

Brand Introduction of

MAIER

德国玛娅品牌介绍

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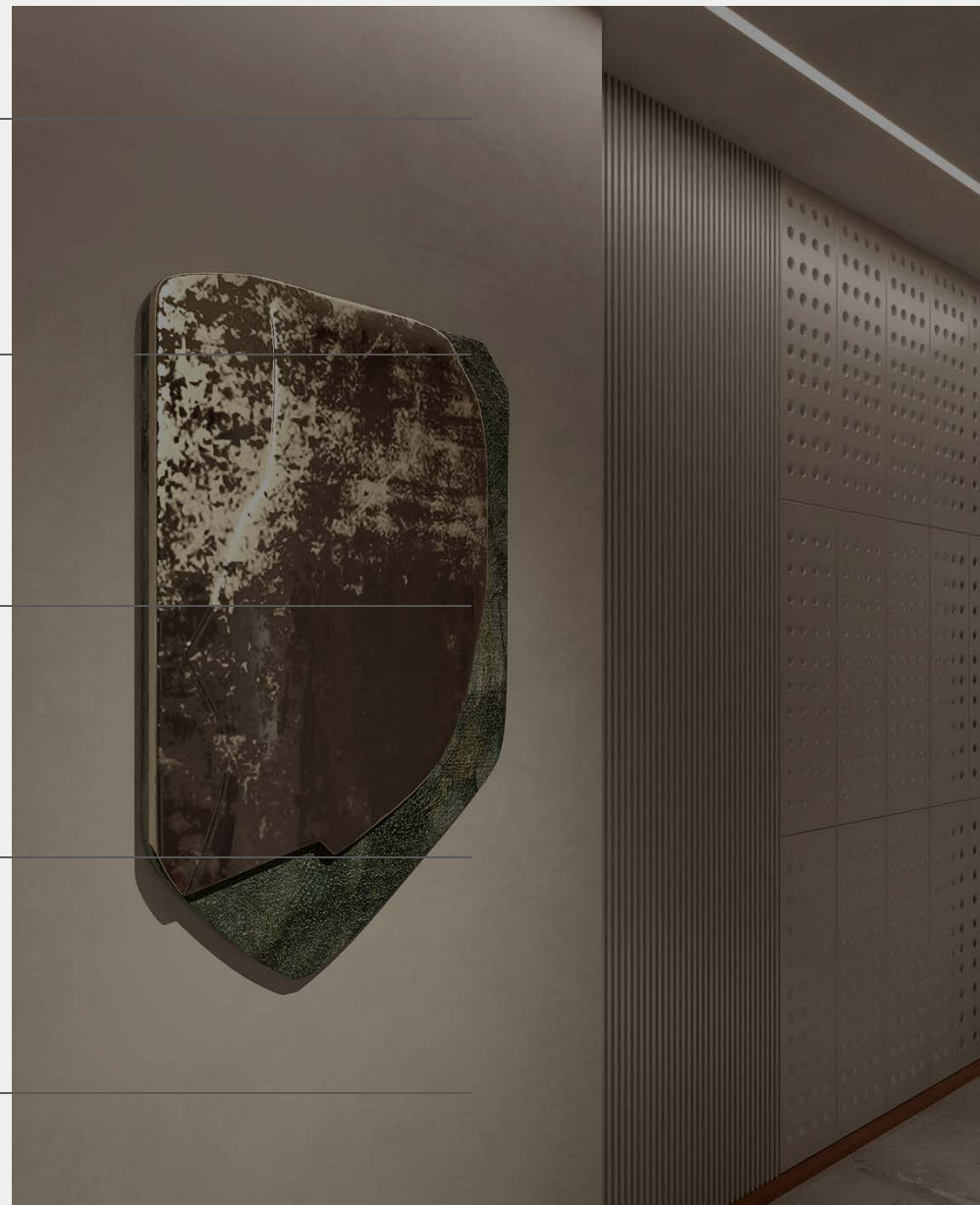
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Beyond Space

Love For Life

The Brand Founder

Herbert Maier

“一个好的厨房是所有幸福的源泉”

奥古斯特·艾斯科夫，法国名厨（1846-1935）

赫伯特·玛娅心怀此信念，于**1966**年在德国南部黑森林地区巴登 - 符腾堡州的巴林根建立了橱柜生产基地，并书写了这个顶级橱柜品牌- MAIER KÜCHEN成功历史的第一篇章。

玛娅橱柜--德国制造--半个多世纪矢志不渝地坚持创新和品质。打破因循守旧的思维方式，才能带来创新的解决方案，这种勇于创新的理念主导了玛娅 **50** 多年的思想和行为。

