



DeRUCCI

2024 DeRUCCI Overseas Franchise Handbook



DeRUCCI · Customized Service, for your Healthy Sleep

ABOUT DeRUCCI

Founded in 2004, DeRUCCI is a listed company dedicated to providing superior sleep systems with over 18 years of experience in the industry. At the beginning of our establishment, we made custom bedding products. With the steady growth of sales and demand, our product supply has diversified, evolving into a wide range of stylish furniture including mattresses, bed frames, dining sets, sofas and massage chairs.

Dedicated to providing a healthy scientific sleeping environment, DeRUCCI integrates premium global resources including Germany's Müller 3mesh® material, Japan's Fine Revo material and Italy's Technogel. Due to its skilled craftsmanship, innovative design and fine details, DeRUCCI develops rapidly from China to the whole world and has over 5700 exclusive stores in Australia, USA, Canada, Germany, Dubai, Hong Kong, etc., more than 14 countries and regions. Our commitment to high quality products and exceptional service remains steadfast.

WHY JOIN US?

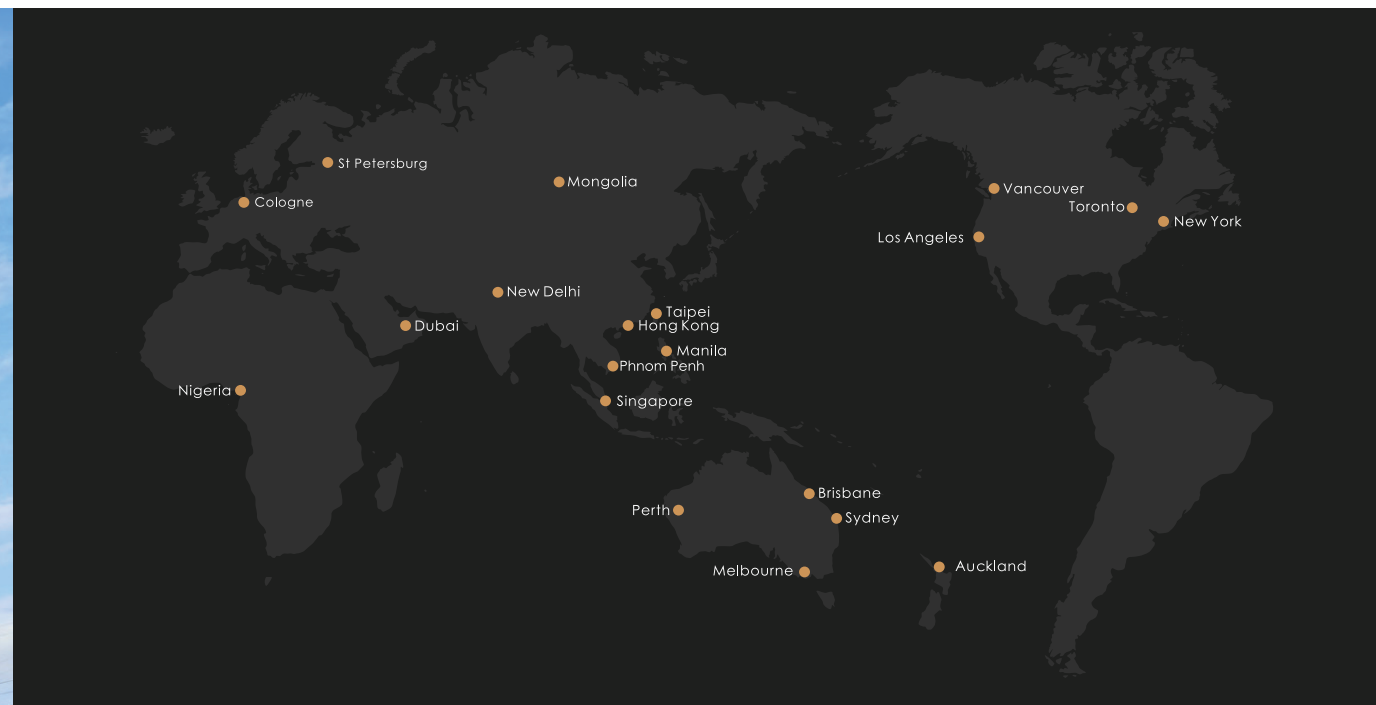
- Global Brand with Reputation
- Superior Products and Design
- Exceptional Training System
- Unique Interior Design Service
- Marketing & Promotion Service
- Allowance & Monetary Support

