



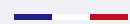
Official Website

Brochure 2024 Whole House Customization Solution

In 1981, Mr. Hassenfratz established Sogal France,
opened up the wardrobe modernization .



RENOWNED IN FRANCE.
ROOTED IN CHINA





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GLOBAL ARTISTIC HOME**Suofeiya, origin from France.**

In 1981, Mr. Hassenfratz established Sogal France, opened up the wardrobe modernization. In 2001, Sogal sliding door wardrobe was introduced by Suofeiya. Creating the new era of Chinese custom cabinetry in China. Suofeiya become the synonymous symbol of this popular industry. And now, Suofeiya has been the leading advanced company globally.

Suofeiya Home Collection Co., Ltd, based in Guangzhou, China, is mainly engaged in custom cabinetries, including kitchen, wardrobe, vanity and all kinds of interior furniture with matched accessories.

Suofeiya was listed in Shenzhen Stock Exchange in 2011, and it's the first IPO company in this industry (Stock code: 002572).

Through personalized design and efficient operation to provide customers with a good experience, committed to become a trustworthy leading home furnishing company.

Hassenfratz.

ABOUT SUOFEIYA



CHRONICLE

Unique Century Journey

1981

Sogal established with scalable cabinet invention

2001

Suofeiya Founded and opened the era of custom cabinetry in China

2003

Suofeiya R&D Center Founded (The 1st Chinese professional furniture lab)

2007

Innovation of volume custom wardrobe manufacturing

2011

IPO on SZ stock exchange, became the 1st Listed Cabinetry Company in China

2012

Covering Nation-wide Manufacturing Network

2014

Introduction of French brand Schmidt Kitchen. The Industrial layout and technology are fully synchronized with France HQ

2017

Acquisition of Huahe Interior Door / JV with Evergrande to open manufacturing center in Lankao

2018

Established Suofeiya Decoration Co., Ltd., Realizing the integration of project process value chain

2019

Approved by EPA as NAF Formaldehyde free certification

2020

Signed with China national women's volleyball team

2021

Launched the Internet light fashion brand -MILANLA, to provide more families with the ultimate cost-effective custom home products and services.

LEADING THE TREND

Suofeiya, origin from France in 1981.

In 2001, Sogal sliding door wardrobe was introduced by Suofeiya. Creating the new era of Chinese custom cabinetry in China.

1st IPO company of Chinese Cabinetry Industry in 2011 (SZ Stock Code: 002572)



EIGHT SUPER FACTORIES



INTELLIGENT MANUFACTURING

With totally 1 million m scale of factory, Suofeiya manufacturing system covers all main areas of China and able to provide various of products in quick lead time. Also the network is cooperated internally with high-efficiency plan, to ensure the whole supply-chain of enterprise is running smoothly all the time.

Additionally, Suofeiya plans to expand the current scale into fully well-finished Industry 4.0 standard before 2025, with 1.5 times of square meter by now.



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GLOBAL VISION

GLOBAL CUSTOM INDUSTRIAL TRENDS IN CHINA, AND NATIONAL CUSTOM TRENDS IN SUOFEIYA

Suoifeiya has 4,000+ showrooms in 23 countries around the world. Offering service to tens of millions of families and projects as personalized demands well matched with interior full house design schemes.



- | | | | |
|---------------------|-------------------|--------------|------------|
| China | The United States | Canada | Dominica |
| Antigua and Barbuda | Mexico | South Africa | Madagascar |
| Zimbabwe | India | Mongolia | Kazakhstan |
| Malaysia | Cambodia | Thailand | Singapore |
| Vietnam | Indonesia | Philippines | Oman |
| Australia | New Zealand | Kyrgyzstan | |

LEADING TECH



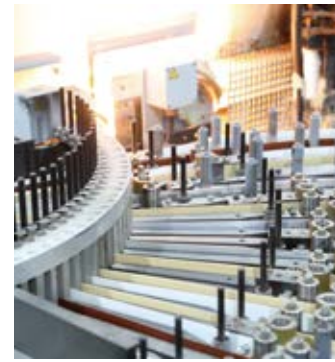
Finish Pressing

Self-owned pressing line for quick, controllable and cost-saving material supply, daily pressing sheet over 20000 pcs



Auto-Cutting

Fully automatic crane rail and unmanned cutting machine, ensure the manufacturing efficiency



Laser Banding

Eco-friendly Laser banding tech can avoid the glue spilling and make the whole process more stable



Rolling Edge Banding

Robot rolling for 3 times to ensure the boards get one-time lipping without slow shift



Precise Drill

Fast and accurate drilling process, everything under PC controlled modular to get rid of mistakes



Shape Carving

Thousands of carving programming with CNC Tech that allows a better performance



Massive Volume

For modular unit sizes, factory provides advanced manufacturing to ensure the capacity balance



Auto Sorting

Unmanned sorting system to save time, save labor cost and realize a more reasonable cargo cache



Auto Selecting System

Cargo cache and robot-hand selecting for package



Stereoscopic Warehouse

Auto lifter system and multilayer cargo storage area, saving warehouse space



Cargo Delivery Platform

Unmanned storage system and deliver with rolling platform



CERTIFICATION

NJ Intelligen

Assist the design, development and implementation of Industry 4.0 intelligent manufacturing technology.

IDC

IDC-Responsible for digital structure design, IT research and development, ERP processing, organization process optimization, etc.

Smart MJ

Assist the design, RD of 3D VR (DIYHome Design Software), so as to achieve consumer independent design, professional design of terminal showrooms, automatic integration of 3D drawing data offactory orders.

LEADING DESIGN

Caesar Series

Future Star City is a brand-new luxury-themed smart home design solution created by our company. Inspired by space and planets, the designers have used electroplating effects with strong textures and contrasting light and dark tones as the main color scheme. Orange accents are added, along with elements such as lighting, metal, and glass. The combination of these elements, along with minimalist design techniques, creates a mysterious and futuristic home ambience.

Innovative research and development have led to the creation of liquid metal technology for the paint-coated panels, ensuring a three-dimensional technological texture resembling the surface of a planet. The entire home space integrates smart modules and storage modules, offering users a luxurious and futuristic home ambience.



