



Presentation

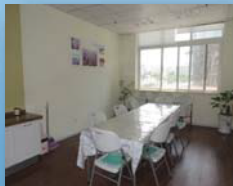
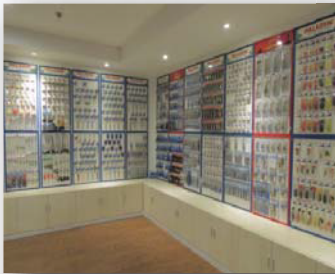
PALADIN CHINA Co.,Ltd.

PROFILE/PRESENTATION

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1. Company Name and Location



2. Management

President

Name: Christine Cong

Date of Birth: June 1975

University: Qingdao 1999

Graduation: Master Foreign Trade / English

1999 – 2002 Management / Shareholder

2002 – 2004 Own Company

2004 – 2017 Paladin China

Experience: 18 years in fishing tackle manufacturing and export field

5 personnel trainee period (2004 – 2009) of 3 month in Europe for fishing tackle field

5 personnel trainee period (2004 – 2009) in China by consultant Europe, Guenther Burk

Further education: MBA 2007 – 2010



Consultant

Name: Guenther Burk

Date of Birth: March 1950

University: Cologne

Graduation: MBA 1974

Product and Sales Manager Shimano Europe 1986

G.M. PRO&CON 1987-2010

Founding PALADIN Angelgeräte Burk GmbH 1986

Consulting PALADIN CHINA 2004

Consulting PALADIN USA 2009



Consultant

Name: Mike Richards

Date of Birth: December 1962

University: University of Central Florida

Experience: Consultant, 25+ years in fishing Industry; marketing, research/development and distribution.

Consulting PALADIN CHINA from 2009



3. Company History

Paladin China is an independent Chinese company whose long history began in 2004 in Europe, with an idea to combine quality German-engineered product designs with all the advantages of Chinese manufacturing. The name Paladin has its origins in mythical literature meaning “very best friend.”

Paladin China has consultants in Germany, USA and Australia. Its product lines include: ready-to-fish rod/reel combos, fishing accessory sets, rods, reels, hooks, lures, line and many types of terminal tackle and rigging systems. One of Paladin China’s strongest attributes is the ability to produce fishing combos and fishing sets according to varied market demands. It is your one-stop service supplier. As a key supplier to supermarkets, chain stores, and discounter for fishing tackle promotion sales and regular sales, Paladin China provides clients with complete and confidential service.

The Winning Strategy...

Specialty	Paladin China has 13 years experience in the fishing tackle industry, providing the knowledge and expertise to recommend the exact program tailored to each client’s needs.
Professional Team	All management staff completes training time in Germany. Paladin China is a unique Chinese company with a German reputation for quality in the fishing tackle industry.
Innovation, R&D	Innovation is Paladin China’s strength! With the help our overseas consultants, Paladin China has access to specialized information and can react promptly to new angler/equipment trends in the marketplace.
Awards	3 times 1st Place Award from professional trade fair, 2 times 2nd Place Award.
Location	Paladin China is based in Weihai city – the world’s largest city for fishing tackle manufacturing.
Comprehensive Program	More than 4,000 sku choices.
Advanced ERP System	All orders are handled professionally and precisely through our advanced computer system.
Price	Consistently competitive prices based on high quality standards resulting from large purchasing power.
QC	Follow professional industrial standards and Acceptable Quality Limit (AQL) international standard, pass TUV Germany Pre shipment inspection all the time.
Delivery	A proven record of dependable on-time delivery.
Honest	Zero tolerance for corruption; strict rules and regulations against corruption. An honest partner to all suppliers. Fair and open European business style.
Motto	Less is more.

4.PSI and Audit by



5.Product Offerings

The following products are sold by our company:

COMPANY PRODUCT RANGE

Reel

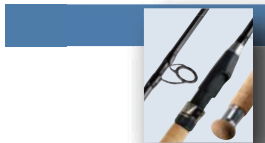


Accessories
Bite Indicator
Glow Light
Lead
Feeder Basket

INHALTSVERZEICHNIS



Rod



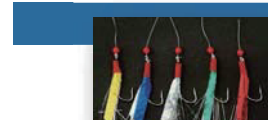
Drop Shot
Wobbler



Combos



Saltwater Rigs



Castingsport



Nets



Rod Accesories



Sets



Line and Leader



Bags and Clothes



Hook



Big Bag



Trout Program



Float



6. Wholesalers

We supply to 12 professional fishing tackle wholesalers throughout several countries. Each wholesaler offers more than 800 items, with a wide range to choose from.

We assist our clients in developing products for their specific markets. Our specialty is one-stop service, and with an excellent reputation and 13 years experience in the fishing tackle industry, our team is ready to help your company increase its market share.



7.Discounters Promotion Sales

We develop and supply fishing tackle promotion sales for discounters in Europe and Australia. These product ranges are developed and produced for the individual needs of our clients. We produce small,area-limited action sales up to large volume,wide range European-wide sales for our clients.

We respect our competition and do not allow any conflict of interest to arise in any situation or location.



8.Chain Stores Self-service Walls

These self-service walls are the perfect set-up for the beginning angler while providing extra convenience for the experienced angler as well. Now any fisherman can easily and quickly choose the right gear for the right type and style of fishing. Each wall features up to 100 of our most popular items, each organized and placed for maximum sales - nothing could be easier to get your shop into the fishing business! Contact our sales department for complete details and to see how easy it is to get started.





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