

# NATURAL FURNITURE



**aurijinal**  
boho design



## COMPANY PROFILE

Aurijinal was founded by two designers, one Thai and one European, in Bangkok, Thailand in 2006. Our vision was to marry modern European design with traditional Asian handcraft techniques. So we began by supplying lamps and lightshades to the regional hospitality industry, manufactured in craft villages in Thailand and Vietnam but with trendy designs.

Our products proved to be popular and we supplied many hotels with hand-made lighting. After participating in international trade fairs in Bangkok, we started supplying globally to wholesalers, large retail chains and hotels. In 2018 we added natural furniture made from bamboo, polyrattan and seagrass in contemporary boho designs to our product line.



# OUR TEAM

**1** Our company is made up of a fusion of cultures and skills. Our enthusiastic designers live, breathe and dream of natural furniture with a boho aesthetic.



As well as creating their own inspired designs, our designers can give you expert advice not only on your custom natural furniture design concept but also on the practicalities and feasibility of manufacture. Their imagination coupled with in-depth knowledge and experience of the handicraft industry means we'll provide ideas and design concepts to put you ahead of your retail competition.

Our English speaking sales staff is well trained to provide support to our global clientele. They will keep you advised of the progress of your order and help with shipping arrangements as they are knowledgeable about exporting procedures.



## LIGHTING

There are 50 trained workers and managers in the 2800 square metre factory with a monthly capacity of 12000 lamps. They pay close attention to detail in the pursuit of creating a perfect lamp every time. Our factory working practices meet the compliance codes of major Western companies. Our QC staff inspects the lamps to ensure that they are produced and tested according to every single specific standard of the purchasing countries. The factory has UL, CUL, ROHS and CE certification.



We believe that our employees are the most precious resource and that is why we always try to build a great working environment for our employees day by day. Each employee, with their expertise in different fields, is always heard and given the chance to contribute, creating a high team spirit.

# OUR MISSION

**2** **OUR MISSION**  
To design and make innovative natural furniture at a competitive price to the global market. To create a working environment full of respect and integrity for our employees, contractors and customers.

## Our Values

At Aurijinal, we follow one simple principle of keeping our word and do as we agreed, building our relationship with customers solely based on trust and reliability. Customer satisfaction is our number one priority.

Aurijinal is always looking to improve the environment and provide fair trade working opportunities for employees by ensuring our artisans can practice their craft in excellent working conditions. We also look at the whole picture by only contracting with suppliers who strongly abide by fair-trade standards and sustainable development.

# OUR CUSTOMERS

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## GLOBAL CLIENTS

Our products have been exported to over 30 countries with our major markets being North America, Western Europe and Asia. Our main customers include wholesalers, retail chains, 5 star hotels, resorts and spas.



## Reviews

You can read independent reviews from our satisfied wholesale customers here:

<https://www.trustpilot.com/review/www.aurijinal.com>

<https://www.houzz.com/browseReviews/aurijinal/aurijinal>

[https://www.reviewcentre.com/furniture/aurijinal\\_-\\_wwwaurijinalcom-reviews\\_4165975](https://www.reviewcentre.com/furniture/aurijinal_-_wwwaurijinalcom-reviews_4165975)

## FURNITURE



# OUR PRODUCTS

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## FURNITURE

We have a growing range of dining chairs, sunbeds, sofas, swing chairs and beds in seagrass, rattan and polyrattan with an emphasis on stylish boho design with a natural elements.



## Lamps

Our lamps attraction lies in the successful marriage of natural, rustic beauty that offers an abundance of textures, earthy colours, organic warmth and the elegance and sleek lines of contemporary lighting. All our lamps are CE, UL and CUL compliant.



# OUR BRAND

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## AURIJINAL

Our furniture is marketed under the Aurijinal brand name. Our brand has 3 core values:



### Brand Values

1. sustainability is at the heart of everything we do so we use of natural and recyclable materials such as bamboo, rattan and seagrass. At each stage of our production process, we always keep in mind both the environment and human safety.

2. contemporary boho design where earthy elements are combined with a clean-lined modern design for a warm and rustic aesthetic.

3. hand-made by skilled weavers using traditional techniques in craft villages.

## PENDANTS



# CONTACT US

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## SERVICE

Our friendly Sales staff are always ready to answer your questions. You can contact us by email, phone or Skype.

### Social Media

Keep updated with our news on:

<https://www.instagram.com/aurijinal/>

<https://www.facebook.com/aurijinal/>

<https://www.pinterest.com/aurijinaldesign>

<https://twitter.com/aurijinaldesign>

<https://www.linkedin.com/company/aurijinal>

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