Baby & Children Bed

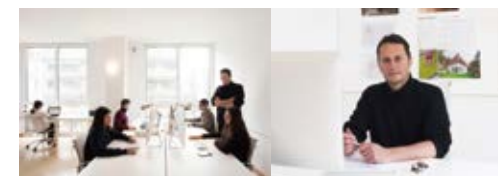
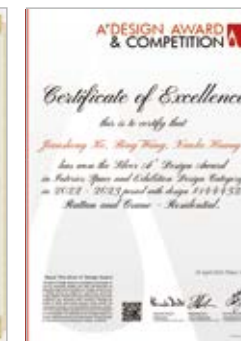
The Growing BED project is a furniture design project based on babies' behavior. The goal is to design a collection of furniture for children's lifestyles.

The Growing BED can be adjusted to sleep, accompany or play mode, and can be transformed into a sofa bed mode as children grow up. Equipped with intelligent disinfection and warming function, it protects the baby against bacterial and enhance dressing experience. The first-class environmentally friendly wood with anti-dumping function protects the baby in every dimensions. Amultifunctional bed that can grow with babies.

Nini Series

The designer draws inspiration from the classic Hollywood film "Roman Holiday," incorporating elements such as the silk texture of Princess Ann's dress and the curved lines of Roman arches. The space is based on a creamy white tone, complemented by materials like metal, leather patterns, and silk.

The design incorporates elements such as butterflies and brand logos, combining multiple curved shapes with lighting to create an elegant and dynamic atmosphere. The diverse custom cabinets and storage accessories provide ample storage and display space, creating a safe, soft, and beautiful French-style environment for users.



Suofeiya cooperate with international famous design institutions, absorb global cutting-edge design wisdom, more international vision and design concept.

Combined with big data and a large number of practical cases, to better understand the design and quality of Living in China, to provide a better life solutions for tens of millions of families.

ADVANTAGE



Raw wood material been carefully selected



Compress by using Formaldehyde-free MDI glue



Abundant cool down time for each panel to ensure the performance



CNAS approved LAB to test every batch of material



Industry 4.0 manufacturing, super 5S clean factory management



Strict QC procedure (Random double internal inspection)



QR Code on every wood sheet to make records for tracing



Professional Delivery and 5-year warranty

Support for HD rendering, within the rendering function, multi-parameters adjustment available to ensure the quality and variety of the image. Additionally, the rendering can be saved and export to PC and mobile phones by a single QR code. Just scan it and you will check the VR with renderings.



KITCHEN CABINET

KITCHEN CABINET

Showcasing an exquisite life where tranquility and beauty intertwine perfectly.

Cherishing every detail and respecting quality, we offer a unique and dreamlike journey. Leading you into the realm of luxury and practicality, portraying your taste and unique personality.



Caesar

Light luxury style

Inspired by Julius Caesar of the Roman Empire.
Metal paint texture with scepter shape handle.
Unique styling integrated smart home design.
Fashion and comfort function together.
Showcasing the high quality lifestyle of the urban elite.





The design features an open island counter and an extended dining table, creating an open and free space with a fluid layout.

During meal preparation and cooking, it allows for communication and enjoyment, satisfying the social need for dining interaction. Multifunctional areas such as a wine corner, coffee area, baking zone, and gourmet section are integrated into the social kitchen.

Not only does it showcase the owner's taste, but it also helps cultivate closer relationships among friends.

Shutter/ Drawer Front: Star Maze



Carcass: Carman Grey



Back Board: Milky Way



Intersperse: Lightful Orange



Countertop: Crystal Etch





Carrera

Light luxury style



Inspired by the Porsche Carrera GT series, which is hailed as a modern Porsche masterpiece; the exquisite combination of red liquid metal paint and gray metallic brushed material creates an ultra-realistic metallic texture; blending wildness with refinement, it endows the space with a futuristic beauty. At the same time, "Carrera" also signifies passion and adventure, embodying Suofeiya's spirit of constant breakthroughs, innovation, and leadership.



Shutter/ Drawer Front: Luminous Grey



Shutter/ Drawer Front: Titan Red



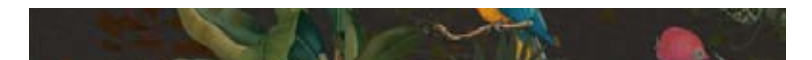
Carcass: Carman Grey



Carcass: Radiant Wood



Back Board: Feist Forest



Countertop: Meteoric



The kitchen cabinet is lacquer flat doors with a champagne matte, no-pull design.

The island is red lacquer door panel with beveled edges and built-in handles drawn. Bright red, in the visual form of a strong impact.

The light illuminates the floor, increases the sense of suspension of the cabinet, and makes the kitchen space more atmospheric.





Tuur Series

Light Luxury French Style



Romantic, stylish and elegant

Inspired by the French garden of Tours. The scenery is as beautiful as a painting. The Tours series kitchen cabinets draw artistic inspiration from the local area, creating a comfortable and romantic kitchen, interpreting a gentle and elegant artistic space.

With pearl white as the main tone, matched with Sparkling Azure, using a distinctive pull handle door design paired with exquisite lacquered grille doors and fashionable artistic glass textures, highlighting the beauty of lines, enhancing the aesthetic appeal of the home, and incorporating storage functionality, outlining a modern cabinet space.

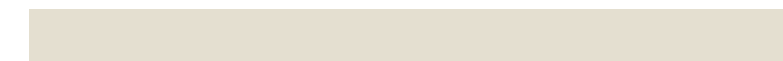
U-shaped layout, clear workflow, starting from the food preparation and storage area, providing countertop space for placing small appliances and tableware, and storage for red wine and wine glasses racks, etc.



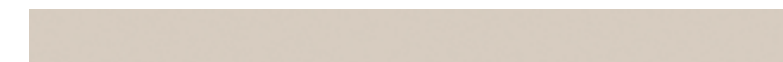
The door shape highlights the beauty of the line, and the handle is integrated into the logo of Suofeiya. Cylindrical metal legs exhibit an exquisite appearance.

Arc-shaped corner cabinet design softens the appearance of the cabinets, creating a warm and cozy atmosphere.

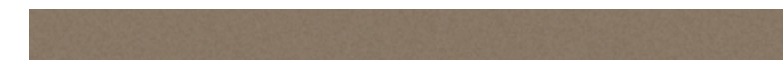
Shutter/ Drawer Front: Pearl White



Shutter/ Drawer Front: Ivory White



Shutter/ Drawer Front: Golden Glaze



Carcass: Carman Grey



Countertop: Danube Grey





Nini European

French Cream Style Social Kitchen Cabinet. Inspired by the elegance and fashionable charm of Paris. Drawing on Luxury Light Retro Patterns. Soft and beautiful arc shape outlines a romantic atmosphere. Interpreting the elegant and exquisite French luxury space.

