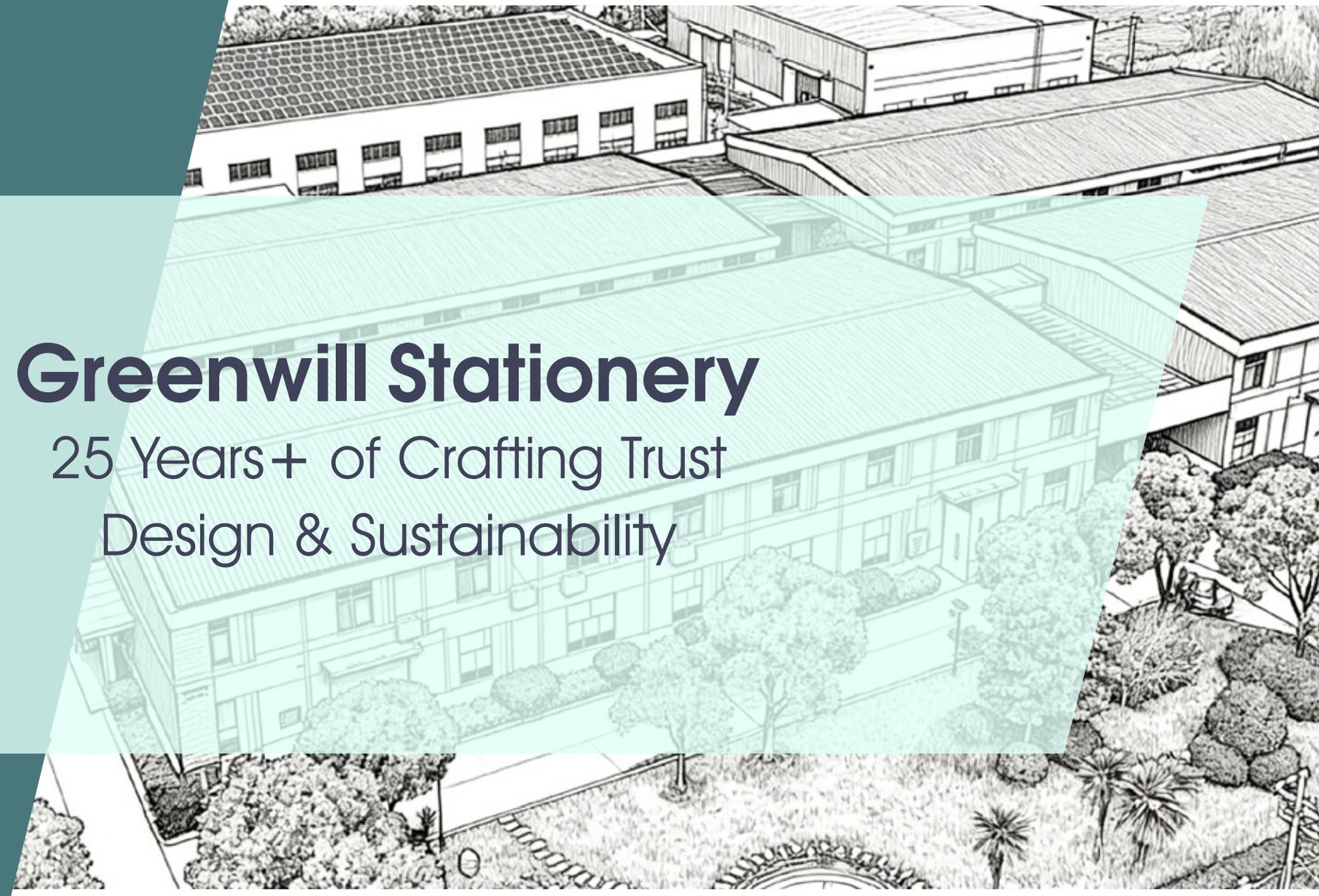
GREENWILL®
SINCE 1999
Erase worries away



