

# EAGLE *Link*

Issue 2, 2008

TUNG YUNG INTERNATIONAL LTD

A newsletter of Eagle stationery products

A Long  
**Successful**  
March into the future

**45 Years**  
*of innovation*

## Features

A Word from Chairman, Chan Siu Leung

- *45 Years of Innovation*

A Celebration of Success!

- *Eagle Soars at the 2006 & 2007 Office Products International Awards*
- *45 Years as a High Flyer*

Working Together Towards Success

- *The Importance of Team Work at Every Level*

## Eagle's Latest

Get Stylish with OMAX !

- *Up and Coming in 2008*
- *Introducing i-eagle*

New Packaging & New Color for Old Favourites

## Agents & Office Activity

Agents:

- *Rihan / KW Trade / FARM / Paragon / Sertic / Yoko / Deka*

Sales Office:

- *Poland / Australia / USA*

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**EAGLE**<sup>®</sup>



## FEATURES



Mr. Chan Siu Leung, Chairman  
Tung Yung International Limited

A Word from  
*Chairman*  
Chan Siu Leung

陳伯樂

### 45 Years of Innovation

It is with great pride and anticipation that we celebrate Eagle's 45th anniversary! Established in 1962, our company has withstood some of the major events of the past four decades including the Energy Crisis of the 1970s and more recently, the Asian Financial Crisis and the return of Hong Kong to Mainland China, both in 1997.

These momentous events have only strengthened our company and our resolve to create innovative stationery products. In the beginning, functionality was the main requirement for the lasting success of stationery products. However, today's competition is much keener with unique competitive advantages making our products stand out. Having started out with a modest range of staplers and staple products in Hong Kong, Eagle has grown to offer a diverse range of over 1,000 different types of products including metal, paper products and PP stationery. Our factories in Panyu occupy up to 100,000 square feet and employ over 3,000, highly quality staff. Together, we offer our customers a one-stop solution for innovative products.

Despite our stupendous growth through the years, we remain, essentially, a family owned company and hence retain those values that have made us so successful. We believe that personal development leads to better performance and loyalty and as a result, over the years we have become more organized, with different departments specializing in unique field including Marketing, Sales and so on.

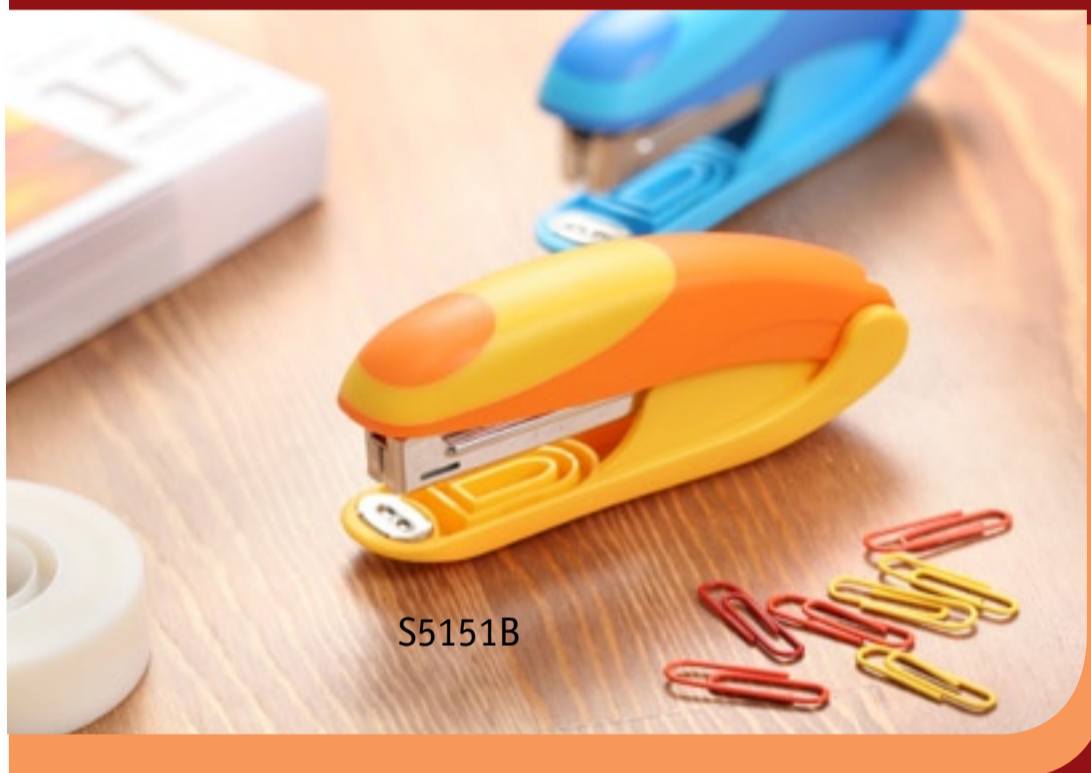
In the future, we hope to continue to be a leading stationery supplier and will use the latest technology for product innovation so that we will always be on the cutting edge of development. Foremost, we will strive to keep our customers happy and satisfied with our products so as to foster long-term and mutually beneficial relationships.



