



**A S O N B A G S**

DESIGN FOR MANUFACTURE

# COMPANY OVERVIEW

*Proactive, holistic, turnkey direct from source*

# ABOUT: KEY FACTS



## Management

Multinational design, operations and service:  
Asia, South Africa and Italy



## Production

Headquarters & primary manufacturing site in Xiamen, China



## Offices

China, Europe and South Africa



## Production footprint

Primary production site complemented by our network of vetted partners  
ensuring reliable capacity and supply chains.



## Diverse team

Ensures seamless communication, maintaining smooth processes, and customer  
and supplier relationships



## Manufacturing

High quality, sustainable, safe and scalable manufacturing



## Machinery

Leading-edge, semi-autonomous robotic technology



## Processes

Design, prototyping and manufacturing processes run on-time,  
on budget and above expectation



## Derisking production

The Philippines - Subic Bay Free Trade Zone as alternative manufacturing site



*Prime & alternative  
manufacturing sites*

# LOCATION: XIAMEN



2hr 10mins



4-5 Days



## The Philippines GSP status 17% Tariff:

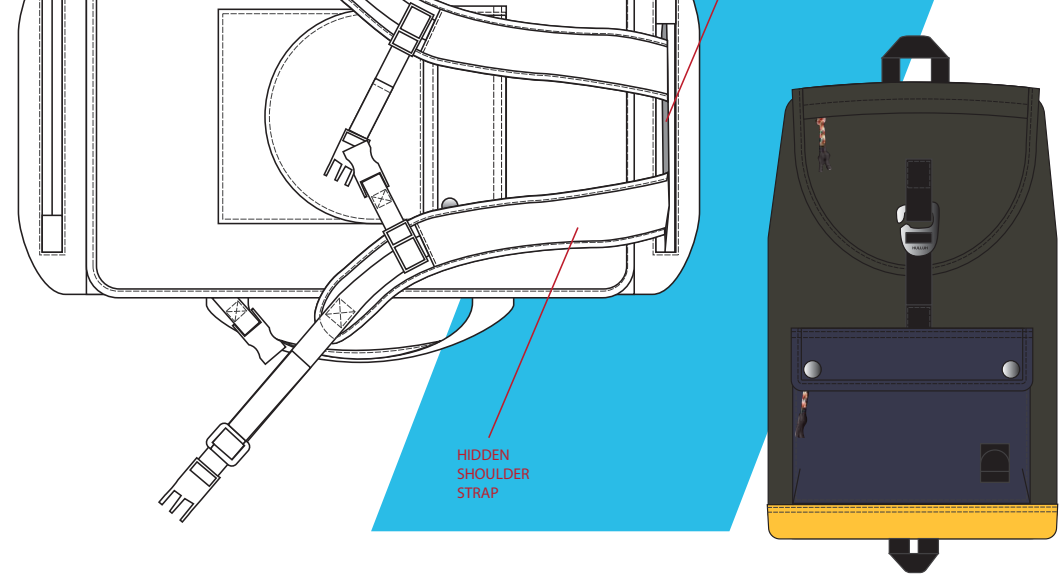
Luggage and bag products exported to US from The Philippines  
**tariff and duty free** (vs China 43%, Vietnam 17.6%)



## Strategic considerations based on logistics

China remains the most **attractive manufacturing location** with an LPI index of 3.61 compared to Vietnam at a rate of 3.27 & The Philippines at 2.73

# HOW WE WORK



*One of the world's leading bag & soft goods manufacturers, contracted by the world's leading brands, making an extensive range of bags, from value to premium luxury*



## DEAL DIRECT

There's significant time saved in dealing direct i.e. no go-between, plus our team is trained in project management



## EFFICIENCY

We don't just have close ties to the manufacturing landscape, we are the manufacturing landscape which is cost- and time- efficient



## PERSON2PERSON

We focus on collaborative personalised service – the human touch



## VIRTUAL PROTOTYPING

We provide HD-video virtual prototyping, auditing and range building, to avoid unnecessary travel reducing carbon footprint



