

## We are interested in the following products:

我们对以下产品感兴趣:

### Offer by e-mail

请用电子邮件报价:

Please send us an **offer by e-mail** for the above-mentioned products as quickly as possible. Please **quote your best FOB/OEM prices via e-mail**. To allow us to keep track of your offer please make absolutely sure you also attach a **product picture** for every product you offer. Sorry that we cannot process mass mails without photos or prices.

请尽快用电子邮件对以上所列产品报最好的FOB/OEM价格。为了便于跟踪报价尽快做出反应,请在报价时附上产品的图片。没有图片和报价我们将不予处理。

**Please send your e-mail offer to:**

请将报价传到以下邮箱:

■ dl@pearl.de

■ wu@pearl.de

■ pearlsz@163.com

■ koebele@pearl.de

■ gibfried@pearl.de

■ offer-it@pearl.de

■ offer-nonit@pearl.de

\_\_\_\_\_@pearl.de

### Request for samples

要求样品:

Please send us as soon as possible fully functional samples of the above-mentioned products. These samples will be binding in case of an order.

请尽快将以上产品寄出,样品必须功能齐全,包装设计完善。  
和产品订单一致

### to our Chinese office in Shenzhen

寄至我们在深圳的办公室

**The address is:** PEARL GmbH China Office, Wu Zhong, Rm.-No. 305-306, 3/F, Aviation Electronic Engineering Mansion,  
7# Langshan Road, Shenzhen Hi-Tech Park North, Nanshan District, Shenzhen, Post Code: 518057

中国办公室地址: PEARL GmbH China Office 吴忠先生

深圳市南山区高新技术产业园北区, 郎山路7号, 中航工业南航大厦三楼,  
305-306室, 邮编: 518057

### directly to our head office in Germany

用快递直接寄到德国总部

**Freight costs may be charged to us** - 我们承担快递费用, 请用我司的帐号:

■ **China & Taiwan:** up to 5 kg use 使用 **TNT**, Account-No. 帐号: **700 459 14**

■ **China & Taiwan:** 5 to 70 kg use 使用 **DHL**, Account-No. 帐号: **966 372 164**

■ **Hong Kong:** up to 36 kg use 使用 **FedEx**, else use 其于 **DHL**. FedEx-No. **2027 8338 4**

**The address is** 我司的地址: **PEARL GmbH, c/o PBC, PEARL-Strasse 1-3, D-79426 Buggingen/Germany**

# www.pearl.de



GERMANY AUSTRIA SWITZERLAND FRANCE RUSSIA CHINA USA



[www.pearl.de](http://www.pearl.de)



[www.pearl.tv](http://www.pearl.tv)



[www.pearl.de/catalog](http://www.pearl.de/catalog)

PEARL

# Successful: The PEARL Story



## The PEARL Group

**Founded in 1989** as a small company, PEARL now ranks among the biggest mail-order houses in Germany. PEARL is **internationally active**:

- **Mail-order companies** and e-commerce companies in Germany, France, Austria, Switzerland and China
- **PEARL TV shopping channel** and PEARL Shops in Europe, as well as ERP **software programmers** in Russia
- **More than 16.000 items, 40.000 packages a day, more than 180.000 sqm storage, shipping and office areas**
- **About 7 million customers**, 20 million catalogues, 200 million e-mail contacts per year
- **Annual turnover of the PEARL Group: 250.000.000 US\$**

PEARL

## Telecommunication, Media & PC Hardware

The broad PEARL product line contains more than **16.000 items**. For example digital TV, MP3 player, mobile devices, office technology and much more.

PEARL 广泛的产品线包括 16.000 多种产品，例如：数码电视，MP3，移动通讯，办公用品等。



Accessories for Apple



Android-netbooks



Tablets & smartphones

## Software & PC Games

In addition, PEARL offers a lot of software applications to business users and customers. DVDs & blu-ray discs complete our software portfolio.

除以上产品种类以外，产品线还包括商务和个人软件，DVD 和 blu-ray。



Software



DVDs & blu-ray discs

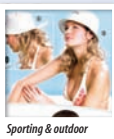


TV-hifi & audio

## Home & Living

PEARL makes the world a little more convenient. According to this slogan, PEARL is always looking for new products for sports, household, leisure.

