



招商手册

MERCHANTS MANUAL

家具
五金

Furniture hardware

水槽
龙头

Sink & faucet

厨房
拉篮

Kitchen basket

衣橱
配件

Wardrobe fittings

家具
拉手

Handle & knob

家具
胶业

Adhesive

相信您付出了解的时间，会变为值得

We believed that all the time you spent is worth.

左邻五金超市大中华区招商手册 2017

JOYLINK supermarket merchants manual in China 2017

公司简介

Company profile

佛山佰德力五金有限公司，旗下拥有 JOYLINK 左邻国际商标，系一支在中国大陆迅速成长的品牌；国内创业团队从事五金行业均超过 12 年，在生产、运营、代理等岗位上有非常务实的经验，加之求变向上的理念，JOYLINK 左邻五金超市快速拓展，一城接一城

FoShan BEADEL Hardware Co., Ltd is a fast growing brand in China with JOYLINK international trademark under its contract. In China, its business team have more than 12 years experiences in hardware industry. With not only its excellent experiences in manufacturing, operating and being agents, but also its positive attitude, JOYLINK is expanding from one city to another.

我们志在 发展左邻超市 服务国内外大众

左邻五金超市做为社区的一部分，服务身边的家庭及专业人士，为消费者提供便捷高效的购物环境，以及最具性价比的好产品。

As part of the community, JOYLINK stores is now serving your family. It provides you with a convenient and efficient shopping environment, as well as the cost-effective product.



左邻五金超市 快速拓展，一城接一城……

JOYLINK supermarket

Expanding rapidly, From one city to another City.

呼市

Huhehaote

银川

Yinchuan

北京

Beijing

沈阳

Shenyang

太原

Taiyuan

郑州

Zhengzhou

武汉

Wuhan

长沙

Changsha

佛山

Foshan

……

线上专营店

Online shop

JD. 京东
COM

天猫
TMALL.COM

六大 销售平台

Sales platform

经销商伙伴 左邻超市平台

Partner of Agents

三星
SAMSUNG

四海五金
SIHAI HARDWARE

建材超市

DIY supermarket

居然之家
Easyhome

百安居
B&Q

工业客户

Industrial customers

索菲亚衣柜

万科

左邻直营超市

JOYLINK hardware supermarket

JoyLink 左邻®

出口贸易

Export trade



我们销售团队不断拓宽销售通路，使产品流通更广，品牌提升更迅速；目前已有 6 个主要平台在销售左邻产品，我们正拓展新的平台，好机会越来越多。

Our sales team is continuously expanding sales channels. This has ensure the circulation of our products and improvement of our brand. We now have 6 main platforms which are selling JOYLINK's products. We are expanding our new platforms too, and in this way, we have more opportunities.

长达 12 年出口德国的生产条件

基于我们拥有长达 12 年出口德国的生产条件，
使我们的资源得天独厚，
我们的平台更加开放。

Based on our producing condition of exporting Germany for 12 years, we have favorable resources and an open platform.

我们的优势

JOYLINK advantages



先进的生产装备

Advanced production facilities



实干的生产员工

Practical employees



及时的服务响应

Immediate services



新颖的设计团队

Original design team



高效的供应链

Effective supply chain



共享的商业系统

Shared business system

我们为大家提供全系列五金产品，建成
We provide a full series of hardware, so as to build

五金超市平台

HARDWARE SUPERMARKET PLATFORM

一站式购齐
One-stop services

左邻超市，
大众家庭好邻居，
专业客户好伙伴。

JOYLINK is everyone's best neighborhood,
professional customers best partner.

合理库存，集中发货，降低物流成本
Speed delivery, MOQ one carton.
Reasonable storage, centralized delivery, low logistic costs.

极速发货
一件起发

零售批发
多样包装

不同的产品包装，利于销售不同的
目标客户，更具价格竞争力

Retail and wholesale with various packs.
Different packs to every customers' taste, and more
competitive price

众多单品
一站购齐

经销商不需要管理很多的供应商，
效率更高，时间更值钱

one-stop services for various products.
Agent do not need organize hundreds of suppliers, and it is
more effective.

体验展示
现货存放

新的商品陈列方案，上方展示，
下方存放货物，随手可取

Experience display and prompt goods on the shelf.
New and Convenient way to display. Display on the top and store
products beneath.

体验店效果图

Effect drawing of stores

专业的店面设计，帮助我们的门店陈列更出彩

The unique design of our stores brought elegant to our displays.



Logo of JoyLink stores 左邻店招 ▲

▼ 专卖店体验展柜 Display merchandising of JoyLink stores



展柜局部细节

Showcase local details

展柜我们设计成模块化，一套展柜由多个单元组成，每个单元由6块展板组成，展板固定在金属孔板上，新品上新，随时更换，灵活便捷

With its modularization, merchandising is divided into many modules. There are six display boards fixed on a metal board in each module. It is convenient because it can be replaced whenever there is a new product.



在骑马抽柜体的上方，制作有机玻璃格子，并用钢化玻璃盖面，使小五金产品摆放有序



琳琅满目的配件，用 DIY 挂盒陈列展示，分类清晰，随手可取，便于零售



体验式商品陈列，让好产品自己会说话，贴标内容写清产品规格特性及价格，一目了然



充分利用每一个展柜的空间，在一个中岛柜，上方台面安装水槽，下方柜体安装飞碟、拉篮等商品，更利于代理商分销陈列

左邻体验展柜（部分）

Experience merchandising (part)



为了使展柜更漂亮有质感，

我们签约高端展柜厂，
(专为一线化妆品做展柜亮妆台)

这使我们金属质感的五金产品

与光洁的高品质烤漆木板更搭。

In order to make our merchandising more beautiful, we contracted with up-market factories. These factories specialized in producing showcases and makeup tables for cosmetics. It make our hardware much more suitable for the high quality wood paint.

