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BECA SA Co., Ltd. | www.becasaltld.com

thè becösa®



Introducing BECASA

BRAND BOOK 2021

Bring Good Things To Your Life

BECASA is a Chinese company that develops dinnerware, coffee ware, teaware, flatware, and home accessories valuing the balance between usability and aesthetics.

Our passion is to create products that bring comfort and inspiration into daily life.

To slow down and see the beauty of nature, to unwind and feel connected with your loved ones—we will continue to create products with genuine creativity and thoughtfulness, we hope that our products can enrich your life and bring you happiness.



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VALUES

Usability & aesthetics

BECASA values the balance between these two elements. We believe in products that are easy to use daily and we are carefully considered the design details.

Environment & Nature

Protecting the earth and achieving sustainable development are the goals that BECASA has been pursuing. At the time as providing good products, we also continue to improve our production technology and optimize the production process to reduce the waste of energy.

VALUES



Materials

We are attracted to different materials, which we believe add a sense of depth and richness to the product.

Elegance

Products are designed to blend in harmoniously with the living space while adding a unique touch.



Experience

We cherish the interactions with different people through our products. Our aim is that bring our customers sincere joy and comfort.



VALUES

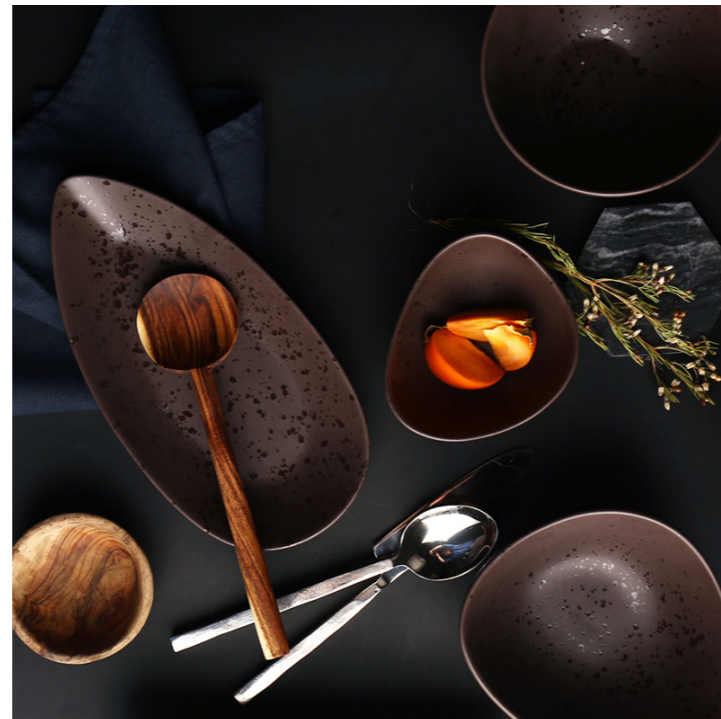


Expression

We hope varying expressions among different pieces as their charm and beauty.

Fondness

We wish for our customers to develop a fond connection with our products, feeling warmth and comfort in daily use.





Enriching moments

BECASA products can be spotted in hotels, cafes, restaurants, and specialty shops around the world.

From small realizations to creation

Ideas for products originate from small realizations in everyday life. Drawing from actual experiences, we develop product concepts around lifestyles that inspire us.

In giving shape to a concept, BECASA's product development team draws the design themselves or collaborates with outside designers. Different forms, materials, and textures are carefully studied. Necessary and unnecessary details are determined to achieve the best balance between usability and aesthetics.





