



# 嵘源集团

## ROYAL GROUP

ROYAL STEEL (TIANJIN) GROUP LTD



**缔造全球领先出口企业，让世界了解中国制造**

Create a world leading export enterprise and let the world  
know about made in China





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## Enterprise Overview

### 企业概况

Royal Group, founded in 2012, is a high-tech enterprise focusing on the development, production and sales of architectural products. Our headquarter is located in Tianjin, the national central city and one of the first batch coastal open cities, We also has branches in major cities across the country. Royal Group has been committed to serving 150 countries and regions around the world for more than 10 years since its establishment, and Royal brand enjoys a good reputation domestically and worldwide. In 2021, we have set up several branches in Ecuador, Mexico, Guatemala, Dubai and other places, and will continue to expand overseas markets to let the world know about Made in China.

Since its establishment, Royal Group has always been adhered to the business principle of people-oriented and integrity. Royal group has many doctors and masters as the backbone of the group, gathering industry elites. We combine the advanced technology, management methods and business experience worldwide with the specific reality of domestic enterprises, so that the enterprise can always remain invincible in the fierce market competition, and achieve rapid, stable and benign sustainable development. Royal Group has been practicing public welfare and philanthropy for more than ten years. From the initial stage of its establishment to the end of 2022, it has donated more than 80 sums of money, more than 5 million yuan! These include patients with major diseases, poverty alleviation through revitalization of their hometown, materials in disaster areas, education aid for college students, Northwest Hope Primary School and Daliang Mountain Junior High School, etc. Since 2018, Royal Group has been awarded the following honorary titles: Leader of Public Welfare, Pioneer of Charity Civilization, National AAA Quality and Credible Enterprise, AAA Integrity Operation Demonstration Unit, AAA Quality and Service Integrity Unit, etc. In the future, we will provide prime quality goods and complete service system to serve new and old customers all around the world

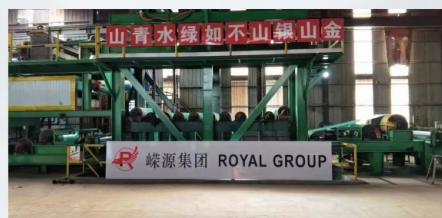
嵘源集团成立于2012年，是一家专注于建筑型产品开发、生产及销售的高科技企业，总部设立于国家中心城市、首批沿海开放城市，“三会海口”的发祥地——天津。并在全中国主要城市设有分支机构。嵘源集团自成立十余年来致力于服务全球150个国家及地区，品牌享誉海内外。更是于2021年分别在厄瓜多尔、墨西哥、危地马拉、迪拜等地设立分支机构，并持续扩大海外市场，让世界了解中国制造。

嵘源集团自成立以来，始终坚持以人为本、诚信立业的经营原则，集团拥有多名博士、硕士作为集团的骨干，荟萃业界精英，将国内外先进的信息技术、管理方法及企业经营经验与国内企业的具体实际相结合，使企业在激烈的市场竞争中始终立于不败之地，实现企业快速、稳定、良性的可持续发展。十余年集团一直践行公益慈善事业，从成立初期到2022年底共计捐款80余笔，善款500余万元！其中包括重大疾病患者，乡村振兴扶贫，灾区物资，大学生助学，大西北希望小学以及大凉山初高中助学等等。自2018年起集团被评为：公益领袖、慈善文明先行者、国家AAA级重质量守信用企业、AAA级诚信经营示范单位、AAA级质量服务诚信单位等荣誉称号。未来我们将以最优质的产品、最完善的服务体系，服务全球新老客户！嵘源集团将继续践行以人为本的经营理念，带领集团各个分公司打造全球领先出口企业，持续造福回馈于社会，让世界了解中国制造！



# Factory Visit

## 工厂参观



Royal Group has five production bases, each covering an average area of 5000 sqm, focusing on main steel products include steel pipes, steel coils, steel plates and steel structures. In 2023, we put 3 new steel coil production lines and 5 new steel pipe production lines into operation. The steel coil production base is located in Boxing city, Shandong Province, with a monthly capacity of 20,000 tons. The steel pipe production base is located in Jinghai district, Tianjin city, with a monthly capacity of 10000 tons.

In order to match Royal's huge production capacity, we have 8 warehouses to store goods, each covering an area of 3000 sqm, and can store 20,000 tons of goods. Each type of product is stocked separately and orderly to realize fast, safe and efficient loading and unloading. The monthly transport volume reaches 15,000-20,000 tons. We have our own transportation team. There're more than 100 trucks delivered to major ports every day, such as Tianjin Port, Qingdao Port, Shanghai Port, Ningbo Port, etc.