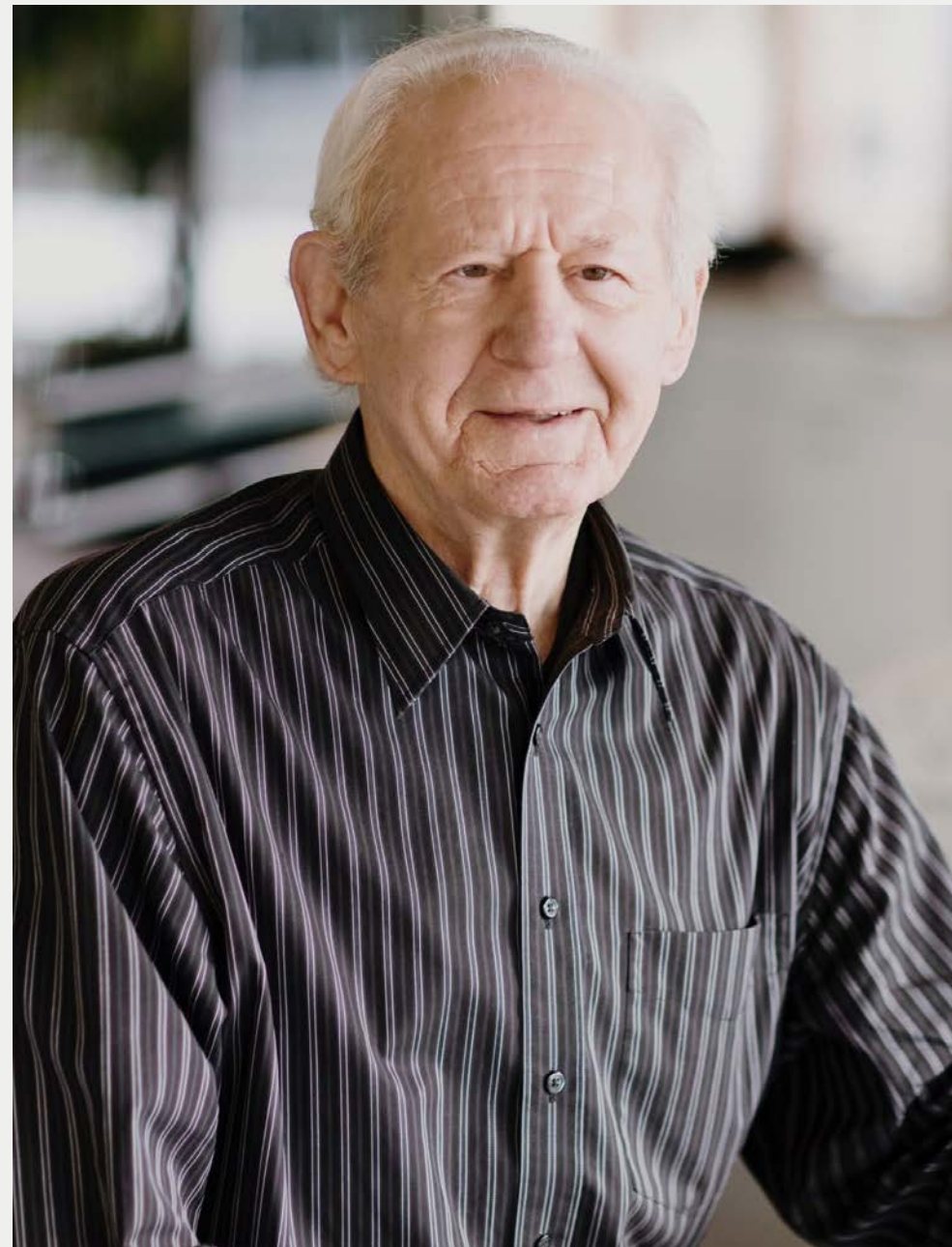
接下来，我们邀请您进入玛娅橱柜的世界！

"A good kitchen is the basement for all luck." Auguste Escoffier, Master Chef (1846-1935)

Herbert Maier, Founder of the enterprise Maier Küchen GmbH in Bahlingen / Germany in the year of 1966.

Maier Küchen - German kitchen-building tradition with more than half a decade of experience. Unconventional thoughts lead to innovative solutions. This mindset determines our thinking and acting since 50 years.

In the following we want to invite you to the world of Maier!



The Brand Story

品牌故事

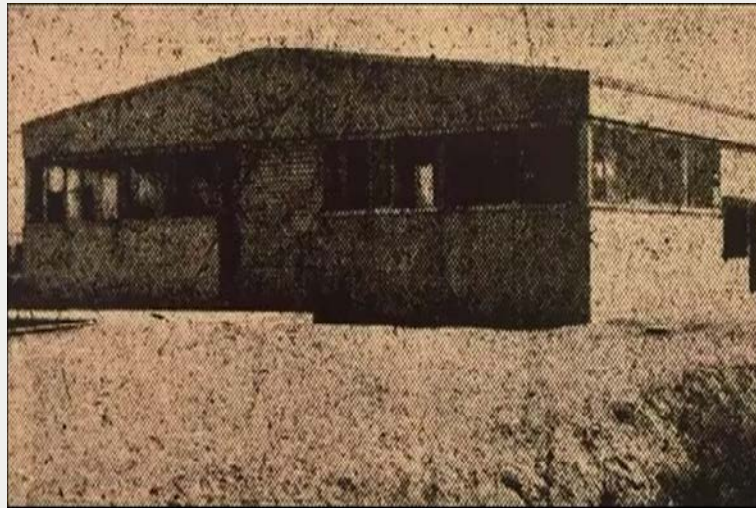
上世纪**60**年代 起源于德国黑森林

It originated in the black forest of Germany in the 1960s



18世纪服务皇室-玛娅家族自18世纪起
以木艺师的身份服务于勃兰登堡-普鲁
士的霍亨索伦家族

The Maier family has served as a carpenter in the Hohenzollerns family of Brandenburg Prussia since the 18th century



非凡品质源起1966-上世纪**60**年代赫伯特·玛娅
在德国南部黑森林地区建立了早期的橱柜生产基
地，并开始为**Miele**电器商生产橱柜

Extraordinary quality began in 1966—Herbert Maier established an early cabinet production base in the black forest region of southern Germany, and began to produce cabinets for Miele appliance manufacturers



1972品牌运作-Maier Küchen开始品牌化运作，
Maier的品牌化塑造进程由此开始

1972 Maier Küchen began brand operation, and the brand building process of MAIER began

The Brand Story

品牌故事

品牌快速发展并在行业内获得一席之地

A company is the brand has developed rapidly and gained a place in the industry



Die Produktionsfläche
reicht nicht mehr aus,
der Neubau einer
Produktionshalle mit über
5000qm Fläche beginnt

