

# eLOUIS

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20



Company Presentation

# What



# We Do

eLouis is here to take care of all your furniture, product sourcing, and design needs. Read on and contact us today for inquiries.

Our clients include retail stores and home goods eCommerce. Expert in white label, aesthetic design, structure design, product improvement analysis, and time management.

## White Label

We will design, sample, and test your products until you are satisfied. Backed by our full-time technicians, QCs, and our friendship based factories, we are able to carry out services beyond a single factory production.

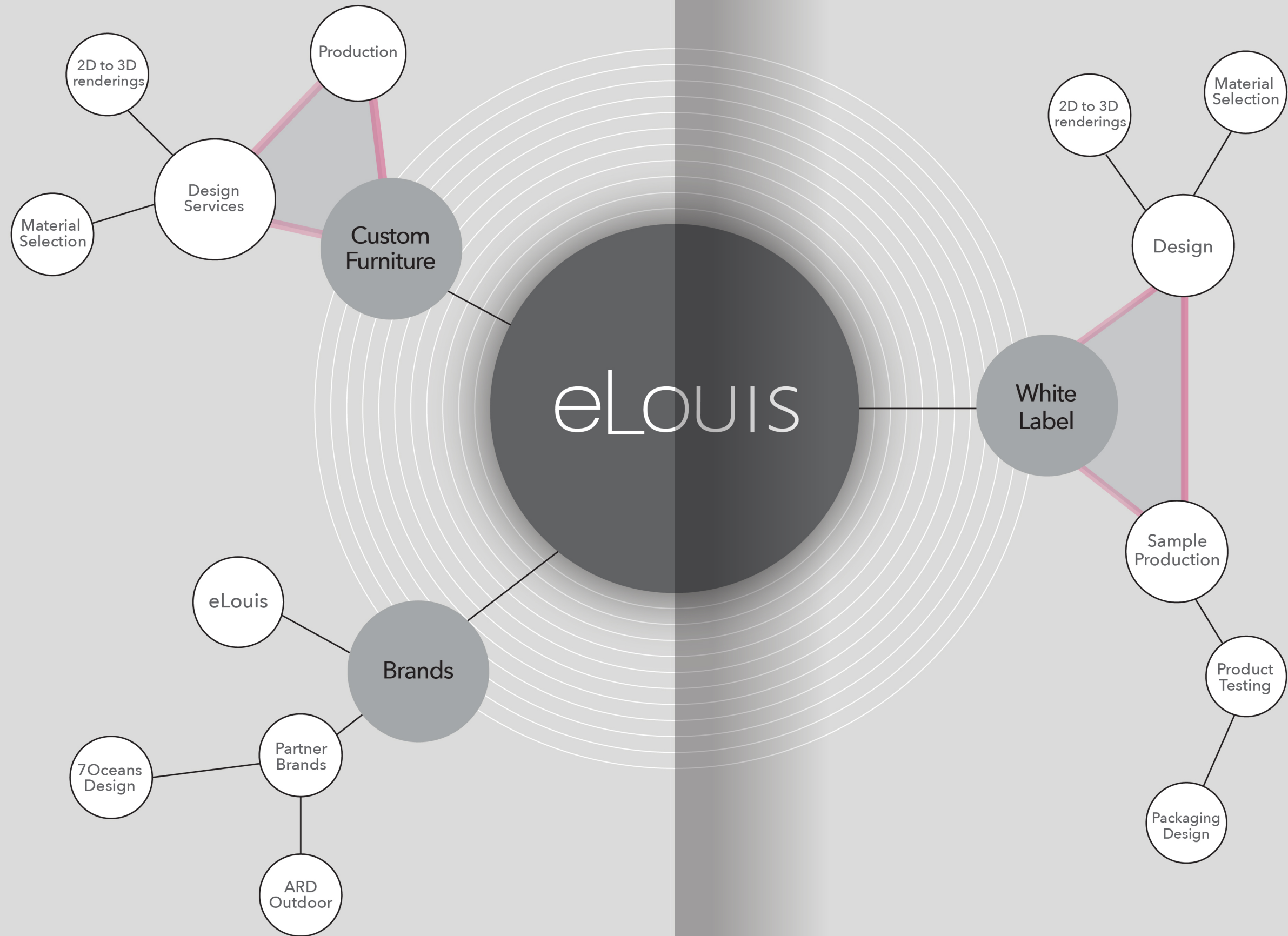
## Custom Furniture

- Custom-Made furniture for commercial spaces (cafe, restaurants, hotels, and more)
- Designs, materials, and sizing advice
- 2D to 3D visual presentations
- Sample, produce, and deliver



What

We  
Do



# History

1979

2020

1979

In 1979, Taiwanese founder of Bloominglands, Co., Ltd, KENT PU, founded the first outdoor furniture company of the family business, producing beach and lounge chairs in Taiwan and sold to the US market.

