桦德时代
HUADE TIMES

无机新材 HUADE TIMES
墙身专家

# 招商项目书
# 无机新材料赛道

INVESTMENT BROCHURE
THE INORGANIC NEW MATERIALS TRACK

广东桦德时代新材料股份有限公司
GUANGDONG HUADE TIMES NEW MATERIAL CO., LTD

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# 全球首家
# 全无机墙身体系主导者

THE WORLD'S FIRST PIONEER
IN ALL-INORGANIC WALL SYSTEMS

颠覆性无机新材料　　重新定义墙身建设

REVOLUTIONARY INORGANIC NEW MATERIAL REDEFINING WALL CONSTRUCTION

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# 1

## 市场背景
MARKET BACKGROUND

国家层面已将绿色建材列为重点发展方向

绿建政策红利持续释放

二手房市场已经接替新房成为市场交易的主战场

新房市场规模收缩，主动去库存化

At the national level, green building materials have been designated as a key development priority.

Policy dividends for green building continue to be released.

The resale housing market has replaced the new-home market as the main arena for real estate transactions.

The new-home market is shrinking, with proactive destocking underway.

# [绿建政策精准导向]

PRECISION-ORIENTED POLICY FOR GREEN BUILDING MATER




## 《城乡建设领域碳达峰实施方案》

--国家发改委、住建部

**明确“到2025年，**

**城镇新建建筑全面建成绿色建筑”的强制要求**

Establish a mandatory requirement that “by 2025,
all new urban buildings must be constructed as green buildings."

# [绿建政策精准导向]

PRECISION-ORIENTED POLICY FOR GREEN BUILDING MATERIALS

## 《绿色建材产业高质量发展实施方案》

--工信部等十部门

**2026年绿色建材年营收超3000亿元，年均增长10%以上**

By 2026,the annual revenue of the green building materials sector is expected to exceed 300 billion yuan,with an average annual growth rate of over 10%.

**政府采购政策实施城市不少于100个**

Government procurement policies are implemented in at least 100 cities.

**绿色建材产品认证证书达到12000张**

The number of green building materials certification certificates has reached 12,000.

**形成一批国际知名度高的绿色建材生产企业和产品品牌**

Develop a group of green building materials manufacturers and product brands with high international recognition.



中华人民共和国工业和信息化部

请输入关键字

首页 组织机构 新闻发布 政务公开 政务服务 互动交流 工信数据

首页>工业和信息化部>机关司局>原材料工业司>文件发布

标 题：工业和信息化群十部门关于印发焊色建材产业高质量发展实施方窗的通知

发文字号：工信部联原〔2023〕261号

成文日期：2023-12-29

发布机构：工业和信息化部

工业和信息化部等十部门关于印发绿色建材产业高质量发展实施方案的通知

工信部联原〔2023〕261号

各省、自治区、直辖市及计划单列市、新疆生产建设兵团工业和信息化、发展改革、生态环境、住房城乡建设、农业农村、商务、市场监管、金融监 管、广播电视主管部门，中国人民银行上海总部，各省、自治区、直辖市、计划单列市分行，中国建筑材料联合会：

# [绿建政策精准导向]

PRECISION-ORIENTED POLICY FOR GREEN BUILDING MATERIALS




## 《关于提升住房品质的意见》，有序推进“好房子”建设

--住建部

**推广隔音降噪、防水防反味、抗菌防霉、保温隔热等作用的材料和产品**

Promote materials and products that offer soundproofing and noise reduction, waterproofing and odor prevention, antibacterial and mold-resistant properties,and thermal insulation

**加大惠民实用的新技术、新材料、新产品推广应用**

Expand the promotion and application of new technologies,materials, and products that beneft the public

**推动企业向“好房子”建设集成商转型，打通研发、设计、生产、施工、装修、运维、服务等产业链，培育行业新质生产力。**

Promote the transformation of enterprises into integrators for “quality housing” construction,integrate the industrial chain encompassing R&D,design,production, construction,interior finishing,operations and maintenance, and services, and foster new productive forces within the industry.

# [二手存量房主导市场]

SECOND-HAND HOUSING DOMINATES THE MARKET

- **二手房成交量占全国住房总交易量的比重接近46%**

  Sales of existing homes account for nearly 46% of total housing transactions nationwide.

