



Company Profile
2023

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In turbulent times of scarce natural resources, climate change, and environmental pollution, KATA's uncompromising commitment to a green future is realized through sustainable products - at the root.

Our story began almost 10 years ago as a value-added reseller in the automotive interior industry. Since then it has been a non-stop journey of adapting, innovating products, and modernizing factory equipment to evolve into a full-fledged manufacturer. At the moment, KATA proudly stand among the front-runners in the car aftermarket industry - both in Viet Nam and the global market.

KATA's meaningful insights and great rapport with the customers inspire us to create first-class **MADE IN VIETNAM** vehicle accessories - with high quality and absolute safety for both our consumers and production staff.



1. Company Overview



Founded in
2014

KATA VIETNAM TRADING LIMITED COMPANY (KATA VINA Co., Ltd.) specializes in the manufacture, importation, and trading of car accessories in Viet Nam and around the world.

Name (Vietnamese)

CÔNG TY TNHH THƯƠNG MẠI KATA VIỆT NAM

Name (English)

KATA VIETNAM TRADING COMPANY LIMITED

Abbreviation

KATA VINA CO.,LTD

KATA
to the World



Headquarters:

3F, G5, Fivestar, no.2 Kim Giang, Thanh Xuan, Ha Noi.

HCM office:

3F, PTS Building, 118 Huynh Tan Phat, District 7, Ho Chi Minh.



Telephone: (+84) 243.207.7799



Website: <https://katamats.com/>



Email: support@katavina.com

2. Corporate Identity

The focal point of our company logo is the business name “KATA”.

The contemporary wordmark gives off an amiable yet intuitive feel through the use of typographical balance in both font size and thickness.

As for KATA’s brand color, Persian Blue represents technological advancement and transformational value.

With an international mindset and a global ambition to bring KATA’s products to every corner of the world, KATA aim to leave a lasting impression in the customers’ minds.

This is why our design language is consistent, eye-catching, and unmistakably KATA.



3. Vision and Mission



Vision

With an earnest and single-minded devotion, together with investments in a state-of-the-art production line, KATA is determined to become a leading manufacturer/merchant of mat rolls, automotive floor mats, and car accessories.



Mission

Improving our customers' quality of life by offering top-rated, high-quality products that are absolutely safe for consumers and the environment.



4. Growth Direction

Introducing the world to premium MADE IN VIETNAM products.

KATA strive to become a prominent player in the automotive aftermarket – producing and commercializing intermediate floor mat rolls, car mats and other car accessories. Our goal is to improve the quality of Vietnamese life – by constantly making strides toward innovation and transformation in both products and services. Ultimately, we aspire to introduce MADE IN VIETNAM offerings to the worldwide clientele.

5. Core Values



Integrity

Integrity is the backbone of KATA's operation, the basis of our competitive advantages, and we protect this integrity without fail.

KATA wholeheartedly commit to fulfilling even beyond what we promise to our customers and associates; doubly so when it comes to the quality and schedule of our goods and services.



Virtue

To KATA, sincerity is a foundational aspect of our organization. The customers and their benefits always stand at the heart of everything we do - their satisfaction and continued business are our measure of success. KATA work incessantly to deliver top-notch products and services, simply because this is how we show our appreciation to our clientele.

KA to the



TA World



Speed of service

“Speed determines the winner” – KATA take this motto to heart, and conduct ourselves in an efficient manner.

“Swift decision – Fast implementation – Quick adaptability”



Innovation

A hallmark of KATA’s journey is the concept of innovation, which engraves KATA’s essence into our products and services. It is the levers of growth that allows us to build our distinctive legacy. KATA knows no boundaries when it comes to learning new ideas – always updating and applying the latest technological advancements to our manufacturing and business operations.

Proactive refinement is key to our development – this is how we deliver unparalleled quality.



Compassion

Goodwill, compassion and cordiality make up the foundation of our relationships with clients, partners and society as a whole.

6. Our Crew

The quality of our products and services depends on our team's competence. We pay special attention to talent acquisition and development.