嵘源拥有5个生产基地，每个生产基地平均占地5000平方米，专注于生产钢管、钢卷、钢板、型材等主营产品。2023年，嵘源全新投入3条钢卷生产线和5条钢管生产线。钢卷生产基地位于山东博兴，月产量达20000吨，钢管生产基地位于天津市静海区，月产量达10000吨。

配合嵘源庞大的生产能力，公司还拥有8个仓库储存货物，每个仓库占地3000平方米，可存储20000吨货物。每种货物分类放置以便装卸货物快速安全高效。每个月装卸货的量达到15,000-20,000吨，我们拥有自己的运输队伍，每天有超过100辆卡车陆续发往全国各大港口，如天津港，青岛港，上海港，宁波港等。



# Main Products

## 主营产品

### SQUARE TUBE 方管

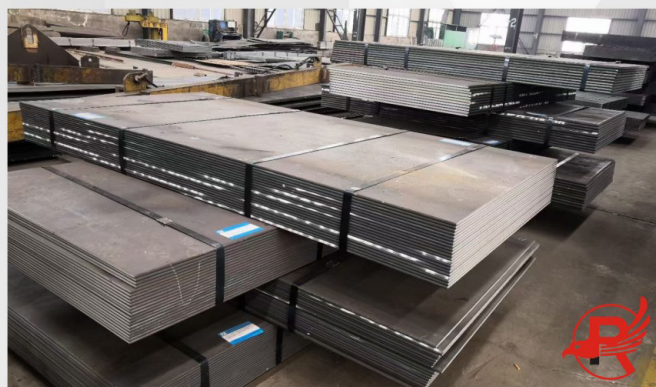
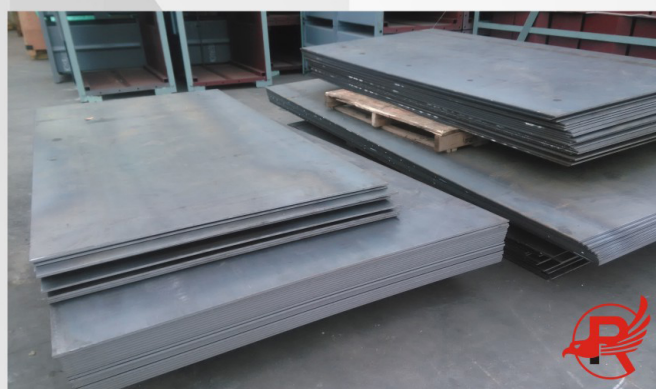
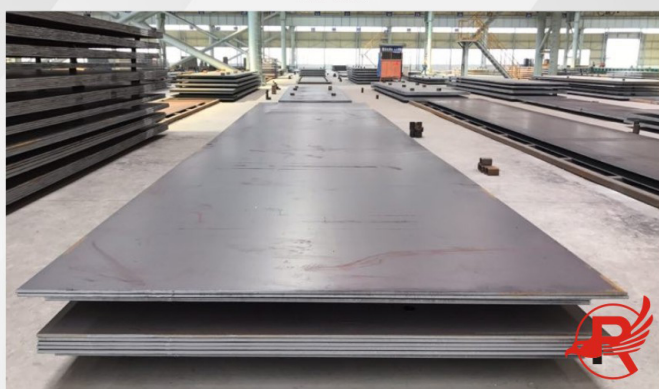




