

COMPANY PRESENTATION



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COMPANY PROFILE



- Sun Ce is producer of school bags, school accessories, students' bags and children's bags for leisure time.
- Sun Ce Trading Prague s.r.o. was established in 1993 and from that time it successfully operates in the Czech market; in 2001 an office in Bratislava, Slovakia, was specially established to serve Slovak market.
- Prague office has working facilities that enable it to serve a wide range of both retail and wholesale customers.



- Sun Ce Trading Prague is one of the leading suppliers of bags and school accessories for children in the Czech and Slovak markets. Over the years, Prague office managed to create a solid base of buyers that covers all regions in the Czech and Slovak Republic.
- In 2003, Sun Ce launched its own brand Sci.fi, which is designed for teenagers and adults. One year later, Sci.fi extended its brand to Zone, Campus and Multip. These brands are very popular among targetted customers.



- Sun Ce brand was honoured with many prestigious international awards. The most remarkable are:
 - 2006 New York, International Award for Excellence and Business Prestige in the Diamond Category.



Diamond Award for Excellence and Bussiness Prestige New York 2006



- 2004 Frankfurt, The Arch of Europe Award in the Diamond Category. The award was received for immeasurable contribution to the business world, for high standing and professionalism demonstrated by prestigious performance.
- 2003 Geneva, Century International Era Award in the Platinum category. Sun Ce won the award in the realm of customer satisfaction, leadership, strategic planning and benchmarking. Sun Ce becomes the first bag producer receiving such an international recognition.



Century Int'l Platinum Quality Era Award Geneva 2003



Arch of Europe for Quality and Technology Diamond Categorry Frankfurt 2004



 2002 Paris, World Quality Commitment Award in the Gold Category. The quality oriented creative efforts were prized with this international award.



International Gold Star Award For **Quality** Paris 2002

• 1995 Walt Disney recognised Sun Ce as the Distributor of

the Year.



Walt Disney Distributor of the year Dubai 1995



PRODUCTS



- Needs of children are continuously changing. Sun Ce anticipates these changes and develops new products, constructions and services that are able to meet all demands.
- Sun Ce's wide range of school products, bags and stationery make shelves attractive all year around.
- Items are fashionable, designed by young artists working with new technology, materials and accessories.





SCHOOL BAGS





ANATOMIC BACK BAG (ABB)

- ABB bags are designed to best support students' back.
- Orthopedical back provides accurate anatomical back support, ensuring correct and comfortable carrying of the bag.
- With a handle.

High	40 cm	
Width	33 cm	
Depth	20 cm	
Weight:	0.7 – 0.9 kg	
<u>Maximum load</u> : 9 kg		





ANATOMIC BACK BAG (ABB)

Advantages of ABB bag can be summarised in a few points:

- Ergonomically constructed PE supporter fits a child's back perfectly and **equally distributes** the weight across the surface of the back.
- 'S' curved, adjustable straps are firmly cushioned to assist reduction of stress from the neck and shoulders.
- Soft PVC Moulded Base protects the bag and prevents abrasion of the base and corners.
- Made of **first class quality materials** that are light-weight, durable and water repellent.
- Organised large space that consists of two big compartments, one large and one small front pockets and two side pockets.
- ID address panel.
- Light weight ABB bag's weight is less than one kilogram!





- Foamed back and bottom.
- Practical division of pockets, one big pocket intended for books, smaller one for exercise books and the smallest pocket for accessories.

Marie

- Two side pockets.
- Adjustable straps.
- With a handle.

High	41 cm
Width	30 cm
Depth	17.5 cm
<u>Weight:</u>	0.5 kg
<u>Maximum load</u> : 5 kg	



SCHOOL BAG

- Foamed back.
- Practical division of pockets, one big pocket intended for books, smaller one for exercise books and the smallest pocket for accessories.
- Two side pockets.
- Adjustable straps.
- With a handle.

Dimensions:		
High	42 cm	
Width	33 cm	
Depth	22 cm	
<u>Weight:</u>	0.5 kg	
<u>Maximum load</u> : 5 kg		



SCHOOL BAG

- Foamed back.
- Practical division of pockets, one big pocket intended for books, smaller one for exercise books and the smallest pocket for accessories.
- Two side pockets.
- Adjustable straps.
- With a handle.