## EAGLE'S LATEST

 Get Stylish with OMAX!

To capitalize on the education and home markets, we have created a collection of products titled OMAX (office maximization). With this stylish collection of stationery, customers will be able to add a little style to their offices with products featuring a two-toned designs which brings adds more color to the designs. Stapler tops now feature a soft grip to increase handling comfort and we are also now introducing the second generation of Alpha products. This series will provide a complete range of desktop stationeries including staplers, hole punches, document trays, cash boxes, pen stands and much more.



S5151B



M5137B

P5134B

M5138B

M5135B

M5136B

*Begin the Brand New Year with OMAX!*



## Document Tray (F5139)

These fashionable, compact, stackable trays are the perfect organizational tool for the office or the home. Because they can be conveniently stacked on top of one another, you can use as many as you need for whatever the purpose. What's more, you can maximize on space by stacking the trays.

## Two-Hole Punches (P6148B, P6149B)

Specially-designed with soft padded areas, these two-hole punches are easy to hold and comfortable to use. Their non-skid surface makes them especially easy to handle. The open flap residue-container makes emptying the container quick and convenient.



## NEWS



Mr. Chan got the Exporter of the Year Award 2007 from OPI



Mr. Chan got the award of Industry Achievement 2006 from OPI



Mr. Chan was congratulated by the guest



Dinner at Chime Long Hotel

## A Celebration of *Success!*

Eagle Soars at the 2006 & 2007 Office Products International Awards



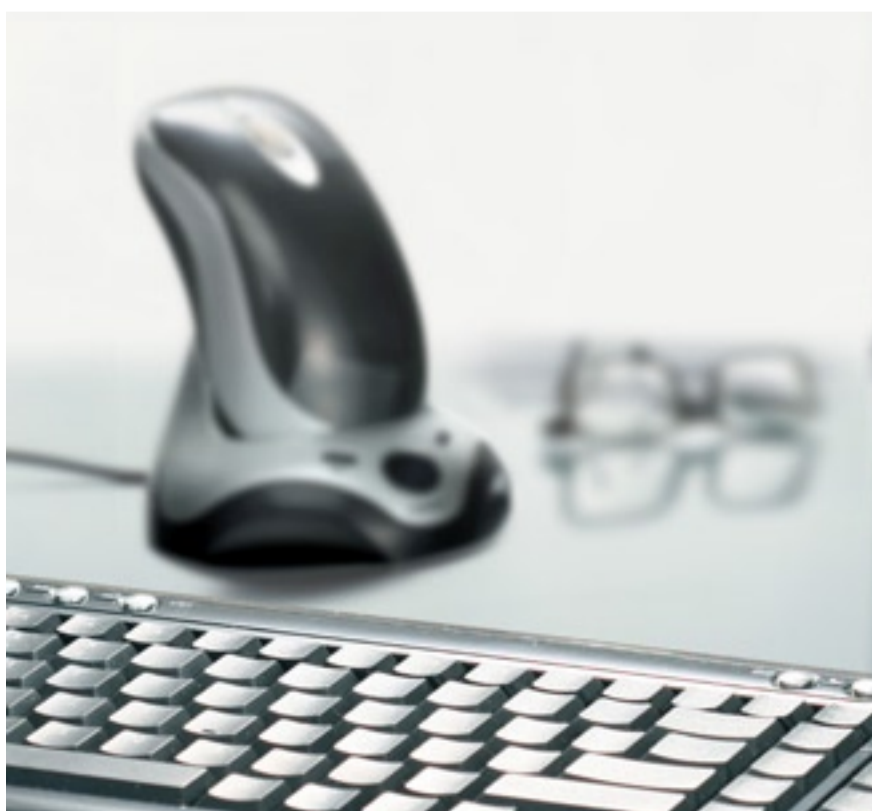
Organised by Office Products International (OPI), the Office Product Awards recognizes outstanding achievements and contributions to the Chinese office products industry. We are very proud of Chairman Mr.

