

FARLIN®

YOUR BABY IS OUR CONCERN

FARLIN®

Company Introduction





The Leading Brand
Of Baby Products

The Beautiful Brand

The beautiful brand, FARLIN, means a glorious and prosperous forest, comes from respect for native land, and also comes with blessing to the baby.





理念 Concept

“用心呵護您的寶貝”

YOUR BABY IS OUR CONCERN

因為是“您”的寶貝，所以我們才更用心



顏色 Color

洋紅色是代表母親的顏色

她勇敢、堅韌而又溫潤如玉，這就是母親！



含義 Meaning

FARLIN是指“茂密的森林”，意在給孩子們
創造一片健康的成長環境。

在這環境中有參天的大樹，肥沃的土壤，
還有清新的空氣和快樂的伙伴。

FARLIN[®]

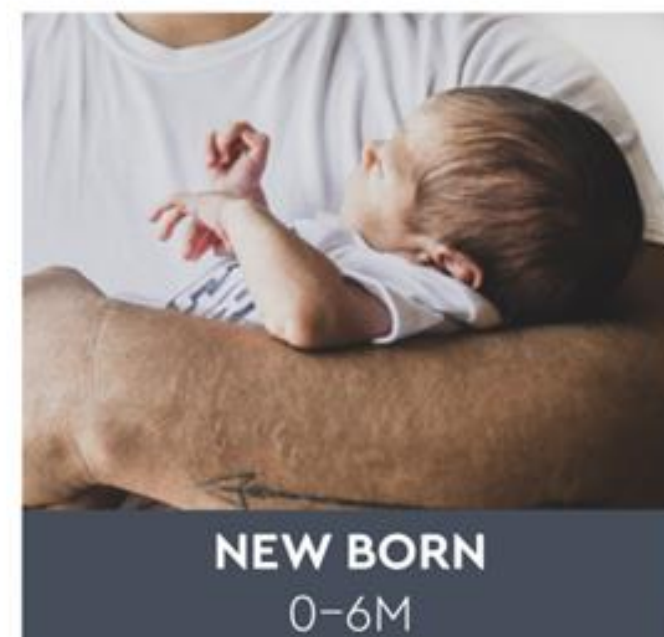
YOUR BABY IS OUR CONCERN

The Most Sincere Care for Parents and Babies

Since 1972, FARLIN continuously develops the wide range of baby care products.

We try our best to support from maternity time to 6 years old. From this introduction, the unique products in each category will be presents.

**We are enthusiastic on growth of the little ones.
We are parents, made for parents, by parents.**



BRAND VALUE

**“A LOVING HEART MAKES A BRAND,
AND BRAND CREATES VALUE”
IS THE DEEPEST BUSINESS SECRET OF FARLIN AND
IS ALSO THE MOST SIMPLE MANAGEMENT
PHILOSOPHY.**

Every mother carefully prepares all types of daily necessities without being stingy starting from the baby’s birth. Their greatest hope is to give babies a healthful and comfortable life. Thus, FARLING Corporation has used heart and a caring attitude to initiate R&D, design and manufacture of the path of professional baby products under the guidance of founder Wen-Chung Hsieh for the last 42 years. To provide professional baby products that truly suit the babies’ needs, Farlin hires professional pediatrician and care specialists to participate in the design. Each member of the R&D team has a unique creative concepts and also professional knowledge.

With a caring heart and to have better medical support, Farlin established the first comprehensive hospital, Farlin Hospital, in 1997. With special medical background, Farlin raised baby products to medical class products with a strong support. Farlin is based in Taiwan and has its vision globally. Given the strong medical background of the group and by combining professional pediatricians and care specialists, the focus is placed on the product’s “innovative” R&D by insisting on the best raw material globally and manufacturing done in Taiwan. During the product process, there is a strict adherence the supervision and management model of **“Zero Defects, High Quality, High Efficiency”**, which ensures that all products pass the high quality certification from international inspection institution. To take good care of each baby, Farlin does not slack off at all.

