

30 YEARS

ANNIVERSARY



STAND AT THE AGE OF THIRTY
BE GRATEFUL TO HAVE YOU TOGETHER

OUR VISION

To be the most valued supplier of diamond tools
for floor grinding & polishing.

OUR MISSION

Committed to grinding&polishing technology,
Strive for efficient and sustainable development of
global floor industry.



Ashine's Voice

The world was in the midst of severe Covid pandemic in the past three years. Yet we made it through with strong faith and solidarity. I would like to use this opportunity to express my gratitude to those who keep supporting us.

Ashine was founded 30 years ago. Before this, I was in Chiaping Diamond Industrial Co., Ltd as an engineer for three years, during which I saw an uptrend in construction and stone industry, as well as the increasing market demand for diamond tools. That inspired me to start up Ashine. We aim to make something different that could help the industry and society. Today, we cordially invite you to witness Ashine's 30th anniversary and take a look at our growth path.

————— Richard Deng



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Start-up Stage: 1993-1995

Ashine was founded as a diamond tools manufacturer in 1993, it started as a family-owned factory welding the diamond segments on the saw blades for stone industry.

Until 1995, one Germany client gave us an inquiry about some metal-bond diamond cup grinding wheels for construction and also special shape diamond grinding tools for concrete floor (long time later we know it is 3-hole scraper), Then Ashine started to R&D diamond grinding tools for stone and concrete. When Ashine exported the first order of diamond grinding tools to Germany in 1995, the Chinese Customs officials (China Import&Export Commodity Inspection Bureau) even checked the tools according to Ashine factory standard Richard gave to them because there is no government standard.



Survival Stage: 1996-2002

During this period from 1996 to 2002, ASHINE mainly manufactured diamond saw blades for stone industry and diamond grinding tools for concrete and stone. We also started to manufacture a type of flexible resin-bonded diamond polishing pads for stone industry. At the end of 2001, China officially became the member of the WTO (World Trade Organization), Chinese Government started to give license of import&export to private company. From then on, Ashine gradually gave up local market, and Ashine started to position for high-quality diamond tools, focused on international market.

Market Exploring&Transforming Stage: 2002-2007

In 2003, a US client found us to customize the metal-bond diamond grinding trapezoid. He gave us advice to transform our main business from diamond tools for sawing to diamond tools for grinding&polishing. Before this, we haven't really realized the application of diamond grinding tooling on concrete floor. At this stage, our business covers almost all range of applications including saw blades, drill bits and grinding cup wheels and etc. After more marketing researches in US and Europe, Richard noticed the blue ocean market of diamond tools for concrete floor polishing. In 2005, Ashine decided to focus on diamond tools for floor grinding&polishing.

Rapid-Developing Stage: 2008-Present

Even in 2008, sales of diamond tools for floor grinding&polishing accounted for more than 90% of our total sales, and sales of 2008 was about 30% more than 2007. More and more European and US grinding machine manufacturers started to ODM/OEM from ASHINE. In 2020, the global COVID-19 outbreak affected the world deeply, many manufacturers shut down the production. Ashine responded immediately, reorganized and returned to production at the shortest time. In this very year, the orders increased suddenly, and we faced big delivery problem. So Ashine invested \$200,000 to build a temporary workshop in a month, and added several sets of special customized front-end equipment. At the end of 2020, after the unremitting efforts of all employees, the annual production record of 2 million pieces of products during the epidemic period.



02

Ashine Voice

Why does ASHINE focus on grinding & polishing?



Ashine started with diamond tools for stone cutting, later we added diamond tools for drilling and grinding. But we found it is very difficult for a small manufacturer like Ashine can handle too many types of applications. After we found our new position, diamond tools for grinding&polishing, we decided to

give up other diamond tools and we focus on diamond tools for grinding&polishing only. Finally we find that "focusing" can help us to make use of all our resources for better R&D, better quality control and better service to our customers.

--Richard Deng (Ashine President)

What's the most impressed barrier at the start?

"At the early stage, there were no detailed standards for industrial products to refer to and no guidance, so we had to seek a lot of trial and error. For example, the flux residue is very difficult to clean up, it's a sticky and oily paste adhere to the welding joints. It affects the appearance very much. The surface looks black and sticky, we've tried a lot but the results were all unsatisfactory. Later, it was noted that the flux could be diluted to reduce viscosity and cleaned one by one with a steel brush after welding. The final surface spray painting treatment, in the early 19's, we haven't even seen the spray gun, spray pot and other processes. So each individual product can only be manually sprayed one by one by aerosol canister. Aerosol tanks were not as popular as today, and the cost of a single aerosol tank was 30 to 40 yuan. In order to meet the standard of appearance, it had to pay a lot of money. The cutting edge is also the use of manual cutting edge at the beginning, and later in order to improve efficiency, had a total purchase of accessories to assemble a cutting edge grinder, which has been used until now."