In addition, we build a professional, dynamic working environment to fully encourage our team's expertise and innovative mind. KATA personnel is empowered to flourish not just through preferable compensation and advancement, but also through equal opportunities for people of any background.



7. Corporate Culture

KATA culture is one built on professionalism, and we place the utmost emphasis on discipline and speed. No matter the position, we carry out our tasks with a proactive and curious mindset. As we hone our expertise to become better each day, we are proud to be the humans of KATA.



8. Distribution channels



1500+

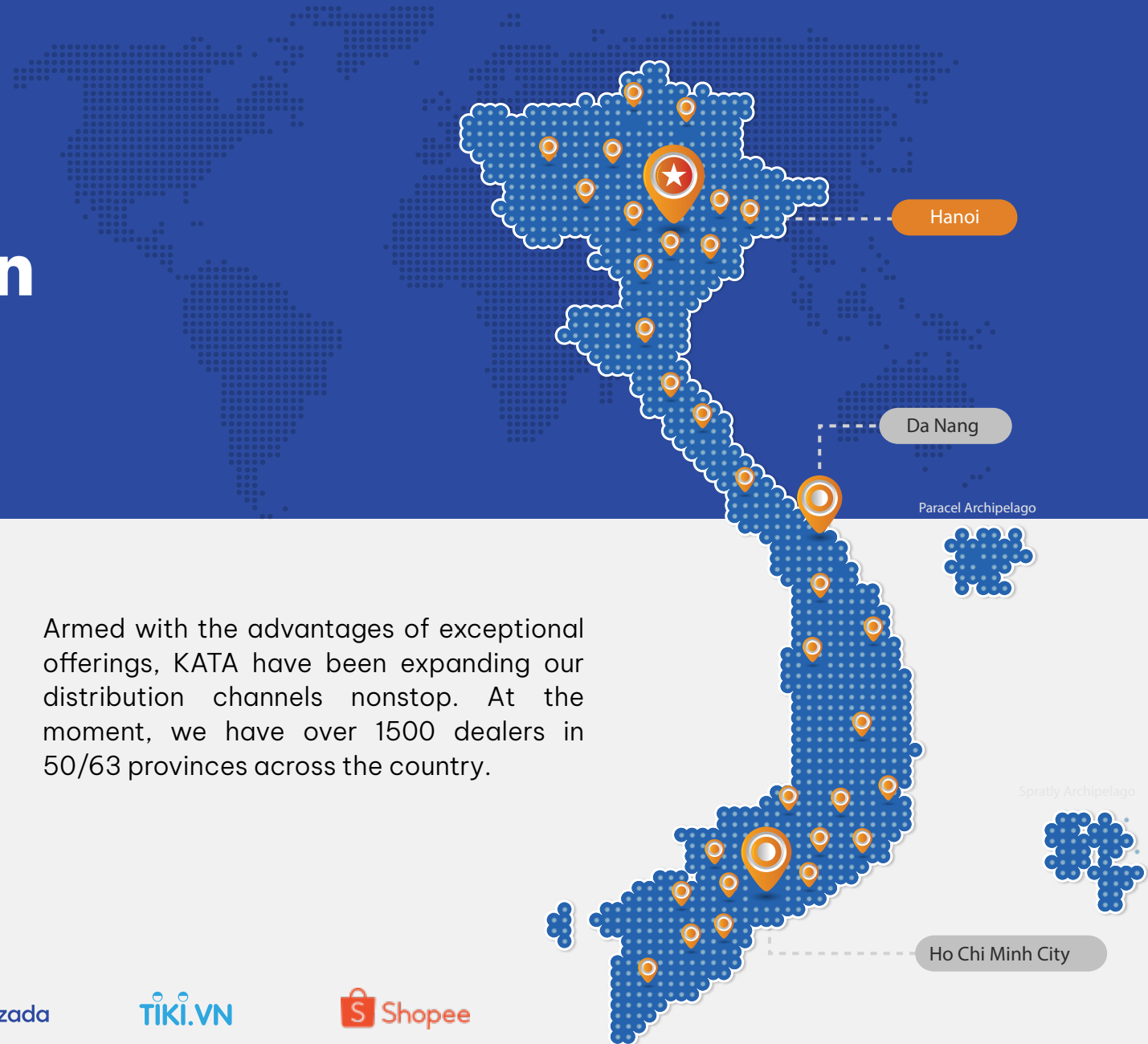
Dealers

50/63

Provinces across the country

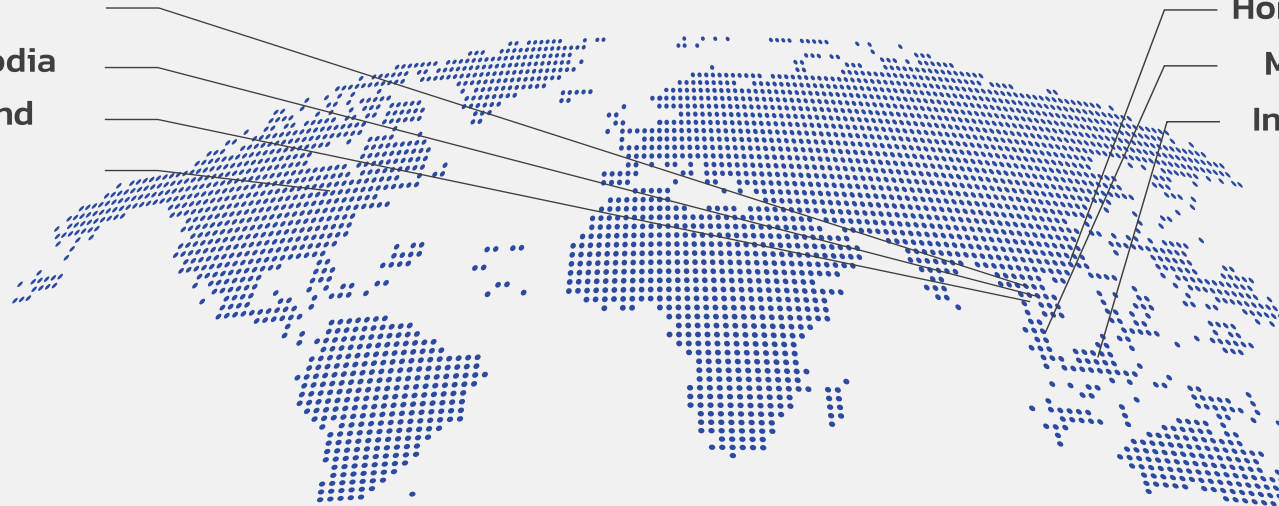
Armed with the advantages of exceptional offerings, KATA have been expanding our distribution channels nonstop. At the moment, we have over 1500 dealers in 50/63 provinces across the country.

We are online





Laos
Cambodia
Thailand
USA



Hong Kong
Malaysia
Indonesia

Going beyond the borders, KATA have built a renowned presence in Laos, Cambodia, Indonesia, Thailand, Hong Kong, etc.





9. Key Milestones

- 2014** | ▪ KATA VINA CO., LTD. was founded.
- 2015** | ▪ Began commercializing car floor mats.
- 2016** | ▪ Opened the first dealership in Malaysia.
- 2017** | ▪ Set up a manufacturing plant for intermediate car mat rolls and customized car mats in My Hao, Hung Yen.
- 2018** | ▪ Introduced KATA's very own premium car mats line.
- 2019** | ▪ Established a Southern branch office.
- 2020** | ▪ Introduced the IMATS car floor mat brand.
- 2021** | ▪ Opened 2 dealerships in Laos and Hong Kong.
- 2022** | ▪ Set up 2 agencies in Indonesia & Thailand

10. Manufacturing Capabilities



KATA R&D Center

KATA R&D – KATA Research gathers the best and brightest specialists in the field of plastic processing and manufacturing, to research and develop KATA's novel products.

Sustainability is rooted at the heart of our R&D activities and our products. We realize this belief by constantly upgrading our solutions with the latest technology, thus infusing new values into our customers' lives.

