

01.



pudim
Houseware Ltd




02.

About US



At Pudim Houseware Ltd., we don't just create products; we create experiences. Based in Hong Kong, and operating out of Zhongshan, we bring a fresh, innovative approach to lifestyle solutions, focusing on **Home, Kitchen, Outdoor, Parenting, and Wellness** categories. With our strong roots in manufacturing, product development, and supply chain management, we work closely with top-tier manufacturers across China and Southeast Asia to bring cutting-edge designs to life using materials like silicone, sustainable plastics, and stainless steel.



Our **15-Gates Process** ensures that each product is as functional as it is beautiful, built for user experience and convenience. We're a young, dynamic team that thrives on pushing boundaries, embracing the controversial, and challenging the status quo to deliver products that wow, products that appeal to both startups and established brands looking to innovate and elevate their product lines. At Pudim, we're all about creating value through design, connecting brands with the right partners, and ensuring that every product we touch leaves a lasting impression.

Our Mission

At Pudim Houseware, we're not here to play it safe. We design products that break boundaries—combining sustainability, innovation, and bold design to create solutions that challenge how the world thinks about home, kitchen, and wellness. We're here to disrupt the market with products that make a statement, not just a function.

Our Vision

Our vision is simple: redefine everyday products by making them unforgettable. We aim to be the go-to for brands that want to challenge norms, spark change, and lead the pack in style and purpose. We're building a future where design isn't just practical; **it's provocative.**



03.

Our Strategy

Empowering Brands
through Bold Design
& Innovation

04.



At Pudim Houseware Ltd., we believe in pushing limits; not just in design, but in the way we collaborate with our partners. Our strategy is built on three core principles: **Innovation, Agility, and Deep Partnerships**. This isn't about being another manufacturer or supplier; it's about being the game-changer that helps startups and established brands redefine their markets.

Here's how we stand out:

Our Approach

01. Disruptive Innovation & Agility

We're here to redefine product design. At Pudim, we challenge conventional thinking by creating bold, unique solutions that help your brand stand out. Our approach is fast, flexible, and focused on delivering innovative products that not only perform but also capture attention. Whether you're a startup trying to make your mark or an established brand looking to refresh your portfolio, we help you stay ahead of the curve with designs that push the boundaries of what's possible.

02. User-Centered Design with Sustainability at the Core

We create products that resonate on a deeper level with consumers. Every design is driven by user experience, focusing on aesthetics, ergonomics, and functionality while ensuring that sustainability is a natural part of the process. From silicone and sustainable plastics to stainless steel, we use materials that are both durable and responsible, aligning with today's conscious consumers and future-proofing your brand.

03. Strategic Partnerships for Long-Term Success

We go beyond just creating products, we build partnerships. Our deep connections in China and Southeast Asia allow us to work closely with your brand, offering expert insights into market trends, supplier optimization, and manufacturing efficiencies. With Pudim, you get a strategic partner committed to your brand's growth, helping you scale sustainably while navigating the complexities of global markets & saving costs on Product Design & Development

05.

Our Powers

06.

Redefining Possibilities



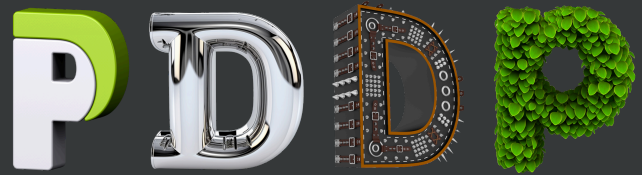
01. Swift Innovation

We move at the speed of change. At Pudim, we take your ideas from concept to creation with agility, ensuring you stay ahead in a world that never slows down. Our ability to deliver exceptional designs quickly allows you to capitalize on opportunities faster than anyone else. It's not just about being fast; it's about being ready for what's next.

