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CHEFLINE CORP

CORPORATE PROFILE



CHEFLINE
CORP.

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A. CHEFLINE Chronological History

- 1977** Woo Sung Trading Co., Ltd. established
- 1980** Prime Minister's Commendation Award
- 1987** Awarded US \$ 10 million Export Monument
- 1990** CHEFLINE Brand trademark registered
WCKP Award (Award for World Class Korean Products)
- 1992** Presidential Commendation Award
- 1994** Order of Industrial Service Merit(Bronze tower) Award from the Korean Government
Registered as a technology patent in 6 countries as "Kim Tech"
- 1995** Export expansion (U.S.A., Germany, UK., France, Japan, Australia and etc.)
- 1996** Corporate name changed into " CHEFLINE Corporation"
- 1999** Developed CLAD Metal Material (2PLY,3PLY,5PLY)
- 2000** Hard anodizing aluminum cookware development
Multi-Ply (2 to 7) Cookware
Launched on Hyundai Home Shopping
Multi convection oven Launched on GS Home Shopping
- 2009** Merger with Daesung cookware
- 2010** Obtained Germany LFGB certification, ISO 9001, Environment 14001, FDA certification and KFDA, RoHS
- 2011** Recorded sales of US 42 million in Thailand, Indonesia and Vietnam via GS Home Shopping Channel.
- 2012** Expansion of export market in 12 countries (Including 2 home shopping)
- 2014** Ranks top at GS Home Shopping global hit products in Thailand and Turkey in 2014 and 2015
- 2018** Participated in the International Home Housewares Show in Chicago, USA

B. CHEFLINE is...

CHEFLINE
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YESAN FACTORY
ALUMINUM PANEL COOKWARE
ALUMINUM DIE-CAST COOKWARE
STAINLESS STEEL COOKWARE