## ROUND TUBE 圆管



## STEEL SHEET 钢板





# Main Products

## 主营产品

### STEEL COIL 钢卷



### STEEL PROFILE 型材





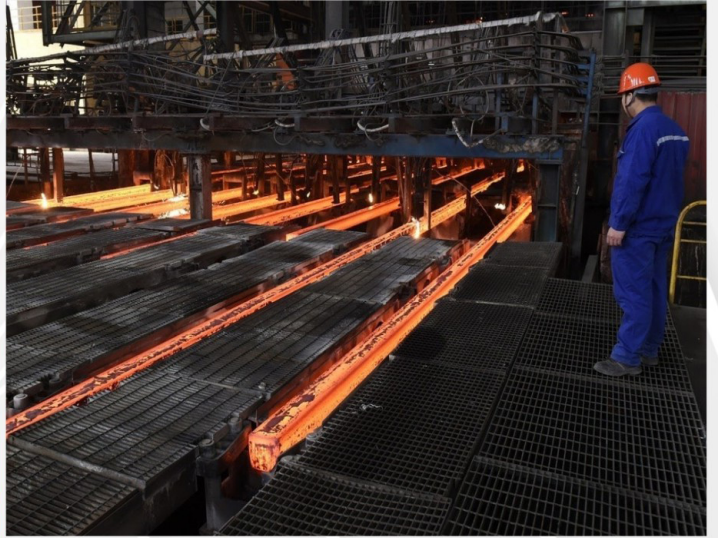
## GALVANIZED STEEL 镀锌





# Production Of Steel Pipe

## 钢管生产





**Main products:**

carbon steel pipe/galvanized steel pipe/seamless steel pipe/square tubes/rectangular tubes

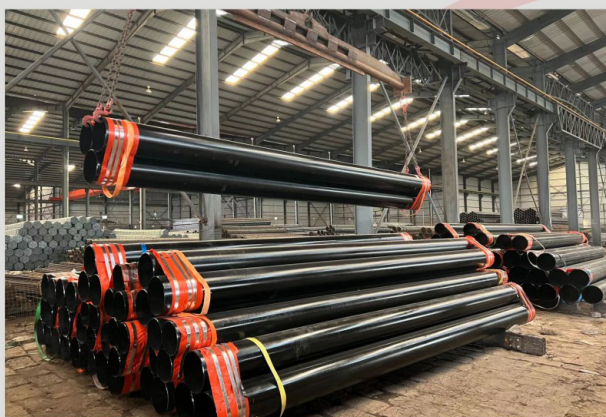
Main market: North America, south of America, South East Asia etc.

Perfect packing way in containers or bulk to protect the goods from damage.

**主要产品:**

碳钢管/镀锌钢管/无缝钢管/方管/矩形管

主要市场: 北美、南美、东南亚、中东、非洲等地区。专业的集装箱或散装包装方式, 保护货物不受损。





# Production Of Steel Coil

## 钢卷生产





### Main products:

Hot rolled steel coil/Cold rolled steel coil/Galvanized steel coil/PPGI/PPGL etc.

Perfect production line chain to ensure the production finish orderly in time. The production capacity is 5000tons per day.

Sturdy packaging and competitive price help us win unanimous praise from customers all over the world.

### 主要产品:

热轧钢卷/冷轧钢卷/镀锌钢卷/PPGI/PPGL 等。完善的生产线，确保生产有序及时。日生产能力超5000吨，包装整洁、牢固，价格有竞争力，得到国内外客户的一致好评。





# Production Of Steel Sheet

## 钢板生产





### Main production line:

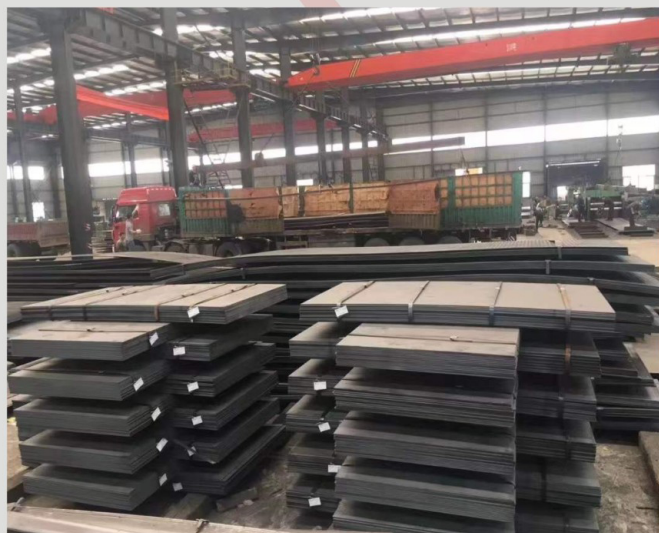
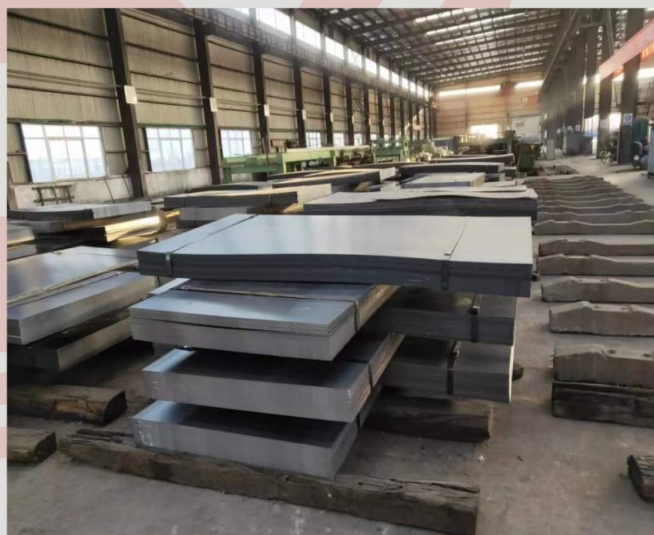
Hot rolled steel sheets and Cold rolled steel sheets.