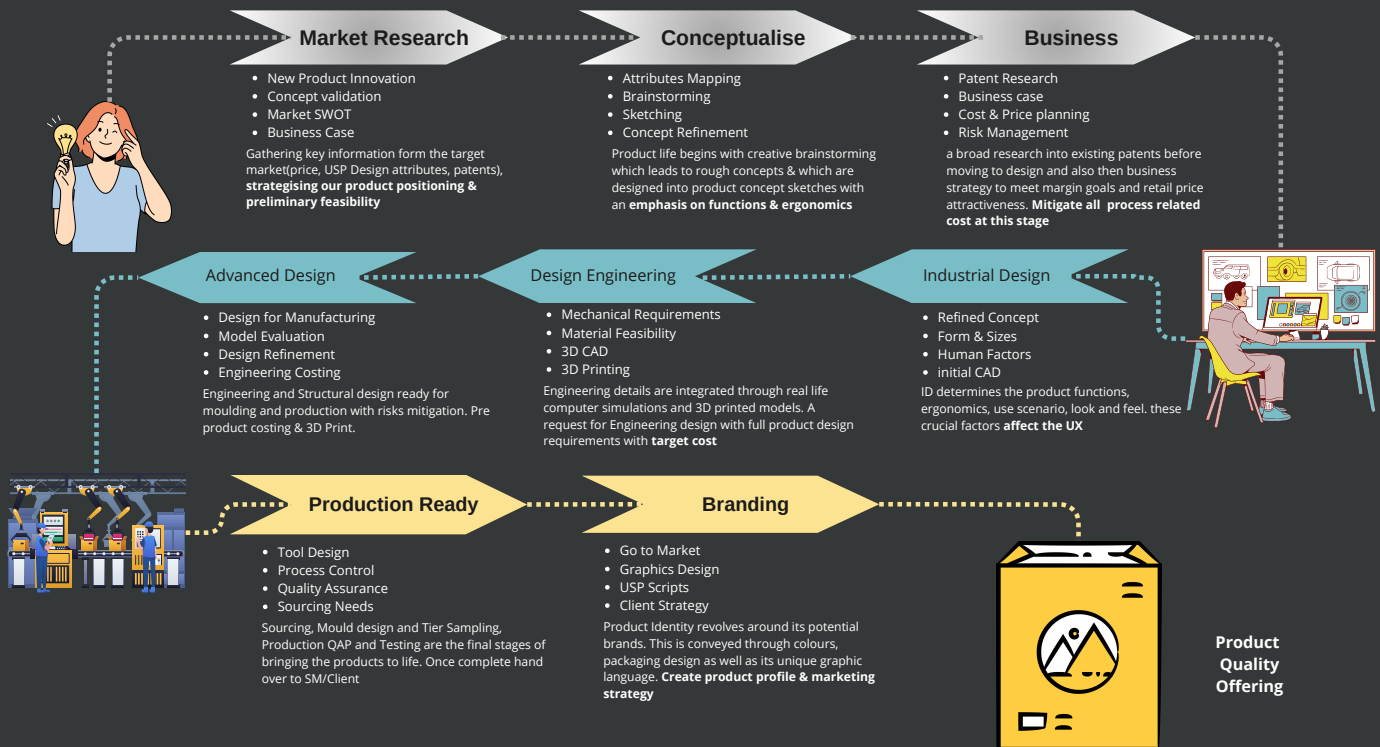
02. Meaningful Design

Design is more than just looks—it's about creating a genuine connection. We craft products that blend form and function, making sure they resonate with users in a way that's both practical and impactful. From ergonomics to sustainability, we design with purpose, ensuring your brand speaks to today's conscious consumer without compromise.

Our Process



PRODUCT DESIGN, DEVELOPMENT & PRODUCTION



Evolving with Every Collaboration

Our process isn't static; it's a **living, evolving system** shaped by the insights and challenges of the brands we've worked with. Developed over time through **deep collaboration** with top brands, clients, and partners, it reflects the best practices we've learned, refined, and reimaged.

We believe in **continuous improvement**, where every project isn't just about execution but about pushing boundaries and **getting better**. Every client we partner with leaves a mark - an **impactful contribution** that strengthens our approach, making it sharper, more efficient, and more attuned to what truly matters in product design and manufacturing.

07.

15

Gates Process

08.



Idea Review &
Selection



Market Feasibility
Assessment



Feasibility Review
& Approval



Concept Approval



Virtual
Prototype
Validation



Physical Prototype
Validation



Testing & Feedback
Evaluation



Engineering &
structure
Approval



Material &
Production
Strategy
Approval



Regulatory
Compliance &
Certification



Pilot Production &
Testing Evaluation



Final Production
Readiness



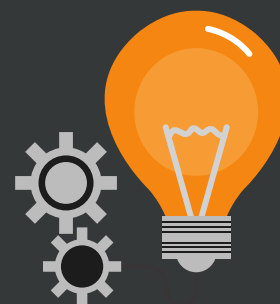
Packaging and
Branding
Approval



Market Launch
Readiness



Post-Launch
Evaluation &
Feedback
Incorporation



Our Key Value to Clients

At Pudim Houseware, we offer a fully integrated product development ecosystem, ensuring that our clients receive end-to-end design, development, and production management services tailored to their needs. Whether working on a single product or an entire category, we provide a structured, transparent, and highly collaborative process, keeping clients involved at every phase while leveraging our manufacturing network, engineering expertise, and quality control systems to deliver market-ready solutions efficiently.

01. Comprehensive Product Development & Engineering

We specialize in transforming ideas into manufacturable, high-performance products through a fully documented design and development process, featuring our proprietary 15-gate approval system. This ensures that every phase—from conceptualization to final production—undergoes rigorous validation.

Structured NPD (New Product Development) & NPI (New Product Introduction) documented processes, ensuring predictability, efficiency, and risk mitigation.

Mould design and precision tooling, including **3C testing (Concerns, Causes & Counter)** for performance evaluation before mass production.

3D modeling & prototyping for visual and functional validation, with **sample mould testing for silicone products** to ensure ergonomics, functionality, and manufacturability.

Access to cutting-edge materials and advanced manufacturing techniques, supporting **sustainability, durability, and unique design features**.

02. Integrated Manufacturing & Supply Chain Access

By working directly with our network of certified manufacturing partners, we streamline the production process while ensuring cost efficiency, compliance, and scalability.

Direct integration with manufacturing facilities, reducing lead times and optimizing production costs.

Lean supply chain management, allowing for **cost-effective sourcing, optimized logistics, and reduced time-to-market.**

Fully compliant factories with internationally recognized certifications (ISO, FDA, LFGB, BSCI, CTPAT, GMP, SEDEX, Higgs, etc.), ensuring regulatory approval in global markets.

Exclusive access to new materials and innovative processing techniques, giving our clients a competitive edge in product development.

03. Quality Assurance & Risk Mitigation

Ensuring quality and reliability at every step is central to our process. We have robust quality assurance protocols, supported by in-house and third-party testing facilities to maintain product integrity, compliance, and safety.

In-house testing labs for pre-validation, allowing for material and product compliance checks before third-party certification. Including QE Testing

Pre-production sampling and pilot runs, identifying potential risks before full-scale manufacturing.

Real-time process monitoring and validation, preventing defects and ensuring consistent production quality.

Comprehensive risk management framework, reducing cost overruns, design flaws, and manufacturing inefficiencies with a complete Quality Assurance Plan & Quality Control Inspection Plan

04. Client Collaboration & Transparency - F.I.T (Fair Impartial & Transparent)

Our collaborative, milestone-driven approach ensures that clients remain informed, engaged, and in control throughout the process. We provide structured reporting, iterative feedback loops, and approval checkpoints to align with business objectives.

