

SUPOR 苏泊尔

SUPOR is China's largest and the world's second largest cookware manufacturer as well as the leader in electric kitchen appliance industry in China. Thanks to an in-depth understanding of Chinese traditional food culture and cooking habits, SUPOR meets the food nutrition and taste requirements of Chinese consumers. SUPOR has always led the development of the industry through technological innovation.

The Market

SUPOR Co., LTD., main business is focused on cooking utensils, and electric kitchen appliances. SUPOR has entered environmental home appliances industry in 2014. SUPOR has five R&D manufacturing sites in Hangzhou, Wuhan, Shaoxing, Yuhuan, and Vietnam with over 10,000 employees worldwide. SUPOR currently holds over 1,549 patents (until April 2015) and participates in the drafting of industry standards in over 84 countries.

SUPOR's products can be bought in more than 50 countries and regions all around the world. There are 12 categories which are leading the market: pressure cookers, woks, fry pans, steamers, soup milk pan, and electric stew are No. 1 in market share; Rice cookers, electric pressure cookers, induction cooker, baked machine, electric kettle and Juicer are No. 2 in market share. SUPOR has

always maintained rapid growth, and its average annual growth rate of nearly 25.3% over the past 10 years.

Achievements

SUPOR brand has received numerous honors in the past, including:

"The Top 500 most valuable brand of the year" in 2008

Ranked first in the "2011 China Hardware industry TOP 10 brand" in 2012

The second generation of TSP, the knife holder of glaring series ad 1+1 wok set won the Red Star Award of China in 2014

The Listed activities of SUPOR Sphere pot rice cooker won the silver medal of ROI in 2014

Listed in "HuRun China brand list", with a value of 1.4 billion RMB in 2014

SUPOR Fresh Breath IH EPC won the IF Award in 2015

SUPOR Vertical Press Slow Juicer won the "Design Oscar" Reddot Award in 2015

History

Established in 1994, SUPOR was the first pressure cooker manufacturer to follow and meet the "94 pressure cooker national standards". Based on its quality and innovation and thanks to SUPOR rapid growth, it became the pressure cooker No. 1 brand in China. SUPOR spearheaded 5 technical revolutions in the pressure cooker industry and became the "weather vane" of the China's pres-

sure cooker industry development.

SUPOR successfully expanded from pressure cooker to cooking market. SUPOR leading China stainless Wok, Wok, without lampblack technology revolution, and SUPOR has developed and launched SUPOR non-stick cookware, stainless iron, really healthy red no smoke wok. SUPOR's stainless steel pot, frying pan, wok are commanding the No. 1 market share for many years. In 2002, SUPOR entered the small electric kitchen appliance industry and quickly became the leader in rice cookers, electric pressure cookers and induction cookers



industries. In 2004, SUPOR entered the overseas market. In 2010, SUPOR introduced Groupe SEB high-end Lagostina brand in China and in 2014, SUPOR entered environmental home appliances industry.

The Products

Spheric pot IH rice cooker

The first spheric pot rice cooker in China, with the technology innovation of the thick spheric pot wall, and the IH heat system, SUPOR spheric pot rice cooker can make every rice well fed, like cooked by firewood.

The second generation of TSP

With the perfect combination of red dot technology and innovated Titanium steel wear ring, the second generation of TSP can bring you an excellent cooking experience. The red dot technology which has a patent can make the temperature around 180 degrees, to curb the smell of cooking from the source. The innovated Titanium steel wear ring can protect the wok from the touch of the slices, make the wok more durable.

Fresh Breath IH electric press cooker

With the patent of "Fresh Breath cook technology", the new generation of Titanium probe, and the IH heat system, this electric press cooker can make food really delicious without adding MSG.

Turn-Knob Efficient Pressure Cooker

In 2012, SUPOR skillfully modified its pressure cooker and created a fast pressure pot era. In 2015, the fast pressure cooker Yi Qiao rotary pressure cooker entered the market bringing in new technologies such as 100KPA fast cooking, rotary combined type, convenient opening and "360 orange" safety protection with two major selling points. "8 minutes to get your dishes".

Vertical Press Slow Juicer

The low vertical extrusion technology SUPOR vertical squeeze juice machine provides a 65% juice rate increase, with 38 RPM ultra low speed rotation, no heating process. It can easily process Vegetable & Fruit juice\ while fully retaining fruit and vegetable nutrition, and keeping antioxidant properties.

Crystal rhyme series thermos

SUPOR rhyme crystal cup series, conveys a warm feeling.

SUPOR Air Purifier

SUPOR air purifier replaces the traditional activated carbon adsorption of formaldehyde removal by the world's first NanoCaptur technology, using a four filter system which effectively decompos-



es formaldehyde, filters PM2.5 particles, remove smell, to provide a fresher, healthier, cleaner and more natural air.

Double Wings static net range hood

SUPOR "wings static net range" hood is a breakthrough product for the kitchen appliance market. With its combination of wind flow control technology, cleanliness and ultra quiet performance, it is the preferred kitchen hood.

Brand Values

SUPOR and its consumers share a common way of life: "Family happiness brings joy to everyone" and SUPOR brands carries three main values.

1. "Trustworthy" means the quality and reliability can meet or exceed consumers' expectations and make them consider that SUPOR is their best choice.

2. "Ingenious" means SUPOR can use the simplest and most clever way to meet consumers' needs, whether the major technical innovation or small design of the product function, let all consumers feel that SUPOR is thoughtful and caring for me!

3. "Living well" means that SUPOR's products provide consumers a pleasure experience and make their family life more healthy and comfortable.

Things you did not know about SUPOR

Every day, hundreds of millions of families around the world use the SUPOR products; Every second, there are three SUPOR products are taken home by consumers.

As Groupe SEB's international brand, SUPOR relies on innovative and differentiated products, excellent manufacturing quality and service quality to make the kitchen life more convenient and fun.

SUPOR built up 18 primary schools in ten provinces (Qinghai, Hubei, Yunnan, Sichuan, Guizhou, Jiangxi, Hunan, Henan and Shanxi) effectively setting up a sustainable charity education system based on the construction of school buildings, and providing educational opportunities to children in these remote regions. At present, over 9,000 teachers and students have benefited from this initiative. .

From 2009, SUPOR sponsored the Hangzhou team of "The Chinese Go league", supporting China's Go career development. SUPOR Hangzhou team created history by winning the A league in 2009, just after being crowned B league champion in 2008.