高柜

Showcase 2.3

高柜尺寸：高 x 宽 x 深 = 2300x1200x600mm



铰链
Hydraulic Hinge



挂件
Functional Holder



LED 灯
LED Lighting



衣杆 & 气撑
Wardrobe Tube & Buffering Lift



滑轨
Ball Bearing Slide

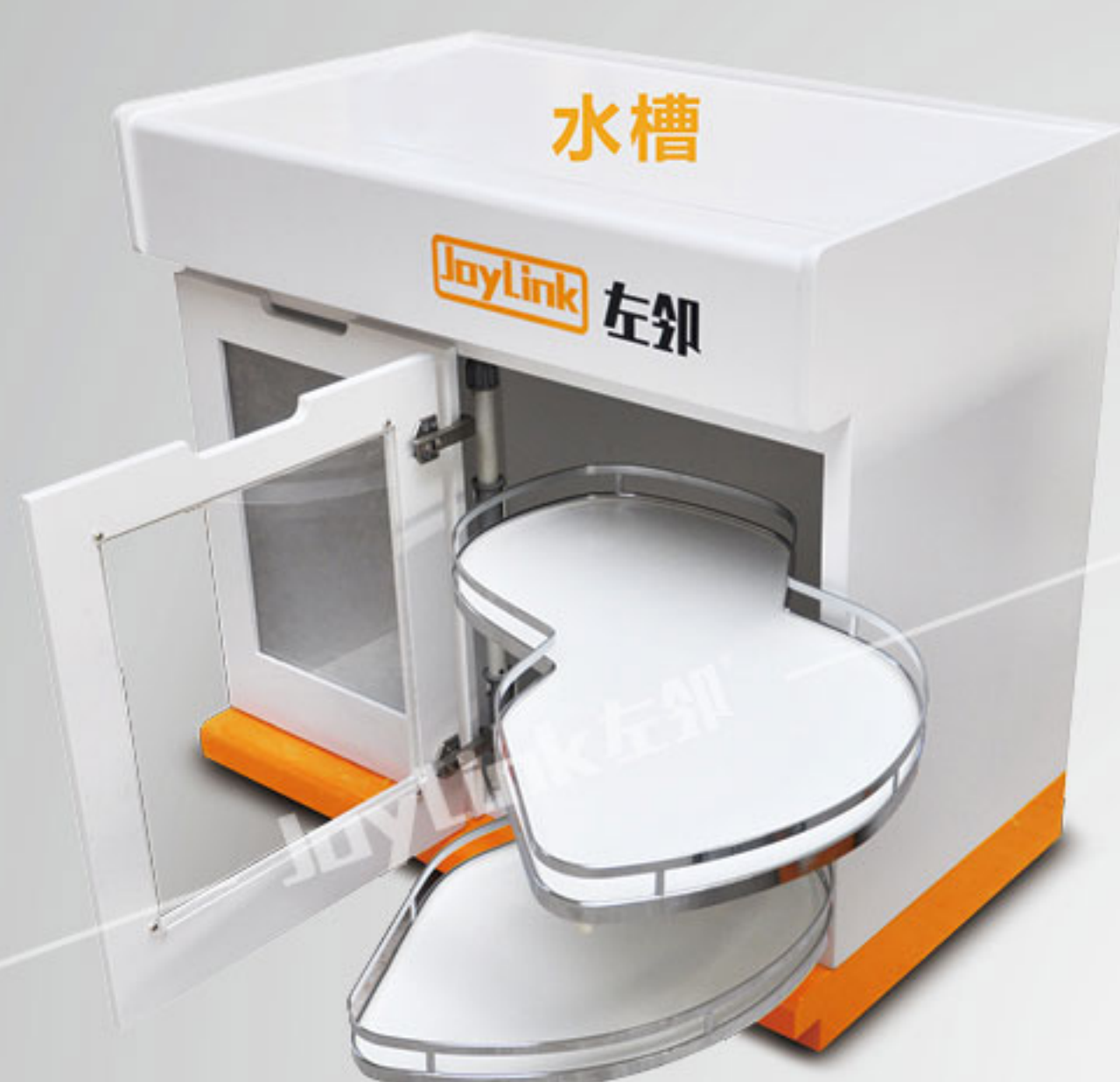


热熔胶
Melt adhesive

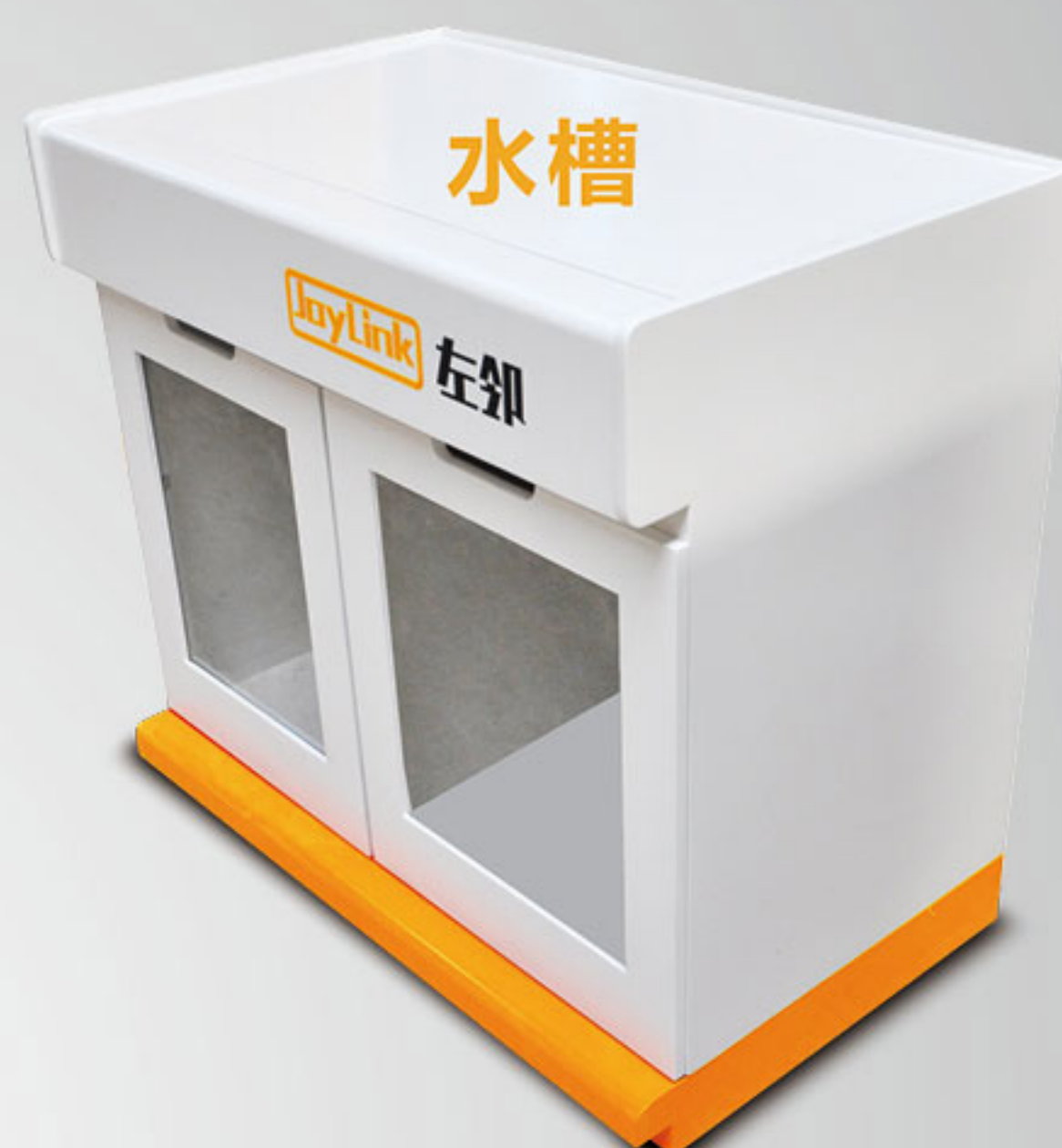
中岛柜

Showcase 0.9

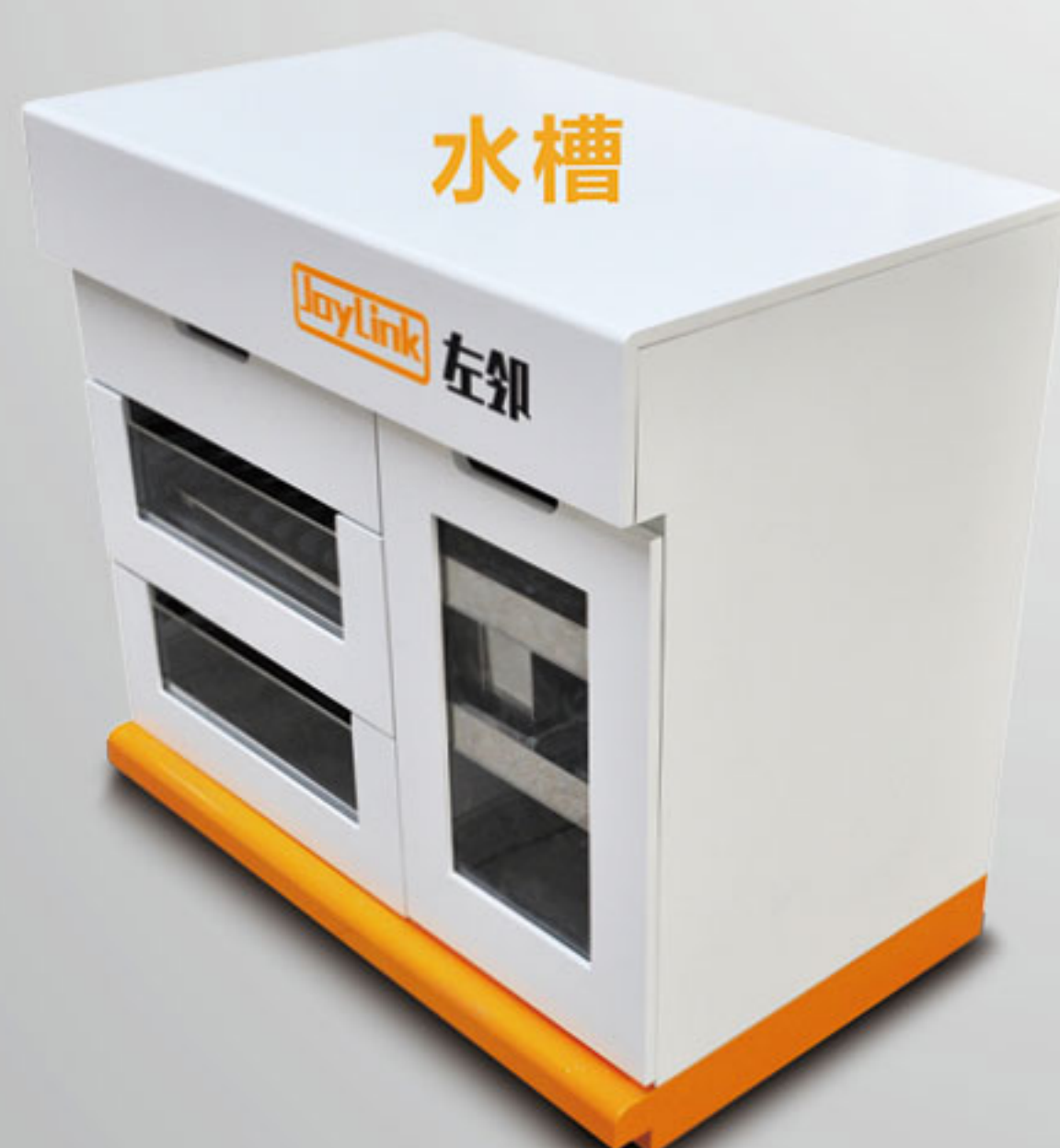
中岛柜尺寸：高 x 宽 x 深 = 900x1000x600mm



阻尼飞碟
Revolving Saucers



对开门
Door



钢板拉篮
Drawer Basket



干镀拉篮
Drawer basket

产品介绍

Product introduction

我们不断优化现有产品线，
使产品更丰富，更具性价比，
利于代理商分销上样。

We are optimizing our exist product series
continually. Creating a wide variety of high
competitive products. It is more beneficial to agents
distributing sample to distributor.