Advanced production equipment to ensure the high quality of products in order to meet customer requirements.

The production capacity is 5000tons per day. Also we can customize Sizes your demand.

### 主要生产线:

热轧钢板和冷轧钢板。先进的生产设备，以确保产品的高质量，以满足客户的要求。单日生产量可达5000吨。并根据客户要求定制。

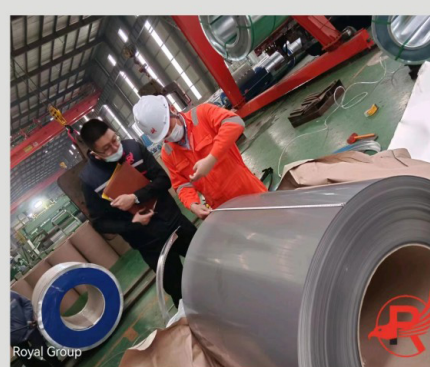




## Quality Inspection 质量检测

ROYAL has own complete QC department, equipped with professional inspection machines and quality inspectors. Strictly control each batch of goods with the standard of "quality first". In addition, we also cooperate with authoritative third-party inspection agencies, such as CCIC, SGS, BV, TUV, etc, which can provide comprehensive quality assurance to customers.

嵘源拥有自己完善的QC部门，配备着专业的检验机器及质检人员。以“品质至上”的标准严格把控每批货物。除此之外，我们还和一些有权威的第三方检验机构合作，例如CCIC、SGS、BV、TUV等。全方位给客户提供质量保障。



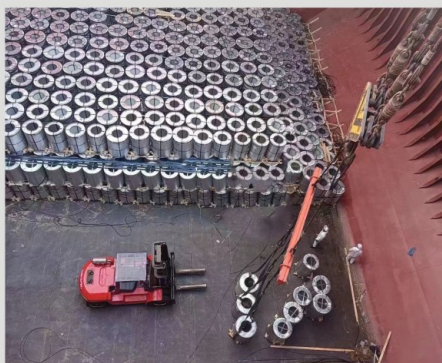
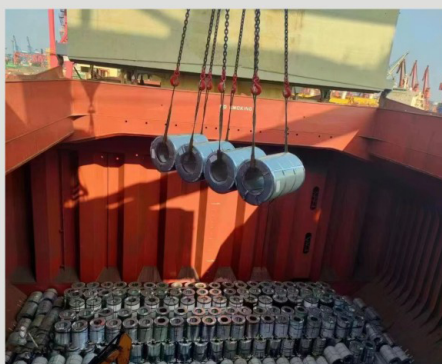
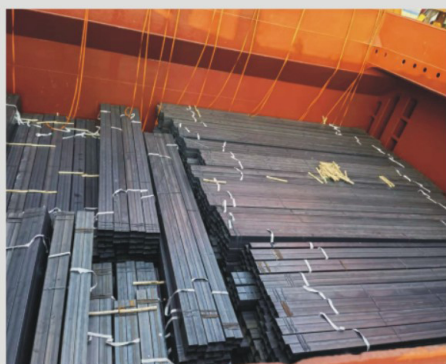


# Logistics Transportation

## 物流运输

Adhering to the service concept of customer first, we have established stable cooperative relations with domestic leading marine transportation enterprises like MSK, MSC, COSCO, CMA and etc. At the same time, relying on the platform of self-operated freight companies, we integrate resources to create a leading efficient logistics service chain in the industry, and solve customer all worries.