Farlin has always insisted on providing the best care for mothers and babies with heart. All Farlin products pass the high quality certification from international inspection institution, which includes **the most influential European and US class inspection of BMSI**. They also have **the strictest FDA and EU baby product certification**. This is the highest level of approval given to Farlin for insisting on providing “Caring with One’s Heart” for consumers.

The delicate caring for babies requires a sense of mission. As what each mother does, newborn babies represent the hope and future for all families. Farlin hopes to accompany babies in each step of their growth and to use safe and quality products to build a healthful growth environment.

OVERSEA CHANNEL STRATEGY

FOR 40 YEARS, FARLIN HAS EXPORTED TO NEARLY 80 COUNTRIES AND REGIONAL MARKETS AND HAVE ACCUMULATED DEEP BRAND TRUST AND CONSUMER REPUTATION WITH ITS EXCELLENT PERFORMANCE. IT HAS ALSO ESTABLISHED A SOLID FOUNDATION FOR EXISTING MARKET.

We hope to extend the vision of "Caring with One's Heart" to bring Farlin's quality products to tens of thousands of families and to win compliments from each mother coming from their heart.

The statement of "Caring Your Precious with One's Heart" accompanies each type of products so that families and babies from different cultural background can fully feel the care and love from Farlin.

Farlin has insisted on the principle of innovation and quality to make over 600 products from the six major series conforms to the babies' needs. Even though small babies can not express themselves, mothers can feel the babies' various emotions from the nurturing process. Farlin hopes to bring mothers sweeter experience of nurturing through the products that stand the challenge of time.



FARLIN STRENGTH



☆ Own factory,
quality is under
control

- 1 600 PRODUCTS IN 6 PRODUCT LINE**
Wide product choice, reasonable pricing provide the real satisfaction to every family with joy.
- 2 STRICT MANUFACTURE PROCESS, AND SELF-EXAMINATION**
FARLIN insisted to acquire the top and premium material into the production, to ensure the highest standard products are made.
- 3 INTERNATIONAL QUALITY STANDARDS APPROVAL**
FARLIN products passed 華林貝比產品均通過多國（測試機構）的高規格的品質驗證，包括歐美高等級測試BMSI; 美國FDA, ASTM, EPA; 瑞士SGS; 歐洲ITC, CE, CGS, EURO-AM, EU; 英國BS, SGS/UK, STR/UK, LGC/UK, SI, GUIDELINES; 日本JIS; 臺灣CNS等，是同行業者的先驅。



FARLIN HOSPITAL

100%專業醫療團隊

集合專業的兒科醫生和護理專家，
在產品量產前期規劃。



The establishment of FARLIN hospital in 1997, provides the strong clinical background and collects the pediatrician and specialists opinion to support the product pre-planning process. During the design and development, the invited suggestion and medical advice, prompting the birth of each product with full consideration. Insisted on using the world's finest raw materials and strictly adhere to the "zero-defect quality and full efficiency", FARLIN monitors the production to ensure that all products are high quality and tested by international testing organizations.

The cooperation between FARLIN R&D and FARLIN hospital enable FARLIN team to provide the thoughtful, excellent and innovative range. FARLIN also participate and organize regular health education seminars, community health services, takes it as part of corporate responsibility and social welfare services.



☆ Own hospital,
strong medical staff
supports

FARLIN HOSPITAL



道周醫療
社團法人 道周醫院

愛心、熱心、細心、
關心、用心

[Click here](#)

道周醫院



In 2012, our **Shrinkable Silicone Feeding Bottle** was awarded by Germany IF Design Forum, and Taiwan Golden Pin Design Award.



Space-Saving 50%

'If you have built castles in the air, your work need not be lost: that is where there should be. Now put the foundations under them.'

FARLIN, doers and dreamers, believed consumers will be impressed by our innovative ideas and hoped to present a breakthrough experience in personal feeding category.