Greenwill Stationery

25 Years+ of Crafting Trust
Design & Sustainability

TiNLONG®
Write the future

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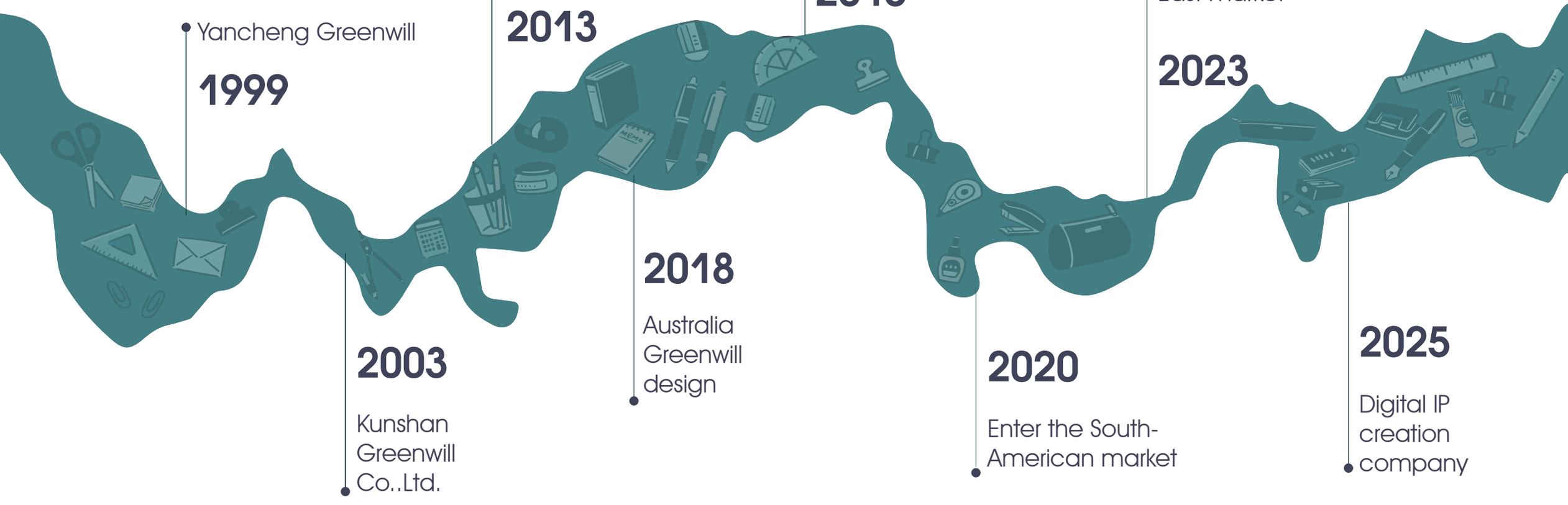


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About Greenwill

25 years+ of focus, service
to global brands

Development History



Yancheng Greenwill

1999

2003

Kunshan Greenwill Co..Ltd.

Kunshan Crystal Culture Co.,Ltd.

2013

2018

Australia Greenwill design

Kunshan Greenwill E-commerce

2018

2020

Enter the South-American market

Enter the Middle East market

2023

2025

Digital IP creation company

Company overview and development history

Founding and original spiration (1999)

In 1999, Greenwill was officially established, with a focus on stationery and lifestyle products manufacturing, the pursuit of excellent quality.

Core product line focus

Five core production lines of eco-friendly eraser, multi-functional pencil sharpeners, writing pens,forever pencils and lifestyle products,including fridge magnets,shoe charms and luggage badges.Furthermore,including cooperation for stylish metal bells,art brushes and premium wooden pencils.

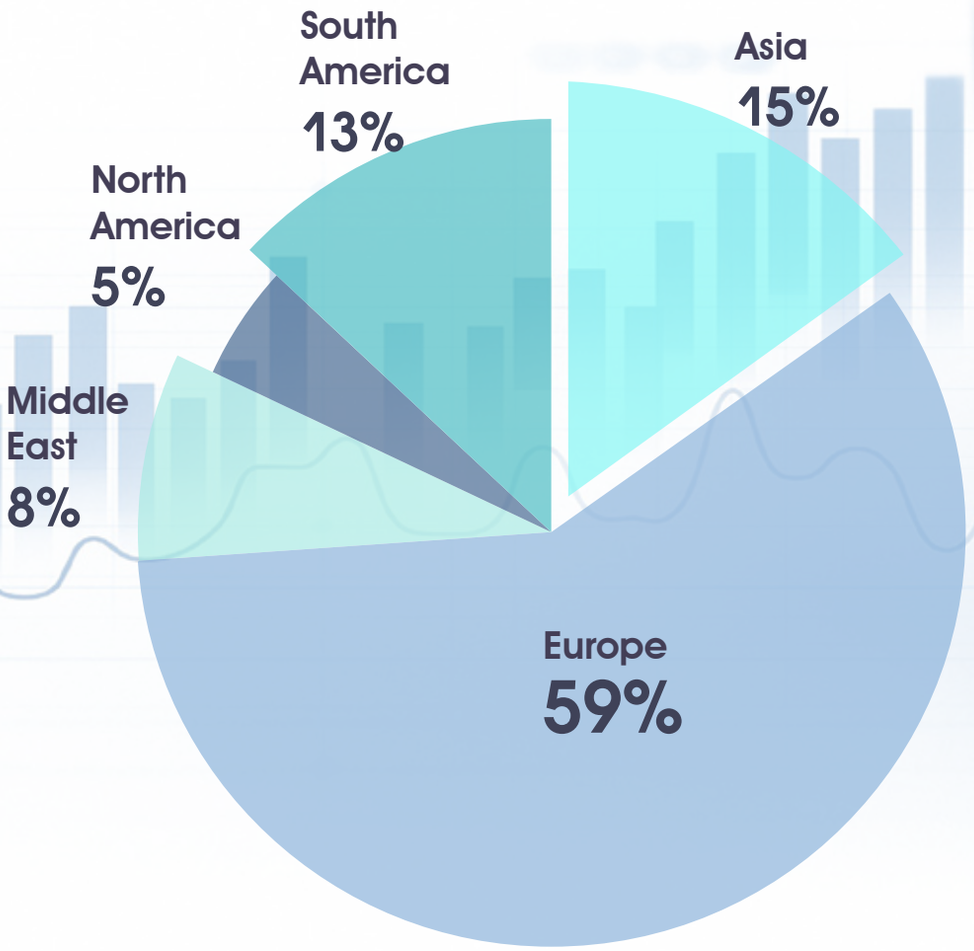
Middle-and high-end market positioning is established