Chan gets the award of Exporter of the Year 2007, and the award in Industry Achievement 2006, chosen by a panel of respected Chinese representatives.

### 45 Years as a High Flyer

To celebrate our 45th anniversary, an event was organized in Panyu in November 2007. All staff, vendors, partners and customers were invited to join us to share in the excitement and celebrate our success together. During the event, special performances by our staff kept everyone entertained, fostering the grand spirit of togetherness as we celebrated our successes together.

## EAGLE'S LATEST



### Introducing *i.eagle*

This brand new series of computer accessories brings a "new style to life" with a wide range of keyboards, PC cameras, mouse and mouse pads, speakers, microphones, USB hubs, card readers and so much more! These high quality, functional computer accessories are both stylish and efficient and are sure to make life much easier for the user. In the future, we hope to widen the product range and increase exposure for this new brand.

4 ports USB hub







We have expanded our Panyu factory by increasing floor in main tower and having one new factory building

# Working Together

Towards Success



## The Importance of Team Work at Every Level

An organization is only as strong as its people. That's why it's important to stress the importance of our Customer Service Assistants (CSA) who aid our Sales team in Hong Kong. All the work done by the Customer Service Assistants behind-the-scenes is important to our success. Their responsibilities include following-up on orders and assisting in sample arrangements. They must also liaise with the organization of shipments, ensure on-time delivery of products – an important point in our customer service – and also assist in product quality inspection.



advanced keyboard



computer USB speaker



PC cameras



USB wireless mouse

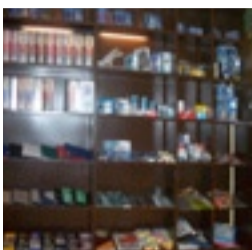


micro-phones



## AGENTS

### Rihan



Our partner Rihan in Mexico specializes in the sale of Eagle products such as the Electric Pencil Sharpeners, Glue Sticks, Sticky Notes, Sheet Protectors, Staplers

and Punches. This year they attended a show in PANAMA that was directed at the Latin America market and, in 2008, they have plans to organize a new show in Guadalajara, Mexico. Together, these promotional activities will increase knowledge and sales of the Eagle brand.

### KW Trade



For over 10 years, KW Trade has represented Eagle in Poland, working through the years to strengthen the Eagle brand in the Polish market. To this end, they have organized seasonal distribution meetings during which they present all Eagle products to potential clients directly. In addition to this, they periodically advertise Eagle products in top local magazines and distribute over 2,000 leaflets and brochures to refresh customer knowledge on the range of Eagle products.



## Eagle Agents Around the World

Rihan  
Mexico

Paragon  
Venezuela

Sertic  
Brazil

KW Trade  
Poland

Yoko  
Ukraine

Deka  
Iran

Farm  
Moscow

### Paragon



A valuable partner since 2003, Paragon C.A. was established in 1957 and remains a leading importer and nationwide distributor of office and computer accessories in Venezuela. This year they celebrated their 50th anniversary in the business with activities including a series of local celebrations throughout the country culminating with a major celebration in October 2007 to which they invited all clients, suppliers and friends.