CURRENT LOCATION:

Sydney, Melbourne, Brisbane, Perth, New York, New Jersey, Los Angeles, Toronto, Vancouver, Auckland, Singapore, St. Petersburg, Manila, Mongolia, Chinese Mainland, Chinese Hongkong, Chinese Taipei, New Delhi, Phnom Penh, Nigeria etc.

TARGET FRANCHISE AREA:

All overseas countries and regions including North America, South East, India, Middle East, Europe, South America, New Zealand, Africa etc.



Mission & Vision » Let people sleep better

Core Values » Customer Satisfaction, Integrated Innovation, Win-win Cooperation, Fight with Passion, Integrity and Responsibility, Self-criticism

Business Position » To provide high-quality smart healthy sleep solutions and build the healthy ecosystem of smart sleep by technological innovation and integration of global resources.

Strategic Goal » To become the largest smart sleep solutions provider in the world.

CONTACTS:

Overseas Director

Bill: billc@derucci.com

Regional Managers:

Ben: benchen@derucci.com

Christine: yizhen.cai@derucci.com

Stella: qingru.fang@derucci.com

Stacy: stacy@derucci.com

BRAND HISTORY

2004-2007

DeRUCCI was founded and launched GLODIA series and 3D series, Launched 0769 series, focusing on high-end full leather beds.



2008-2010

Started its first Global Sleep Culture Journey. DeRUCCI established its own testing laboratory.



2011-2014

Opened its first overseas store in Sydney, Australia. DeRUCCI's 8th store in Australia and flagship stores in Hongkong and Colonge were opened.



2015-2017

Brought in French high-end brand, Treca, and American brand, SleepDesigns, as strategic partner. Opened stores in New York, Milan, Berlin, Vancouver, Perth, Brisbane, Los Angeles etc. Noah's Sailing Team with Yacht DeRUCCI raced in Sydney Hobart Yacht Race 2017.



2018-2020

Became the official partner of Australia Open. Opened stores in Auckland and Toronto. Partnered with Italian brand CALIA to enter sofa business. Debuted and sponsored at Melbourne Cup Horse-Racing Carnival. Together with Kobe Bryant and FIBA World Cup, launched national basketball game.



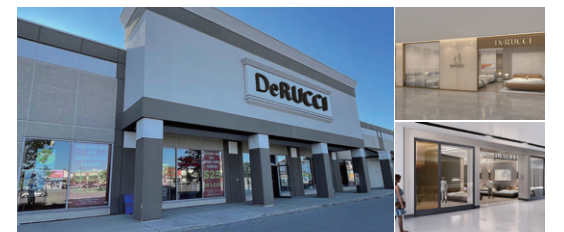
2021-2022

New Delhi Flagship Store was opened. Global Sleep Culture Journey flash mob events were held in Los Angeles, New York, Toronto, Vancouver and Sydney. Sponsored Miss Universe Australia 2022. DeRUCCI(001323) was listed in Shenzhen Stock Exchange Main Board on June 23rd 2022.



2023-2024

Toronto New Flagship Store was opened. Launching more new stores in New Jersey, Taiwan, Macao, India, Georgia, Africa etc in 2024. Held the Overseas Franchise Partner Conference in Sydney.



BRAND CULTURE

DERUCCI, A BRAND HIGHLY RECOGNIZED BY CUSTOMERS.

- DeRUCCI brand is worth 46 billion RMB, and it has been listed in the Top 500 Chinese Brand Values for 6 times.
- Ranked No.1 in Customer Satisfaction and Reputation in industry.
- Awarded the first batch of "Category Leading Brands" on the 2023 Top 100 Most Valuable High-end Brands List.
- Leading sales of high-end mattresses in China for five consecutive years.
- In June 2022, DeRUCCI went public on Shenzhen Stock Market, leading the healthy sleep industry.