Creating products and long-lasting connections

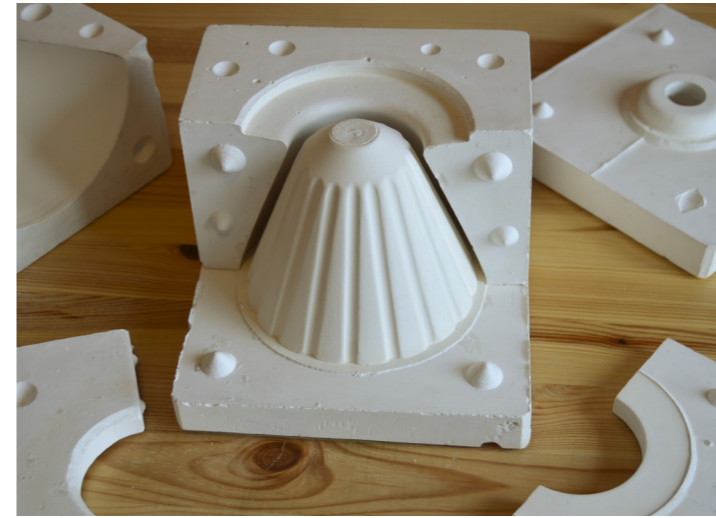
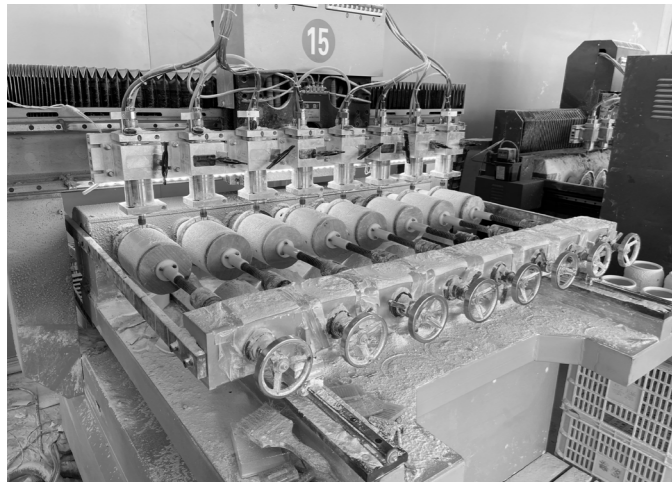
BECASA aims to create long-lasting products that form genuine and lasting connections with the customers. We believe in products with an elegance that integrates into people's daily lives. Details to ensure comfort, reusability, and durability are also carefully considered for daily use.

In order to bring enriching experiences to customers, we are continually working to improve our business practices in areas from product development, production, logistics, to after-sales support.

PRODUCT DEVELOPMENT

Craftsmanship

A feature of the BECASA product range is the integration of different materials such as glass, porcelain, stainless steel, and wood. This is made possible by our strong partnership with suppliers in China and designer overseas, and the depth of our shared knowledge and experience.



BECASA's porcelain products are produced in Chaozhou.

Porcelain production involves kneading, molding, bisque firing, glazing, and final firing. In each of these steps, there are inherited techniques and knowledge of controlling various factors such as the proportion of clay and glaze, as well as the sensitive transformations that depend on temperature and humidity.



CHAOZHOU

PRODUCT DEVELOPMENT

Chaozhou

Chaozhou has a tradition of ceramic and porcelain production that dates back to Tang. Historically, Chaozhou has taken pride in creating tableware for daily use which is fine and modest. BECASA established the Chaozhou office in 2002. Residing at the center are Chaozhou's local staff born and raised in the city, who work on production management and quality control.

HISTORY

Evolving with time

the becäsa®

BECASA company was established in 2002, as a wholesaler of porcelain and ceramic tableware in Chaozhou, China.

From 2002 to 2005, BECASA Begins to work on in-house product development.

From around 2007, we began building our own ceramic factory, recognizing a growing demand for tableware that fit into a modern lifestyle.

In 2010, BECASA expand the production areas to over 20,000^m².

From 2012, BECASA begins overseas market development, exporting products worldwide.