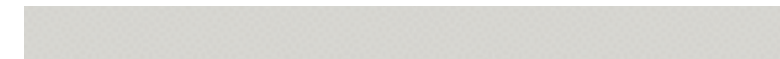
Baking paint bevelled cut sliding door cabinet. Dynamic design, combining aesthetics and functionality. North Star translucent back board, making ornaments more advanced. French-style arc kitchen island platform. A work of art and also a storage cabinet.



Under the highlighting of light and shadow, the retro wave-patterned door emphasizes its texture even more.

The R400 curved door is processed with rounded corners, which adds a smooth and detailed touch while contrasting with the modern minimalist linear style, introducing a hint of French softness and delicacy.

Shutter/ Drawer Front: Pistil White



Shutter/ Drawer Front: Pistil Sweet



Carcass: Whisper Grey



Back Board: Whisper Grey





Mocha

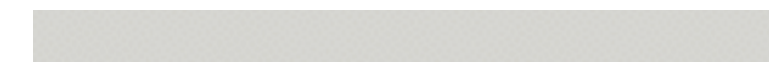
Modern Style

Inspired by the beloved coffee culture of Generation Z. The warm fusion and collision of Mocha and Cream White. LDK integrated trendy design. Creating an ideal youthful space.

Open kitchen
Sharing space, more fun for weekend parties.
Bowl and plate pull-out basket. Modular storage by zone, clear at a glance.



Shutter/ Drawer Front: Starry White



Shutter/ Drawer Front: Twilight



Shutter/ Drawer Front: Suriname Wood



Carcass: Whisper Grey



Back Board: Grilled Grain



The dining table can be flexibly adjusted. Meet the usage needs of different life scenarios. Provided a convenient dining and kitchen space.

The overall color scheme uses the cream retro Maillard color scheme. Low profile, steady, and full of texture. Can perfectly blend into different occasions and styles. Coincidentally with the fashionable, agile and free personality of the new generation of trends.





WARDROBE

WARDROBE

Behind the passage of time, a maze-like journey of fashion.

As the wardrobe gently opens, from classics to modern styles, the beauty of clothing art emerges through refined lines and elegant colors. Let your wardrobe journey become a moment of blossoming, displaying exquisite taste and eternal treasures.

Nini Series



With the elegance and fashion of Paris as inspiration
Absorb the luxury vintage pattern
Soft curved modeling shows romantic atmosphere
Interpretation of elegant and sophisticated French style space

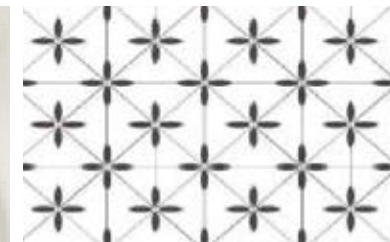
Highlight



Curved craftsmanship |
Showcasing classical
nobility



Diamond grid embossed
panel | Radiating fashion-
able charm

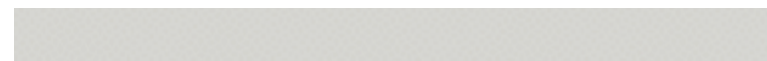


Polar Star glowing panel |
Enhancing spatial beauty





Shutter/ Drawer Front: Pistil White



Shutter/ Drawer Front: Pistil Sweet



Carcass: Greige Leather



Back Board: Sogal Flora



Single curved edge
high aluminum
frame door (Gold-B)
+ Gray glass



Micro-profile
curved arc
door (with lock
core handle)



Curved
decorative
column



Micro-profile curved
arc facade
(with handle)



Lock core handle

Vyssa Series



Inspired by the Eiffel Tower in Paris, France,
Exquisitely crafted to showcase meticulous craftsmanship,
Establishes a romantic ambiance with elegant white as the foundation,
Embodies the beauty of French-style home decor.

Highlight



Luxurious Elements |
French artistic relief



Romantic Shapes |
Parisian Tower decoration
frame door type



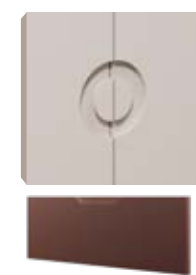
Gentle Tone |
Cypress colliding with
modern red



Eiffel Tower cladding with aluminum panel doors



Simple edge cladding with aluminum framed glass doors



Semi-circular handles & boat-shaped recessed handles for door pulls

Shutter/ Drawer Front: Bleying



Carcass: Greige Leather



Back Board: Feist Forest



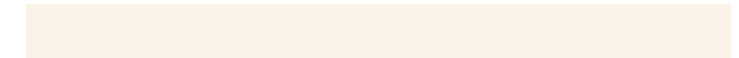
Shutter/ Drawer Front: Modern Berry



Back Board: Wandering Gold



Back Board: Mousse Cream



Flowing Light Series

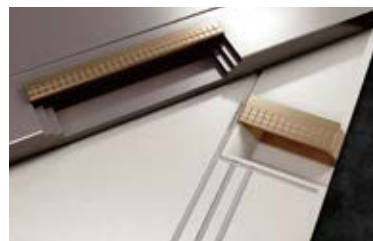


Superflow flat powder coating technology and pearl mixing effect, imitating the romantic mood of natural light and dancing snow. The product space is refined and simplified at key points, presenting a low-key and luxurious lifestyle.

Highlight



Industry innovation | Superflow flat with mixed color effect on door panel surface



Stacked concealed door | Exquisite artistic design



Environmentally friendly powder coating | Near-zero VOCs emission





The entrance space is designed in a "one" layout, combining the circulation paths, and divided into a glass display area, an open display area, and a storage area. The R200 wall panels complement the flat and curved surfaces with exquisite craftsmanship.



The background wall is combined with a curved structure, which is both aesthetically pleasing and functional, integrating the living room and balcony, making the entire living room space more cohesive.