☆ Patents & Registration




Urchwing
fly across ages
兒童成長椅




Universal Design 通用設計，陪孩子一起長大
爸媽不用擔心孩子成長太快，Urchwing兒童成長椅通過安全標準，
最大負載108公斤，0-70歲皆能安心乘坐。
容易拆解、組裝，提供5種型態，滿足孩子“想變”的渴望。

Registrations



AWARD AND PATENT

Product introduction



Customer Benefits

A total solution, loving to enjoy the precious moment of life.

☆ Full range products



MOM HELPER

FARLIN'S
perpetual concern for every little baby into this world
The most premium decision



FEED BOTTLE

FARLIN'S
perpetual concern for every little baby into this world
The most premium decision



DRINKING CUP

FARLIN'S
perpetual concern for every little baby into this world
The most premium decision



HEALTH CARE

FARLIN'S
perpetual concern for every little baby into this world
The most premium decision

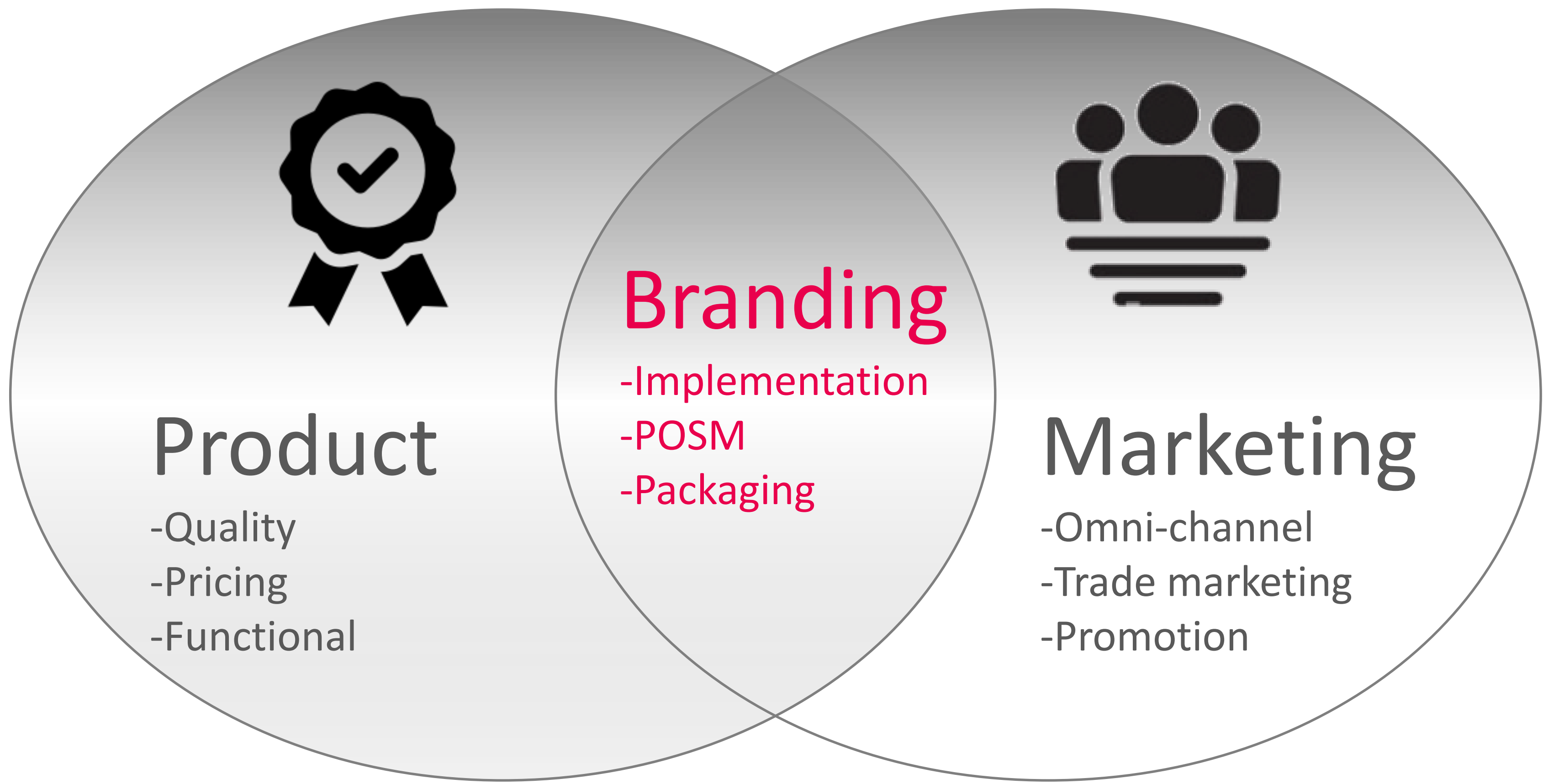


The partnership Strategies

Partnership



Business Partners



Product

- Quality
- Pricing
- Functional

Branding

- Implementation
- POSM
- Packaging



Marketing

- Omni-channel
- Trade marketing
- Promotion

Global stronghold

With Taiwan as its center, Farlin has spread out to the global market.

THE SALES NETWORK LAYOUT IS STEADILY MOVING FORWARD SO
PASS ON THE BRAND SPIRIT WITH 42 YEARS OF HERITAGE.



Asia

China / Singapore / Thailand / Vietnam / Cambodia / Sri Lanka / Myanmar / Nepal / Japan / Bangladesh / Malaysia / Brunei

Europe

Czech / Slovak / Bulgarian / Belarus / Switzerland / Germany / Hungary / Belgium / Poland / Greece / Netherlands / Finland / Denmark / Ukraine / Serbia and Montenegro / Spain / Austria / UK / Russian / Portuguese / Swedish / Bosnian / Romanian / Malta / Cyprus