- **全国一二线核心城市二手房占比超过60%**

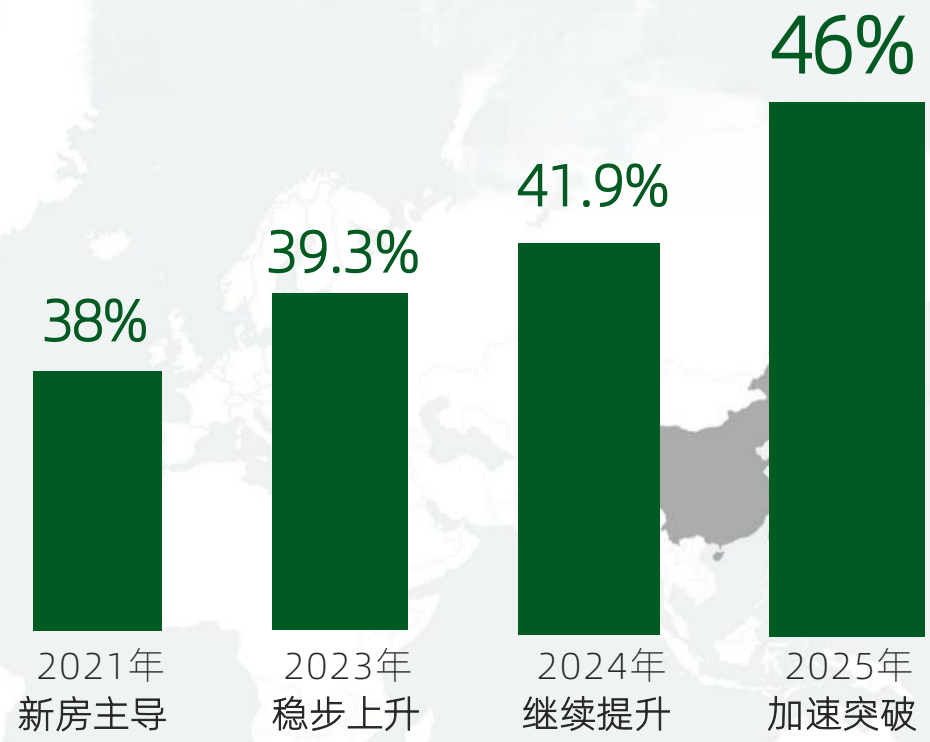
  Second-hand homes account for more than 60%of the housing market in China's first-and second-tier core cities.

- **上海及珠三角广州、深圳、东莞等，创近4年来的新高**

  Shanghai and cities in the Pearl River Delta such as Guangzhou, Shenzhen, and Dongguan have reached their highest levels in nearly four years.

- **成都成交规模在前30城中排在首位，合肥成为楼市“黑马”**

  Chengdu ranked first in transaction volume among the top 30 cities, while Hefei emerged as a “dark horse” in the housing market.




*数据来源：《2025国民经济和社会发展统计公报》、新华社、中指数据

# [存量改造需求爆增]

SURGING DEMAND FOR EXISTING HOME RENOVATION



城镇住宅房龄超20年

占比35%

——国家统计局

2025年新开工改造城镇老旧小区2.71万个

投资32亿元

—— 中国建筑装饰协会

2026年存量房翻新

占比65%

—— 中指研究院

2026年存量房翻新市场规模有望

突破2.5万亿元

—— 中国建筑装饰协会

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根据中国消费者协会发布的数据

2025年前三个季度

房屋装修及物业服务类投诉量达16457件

According to data released by the China Consumers Association, the number of complaints related to housing decoration and property services reached 16,457 cases in the first three quarters of 2025.

# 2

## 行业痛点
INDUSTRY PAIN POINTS

# [工程质量痛点]
ENGINEERING QUALITY PAIN POINTS

## 水泥砂浆
cement mortar

- 返碱efflorescence
- 空鼓hollowing / hollow spot
- 开裂cracking
- 工序繁琐
  cumbersome construction process



## 抗裂砂浆
crack-resistant mortar

伪环保

- 表面结皮，不可收光
  Surface skinning occurs; no troweling possible.
- 内部结构松散，易返碱
  Loose internal structure prone to efflorescence.
- 纤维易老化，无法大面积使用
  Fibers age easily and are not suitable for large-area application.



## "性能"添加剂
performance additive

不环保

- 易老化
- prone to aging
- 脱层不兼容
- Delamination & incompatibility




## 腻子putty

不环保

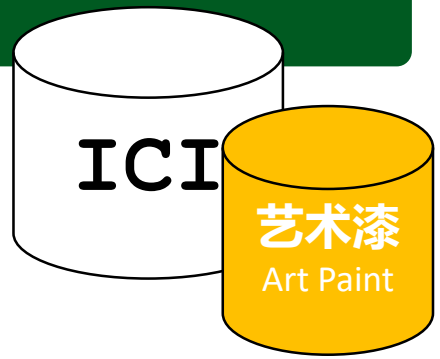
- 甲醛污染
- formaldehyde pollution
- 粉化掉皮
- Chalking and peeling
- 发霉返碱
- Mildew and efflorescence



## 乳胶漆
latex paint

不环保

- 甲醛污染
  formaldehyde pollution
- 空鼓开裂
  Hollowing and cracking
- 变黄掉色
  Yellowing and fading

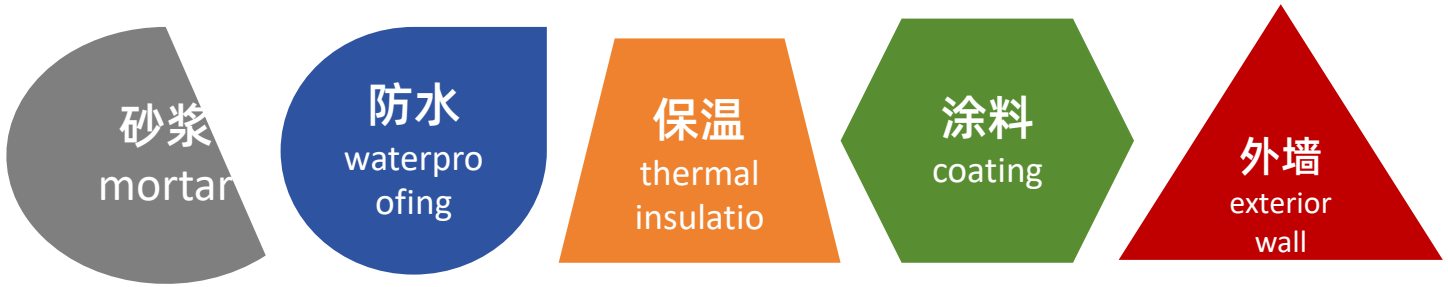


# [体系割裂、产品孤岛]

SYSTEM FRAGMENTATION & PRODUCT SILOS

**传统的建材企业**
**走「分工路线」**

Traditional building material enterprises adopt a division-of-labor model




- 不做涂料 No coating applied
- 不做抹灰 No plastering
- 不做饰面 No finish coat
- 不懂基层 Lack of understanding of the base layer
- 不懂内墙 Not familiar with interior walls

**无统一体系、层层不兼容**

No unified system, with incompatibility at every layer.