INTELLIGENT MANUFACTURE ADVANTAGE



INTELLIGENT MANUFACTURING: INDUSTRY 4.0 FACOTRY

DeRUCCI has invested billions of RMB to build the industry's state-of-the-art Industry 4.0 digital intelligent manufacturing base. It has built two major intelligent factory in South China and East China, covering an area of 640 acres.

R&D: A BENCHMARK LABORATORY CERTIFIED BY CNAS

DeRUCCI Testing Technology Center was established in 2010 and was certified by CNAS (China National Accreditation Service for Conformity Assessment) in 2015, being the first laboratory in the industry to hold the certificate.

INNOVATION: 1300+ PATENTED TECHNOLOGIES

For the past 19 years, DeRUCCI has invested heavily in the research and innovation of healthy sleep systems, obtaining more than 1300 domestic and overseas patented technologies. (Note: The number of authorized patents obtained by DeRUCCI was calculated as of June 30 2023.)

STRENGTHS: PARTICIPATED IN DRAFTING 50 STANDARDS

As a member of National Furniture Standards Committee, DeRUCCI is the first drafting unit for China's upholstery furniture industry standards and has participated in drafting 50 industry standards, 30 of which have been released.

15
COUNTRIES/REGIONS

MILLIONS
OF HIGH-END CUSTOMERS

5700+
GLOBAL STORES

14
COUNTRIES OF RESOURCES

MEET OUR DESIGNERS



**AUGUSTINA
SORRENTINI**
Italy

A former GUCCI Senior Designer with retro style and an exceptional talent for textile design. Augustina brings her creative vision to life in bold and beautiful patterns.



**MATTHEW
ARQUETTE**
UK

Matt is an award-winning furniture designer who has created many successful furniture lines for leading brands. Matt believes good design is all about 'achieving balance'.



**MAURICE
BARILONE**
France

Our chief designer, Maurice Barilone, is famed for his 30 years' plus partnership with luxury French retailer, Roche Bobois, Maurice Barilone's ethos is to find the element in every object that 'brings it alive'.





**DANIEL
LIBESKIND**
USA

In 1989 Berlin based architect Daniel Libeskind won the contract to build the Jewish Museum Berlin. In 2003 the studio was moved to New York when Libeskind was selected as the master planner for the World Trade Centre redevelopment.



**STEFANIA
CAZZARO**
Italy

A former designer for CHANEL, Stefania Cazzaro established the famous Italian brand TAUOU in 2007.

Skin-friendly, tender and comfortable 
Breathable, cool in summer and warm in winter 

Environment Friendly 
Pressure relieving 



MICRO POCKET SPRING

Good care for your spine, high resilient and durable, can be stacked together, forma very soft, high spring count mattress core.

3MESH® MATERIAL

1.4 million points support, ultimate pressure releasing, hi-efficient ventilation, keep dry and cool. 40 support points per Sqcm. Easy washing, fast dry.



PALM OIL FOAM

MDI foaming technique, property of ventilation and antioxidant, comfortable touching feel, keep in shape, ultimate in pressure relieving support.



NATURAL LATEX

Has a distinctive resilient feel, durable and anti-microbico, high elasticity, even distribution of pressure for independent support.



EGG CRATE FOAM

Great ventilation property, fast drying ultimate in pressure relieving support.



GEL MEMORY FOAM

Regulate body temperature, cool in summer and warm in winter. Memory foam responds to individual shape and pressure.

EXCELLENT SUPPLIERS



Agro
German spring



ASLEEP
Japanese Space
Resin Ball



Muller,China
German 3D Material



Technogel
Italian Technogel



Radium Foam BV
Netherlands talalay
Latex



Artilat
Belgian latex



Harrison Spinks
British micro pocket
spring



BEK AERT
Belgian Anti-Viral
Fabric



UCI
Dutch smart pillow
supplier



LWA
Belgian Fabric



OUTLAST
German Textile



INVISTA
American anti-mite
and anti-bacteria
cotton



Custom8
Belgian intelligent
measuring
equipment



Sanitized
Sanitized Technology
Supplier from
Switzerland

PRODUCT CATEGORY BED FRAME



BZZ4-090 Standard Size: 222×255×89.5cm
King Size: 225×258×89.5cm

Beautifully crafted in two tone leather, our Aspen bed is the perfect balance of modern European styling and relaxed luxury. Softening the angled lines of the frame, the fluid curves at the head of the bed wrap around the edges creating a sense of security and comfort as you rest against the fully adjustable and removable pillows.



