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MENE  名立雅
MENE A S H O W E R 淋浴房定制专家
2016

“每个浴室
都需要一套
名立雅淋浴房”

COMPANY INTRODUCTION

中山鼎立洁具有限公司 (Zhongshan Dingli Sanitary Ware Co., Ltd.) 位于中国淋浴房产业基地、经济发达的历史文化名城 中山市。是集科研开发、生产制造、销售和售后服务为一体的精品淋浴房专业厂家。企业自成立以来, 依据国家标准建立现代化生产基地; 坚持以科技为依托, 引进高素质人才, 强化企业内部管理; 从欧美国家进口大批生产设备, 跨国进行全方位的技术合作, 不断吸收全球先进设计理念和技术经验, 倾力打造与世界科技接轨的高舒适度卫浴空间, 致力研发全新的系列产品。

其卫浴品牌“MENE——名立雅”淋浴房研发出众多系列、多种产品。凭借着自身实力强大的研发队伍, 名立雅根据客户的不同要求, 高效高质量地开发新的产品, 依据不同浴室空间度身订造的非标产品。同时, 企业成立品管推行小组, 采用先进技术手段和技术措施, 从产品设计、供货、制造、存储、销售、运输等一系列过程实行质量监管。对研发出的每件产品都主动送检, 确保每款产品涉及的材料、规格、样式、五金等都在国家规定安全范围内, 确保使用者的健康安全。

“MENE——名立雅”秉承着“专心、专注、专业”的服务理念, 精工、精致、精纯的产品品质, 在卫浴行业内和消费者心目中树立了良好的口碑, 营销网络遍布国内外各大城市。

Zhongshan Dingli Sanitary Ware Co., Ltd. is located in China shower room industry manufacturing base, economic development of historical and cultural city of Zhongshan City. It is set research and development, manufacturing, sales and service as one of the boutique shower room factory specializes in home. Enterprises since its inception, according to the national standard to establish modern production base; adhere to rely on science and technology, the introduction of high-quality personnel, and strengthen the internal management of enterprises, from Europe and the United States imports a large number of production equipment, across a full range of technical cooperation, constantly absorbing the world advanced design ideas and technical experience, tries their best to build in line with the world's science and technology high comfort bathroom space, is committed to research and development of new products. Its bathroom brand "MENE" shower room R & D outstanding series, a variety of products.

By virtue of its strong R & D team, the name Li Ya according to the different requirements of customers, with high efficiency and quality, to develop new products, according to different bathroom space tailor-made of non-standard products. At the same time, the company set up quality management team, the use of advanced technology and technical measures, from product design, supply, manufacturing, storage, sales, transportation and other processes to implement a series of quality control. The research and development of each product are submitted the initiative, to ensure that each product involving materials, specifications, models, hardware etc. are within the scope of the provisions of the state security, to ensure that users of the health and safety.

"MENE" adhering to the "to concentrate, focus, professional" service concept, Seiko, delicate and pure quality of the products, in the sanitary industry and consumers in mind set a good reputation, marketing network throughout the major cities at home and abroad.



品牌印象

Brand impression

我们文化: 品质、创新、共赢、分享:
Our culture: quality, innovation, win-win, sharing.
我们价值: 共创三赢平台, 共享人生精彩:
Our value: to create a platform to share the wonderful life.
我们目标: 世界淋浴房行业一流企业。
Our goal: the world's shower room industry first-class enterprise.