# [消费者投诉频发]

FREQUENT CONSUMER COMPLAINTS

## 01报价不透明

Lack of transparency in pricing

装修材料报价与市场价差异大

隐性消费频发

There is a huge discrepancy between quoted prices and market prices for decoration materials, and hidden charges are common.





## 02设计施工脱节

Disconnect between design and construction

设计方案与最终效果存在偏差 设计师套用旧方案

There is a discrepancy between the design plan and the final result, as designers often reuse outdated templates.

## 03施工质量不均

Inconsistent construction quality

不同环节质量参差不齐

衔接混乱

Uneven quality across different processes and chaotic coordination between stages.





## 04售后推诿

After-sales shirking of responsibility

出现问题互相推卸

找不到责任主体

When problems arise, parties pass the buck to each other and no responsible party can be identified.

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# 3

## 我们定位
Our Positioning

**我们是墙身专家**

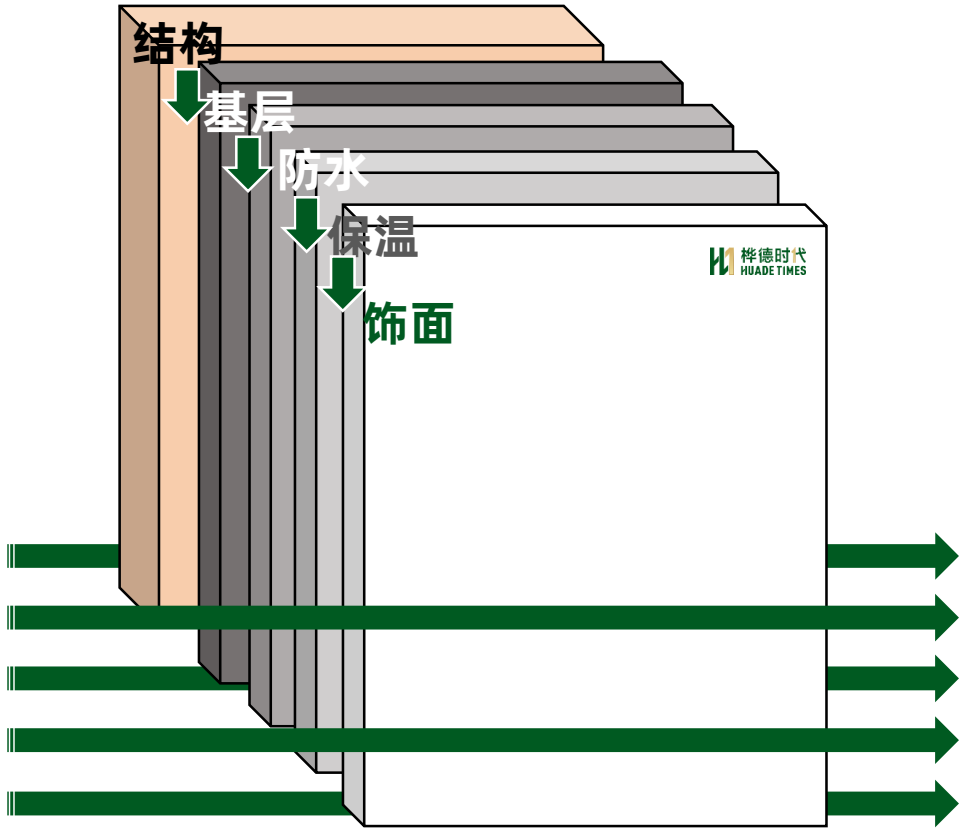
**开创全球首个无机体系墙身一体化解决方案**

We are experts in wall systems. Pioneering the world's first integrated wall solution with an all-inorganic system.

# [通体无机一体化]

CORE DIFFERENTIATION

桦德时代『硅酸盐氮化硅』
核心技术始终贯穿
Huade Times: Silicate Silicon Nitride
— Core Technology Throughout




- 固化机理一致
  Identical curing mechanism
- 膨胀系数一致
  Identical expansion coefficient
- 硅化反应一致
  Identical silicification reaction
- 与墙体结合方式一致
  Identical bonding mechanism with the wall
- 全体系无有机胶
  No organic adhesive in the entire system
- 全体系同寿命、同材质、同收缩
  The entire system features the same service life, same material composition, and same shrinkage rate

**各层化学反应的底层原理统一**

The underlying principles of chemical reactions are consistent across all layers.

# [全球首家全无机墙身体系主导者]

THE WORLD'S FIRST PIONEER IN ALL-INORGANIC WALL SYSTEMS

桦德时代，不仅仅是无机涂料品牌。

它是全球第一个、也是目前唯一一家

**真正实现「全墙体、全无机、全链路」一体化系统的企业。**

Huade Times is more than just an inorganic coating brand.