Shutter/ Drawer Front: Galaxy White



Shutter/ Drawer Front: Galaxy Violet



Carcass: Greige Leather



Back Board: Vichy



Square pull handle



Stacked concealed door

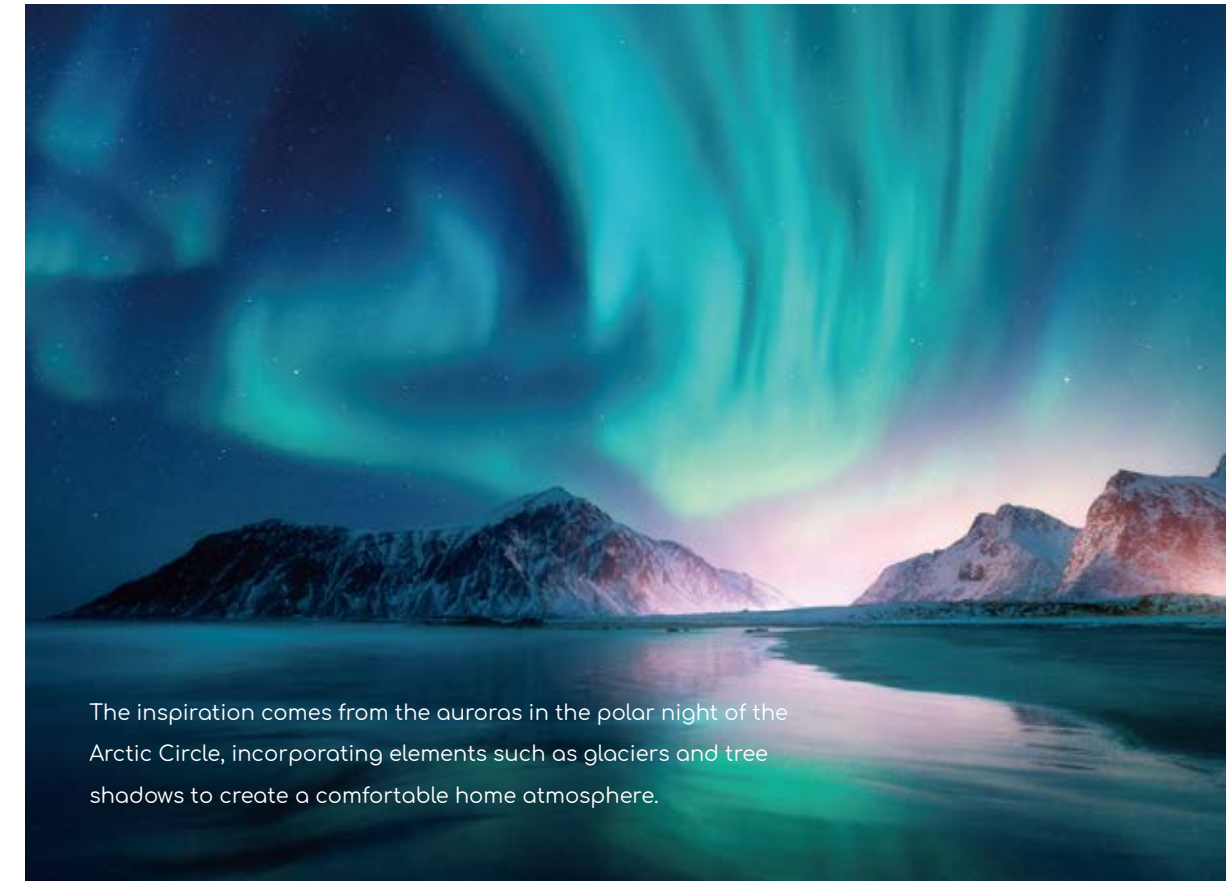


Bi-sided beveled door



Straight-edge High-aluminum Frame Door in Gun Gray Matte Finish + Gray Glass

Kaamos Series



The inspiration comes from the auroras in the polar night of the Arctic Circle, incorporating elements such as glaciers and tree shadows to create a comfortable home atmosphere.

Highlight



High Gloss Texture |
Premium mirror effect



Shadow Wood Texture |
Light and elegant colors,
picturesque



Sky Creative |
Stylish aurora arc design



High gloss flat panel door



Wide/ narrow edge-sealed celestial handle



Straight-edge high-aluminum frame door

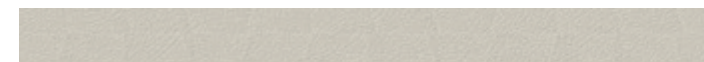


Dining side central island cabinet

Shutter/ Drawer Front: Grey of Figured



Shutter/ Drawer Front: Porcelain White



Carcass: Rhombic Grey



Back Board: Wandering Gold



Shutter/ Drawer Front: Porcelain Gray



Shutter/ Drawer Front: Chic Amber



Back Board: Wood Shadows



Back Board: Vichy



Misu Series

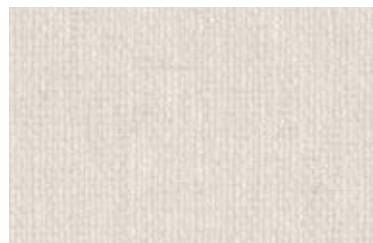


The design inspiration comes from the exquisite dessert culture in Europe, combining creamy aesthetics with modern design techniques to present the sweetness of French desserts and create a warm and healing home space.