我们秉承客户至上的服务理念，与国内领先的海运企业建立了稳固的合作关系。同时依托自营货运公司平台，整合资源打造行业内领先的高效物流服务链，解决客户的后顾之忧。





# Main Market

## 主要市场



美国



加拿大



墨西哥



危地马拉



厄瓜多尔



哥伦比亚



洪都拉斯



巴西



智利



秘鲁



英国



德国



法国



冰岛



阿联酋



沙特



土耳其



伊朗



南非



刚果



赞比亚



肯尼亚



菲律宾



印度尼西亚



新加坡



马来西亚



越南



泰国



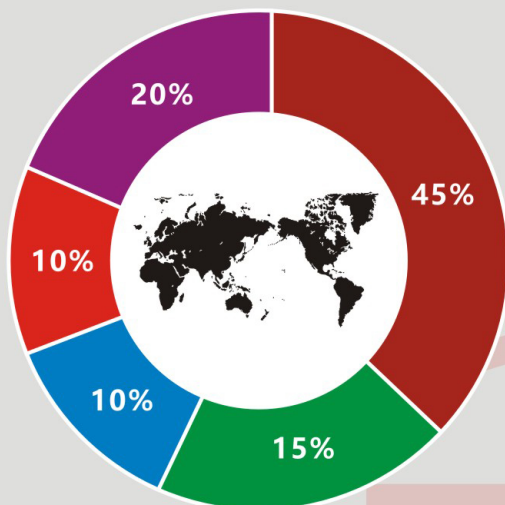
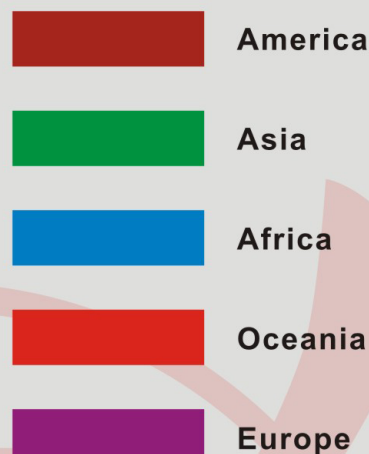
澳大利亚



新西兰





**A 主要占比Main proportion**

**B 代表分类Classification**


Our company's main markets are in the Americas (North America, Canada, and Central America, Mexico, Guatemala, Belize, El Salvador, Honduras, South America, Brazil, Chile, Peru, Colombia, Ecuador, Venezuela, Brazil, Chile, Argentina, Bolivia, Guyana, etc.) . Europe (France, UK, Germany, Italy, Ireland, Iceland, Russia, Poland, etc.) , Oceania (New Zealand, Australia, etc.) , Southeast Asia (Philippines, Singapore, Thailand, Indonesia, Brunei, Cambodia, Laos, Malaysia, Myanmar, Vietnam etc.) , Africa (customers from South Africa, Zambia, Sudan, Tanzania, Uganda, Congo, Seychelles, etc.) , they will personally come to sign the contract and visit our company. We have established long-term cooperative relations with customers in nearly 150 countries around the world with the customer-oriented service concept in exporting high-quality products! We sincerely welcome you to visit anytime!

我公司的主要市场在美洲(北美洲、加拿大、中美洲、墨西哥、危地马拉、伯利兹、萨尔瓦多、洪都拉斯、南美洲、巴西、智利、秘鲁、哥伦比亚、厄瓜多尔、委内瑞拉、巴西、智利、阿根廷、玻利维亚、圭亚那等)。欧洲(法国、英国、德国、意大利、爱尔兰、冰岛、俄罗斯、波兰等)、大洋洲(新西兰、澳大利亚等)、东南亚(菲律宾、新加坡、泰国、印度尼西亚、文莱、柬埔寨、老挝、马来西亚、缅甸、越南等)、非洲(客户来自南非、赞比亚、苏丹、坦桑尼亚、乌干达、刚果、塞舌尔等)，他们将亲自来签署合同并参观公司。我们以客户至上的服务理念，与全球近150个国家的客户建立了长期的合作关系！我们真诚欢迎您随时光临！



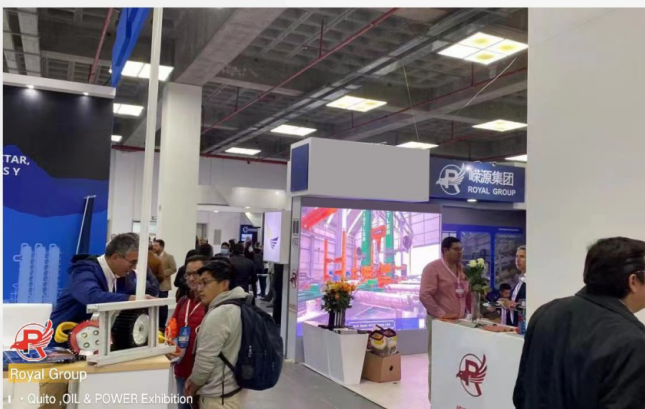
# Customer Show

## 客户展示





# Exhibition Show 展会



ROYAL has participated in many domestic and foreign exhibitions, providing customers with more professional expertise at the exhibition. Let customers in various countries know about Made in China. At the exhibition, customers can understand the materials and the company better. We look forward to helping customers build a win-win situation in more exhibitions