利于代理商分销上样的优势：

JOYLINK advantages



价格有很好空间

Competitive price



展示分类清晰

Clear classification



目标顾客广泛

Wide range of
customers



商品单元模块分类

Commodity unit
module classification

JoyLink 左邻®



- 1 食品级 304 不锈钢原板
Food grade 304 stainless steel
- 2 精细拉丝，清晰线条
Meticulous burnishing
- 3 加厚钢板，一体成型
Thickening steel plate and integral forming
- 4 标配套装，品质上乘，终身质保
Standard suite, best quality and lifetime warrant

食品级 304 不锈钢水槽

Select Stainless Steel Sink

为了让水槽成为您美味厨房的最佳装饰，设计师以极致简约的线条，勾画出水槽完美轮廓，水槽洁净美观且便捷实用

Our designers drew the perfect outline of the sink, to ensure you a both beauty and practicality sink at home.

两段力 快装 液压铰链

High Quality Two Section Hydraulic Hinge

JoyLink 左邻®

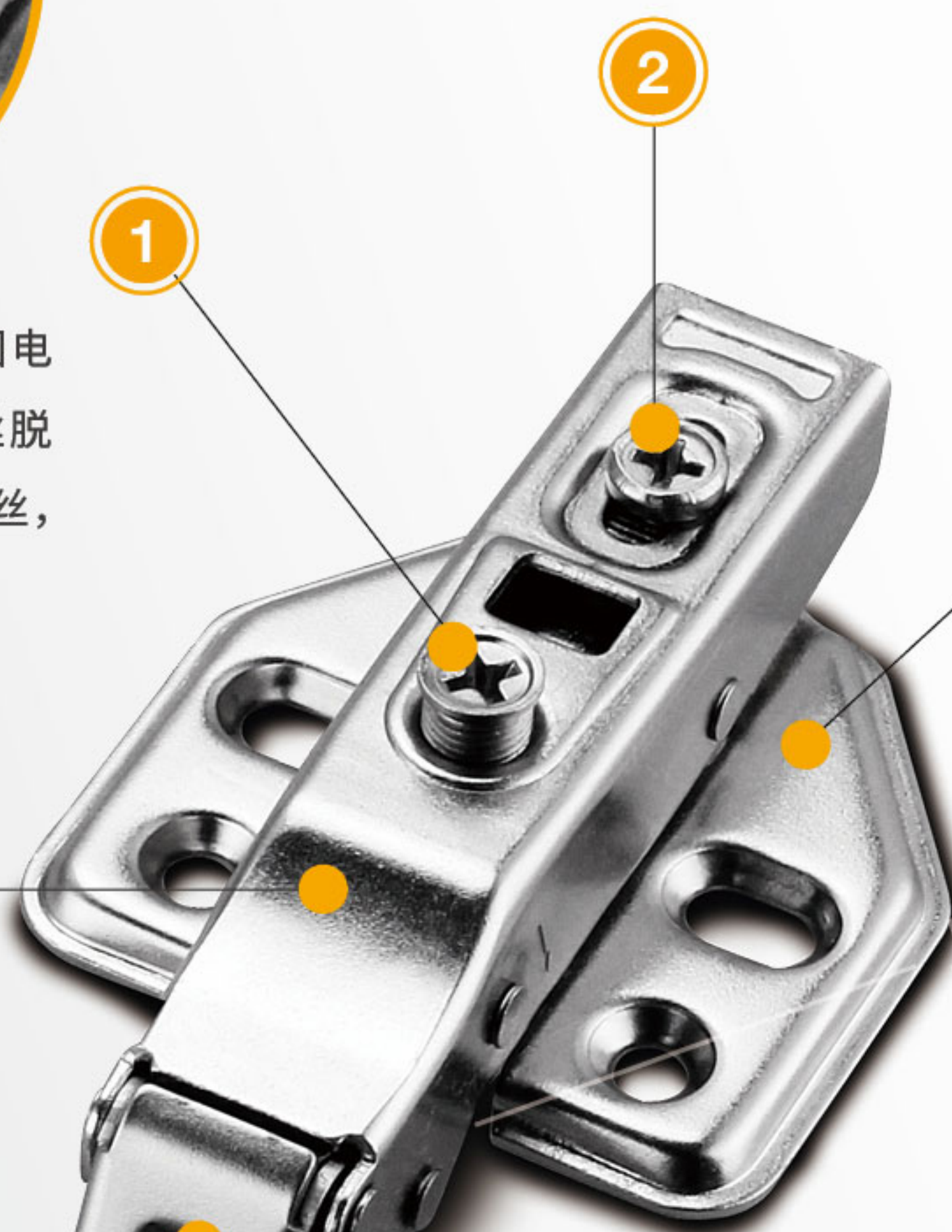
我们提供超过 10 个系列的门用铰链，覆盖包装、性能及价格的多项选择

We provide over 10 series of hinge, and you can choose from its pack, function and price etc.