American

Chile / Argentina / Colombia / Panama / Costa Rica / Dominican Republic / Bolivia / Brazil / Nicaragua / Venezuela / Salvatore / Paraguay / Peru / Cuba / Trinidad / Guatemala / USA

Middle East

UAE / Yemen / Qatar / Pakistan / Syria / Jordan / Iran / Kuwait / Oman / Israel / Kuwait / Maldives / Bahrain

Africa

Morocco / Tunisia / Libya / Algeria / Sudan / Zimbabwe / Egypt / Kenya / South Africa / Nigeria



FARLIN®

YOUR BABY IS OUR CONCERN

Branding



☆ OPTIMIZED BRAND ELEMENTS



01

Shelf merchandising optimization

In realization of the consumers' purchasing behaviors; the diversity of goods with featured display to show the brand characteristics will increase the willingness to purchase, FARLIN has re-draw three models of shelf display. There are "brand image display" and "situational display" with completed shelf display guideline to increase and stimulate consumer desire to buy and improve the overall performance in the shop.



ALIBONBA
阿里蘭巴系列



Doctor.J
J.博士系列



CLASSIC
經典系列

02

Themed story-telling marketing strategy

With four main story concepts (classic, magic, j'aime, Dr. J.), using serial story marketing strategy to enhance the product vividness and to improve the serial product sale. 250 products in this action were designed to provide diversification and give each product individual identification.

03

Mascot marketing

The wide use of FARLIN mascot, FARLIN baby, promote FARLIN brand awareness and help to improve brand image.



