

Radio Shantou



Five Years of Forge Ahead

Shantou Brand Story by Radio Shantou

~ Series of Special Topics ~

Shantou Radio News and Information Voice

《Five Years of Forge Ahead—— Shantou Brand Story by Radio Shantou》 of

《Pinta Pet, Amazing World of Pet House & Furniture》



Things that come to everyone's mind when they think of industry in Chenghai, Shantou is toys, gifts, and apparel. However, in Chenghai District, in addition to those industry, there are also some very distinctive and promising enterprises. For example, Pinta Pet Hong Kong Co. Ltd. Their main product of this company is pet house & furniture. They produce all kinds of comfortable and beautiful furniture for pets.











Pinta Pet Hong Kong Co. Ltd. is the first company in China to manufacture pet furniture based on environmentally friendly wood-plastic composite materials. Since 1996, it has successively produced pet products for large pet brand companies in France and the United States. Since 2003, the company has adjusted its marketing strategic, changed from OEM only production to build its own brand by using new synthetic materials to develop pet products. Today, pet products produced by Pinta Pet Hong Kong Co. Ltd. are mainly sold to Europe and the United States. Now Pinta Pet Hong Kong Co. Ltd. has formed a business model integrating production, R&D, and marketing. It is one of the earliest Chinese enterprises that truly "Go Global".







Our reporter Na Xin interviewed Haang Chan, the manager of Pinta Pet Hong Kong Co. Ltd., show us how the pet products market has an overwhelming growth trend in the past 20 years, which has provided a broad prospect for the development of



this enterprise. In the market, how does the company's executives plan the future development goals of the company.