In the early years, Kent made four collections using PVC piping, which was a relatively new material at the time. Although the pieces looked good, the PVC piping didn't offer sufficient strength and bending it was a slow process. Kent saw that incorporating steel was the answer.

Over the following years, sales of the company's new steel-lined PVC-piped outdoor furniture rose from 7 million units to 21 million units.

1993

In 1993, KENT moved the production base to Qingdao, China as he became the factory owner. At the peak, the company reached 66 million US dollars in sales and had a workforce of 17,000 weavers. Mainly sold to Costco, Walmart, and Lowes.

With the overwhelming growth of the production, the family business needed to bring on more partners. Through years of hard work, KENT eventually sold the company and decided to leave the factory in China.

KENT was able to make more time with family by changing his clientele and selling quality and quantity controlled products. A new adventure began.

2003

Since 2003, the family started working with factories in Indonesia. While they found the production to be slower than that in China, the climate was more favorable and weaving could be carried out year-round. KENT was also pleased with the superior quality of the products, which he thought would appeal to the new markets for home & outdoor furniture.

Bloominglands expanded its production to include solid wood furniture and established a team in Indonesia with local talents to design, manufacture and test our products. Our clientele shifted from mega depots to modern eCommerce and high-end retail stores.

2005

Since 2005, Bloominglands combined the resources of our Canadian partner, ANDREW RICHARD DESIGNS (ARDOOutdoor), and took on numerous hotel furniture projects.

Bloominglands uses its exclusive patented material called SOLART-TEX®, in addition to the 304 stainless steel and legal teak, to construct each luxurious project.

One may find our furniture all over the world from Tahiti, Norway, Bali, Las Vegas, Florida, Toronto, and more.

2008

In 2008, Bloominglands founded 7OCEANS, with KENT's second daughter CINDY PU BARTHE, to launch our first Retail Brand for outdoor furniture in the capital of Taiwan - Taipei City.

7OCEANS began projects in mainly Asia with an emphasis on bringing a new horizon into the outdoor furniture in the Asia market while at the same time providing the impetus for 7OCEANS to become the leading brand of leisure furniture in the Asia Pacific.

2014

In 2014, Bloominglands' trading business branched out to Tokyo, Japan, under the name Bloomville, Inc, led by KENT's youngest daughter, ALICIA NARUSE, to provide design services, contract projects, hotel amenities and such.

Clients include Hotel Alexander Group, BLISS DESIGN FACTORY, Art House 21, and more.

2019  
2020

In 2020, KENT's youngest daughter, ALICIA NARUSE, with partner HEDDI MACKENZIE, together founded eLouis Design to enter the European Market starting at the capital of Germany - Berlin, in goals of providing our profession into the European Market.





# Misson

Our mission is to provide beautiful, responsibly made furniture that benefits both the community in which it is made and in which it is cherished. From working with our Indonesia-based artisans who handcraft the individual pieces, to our valued customers who enjoy them at a reasonable price, we are committed to providing designs tailored to changing needs, with logistic service.

## Community-focused

We are passionate about the transfer of artisan skills from generations and the recognition and respect of the brands whose products we produce, to create a supportive ecosystem.

## On trend

We use an international approach to accommodate our customers' passion for interior style, constantly developing our furniture and soft furnishings to keep up with the trend.

## Logistic service

With the help of our long term forwarder partners, we provide services from ex-work to door-to-door with assistance on custom clearance and inland delivery.



# Philosophy

As the second generation of a family that has designed and created furniture for more than 35 years, we care deeply about continuing that work. Like our predecessors before us, we are passionate about furniture that supports people and places. We set our production base in Indonesia and often meet with the furniture makers to ensure their safety and health because to us that's the most important thing.

We choose factories that empower local communities through reforestation initiatives and related education programs. As a commitment to supporting communities and local heritage, our partners largely use handcraftsmanship, ensuring that skills continue to be passed down to young carpenters for their professional development. And, by promoting select brands, we aim to help businesses thrive with passion and receive recognition.



# FOUNDERS of eLouis

## ALICIA NARUSE

Born in Taiwan to a successful furniture producer and raised in the US, Alicia's passion for art led her to become a student at Pratt Institute, New York in 2008. She majored in Industrial Design and learned to design various products - from tabletops to transportations.