It is the world's first, and currently the only enterprise to

**truly realize an integrated system featuring full-wall, all-inorganic, full-chain solutions.**

桦德时代
HUADE TIMES

无机新材/HUADE TIMES
墙身专家

以独家无机新材料技术为底层支撑

实现从“卖单一材料”到“卖体系解决方案”的差异化竞争

Powered by our exclusive new inorganic material technology, we achieve differentiated competition by shifting from "selling single materials" to "providing systematic solutions".

# 4

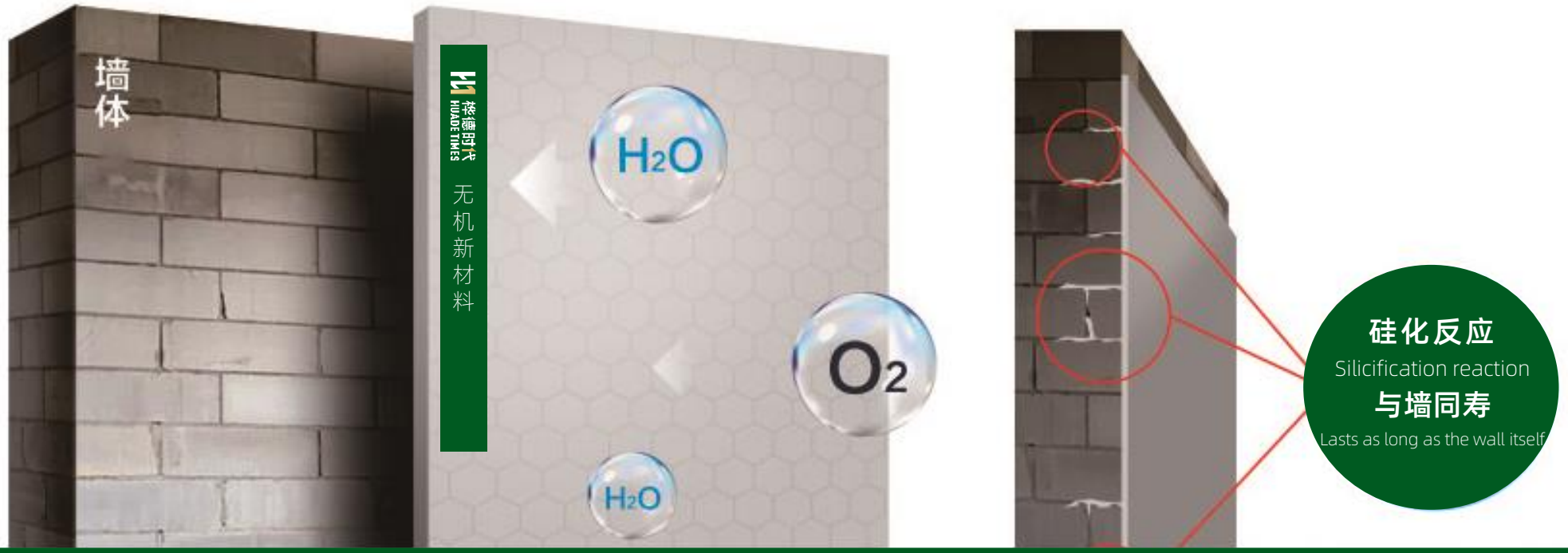
# 独家技术壁垒

EXCLUSIVE TECHNOLOGICAL BARRIERS

# [技术原理]
TECHNICAL PRINCIPLES

桦德时代
HUADE TIMES

## 成品墙体持续与空气中水和氧反应达到铆固作用
The finished wall continuously reacts with water and oxygen in the air to achieve anchoring and consolidation.




**市面上腻子粉与抗裂砂浆配方多取用含纤维素与胶粉配方，只是简单的附着性胶结。而我们的145#薄抹灰浆是双组份无机化学凝胶反应，通过水分子进入基材毛细孔，形成多点铆固粘合。随时间推移还可以继续反应，直到与基材完全融合。**

Most putty powders and anti-crack mortars on the market are formulated with cellulose and rubber powder, which only provide simple surface adhesion. Our No.145 Thin-Coat Plaster Mortar, however, achieves bonding through a two-component inorganic chemical gel reaction.
Water molecules penetrate the capillary pores of the base material to form multi-point anchoring bonds. It continues to react over time until fully integrated with the substrate.

# [产品矩阵]
PRODUCT PORTFOLIO

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| 砌筑 masonry | 抹灰 plastering | 贴砖 tiling | 中涂 Intermediate | 饰面 Finish | 辅材（含修缮） Supporting Materials (for Renovation) |
|---|---|---|---|---|---|
| 145#砌筑灰浆 Masonry Mortar | 145#薄抹灰浆 Thin-Coat Plaster Mortar | 145#墙地砖专用灰浆 Wall & Floor Tile Specialty Mortar | 145#珍珠白 Pearl White | 陶尔米纳奢皮系列（肤感） Taormina Luxury Leather Finish Series (Soft-touch Finish) | 防水型修复灰浆 Waterproof Repair Mortar |
| | 145#混凝土专用灰浆 Concrete Specialty Mortar | | 145#月光白 Moonlight White | 太平洋黄金石系列（汉白石、黄龙石） Pacific Golden Stone Series (Han White Stone / Yellow Dragon Stone) | 防水促进剂 Waterproof Accelerator |
| | 145#防水型灰浆 Waterproof Mortar | | 145#月光白Pro+ Moonlight White Pro+ | 液态无机涂料 Liquid Inorganic Coating | 固化促进剂 Curing Accelerator |
| | 145#保温型灰浆 Thermal Insulation Mortar | | | | 抗污促进剂 Anti-Stain Accelerator |
| | | | | | 附着力促进剂 Adhesion Promoter |
| | | | | | S2 防水嵌缝粘接剂 S2 Waterproof Jointing Adhesive |
| | | | | | 裂缝修复剂 Crack Repair Agent |

