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### 贵公司旗下产品的主要优势有哪些？

充分的市场研究、对家庭需求的了解以及创新思维成就了Moodelli极具独创性的产品设计；在此基础上，Moodelli的

每件产品还被赋予了超高的安全性、功能性与环保性，真正可谓是来自西班牙的品质之选。不仅如此，我们旗下的产品通过引入智能化的革新概念，形成了自己与众不同的风格；同时产品设计融入了经久不衰的美学理念，与任何家居风格搭配都能熠熠生辉。例如，Babybox可延展婴儿床系列，作为Moodelli旗下的开创性产品一直受到广大消费者的热烈追捧。由品牌创始人当中的两位设计完成，该系列获得了多项国际大奖，如纽约国际当代家具博览会颁发的“最佳新品奖”，及由世界知识产权组织颁发的“专利发明最佳新品奖”。

### 贵司如何保证产品质量？

在这一方面，Moodelli坚持选用品质上佳的榉木、及其他经PEFC认证的可持续发展型与环境友好型材料，同时配合经EN-71/3认证的无毒涂料，尽可能将甲醛含量降至最低。我们的每件产品都是在西班牙、依照严格标准进行生产制

造的——产品质量符合欧洲最严苛的安全标准。另外，Moodelli也有自己的一套内部安全测试系统，并会依照测试结果，为产品贴上真实、准确的标签。

### 婴童家具产品在何种销售渠道最为畅销？为什么？

从我们的经验来看，线下门店应是婴童家具的热销渠道。未来的家长们将会更青睐借由线下门店获取销售人员的专业建议、了解产品特性，并做出最佳的购买选择。故此，我们对每一个线下销售的合作伙伴都给予了充分的培训，使其能够深入、全面地了解我们的产品。因为，顾客的满意度永远是我们的最高目标。

另一方面，Moodelli在欧洲的线上市场也取得了销售上的成功；所以，我们相信，随着中国线上渠道的蓬勃发展，Moodelli也将跨入国内电商市场，并通过与商业伙伴的合作逐步开展品牌与产品的线上推广、展示及销售。

### What do you think are the strengths of your products?

Moodelli is based on research, family ties and creativity to develop ingenious designs within the parameters of the highest quality, functionality, safety and environmental care through local manufacturing in Spain. In this regard, the offer of the company is featured by intelligent evolutionary concepts with a unique style and timeless aesthetics to be integrated into multiple spaces. Proof of this is the extensible cot moodellil Babybox, pioneering product in Moodelli. Two of the three founders, are architects and designed this particular innovative design, displayed the product successfully reaching several international awards, such as Best New Product as the International Contemporary Furniture Fair in New York and the Gold Medal WIPO

Best Product in Patent Invention.

### How to guarantee the product quality?

Moodelli focuses on manufacturing with sustainable materials PEFC compliance, environment compliance, specific non-toxic paint coatings EN-71/3 compliance, best quality beech wood, MDF very low in formaldehyde. The products are made in Spain under strict quality control procedures in compliance with the most demanding European safety standards, testing with internal security systems and labeling accordingly.

### Which sales channel has the best sales performance on baby furniture products? Why?

Under our point of view, baby furniture is

mostly selling in offline stores. The future parents want to buy these products in a shop where they can receive professional advice from the sales staff, check out the existing offer and be sure that they have made the best choice. With each new partner, we are going to train them to gain an in-depth understanding or the added value and functions of our products. Customer satisfaction is one of our highest priorities. Moodelli is very successful by selling online in Europe and we really believe online channel in China is growing and we would like to be part of the online market, so we are positioning our brand, displaying and offering our products online for consumers through our business partners.