Highlight



Creamy color scheme: Create a pure and warm atmosphere



Textured pattern: Outline a delicate and soft touch

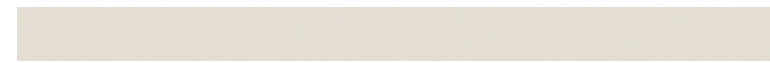


Leather grain handles: Metal + leather grain, highlighting fashion

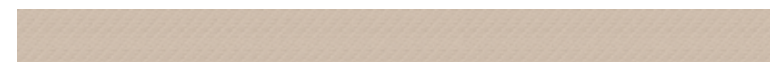




Shutter/ Drawer Front: Milk Aroma



Shutter/ Drawer Front: Apricot Cream



Shutter/ Drawer Front: Parakeet Cream



Carcass: Maple Talk



Back Board: Champs-Elysees



Wide/narrow
edge-pull
handle door



Mocha leather
handle



Three-sided
high-aluminum
frame door



Crystal cabinet

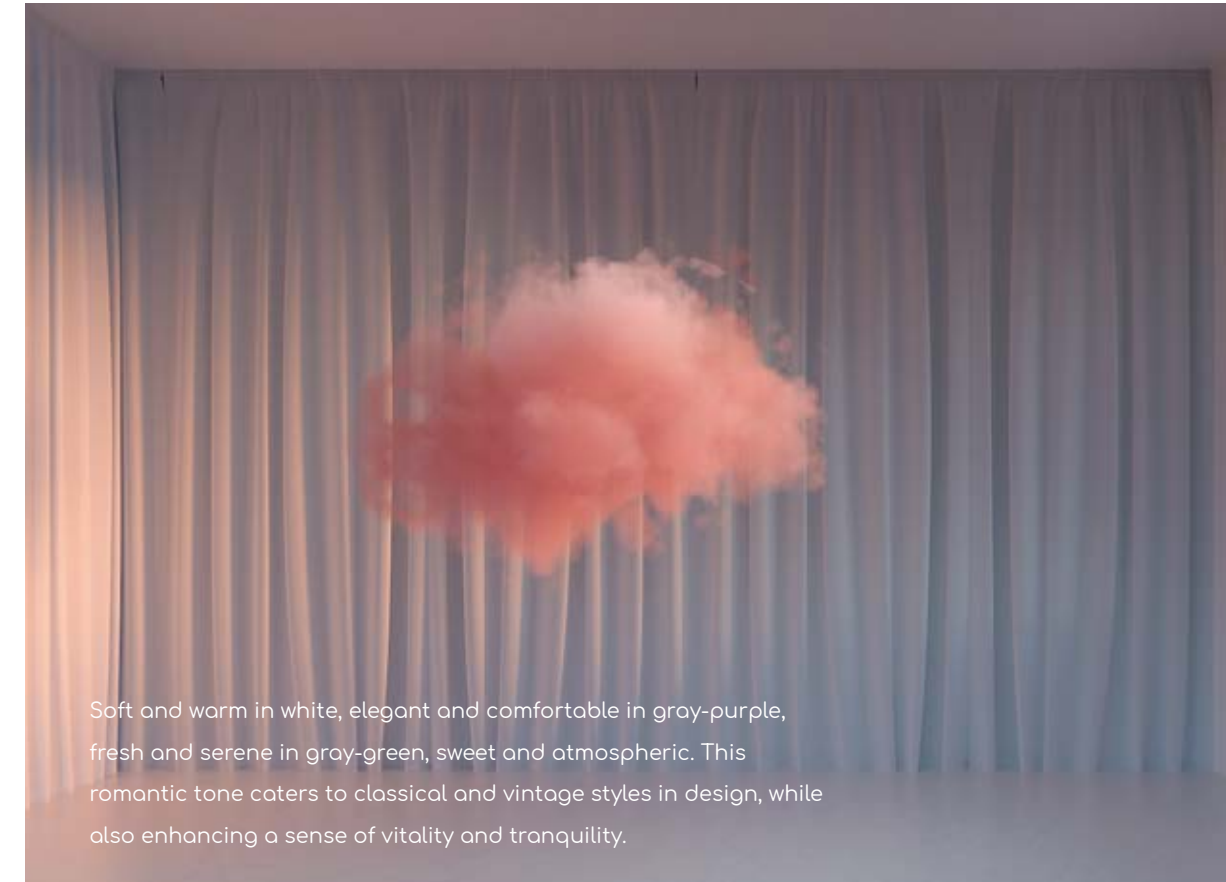


VANITY

In this distinguished moment, encounter exquisite taste.

Here, the bathroom cabinet's magnificent artistry is like a pilgrimage of the soul. Carefully selected materials blend art and practicality, embodying the craftsmanship of taste inheritance.

Nini Series



Soft and warm in white, elegant and comfortable in gray-purple, fresh and serene in gray-green, sweet and atmospheric. This romantic tone caters to classical and vintage styles in design, while also enhancing a sense of vitality and tranquility.

Highlight



R45 arc + grille | More flexible and gentle space



Low saturation color scheme | Elegant and comfortable



UF resin integrated basin | Antimicrobial and easy to clean



R45 arc griller



Reverse D-shaped irregular mirror + arc decorative panel



Petal door pull



water drop handle



Curved glass door

Shutter/ Drawer Front: Galaxy Violet



Shutter/ Drawer Front: Moss



Back Board: Sogal Flora



Shutter/ Drawer Front: Galaxy White



Carcass: Diamond White



Hepburn Series



Inspired by the graceful goddess Audrey Hepburn, with a delicate monochrome and textured finish, creating a French chic and elegant atmosphere. Enchanting slim silhouette, with intricate details of R45 exquisite curves, infusing every corner of the home with French tenderness.