KATA R&D is collaborating with 5 other R&D centers, both local and international, to further refine our processes and offerings.



Quality Management System

KATA's quality control system is of the highest standard, strictly conforming to the European criteria. KATA car floor mats are assured to comply with the RoHS II, REACH and ISO 9001.





Production line

Our ambition is to bring KATA VINA car mats - of 100% Vietnamese origin - into the global competitive environment.

KATA's wholly owned and operated manufacturing system is capable of producing over 42 000 tons of industrial mat rolls per year - for both exporting and domestic sales.



PVC mat rolls extrusion lines



Advanced heat-pressed lines for premium car mats



Advanced laser cutting machines

1. High-precision Laser Measuring

Using the latest laser-scanning technology, KATA experts deliver the **exact measurements** of every car model's footwell, ensuring a flawless **wall-to-wall fit**.

Vertical Man
Quick S

2. Quick Mold Manufacturing

From mold making to final assembly, KATA's **comprehensive production control** enhances our efficiency, ensuring a **competitive edge** in the release of new car mat models.

Manufacturing & Supply

3. Industrial Versatility

KATA is adept in producing **intermediate rolls** from various materials such as PVC, TPE, and more, **tailored to our clients' needs**. Our portfolio is ever-updating with **trendy colors and novel patterns**.

4. Premium Car Mat Set On-demand

KATA offers **premium car floor mats**, with manufacturing techniques ranging from precise **CNC cutting** to advanced **vacuum forming**. All our mat sets originate from our top-quality industrial rolls.

11. Product Categories

01. Industrial Mat Rolls

02. KATA Mats

03. KATA TPE Liner

04. KATA Universal Fit Car Mat

05. OEM Car component



KATA
to the World

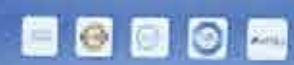
KATA
CHỌN MUA THÂM
PHẢI CHỌN KATA

KATA VINA CO., LTD

19



100% THÂM ÔTÔ KATA
PVC NGUYÊN SINH



01. Industrial Mat Rolls

At the core of KATA's product line, our industrial mat rolls serve as the perfect solution for floor mat businesses.

Made from high-quality materials such as PVC, TPE or mixed, our industrial mat rolls can be tailored to meet the specific preferences of our clients.

Designed with a width suitable for most CNC machines, you can easily choose your preferred floor mat types and cut them from our KATA rolls.



Features

- Exceptionally durable
- Chemical and oil resistant
- Resistant to wear & tear
- Cost effective
- Easy to customize



Suitable for

- Car floor mat (2D and 3D)
- Industrial mat
- Household mat
- Gym mat



TPE



Features

- Shape retaining elasticity
- Eco-friendly & hypoallergenic
- Cushioning effect underfoot
- Low odor, low fogging, stain resistant
- Excellent slip resistant



Suitable for

- Car floor mat/liners
- Factory mat
- Healthcare floor mat
- Commercial space mat



02. KATA Mats

KATA is proud to present our flagship product and the best-selling car mats in Viet Nam. KATA car mats are present on over 2 million cars in Viet Nam for 30 car brands, and our archive is ever growing.

KATA mats are all equipped with proprietary anti-slip technology on both the upper and the underside. We make sure all floor mats that reach our customers will be able to bring them exceptional journeys in pristine vehicles.

At KATA, customers can enjoy a top-notch sustainable products that enhance their personal color.





KATA Mats original (2D)

- Durable polyamide-sewn edge
- Easy to install and remove
- Odorless
- Easy to clean
- High protection for everyday use

- Premium design with seamless edges
- Exclusive heel pad for added durability
- Luxurious interior decor
- Top-tier weatherability



KATA Mats Pro Max (3D)



KATA Mats Pro Max (3D)

- Wall-to-wall protection
- Odorless
- Durable
- Aesthetically pleasing

03 .