PEARL 一直努力让生活更简便。故 PEARL 长久成长，PEARL 在全球采购，寻找更多家居及休闲产品。



Sporting & outdoor



Lamps & effectlights



Cuisine & household

## PEARL 集团

PEARL 邮购公司成立于 1989 年，如今已属德国前几名最大邮购，电子商务企业之一。

旗下公司遍布全球：

- 德国、法国、奥地利、瑞士和中国均有其邮购，电子商务分公司
- 在欧洲还有集团电视购物频道，商铺，以及俄罗斯软件系统编程团队
- 有约 16.000 多种产品的广泛产品线，每天可发送至 4 万件货物邮包，有十几万平方米的物流中心，库房和办公室
- 拥有 7 百多万终端客户，每年发行 2000 多万份产品目录，以及 2 亿多份促销网络邮件
- PEARL 集团的年销售额已逾 2.5 亿美元。

# PEARL: The Mail-order Houses



European headquarter/  
shipping department, Buggingen



## The PEARL Group now comprises 10 European companies

- **Mail-order companies** in Germany, Austria, Switzerland and France
- **Publishing houses** in Germany
- Europe-wide representation of Asian manufacturers (wholesale from Germany)
- **Software development** with over 50 of our own system programmers in Moscow
- **Advertising agency**, catalogue production & product design studio in Germany
- **TV shopping channel** with 3 film studios in Germany
- **Internet service provider** in Germany

The PEARL Group's annual turnover totals **more than US\$ 250.000.000**

PEARL



**PEARL** 集团在欧洲共拥有**10**家公司

- 德国、法国、奥地利、瑞士邮购公司
- 德国出版社
- 厂商欧洲的代理批发（德国大客户开发）
- 莫斯科（俄罗斯）**50**名的软件系统编程工程师队伍
- 德国广告设计代理，产品目录及平面广告设计公司
- 德国总部电视购物电视台，具有**3**个摄影棚
- 德国互联网服务公司

**PEARL**集团的年销售额已逾**2,5**亿美元。



# PEARL: The Factory Outlets



More than 10.000 sqm  
sales area

## Selling is our mission

Founded as a mail-order company, PEARL also keeps the personal contact to their customers.

PEARL comprises **7 factory outlets** in Germany, France and Switzerland. With sales areas around 10.000 sqm, the factory outlets offer about **8.000 products at greatly reduced prices**.

- **German factory outlet** in Auggen (the notorious wine village) nearby Freiburg: 2.300 sqm sales area
- **Swiss factory outlet** in Pratteln, Basel, Spreitenbach and near Bern: up to 1.000 sqm sales area at each location
- **French factory outlet** in Sélestat, Strasbourg and in Paris: up to 800 sqm sales area at each location
- **Further PEARL retail shops are planned**

PEARL



PEARL Factory Outlets, Pratteln · Spreitenbach · Basel City



PEARL Factory Outlet, Auggen

## 销售是我们企业的使命

基于多年邮购业务良好基础, PEARL如终坚持面向客户, 和客户保持了良好关系。

PEARL在德国, 法国和瑞士拥有7家自己品牌直销店面。店铺面积达 10万平方米左右, 展示8000多种品牌产品。

- 德国店铺 (奥特莱斯) 位于Auggen — 闻名遐迩的德国葡萄酒小城, 毗邻 (Freiburg) 弗莱堡和瑞士的 (Basel) 巴塞尔, 约2300多平方米。
- 瑞士店铺 (奥特莱斯) 在Pratteln, Basel (巴塞尔), Spreitenbach 和 Bern (伯尔尼) 四个城市, 每店均有上千平方米面积。
- 法国的店铺 (奥特莱斯) 在Sélestat, Strasbourg (斯特拉斯堡) 和 Paris (巴黎) 三个城市, 店面也均有约800平方米以上的面积。
- PEARL 集团正在计划更多自己直销连锁店面 (奥特莱斯)



# PEARL: 180.000 m<sup>2</sup> of Company area



## More than 180.000 sqm company area, automatic shipping department and offices in Germany

- **Most advanced technology** and software solutions for stock & logistics
- **Above 180.000 sqm company area** at 5 locations in Germany
- High developed software for **automatic merchandising management**
- **Newest technical equipment** for an optimum of efficiency
- **Just in time: intelligent supply chain management system** and own trucks for distributing goods to every logistic centre
- **Altogether above 150 professional staff** in stock and shipping departments