Highlight



Solid Color Powder Coating | Premium tactile experience



Arc Design | Showcasing modern fashion sense



Integrated Ceramic Basin | Simple, aesthetically pleasing, and easy to clean





Shutter/ Drawer Front: Suet Jade



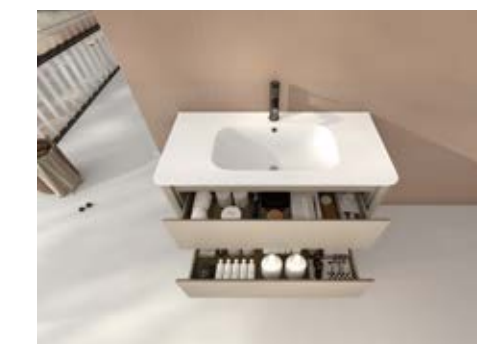
Back Board: Whispering Apricot



R45 arc design

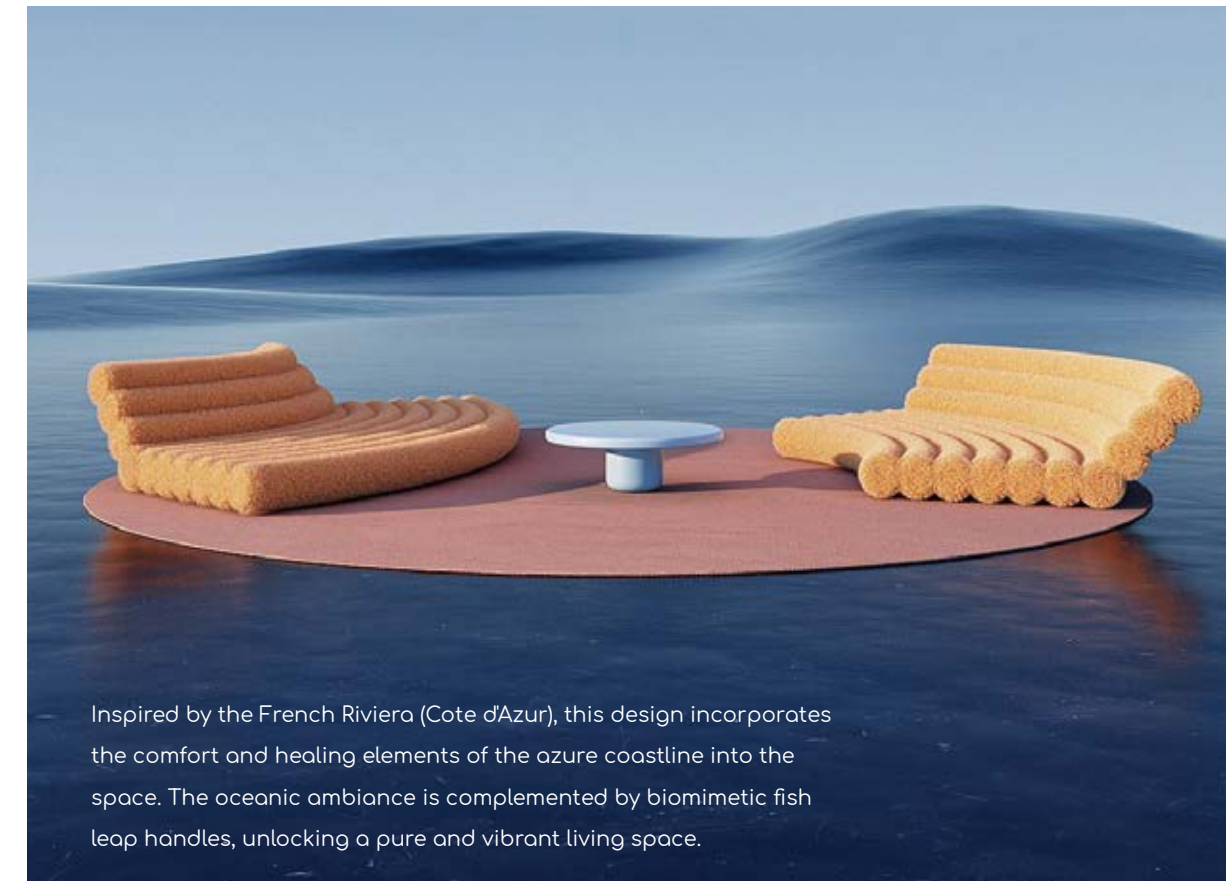


Integrated Ceramic Basin



Bevelled edge handleless flat panel door

Azure Series



Inspired by the French Riviera (Cote d'Azur), this design incorporates the comfort and healing elements of the azure coastline into the space. The oceanic ambiance is complemented by biomimetic fish leap handles, unlocking a pure and vibrant living space.

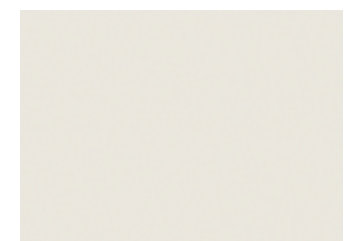
Highlight



Unique-shaped bathroom cabinet | Maximizing space utilization



Functional accessories | Meeting diverse storage needs



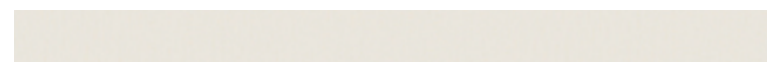
EB technology board | Eco-friendly, fingerprint-resistant, and repairable



Shutter/ Drawer Front: Grey Dawn



Shutter/ Drawer Front: White Dawn



Carcass: Carman Grey



Carcass: Whispering Apricot



Countertop: Fish Belly



U-shaped hanging rod



Irregularly shaped carcass

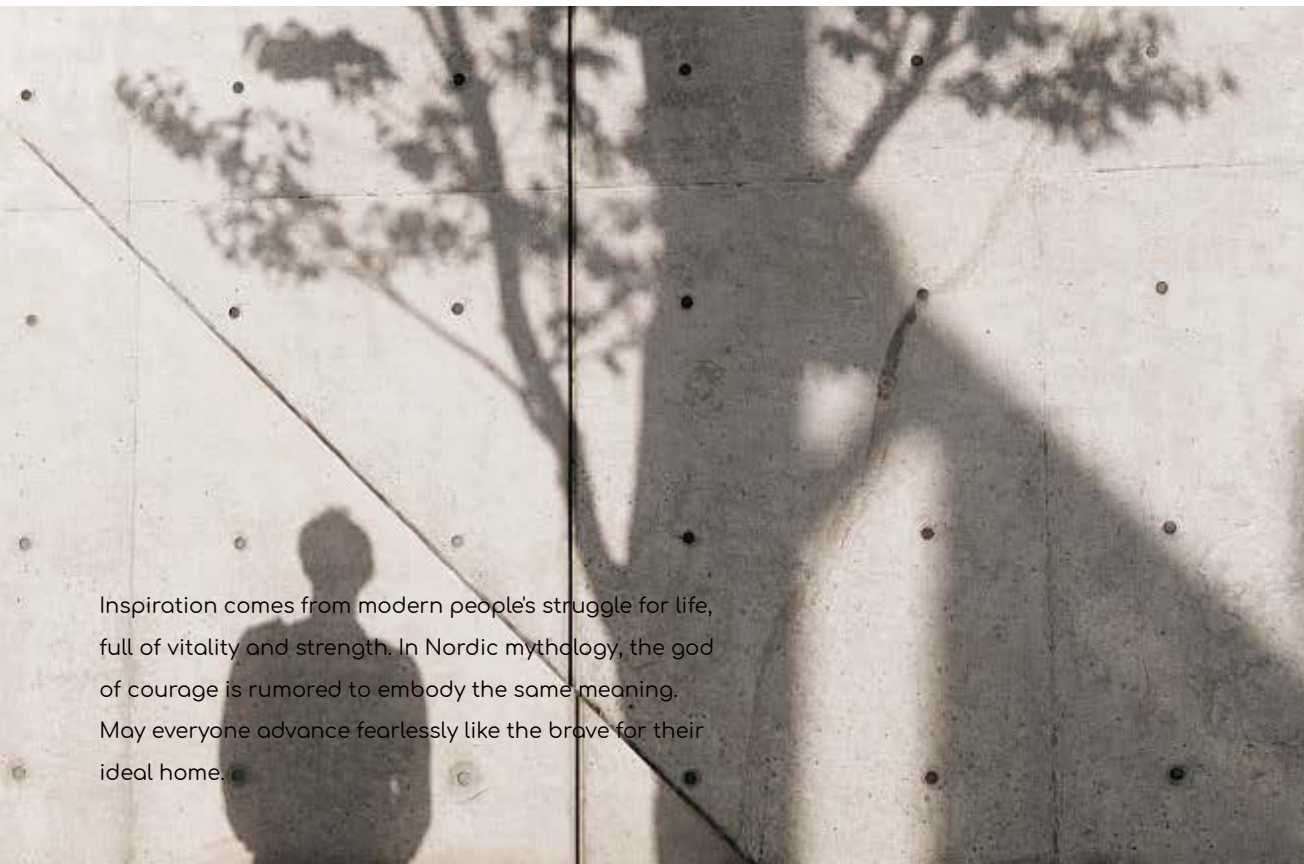


L/ U shape handleless



Irregularly shaped countertop

Modi Series



Inspiration comes from modern people's struggle for life, full of vitality and strength. In Nordic mythology, the god of courage is rumored to embody the same meaning. May everyone advance fearlessly like the brave for their ideal home.