Defined workflow with clear milestone tracking, allowing full client visibility on progress.

Systematic design iterations and validation phases, ensuring that all specifications are met before moving to production.

Detailed financial planning and cost modeling, providing clear insights on development, tooling, and production costs upfront.

Customisable engagement models, allowing clients to select the level of involvement that best suits their business strategy.

05. Innovation & Market Readiness

We help brands stay ahead of industry trends by combining research, design, and advanced manufacturing capabilities to create products that meet evolving consumer demands.

Access to proprietary materials, innovative production techniques, and unique finishes, offering differentiation in the market.

Consumer-focused design philosophy, ensuring products are **functional, aesthetically appealing, and aligned with market trends**.

Efficient go-to-market strategies, accelerating the transition from concept to shelf-ready products.

Client Value Proposition

12.

By leveraging our expertise, infrastructure, and industry relationships, we provide:

- **Cost Optimization** – Direct factory access, streamlined processes, and lean manufacturing reduce overall expenses.
- **Time Efficiency** – A structured, efficient workflow ensures rapid development without compromising quality.
- **Quality Assurance** – In-house and third-party validation eliminate risks and ensure compliance.
- **Market Competitiveness** – Innovation-driven designs and production techniques deliver high-performance, consumer-centric products.

Regardless of which collaboration model a client chooses below, they benefit from **our deep industry expertise**, **structured processes**, and **strong manufacturing partnerships**, ensuring the success of every project.

A detailed engagement plan is available based on the selected model, tailored to fit each client's specific needs.



Focus on Creating Value.

The Partnership Models

13.

Flexible Collaboration Models

At your partner , we understand that every brand has unique needs, ambitions, and challenges. That's why we offer a flexible collaboration framework, allowing our clients, brand partners, and retailers to choose a model that aligns with their growth strategy. Whether you're an emerging brand, an established company, or a retailer looking to expand product offerings, our approach ensures efficiency, innovation, and long-term success.

Our Collaboration Models Highlights:

- 1. Startup Model ("Let's Do This Together")** – Designed for new and growing brands looking for a strategic product development partner to bring ideas to market without heavy upfront costs.
- 2. Design & Development Service** – Ideal for brands that need expertise in design, engineering, and development, ensuring seamless execution from concept to final product.
- 3. Full-Service Production Partnership** – A comprehensive solution for brands seeking ongoing design, development, and manufacturing support, streamlining their supply chain.
- 4. Innovation Retainer** – Perfect for brands focused on long-term R&D and product expansion, with continuous innovation and trend-driven solutions.
- 5. Private Label Model** – Best suited for retailers and brands looking for ready-to-market exclusive products, offering a shortcut to differentiation and market entry.

01. Startup Model

14.

Best Suited For:

- Emerging brands, startups, or companies entering a new category.
- Businesses that need a full-service product development partner but lack immediate capital

Key Indicators:

- No upfront costs = lower financial risk for the client.
- Pudim has a vested interest in the product's success.
- Works best for long-term collaboration with projected sales growth.

What It Covers:

Pudim operates as a Product Management Partner, handling:

- New Product Introduction (NPI) & New Product Development (NPD)
- Design, prototyping, and development
- Vendor sourcing and production coordination



What It does not Cover:

- Manufacturing costs (handled by the client)
- Marketing, distribution, and sales.



Key Terms & Risk Management:

- If sales do not reach the forecasted target, the client pays a **one-time buyout fee** to Pudim, ensuring the total payout (including any royalties paid so far) **exceeds the development cost by at least 15%.**
- **All development costs** (including 3D modeling, prototyping, and engineering) **are payable by the client as part of the package.**
- The **total cumulative payout** must be at least **25% higher** than the development cost.
- New projects require a separate agreement with fresh payout terms.
- **Client benefits:** If they choose **one of Pudim's partner manufacturers**, a % of the initial design and development cost will be rebated to them.

02. Design & Development Service

15.

Best Suited For:

- Brands with a clear vision and internal supply chain but need design expertise.
- Businesses that want to own the design outright without revenue-sharing obligations.

Key Indicators:

- One-time cost = clear budgeting for the client.
- Works best for businesses that have in-house or third-party manufacturing.
- Faster turnaround for brands needing exclusive product designs.

What It Covers:

Full product design and development, including:

- **Concept creation & 3D rendering**
- 3D modeling and Engineering Design
- Prototyping & Manufacturing Feasibility



What It does not Cover:

- Manufacturing oversight and production.
- Future iterations or updates (charged separately).



Key Terms & Risk Management:

- The client owns the full IP rights to the design.
- Pudim provides 3 rounds of revisions before finalizing.
- All design and development costs are fully payable by the client as part of the package.
- Fixed **one-time design & development fee**, structured as:
 - 30% upon signing the Design Brief & Plan (DBP)
 - 30% after development phase completion
 - 40% upon final design approval & handover
- Additional development beyond the scope incurs extra fees.
- New projects require a separate agreement with fresh payout terms.
- **Client benefits:** If they choose **one of Pudim's partner manufacturers**, a % of the initial design and development cost will be rebated to them.

03. Full Service Partner - PDDP

16.

Best Suited For:

- Mid-to-large brands seeking a full turnkey solution from concept to mass production
- Companies expanding product lines without increasing internal operational complexity.

Key Indicators:

- Predictable monthly cost = financial stability for both parties.
- Best for companies scaling up while ensuring product quality & cost efficiency.
- Long-term strategic partnership for ongoing product lines..