## 德国总部拥有十八 万平方米以上的现代化，自动化物流中心，仓储管理和办公大楼

- 具有最先进技术以及自己开发的高效率软件方案支持物流中心发送货物，管理货物，调配货物
- 十八万平方米以上的仓储物流中心分布于5个小镇
- 全自动化，高科技ERP管理系统
- 先进，高效仓储和物流设备
- **Just-in-time:** 智能化货物配送管理系统自动调配5个物流中心货物，专用调配货车昼夜穿梭于5个物流中心
- 逾百名物流，仓储专业人士

# PEARL: Most Advanced Shipping



High developed radio terminals



Latest conveyor technology



## Up to 300.000 products in 40.000 packages a day

- **Most advanced technology** with 300 automatically operated conveyors
- **Radio terminals coordinate processes** and allow automatic job orders
- **Up to 40.000 packages** and 300.000 products can be shipped every day
- **About 98% of all articles are available directly from stock**
- **Delivery on time:** usually within 2 to 3 days
- **Absolutely reliable: delivery via Germany's biggest logistic company DHL (Deutsche Post)**



每天可完成高达**30**万件不同物件的收取，完成近**4**万包裹包装发送

- **300**多个先进全自动化的传送带
- 电波移动电脑自动控制系统实现了全自动配置完成订单工作
- 每天大约可发送高达**4**万件包裹及**30**万件不同货物
- 物流中心库存可满足近**98%**以上订单及时发送
- 准时配送：**2至3**天送货上门
- 绝对可靠：和德国最大快件公司**DHL**紧密合作，打造快速送货，互联网包裹跟踪

# PEARL registered more than 200 International Brands



Cell phones with unique features.



Revolutionary 3D printers and copiers for private use.



Intelligent automation and remote control technology for your smart home.



7links™

AGT™

audisio  
Visual Sound Technologies

Brateola  
Callstel

Carlo Piliato™

CASAcontrol™

Cliprint™

Center

Connec7ec

CREASONO™

CRELL™  
cucina  
dimodena

dream  
audio™

Duvenco  
easy4u

esoSAT™

EXBUSTER™

Fibrionic  
Network Solutions

firebag

FlashColor™

free  
Control

freeTec

FreeSculpt™

GeneralKeys™

GRAND STRAIGHT  
ROYALE

infactory  
(InFactory)

iColor  
Quality Ink Cartridges

LeLyricon™

Lescars™

Lexington™

Linguatis™

Luminea™

LUNARTEC™

MagixStar™

magnetic™

Meteorit™

MGT  
Mobile & Control Technologies

MOD™

Nakatochi™

NAKAMARI™

ink-System

NavGear™

newgen  
medicals™

OctaCam™

PEARL



State of the art **tablets** with Android operating system.



**Household appliances** serving your convenience.



Comfortable **navigation systems** for little money.



**PConKey™**

**perlprotect™**  
Nano Surface Protection

**PeriNature™**

**Playtastic™**

**POI™**  
**PILOT 5000+**

**Portally-TV**

**Q-sonic**

**re!volt™**

**RONALDIER**

*Rosenstein & Schöne*

**RotaDyn™**

**Royal Gardineer™**

**Sattleford**

Schwarzwald  
**Mühle**

**SDITec®**

**Scenelights**  
TECHNOLOGIES™

**Semptec™**  
URBAN SURVIVAL TECHNOLOGY

*Sichler*  
**SICHLER**  
Handwerkzeuge

**SIMICOM**  
TECHNOLOGIES™

**Simulus™**

**simvalley**  
MOBILE

**Spy CamPen™**

**SUMIKON®**

**SPEEDON™**

**STEINHÖFER®**

St. Leonhard  
Zeit-Instrumente

Stevenson & Brown  
Electric Guitars

**StripCards™**

**tka™**  
Kühler Akkutechnik

**TOUCHLET™**

**TOKIO**  
KITCHENWARE

**TS** Tornwald-Schmiede

**TVpeCee™**

**vibraXbass™**

**VisorTech®**

**Vivangel™**  
Audio Design

**VR-RADIO™**

**VST**  
VIRTUAL STEREO  
TECHNOLOGY

**WILSON GABOR™**

**Xcase**

**XYSTEC™**

**YOUR Design**

**Zavarius™**

**ZXRobotics™**



# PEARL: 20.000.000 Catalogues per Year

**Strong selling power: with more than 20.000.000 catalogues, 200.000.000 advertising e-mails, intensive online marketing and monthly advertisements in major computer journals and customer magazines.**