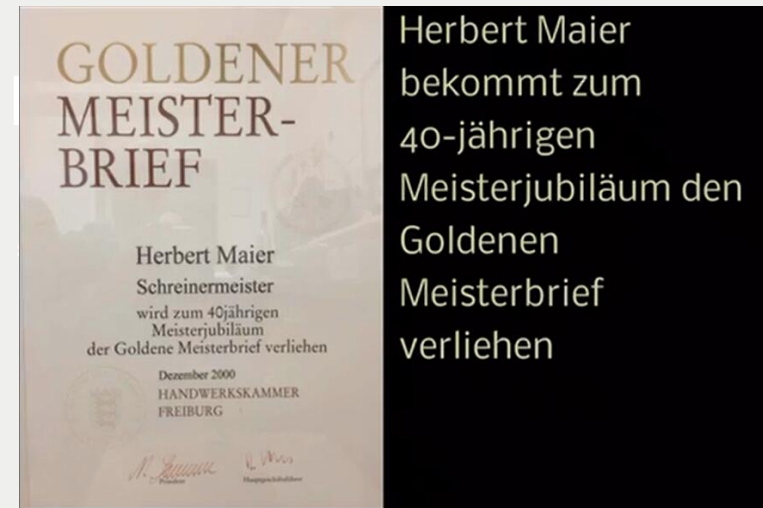
1982扩大生产-原有产能无法满足市场需求，5000 m²新厂房开始兴建

1982 Expand production - the original capacity cannot meet the market demand, 5000 square meters of new plant started construction



1993全新展示- Maier Küchen 全新5000 m²展厅正式启用

1993 New showroom - Maier Küchen new 5000 m² exhibition hall was officially opened



Herbert Maier
bekommt zum
40-jährigen
Meisterjubiläum den
Goldenen
Meisterbrief
verliehen

2000金牌匠人- Herbert Maier先生在取得工匠资格40周年之际，被授予“金牌工匠”称号

2000 Gold medal craftsman-Mr. Herbert Maier was awarded the title of "gold craftsman" on the occasion of the 40th anniversary of his qualification as a craftsman



作为薪火相传的家族式企业，玛娅二代继承者们开始接管业务。他们始终不断地完善和超越自我，在竞争激烈地商业环境中加快现代化建设的建设。与此同时为客户提供最高品质的产品的信念，使得玛娅还是坚持在某些生产工艺上使用手工工艺和最新科技的结合模式。

玛娅继承者们为了积极拓展海外市场，特别针对大中华市场组建了国际化的运营管理团队，并取得了卓越的成绩。

As a family business handed down from generation to generation, Maier's second generation began to take over business. They constantly improve and surpass themselves and speed up the construction of modern production in the highly competitive business environment. At the same time, the belief of providing customers with the highest quality products makes Maier adhere to the combination mode of manual technology and the latest technology in some production processes.

In order to actively expand the overseas market, Maier successors have established an international operation and management team, especially for the Greater China market, and they have made outstanding achievements.



Our Customers



1. 前奔驰董事会主席
Jürgen Schrempp



2. Europa Park 的拥有者
Famillie Mack



3. 前联邦德国总统
Dr. Walter Scheel



4. 欧洲名厨
Christian Begyn



Germany

作为HQ，德国研发中心承担了外观以及各类五金功能的研发与生产，并向大中华市场输出。

As HQ, the German R & D center undertakes the R & D and production of appearance and various hardware functions, and exports them to the Greater China market.



Great China

作为德国以外的重要市场，亚太研发中心结合德国的成果以及区域的特征，针对某些品类做研发和生产，同时也反向输出给德国总部。

As an important market outside Germany, the Asia Pacific R & D center combines the achievements of Germany and regional characteristics, develops and produces some categories, and also reversely outputs them to the German headquarters.

Two R&D Centers

German R&D Center

德国研发交付中心

工厂地址:

- 德国黑森林巴登 - 符腾堡州的巴林根 Unter Gereuth 5

地缘优势:

- 德国、法国、瑞士三国交界, 名人汇集

工厂作用:

- 产品研发、生产交付

Factory Address:

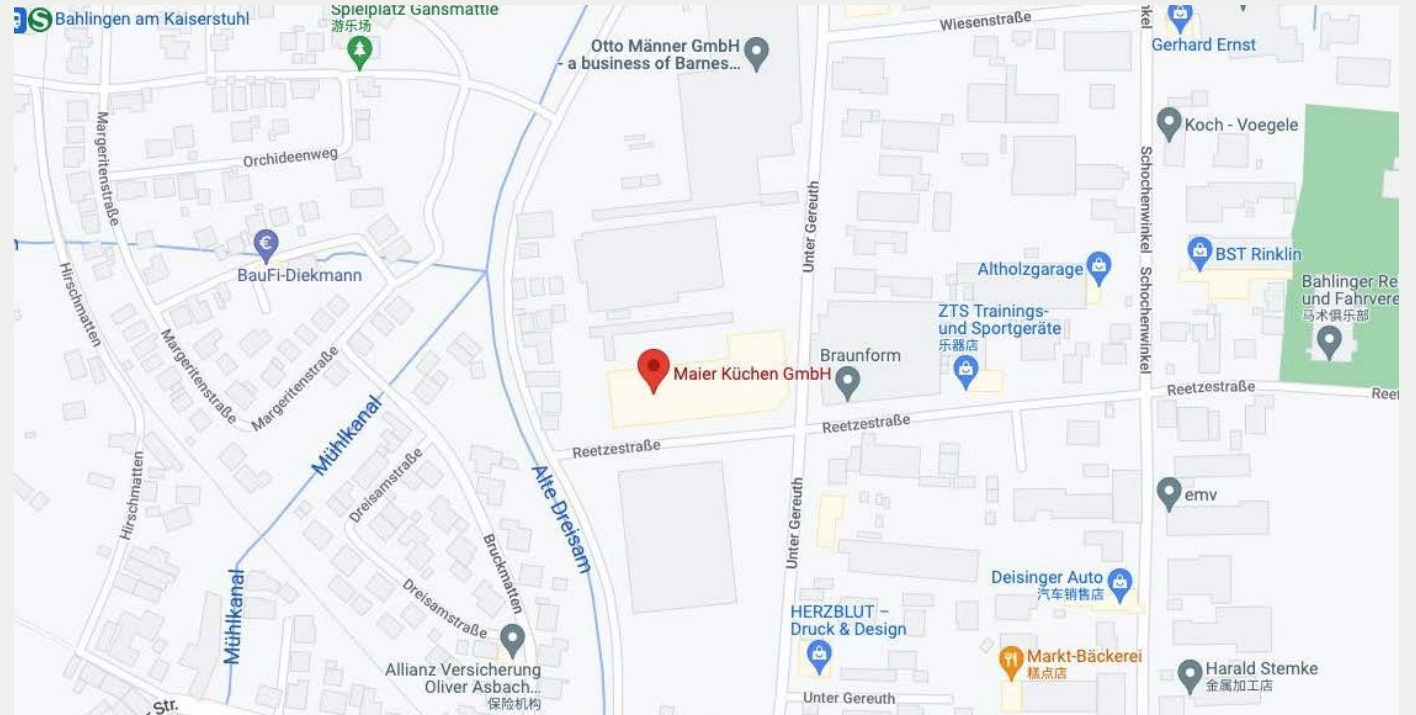
- Unter Gereuth 5 • 79353 Bahlingen, Germany