Strengthen presence in mid-to-high-end markets by delivering high-quality, innovative, and eco-friendly products, fostering a differentiated competitive edge.

25+ years of deep cultivation and experience accumulation

After 25+ years,Greenwill has gained extensive expertise in stationery and lifestyle products manufacturing, established a trusted industry reputation.

Target market



Market positioning, scale and strength



European market position

Europe is the company's key market, with long-term partnerships with global stationery brands and deep insights into local demands, standards, and aesthetics.



Service to the global famous brand experience

Work with many world-famous stationery brands, we win trust and long-term cooperation from customers with high-quality products and services.

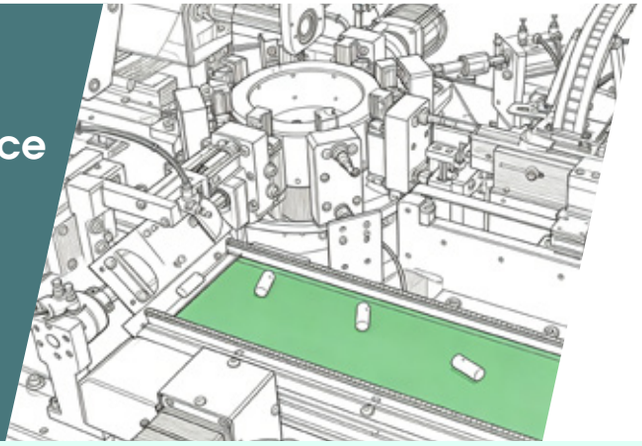
Multifunctional integration: Enhancing added value

More than 100 dedicated employees, provide strong support for the company's R&D, production, quality control.



Safety and ergonomics: Comfort and safety assurance

Non-slip grip, ergonomic design, effortless use. Safe and comfortable for all ages.





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Our Product Philosophy

Specialization
Environmental protection
People-oriented

Environmental protection — integrates the concept of sustainability into each product life cycle



Innovative green material application

Focus on the combination of green materials and product application, committed to practical, safe and healthy product development.



Full-process green manufacturing

A 25,000-square-meter modern production base, implement energy-saving renovations and waste classification management, continuously reducing its carbon footprint by optimizing production processes.

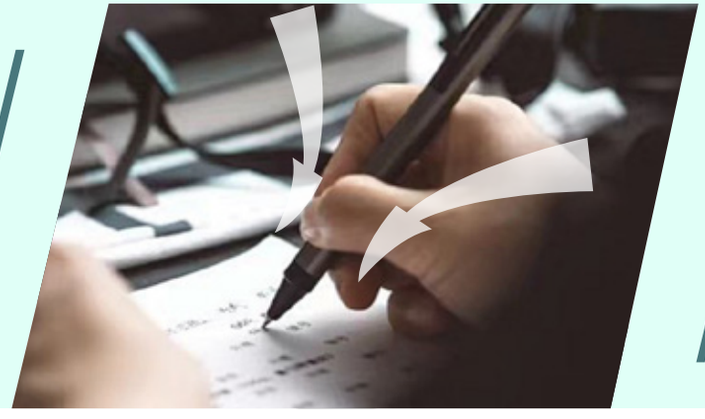


Compliance and Circular Design

Products comply with EU environmental standards (REACH, EN-71…).We promote a modular "sustainable pen barrel" design and offer universal refills to extend product lifecycles, practicing circular economy principles.