强势广告促销：每年2000多万份产品目录，2亿多份促销网络邮件，专注及时互联网市场推广以及每月在主要畅销媒体杂志上的大量广告成就了产品营销业绩



## Successful in media

- **20.000.000 sales-boosting catalogues per year** with up to 320 pages per month
- **200.000.000 sales-boosting advertising e-mails to active customers**
- **Successful webshop:** [www.pearl.de](http://www.pearl.de) with more than 3.000.000 online visitors monthly and own TV Shopping channel
- **Accompanying radio spots and TV commercials** in major German stations
- **Direct response advertisements in European major magazines**
- **Continuous exhibition at the most important German fairs**, e.g. CeBit, IFA, Hobbytronic etc.



## 媒体广告成功策略

- 每年发表高达2000多万份产品目录，每份产品目录近320多页
- 2亿多份促进活化客户直销广告邮件
- 庞大网路销售平台www.pearl.de，每月有300多万独立访问者数量
- PEARL 集团自己电视购物频道
- 欧洲电视和广播广告
- 在欧洲具有影响力的媒体上做互动广告
- 持续参加各种规模欧洲展览会，例如CeBit，IFA，Hobbytronic 等

# Teleshopping via satellite, cable and online-streaming



Personal shopping TV: PEARL's customers are pleased about the detailed product videos at the onlineshop.

## Successful in media

**Online shop with audio-visual elements: Advertisement is the road to success.** So PEARL's online shop has a lot of innovative elements:

- **Professional product videos** for more than 8.000 articles
- **Free audio- & video-podcasts** newly published every week
- **Personal online shopping TV** supports customers in their buying decision
- **Brand-new PEARL corporate video** available at <http://www.pearl.de/c.shtml?tv=2>
- **Continuous online presence** and product placement in social networks

Live-Stream PEARL shopping TV:

**[www.pearl.tv](http://www.pearl.tv)**

PEARL



电子商务包含许多直观元素：娱乐广告是PEARL进一步的成功之道。PEARL的电子商务平台拥有许多创新的元素：

- 8000多专业产品视频
- 每周新颖播客视频
- 个性化线上电视导购支持简化客户选择商品过程
- 公司新闻，现状介绍视频<http://www.pearl.de/c.shtml?tv=2>
- 社交媒体新品展示和新品上线信息

# PEARL: High-end Customer Service



## Personal advice before and after the sale

- **Certified PEARL customer service:** tested by TÜV Saarland
- **Free product support for all customers** by phone, e-mail & via internet
- **24/7-service:** personal telephone orders at the proprietary PEARL call centre
- **Personal technical advice** by PEARL experts for hardware and much more
- **Free online service with free downloads:** manuals, drivers, and firmware
- **14 days sale of return, post-free delivery and fair acceptance of returns, 24 months warranty**





## 个性化购物咨询以及售后服务

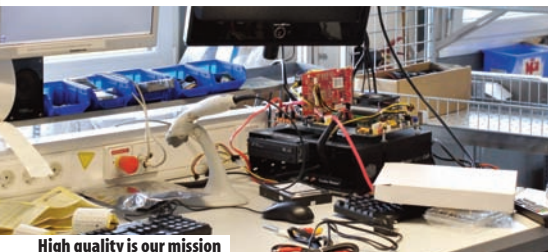
- PEARL取得德国最具权威性认证机构TÜV Saarland 客户服务证书
- 免费提供客户电话热线，免费提供电子邮件和网络产品咨询服务
- 每天24小时电话购物服务
- 个性化专家产品咨询服务
- 免费线上服务：软件下载，电子说明书，升级软件
- 产品质量保证：14天试用期，免费退货，两年保质期



# PEARL: Best Quality Check



Test labs in Germany and China



High quality is our mission



## Extensive quality control

- **Professional pre-tests of suppliers' samples in German and Chinese laboratories**
- **Hot testing for daily grind** by the product manager in charge
- **Continuous spot tests** of articles in the PEARL portfolio
- **Continuous enhancement** of product quality and customers convenience
- **Strong safety regulations and very high European quality standards**
- **Customer reviews help to further increase product quality**