崧源集团多次参加国内外展会，为客户提供更为专业的产品知识。让各国客户了解中国制造。在展会上，客户可以更直接地了解公司的产品。我们期待在更多的展会中与客户达成共赢。







# Public Welfare

## 爱心公益



Royal Group donate 1 million help children back to school  
ROYAL BUILD THE WORLD



Royal Group donate clothes and foods to welfare homes  
ROYAL BUILD THE WORLD

Royal Group donate clothes and foods to welfare homes  
ROYAL BUILD THE WORLD

Royal Group donate 2 million help disabled and poor people  
ROYAL BUILD THE WORLD



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ROYAL BUILD THE WORLD



Disease is ruthless, whereas world is full of love.  
ROYAL BUILD THE WORLD

病魔无情·人间有爱



Royal Group donate 1 million help children back to school  
ROYAL BUILD THE WORLD



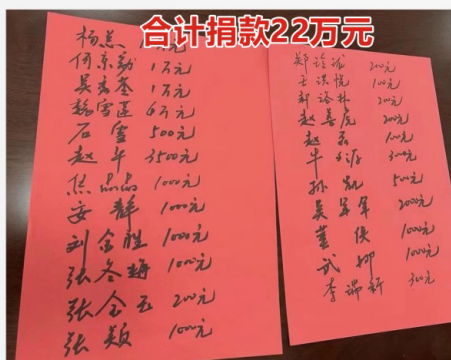
# Public Welfare

## 爱心公益





## Public Welfare 爱心公益



During the passed more than 10 years since our company was established, we dedicated in public welfare. We have made more than 80 donations, which include: patients with major diseases, disabled children in welfare institutions, orphans and widows, and major disaster areas, hometown revitalization, impoverished students, etc, support students with love, and help the children of colleague who is sick fight the disease together and, the total amount of materials and funds is more than 5 million RMB.

The most impressive thing is that during the epidemic, the whole company united as one. for the military epidemic donated 200,000 pcs of masks. We actively implemented the company's corporate culture -- keep passion in mind, stay true to mission. In order to help more people in need!

集团成立十余载时间里，共计捐款80余笔，其中捐助对象包括：重大疾病患者，福利院残障儿童，孤寡老人，各大灾区，家乡振兴，贫困学生，爱心助学，帮扶同事患病之子共抗病魔等等，合计物资以及款项500多万余元。

印象最深刻的是疫情期间公司上下齐心众志成城。为武汉疫情捐赠口罩20万只，积极贯彻公司企业文化，保持初心，帮助社会上更多需要帮助的人！



# Staff Style

## 员工风采





# Staff Style

## 员工风采



Every member in Royal is creating their dreams and depicting the blueprint of enterprise with their hard work and great effort. Creating classics with quality, serving customers with sincere heart, achieving brilliance with honest reputation, all the Royal members are stepping towards a much brighter future, with full enthusiasm and passion.

崂源每名员工用汗水和辛劳，创造着自己的梦想，描绘着企业的蓝图。用品质铸就经典，用真心服务顾客、用信誉成就辉煌，崂源人用饱满的热情，迈向更加光明的未来!



# Company Culture

## 企业文化

### 核心价值观

厚德载物 先做人 再做事 永葆激情 不忘初心

### 经营理念

视客户为朋友 视员工为家人 打造一流服务的外贸企业 营造充满爱与温暖的工作氛围

### 公司愿景

建造美好世界 让世界了解中国制造

### 公司使命

缔造中国领先出口企业 成就每一个努力的嵘源人 广行善事 造福社会

### Core Values

Moral support, do business after being a person with virtue keep passionate, stay true to the mission

### Business Philosophy

Treat customers as friends, treat employees as families, build the first-class foreign trade company and create working atmosphere full of love and warmth

### Company vision

Royal builds the world! let the world know products made in China.

### Company mission

To create the leading export company in China, to achieve every "Royal People" doing good deeds and benefit the society



## Customer distribution







# 嵘源集团

## ROYAL GROUP

**ROYAL STEEL (TIANJIN) GROUP LTD**

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