What It Covers:

End-to-end management, including:

- Product design & development
- Vendor sourcing, factory management & quality control
- Supply chain & production oversight



What It does not Cover:

- Marketing, branding, and distribution (handled by the client).



Key Terms & Risk Management:

- Pudim takes responsibility for vendor performance and cost efficiency.
- The client provides a rolling 6-12 month forecast to ensure production planning.
- **Fixed monthly fee** + optional revenue-share incentive.
- The monthly fee ensures priority access to Pudim's team for continuous support.
- All design and development costs are fully payable by the client as part of the package.
- Additional development beyond the scope incurs extra fees.
- **Client benefits:** If they choose **one of Pudim's partner manufacturers**, a % of the initial design and development cost will be rebated to them.

04. Retainer-Based Innovation Partnership

17.

Best Suited For:

- Established brands looking for continuous product innovation and new market opportunities
- Businesses that want priority access to design and R&D without immediate production commitments.

Key Indicators:

- Predictable costs + flexibility in product selection
- Brands stay ahead of trends with continuous innovation.
- Encourages proactive product pipeline management.

What It Covers:

Product Lifecycle Management:

- Ongoing R&D, market trend analysis, and concept ideation.
- Design & prototyping for multiple projects per year.
- New Materials & Process Oversight



What It does not Cover:

- Manufacturing or supply chain management (unless combined with another model)



Key Terms & Risk Management:

- Guaranteed design & innovation pipeline for the client
- The retainer ensures a dedicated team working on multiple projects.
- Monthly or quarterly retainer fee + optional performance bonus based on sales success.
- **Works as a strategic long-term investment in product innovation.**
- All design and development costs are fully payable by the client as part of the package.
- Additional development beyond the scope incurs extra fees.
- **Client benefits:** If they choose **one of Pudim's partner manufacturers**, a % of the initial design and development cost will be rebated to them.

05. Strategic Licensing & Private Label Program

18.

Best Suited For:

- Retailers and brands looking for ready-made high-quality product designs without investing in development.
- Companies expanding into new categories with lower risk.

Key Indicators:

- Perfect for brands testing new product lines with low upfront investment.
- Faster product launches with minimal development risk.
- Allows for flexibility in scaling without heavy commitment.

What It Covers:

Ready to Market Products including:

- Access to Pudim's in-house product portfolio and pipeline
- Custom branding (private label) and packaging options.
- Flexible licensing terms – royalty-based, fixed fee, or hybrid.



What It does not Cover:

- Custom product development (unless agreed upon separately).
- Marketing and distribution.



Key Terms & Risk Management:

- Faster time-to-market with proven designs.
- The client benefits from reduced R&D costs.
- Exclusivity terms available with agreed annual volume KPIs
- Licensing terms structured to maximize mutual profitability.
- All design and development costs are fully payable by Pudim
- Additional development or customization beyond the scope incurs extra fees.
- **Client benefits: All Products are patented and with marketing profiles**

One Last Thing Before You Go...



Thank You

And., Let's be real! If you've made it this far, you're either **seriously considering working with us**, or you're just impressed by how damn good we are at putting words together. Either way, we like you already.

Now, we could end this with some cliché corporate spiel about “**synergies**” and “**win-win partnerships**”, but let's cut through the fluff.

Here's the deal:

- **We know what we're doing. Like, really know.** Not just “we've-read-a-couple-of-books” kind of know—but 18+ years of building, designing, troubleshooting, and making stuff actually work kind of know.
- **We don't just work with clients.** We team up with people who want to create cool, functional, and profitable products—and actually enjoy the process along the way.
- **We don't waste time.** Because your time is your money, and we respect both.
- **We think differently.** And sometimes, that means pushing boundaries, asking the uncomfortable questions, and telling you when an idea needs tweaking instead of sugarcoating it. (Trust us, your bottom line will thank us later.)

So, whether you're a startup ready to **shake up the industry**, an established brand looking for a **fresh take**, or someone who just loves **a good conversation over a great idea**, we're here.

☛ **Let's make something awesome together.**





Design Portfolio





Design Portfolio

A Sneak Peek Into Our Design World

This is just a **glimpse**; not the full story.

What you're about to see showcases the **breadth of categories, the design precision, and the ergonomic innovation** we've delivered since 2021.