Internships at various interior & furniture design firms in New York City helped her shape an extensive understanding of the industry before returning to Taiwan to work in the family's business.

Since 2012, Alicia has designed and developed new products using her unique sense of interior trend, her ideation skills, and her 2D drafting and 3D rendering skills.

In 2015, Alicia started a creative design business in Tokyo.

## HEDDI MACKENZIE

Born and raised in Berlin, Germany, Heddi has spent most of her grown years living and working in the Asia Pacific region. After earning a BA from FU Berlin and her first overseas assignment for a fashion company in Indonesia, Heddi moved to Melbourne to take a Master's degree of International Business.

Heddi has extensive work experience from a global FMCG company in various marketing and sales roles, starting off in Berlin as a management trainee before moving to Singapore to spend over 5 years in their APAC headquarters.

Now based in Tokyo, she is a specialist in international business and branding projects.



# Our Material



## ACACIA

Heavy weight.  
Often used for wooden  
kitchen ware.

## MAHOGANY (original/bleached)

A standard hard wood  
for indoor furniture.  
When bleached, any color  
of finishings can be applied.



## MINDI

Mahogany alternative.  
Lightweight and light  
colored.

OUR MATERIAL



## TEAK

Best wood for  
outdoor & bathroom  
furniture.  
Beautiful natural color and  
wood grain.



7OCEANSDESIGNS



## RATTAN

Light, durable, and flexible, rattan  
is a naturally renewable  
palm that grows in the tropical  
regions Rattan harvesting and  
processing provides an  
alternatives to logging timber  
in areas where forests are scarce.



OUR MATERIAL





## What is legal teak?



Teak is known as a high-quality timber species with high resistance to decay and insect damage, and the heartwood changes from olive green to golden brown after exposure.

Excessive exploitation and illegal logging of teak has significantly reduced the natural population. Illegal logging is the harvesting, processing, transporting, buying or selling of timber in contravention of national and international laws.

Since 2001, Indonesia has made great progress in its efforts to eliminate illegal logging, including developing and improving the SVLK system. SVLK stands for Sistem

Verifikasi Legalitas Kayu which translates to Indonesian Timber Legality Assurance System.

SVLK is an Indonesian scheme to assure the international timber market of the legality of its timber products. SVLK has been developed in response to increasingly rigorous timber legislation in key markets and it is expected that this implementation will help Indonesia to meet growing demand for legal timber.

At eLouis, when it comes to furniture made with TEAK, we ensure to purchase SVLK certified teak.







OUR MATERIAL

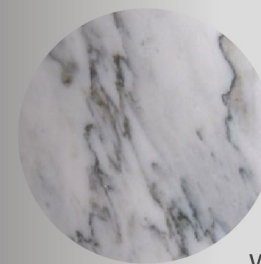
Hualien, Taiwan, where nature gives us its unique gift - White and Serpentine Marble. 7Oceans dedicates this collection and design as a memoir of Taiwan.

Through mining and production process, fractured sections become the essence of our furniture pieces.

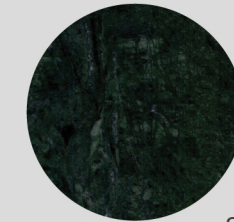
The broken sections mimic the Takkiri River in Hualien Valley where we freely add colors as a modern approach.



## MARBLE



WHITE MARBLE



SERPENTINE MARBLE



7OCEANSDESIGNS



OUR MATERIAL





7oceansdesigns.com

OUR MATERIAL

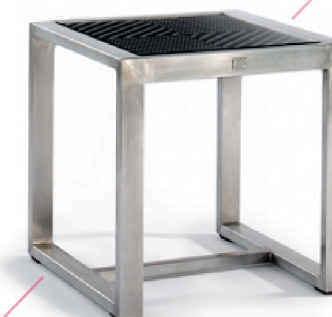
## ALUMINUM

Resist to fading, rusting and corrosion. Low maintenance. Stainless steel alternative.



## STAINLESS STEEL

High quality 304 stainless steel. Corrosion resistant and anti-oxidant. Elegant metallic luster. Low maintenance with regular appliance of stainless steel cleaning agent.



7OCEANSDESIGNS

OUR MATERIAL



# Serge Ferrari

Innovative, flexible composite materials renowned for their light weight, durability and recyclability.