平头螺丝设计，加深十字槽，可防止用力过猛，螺丝造成滑丝；前后调节量为 8mm，比普通增加 3mm 调节量。

限位设计的调节螺丝，解决了因电钻速度过快，造成铰链调位螺丝脱丝的问题；加长 10.8mm 调节螺丝，满足大调节量。



大款底座，加大底座与侧板的接触面，大大增加了铰链的承重力。

钻形加强筋设计，加之淬火加工，使铰杯和铰臂联接更得力。

铰杯盖边设计，可有效隐藏，因门板开孔造成的板材爆边情形。

优美的曲线，使铰链的外形更得体。

表面电镀处理，通过 48 小时盐雾测试。

铰杯杯座深度为：11.5mm。

双缓冲阻尼骑马抽

High Quality Hydraulic Drawer Box

JoyLink 左邻®

豪华型骑马抽，是厨房家具的趋势产品，因其卓越性能及人性化设计，越来越多的客户选用骑马抽方案，享用超静音的美观抽屉。因抽屉的结构设计稳固，使抽屉的规格有更多选择，超宽、加高的抽屉，亦能平稳运行，轻盈滑动。

The high quality hydraulic drawer box is the tendency of the kitchen furniture. Because of its outstanding and humanity, more and more people are now choosing our silent and elegant drawer box. The unique and stable design of its structure have brought many choices for customers. Customize your drawer box is also available.



JoyLink 左邻®

左邻五金， 不是家居附带品！

JoyLink hardware is Not Derivative!



更多产品
请联系左邻
JOYLINK

JoyLink 左邻®

衣杆 索菲亚款 软胶条 磨砂
Design Wardrobe Tube Light Champagne

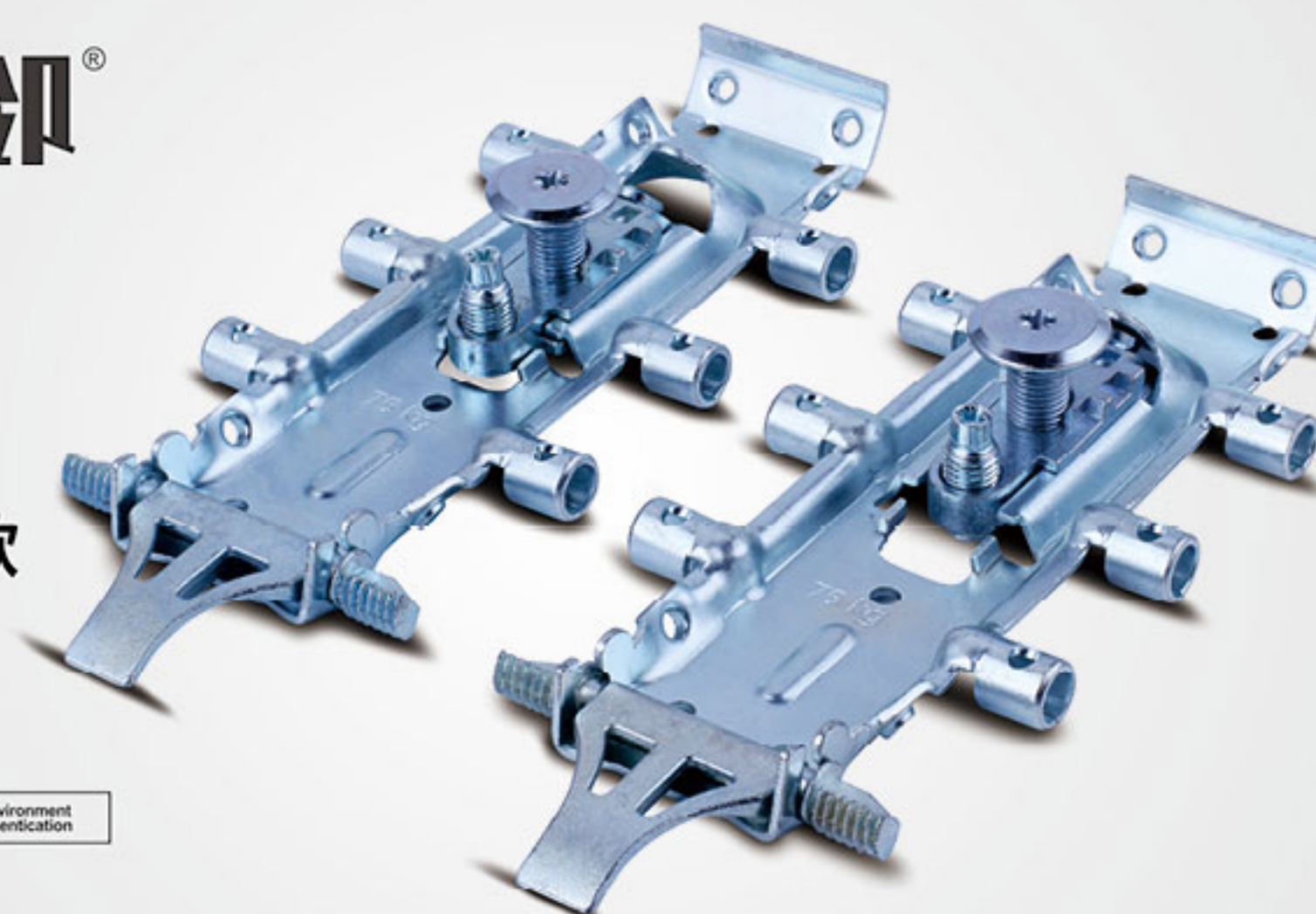
High Quality Metal SGS Quality Assured Firm EWD2000E Environment Protect Authentication



JoyLink 左邻®

载重隐藏吊码 通用型 G款
Cabinet Suspension Bracket

High Quality Metal SGS Quality Assured Firm EWD2000E Environment Protect Authentication



JoyLink 左邻®

家具LED照明
Furniture LED Lighting

High Quality Metal SGS Quality Assured Firm EWD2000E Environment Protect Authentication