Geographical advantages:

- Germany, France and Switzerland are on the border

Role of factory:

- product R & D, production and delivery



Asia-Pacific R&D Center

亚太研发交付中心

工厂地址:

- 上海市松江区沈砖公路**6000**号

工厂作用:

- 产品研发、生产交付

园区产品展览交流中心:

- 约**2000 m²**

Factory Address:

- 6000# Shenzhuan Road, Songjiang District, Shanghai

Role of factory:

- product R & D, production and delivery

Product exhibition and exchange center in the park:

- about 2000 m²





Great China Strategy
大中华战略

从德国到中国一脉传承极致工艺

2012年，德国玛娅在中国上海设立了独立的亚太交付中心

成为首家在中国设立集研发、生产为一体地德国高端家居定制品牌
植入了德国玛娅橱柜完全相同的工业体系，原汁原味的德国制造工艺
确保了玛娅家居更高效地生产出德国标准的高品质全屋定制家居产品

From Germany to China a line of inheritance of the ultimate
technology

In 2012, Maier set up an independent Asia Pacific delivery center in Shanghai,
China.

It has become the first German high-end home customization brand integrating R & D and
production in China.

Implanted with the same industrial system of German Maier, the original German manufacturing
technology.
It ensures that Maier can more efficiently produce German standard high-quality customized home
furniture.

Great China Development Timeline

大中华区发展历程

2006



2006初识中国-玛娅进入中国的首个项目位于北京的主语国际-主语城

Getting to know China in 2006 - Maier's first project in China is the Interwest International Center – Zhu Yu City in Beijing

2012



2012大中华战略-在上海设立亚太交付中心

2012 Greater China strategy - setting up an Asia Pacific delivery center in Shanghai

2016



2016零售启动-上海宜山路全屋旗舰店开业，宣告玛娅正式进军零售市场

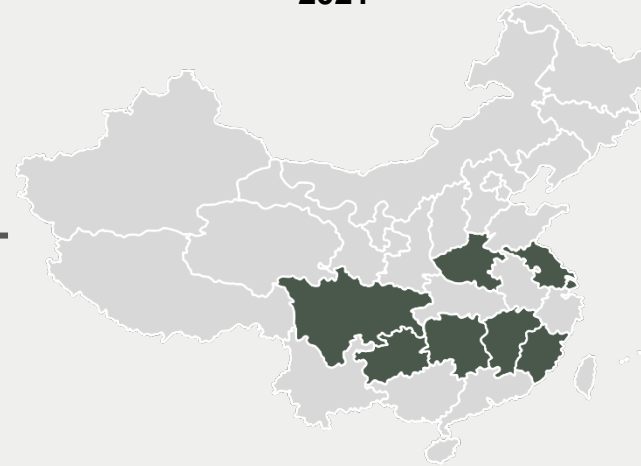
2016 retail launch - Shanghai Yishan Road flagship store opened, announcing Maier's official entry into the retail market



2022新建工业园区-扩大产能，拟于2023.09开始投产，以应对日益增长的市场需求

2022 New Industrial Park - expand production capacity to meet the growing market demand

2021



2021零售新战略-布局零售渠道网络，增大市场份额

2021 new retail strategy - expand retail channel network and increase market share

Product Categories

产品分类



1 KITCHEN

橱柜系统

爱满生活

Beyond space , love for live



2 WARDROBE

衣帽系统

完美生活

Living comfort in perfection



3 OTHER CABINETS

其他收纳系统

舒适生活

The source of comfort



4 WALL SYSTEM

墙面系统

惬意生活

Cosy life

1. Kitchen Collections

橱柜产品系列



JUNETA+

云系列



DURO+

磐系列



QUADRO+

锦系列



LIGNO+

森系列



JUNETA+

整体线条明晰

超哑的各类表面材质给予您舒适之感，明晰的线条感，彰显新颖纯的设计，紧跟最新潮流。

CLEARNESS ALL DOWN THE LINE

All kinds of super dumb surface materials give you a sense of comfort, clear line sense, highlight the novel pure design, follow the latest trend.