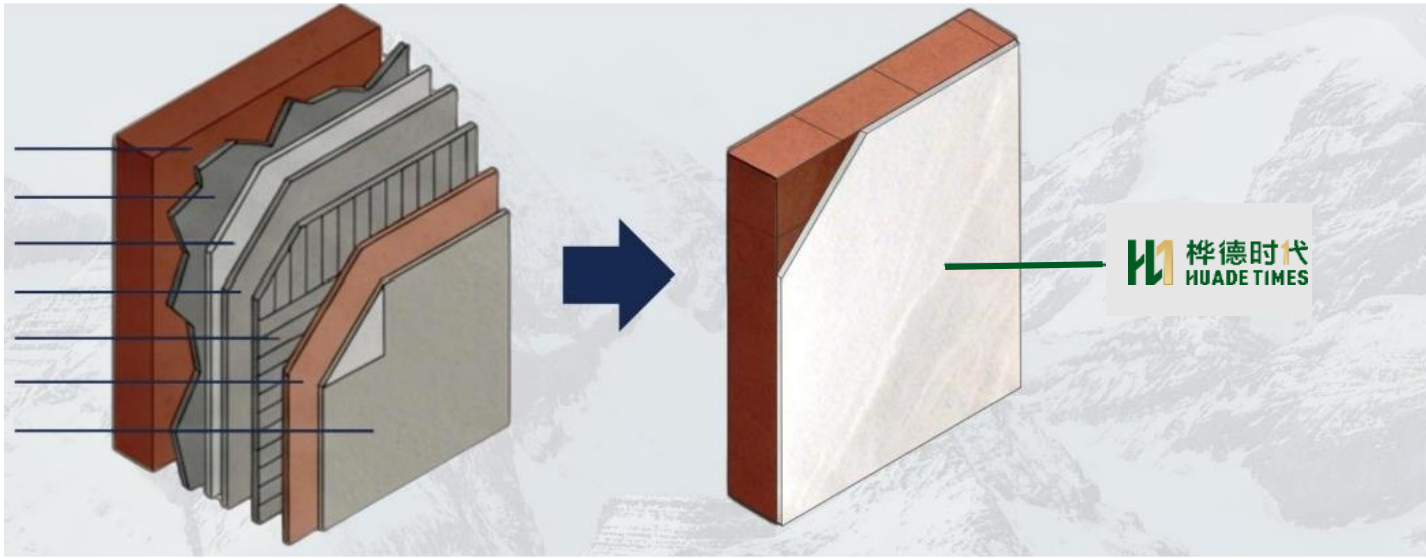
# [工艺体系]
PROCESS SYSTEM

桦德时代
HUADE TIMES

## 创新工艺，节省工序，缩短工期，以一抵多
The finished wall continuously reacts with water and oxygen in the air to achieve anchoring and consolidation.

传统模式(Traditional)

桦德时代(HUADE TIMES)




(施工周期：15-20天)
Construction period: 15-20 days

(施工周期：3天)
Construction period: 3 days

**我们研发出“硅酸盐氮化硅技术”(经中国科技部核查确认为国内首创)，成熟应用于墙身建造领域，打造高硬度的底面一体化无机材料层，革新墙身“智造”工艺**

We have developed the "Silicon Nitride-Silicate Technology", verified by the Ministry of Science and Technology of China as the first of its kind in China. It has been maturely applied in wall construction to create a high-hardness inorganic material layer integrating base and finish, revolutionizing the wall "intelligent manufacturing" process.

# [强悍性能]
EXCEPTIONAL PERFORMANCE

桦德时代
HUADE TIMES



## 防水抗渗
Waterproof & Anti-Seepage

与基层发生渗透性硅化反应
形成防水的硅化石表层
Produces a permeable silicification reaction with the base layer, forming a waterproof silicified stone surface.



## 抗压抗裂
Compressive strength and crack resistance

保水率99.8% 粘接强度、拉拔强度超高
Water retention rate: 99.8% .Ultra-high bonding strength and pull-out strength



## 防火阻燃
Fire-resistant

A级防火 高温下不释放有毒气体

Class A fireproof; no toxic gases released at high temperatures.



## 防潮防霉
Moisture-proof and mildew-resistant

天然无机 不含营养、不滋养霉菌
Natural inorganic material
Contains no nutrients and will not nourish mold



## 保温隔热
Thermal insulation

导热系数低 热阻效果明显

Low thermal conductivity with obvious thermal resistance effect.



## 防返碱
Prevent efflorescence

无机碱性材料 不起皮、粉化
Inorganic alkaline material
No peeling or powdering



## 超高环保
Superior Environmental Protection

纯无机、零甲醛、零VOC “12个零”环保标准
Pure inorganic, zero formaldehyde, zero VOC
Compliant with the "12 Zeros" environmental standards



## 无放射危害
No radioactive hazards

天然原料，放射性检测值仅为国标安全限制的十分之一。
Made from natural raw materials, its radioactive detection value is only one-tenth of the national safety limit.