7OCEANSDESIGNS

## Virofibers®



## sunbrella®



OUR MATERIAL



Quick Dry Foam is the core foam used inside all our outdoor cushions. The foam is specifically engineered as an outdoor foam. This is due to the foam manufactured having large open pores which have revolutionised the use of outdoor cushions. By allowing maximum drainage of water from the cushion, this maximises air circulation to assist in the quick drying process.



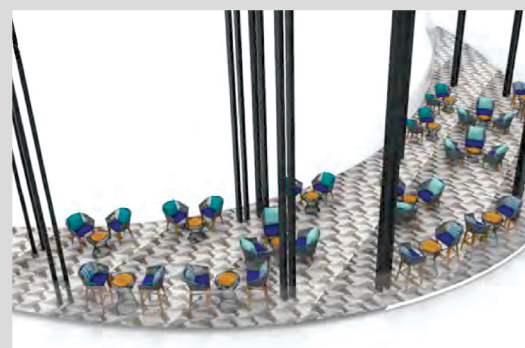
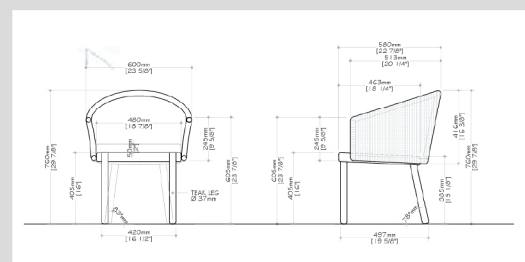
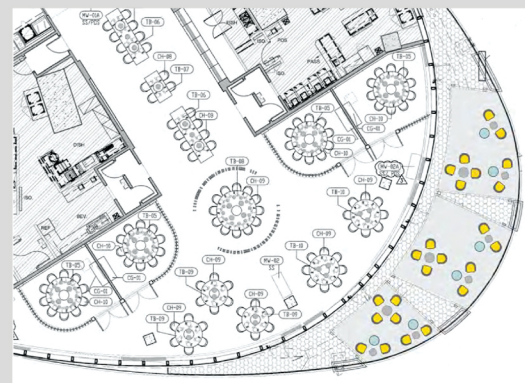
OUR MATERIAL



# Custom Furniture

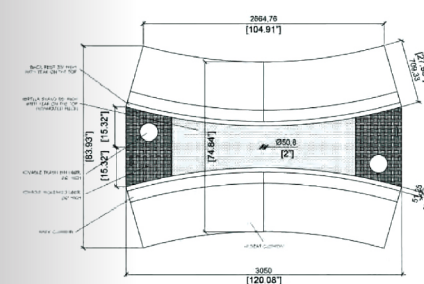
Specializing in design services, eLouis provides complete project support with:

- layout planning
- 2D draftings
- 3D rendering
- project budgeting
- material selecting
- logistic arranging

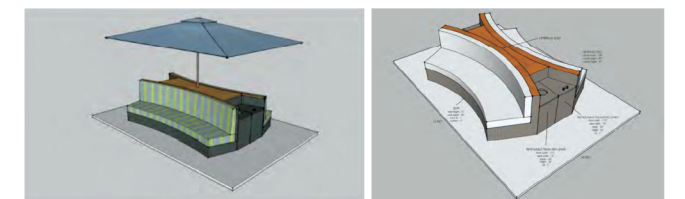


CUSTOM FURNITURE

## CUSTOM PUBLIC SEATING



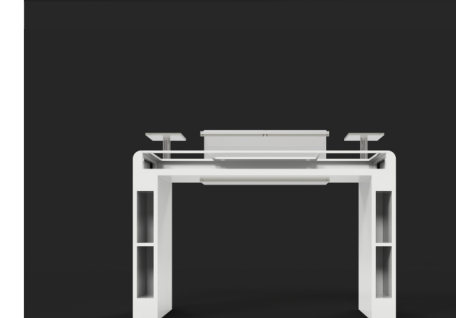
- custom design
- 3D rendering
- production
- logistic arranging