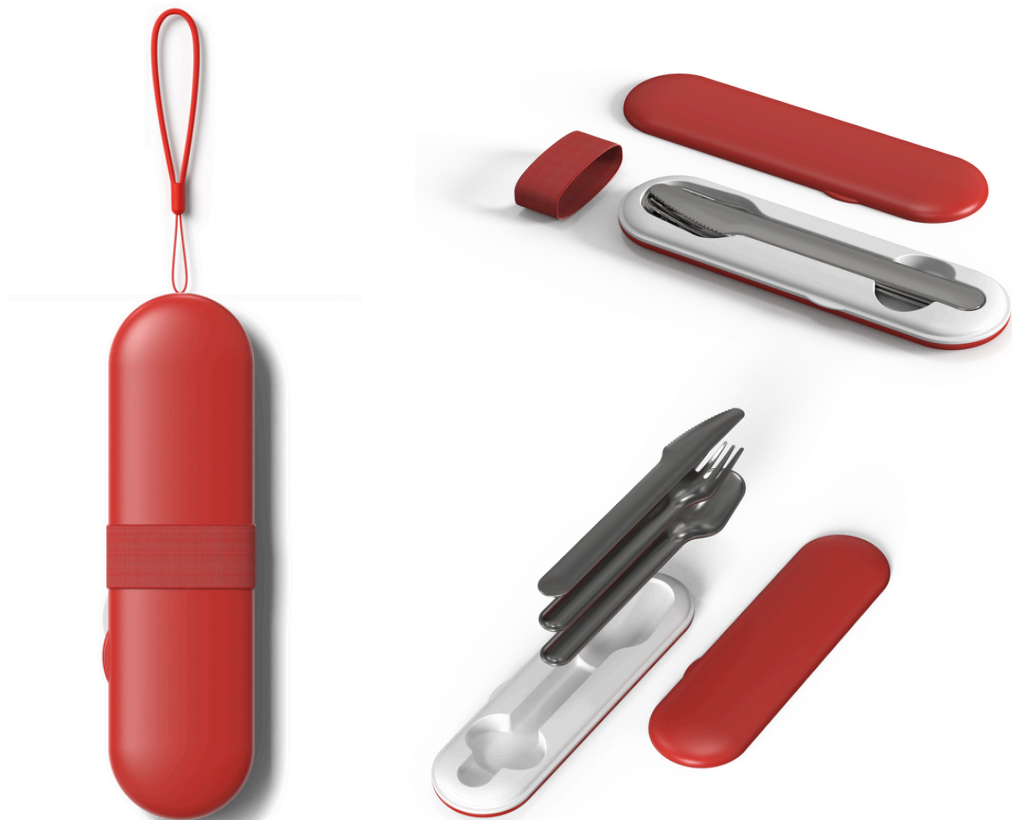
But behind the scenes? We've conceptualized, designed, and brought to life over **95 new designs**, with an impressive **57% launch rate** - a testament to both our creativity and our commitment to execution

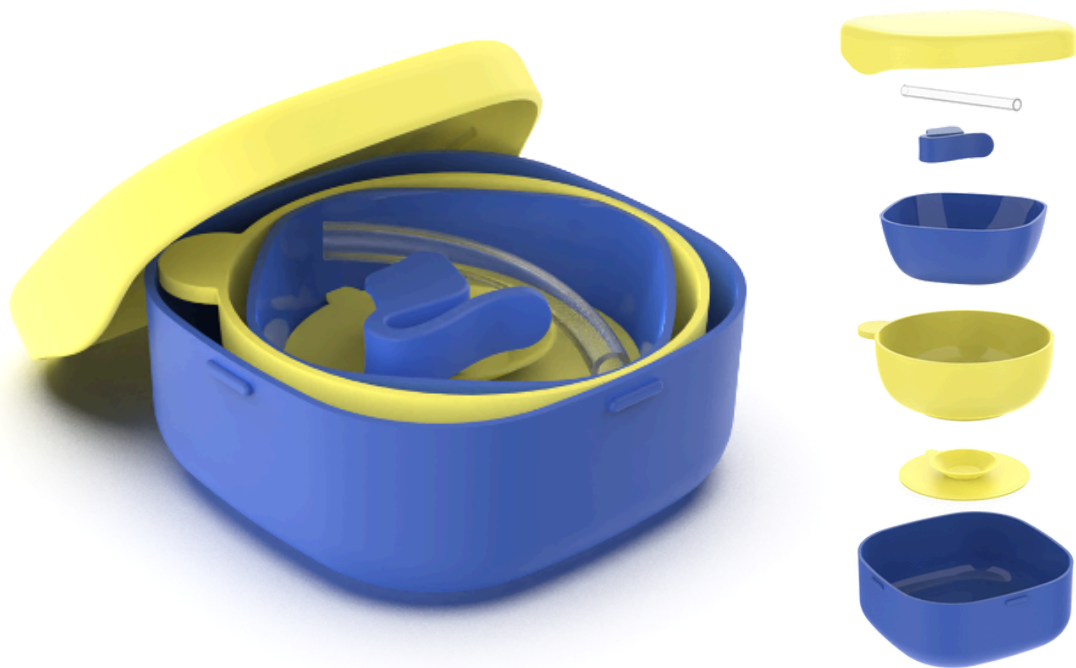
Our expertise spans a wide range of **materials**, from **sustainable plastics, high-grade silicone, and stainless steel to premium glass**. And when it comes to **manufacturing processes**, we've mastered techniques like **blow molding, compression molding, liquid silicone injection, over-molding, high-frequency welding, and beyond**.

Each project is a **fusion of design thinking, material science, and production mastery** - all aimed at **delivering functional, aesthetic, and commercially viable products**.

So, dive in. This is just the beginning. **The real magic happens when we create something tailored just for you.**











