished cultural value into Guangbo brand, and has become the basic element for Guangbo to participate in global competitiveness.



文具研发中心 Stationery Research and Development Center



宁波广博文具实业有限公司

NINGBO GUANGBO STATIONERY INDUSTRIAL CO., LTD



Ningbo Guangbo Stationery Industrial Co., Ltd is the core subsidiary company of Guangbo Stock, mainly engaged in the development, production and sales of stationery in domestic market. The company focuses on the development of products and marketing, improves market service capability with high-efficient supply chain, and implements the domestic sales strategy of Guangbo Stationery for suppliers' integration with ERP system as an information platform. At present, the company has formed four product series, i.e. office stationery, student stationery, gift stationery and printing paper products. It is also rapidly extending the products chain with powerful design strength and global design resources. Meanwhile, the company has carried out the rapid extension of Guangbo trademark through the output of this trademark and the integration of supplier resources. Furthermore, the company has established sales subsidiaries or offices in 13 main cities and areas in China, expanding the businesses of wholesale markets and supermarkets at a high speed through door to door services and changing from a manufacture-oriented enterprise to a brand operation-oriented enterprise step by step.

宁波广博文具实业有限公司系广博股份的核心子公司，主要负责国内文具产品的研发、生产和销售。公司主要围绕产品开发和市场营销两大核心，依靠高效的供应链来提升市场的服务功能，以ERP系统为信息平台，实施广博综合文具整合供应商的内销战略。目前公司已经形成了办公文具、学生文具、礼品文具、印刷纸品四大产品系列，而且依靠公司强大的研发设计实力和全球化设计资源，正迅速扩张着产品链，同时通过品牌输出，整合供应商资源，实现了广博品牌的快速延伸；公司在中国13个主要城市和地区建立了销售分公司和办事处，通过门对门的服务迅速拓展批发市场和超市的业务，并逐步从以生产制造为中心的企业向以品牌运作为中心的企业转变。





现代化印刷车间 Modernized Press Workshop



全自动五色印刷机操作中 Full Automatic Five-colour Press in Operation



宁波奥尔特纸制品有限公司

NINGBO AOERTE PAPER PRODUCT CO., LTD

宁波奥尔特纸制品有限公司系广博股份控股的中外合资企业，主要负责相册类产品的研发与生产，产品销往北美、欧洲等海外市场。该公司采用国际先进的PP板和PP膜成型生产线以及全自动点烫、折页、制壳生产线，年产相册可达7000万册，目前已形成了纸芯相册、粘胶相册、蜡纸相册、PP相册和剪帖本相册等五大系列上千个品种。目前公司已成为国内最大的相册研发和生产基地之一。



先进平背上胶机 Advanced Flat Back Gluing Machine



点烫机流水线 Spot Healing Assembly Line

Ningbo Aoerte Paper Product Co., Ltd, is a Sino-foreign joint venture with shares held by Guangbo Stock Aoerte, mainly engaged in the development and production of albums, selling its products to overseas markets such as North America and Europe, etc. The company adopts international advanced PP board and PP film molding production line and fully automatic production line of spot healing, folding and shell-making, with a production capacity of 70,000,000 albums a year. Presently, the company has developed five series (over ten thousand varieties), i.e. paper element albums, mucilage glue albums, wax paper albums, PP albums and scrapbook albums. At present, the company has become one of the largest development and production bases of albums in China.