-Yunfeng Zeng (Ashine Co founder)



03

Technology Growth

Research & Development

Ashine has won reputation in the industry with high-quality tooling as R&D is our core competitiveness. Ashine R&D center has long-term cooperation with Material Sciences professors from Sichuan University, Xiamen University and Central Michigan University. With this, Ashine is fast responsive to customers' diversified demands from different markets. Taking advantage of such strong R&D team, Ashine is able to technically innovates to solve various problems of floor grinding and polishing. R&D team is truly the solid development base for our company to be customers' flooring solution provider and problem solver.



Quality Control

Ashine has always been committed to providing premium products with stable quality to our customers. To ensure quality stability and consistency, Ashine sets strict standards on quality inspection from raw materials to finished products. Ashine has a full range of advanced laboratory equipment to do inspection on diamond powder, balance of cup wheel, strength of steel body, bonding of segments, and etc.... Besides, we take every customer's feedback very seriously. In case of if any complaints, we will do 5C report internally, reviewing related steps of production flow, to guarantee similar quality defect won't happen again. After that, related production staff will have a meeting together so that everyone is on same page of measures to avoid similar mistakes in future.



04

VOICE OF OUR CUSTOMERS

Dear Ashine Team,

Our longstanding partner Ashine is celebrating the 30th company anniversary. We as partner in Europe are delighted to congratulate the whole Ashine team to this very special occasion.

For us it has always been and still is a pleasure to cooperate with the members of the Ashine team.

The mutual trust and the open exchange of information, the high quality Ashine products in different quality levels combined with the reliability and the professionalism of the Ashine team are the basis for the success of Ashine and our company as sales partner in Europe alike.

We are always very well looked after and know our orders and shipments in good and capable hands.

We value our regular personal contacts and look forward to continuing our trustful and mutually successful cooperation with the Ashine team and wish all members of the Ashine team success, happiness and the best of health for the years to come.

Good afternoon Richard,

I would like to take this opportunity to congratulate you and the whole team at Ashine in celebrating your 30th anniversary.

Like all businesses, I fully respect and understand the many obstacles that you would have uncounted when you start a business as well as the many sleepless nights you would have had wondering if the dream of creating a successful business was going to actually happen. To have a successful long term business you need to have many things, these are just a few that I know that you and your company have.

- Honesty
- Integrity
- Customer Focus
- Motivation to succeed
- Desire to be the market leader
- Innovation

Most importantly, your focus on growing and developing your staff which all successful companies have in common.

I would like to personally thank you and the team at Ashine for your continued support over the last 16 years and can honestly say that we were very lucky to have found Ashine as a business partner all those years ago and we look forward to seeing the continued growth of Ashine in the future.

Congratulations on your 30-year anniversary.

We have been doing business together for nearly 18 years and it has been an absolute pleasure dealing with you and your team.

The team we deal with have been very professional and Adele Wu, your Sales Manager, has been the star of the show.

The products we buy have been consistently good quality products. People find it hard to believe that the TERRCO diamonds and pads do 1000's of M2 long unlike other brands.

When I first went to your factory from Xiamen I drove over the mountain now we drive through the tunnel which is a lot faster for sure.

Hopefully we will be able to travel to China soon.

Wishing you and your team many more years of business

Can not think its been 30 years that Ashine has been supporting customers with high quality Diamond Tools and service, as a long time customer I have enjoyed the benefits of this relationship.