### Sertic

We have worked with Sertic in Brazil since 1990 and it has been nearly a decade-long partnership from which we have both benefited. They have helped with the promotion of Eagle products in Brazil at the Escolar Fair held in August 2007, a special convention for the stationery industry. Our Alpha collection has also won 3rd place in the Brazillian office instrument competition organized by Paperl & Arte and Francal. Some of our other popular products in Brazil include staplers and glue sticks and we have high hopes for the OMAX collection's debut soon!



### Yoko

The Yoko Group – as part of the CHASPIK Company – has been our agent in the Ukraine lone time ago. Our products have been distributed through the CHASPIK hypermarkets as well as CHASPIK, which is the YOKO Group's chain of stationery shops. They have also taken on the promotion of Eagle products through the Stationery World 2007 event as well as by arranging presentations around the Ukraine for our products, the most popular of which have been staples, punches, staplers and cash boxes.





## EAGLE'S LATEST

 Farm

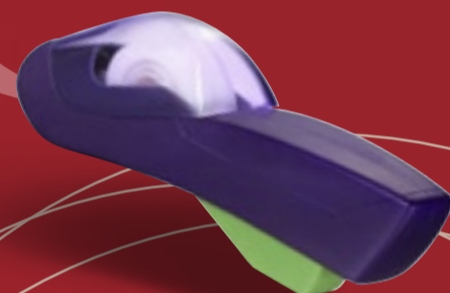

Farm is our agent in Russia and helps with the distribution of our products in Russia. Our relationship with Farm began in 2001 and has since prospered. Farm has 25

representatives in the region, including 8 large office centers and more than 100 retail points. In other regions, Farm works with a partner network that includes over 200 important companies. Farm distributes our products throughout Russia and counts staplers, punches, sticky notes and desk sets mainly used for offices amongst their most popular.

## Handheld Tape Dispenser



An innovative new tool that allows you to dispense and cut tape with just one hand. Unlike the traditional tape dispensers that exposed the blade and made it easy to be injured, the new design has completely avoided this problem and has even made this new product re-fillable.



## Alpha Brand New Look

Alpha has always prided itself on its ergonomic design. Its soft grip on staplers and punches were created to fit the shape of the users hands to make it more comfortable to carry and to use. Amongst its other products were staple removers and pencil sharpeners. Now Alpha has been given new life in a variety of bright, inspiring colors, making them more stylish and modern.

 Deka


DEKA is our Iranian agent who works as the distribution channel for our products, as well as manages direct sales to retail shops, B2B companies and dealers. They have numerous ways to promote our products including publishing the EAGLE Iranian Catalogue and hosting a charity event in 2006 during which they gave away Eagle stationery to the underprivileged.



## OFFICE ACTIVITY

Our Sales  
*Office* Our Worldwide PartnersAustralia: Sydney,  
New South Wales

Tung Yung (Australia) has just recently acquired the license for "Happy House", an illustration style by an Australian designer, well-known and popular in England, which is colorful, fun and trendy. This style will be incorporated into more of our products to meet the market demand. Our target is to develop new back-to-school products in this fun, modern style.

Europe: Katowice,  
Poland

Tung Yung International (Europe) Limited works closely with our agents in Europe to help order follow-up materials, as well as handle marketing research and market development.

In order to penetrate the market more deeply, it may start to represent other brands to sell to our customers. There are also plans to cooperate with KW Trade, one of our Agents in Poland who have been very successful



Beata and Joanna - our colleagues in TYI (Europe)



KW Trade's new warehouse

in their sale of Eagle products, to provide logistic services to our current customers. These services will support our agents in the Czech Republic, Hungary, and many other countries. Our customers can now buy direct import from us or from KW Trade's warehousing.

## USA: California

For over four years, Tung Yung International (USA) Inc. has been operating from their base and warehouse in California. It has worked to develop the branding "TYS" and currently sells to a range of major retailers. In the future, it will handle the sales of licensed products in the US.



## New Packaging for an Old Favourite

Everyone loves our sticky notes but it's time for this old favourite to get a new look! Now re-named and re-packaged as Stick Ease Notes, this useful little product is going to make a big splash in offices around the world. Perfect for the professional or anyone who needs to leave someone a note!