*上述性能均取得国家检测中心 CMA国标检测报告 National Testing Center CMA National Standard Test Report

# [体系认证]
SYSTEM CERTIFICATION

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《碳足迹报告》
Carbon Footprint Report

《绿色建材三星级认证》
China Three-Star Green Building Material Product Certification

《科技查新报告》
Scientific and Technical Novelty Search Report

《环境产品声明(EPD)》
Environmental Product Declaration (EPD)

《SGS 安全检测报告》
SGS Safety Test Report

# [适用场景]
APPLICATION SCENARIOS




### （1）砌筑灰浆、薄抹灰浆
Masonry Mortar、Thin-Coat Plaster Mortar
代替水泥砂浆、抗裂砂浆
A substitute for cement mortar and anti-crack mortar

### （2）无机涂料（月光白、PRO+）
Inorganic Paint (Moonlight White, PRO+)
艺术干粉涂料，无需腻子，达到"找平+饰面"效果
An artistic dry-powder coating that requires no putty and delivers both leveling and finishing effects.

### （3）墙地砖专用灰浆
Wall & Floor Tile Specialty Mortar
代替瓷砖胶，不用背胶
A substitute for tile adhesive, with no need for back bonding agent.

### （4）艺术面层肌理
Artistic surface texture
浮雕系列，太平洋黄金石系列，陶尔米纳奢皮系列，对标艺术涂料
Relief Series, Pacific Golden Stone Series, Taormina Luxury Leather Series, comparable to high-end art coatings.

### （5）特种材料
Special Materials
一站式解决卫生间、阳台、地下室、外墙等涉水问题
Provides one-stop solutions to water-related issues in bathrooms, balconies, basements, exterior walls and other areas.

### （6）新建内外墙
New interior and exterior walls
代替仿石漆、真石漆、挂石贴砖
A substitute for stone-like paint, real stone paint, stone cladding and tile tiling.

### （7）修缮翻新工程
Renovation & Refurbishment Projects
对旧建筑原有内外墙翻新（马赛克不用拆）
Renovation of existing interior and exterior walls of old buildings (no need to remove mosaic tiles).

### （8）适用不同基材
Suitable for various base materials
混凝土墙、ALC墙板槽钢、金属、玻璃等
Concrete walls, ALC wall panels, channel steel, metal, glass, etc.

### （9）隔音、保温隔热工程
Sound Insulation, Thermal Insulation Projects
产品具有多项附加属性，适用多种场景的专项工程（天面防水、保温）
Our products come with a variety of additional properties and are suitable for special projects in diverse scenarios (roof waterproofing, thermal insulation).

### （10）特殊场景综合方案
Comprehensive Solutions for Special Scenarios
解决开裂、渗水、松散、附着力差的墙面
Solves wall problems such as cracking, water seepage, loosening and poor adhesion.

# [实践案例]

EXCLUSIVE TECHNOLOGICAL BARRIERS

工建项目
Industrial &
Construction Projects

民生项目
Livelihood Projects

别墅度假
Villa & Resort Projects

商品住宅
Commercial
Residential Buildings



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# 5

品牌赋能
Product Matrix

**依托品牌全域资源，**
**一站式输出形象、流量、物料与技术培训支持。**
**全程护航市场运营、施工落地与订单拓展，**
**赋能合作伙伴高效拓客增收，**
**共赢长远市场。**

Relying on comprehensive brand resources,
we provide integrated support in image building, traffic exposure,
materials and technical training.We fully safeguard market operation,
construction implementation and order development,empower partners to gain customers and
increase revenue efficiently,and achieve long-term win-win development.