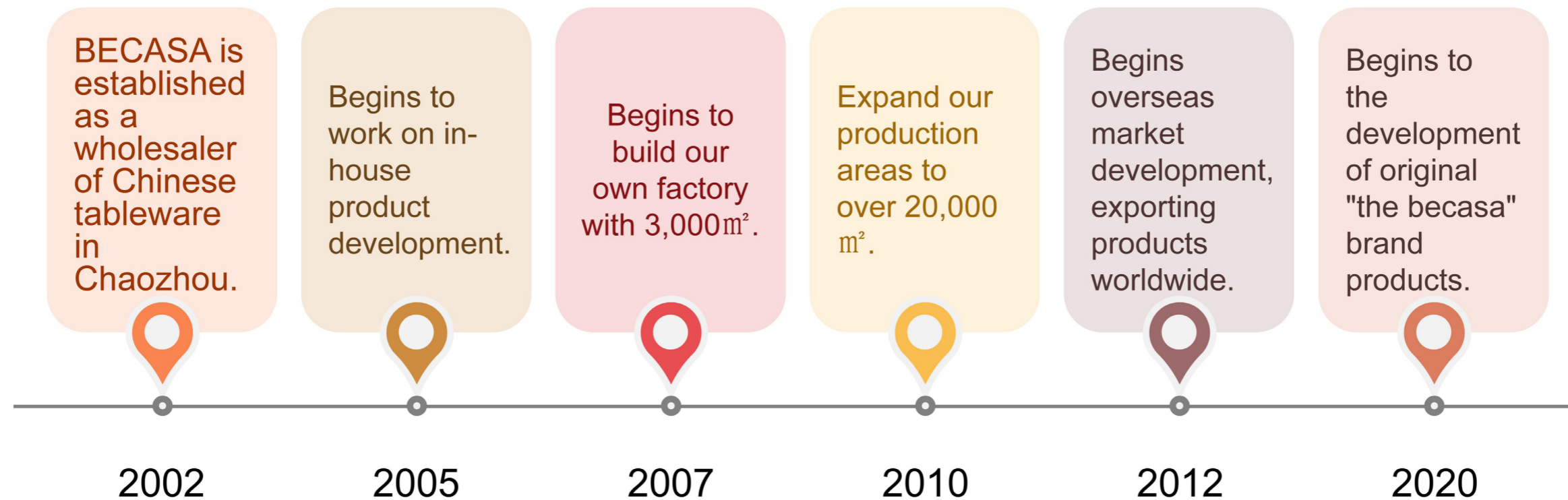
From 2012 to 2019, we expanded our products material to glass, plastic, silica gel, and stainless steel.

From 2020, BECASA begins to the development of original "the becäsa" brand products and eventually achieved annual sales of more than 10 million dollars online.

As people's lifestyles and needs change, "the becäsa" brand's collection has been evolving as well.

In recent years, our product range has been expanding to include drinkware, coffee ware, tableware, and items like vases for urban scenes with greenery and vacuum insulated tumblers for active lifestyles and sustainability.

We will work to continue developing products that bring comfort and add richness to various scenes in the everyday life.



Our Initiatives

BECASA company is committed to continually integrating responsible and sustainable business practices across our operations. Below are some initiatives that we have been working on and things that we're working towards.

Carbon neutral shipping

When available, we are participating in our carriers' carbon neutral program to support emissions reduction and work on mitigating the climate impact of shipping parcels.

Removing plastic from shipping boxes

We've been working with our warehouse and distribution center to switch from plastic to paper-based packing materials for our shipping boxes.

Going paperless

We've been increasing the usage of digital tools to replace the catalogs that were being printed for our tradeshow and sales representatives.

Upholding the value of responsible manufacturing

All of our products are made of high-quality, responsibly sourced materials that are safe to use and BPA-free. We continue to partner with carefully vetted factories in China and overseas that align with BECASA's high product quality standards and values on responsible manufacturing.

Embracing diversity and inclusion

BECASA company will have offices in Europe and the US, and we also have distribution partners worldwide. Our team members represent multiple nationalities, ages, gender, sexual orientation, academic and professional backgrounds. We are committed to creating an environment where everyone's creativity and experiences are valued, and where equal opportunity and treatment are afforded to all.