KATA TPE Liner

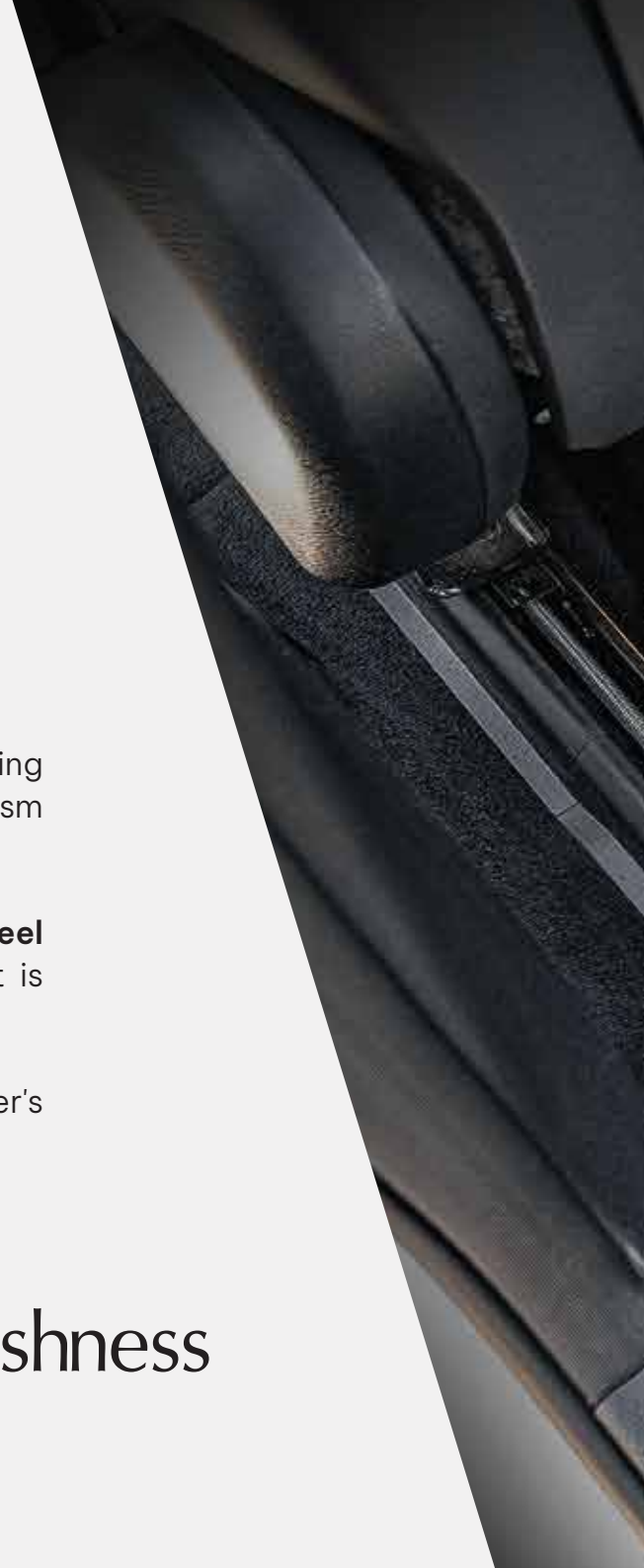
All around Vehicle Protection

At KATA, we believe that the pinnacle of innovation lies in **simplicity**. With this guiding principle, we proudly introduce our state-of-the-art TPE liner, designed with minimalism and functionality in mind.

Made from **top-quality TPE material**, our mat provides a **cushioned, luxurious feel** underfoot. Instead of intricate patterns, we've chosen a **user-friendly design** that is **effortless to clean** while maintaining **outstanding spill-handling capabilities**.

An elegantly designed **statement logo** adds the finishing touch, enhancing the liner's spacious effect, making it the perfect addition to any vehicle.