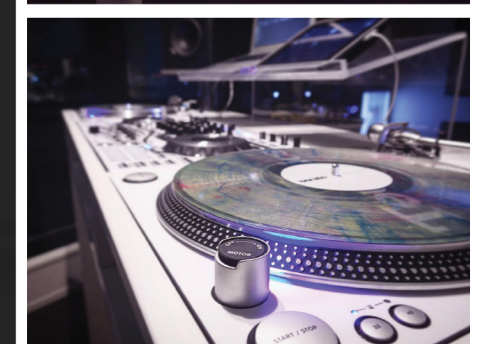
## CUSTOM DJ BOOTH



FRONT



BACK



CUSTOM FURNITURE



# CASE STUDY

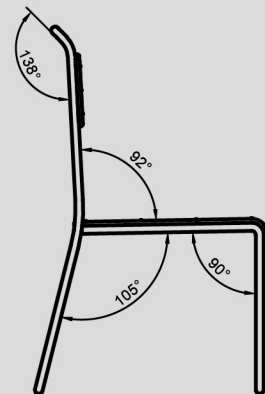
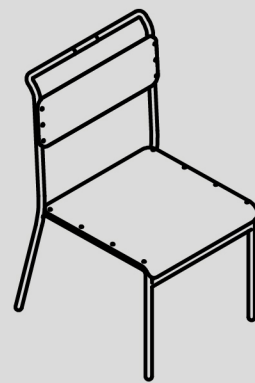
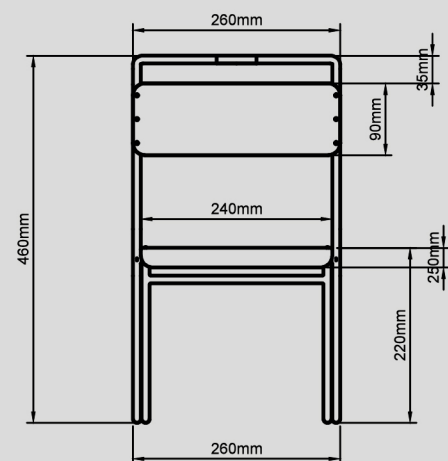
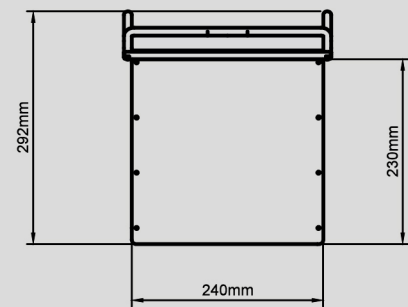
kindergarten furniture

design

3D modeling

2D drafts

production



Tokyo, Japan







# PARTNER BRANDS



ARD Outdoor is a retail & trade furniture division of the family-owned and operated wholesaler CANA-FOAM products. Manufacturing in Toronto since 1964. ARD Outdoor provides architects & design professionals a source for quality outdoor furniture featuring innovative design and unique materials. ARD Outdoor's portfolio of global clients includes the world's leading hotels/resorts, restaurants, country clubs, spas, cruise lines, wineries, event facilities, and private residences.

[ardoutdoor.com](http://ardoutdoor.com)

PARTNER BRANDS

7OCEANSDESIGNS



[7oceansdesigns.com](http://7oceansdesigns.com)

# Outdoor! Together we can set the mood right!

Embrace the beauty of time and space by living to the fullest. Set the mood right with timeless designs made of the very best materials with excellent craftsmanship. We celebrate moments of laughter and love of every story we encounter. Lose the weight on your shoulders and enjoy outdoors in a way you have never before.

## SERVICES & PROGRAMS

- DESIGN CONSULTING & LIFESTYLE ADVICE
- SPACE PLANNING & COLOR ARRANGEMENT
- CUSTOMIZED PROJECTS FOR BUSINESSES.
- TRADE PROGRAMS FOR DESIGNER, ARCHITECTS & BUILDERS.

Our friendly, experienced, and supportive representative will provide you a suitable approach to create the best outdoor experience. We take pride in aiding our clients to understand the essential elements for setting the mood right. Prepare yourself to live out loud with 7OCEANS DESIGNS.