Design: Integrating Global Perspectives with Ergonomics







International Design Team

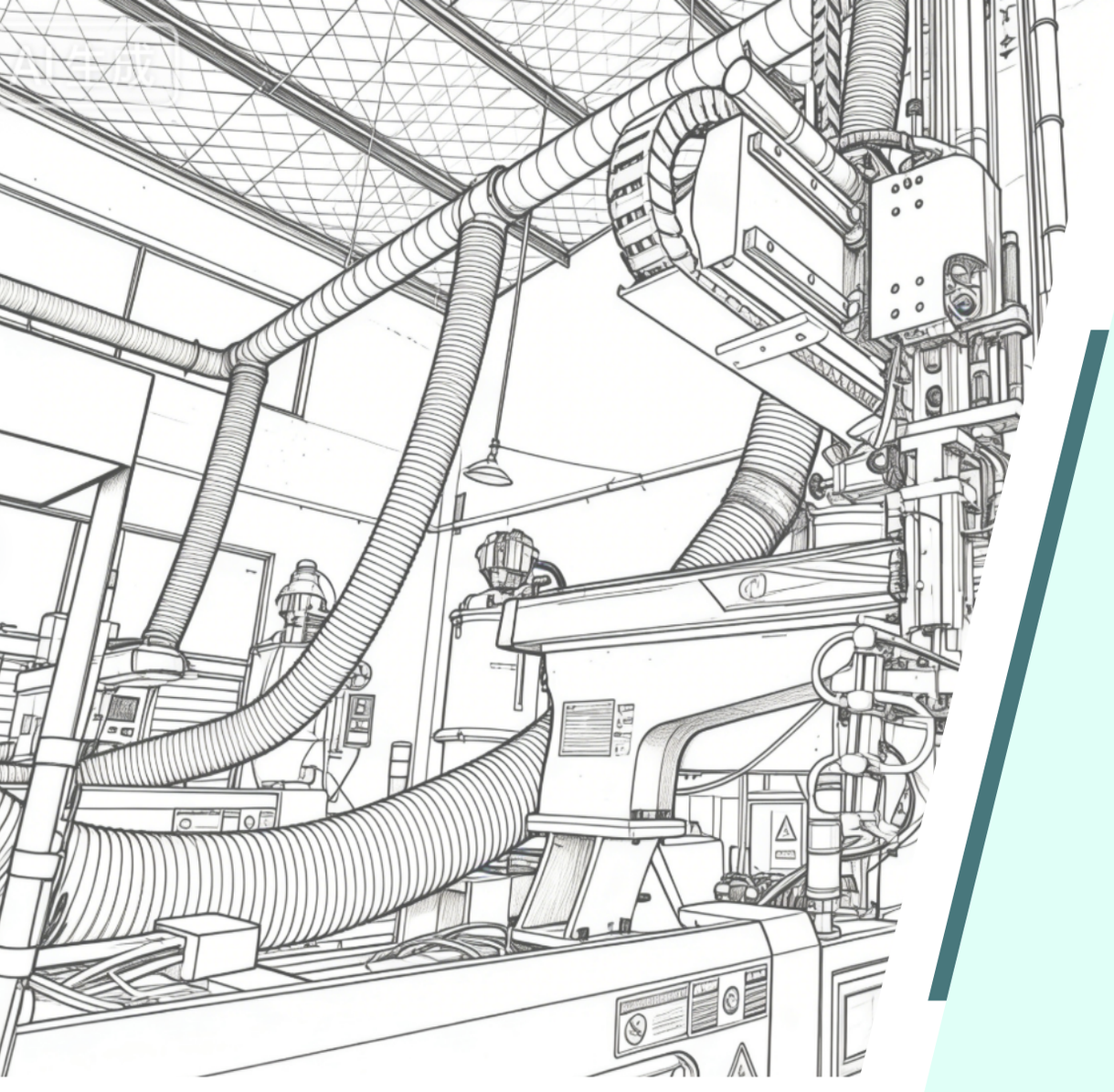
An international design team from Europe and Asia captures global trends instantly, blending international style with local market insights into product designs.

Deeply optimize ergonomics

Writing pen features an ergonomic grip design, the pencil sharpener has a non-slip and effort-saving structure, and the eraser comes in sizes suitable for both children and adults, enhancing user comfort.

Full-service solution from concept to finished product

We provide integrated services including market trend analysis,3D modeling,UX (user experience) optimization, and packaging design,turning brand concepts into distinctive, competitive products.