Preserve the vehicle's showroom freshness



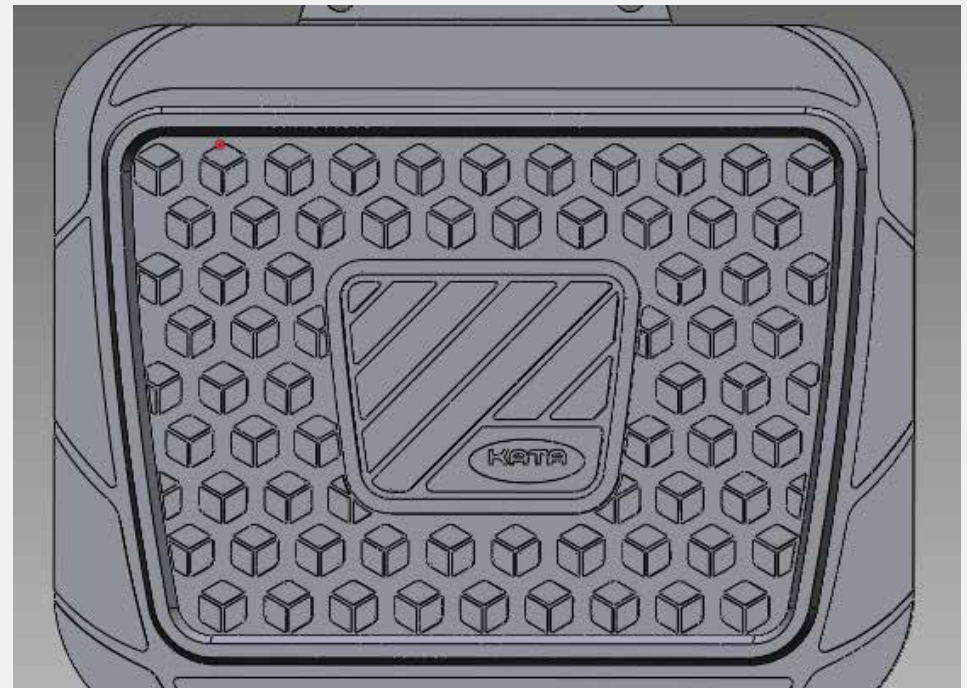


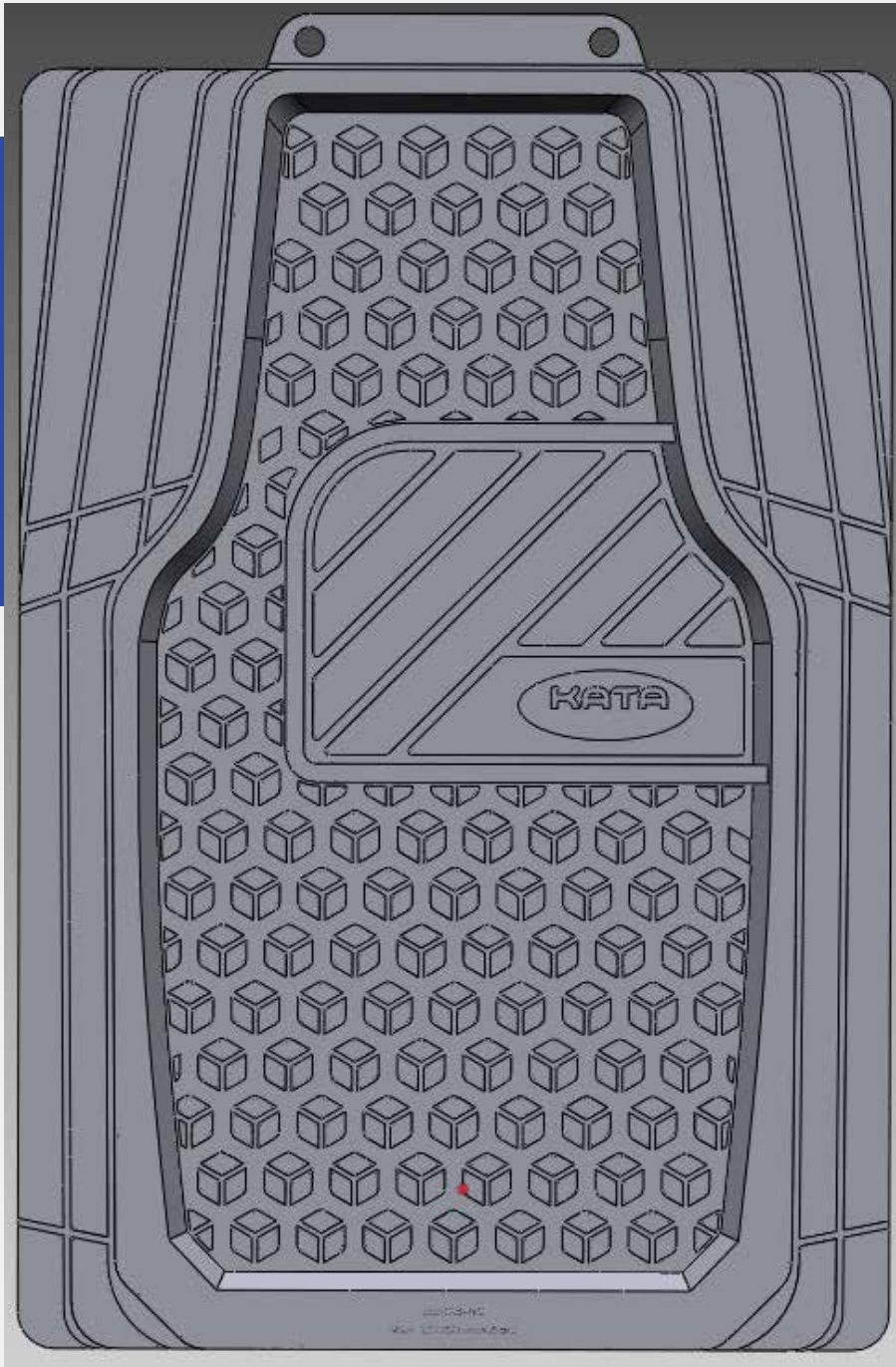
04.