更多产品
请联系左邻
JOYLINK

JoyLink 左邻®

厨房功能拉篮 High Quality Functional Basket

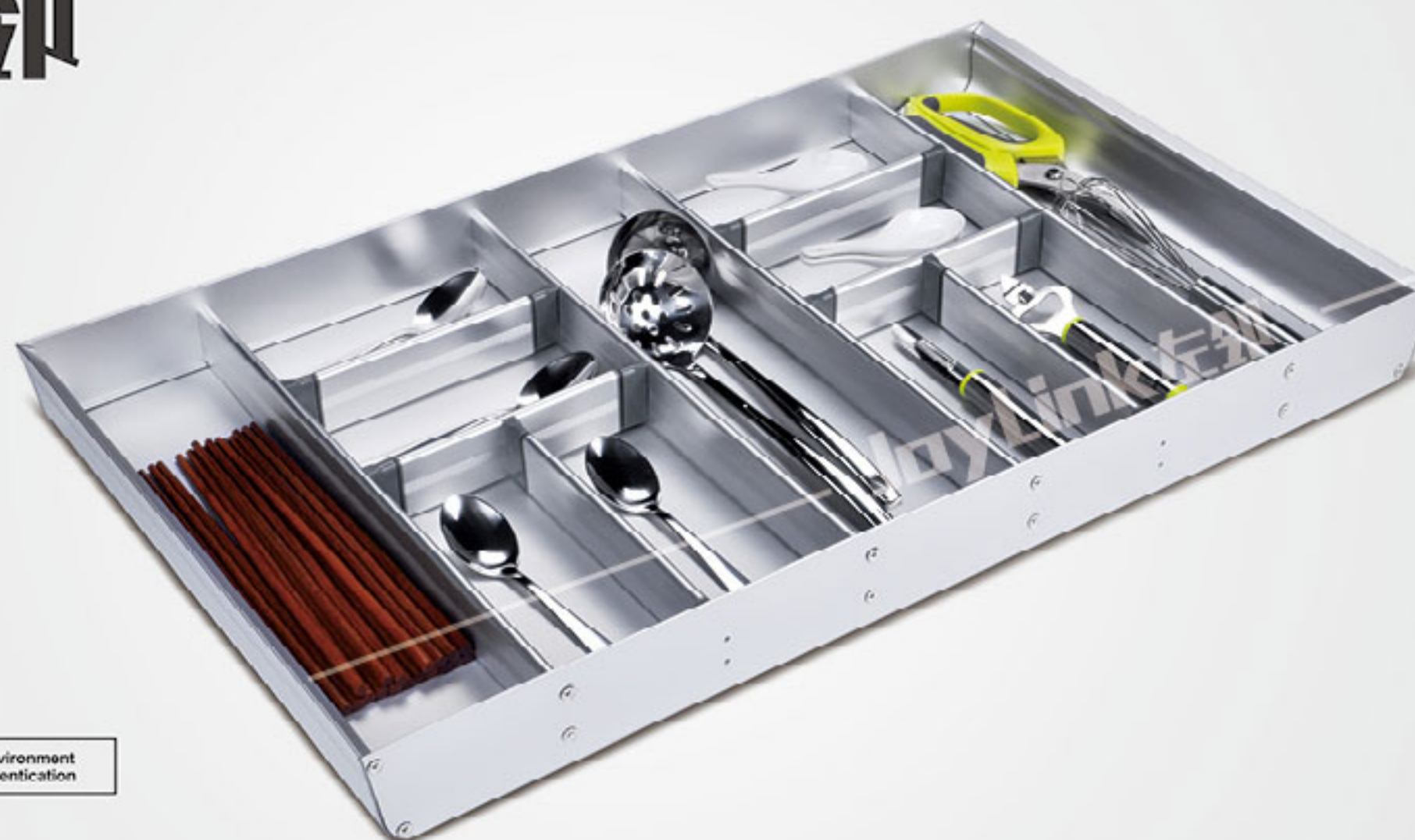
High Quality Metal SGS Quality Assured Firm EWD2000 Environment Protect Authentication



JoyLink 左邻®

铝合金刀叉盘 Cabinet Aluminium Cutlery Tray

High Quality Metal SGS Quality Assured Firm EWD2000 Environment Protect Authentication



JoyLink 左邻®

台式双层碗碟架 Stainless Steel Storage King

High Quality Metal SGS Quality Assured Firm EWD2000 Environment Protect Authentication



JoyLink 左邻®

厨房阻尼飞碟 High Quality Revolving Saucers

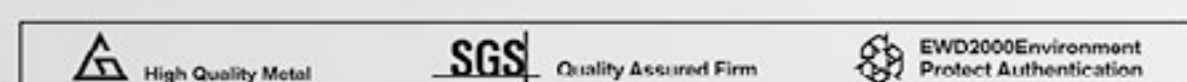
High Quality Metal SGS Quality Assured Firm EWD2000 Environment Protect Authentication