High	44.5 cm	
Width	36 cm	
Depth	23 cm	
Weight:	0.645 kg	
<u>Maximum load</u> : 5 kg		





- Suitable for pupils who do not want to carry books on their backs.
- One large compartment for books, smaller one for exercise books, front pocket for accessories and two side pockets.
- Can be also carried on the back.
- Adjustable straps.
- With a handle.

High	41 cm
Width	28 cm
Depth	19.5 cm
Weight:	1.8 kg
<u>Maximum load</u> : 5 kg	



SCI-FI BAG

- Cushioned back and wide adjustable straps ensure comfortable carrying of the bag.
- Many spacious compartments with front and side pockets.
- Internal organiser key pouch, pencil pouch etc., exit for headphones.
- First class quality materials, durable and easy to care for.

<u>Dimensions:</u>

High	46 cm
Width	29 cm
Depth	16 cm
<u>Weight:</u>	0.75 kg
<u>Maximum load:</u>	9 kg



(Ben.fi)





- Cushioned back and wide adjustable straps ensure comfortable carrying of the bag.
- Many spacious compartments with front and side pockets.
- Space for notebook.
- Internal organiser key pouch, pencil pouch etc., exit for headphones.
- First class quality materials, durable and easy to care for.

High	46 cm
Width	29 cm
Depth	16 cm
<u>Weight:</u>	0.75 kg
<u>Maximum load:</u> 9 kg	



OTHER SCHOOL ACCESSORIES





ROUND PENCIL CASE

Intended for freely stored stationery.For accessories that children want to take with them.

HARD PENCIL CASE

- Hard pencil case (empty) with lapel intended for 31 pieces of stationery.
- Case for timetable.



- Pla - Cai od

LUNCH BOX

Plastic lunch box.Can be used for food or other oddments.

WATER BOTTLE

- Plastic water bottle in insulated jacket with a capacity of 750 ml.
- Jacket can be taken off and bottle can be easily washed.
- Shoulder strap.





APRON

- Practical apron protects clothing while painting.
- Washable.

Dimensions: Length from armpit Length from neck Sleeves extent*

37 cm 55 cm 111 cm

(* if there are sleeves)





LEISURE TIME





- Bag suitable for trips, sport and leisure time.
- One large and one small pocket.
- Two side pockets.
- Adjustable shoulder straps.
- With a handle.

High	40 cm	
Width	27 cm	
Depth	14 cm	
Weight:	0.48 kg	
Maximum load: 5 kg		





JUNIOR BAG

- Bag for leisure time and sport (trips, holidays etc.) for pre-school children.
- One large and one small pocket.
- Adjustable shoulder straps.
- With a handle.

Dimensions:	
High	31 cm
Width	24 cm
Depth	10 cm
Weight:	0.215 kg
Maximum loa	<u>d:</u> 2 kg





INSULATED MINI BACKPACK

- Insulated mini backpack has thickened surface, which protects food and drinks from heat or freeze.
- One large and one small pocket.
- Adjustable foamed shoulder straps.
- With a handle.
- Suitable for pre-school children.







SHOULDER BAG

- Various types and designs.
- One large and one small pocket.
- Adjustable shoulder strap.

Dimensions larger (smaller) bag:		
High	26 (31) cm	
Width	34 (39) cm	
Depth	14 (16) cm	
<u>Weight:</u>	0.28 (0.58) kg	
Maximum load: 3 (5) kg		



ADJUSTABLE SQUARE SHOULDER BAG

- Large squared bag with handles and shoulder strap.
- Strap can be removed.
- Three pockets (two with Velcro fasteners).
- Large inside space is divided by pocket with zipper.

Dimensions:	
High	36 cm
Width	36 cm
Depth	11 cm
Weight:	0.52 kg
Maximum load:	3 kg





SHOULDER SAC

- Spacious sac with various designs.
- Sac is adjustable thanks to zipper situated on its upper part, so it can be reduced or extended in size.
- One large inside pocket, closing by shoulder trap.
- Smaller pockets on the bottom or pocket on the back side.
- To be carried on one shoulder.

High	42 cm
Width	32 cm
Depth	21 cm
Weight:	0.38 kg
<u>Maximum load</u> :	3 kg

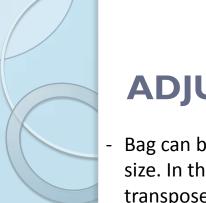




- Small modern sac.
- Adjustable strap can be removed.
- One big pocket with Velcro fastener.