BZZ4-093 Standard Size: 251×191×96cm
King Size: 254×194×96cm

Fall into the luxurious Siena bed and let the adjustable back cushion and stylish ergonomic design transport you to dreamworld. The versatile design allows you to configure the headrest in multiple positions for support when laying or sitting up reading in bed. The Sienna bed also comes with a fully removable, washable cover.



BOC1-002 Standard Size: 220×196×113.5cm
King Size: 224×183×115cm

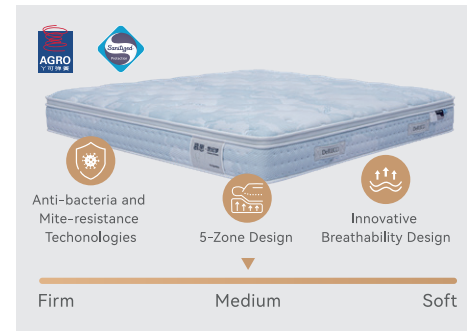
The overall design is very neat. The double backrests are very comfy, with side lines extending smoothly to the bed, revealing a calm and elegant atmosphere. A strong sense of simplicity comes rushing towards you.

PRODUCT CATEGORY MATTRESS



MZZ4-233B Standard Size: 180×200×22cm
King Size: 183×203×22cm

It is the best-selling mattress of DeRUCCI that fits customers of all ages. With 3D materials imported from Germany, it has good breathability and support. 40 small supporting fibers per square centimeter accompanied by pocket springs, provides a quiet and supportive sleep experience.



MOC1-012 Standard Size: 180×200×26cm
King Size: 183×203×26cm

Co-designed by former GUCCI designer Augustina, integrating design elements of world map and moon. Integrated ARGO Pocket Spring from Germany that offers better support and elasticity. 5-Zone pocket spring offer various support to body parts. It has SANITIZED® foam and VIRASE® virus-protection function.



MZZ4-238A Standard Size: 180×200×24cm
King Size: 183×203×24cm

High elastic latex of comfort layer perfectly conforms to your body and provides support during the night. Ice Silk knitted fabrics on the top is soft and cool to the touch.

PRODUCT CATEGORY SOFA



RMC1-032

This is a classic design. Classic shape with a classic dark brown colour wrapped in high quality cow leather, building a sense of extravagance.



ROC1-015

This sofa is a full-leather sofa that features a unique and innovative design with a unique lounge design. The double-layer backrest is filled with high-resilience foam, which fits the curve of the waist and back, offering an ultimate comfortable experience.



ROC1-016

This sofa is half-leather and has a delicate appearance and a soft warm color, making your living room feel more cozy. The high segmented backrest can firmly support our head and neck and fits well with the curve of the back. The armrest is thick and soft and the seat cushion is highly-resilient.

PRODUCT CATEGORY DINING



TMC1-1363

Size: 152×152×75cm / 138×138×75cm

Classic elegance combines with functionality in our gorgeous Seville table. Seville features a tiered white marble top, supported by a beautifully crafted base of curved panels that have been finished in a polished timber veneer, appearing somewhat like an abstract tree trunk.



TOC1-003

Size: 140×80×75cm / 160×90×75cm

This dining table is very neat in design. It features a sintered stone top, supported by four neat legs with pointy ends. It creates a sense of simplicity in your dining area.



TOC1-003

Size: 160×85×75.5cm / 180×90×75.5cm / 200×100×75.5cm

This dining table has an artistic design. It features a gray marble paper top with beautiful grains and pattern. The marble paper top is easy for cleaning. The legs are designed in curved shape, adding the artistic sense to your space.