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Analysis of core product lines

Eco-Friendly Eraser: Redefining "Erasing"

01 Material Innovation: The Integration of Green Technology

Our product uses premium TPR/TPE/Eco PVC rubber/silicon, bio-based plastics, and high-proportion recycled plastics, offering various hardness and erasing performance to balance sustainability with functionality.

02 Dust-Free & Low-Residue Technology: Clean Writing Experience

Proprietary formula ensures efficient erasing, minimizes debris scatter, keeps desktops clean, solve the problem of traditional eraser debris, and enhances user comfort.

03 Precise and Applicable： Targeted functional design

Tailored models for high-graphite pencils & writing pens,meeting diverse needs with precision and efficiency.

04 Safety and Environmental Certification

Products meet REACH, EN 71-1/2/3/9, SVHC, PAHS; factory audits include BSCI, ICS, SEDEX, BEPI, FAMA.

Multifunctional Pencil Sharpener: Performance exceeds expectations.



Precision blades:
The key to sharpness and durability

High-alloy blades, precision ground & heat-treated for sharp, durable performance and smooth, efficient sharpening （> 20 pencils)



Multifunctional integration:
Enhancing added value

Develop integrated products featuring an eraser, pen cap, lighting or creative design, to meet the diverse needs of users and enhance the practical value of the products.



Safety and user orientation:
Comfort and safety assurance

Dust collecting design, effortless use. Safe and comfortable for all ages.

Writing Pen/Non-sharpening Pencil: Smooth writing, write the future



Core of writing: Smooth and long-Lasting writing performance

Using ultra-precision ball tips and custom eco-friendly ink,ensuring extended writing length and uninterrupted smoothness



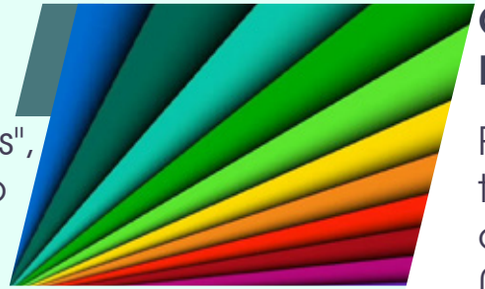
Eco-friendly barrel, practicing circular economy

Innovative erasable rubber pen barrel with eco-friendly materials, reducing virgin plastic use and advancing circular economy.



Modular System: The Concept of Sustainable Pen Barrels

We advocate"sustainable pen barrels", offer large-capacity universal refills to reduce plastic use. Users can keep using pen barrels by replacing refills, minimizing resource waste.



Color and Personality: Diverse Design Options

Partnering with international design teams,we provide diverse color options and surface finishes (matte, glossy, rubber paint) to meet users' personalized aesthetic demands.

Product Display









Product Display













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Our Core Strength

International design teams with global perspective and local insights



Cross-regional team composition

An Euro-Asian design team blends global trends with European tastes for East-West design fusion.



Full-process design service

We offer a full service chain from market trend analysis, conceptual design,3D modeling to UX optimization and packaging design, covering the entire product development cycle.



ODM/OEM solution capabilities

Turn brand ideas into competitive products,with professional ODM/OEM services for product differentiation.

Full-process manufacturing and quality control: From raw materials to finished products



Strict raw material inspection

Strict RoHS/REACH raw material checks for safe, high-quality sourcing.

Efficient production process

Adopt automated and lean production modes for injection molding and assembly processes,ensuring production efficiency and product consistency.

Multi-dimensional quality inspection

Full quality control via online inspections (size/-function/look) & lab tests. (writing/erasibility/aging/safety)

Final inspection and packaging

After final inspection, professional packaging follows. Over 15 key QC points ensure zero defect delivery.



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Our Commitment

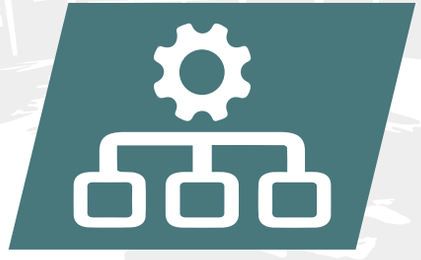
Sustainable Development

Green Manufacturing: Energy-Efficient Facility Upgrades & Waste Management



Factory energy-saving renovation project

Energy-saving retrofits for factory equipment and lighting, adopting high-efficiency motors & LEDs, reduce energy use per unit of output and improve efficiency.



Waste classification management system

We set up a waste classification system to sort/store/treat production waste by type, boosting recycling and cutting landfill use.