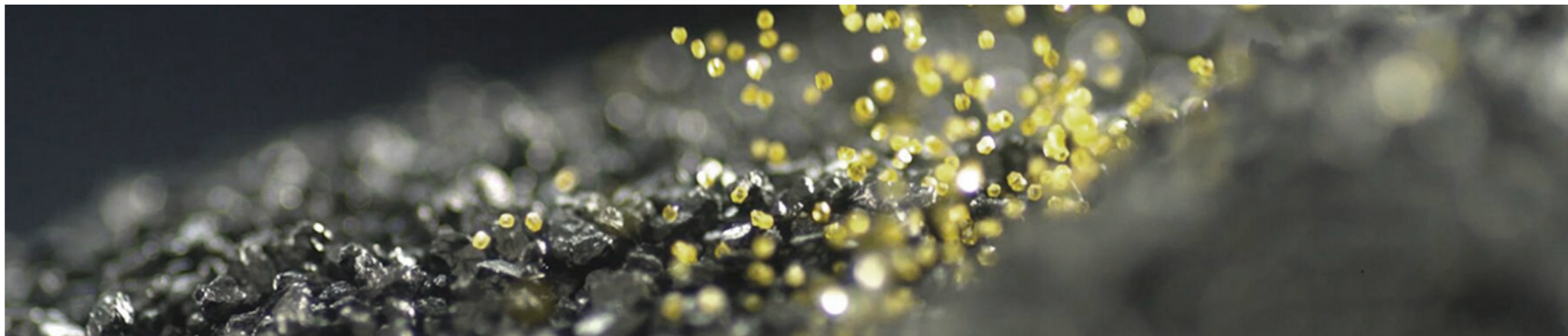
Ashine's ability to supply a product that fits the market you are targeting, with a very good and reliable R&D department and a communication channel that is second to none. We are looking forward to the following 30 years of support from the very best supplier of diamond tools and its incredible staff.



We work already several years together with Ashine and were impressed from the start with the professional way of working. Short response times, excellent quality, no fear of investing in new tools.... A reliable partner for sure!

Since more than 20 years, I work with the Ashine team, especially Jenny and Richard. Always, looking for the best quality, they gave me a total confidence to their products as well for grinding, polishing all types of material: marbles, granites, concrete, terrazzo. I had the pleasure to receive the visit of Richard on a big job. He didn't hesitate to drive the biggest machine to test his grinding tools. The best team, the best company I'm proud to know since a such long time.

We have been working for many years with this magnificent company that is Ashine, the quality of their communication thanks to their very competent sales staff, in parallel with the quality of the products and the respect of delivery times give us a lot of confidence to conquer our market. What a pleasure to work with Ashine!



Congratulations to you for completing 30 years of success in business. You have achieved tremendous growth. Your services are always marvelous and appreciable. Happy anniversary!

Ashine is extremely easy to work with. Ashine has been very fast to react to our changing needs and has helped us significantly in this constantly growing sales category. The challenges we experience most on our end are the long lead times to our door. That is, however the nature of doing business with an overseas company. The transit time is completely out of Ashine's control, but that is what ultimately drives the need for more inventory in our warehouse

Jack Wang spent time educating me and answering all of my questions over many of the first calls made to Ashine.

Ashine has always went above and beyond to service me and my company, more than any vendor. Allowing Jack the time to travel to take me to machine vendors and to translate my needs. This has happened many times over the years and had been key in our success. This success has also increased the volume of diamonds we order as we sell more machines. Also the X diamonds took a lot of work and cost Ashine time and money to make my vision happen. They made the investment and we have a diamond that is unique and cannot be copied by competitors.

5 more service from Ashine than any other vendor. I consider Jack a very trusted friend that always puts my interest above his own. I wish to have employees like him.

Keep doing the great work you have always done!

Here some words regarding Ashine, are not just words for this event, I truly believe it!

I think Ashine is one of the best suppliers we have: professionalism, quality and timing are the main characteristics that make it a high-level company. The R&D department does an extraordinary job to continue improving the quality of its products and facilitate the work of the end customers. The commercial department is of the highest quality, very technically prepared and follows the customers very carefully, always available at any time of the day. Ashine is a top company, a point of reference in the world of diamonds.

We are very pleased with your customer oriented way to do business. Also fast supply and kind contact persons are for your benefits.

Ashine has provided guidance for product line development. The floor grinder tooling has become our top line. Ashine provides a quality product. Jack has gone out of his way to supply us with product in a timely manner.

Jak thoroughly understands the application and business. By Jack sharing his knowledge with us we have been able to grow our product line, Landy is very talented at expediting orders when we need them.

We met at the world of Concrete several years back and have built a strong relationship with the Ashine Team. Overall we are very satisfied with the quality of product from Ashine and the support. Our salesman Jack is always available. Ashine stands behind their product and has a team you can trust.

We have several vendors not related to polishing but diamond tools and when our owner passed in 2016 our salesman Jack came all the way from China to offer his condolences and support. To us we don't think of Ashine as just a vendor but we think of Ashine as family. Richard, Jack and Landy have always supported us even in hard times and for that we are very thankful.

Ashine is definitely our favorite vendor overall and we rate them 5 out of 5 when it comes to satisfaction and cooperation.

We really cannot think of anything Ashine could do better when it comes to cooperation with our company. We have had some issues with resin quality recently but we trust that Ashine is working hard making improvements on products and look forward to seeing what they come up with for the future. We could not ask for a better vendor we are very excited to see what the future holds for us both moving forward.