# NEXT GENERATION ROBOTICS

## Accuracy

Latest pneumatic machines are highly accurate in the control of adhesive application

## Clean manufacturing

Solar-powered production

## Labour input

Reduces labour input by 25%

## Less glue

30% less glue required, in turn reducing solvent usage and environmental waste

## Machine efficiency

Decreases material wastage by 10%

## More energy efficient

up to 30% saving over previous generation machines

## New precision semi-automated sewing machines

reduce labour input, control quality and material wastage

## Rejects

Less rejection yardage

## Ultrasonic material cutting machines

Improve finish quality, show greater accuracy than standard hand operated machines

## Safety

Fail-safe lasers sense body movement, making them safer for operators

## Stability

Bonded materials are more stable, fewer air bubbles resulting in higher quality products

## Vapour extraction

Vapours are extracted and filtered unlike traditional gluing methods



# REDUCING IMPACT: SOLAR PROJECT



**600-TON REDUCTION**  
of carbon emissions



**SOLAR INSTALLATION**  
produces 2400 – 2600kw per day



**SOLAR POWERS**  
sales/admin office and showroom  
1x production line



**OFF-GRID**  
factory by 2028



# AMFORI AUDIT Results

FULLY AUDITED

6x A ratings



Monitoring results for Xiamen Ason Products Co.,Ltd  
on site Xiamen Ason Products Co.,Ltd



## Monitoring

Monitored Party : Xiamen Obaili Manufacturing Ltd.  
amfori ID : 156-020507-000  
Site : Xiamen Obaili Manufacturing Ltd.  
Site amfori ID : 156-020507-002  
Address : 45 Building, Huli Industrial Park, Meixi RD, Xike, Tong'an District  
: Xiamen  
: Fujian Sheng  
: China  
Monitoring Activity : amfori Social Audit - Manufacturing  
Monitoring Type : Full Monitoring  
Submission Date : 16/09/2022  
Expiration Date : 16/09/2024

This is an extract of the online monitoring result, generated on 17/09/2022, and is only valid as an acknowledgement of the result. To see all the details, review the full monitoring result, which is available [here](#) - The English version is the legally binding one.

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## Overall rating



## Section rating

PA1: Social Management System	C
PA 2: Workers Involvement and Protection	B
PA 3: The Rights of Freedom of Association and Collective Bargaining	A
PA 4: No Discrimination	A
PA 5: Fair Remuneration	A
PA 6: Decent Working Hours	C
PA 7: Occupational Health and Safety	A
PA 8: No Child Labour	A
PA 9: Special Protection for Young Workers	A

Certification and standards 2022/2023

# COMPLIANCE CERTIFICATION





*Marketing Intelligence & Trend Analysis*

# TREND ANALYSIS



## TREND ANALYSIS

Ason Bags' design teams based in Xiamen (China), Auckland (New Zealand) and Cape Town (South Africa) are working with up-to-the-minute trend analysis on styles, seasonal colours and the latest fabrics and trims.



## FUTURE FORECASTS

These industry trend reports are created throughout the year 1-2 years in advance.



# DESIGN FOR MANUFACTURE

## What it means to us and to our customers

We focus on meeting the demands of our customers' designs, engineering and manufacturing with a 'proactive, not reactive' approach – providing deep support in design, prototyping, production efficiency and new material sourcing.

We continually aim to de-risk production regions, innovating production efficiency and strategic footprint expansion. We maintain a big picture approach, balancing proximity, expertise, quality, efficiency and the business ecosystem.

We champion a sustainability mindset. Our 2023 initiatives to further decarbonise our energy supply have included a large-scale solar installation at our factory/warehouse. We aim to be off-grid by 2028. We continually aim to reduce travel and shipping.

We research and implement vertical integration by incorporating skills development, new design software, and resources. We also augment AI into our workstream to streamline design and sampling, save time and costs, and even inspire new ideas.



[www.asonbags.com](http://www.asonbags.com)



[info@asonbags.com](mailto:info@asonbags.com)



Xiamen Ason Products Co.,Ltd  
9F Bld 2362, Fangzhong Road,  
Xiamen, China 361009