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EXHIBITION

☆ Ad resource provision and cooperation



FARLIN On the market



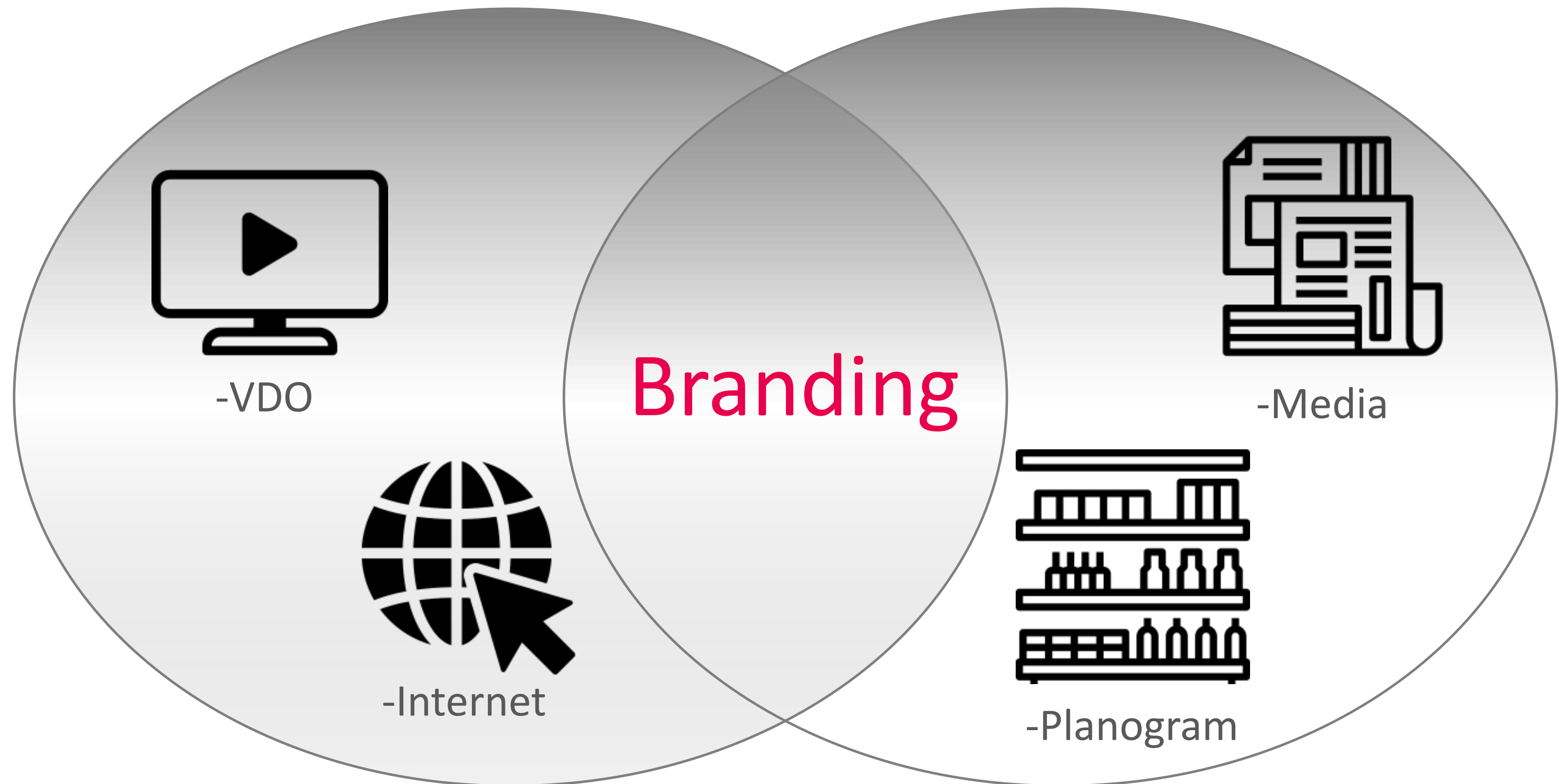
TRADE SHOW



COMMUNICATION

Online

Offline



ONLINE



Instagram



Baby Toothbrush Assister

Made in Taiwan

BPA FREE 4+



Mothers are usually in the limelight, but let's not forget fathers who deserve likewise for their unconditional love to bring us bread and butter so the family can smile bright.



farlin

City Feeding Bottle

CITY BOTTLE, BOTTLE YOUR CITY.