鼎立: 一言九鼎, 诚信立天下

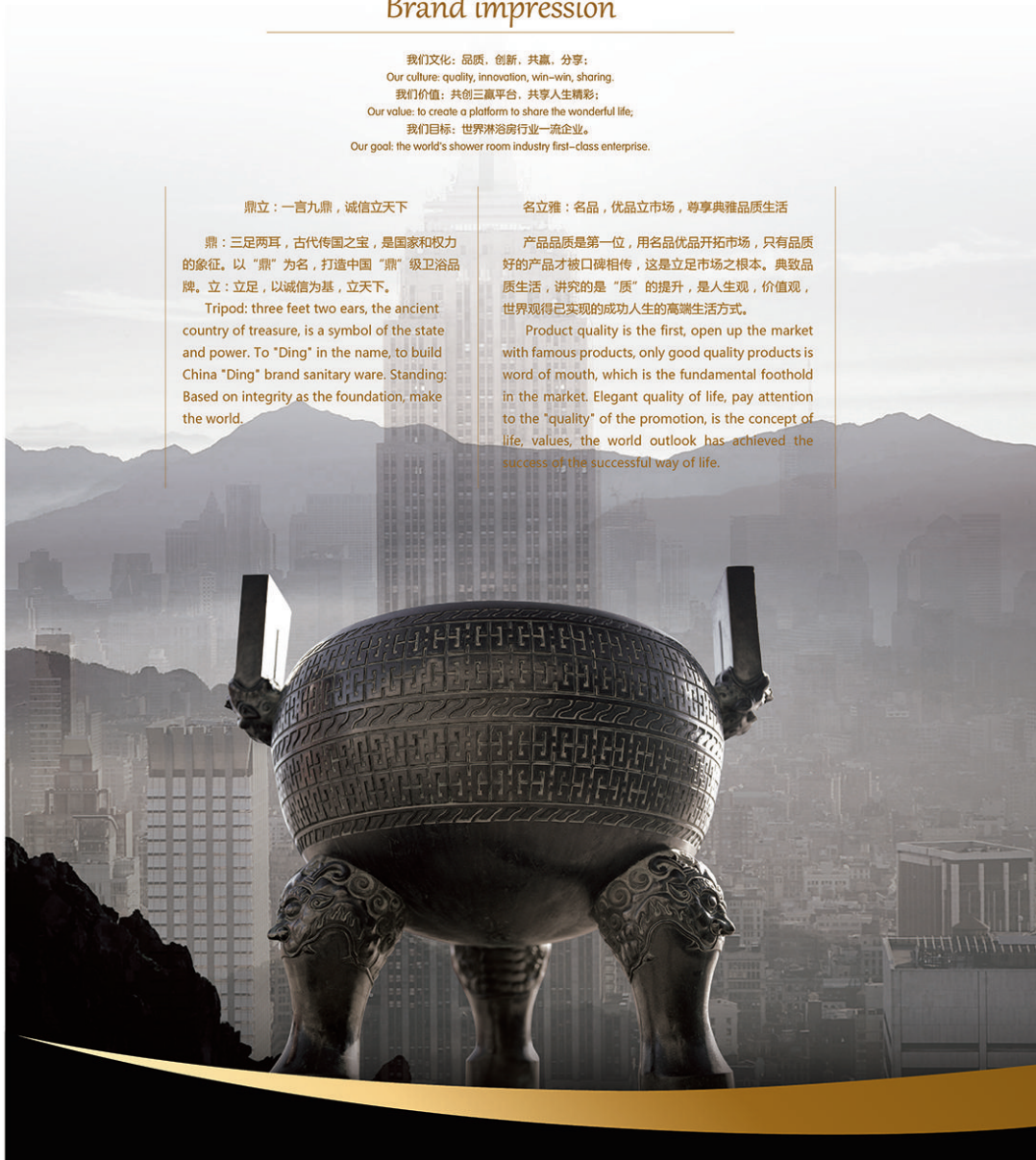
鼎: 三足两耳, 古代传国之宝, 是国家和权力的象征。以“鼎”为名, 打造中国“鼎”级卫浴品牌。立: 立足, 以诚信为基, 立天下。

Tripod: three feet two ears, the ancient country of treasure, is a symbol of the state and power. To "Ding" in the name, to build China "Ding" brand sanitary ware. Standing: Based on integrity as the foundation, make the world.