R&TTE  
EN71  
TBR  
ETS  
ISO9001  
ISO9002



QUALITY  
MANAGEMENT  
QM-Test@pearl.de

## 严格质量检测以及产品保证

- 德国和中国检测中心严格做各种专业样品测试
- 产品经理做日常使用测试，产品使用寿命测试
- 进货部门做产品进货常规抽检
- 坚持产品质量跟踪，研究客户需求，并和工厂合作改良产品
- 严格遵守安全规则和欧洲质量要求
- 征求客户评估，优化改进产品

# PEARL: Product Management Contacts

## DIRECTORS OF PRODUCT MANAGEMENT

The **product management unit**, based in Germany, is responsible for the worldwide acquisition of computer accessories, technical products and promotion articles, decorative articles, houseware, articles of daily use and toys.

德国产品部总经理负责PEARL集团的所有产品采购并在全球寻找新的电脑周边，高科技以及促销产品，展示品，小家用电器，日常产品和玩具。



### Timo Köbele

DIRECTOR OF PRODUCT MANAGEMENT IT

**Phone** +49-7631-360-414

**Fax** +49-7631-360-499 **e-mail** [koebele@pearl.de](mailto:koebele@pearl.de)

### Florian Gibfried

DIRECTOR OF PRODUCT MANAGEMENT NON-IT

**Phone** +49-7631-360-433

**Fax** +49-7631-360-499 **e-mail** [gibfried@pearl.de](mailto:gibfried@pearl.de)



### Andreas Jehle

DIRECTOR OF PRODUCT MANAGEMENT

**Phone** +49-7631-360-412

**Fax** +49-7631-360-499 **e-mail** [jehle@pearl.de](mailto:jehle@pearl.de)

## PRODUCT MANAGEMENT IT

## Mailing list

offer-it@pearl.de



**Responsible for:** Smartphones, Mobile Phones, Smartwatches, Navigation Systems, Tablet-PCs, Android devices, Digital + Video Cameras, Mobile Phone Accessoires, TV-Audio and Computer Accessoires

智能手机, 智能手表, 导航系统, 平板电脑, 三维打印机和Android设 数码相机和摄像机, 手机配件, 电视机音响和电脑音频软件配件

**Gerhard Hofer**

SENIOR PRODUCT MANAGER

Phone +49-7631-360-452

Fax +49-7631-360-499

e-mail hofer.gerhard@pearl.de

**Oliver Giesecke**

giesecke@pearl.de

**Vitalij Wolf**

wolf.vitalij@pearl.de

**Martin Fuchs**

martin.fuchs@pearl.de

**Christoph Beutler**

beutler.christopher@pearl.de

# PEARL: Product Management Contacts

## PRODUCT MANAGEMENT NON-IT

### Mailing list

[offer-nonit@pearl.de](mailto:offer-nonit@pearl.de)



**Responsible for:** Household, Toys, 家居, 玩具, 厨具, 运动, 自行车, 工具, 照明, 纺织, 园林工具, 健身, 户外和手表  
Kitchenware, Sports, Bicycles, Tools, Lighting, Textiles, Garden Wellness, Outdoor, Watches

### Sören Keller

SENIOR PRODUCT MANAGER

Phone +49-7631-360-467

Fax +49-7631-360-499

e-mail [soeren.keller@pearl.de](mailto:soeren.keller@pearl.de)



**Benjamin Ruh**

[ruh@pearl.de](mailto:ruh@pearl.de)



**Andreas Keller**

[keller.andreas@pearl.de](mailto:keller.andreas@pearl.de)



**Dasheng Zhang**

[zhang.dasheng@pearl.de](mailto:zhang.dasheng@pearl.de)



**Thomas Schulz**

[thomas.schulz@pearl.de](mailto:thomas.schulz@pearl.de)



**Lejla Sylejmani**

[lejla.sylejmani@pearl.de](mailto:lejla.sylejmani@pearl.de)

**Qing Yu**

[yu.qing@pearl.de](mailto:yu.qing@pearl.de)

## P.B.C. – PEARL BUSINESS CONNECT – Supplier selection, handling imports



### Responsible for:

Supplier selection, negotiating prices, placing orders, coordinating and handling imports.