CAPACITY

Aluminum Panel/ Die-Cast Cookware
250,000 PCS/Month

Aluminum Hard Anodizing
50,000 PCS/Month

Stainless Steel Cookware
150,000 PCS/Month

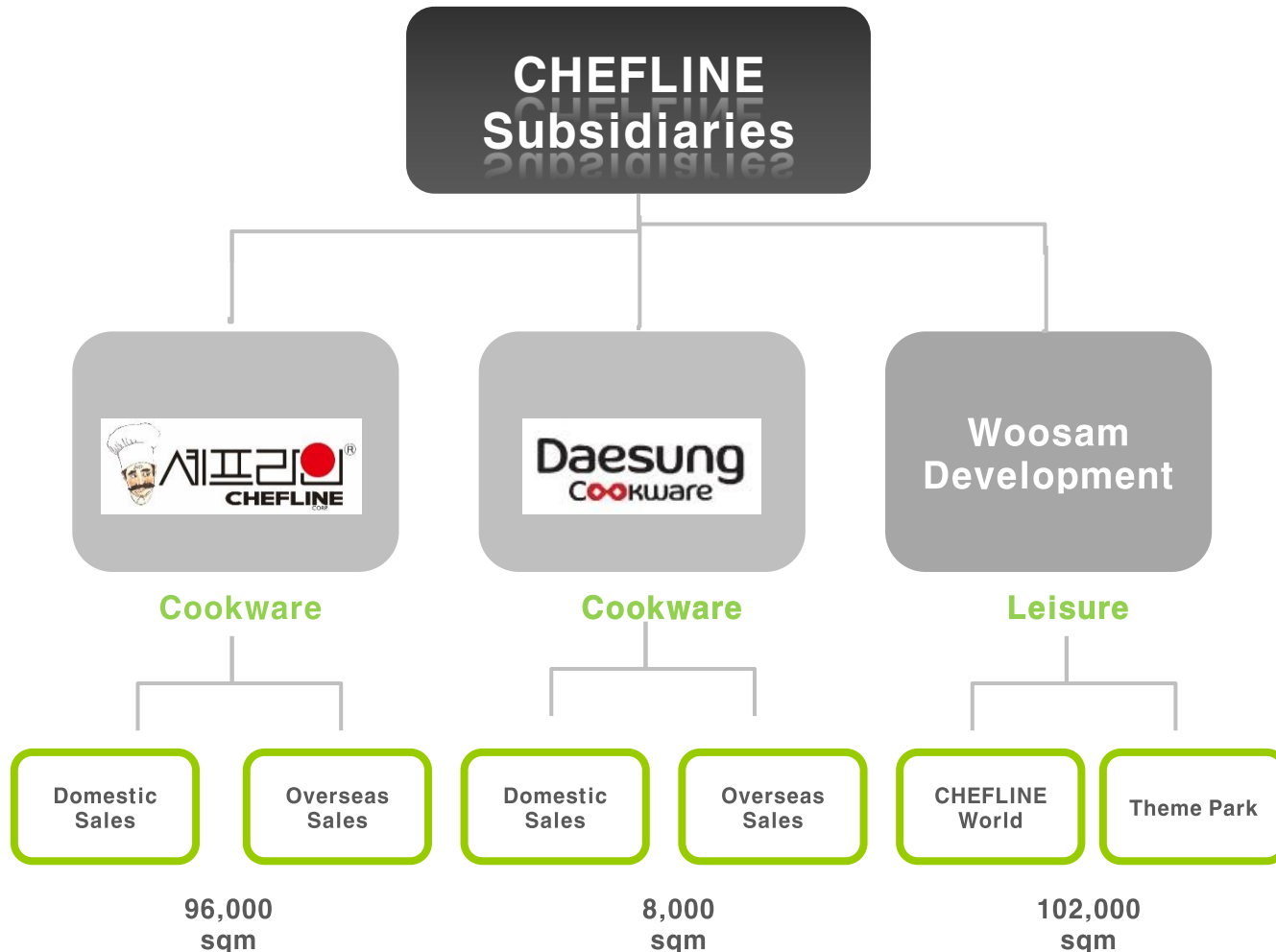
DAEGU FACTORY
ALUMINIUM PANEL COOKWARE
ALUMINIUM DIE-CAST COOKWARE

CAPACITY

Aluminum Cookware
800,000 PCS/Month

Regular Anodizing
150,000 PCS/Month

C. CHEFLINE Subsidiaries



Site Place:

D. CHEFLINE Customer Group

1. Live Home Shopping Channel

D. CHEFLINE Customer Group

2. T Commerce Shopping Channel

 <p>SK 스토아</p>	 <p>K SHOPPING</p>	 <p>쇼핑엔티</p>
 <p>W shopping 더블유쇼핑</p>	 <p>SHINSEGAE TV SHOPPING</p>	

D. CHEFLINE Customer Group

3. Primary Retail Market

D. CHEFLINE Customer Group

4. Online Market

D. CHEFLINE Customer Group

5. Special Sale

 주식회사 서브원	 인터파크 비즈마켓	 kt commerce
 KOREA POST 우체국	 신협	 수협
 LOTTE ALUMINIUM	 INTERPARK iMarketKorea	 SAMSUNG 삼성웰스토리

1. Aluminum Die-Casting

2. Aluminum Panel

3. Stainless Steel

4. Electronics & ETC



Jayeed 3D



Heating Solution



Eco Lite Ceramic



Iron Pan



Vivid Ceramic



Choco Wine

1. Aluminum Die-Casting

2. Aluminum Panel

3. Stainless Steel

4. Electronics & ETC



Wine Diamond



Lime Flower



Cook Solution



In & Out



Mystic Diamond



Lime Diamond

1. Aluminum Die-Casting

2. Aluminum Panel

3. Stainless Steel

4. Electronics & ETC



Marche 5 plus



Kassia



Montmartre+



Classy



La-Haut



Enchant

1. Aluminum Die-Casting

2. Aluminum Panel

3. Stainless Steel

4. Electronics & ETC.



Multi Mixer



Electric Kettle



Compact Oven



Air Fryer



Top chef Wide Grill



Super Electric Pan

F. CHEFLINE Promise

“Created by Masters of Luxury”

CHEFLINE makes a firm promise to customers to provide high quality value and trust as the best leading kitchenware company in Korea.

“Reputable Brand Image fit to its Brand Name”

CHEFLINE offers the best products and service that fit the best kitchenware company in Korea.

“Excellent Quality & Design”

Pursuing to be the best brand in the world. CHEFLINE leads kitchenware industry with its superiority in quality.

“The Best Customer Service”

CHEFLINE makes greater efforts to offer the best customer service that can touch their hearts.

“Eco-Friendly for Products Future Generation”

CHEFLINE makes clean and eco-friendly products for future generation in mind.

Thank you
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