

# Order System Furniture

## Path to the Leading Furniture Brand in Taiwan



Order Vice Chairman Dennis Ma



Most people think of Order when mentioning system furniture. Indeed, this company with over twenty years of history has established itself as Taiwan's leading brand in system furniture. Order uses panel materials from Germany, imported directly from Europe, as it hopes that local Taiwanese people can enjoy the world's best quality designer's products.

In Taiwan, where contract manufacturing is the norm, it was a bold and visionary move by Order to establish its own brand, and it has not been a smooth journey. Vice Chairman Dennis Ma said with a smile: "We had aimed to establish our own brand since we first founded Order. However, in the beginning we focused on production and manufacturing. Later on, we learned that we needed distribution channels to gain access to markets, and so we began to set up physical stores. Today, we have over 100 stores around Taiwan, and employ over 300 designers. Over the past two decades, Order has provided people in Taiwan with modern furniture that is both aesthetic and practical, while keeping pace with global trends. The brand has gained love and trust from its consumers, and now we can proudly say that 'Order System Furniture is the Pride of Taiwan'."

It is hard to build a brand, as it also takes a long time to do so. At first, Order started with kitchen furniture, office walls and cabinets; later on, it evolved into providing designs that cater to the customers' spaces and needs. "Other countries do not have a term such as system furniture. But we utilize the properties of particleboards to cut out specific pieces that can be assembled like building blocks, providing tailored solutions for customers' office or living spaces. Throw in the wide varieties of door handle hardware and colors, Order has since become the largest interior design company in Taiwan."

The greatest challenge along the journey of building the brand was perhaps how to introduce the particleboard imported from Germany to consumers. "Early on, MDF (medium density fiberboard) was popular in Taiwan. It was cheap, but not durable. So when we first introduced particleboard, many thought it was MDF." The truth is that these two are worlds apart. Every one knows how meticulous and careful the Germans are; they not only carry out systematic forestation, they also invest much effort in nurturing its forests. Every tree must have exposure to the sun, so they can all grow into quality timber. To make particleboard, these carefully fostered trees are pressed into long strips through high temperature and pressure. They have veneer or laminate surfaces, and are sealed on all four sides.



“Particleboard is considered a green building material because it does not impact the natural forest. Over sixty percent of the material comes from artificial forest, and thirty percent from recycled materials. Also, it does not contain formaldehyde. The Germans have been using these materials for a long time.” In addition to being environmental-friendly and harmless to the human body, particleboard has a heat resistance up to 240 degrees Celsius; in addition to also being scratchproof and acid and alkaline resistant. “This is why, early on, many labs were built with particleboards.” Said Vice Chairman Ma. However, to create a greater demand and market, it was necessary to introduce particleboard to the general public, and there was no other way to do so than to educate the consumers. “When we visited the clients, we used coins to scratch the board; we even left lit cigarettes on the particleboard. A client once thanked us, saying that a fire broke out at their home, but fortunately he used Order’s furniture, and since our material is fire retardant, it was the reason why the fire did not spread. In fact, particleboard is not just a green building material, it is also a fireproof building material.”

“Due to its island climate, Taiwan has high humidity. If indoor ventilation is not good, the moisture in the air will become a great threat to solid wood furniture. However, particleboard is moisture-proof, and therefore has a longer lifespan when compared to solid wood.” Furthermore, boards nowadays have skin patterns that are as real as solid wood. All these advantages have made particleboard more popular. With the rise of the Internet, it is easy for people to search for information online, and this has further facilitated Order’s rapid growth. Vice Chairman Ma said, “We no longer have to educate consumers, telling them the advantages of choosing particleboard; rather, we need to open up new stores to take Order into the next stage of integrated design. We should spend more time communicating with clients regarding the design. In addition to system furniture, we have also founded Uwood to provide solid wood furniture so clients can choose the items that match their spaces perfectly.”





This means that even if you have an empty house, everything would be dealt with after you walked into an Order store. “We differentiate ourselves from others by having one designated representative to introduce the products, plan the space, and design; this person is both the salesperson as well as the designer. Consumers no longer have to deal with different contact windows, and whenever they have a problem, they just have to look for the designated designer. Furthermore, we also have an experienced professional team that carries out all the constructions.” There are often disputes when it comes to renovation, but Order is a large company with sound systems in place, so customers do not have to worry about the quality of construction, availability of contact person, and access to aftersales services or channel for customer complaint.

“All Order products come with a five-year warranty. Every year, we mail out tabletop calendars and new catalogues to our customers, and ask them if they need inspection and maintenance.” From the product, planning and design, construction, to aftersales services, Order has won over the hearts of its clients with its excellent services. Every year, 40 percent of its revenue comes from referrals by old clients, and a large part of its revenue relies on word-of-mouth advertising.

“Another strength of system furniture is that they can be disassembled and reassembled. We often receive calls from clients asking us to help them move their furniture to their new house.” CEO Office Manager Liu Miao-Ping said, “I sold my house once, and I left behind my system furniture for the new owners. Surprisingly, the new owners fell in love with it, and later when they were moving out, they called and asked us to help them move the furniture away.” Also a fan of Order, Manager Liu was eager to share her love for Order: “Also, by changing the color or handles of the system furniture, you can give the house a brand new look. You can also make adjustments in accordance to your needs. For example, when your children grow up, or when you have more things to put away, you can add more cabinets to solve your storage problem.”

On this journey of brand building, Order has encountered bumps along the way, but it has also remained determined and ethereal. They have conquered their clients with high standards, like the time they made an adjustment seven times until the client was satisfied; they can also meet high-end requirements of luxurious mansions. And with this spirit, we believe that the brand will continue to shine brighter and brighter, becoming the glory of Taiwan.



# Quality Green Building Material Products by Order

## System Furniture

The first in Taiwan to launch the “Healthy Green Building Material,” promoting healthy, environmental-friendly, and non-toxic system furniture, and providing citizens in Taiwan with a high quality lifestyle from Germany. All boards are certified Green Building Material, and the brand has gained satisfaction and trust of all consumers, winning “Trusted Brands Gold Award” in consecutive years.



## Order Mattress

Environmental-friendly non-toxic green mattresses. The product has received EPA's Environmental Protection Mark, and won the recognition of the 21st Taiwan Excellence Award.

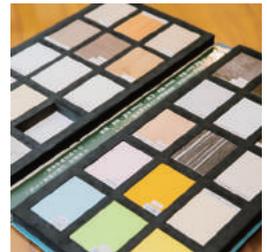


## Order Sofa

This Made-in-Taiwan sofa has won the recognition of the IF Design Award.

## Uwood

The brand strives to create quality living space with solid wood furniture; it pursues high quality while also exploring innovative possibilities. They offer thoughtful services including free onsite measuring, free 3D planning, free delivery and assembly, and free removal of old furniture, guiding customers to create a wonderful living space that manifests into its own unique style.



## Order System Furniture Company

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