Highlight



High-gloss lacquer | Exquisite aesthetics for the bathroom space



Curved details + grid back panel | Showcasing a sense of modern fashion



Seamless joint countertop basin made of rock panel | Simple, beautiful, and easy to clean





Shutter/ Drawer Front: Milan Mocha



Carcass: Grid Pattern



Back Board: Diamond White



Countertop: Fish Belly



R15 arc-edged visible panel



U-shaped handleless



High-gloss lacquer flat doors



Intelligently shaped beveled mirror



Bevelled edge decorative panel



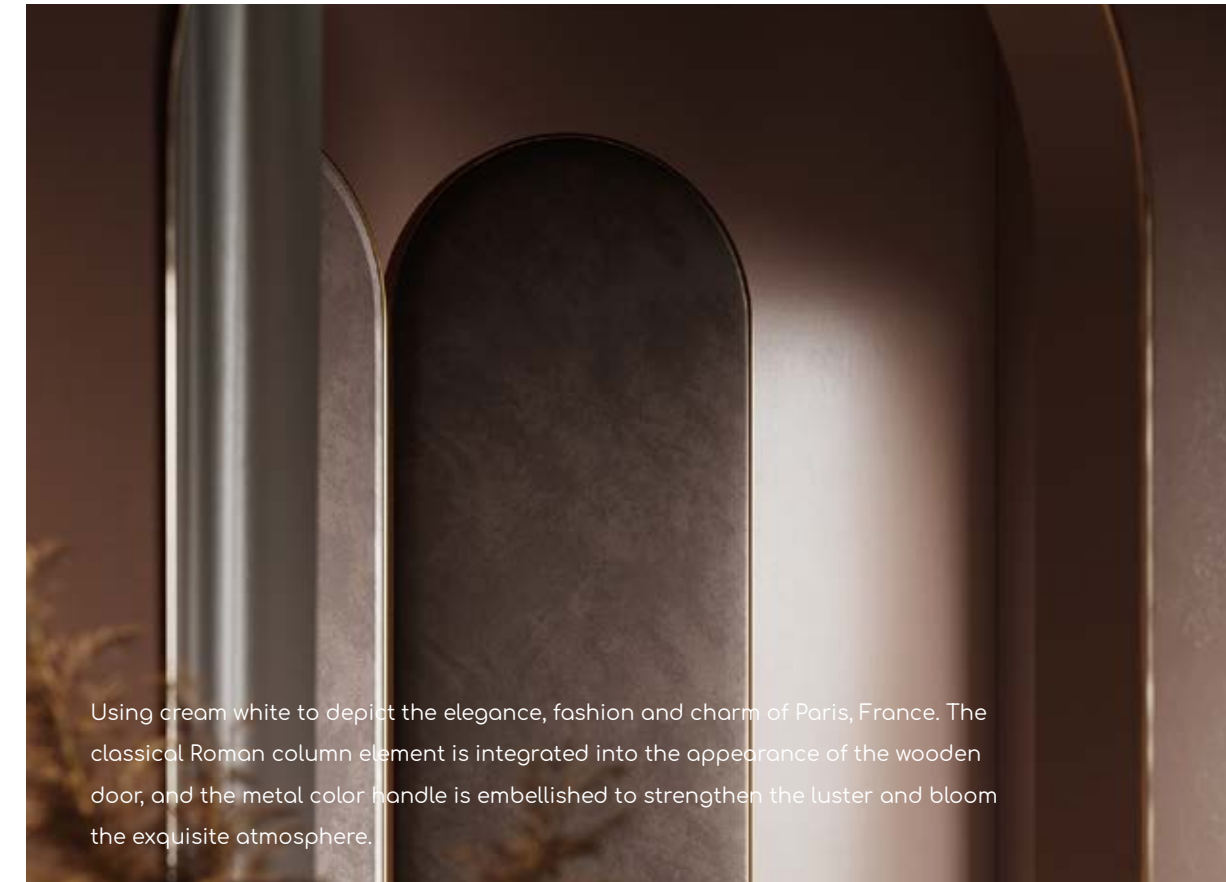
INTERIOR DOOR

INTERIOR DOOR

We strive for excellence in design concepts and manufacturing process.

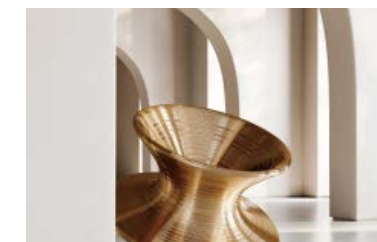
While inheriting the Chinese wooden door culture, we actively invite international designers to participate in product design. We have fully introduced the German precision manufacturing system, enriching the cultural connotation of the term "door craftsman" through inheritance and development.

NINI Series



Using cream white to depict the elegance, fashion and charm of Paris, France. The classical Roman column element is integrated into the appearance of the wooden door, and the metal color handle is embellished to strengthen the luster and bloom the exquisite atmosphere.

Highlight



French Cream White with Gold



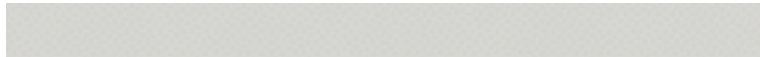
Integrated Design of Cabinet Walls



Roman Column Element Design



Color Matching: Pistil White



Door Frame: MKX-79



Hinge: YHE001



Lock: MSX091C

Mocha Series



Using cube-shaped elements, matching with the Mocha series, combining with the surface's textured finish, enriching the details, enhancing the tactile sensation, and exuding a sense of high luxury.