DURO+

水晶般清澈 岩石般坚硬

后现代极简主义的设计风格，
硬朗不凡的气质，让空间更加美观大气。

CRYSTAL CLEAR ADAMENT

Postmodern minimalist design style, strong and
uncommon temperament, make the space more beautiful
atmosphere.





QUADRO+

极具美感的造型

玛娅橱柜装饰风格为传统欧式风格注入了现代极简的设计和构图元素，辅以经典门板造型。

DESIGN WITH COPNERS EDGES

The Complex Line of Maier Küchen offers elaborate design solutions and composition elements in a traditional style, supported by classic door panel modeling.

LIGNO+

自然风情

将自然的风情融入家居空间，让空间绽放出美丽的自然风景。

COMPOSITION OF NATURE

Blend the natural amorous feelings into the home space, and let the space blossom into a beautiful natural scenery.



2. Wardrobe Collections

衣帽产品系列



SOLA

灵动系列



AMBO

雅居系列



OMNIA

豪迈系列

SOLA

灵动系列

Sola采用优雅精致的构造理念，从地板到天花板的高度都是定制的，允许配件在数量和高度上自由定位，该系统能轻易并顺畅地与房屋内饰进行搭配

Sola uses the elegant and exquisite construction concept, the height from floor to ceiling is customized, allowing accessories to be freely positioned in quantity and height. The system can be easily and smoothly matched with the interior of the house.





AMBO

雅居系列

Ambo是一个由多种模块组成的壁挂系统。墙板固定在墙上，并与抽屉，铝框玻璃层板，裤抽，丝巾架，镜子等其他功能模块组合设计。采用无线取电系统，可灵活的定位照明组件的高度。

Ambo is a wall hanging system composed of multiple modules. The wallboard is fixed on the wall and designed in combination with other functional modules such as drawer, aluminum frame, glass laminate, pants drawer, silk scarf frame, mirror and so on. Wireless power collection system is adopted, which can flexibly locate the height of lighting components.

OMNIA

豪迈系列

Omnia包含多种开门方式的衣帽系统，如平开门、移门、折叠门以及步入式，配合多种可选的门板材质，如铝框玻璃、实木贴皮、肤感面板等，可根据空间设计不同的开门方式，使得空间利用更加合理，让生活变得更加方便舒适。

Omnia includes a variety of door opening methods, such as open-door, sliding door, folding door and walk-in closet, with a variety of optional door material, such as aluminum frame glass, solid wood stick skin, skin sense panel, can be designed according to the space of different ways to open the door, make the use of space more reasonable, so that life becomes more convenient and comfortable.



3. Other Cabinets

其他收纳产品系列



SITTING ROOM

客厅柜



DINNING ROOM

餐边柜



PORCH

玄关柜



BATHROOM

卫浴柜

4. WALL SYSTEM

墙面系统



公共空间

Public Space



酒店

Hotel



住宅公寓

**Residence &
Apartment**

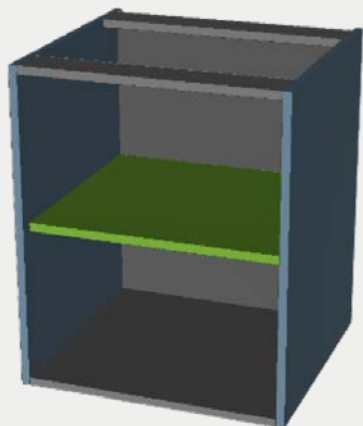
Product Advantages

柜体架构及品质

柜体板**19mm**厚度，配以**3mm**后背板，整个柜体采用榫卯注胶工艺，有效防止层板晃动或者倾斜，大大增加柜体牢固度。

CABINET STRUCTURE AND QUALITY

Cabinets 19 mm with 3 mm thick rear wall, The whole cabinet adopts mortise and tenon glue injection process, which effectively prevents the layer board from shaking or tilting and greatly increases the firmness of the cabinet body.





Product Advantages

产品优势

1800mm 超宽上翻矿石烤漆门板

1800mm super wide lifting doors



中岛地柜柜体采用独创地 **120°**拼角拉手设计，
一体成型，极致优雅。

Intergrated modeling 120° handle

Product Advantages

墙面收纳系统

书柜整体采用铝合金材质，哑光黑色让产品散 发出沉稳内敛的气质。背板部分 采用了哑光大理石纹膜压板材，不同材质的碰 撞，赋予了产品更个性化的生命力。

METOPE TO RECEIVE

AL-alloy is used for this bookshelf.
Matt dark makes it more stable. The
back wall is made of matt marble film.



Product Advantages

上移、折叠门系统

UP-SLIDING DOORS, FOLDING DOORS



Product Advantages

口袋门系统

SLIDING POCKET DOORS



Product Advantages



稳定可靠的抽屉系统

流畅的三节同步导轨，最高可承重**70kg**，优异的下垂系数和运行性能，空心金属焊接侧绑，双层表面涂层，集成气压阻尼技术，确保抽屉坚固稳定。

STABLE AND RELIABLE DRAWER SYSTEM

Smooth three section synchronous guide rail & The maximum bearing capacity is 70kg,

Excellent sag coefficient and operation performance,

Hollow metal welding side bangs, double-layer surface coating,

Integrated air pressure damping ensures the firmness and stability of the drawer.



