

Supplier Profile: Anhui Honren Co. (Group) Ltd

ISO 9001:2000-certified Anhui Honren specializes in down feather quilts and bedding sets. Among the largest home textile makers in China, the company operates seven factories that occupy a total area of 330,000sqm. Recently, it established a 500,000sqm production complex that will be fully operational by April 2008.

Half of Anhui Honren's bedding products are midrange, with high- and low-end versions accounting for 30 and 20 percent, respectively. One-third of shipments carry the in-house Honren brand. Designs meet the Oeko-Tex Standard 100.

The in-house R&D team creates one new design in 40 to 60 days, and makes samples in three to seven days.

Low-end quilts are made of locally sourced T/C fabric with a thread count of between 120 and 132. They are dirt and wrinkle-resistant, and measure 152x203cm. Prices range from US\$18 to US\$30 per piece.

Midrange versions come in pure or jacquard cotton fabric with antibacterial properties and a thread count of 250 to 400. Priced between US\$30 and US\$40 each, these have dimensions of 152x203, 173x224 or 224x234cm. Models also feature embroidery or patchwork.

High-end designs adopt pure or silk cotton, which contains environment-friendly components such as soybean fiber. With a thread count of up to 1,000, the materials have anti-microbial and static, and shrink-resistant properties. Most products feature intricate embroidery or patchwork in three or more colors. Prices start at US\$40.

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Supplier Profile	
Company background	
Year established	1991
Head office location	Tongcheng (Anhui)
Business type	Manufacturer: Exporter
Ownership	Mainland China-owned
Factory location(s)	Tongcheng (Anhui)
Factory area	330,000sqm
Full-time employees	1,200
Annual sales (all products)	US\$60.0mn
Annual R&D spending	US\$1.00mn
ISO certified	Yes
Sales & output: Home textiles	
Annual sales	US\$60.0mn
Share of total sales	100%
Annual export sales	US\$40.0mn
Total monthly capacity	600,000 pieces
Average monthly output	500,000 pieces
Capacity utilized	83%
Average monthly exports	450,000 pieces
Export ratio	90%
OEM % of exports	50%
ODM % of exports	20%
OBM % of exports	30%