更多产品
请联系左邻
JOYLINK

JoyLink 左邻®

衣橱推拉折叠镜 Wardrobe Tracking & Folding Mirror



JoyLink 左邻®

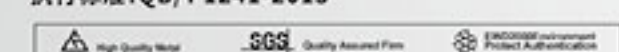
三层拐角旋转衣物篮 Three Layer Rotating Basket



JoyLink 左邻®

优质家具拉手 High Quality Handle & Knob

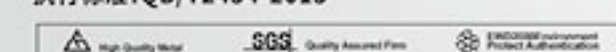
执行标准: QB/T 1241-2013



JoyLink 左邻®

三节静音钢珠滑轨 High Quality Ball Bearing Slide

执行标准: QB/T 2454-2013



更多产品
请联系左邻
JOYLINK

JoyLink 左邻®

优质家具封边热熔胶
High Quality Adhesive

执行标准:GB30982-2014 CB/T31125-2014



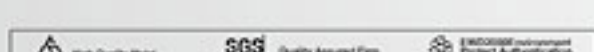
JoyLink 左邻®

榻榻米 手动升降机
Tatami Lift



JoyLink 左邻®

智能电子锁
Digital Door Lock System



JoyLink 左邻®

家具调整脚
Folding Bracket



更多产品
请联系左邻
JOYLINK

JoyLink 左邻®

精选304不锈钢双槽 Select Stainless Steel Sink

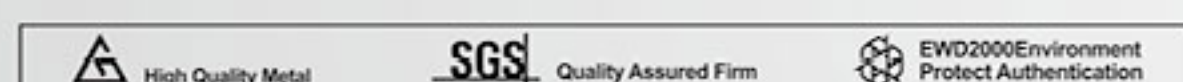
执行标准:QB/T4013-2010



JoyLink 左邻®

304精铸厨房净水3合1龙头 Kitchen Precision Casting Faucet

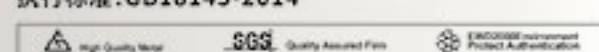
执行标准:GB18145-2014



JoyLink 左邻®

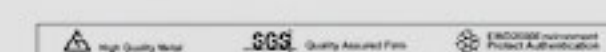
沐浴花洒 Rain-shower Combination

执行标准:GB18145-2014



JoyLink 左邻®

卫浴挂件 Bathroom Accessory



我们明白 产品质量 是企业的根基

We believe
Quality of products is the foundation of a business

1

精挑细选

生产原料大到冷轧钢板，
小到螺栓配件，都会精挑细选

We are picky about all kinds of materials we use. No matter
little screws or steel plate.

2

生产设备

不断更新，
加大自动化生产装备投入

We are continually updating our production facilities and
investing more in the auto-producing machines.

3

生产工艺

不断优化，提高生产效率，
以使产品价格具有竞争力

Optimizing the producing skills in order to improve both the
productive efficiency and competitive in price.

质量管理 Quality Control



左邻
五金

JOYLINK Hardware

1

经销商
伙伴

Partner of Agents

2

供应
系统

Supply System

4

工业
客户

Industrial Customers

3

品牌联盟

Win-win cooperation

JoyLink

JoyLink 左邻

成功吸引成功

Success attracts success

① 左邻五金 JOYLINK Hardware

提供全品类优秀五金产品，志在发展五金超市平台，左邻超市走进每个社区，服务社区大众，成为每个家庭身边的好邻居，专业客户的好伙伴

JOYLINK provide a wide range of excellent hardware products. With the ideal of becoming a hardware supermarket, we are now serving each of you in your communities. JOYLINK is gradually becoming a good neighborhood for your family, professional customers best partner.

② 经销商伙伴 Partner of Agents

经销商伙伴是左邻大家庭的重要成员，我们的合伙人制度使年轻伙伴轻装起航，同时吸引众多各地稳健成熟经销商成为伙伴一起经营市场

Distributors are the most vital members of JOYLINK. Our Partnership Institution enables the youth success. At the same time, it attracts experienced and mature distributors from many different areas to manage the market with us.

③ 工业客户 Industrial customers

因为产品的稳定品质、高性价比以及品类齐全，使我们的经销商伙伴服务当地第一梯队的工业客户变得容易，工业客户包括了定制家具工厂、房企工装以及连锁家装等

With our high and stable quality, high price ratio and variety, it is easier for our distributors to provide services to the local industrial customers. It includes the customized furniture factories, housing enterprise and Chain decoration etc.

④ 供应系统 Supplying system

我们向国内外一线品牌采购生产设备、原料及配件，以确保左邻生产的商品全程质量控制，以及高效供应

We purchase our production facilities, materials and accessories from home and abroad. Making sure our quality is controlled and our supply is high efficient.

销售支持

Sales support

为了帮助代理商拓展市场，
公司提供周全的服务支持。

In order to help the agents expand the market,
company provides comprehensive support of services.

Products information and installment
Sales skills and main point
Training theory and practical.



培训支持

Training support

产品知识与安装
销售技能与要点
理论训练；市场实战

Catalog of assortment
Merchandising
Shop design



工具支持

Tools support

产品图册
展厅展示柜
店面形象设计

自主开发的商业管理系统
Develop our own business management system

独立 安全 高效
Independent
Safe
Effective



共享商业系统

Sharing business system/ ERP

9999 个左邻专卖店独立账套
9999 independent accounts
for 9999 shops

强大服务器支持大数据
Strong server to support mass data

Advertising our brand on-line
Promoting sales offline,
Dispatch sales representatives



销售支持

Sales support

线上宣传品牌
线下跟进销售
派驻销售代表

TOP class exhibits
Enhance our brand awareness
Establish JOYLINK brand image.



展会支持

Exhibit support

大规模展会活动
提高品牌知名度
树立品牌形象

品牌推广

Brand promotion

为了提升左邻品牌快速成长，基于优良的生产基础，我们进行全方位品牌推广

In order to improve the growing speeding of JOYLINK, we are fully promoting our brand with the foundation of good production.

邀请形象代言伙伴

Invite celebrity.

线上京东 / 天猫和线下实体店互动

JD & T-mall online and hardware supermarket offline interaction.

百度 / 搜狗全网推广

Baidu and Sogo internet promotion.

线下体验店 / 专卖店 / 五金超市

Offline experience shop/specialty shop/hardware supermarket.

入驻建材大超市，提升品牌定位

Enter into the DIY supermarket and improve our brand's status.

精美产品分类手册

Elegant products catalog.

积极参加国内外重大展会

Taking part in TOP exhibitions both at home and abroad.

即将
揭晓



著名影星

何宗融



影视代表作

Movies

《本色英雄》

《偶像猎手》

《一代茶圣陆羽》

JOYLINK 左邻 形象代言伙伴

Invite celebrity of JOYLINK

我们荣幸邀请何宗融先生为 JOYLINK 形象代言伙伴
何先生是中国石画传承人，国际影星，歌手，诗人
演艺事业蒸蒸日上

品牌建设 是公司首位事项

Brand promotion comes first

JoyLink 五金积极参与国内外各大展会，收获满满。我们很珍惜这样的机会，与众多优秀企业同台展现，只为您呈现左邻快速拓展的情形，期待与您一起成长，传递价值，同享丰盛

JOYLINK is benefiting from taking part in all kinds of exhibitions both at home and abroad. We value each opportunities to display ourselves with many other outstanding cooperations. In this way, our fast expansion is presented, and so does our willingness to cooperate, develop together with you.