P.B.C. 公司负责询价 / 比价, 全球采购, 订单跟踪以及运输管理



## P.B.C. – PEARL BUSINESS CONNECT – CHINESE OFFICE

### Responsible for:

Purchasing, QA & Logistics in mainland China

### PURCHASING TEAM IN CHINA

Phone: +86-755-2644-5939  
Fax: +86-755-2644-5929

### Zhong Wu

PURCHASING  
MANAGER CHINA  
pearlsz@163.com





# PEARL: Key Contacts

## Address of the European head quarter:

**PEARL.GmbH · PEARL-Strasse 1-3 · D-79426 Buggingen / Germany**

**The product management unit**, based in Germany, is responsible for the worldwide acquisition of computer accessories, technical products and promotion articles, decorative articles, houseware, articles of daily use and toys.

**P.B.C. Import & Export GmbH**, which is based in Germany, is responsible for communication with Chinese-speaking suppliers, for selecting Asian suppliers, renegotiating prices, defining supply terms and organising the total handling for all imports from the Asian region.

### Key contacts P.B.C. Import & Export GmbH

**Li Wu** e-mail: [wu@pearl.de](mailto:wu@pearl.de)  
**Phone:** +49-7631-360-901 **Fax:** +49-7631-360-909  
**Mobile:** +49-171-5814-023

(Communication in German, English & Chinese)

**The PEARL GmbH China Office**, based in Shenzhen/China, is responsible for choosing new products, suppliers (and alternative suppliers), renegotiating prices, quality control at the supplier's end and coordinating deliveries in China.

**Zhong Wu** e-mail: [wu.zhong@pearl.de](mailto:wu.zhong@pearl.de)  
**Phone:** +86-755-2644-5939 **Fax:** +86-755-2644-5929  
**Mobile:** +86-136-0251-2346

(Communication in Chinese and English)

### Other contacts:

**PEARL Austria and PEARL Switzerland** do not have their own purchasing departments since they share one catalogue with Germany. Products listed in Germany are offered simultaneously in Austria and Switzerland.

**PEARL France** operates their own product management and procurement departments which operate within Europe independently of Germany. A large proportion of the imported goods come from Germany. Own imports from Asia are handled via P.B.C. GmbH Germany. Unlike Asian suppliers, all European suppliers are advised to additionally contact PEARL France.

### Key contact PEARL France

**Nicolas Ritter** e-mail: [nico@pearl.fr](mailto:nico@pearl.fr)  
**Phone:** +33-388-580-200 **Fax:** +33-388-580-399  
(Communication in French, German and English)

**Europe-wide representation of Asian manufacturers** and wholesale-OEM-transactions are handled by P.B.C. GmbH Germany. See above for contact information.

**欧洲总部地址: PEARL.GmbH · PEARL-Strasse 1-3 · D-79426 Buggingen / Germany**

德国**P.B.C. GmbH** 公司及其中国办事处负责与华语供应商的联络, 亚洲供应商的遴选, 价格及交货条件的洽谈和组织亚洲进口。

联系人:

**Wu Li** (中文, 德文和英文)

**e-mail:** wu@pearl.de

**Phone:** +49-7631-360-901

**Mobile:** +49-171-5814-023

**Fax:** +49-7631-360-909

P.B.C. 中国深圳办事处负责寻找新产品, 供应商和第二供应商, 价格洽谈, 工厂验货。

联系人:

**Wu Zhong** (中文和英文)

**e-mail:** wu.zhong@pearl.de

**Phone:** +86-755-2644-5939

**Mobile:** +86-136-0251-2346

**Fax:** +86-755-2644-5929

其他联系地址

在奥地利和瑞士的PEARL分公司因都是德语区, 故使用和德国邮购公司一样的产品广告和目录, 没有独立采购部。在德国销售的产品同时也销往奥地利和瑞士。

PEARL法国对于来自欧洲的产品自行采购。请欧洲供应商自行和PEARL法国联系。

欧洲以外的进口产品由德国PEARL统一采购。亚洲进口业务则通过德国P.B.C.进行。

联系人:

**Nicolas Ritter** (法文, 德文和英文)

**e-mail:** nico@pearl.fr

**Phone:** +33-388-580-200

**Fax:** +33-388-580-399

中国制造商的欧洲代理

在欧洲大的OEM业务及代理业务, 请和P.B.C.联系。联系方式和联系人如上。