Keep optimizing the carbon footprint

We optimize production and logistics to continuously monitor and reduce factory carbon emissions, advancing carbon footprint reduction.

Environmental Compliance: International Certifications

Status of FSC Certification Acquisition

We obtained FSC certification, ensuring our wood/materials are sustainably sourced and meet global environmental standards.

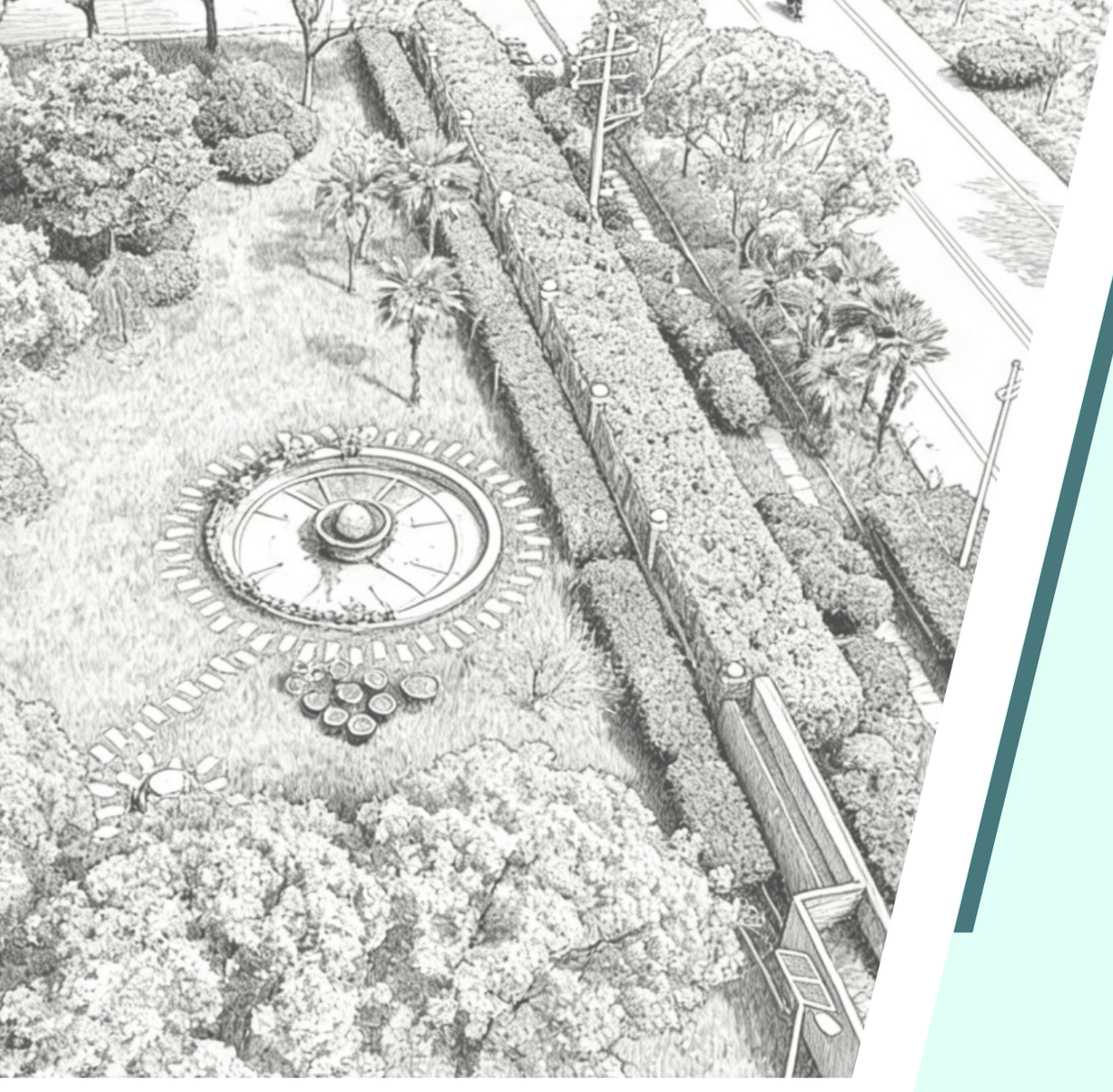
Achieved BEPI Certification Compliance

By evaluating and managing supply chain environmental performance, we reduce risks, boost sustainability, and comply with tough laws and consumer demands.

EU Environmental Regulatory Compliance Assurance

Conform to current and future EU environmental regulations, guaranteeing seamless market access in Europe.





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Cooperation Models

Your Flexible Choice

OEM/ODM Service



OEM： Precision Replication, Standard Compliance Guaranteed

Strictly follow client drawings & quality standards, ensuring consistent, compliant production for brand reliability.