名立雅: 名品, 优品立市场, 尊享典雅品质生活

产品品质是第一位, 用品优品开拓市场, 只有优质的产品才被口碑相传, 这是立足市场之根本。典雅品质生活, 讲究的是“质”的提升, 是人生观, 价值观, 世界观得已实现的成功人生的高端生活方式。

Product quality is the first, open up the market with famous products, only good quality products is word of mouth, which is the fundamental foothold in the market. Elegant quality of life, pay attention to the "quality" of the promotion, is the concept of life, values, the world outlook has achieved the success of the successful way of life.





品牌主张

Brand claim

鼎级空间，典雅生活---充分诠释了名立雅品牌主张。“鼎”具有顶级和牢固的双重意义，品牌的价值在于顾客的认同与消费。名立雅品牌已经跳出产品功能属性，升华至精神层面，这与马洛斯的五层次中的顶层---个体的自我价值实现不谋而合---名立雅淋浴房帮助您实现人生的意义。淋浴是在一个封闭的透明空间内活动，空间也是产品的一部分。我们注重顾客在淋浴中的体验。我们主张的鼎级空间是一个体现个人价值，产品牢固耐用，精神+物质的双层属性都是顶级的私密空间。个人价值的外在表现于人们生活品质的提升，精神文化的丰富，这就是名立雅淋浴房带给顾客的典雅生活。

鼎级空间，典雅生活---同时也是鼎立卫浴的经营理念---产品以人为本，为顾客提供实现个人价值，提升生活品质的好产品。

Ding class space, elegant life, full interpretation of the MENE brand proposition. Ding has top and strong double expert & righteousness, brand value is the customer's identity and consumption. Name Ya brand has been out of the functional attributes, sublimation to spiritual level, which with Maroussi psychological five levels of top - individual self value achieve - MENE shower room to help you achieve the life meaning coincide. The shower is active in a closed transparent space, and the space is part of the product. We focus on the customer experience in the shower. We claim that the tripod is a manifestation of the value of the space, the product is strong and durable, the spirit of the substance of the double properties are top secret space. Personal value of the external performance of people's quality of life, spiritual and cultural wealth, this is the name of the elegant shower room to bring customers the elegant life.

Ding class space, elegant life --- also Dingli bathroom core business philosophy products - people-oriented, provide the realization of personal value for customers, enhance the quality of life is a good product.

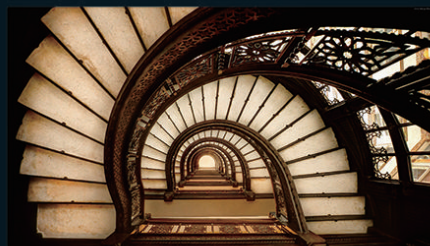


主张释义

Claim interpretation

鼎级空间---在人类文明历史中，鼎级空间一般专属于教堂和宫廷，代表着权威与奢华；在现代文明中，鼎级空间诠释的是个体的价值实现，代表着人性自由主义，时尚简约，或奢侈豪华等。每一次的历史变革中，鼎级空间都与时俱进，诠释了名立雅品牌主张。

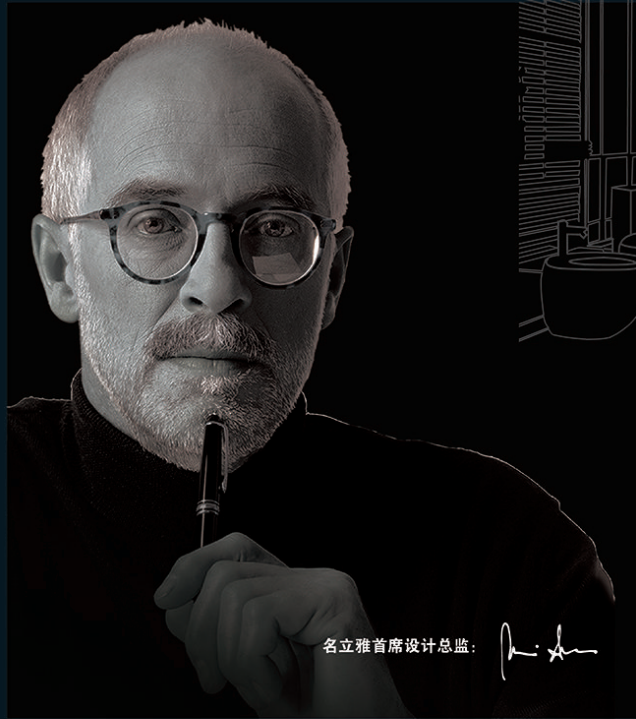
Ding class space, in the history of human civilization, Ding class space were generally designed to church and the royal court, represent the authority and luxury; in modern civilization, Ding class space interpretation is the individual value realization, on behalf of the doctrine of human freedom, simple fashion, or luxury,. Every time the historical change, Ding space times, interpretation of the MENE brand proposition.