HAPPY 30th Anniversary Ashine!

The service we receive from Ashine is top-tier. Their level of professionalism and dedication to us as a customer sets them apart from all of their competition. The technical support we receive from Ashine helps us feel fully confident in their product and finding the right solutions. The product quality is excellent and reliable.

We have a specific customer who really struggled with a certain grit level not lasting long enough on the concrete. Jack allowed us to trial 3 different matrix designs until we found the perfect match for our customer and the concrete they regularly work on. Our customer was very satisfied with the final solution and it was all due to the technical knowledge and support we received from Jack at Ashine.

Congratulations on your 30th anniversary ASHINE! It's amazing to see how far you've come since partnering with us in 2008. Your dedication and hard work have undoubtedly played a significant role in the success of our partnership.

Over the past 15 years, you've demonstrated an unwavering commitment to excellence, always striving to achieve the best results possible.

As your Indonesian partner, we can undoubtedly say that you've brought unique insights and perspectives to the table. Your contributions have been invaluable, and we're grateful for all that you've done.

We're confident that the partnership between us will continue to thrive in the years to come. Together, we've achieved so much, and we can't wait to see what the future holds. Congratulations once again on this incredible milestone!

Dear Ashine Team,

We're delighted to hear about your 30th anniversary and the commemorative magazine. We would be honored to contribute a message:

"Congratulations to Ashine on your 30th anniversary! Since partnering with you in 2010, we have consistently been impressed with the quality of your products and your exceptional customer service. Your dedication to innovation and growth has made our collaboration truly successful. We are grateful for our partnership and look forward to many more fruitful years together."

Wishing you continued success.

05

To Our Customers?

EMPLOYEE OVER 30 YEARS



Yunfeng Zeng

Seniority: 30 years

Position: Co founder

Zeng is the Co founder of Ashine and also the chief engineer of our R&D group. He builds up the entire manufacturing center by his own. "Every process has been through my hand before put into production."



Lihong Wang

Seniority: 30 years

Position: Factory 1 manager

The Factory 1 is the epoxy workshop, Wang is also Zeng's wife, who witness the Ashine's development.



ASHINE HAS OVER 88 EMPLOYEES, THE REPRESENTATIVES ABOVE IS ONLY PART OF THEM

EMPLOYEE OVER 20 YEARS



Jenny Huang

Seniority: 20 years

Position: Vice President

Jenny is the most senior in sale department, who is also one of the most contributors for European market development. She is very kind to the company's new crews, and a mother-like figure in the sale department.

EMPLOYEE OVER 15 YEARS



Hanzhang Wen

Seniority: 19 years

Position: Metal Workshop Manager

Akun is in charge of Metal-bond production workshop. With integrity and responsibility, he is strict with every process of production.

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Xiaoqiang Wang

Seniority: 17 years

Position: Machining Workshop Manager

For over 17 years, Wang has been a reliable leader in machining workshop. No matter how tricky the task would be, he can always come up with the accessible solution. Now, we have over thousands of adapter and change plate solution in our data base, which were all been through Wang's hands.



Adele Wu

Seniority: 15 years

Position: Asia-Pacific Market Sale Manager

Pioneer of Asia and Pacific market, the first brought in the concept of metal-bond hardness into the company. Her market feedback on frontier material is decisive for Ashine's research development.



Yafeng Lu

Seniority: 15 years

Position: Marking Staff

Lu was graduated from Primary school, but with her enthusiastic and concentration in her career, she has never failed to mark a single pad. 15 years of repeating work gives her a pair of fast and steady hands, which now become irreplaceable.

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EMPLOYEE OVER 10 YEARS



Eileen Lin

Seniority: 14 years

Position: European Market Sale Manager

Eileen is known as a sensitive listener, she can always capture the imperceptible details, and try the best to bring the comprehensive solution to cover customers requirement, including the side demand.



Jack Wang

Seniority: 13 years

Position: American Market Sale Manager

For the last thirteen years, Jack has always been serving clients with honest and sincere. He's particularly meticulous on technology and products, and manage details in order.



Suqing Du

Seniority: 11 years

Position: Welding Workshop Manager
Quality Control Personnel

As a first-line quality control personnel, she always upholds a rigorous and responsible attitude on daily work, there's not a single flaw in welding quality that can be passed by her eyes. "Every product must be surely steady before going to the next step."

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Yunhong Lu

Seniority: 11 years

Position: Epoxy Resin-Bond Workshop Manager

With the rich experience of Epoxy-production and her sensitivity on process control, Lu leads the resin-bond workshop to develop steadily.