PARTNER BRANDS



2018

ARDOUTDOOR  
PROJECT  
PRIVATE PROPERTY



PARTNER BRANDS

2019

7OCEANS  
PROJECT  
for HORIZON YACHT FD85



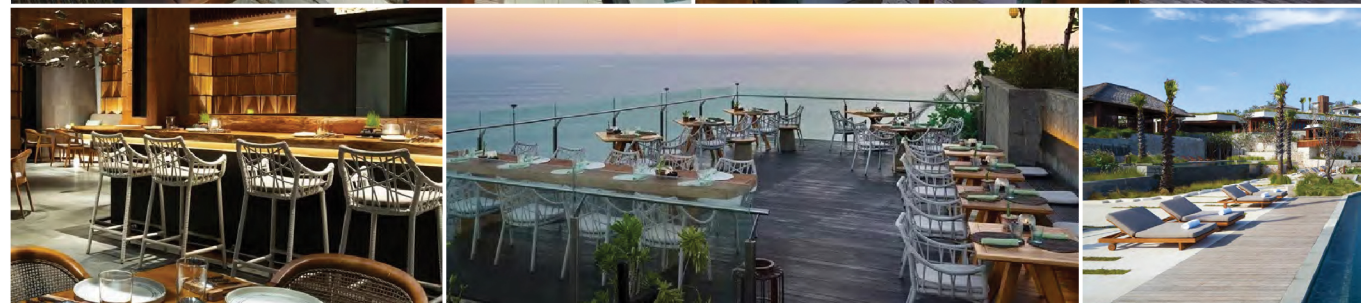
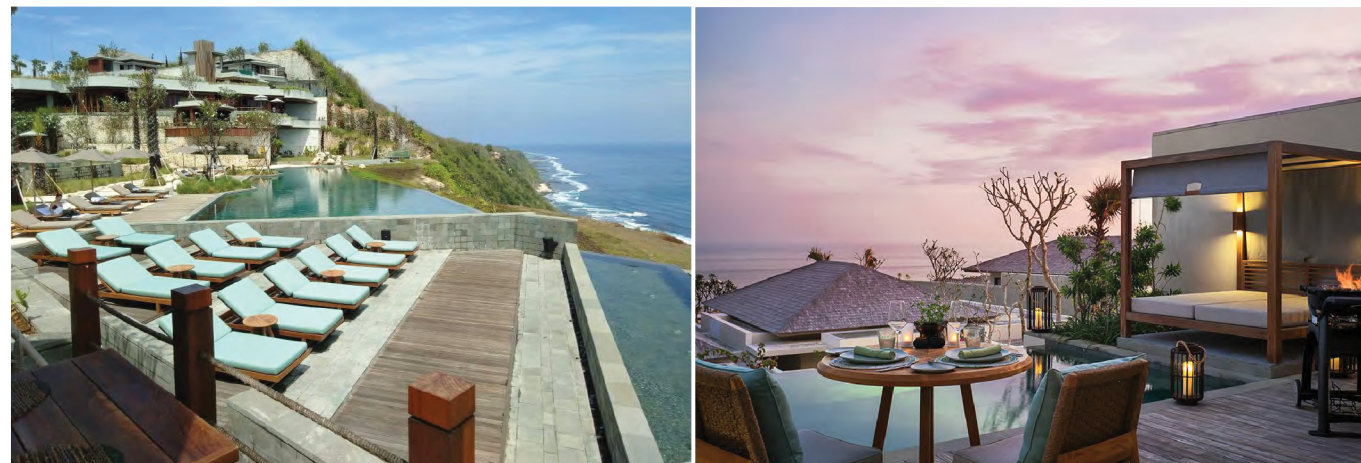
7OCEANSDESIGNS

PARTNER BRANDS



2019

7OCEANS  
PROJECT  
for SIX SENSES ULUWATU



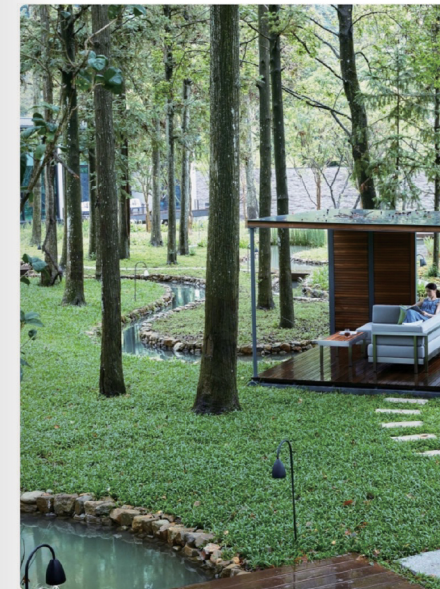
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PARTNER BRANDS