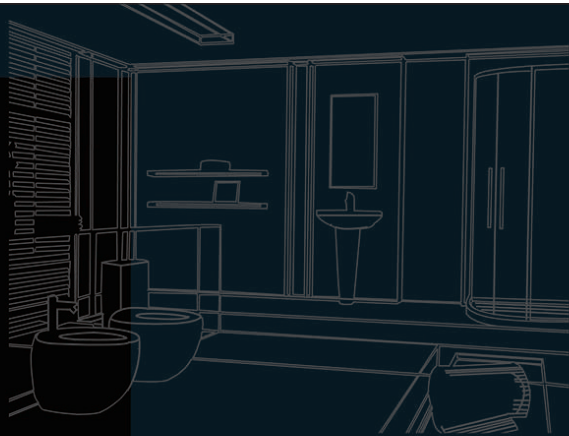
典雅生活---自由开放，个性释放，追求高品质生活方式。
。时而远途自驾游，时而泡温泉，又或是来一个游艇party。

Elegant life---free and open, the release of personality, the pursuit of high quality of life of the way of life. Sometimes long since driving tour, and a spa, or a yacht party.





名立雅首席设计总监:

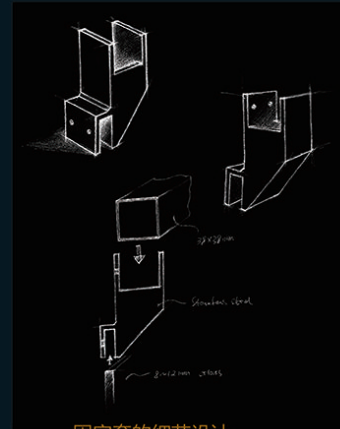


淋浴房的现代设计

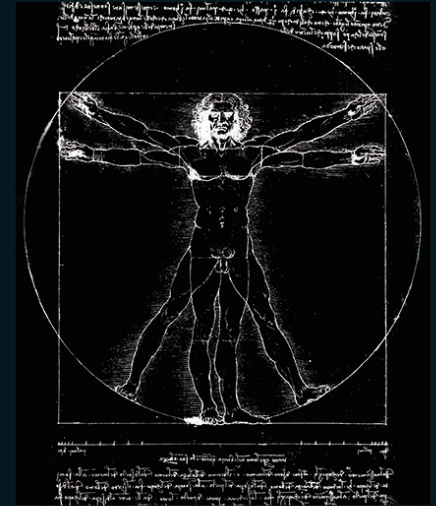
Modern design of shower room

以现代主义的理念贯穿整个设计过程的设计活动，突出摆脱传统形式的束缚，大胆创新。因此，具有鲜明的理性主义和激进主义色彩的设计是对传统意识形态的革命，几乎所有意识形态包括，从哲学、心理学、美学、艺术、文学、音乐、舞蹈、诗歌等等都被涉及。而这创新的现代设计理念应用于淋浴房的产品开发设计上，名立雅始终走在行业之前。

With the idea of modern philosophy throughout the design process of the design activities, to highlight the shackles of the traditional form, bold innovation. Therefore, with distinctive rationalism and radicalism of color design is a revolution of the traditional ideology, almost all ideologies, including, from philosophy, psychology, aesthetics, art, literature, music, dance, poetry, etc. are involved. And this innovative modern design concept used in the shower room series product development and design, the name of the company has always been ahead of the industry.