ODM： One-stop Solution From Concept to Finished Product

Integrate market trend analysis, concept design, 3D modeling, user experience optimization and packaging design, quickly transform the client's brand concept into a competitive product, and provide complete ODM/OEM services.

Joint development and full-process service support

Joint Development: Deep Collaboration, Co-Creation of Innovations

We co-invest with clients in targeted markets and innovative concepts to develop differentiated products with shared risks and rewards.

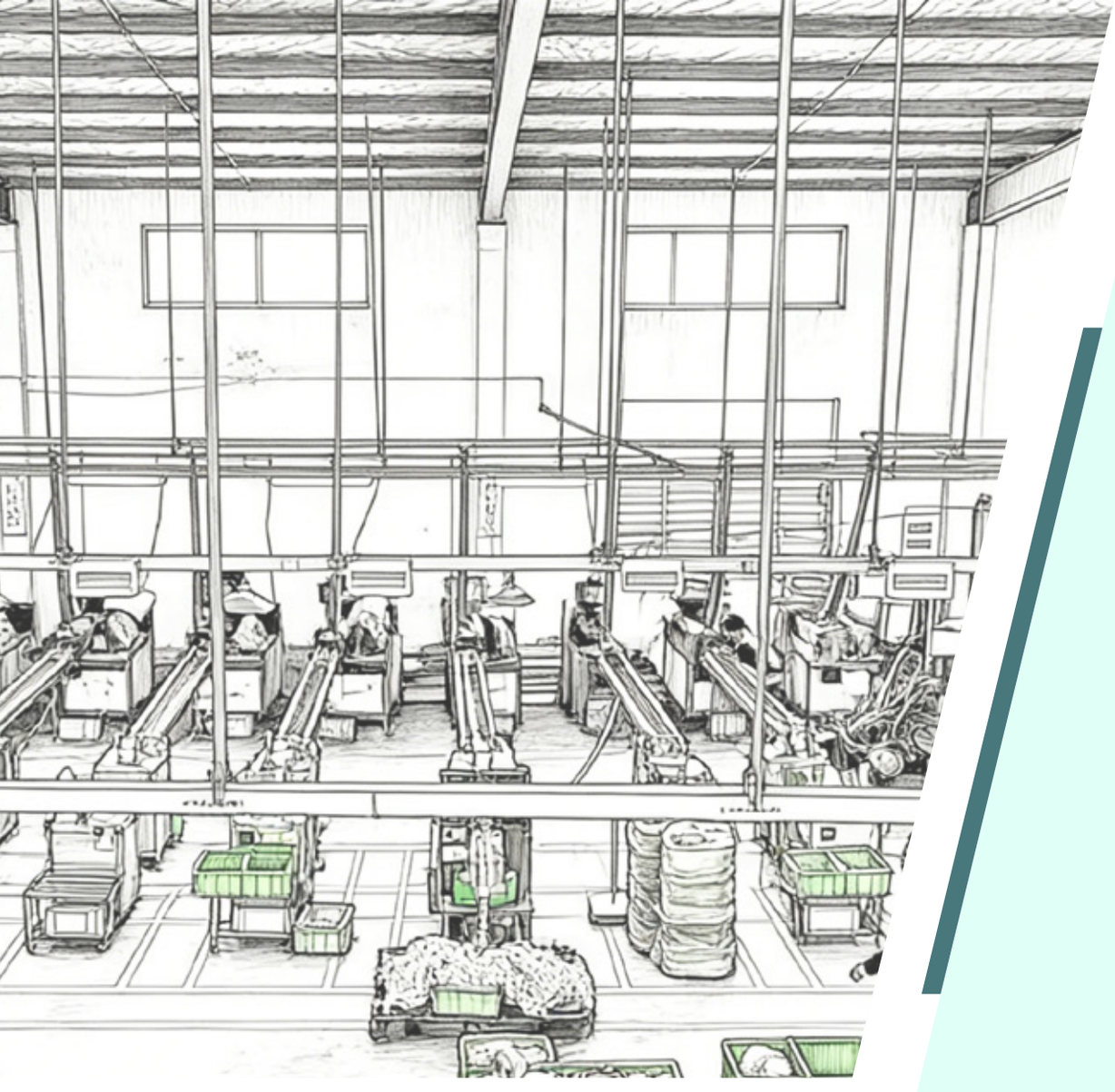
Mold Development & Low-Volume Pilot Production: Rapid Validation, Flexible Adjustment

Mold development services, supporting low-volume pilot production to test product performance and market feedback. This enables timely design optimization and minimizes risks in mass production.