2020

7OCEANS  
PROJECT  
for HOSHINOYA RESORT GUGUAN

HOSHINOYA GUGUAN



7OCEANSDESIGNS

PARTNER BRANDS





PARTNER BRANDS

# White Label Production

YOUR EXPERT  
IN WHITE LABEL PRODUCTION

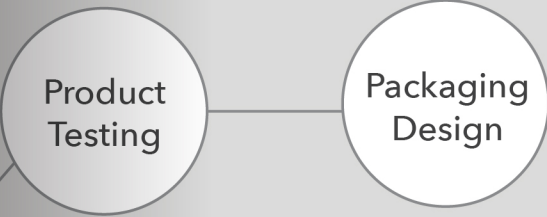
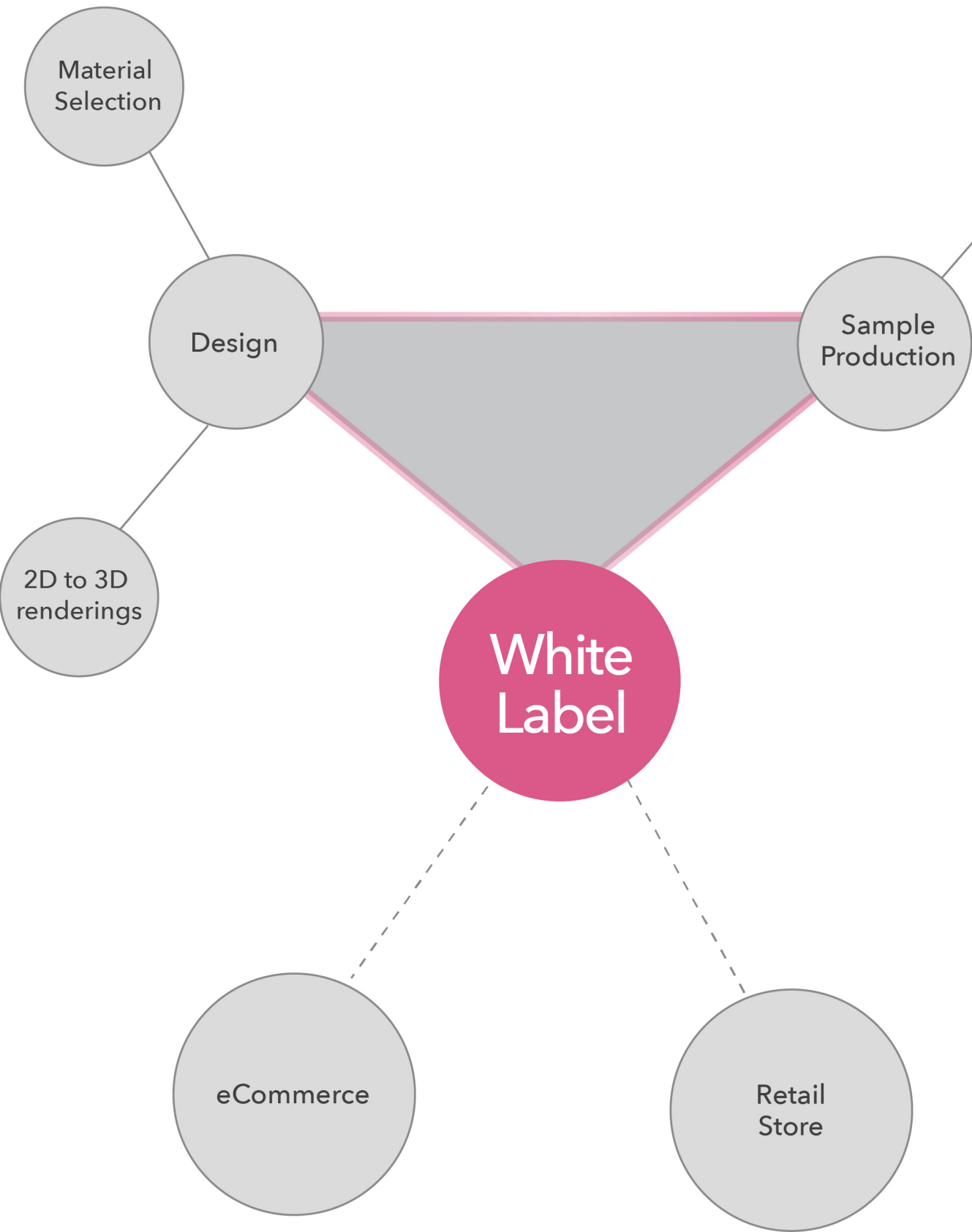
• pet • furniture • decor •



& more

WHITE LABEL PRODUCTION





confidential images. do not share, download, copy, or modify.





confidential images. do not share, download, copy, or modify.

low MOQ  
business prices  
on-site QCs  
weekly QC reports  
certified test results  
custom packaging  
manual printing  
logistic arrangement  
long term partnership

& more

NET WORK OF FACTORIES

confidential images. do not share, download, copy, or modify.