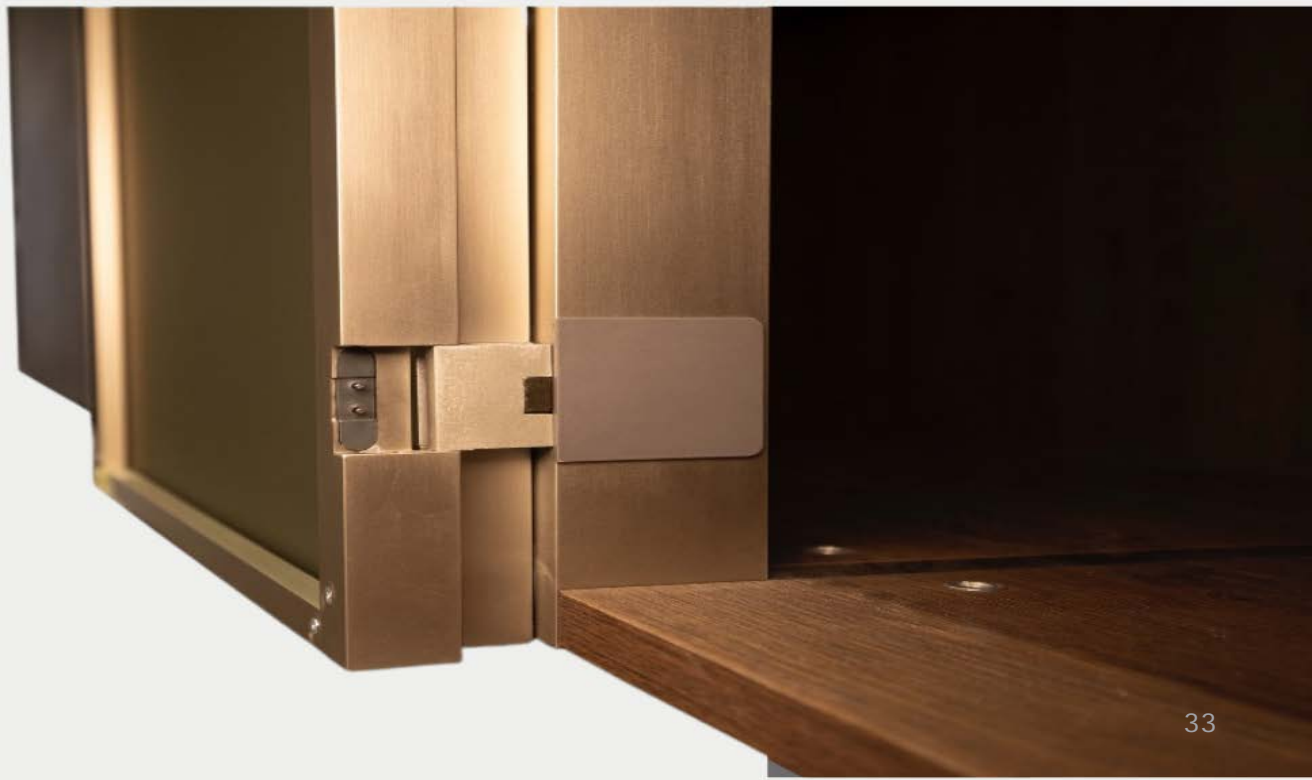
Product Advantages

舒适可靠的铰链技术

轻柔静音的关门效果，
铰链内置的阻尼起到了关门缓冲的功能，
并包含了灵活的**3D**调节功能。

PERFECT HINGE TECHNOLOGY

Soft and quiet closing of doors,
The door damper function is integrated within the
hinge, and includes flexible 3D adjustment
function.



Product Advantages

抽屉分隔配件

规划、分类、有序——打造层序分明的收纳空间。
在一个井然有序的厨房里，每样东西都有自己的位置。
因为有序所以使用更方便，更好满足抽屉内的功能需求。

- 完美的抽屉组件配置
- 精致地不锈钢配件
- 固定空位的不锈钢餐具固定隔板
- 可手动自由调整的分隔件

PULLOUT INTERIOR DIVISION

Arranging, dividing, providing - useful helpers for the organization of the storage room.
In a perfectly organized kitchen, everything has its place.
Because well stored means found fast. This even more applies to the content of the drawers and pullouts.

- perfect organization of drawers
- elegant modules made from stainless steel
- perforated plate made from stainless steel with fixed raster-bores
- fast and tool-less insertion of the partition-sticks



Product Advantages

五金拉籃

HARDWARE PULL BASKET



Product Advantages

照明系统

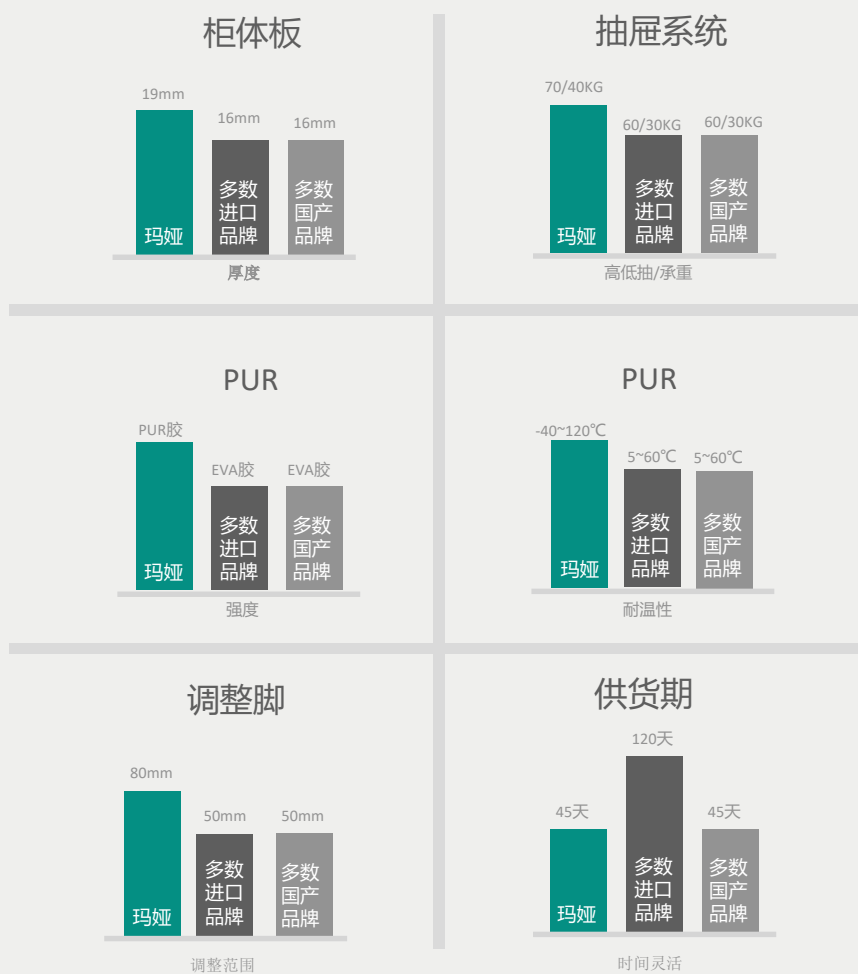
镶嵌于柜体内的**LED**照明系统若隐若现与现代前卫的灯光设计营造出时尚的视觉吸引力。