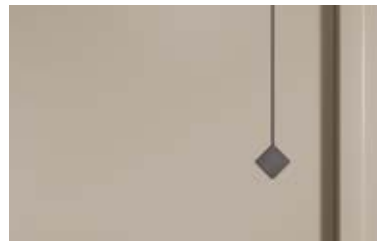
Highlight



Comfortable and natural Maillard color



Door panels echoing the furniture in the same color

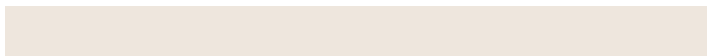


Diamond gradient decorative pieces





Color Matching: Starry White



Color Matching: Suriname Wood



Door Frame: MKX-79

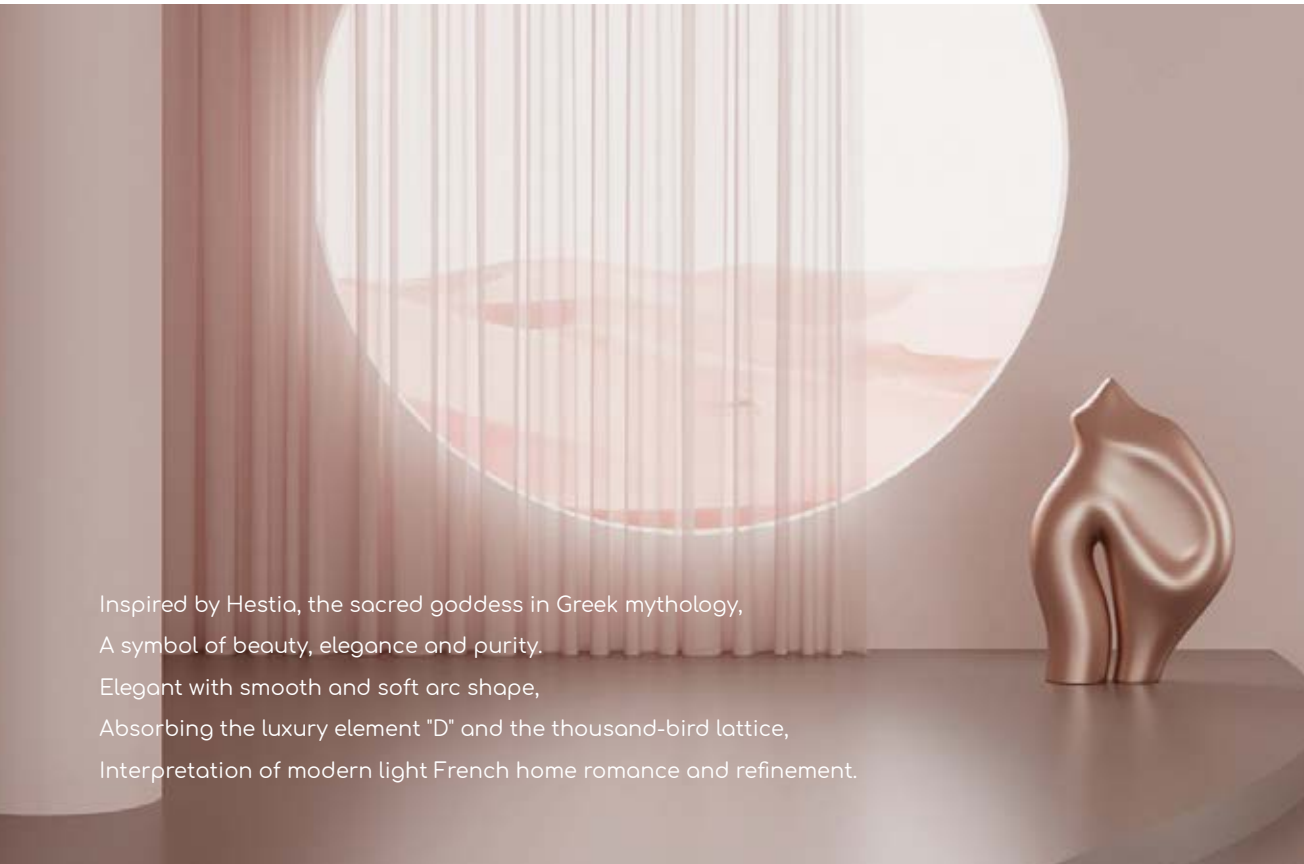


Lock: MSX083C



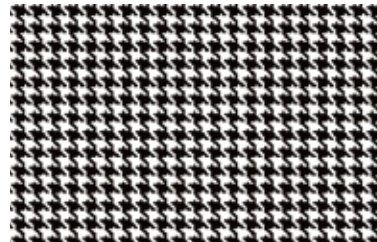
Hinge: SHE028

Thya Series



Inspired by Hestia, the sacred goddess in Greek mythology,
A symbol of beauty, elegance and purity.
Elegant with smooth and soft arc shape,
Absorbing the luxury element "D" and the thousand-bird lattice,
Interpretation of modern light French home romance and refinement.

Highlight



Houndstooth pattern,
vintage and upscale



Romantic colors,
French home decor



Combination of metal and
fabric textures.





Color: Light Heron



Door Frame: FKX-05H&04W



Hinge: SHE090



Lock: MSX091CD

Jade Wood



Inspired by famous mountains and ancient trees, the high-quality wood veneer captures the essence of nature, infusing a warm and rustic atmosphere into living spaces. Layered lighting and grilles integrate visual levels and aesthetics into the texture, showcasing the refined lifestyle of urban luxury.

Highlight



Natural wood grain texture, delicate and natural



Blending in with the beauty of pine needle.



Diamond shaped metal decorative elements embellish



Color Matching: Coffee Brown Oak



Color Matching: Pine Needle



Door Frame: FKX-73



Hinge: SHE001



Lock: MSX148CD



LOOSE FURNITURE

Loose Furniture

An exquisite journey into the luxurious details that enrich your refined lifestyle, imparting a more unique character to your space.

We present to you carefully selected loose furniture, offering a taste of life with exceptional craftsmanship and noble materials. Transform every moment into an immersive luxury experience, elevating your abode into a true artistic sanctuary.



Bed & Bedside Table



Dining Table and Chairs





Tea Table





Sofa

Core Values of the Enterprise

Customer First, Innovation and Sharing, Professional and Efficient, Integrity and Progress.

Enterprise Mission

To easily transform homes with technology and creativity, integrating the beauty of the world into a new way of living.

Enterprise Vision

To provide customers with exceptional experiences through personalized design and efficient operations, and become a trusted, globally leading home furnishing enterprise.