編輯



FAARLIN
@FAARLIN.GLOBAL · 嬰兒用品



Retail Implementation



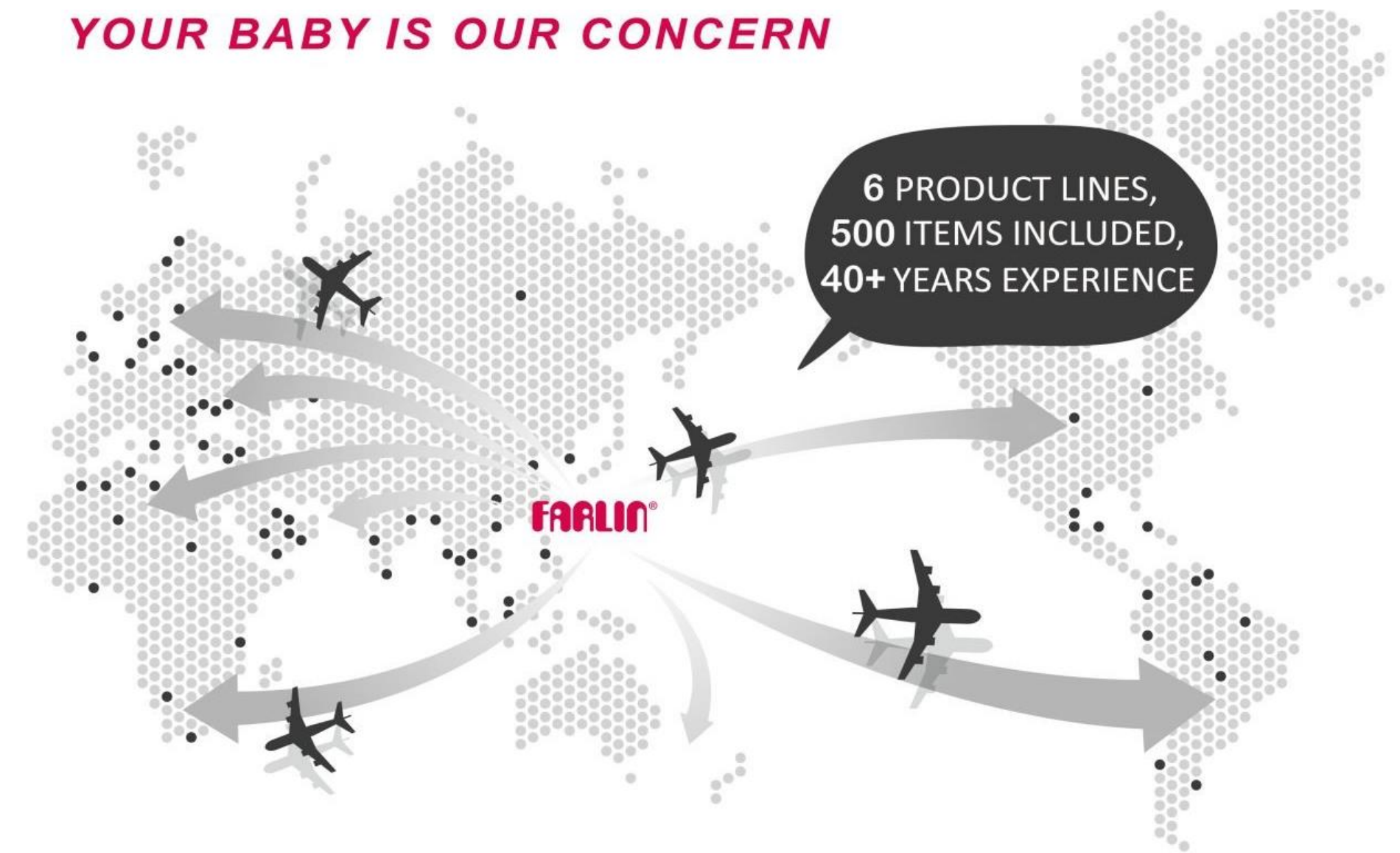
Standard Display Guideline





**MOM
Baby**

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SINCE 1972