Lian

Seniority: 13 years

Position: Factory 2 Manager (Retired)

Lian had not absent for a day during his employment, he carried out the concept of 'customer first' through his entire career, and always push our limit to meet customer demand concept, lead the factory orderly production.

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NEW CREWS



Jianming Zhong

Seniority: 2 years

Position: (Hot-Press) Resin-Bond Researcher

In the past two years, as he stationed in the Research & Development Department, he has carried out hundreds of tests day after day. Zhong is a practical research and development backbone who insist on field verification.

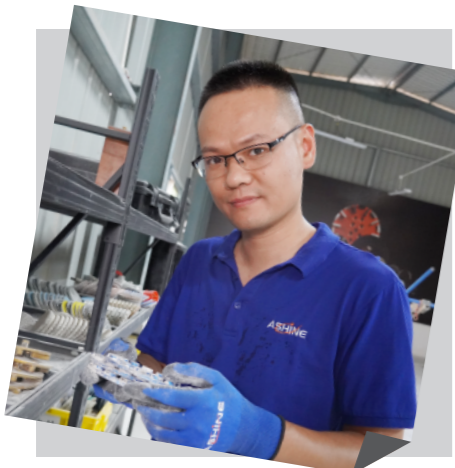


Jayden Zeng

Seniority: 2 years

Position: (Epoxy) Resin-Bond Researcher

As the youngest researchers in the Research & Development Department, Jayden has tremendous passion on his career. Before he entered the company, he stationed on several construction sites and acquired large field-data and experience for one and a half years. As he always encourages others "There's a crack in everything (concrete), that's how the light gets in."



Xiayuan Chen

Seniority: 2 years

Position: Metal-Bond Researcher

Xiayuan stayed on the production for over a year, who has rich experience on the production process as the researcher.

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Xueting Zhang

Seniority: 3 years

Position: Product Designer

Meticulous and patience is her pronoun, she is willing to continuously learn to understand the products as well as the machine structure, and use it in the product design.



Zuopan Yu

Seniority: 2 years

Position: Quality Control Manager

With decades of experience in manufacture quality inspection, he rearranged our quality inspection process to improve the standards for the past two years.



Guangyu Wang

Position: Production Manager (2022-now)

Wang has rich experiences for 6s managements. He bring the modern management into Ashine production lines.

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06

To The Society



February 9, The National Dawn Relief Alliance and Blue Sky Rescue had set up an advance expert team for earthquake relief in Turkey.
Today, we break through the language barrier by carrying out first-line rescue operations in Turkey.

Ashine & Dawn

We met Gang and DER in 2021 when Ashine took the AEDs training from them, and we were deeply touched by the spirit of DER and Gang. Since then, Ashine has been donating financially and materially to Dawn Emergency Rescue and Blue Sky Rescue, we are very proud to have organizations like them in our community in Xiamen.

As an industrial company, not only shall we make change to the industry, but also support the good deed in the society. Let us all pray for those who suffered from the disaster, and brave ones who boat against the current.

What Was Ashine Doing During The Epidemic?

Overcome Raw Material Shortage

For the last 3 years, the world has been influenced by the Covid-19 epidemic. The sudden outbreak of COVID-19 in early 2020 has cast a deep shadow across the world. Floor industry takes no exception, the shortage of raw material and shipping stagnation forced many manufacturers to shut down the production. Ashine got back to production because we have enough inventory of key raw materials and we have very good relationships with all of our cooperators including raw materials and logistics suppliers.



Expand Production Capability

As many diamond manufacturer shutting down, and the demand in the market kept on going, our manufacturing workshops run overtime for months, yet the production capability was still insufficient. In order to fulfill the sudden surged order, Ashine made a decision to build up in a month a provisional production workshop and upgrade the production line equipment along with it. This investment was not easy, since the order increasing in this situation could be a temporary peak, but our chairman, Richard, insists that "We have to prepare for the situation like this, even though this could be just a temporary peak. As a supplier, our value is not shown in ordinary state, but the consistency under high pressure."

Technology Upgrade

The epidemic has brought influence to the entire industry chain as the price for raw material raise, labor shortage and labor cost for end-user goes to the other level, etc. To help our customers earn the market advantage, Ashine put on more investment on the technology development during the epidemic, and developed W-tech in metal-bond production and brought in a customized hot-pressure machine. The novel W-tech could largely reduce the production cost and time, hence, to help lower our customer purchasing cost.

Moreover, we had a technology breakthrough ceramic formula which simultaneously achieve product characteristic growth on consumption and efficiency, which means the new ceramic products can now have better grinding performance with extended usage life-time.