国际建筑
装饰博览会
JOYLINK

2017.05.31-06.03 上海
国际厨房卫浴设施展览会
Shanghai International kitchen and bathroom facilities exhibition



目前已确定的展会：

Have been identified at the show:

1 展位
A厅 T12C

2017.02.26-28 郑州
中博定制家具博览会
Zhengzhou The custom furniture Expo

2017.03.07-10 北京
国际建筑装饰及材料博览会
Beijing International Building Decoration & Materials Expo

2 展位
E7-D02



3 展位
15.4C11

2017.03.28-31 广州
国际家具生产设备博览会
Guangzhou International furniture production equipment exposition



4 展位
N3E45

5 展位
4.2-02

2017.07.08-11 广州
国际建筑装饰博览会
Guangzhou International Building Decoration Fair



招商政策

Commercial policy

目前是一个全屋定制产品转型升级的市场初始节点，我们左邻能够提供全屋定制的全系功能五金件、家装工程五金水暖照明，以及居家智能化产品，建成五金超市平台，与大家一起拓展市场。

The market is currently an initial node of a full-house customized product upgrade. JOYLINK now can provide you all the hardware including a full-house customized system hardware, decoration hardware, lighting, intelligent products etc. We are now building a hardware supermarket to expand the market together with you.

代理商是

JOYLINK 左邻大家庭重要成员，
我们为您准备好：

As part of the JOYLINK family, we provide the agents:

高效
服务团队

High efficiency
service team

强势
升值品牌

Strong potential
brand

共享
管理系统

Shared
management system

合理
现货库存

Reasonable stock
prompt goods

专业
形象设计

Professional
design

区域
保护计划

Area protection
plan

伙伴
合伙人制度

Partner
institution

启动
市场拓展

Market start and
expand

为您事业，添砖加瓦

To Buildup Struts For Your Business

为了让您轻松开启事业，我们继续给予支撑：

Starting your business much more easier, we also provide:

50%

开市 12 个月，有效进货额达 100 万，
所有展柜费用现金返还 50%，赠送产品册 200 本。

Start trading for 12 months, and the effective purchase amounted to 1 million. All the expenses of showcases would return 50% with 200 copies of catalog.

所有展柜
最高返还
100%

75%

开市 12 个月，有效进货额达 200 万，
所有展柜费用现金返还 75%，赠送产品册 400 本。

Start trading for 12 months, and the effective purchase amounted to 2 million. All the expenses of showcases would return 75% with 400 copies of catalog.

100%

开市 12 个月，有效进货额达 300 万，
所有展柜费用现金返还 100%，赠送产品册 600 本。

Start trading for 12 months, and the effective purchase amounted to 3 million. All the expenses of showcases would return 100% with 600 copies of catalog.

您需要为事业投入：

You should provide for business:

- ① 好市口商铺展厅
(约 50 m²、100 m²、150 m²、200 m²)
Good place for stores (approximately 50m²、100m²、150m²、200m²)
- ② JOYLINK 左邻专卖店的形象设计
Image design of JOYLINK specialty stores
- ③ 仓库和送货人员以及货车
Warehouse, delivery personnel and good vans
- ④ 业务员和小车
Salesman and cars



传递价值 同享丰盛

Linking Value & Share Joying

- 感谢您翻阅左邻的招商手册，我们运营部和设计部同事精心完成这本手册，本着简洁明了的内容为您呈现，向您展示我们的快速拓展。

Thanks for reading the merchants manual. It is created by Operation Department and Designing Department. We would like to show you our rapid development with the concise and clear manual.

- 如需更多资讯，敬请查阅我们的产品分类手册、微信公众号以及中文官网，我们将尽所能，使您的信息取得称心如意，仓库同事随时为您邮寄打包完好的样品，并有销售部同事登门拜访，公司全新展厅已完成，只为您的到来，指导商谈。

To know more information, do not hesitate to refer to our products catalog or our Official Account and website. We are doing our best to provide more details you want. The samples would be packed and our sales colleague would visit your place. Our new display center is completed and we are sincerely looking forward to your arrive.

- 做为新秀品牌，感谢和我们同步起动的家族店成员，感谢和我们一起打拼市场的合伙人专卖店伙伴，感谢各地众多前辈的支持鼓励以及共同扩大左邻市场份额，感谢众多优秀企业为我们提供优质原材及设备供应链支撑，感谢同行前辈的悉心指导……所有这些，是左邻事业的坚实基础，是我们的信心之源

As a new brand, we are thankful to the members of our family stores, to the partners we cooperated with, to those predecessors who support and operate the market with us, and to all suppliers who provide us complete support of supply chain. All these are solid function of JOYLINK, and the source of our confidence.

再次感谢您的关注， 期待与您同行

Thank you again for your attention, we are
looking forward to cooperate with you

相信您付出了解的时间，会变为值得

We believed that all the time you spent is worth.

相信您的事业因为您的选择和努力更加闪闪发光，
我们亦可分享一份光明

We believed your enterprise would scintillating because of your
choice and hard-working. We can share the success future.

期待您的同行，使左邻超市成为大众家庭的好邻居，
以及专业客户的好伙伴，传递价值，同享丰盛

We are sincerely looking forward to cooperate with you! JOYLINK would be
everyone's best choice, and professional customers best partner. We will pass
on our great value and enjoy harvest together with you.



为您事业，添砖加瓦

To Buildup Struts For Your Business

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JOYLINK 公众号

欢迎添加关注