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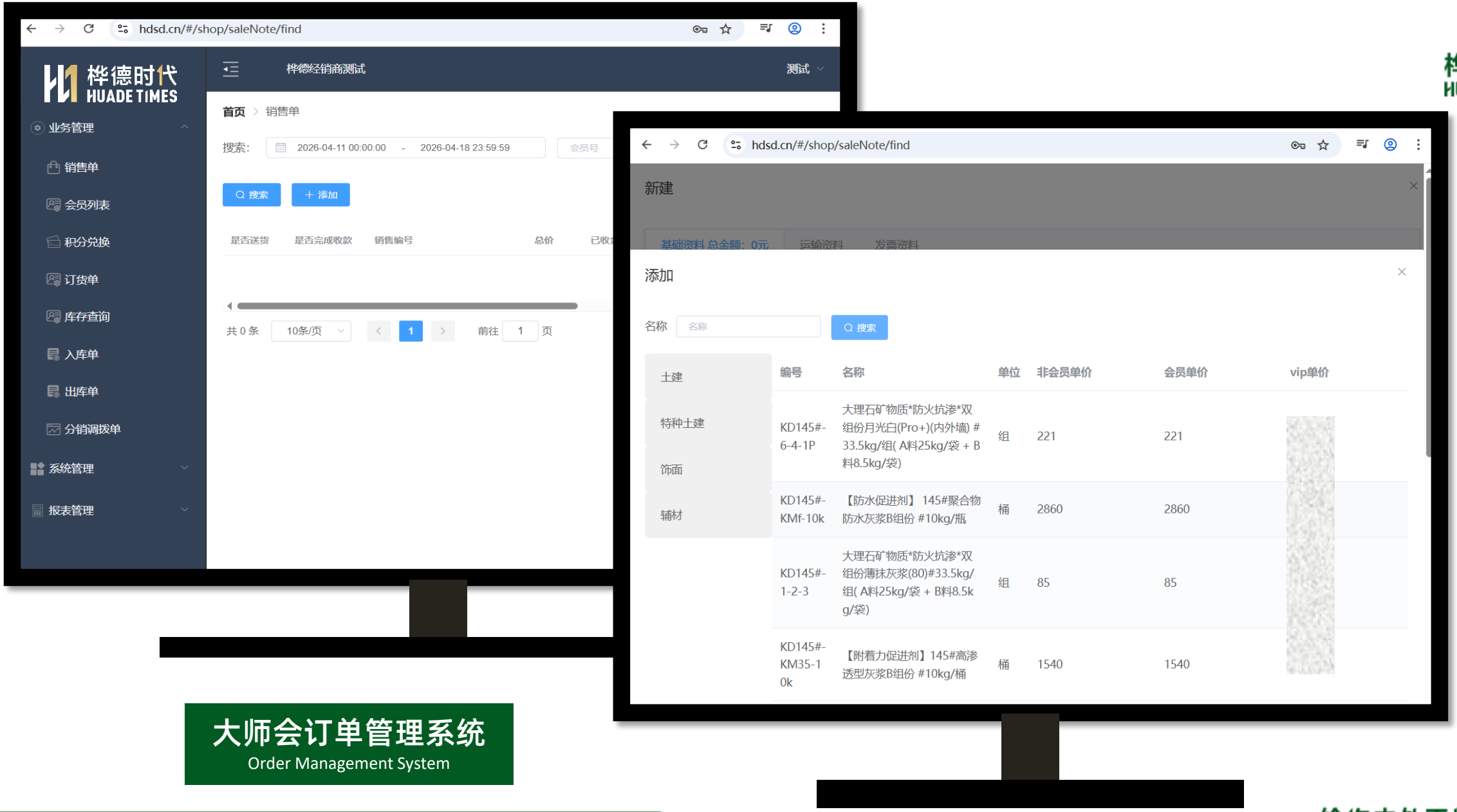

**施工指引视频**
Construction Guidance Video Account




**产品宣传视频**
Product Promotion Video Account




**直播带货**
Live Streaming Sales




# 大师会订单管理系统

Order Management System




工艺性能讲解
Explanation of Process Performance



产品知识培训
Product Knowledge Training



施工实操培训
Construction Practical Operation Training




新媒体运营培训New Media Operation Training



施工无忧培训Construction Worry-Free Training




施工实操培训Construction Practical Operation Training

# [赋能政策]

SUPPORT POLICIES

桦德时代
HUADE TIMES

**01门店设计、施工方案，确保店面形象统一专业**
Store design and construction plans to ensure a unified and professional store image.

**03定期推送BC端精准客户资源，缩短市场开拓周期**
Regularly push precise customer resources for B and C ends, shortening the market development cycle.

**05节日营销方案，活动策划、宣传物料等，帮助代理商把握销售节点，提升业绩**
Festival marketing plans, event planning, promotional materials, etc., to help agents seize sales nodes and boost performance.

**07联合代理商开展新媒体内容共创、账号运营等深度合作，扩大线上影响力**
Cooperate deeply with agents in new media content co-creation and official account operation, so as to expand online brand influence.

**08使代理商快速建立5-10家本地云连锁分销商，通过"专属账号+云连锁"双渠道构建区域影响力，长期共赢**
Help agents quickly establish 5 to 10 local cloud chain distributors, build regional influence through the dual channels of "exclusive account + cloud chain", and achieve long-term win-win results.

**09为代理商定制招商或品牌宣传视频，并在主账号全平台发布，增强品牌曝光与影响力**
We will customize investment promotion or brand promotion videos for agents and release them on all major platforms through our official master accounts, so as to enhance brand exposure and influence.




**02大师会定期更新工艺培训课程，进阶的产品组合使用方法，分享常见痛点难点应用落地案例方案**
Our technical masters regularly update construction technology training, advanced product matching application skills, and practical case schemes targeting common construction problems.

**04定期组织线上交流会，解答产品应用疑问，分享市场运营经验，助力代理商稳步成长**
Regularly hold online exchange meetings to answer questions about product application, share market operation experience, and support agents to achieve steady growth.

**06展位KV设计、平台宣传造势**
Booth KV design & platform publicity promotion

**08引入行业大师资源，通过高端圈层互动与裂变营销，实现业务倍增**
Introduce industry master resources, and realize business multiplication through high-end circle interaction and fission marketing.

**10在投标过程中提供可行性报告、项目说明书等专业材料支持，提升项目中标率**
Provide professional document support such as feasibility reports and project specifications during bidding processes, so as to improve bidding winning rate.

**12方便转发的宣传手册、海报、视频、技术指引、《施工无忧》方案**
Provide easily shareable promotional materials including brochures, posters, videos, technical guidelines, and the "Construction Worry-Free" Plan.

桦德时代
HUADE TIMES

无机新材 HUADE TIMES
墙身专家

构建完善生态系统
拓宽渠道布局已成为企业发展的核心路径
通过资源整合形成协同效应
能够有效提升整体运营效率与市场竞争力；
精准卡位赛道、抢占先发红利，
则能在行业格局中占据优势，实现可持续增长与价值突破。

Building a sound ecosystem and expanding channel layout
has become a core path for enterprise development.
By integrating resources to create synergy,
companies can effectively enhance overall operational efficiency and market competitiveness.
Accurately securing a position in the industry and seizing first-mover advantages
will enable them to gain an edge in the market landscape,
achieving sustainable growth and value breakthroughs.