PRODUCT CATEGORY OTHERS



SIDEBOARD CABINET
LMC1-1421 Size: 160×45×85cm



TV CABINET
LOC1-012 Size: 200×40×40cm



COFFEE TABLE
EOC1-012 Size: 130×70×40cm



COFFEE TABLE
EOC1-009 Size: 132.8×93.8×35cm
108.4×78×27.5cm



LEISURE CHAIR
COC1-012 Size: 160×45×85cm



RECLINER
COC1-013 Size: 130×70×40cm

EMPOWERMENT AND SUPPORT SYSTEM

- ◇ - Unique Interior Design Service - professional store design team to ensure compliance with the aesthetic standards of the store
- ◇ - Marketing and Promotion Service - professional integrated marketing team to plan effective marketing campaigns and help promote via various channels
- ◇ - Opening Support - specialized team to base in the store to guide through product installing, store decorating, opening activities, sales training, team building etc.
- ◇ - Exceptional Training System - offer all-dimensional professional training targeted at various groups including new staff, manager, owner on monthly basis
- ◇ - Monetary Support - offer all forms of monetary support such as construction allowance, decoration materials, opening support, marketing and promotion expense support, order discount support etc.



PARTNERS PORTRAIT

- ◇ – Understands DeRUCCI and recognizes DeRUCCI brand culture.
- ◇ – Has experience in brand franchise or distributing business, preferably in furniture, building materials, household electrical appliances, home textiles industries.
- ◇ – Financially sound with good investment mindset.
- ◇ – Has stable operation and sales team, and abundant customer base or channels.
- ◇ – Having existing showroom space or being able to acquire premium store locations is preferred.

STORE LOCATION

- ◇ – Furniture District: local districts where furniture stores are clustered
- ◇ – Specialized Mall: local specialized malls of furniture/construction materials business
- ◇ – Shopping Mall: general high-end shopping malls with good foot traffic
- ◇ – General business street: store location by busy street of first floor

STORE TYPES

Based on the actual situation of overseas markets, store locations, and local consumption power, the markets/stores are divided into A/B/C/D levels. The store types and required area are as below.

DERUCCI STORES TYPES			
TYPE	PRODUCT CATEGORY	DESCRIPTION	AREA (m ²)
Flagship Store	Comprehensive	Exclusively sell DeRUCCI's bedroom and living furniture, with own storefront	≥ 800
Independent Store	Comprehensive	Located on 1st floor in street with own storefront	≥ 500
Specialized Mall Store	Bedroom furniture	Located in furniture / building materials mall	≥ 160
	Sofa		≥ 160
	Comprehensive		≥ 300
Shopping Mall Store	Comprehensive	Located in local or chain shopping mall / department store	≥ 50
Shop-in-shop/Gallery	Comprehensive	Located in an exclusive area of existing own-branded showroom	≥ 50

PARTNERSHIP PROCEDURES

1

PARTNERSHIP EVALUATION

Discuss partnership in details; submit franchise application; evaluate qualifications and approves the application.

2

STORE SET-UP APPLICATION

Prepare the store set-up materials and submit application

3

STORE DESIGN

Offer to design the floor plan and decoration drawings; work out the decoration materials lists and floor sample lists.

4

STORE CONSTRUCTION/ RENOVATION

Pay the materials fees and start the construction/renovation process; help monitor the renovation flow.

5

NEW FRANCHISEE TRAINING

Conduct detailed training on product selling points, sales process and technique, store operation, after-sales service etc.

6

STORE APPROVAL CHECK

After construction is finished, check and approves the store set-up and floor display. Submit the construction allowance application.

7

STORE OPENING PREPARATION

Store-opening training, opening marketing and sales campaigns planning and execution.

8

ONGOING OPERATION SUPPORT

Ongoing training, store supervision and operation support.

DeRUCCI STORE



Melbourne



Perth



Toronto



New Zealand



Sydney



Brisbane



Singapore



Philippines



New York



New York



India



HongKong



Los Angeles



Vancouver



Macao



Taiwan

SLEEP BETTER TONIGHT
WITH DeRUCCI

De Rucci Healthy Sleep Co.,Ltd.

Address: Science and Technology Avenue No.1,Houjie Town,Dongguan
City,Guangdong Province

Email: overseasbu@derucci.com

Web: global.derucci.com