LIGHTING SYSTEM

The LED lighting system is embedded in the cabinet, and the Modern avant-garde lighting design creates a fashionable visual attraction.



Product Advantages



产品优势

研发优势

- 雷诺丽特可为**MAIER**独家研发和提供表面装饰材料
- 食品级表面材料环保又抗菌
- 家居色彩研究院提供产品及空间色彩搭配指南，使MAIER产品更富视觉张力

技术优势

- 柜体榫卯注胶结构、红外线**360°**挤压归方加固
- 柜体板厚、承重强
- 封边技术使得产品使用寿命更长，耐潮湿、耐高温性高

供货优势

- 德国及亚太两大交付中心
- 供货周期灵活可控

Material Arts

材料美学

色彩服务赋能MAIER

作为同一集团旗下的家居色彩研究院，联合雷诺丽特每年为MAIER:

- 提供设计配色建议
- 定制MAIER专属门板花色
- 树立产品色彩体系，进行科学色彩管理

COLOUR SERVICE FOR MAIER

As the same group under the color Research Institute, united RENOLIT for MAIER:

- Provide color matching suggestions for design
- Customize MAIER exclusive door design and color.
- Establish product color system, carry on scientific color management.





安全环保

- REACH法规（欧盟） ROHS检测认证
- 无重金属
- 无DEHP
- 无甲醛
- 全生产过程安全无害

可靠耐用

- 德国工业DIN 标准
- 德国质量委员会RAL认证
- 防划耐磨、耐化学腐蚀
- 抗黄变、防霉、防潮
- 耐高温不脱胶
- 易清洁 免维护

Safety and environmental protection

- Reach regulation (EU) ROHS test certification
- No heavy metals
- No DEHP
- Formaldehyde free
- The whole production process is safe and harmless.

Reliable and durable

- German Industrial DIN standard
- Ral certification of German Quality Committee
- Scratch resistance, wear resistance and chemical corrosion resistance
- Resistance to yellowing, mildew and moisture
- High temperature resistance without degumming
- Easy to clean and maintenance free



REACH
SVHC
欧盟化学品监管标准认证



欧盟有害物质
限制检测认证



Guarantee and Certifications

商品质保和认证

柜体类产品提供**5**年商品质量保障

5years manufacturer guarantee on cabinet furniture

Project Cases

项目案例参考



上海
汤臣高尔夫

产品：橱柜 衣帽间 书柜 电视柜等
项目类型：别墅
竣工日期：2021年6月

Product: Cupboard Armoire TV cabinet Bookcase
Project type: Villa
Finish time: 2021/6

北京
壹号院

产品：橱柜 衣帽间
项目类型：高层公寓
竣工日期：2022年11月

Product: Cupboard Armoire
Project type: Apartment
Finish time: 2022/11





上海
仁恒公园世纪

产品：橱柜 衣帽间 书柜等
项目类型：高层公寓
竣工日期：2018年7月

Product: Cupboard Armoire Bookcase
Project type: Apartment
Finish time: 2018/7

上海
汤臣一品

产品：橱柜 衣帽间
项目类型：高层公寓
竣工日期：2018年11月

Product: Cupboard Armoire
Project type: Apartment
Finish time: 2018/11





上海
长泰西郊别墅

产品：橱柜 衣帽间 书柜 浴室柜等
项目类型：别墅
竣工日期：2018年7月

Product: Cupboard Armoire Bookcase Bathroom cabinet
Project type: Villa
Finish time: 2018/9

上海
华州君庭

产品：橱柜 衣帽间 浴室柜 书柜等
项目类型：别墅
竣工日期：2022年6月

Product: Cupboard Armoire Bathroom cabinet Bookcase
Project type: Villa
Finish time: 2022/6





上海
静安府

产品：橱柜 衣帽间 书柜 浴室柜等
项目类型：高层公寓
竣工日期：2021年10月

Product: Cupboard Armoire Bookcase Bathroom cabinet
Project type: Apartment
Finish time: 2021/10