6

# 生态 · 渠道 · 整合 · 卡位

ECOSYSTEM · CHANNELS · INTEGRATION · POSITIONING

# [三级生态系统]
THREE-TIER ECOSYSTEM

桦德时代并非简单的建材销售商，

而是绿色建筑生态系统的服务商。

我们要跳脱单一品类内卷，

从“点状产品”升级为“面状系统”，
构建三大生态层级。

HUADE TIMES is not merely a building materials retailer, but a service provider dedicated to green building ecosystems. We aim to break free from the involution of single-category competition, upgrade from "point-based products" to "planar systems", build three major ecological levels.







01

## 产品生态
Product Ecosystem

全场景覆盖
Full-scenario Coverage

从砌筑到抹灰 From masonry to plastering,
从中涂到面层 From intermediate coats to finish coats,
从修复到抗污 From restoration to anti-fouling.

02

## 交付生态
Delivery Ecosystem

全流程闭环
Full-process closed loop

结构→基层→铺贴 →涂料→翻新
Structure → Base Layer →
Tiling & Finishing → Coating → Renovation

03

## 渠道生态
Channel Ecosystem

全触点渗透
Full touchpoint penetration

主材商、装饰公司、设计机构、
施工单位、翻新队伍
Main material suppliers,
decoration companies, design institutions,
construction units, renovation teams

桦德时代
HUADE TIMES

给你内外不怕水的墙
HUADE TIMES — KEEP YOUR WALLS IMPERMEABLE

桦德时代
HUADE TIMES

# [渠道拓展思路]

CHANNEL EXPANSION MINDSET




## 主材大商

Main Materials Distributor

瓷砖涂料等具备交付和渠道意识的集成大商

Large integrated distributors of tiles,paints, and other products with a strong focus on channels

## 产业经营商

Single-industry operator

单一装饰环节且具有系统升级路径的材料商

A materials supplier specializing in a single decorative application with a clear path for system upgrades

## 建材批发商

Building Materials Wholesaler

可差异化切入的多元化建筑材料代理商

A multi-segment building materials distributor with opportunities for differentiation

## 装饰公司

Decorating Company

以专区合作形式输出材料和工艺标准

Through specialized zone partnerships Provide materials and process standards

## 交付公司

Delivery Company

具有工料一体化思维的专项合作商

Specialized contractors with an integrated approach to labor and materials

# [六维整合效应]

SIX-DIMENSIONAL SYNERGY




**材料整合**
Material Integration
解决采购分散问题
Resolve the issue of fragmented procurement.

**性能整合**
Performance Integration
解决工序复杂问题
Resolve the issue of complicated construction processes.

**环保整合**
Environmental Integration
解决健康焦虑问题
Eliminate health concerns

**交付整合**
Delivery Integration
解决品质不一问题
Resolve issues of inconsistent quality

**工种整合**
Trade Integration
解决工人断层问题
Address the shortage of skilled workers

**业态整合**
Format Integration
解决行业割裂问题
Resolve industry fragmentation

以六大整合的协同效应，来构建桦德时代商业化运营平台的护城河

Leveraging the synergistic effects of six key integrations to build a competitive moat for HUADE TIMES' commercial operations platform.

# [精准卡位红利]

CAPITALIZING ON STRATEGIC POSITIONING

## 赛道红利·

Market Opportunities

存量翻新+绿色建材+无机材料 三重确定性BUFF叠加

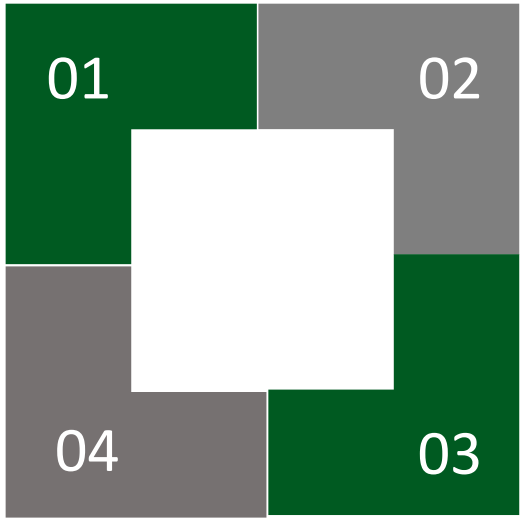
Existing Stock Renovation+Green Building Materials +Inorganic Materials
A Triple Boost of Certainty

## 存量红利·

Existing Market Potential

2亿套存量房、205万亿翻新市场
足以支撑百亿级企业

200 million existing housing units and a 205 tilion yuan renovation market-enough to support enterprises worth tens ofbilions




## 政策红利

Policy Advantages

2026年3000亿绿色建材目标
国家战略重点扶持

A 2026 target of 300 billion yuan in green building materials with key support from national strategy

## 竞争红利

Competitive Advantages

无机新材尚处蓝海
系统解决方案无人占据心智

The inorganic new materials sector remains a blue ocean,
No player has yet established a dominant position in system solutions

在绿色建筑强制推广的政策东风下，在存量翻新爆发的市场红利中，在材料科技革命的行业拐点处

**加入桦德时代，正当时！**

Against the backdrop of policies mandating the promotion of green buildings, amid the market dividend brought by the boom in stock building renovations, and at the inflection point of the industry driven by revolutionary material technologies.

**Jion HUADETIMES - Right at the prime time!**

# THANKS

谢谢您的观看

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