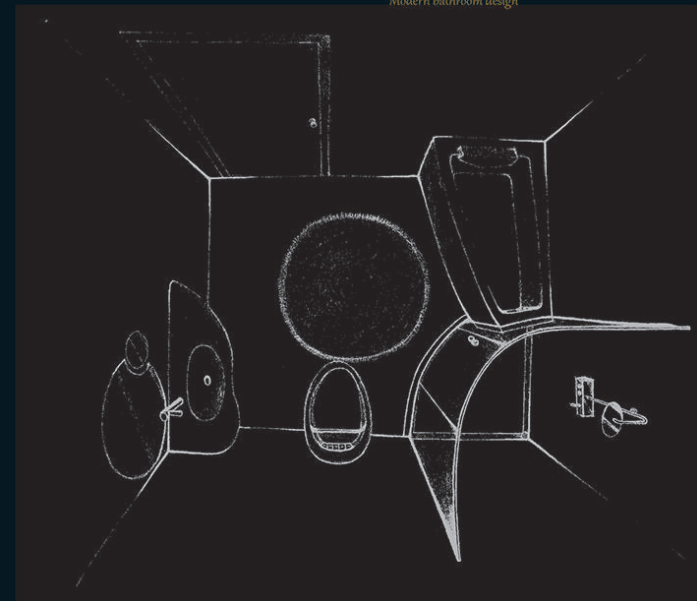


固定套的细节设计
Detail design of fixed sets



达芬奇的黄金分割
Da Vinci's golden section

现代浴室设计方案
Modern bathroom design



鼎级工艺 精工智造

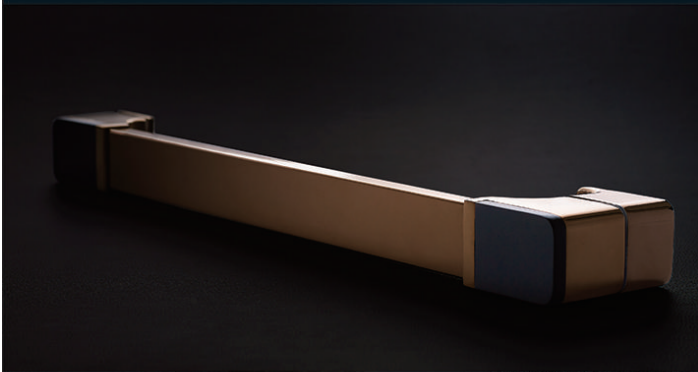
Ding level process precision manufacturing

成熟的智造工艺，确保每件零件品质卓越；总是执着于细节的打造，只有偏执狂才能成就完美浴室用品；秉承一贯精神，诞生就是经典。

Mature technology to ensure that each part of the quality of excellence;
Always attached to the details of the building, only the paranoid to achieve the perfect bathroom supplies; Adhering to the spirit of the spirit, the birth is a classic.



From hand work, we can do better.
源自努力，我们可以做得更好。



ADVANCED
CUSTOMIZATION
PRIVATE
EXCLUSIVE

非标定制

专业 私密 尊贵 创意
Creative customization



根据别墅、豪宅、星级酒店对卫浴空间的别样定制需求，名立雅作为专业非标定制淋浴房企业，100多款系列产品定能提供多样化、个性化、时尚化、豪华化的定制方案。

According to the villa, mansion, star hotel bathroom space of different kind of customization requirements, MENE as professional non-standard custom shower enterprises, 100 a variety of series of products can provide a variety of, personalization, fashion, luxury of customized solutions.



EXCELLENT
DESIGN SKILLS

出色设计能力

Excellent design skills

拥有一个与户型适合的淋浴空间，正如骏马配好鞍如虎添翼；每一寸空间匀须打量，精心设计，是以激活其灵魂。

Have a fit and Huxing shower space, as a horse with a good saddle a menace; every inch of space uniform to be looked at, carefully designed, is to activate the soul.

Have a family
Suitable shower space 





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