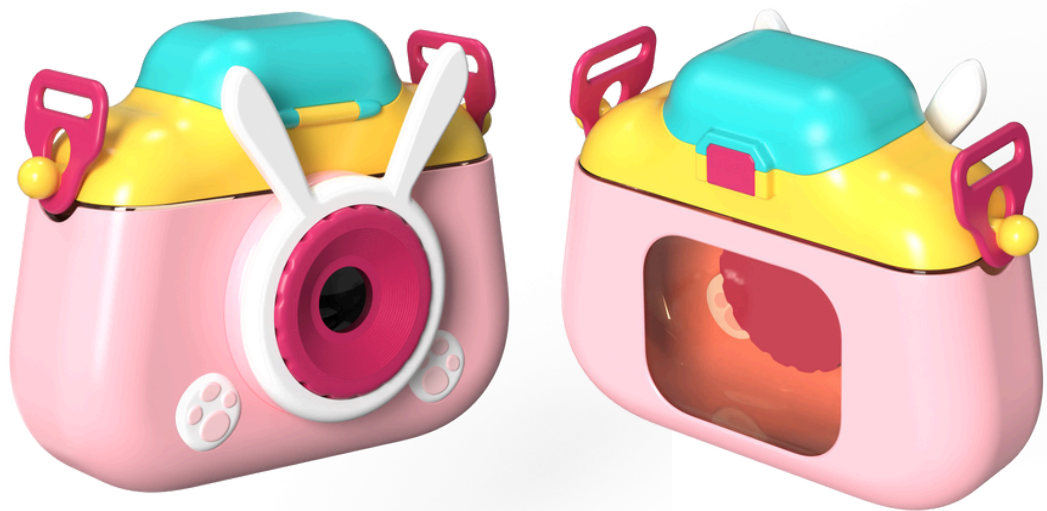




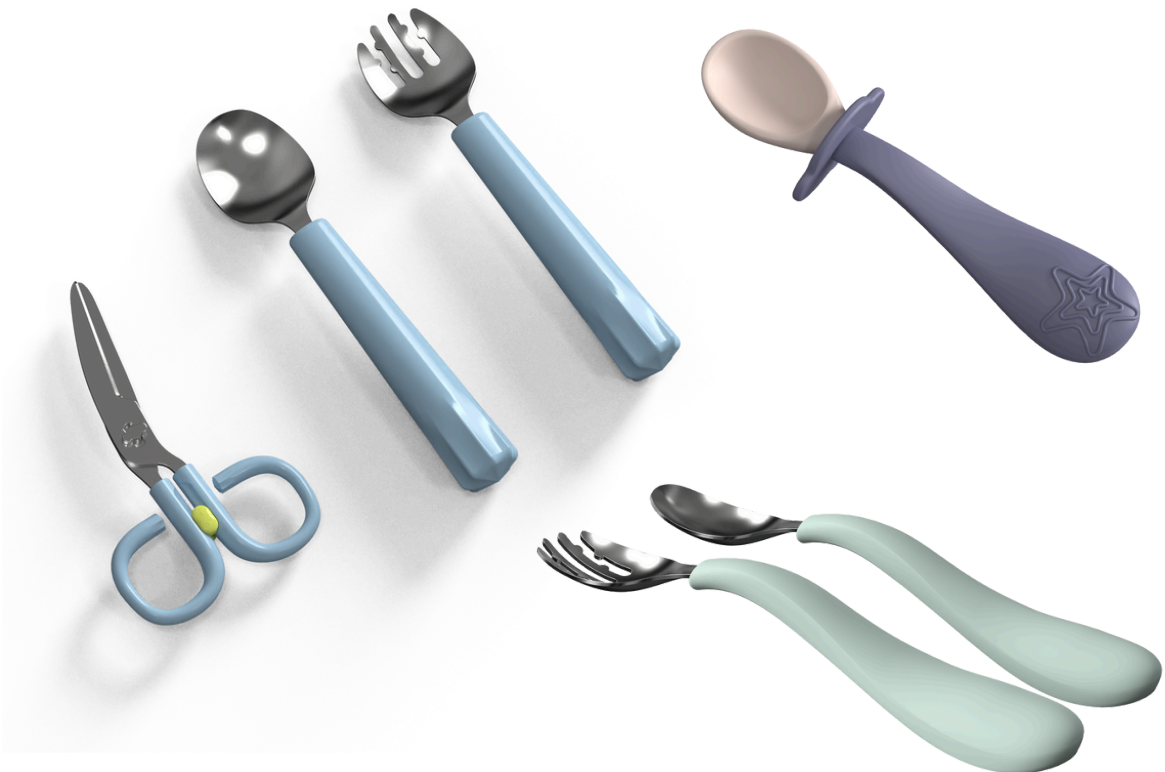


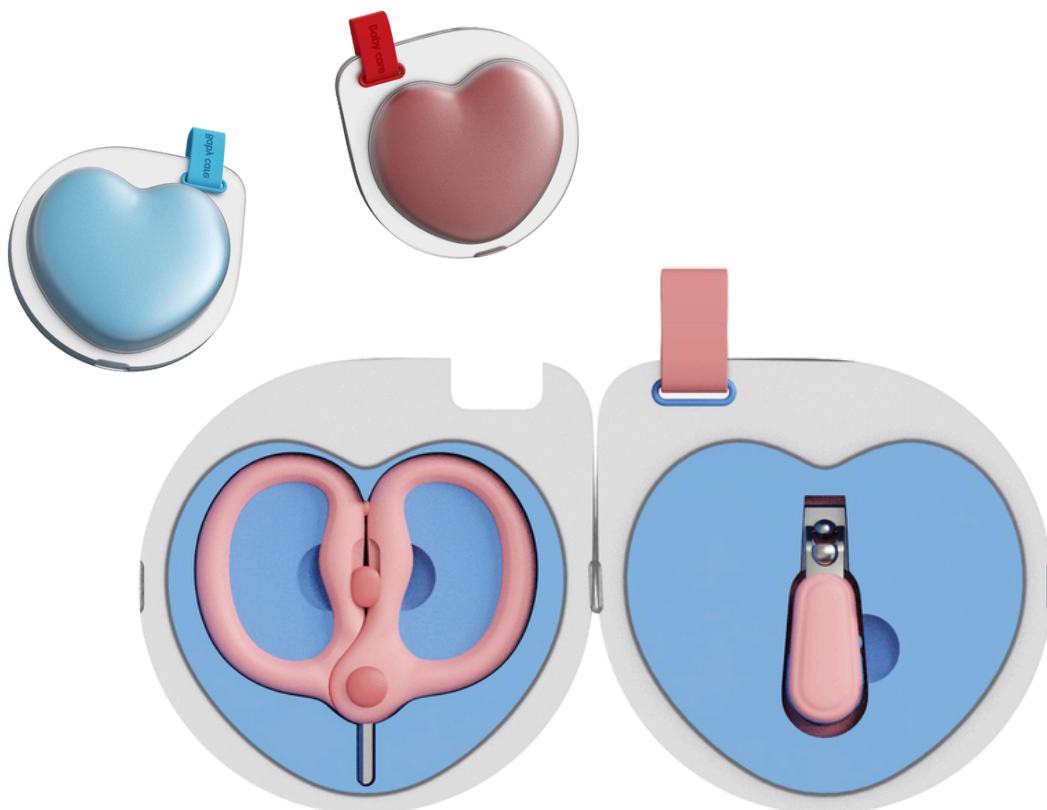