Mass Delivery & Logistics Support: Efficient Fulfillment, Global Reach

We ensure the timely delivery of large orders and provide logistics assistance services to guarantee that the products arrive smoothly at their destinations worldwide.





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Why choose us?

Joint development and full-process service support

Product Mastery – Crafting premium, not mass

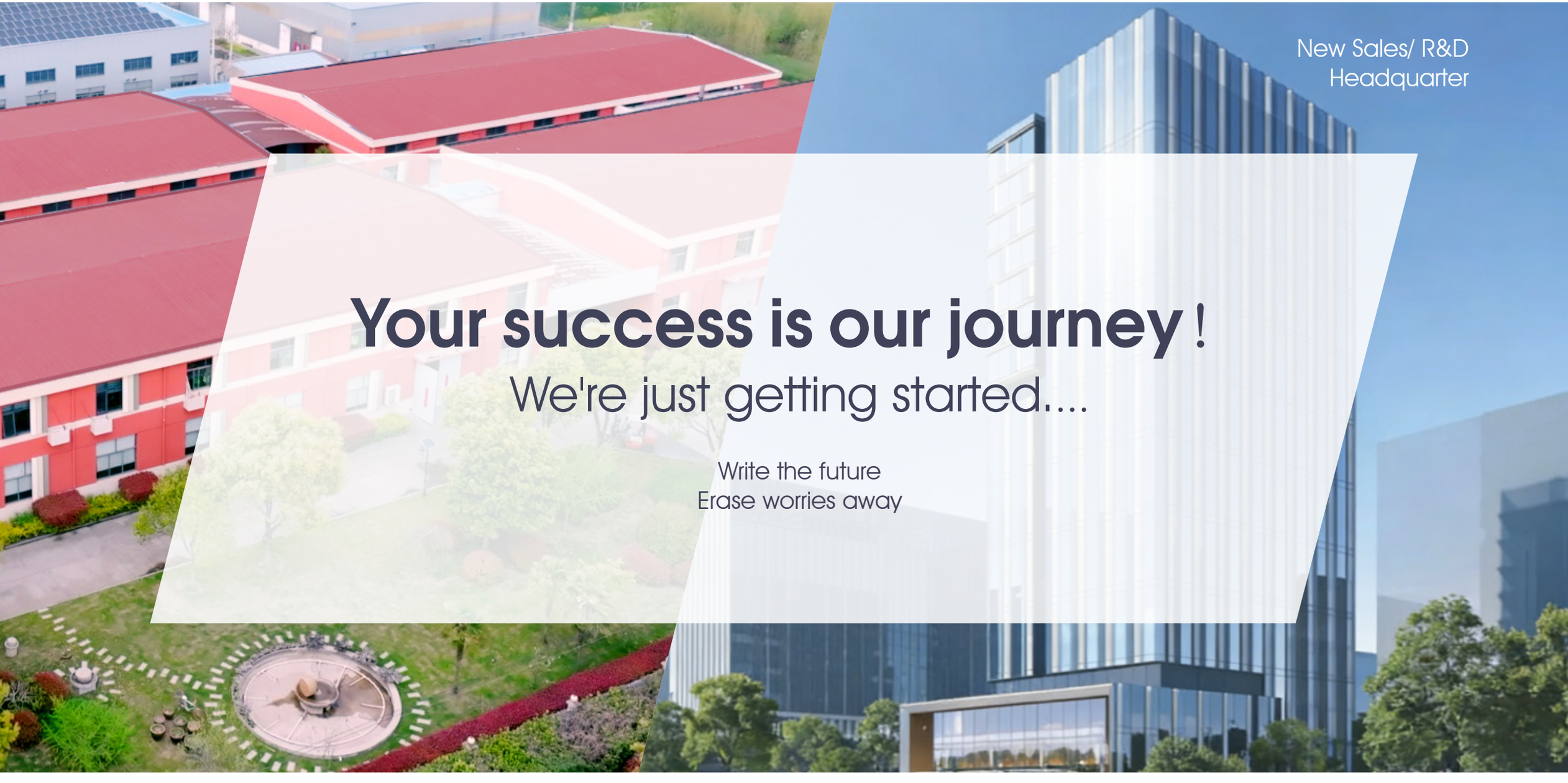
Years of Expertise – Deep heritage, trustworthy partner

Global Design – Differentiating your products

European Core – Understanding your market & standards

Full-Chain Control – Stable quality, delivery & cost

Green DNA –Comply with future regulations and consumer expectations



Your success is our journey !

We're just getting started....

Write the future
Erase worries away