## NET WORK OF FACTORIES

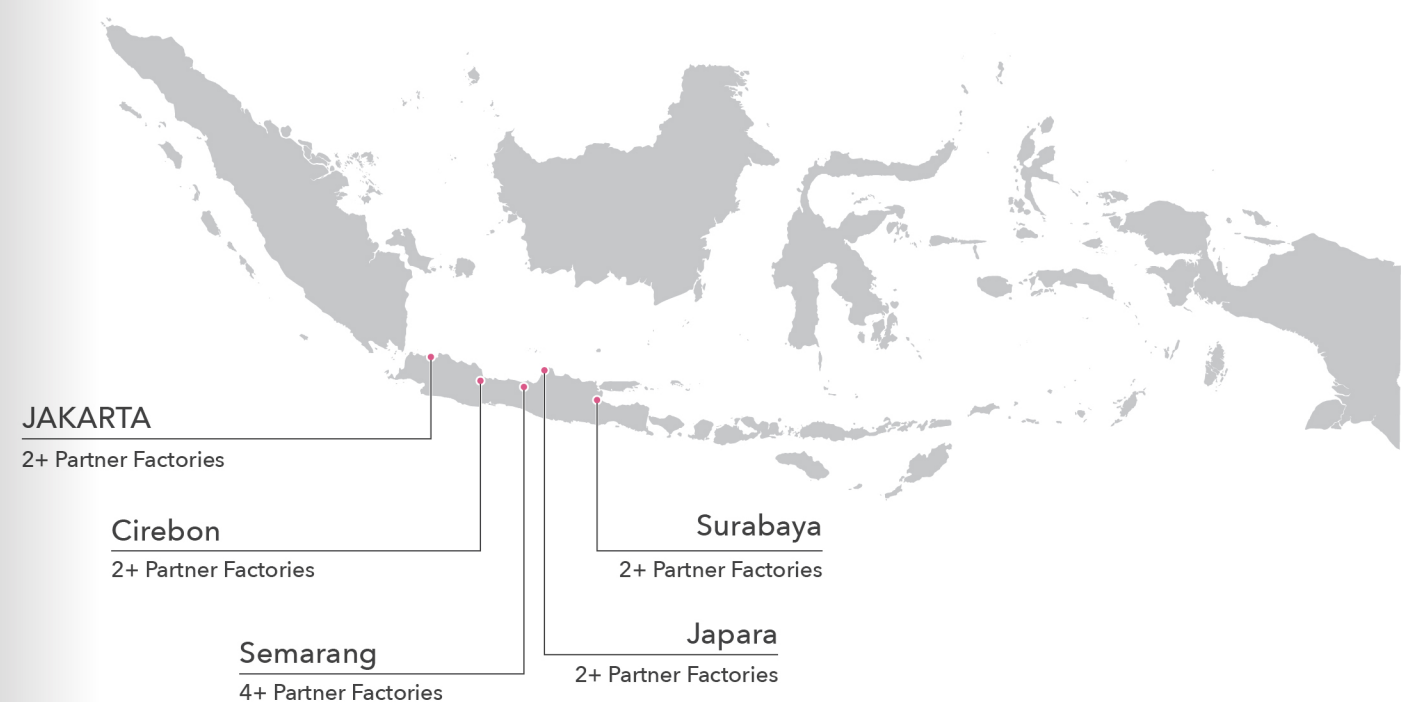
Complete branding  
of your business from

Product tags  
Carton box printing  
Product manual  
Assembled or K/D products

& more

10+ years of partnership with factories  
10+ years of partnership with forwarders  
5+ containers capacity a month  
5+ full time QCs (quality checking staffs)  
5+ furniture designers and technicians

Annual private design showcase  
for clients in Shangri-La Jakarta



NET WORK OF FACTORIES



eLouis



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NET WORK OF FACTORIES

NET WORK OF FACTORIES





At eLouis,  
we **refuse**  
to work with factories that practice



Child labor

Underpaying

Overtime w/o paying

Discrimination of sex, sexuality, & religion

Abuse (mental & physical)

Sourcing from illegal channels

Illegal waste removal





[www.elouis.de](http://www.elouis.de)


For more information  
Please visit our  
webstie & email us today

 [www.elouis.de](http://www.elouis.de)  
 [hello@elouis.de](mailto:hello@elouis.de)  
 JP +81 80 5792 3087 (Alicia)  
+81 70 3962 0007 (Heddi)

Links to  
our partner brands

[7oceansdesigns.com](http://7oceansdesigns.com)  
[ardoutdoor.com](http://ardoutdoor.com)

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Offices in  Berlin  
Singapore  
Tokyo



eLouis



Company  
Presentation