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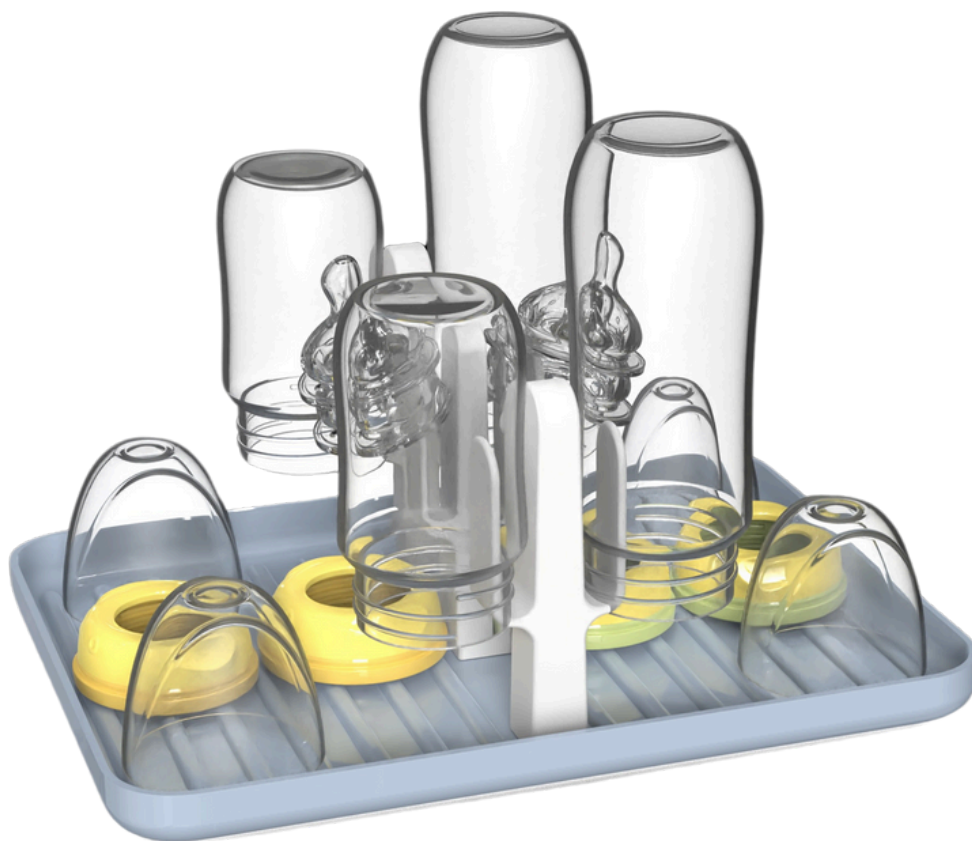
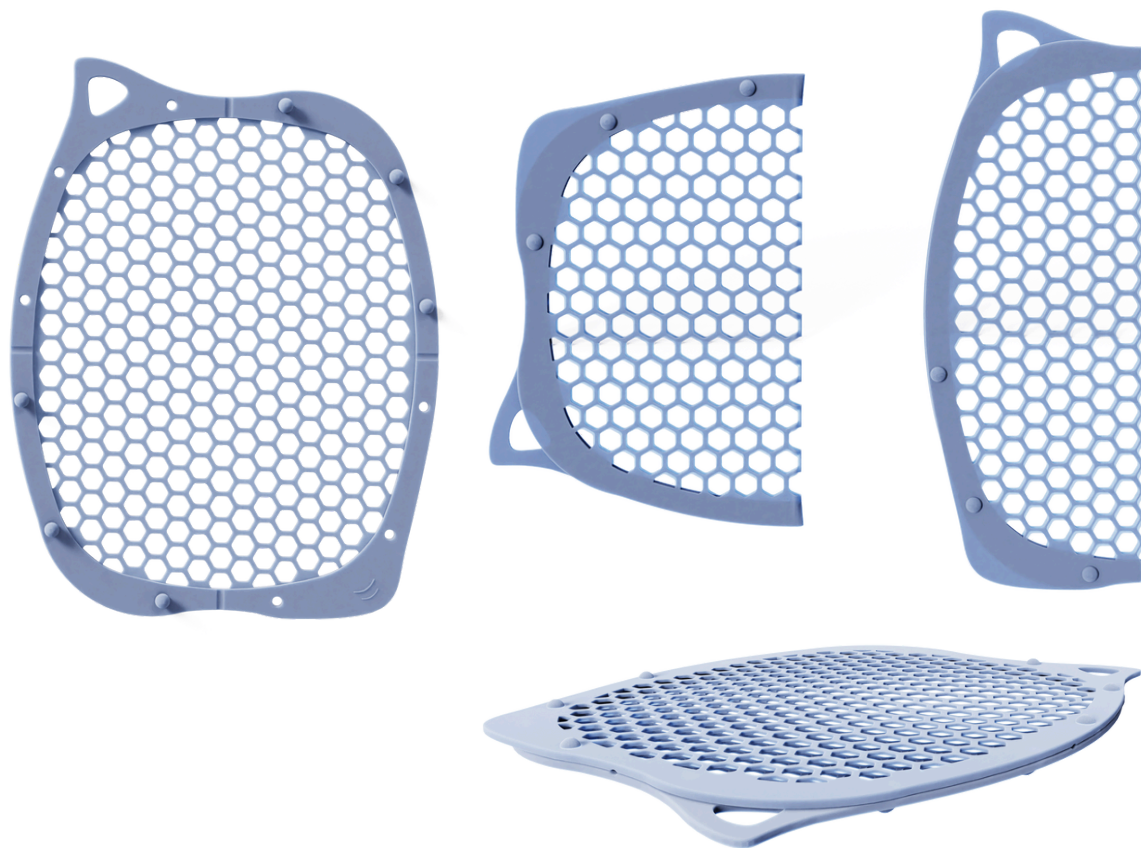