上海
家天下

产品：橱柜 酒柜
项目类型：别墅
竣工日期：2023年6月

Product: Cupboard; Liquor cabinet
Project type : Villa
Finish time: 2023/6





上海

上海滩新昌城



产品：橱柜、衣帽、书柜、玄关柜、护墙等

项目类型：高档社区

竣工日期：2023年12月

Developer: SHANGHAI CONSTRUCTION GROUP

Project type: Apartment

Finish time: 2023/12



无锡

无锡百合国际公寓



开发商：无锡百宏房产

项目类型：高层公寓

竣工日期：2022年2月

Developer: Wuxi Baihong Real Estate

Project type: Apartment

Finish time: 2022/02



杭州

杭州华家印月（杭钻大厦）



开发商：浙恒实业有限公司
项目类型：高层公寓
竣工日期：2022年11月

Developer: Zheheng Real Estate

Project type: Apartment of Hotel

Finish time: 2022/11



上海
前滩三湘印象 上海



开发商：三湘股份
项目类型：高层公寓
竣工日期：2020年12月

Developer: Sanxiang

Project type: Apartment

Finish time: 2020/12



上海

兰州路酒店式公寓



开发商：上海昂驭实业有限公司

项目类型：酒店式公寓

竣工日期：2022年3月

Developer: Shanghai Angyu Real Estate

Project type: Apartment of Hotel

Finish time: 2022/03



杭州
绿城江南里 杭州



开发商：绿城房地产
项目类型：中式合院
竣工日期：2018年10月

Developer: Greenland Real Estate

Project type: Chinese style courtyard

Finish time: 2018/10



上海

龙湖玖悦天钜



开发商：上海遵路实业有限公司

项目类型：高层公寓

竣工日期：2022年9月

Developer: Shanghai Zunlu Real Estate

Project type: Apartment

Finish time: 2022/09



常州

月星环球港



开发商：月星集团
项目类型：高层住宅
竣工日期：2021年10月

Developer: Yuexing Real Estate

Project type: High-rise apartment

Finish time: 2021/10



苏州

水秀天地



开发商：苏州市吴江滨湖投资集团有限公司

项目类型：酒店式公寓

竣工日期：2022年3月

Developer: Shanghai Angyu Real Estate

Project type: Apartment of Hotel

Finish time: 2022/03



上海

安缦养云酒店



产品：橱柜

项目类型：酒店

竣工日期：2021年8月

Product: Cupboard

Project type: hotel

Finish time: 2021/8



杭州
绿城龙山玫瑰园别墅 杭州



开发商：绿城房地产
项目类型：独栋别墅
竣工日期：2018年10月

Developer: Greenland Real Estate

Project type: Villa

Finish time: 2018/10



上海

浦东星河湾



产品：电视柜、书柜、餐边柜

项目类型：高层公寓

竣工日期：2018年5月

Product: TV cabinet Bookcase Bathroom cabinet

Project type: Apartment

Finish time: 2018/5



温州

置信天玺



产品：橱柜 衣帽间
项目类型：高层公寓
竣工日期：2017年7月

Product: Cupboard Armoire

Project type: Apartment

Finish time: 2017/7



苏州
苏州新地国际公寓 苏寓
50层超高层精装公寓



开发商：新地集团
项目类型：高层公寓
竣工日期：2010年12月

Developer: Xindi Group

Project type: Apartment

Finish time: 2010/12



上海
三湘海尚名邸 上海
获评国家3A住宅

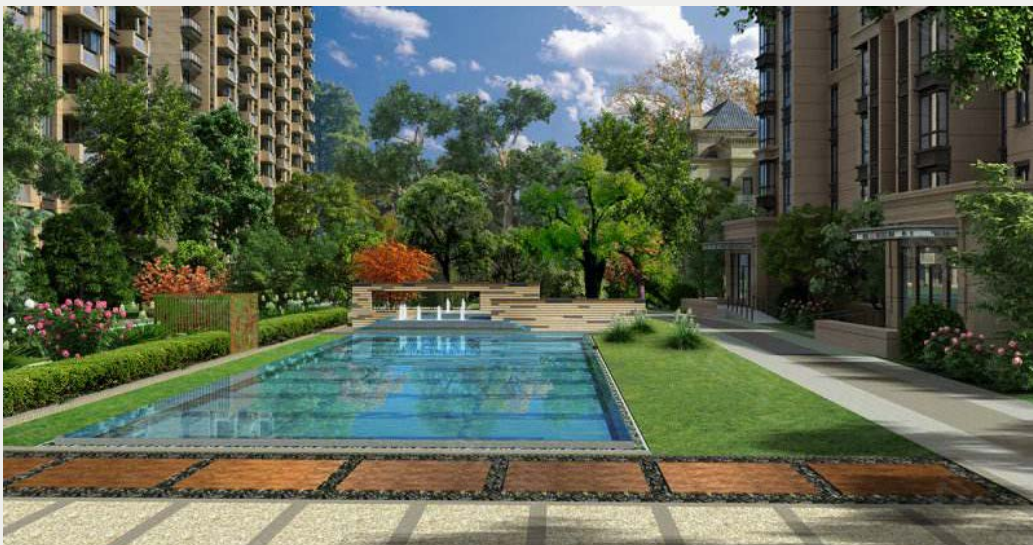


开发商：上海湘骏置业发展有限公司
项目类型：高层公寓
竣工日期：2012年11月

Developer: Shanghai Xiangjun Real Estate Development Co.,
LTD

Project type: Apartment

Finish time: 2012/11



上海
南翔森林海尚



开发商：上海湘南置业有限公司
项目类型：高层公寓
竣工日期：2015年11月

Developer: Xiangnan Real Estate

Project type: Apartment

Finish time: 2015/11



上海
七星府邸



开发商：上海湘宸置业发展有限公司
项目类型：奢装平层公寓
竣工日期：2014年8月

Developer: Shanghai Xangchen Real Estate

Project type: Apartment

Finish time: 2014/08



上海
海尚 城墅



开发商：上海湘南置业有限公司
项目类型：别墅
竣工日期：2014年10月

Developer: Xiangnan Real Estate

Project type: Villa

Finish time: 2014/10



上海
万立城



开发商：上海瑞立佳业房地产开发有限公司
项目类型：高层公寓
竣工日期：2013年11月

Developer: Shanghai Rulijiaye Real Estate Development Co.,
LTD Project type: Apartment
Finish time: 2013/11

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德国官网: www.maier-kuechen.de
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