KATA Universal Fit Car Mat

Experience a more personalized feel with KATA Universal mat. Our rectangular mat shape offers **extended trimming possibilities** to accommodate a **wide range of car models**.

The innovative rubik design provides a **secure and comforting sensation underfoot**, akin to that of massage mats. This pattern **excels in containing dirt, grime, and mud** within the mat until it's time for cleaning, eliminating the liquid migration seen with traditional grooves.





“Enhanced with KATA's latest anti-slip backing innovation, KATA Universal car mats ensure both drivers' and passengers' utmost safety.

Made from our proprietary, **odorless** PVC compound, these mats boast exceptional **durability and flexibility** to withstand various weather conditions.

Featuring KATA's signature logo, these functional car mats are user-friendly, easy to maintain, and promise to be your enduring driving companion for years to come.



05. OEM Car component

At KATA, we proudly offer our OEM car mat components as the ideal complement to our industrial mat rolls.

By combining these two products, we provide business owners with a convenient one-stop-shop for B2B vehicle floor mats.

Our cutting-edge technology enables us to meticulously craft our OEM components, ensuring that they seamlessly integrate with your vehicles as if they were manufactured in-house.

Experience the convenience and reliability of KATA's OEM solutions, designed to elevate your B2B floor mat offerings.



Retention clips

- OEM design
- Crack resistance
- Easy to install

Velcro strips

- Medical grade quality
- Aesthetically pleasing
- Higher performance than common Velcro.



Binding fabric

- Polyamide fabric
- Resilient
- Waterproof
- Odorless



12. Certificates & Awards



KATA VINA is endorsed by multiple certification bodies and esteemed awards.



ISO 9001

SGS - RoHS II

TUV - REACH

Vietnam No.1 Brands Awards



13. Our Guarantees

Discipline - Safety - Skills - Brilliance
are the fundamental pillars of KATA spirit, and the
guiding principles for our long-term operations.

KATA's car mats lines have been enjoyed and trusted by over 3 million customers over the years. Customers who come to KATA are guaranteed the finest experience with first-rate products.





In addition, KATA continuously invest in R&D to introduce eco-friendly solutions that precisely answer our customers' needs. Even the most demanding customers will be well pleased with KATA global, timeless items.

Thanks for reading!