Dimensions:	
High	24.7 cm
Width	21cm
Depth	1 cm
Weight:	0.04 kg
Maximum load	<u>d</u> : 1 kg





ADJUSTABLE CITY BAG

- Bag can be reduced to the half of the size. In that case, shoulder strap is transposed by carbines to the marked places.
- Adjustable shoulder strap.
- One large inside pocket with Velcro fastener and one back side pocket with zipper.
- Can be carried on one shoulder or in hand.

Max. dimensions:		
High	38 cm	
Width	36cm	
Depth	15 cm	
Weight:	0.22 kg	
Maximum load:	4 kg	







GRAB ME BAG

- This fancy hand bag is a newsflash among Sun Ce products. Bag has original shape and fits the hand perfectly..
- One large inside pocket.

Dimensions:	
High	44.7 cm
Width	39.5cm
Depth	4 cm
Weight:	0.1 kg
Maximum load:	2 kg







SHOPPING TOTE

- Another completely new item is modern shopping tote for girls with Hannah Montana's motive.
- Spacious bag with two handles and zipper closing.

Dimensions:	
High	38.5 cm
Width	38cm
Depth	7.5 cm
<u>Weight</u> :	0.14 kg
Maximum load:	3 kg







HANDBAG

- Handbags for small girls and young ladies.
- One large pocket.
- Two styles (with/without zippered bottom), many motives.
- With a handle.

Dimensions larger (smaller) bag:		
High	19.8 (17) cm	
Width	23 (20) cm	
Depth	11 (14)cm	
<u>Weight</u> :	0.18 (0.12) kg	
Maximum load:	1 kg	



WALLET

- Closing with Velcro fastener.
- One inside pocket used for banknotes and three other pockets.
- One back side pocket with zipper used for coins.



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				Non A. C.	
Dimensions:				Left To I	
High	10 cm	of the second se			
Width	11.5 cm	1203	A A A A A A A A A A A A A A A A A A A	NAMES OF TAXABLE PARTY OF TAXABLE PARTY.	
Depth	2.5 cm	JE AT THE			
Weight:	0.05 kg				
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CELL PHONE/MP3 CASE

- Multi-purpose case for mobile phone or MP3 player.
- Size of strap can be adjusted.
- Strap can be removed.

Dimensions:High11.5 cmWidth8.5 cmDepth2.5 cmWeight:0.04 kg

- Deap







PAPER PRODUCTS





LINE NOTE BOOK

Number of sheets: 40 or 60Dimensions: high 22.4 cm, width 16 cm

SQUARE NOTE BOOK

- Number of sheets: 40 or 60

- Dimensions: high 22.4 cm, width 16 cm

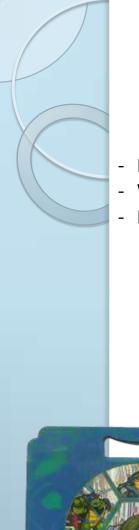












SMALL SKETCH BOOK

- Number of sheets: 15
- With a handle.
- Dimensions: high 23.5 cm, width 25 cm

LARGE SKETCH BOOK

- Number of sheets: 15
- With a handle.
- Dimensions: high 30.5 cm, width 35 cm









COLLECTIONS



Sun Ce's items and accessories complement each other and thus enable children to choose items that would best meet their needs and, moreover, would be of the same motive.







Most collections come with matching pencil cases, water bottles, wallets, lunchboxes, colour pencils and other accessories that have the same design and together create a beautiful collection.







LIST OF LICENSES



Disney

- Bolt
- Camp Rock
- Cars
- Disney Fairies
- Hannah Montana
- High School Musical
- Marie
- Mickey Mouse Clubhouse
- Pirates of the Caribbean
- Power Rangers



- Princess Snow-white, Cinderella etc.
- Ratatouille
- Tiger&Pooh
- Toy Story
- Up
- W.I.T.C.H.
- Wall-e

HIGI

MUSICAL

PIRATES GARIBBEAN



Others

- Bratz
- Cabbage Patch Kids
- TMNT
- Yu-Gi-Oh! GX

Sun Ce brands

- ABBag
- Sci.fi
- Campus
- Kids
- Multip















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