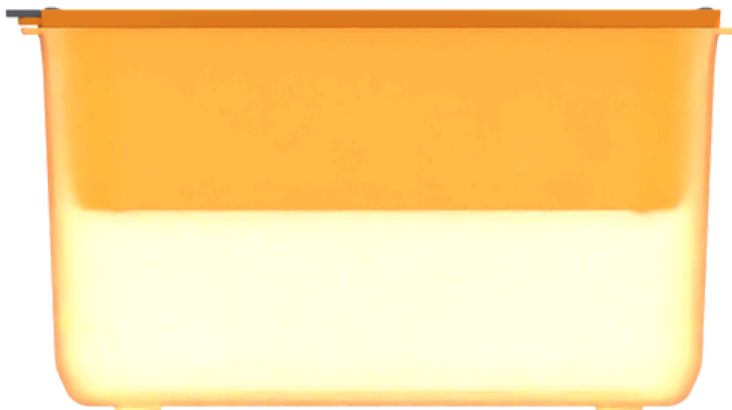


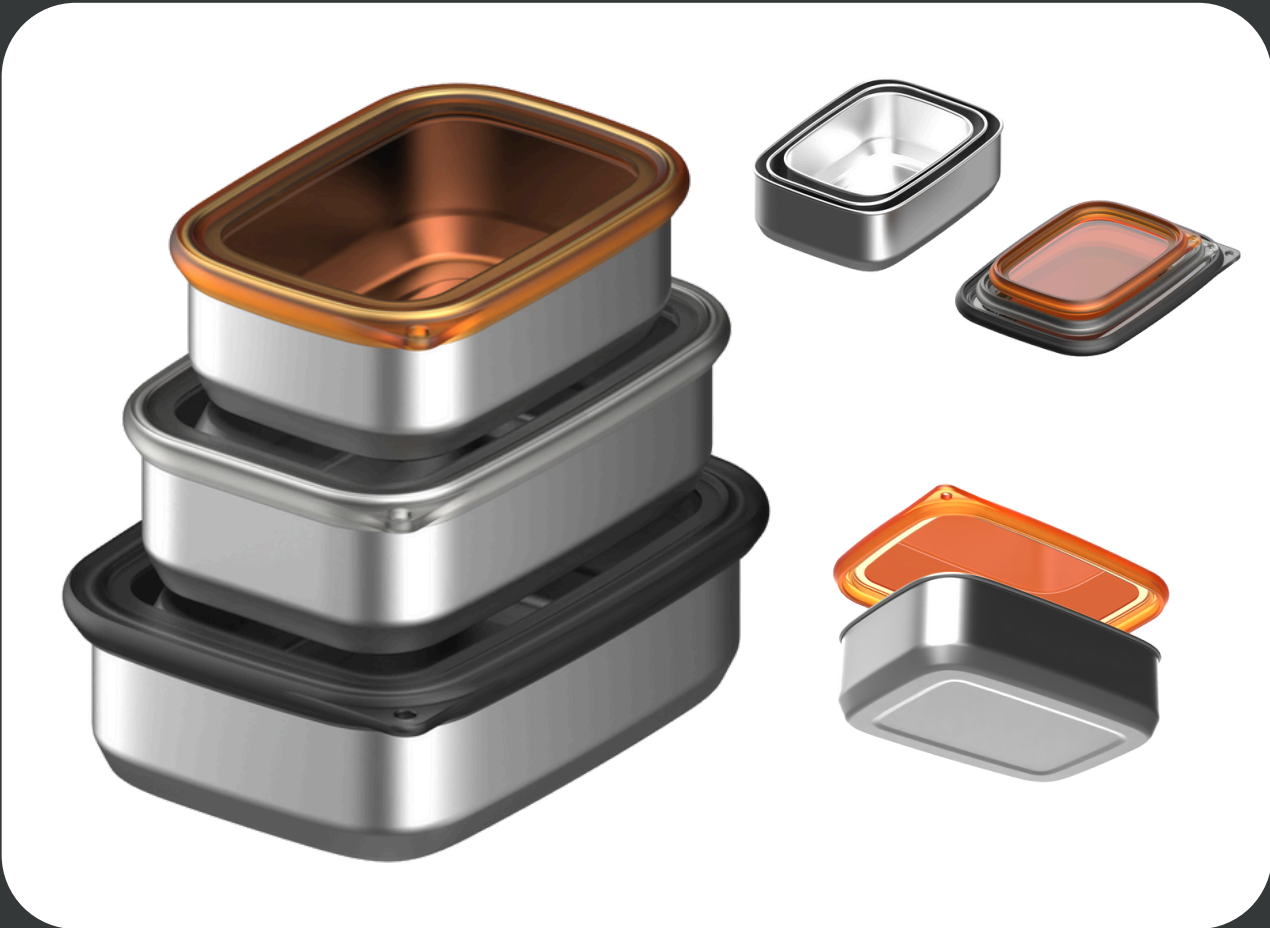


















→] Let's Talk