

REBON

ONE-STOP SOLUTIONS FOR CABINETRY PROJECT



Rebon



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DE&E

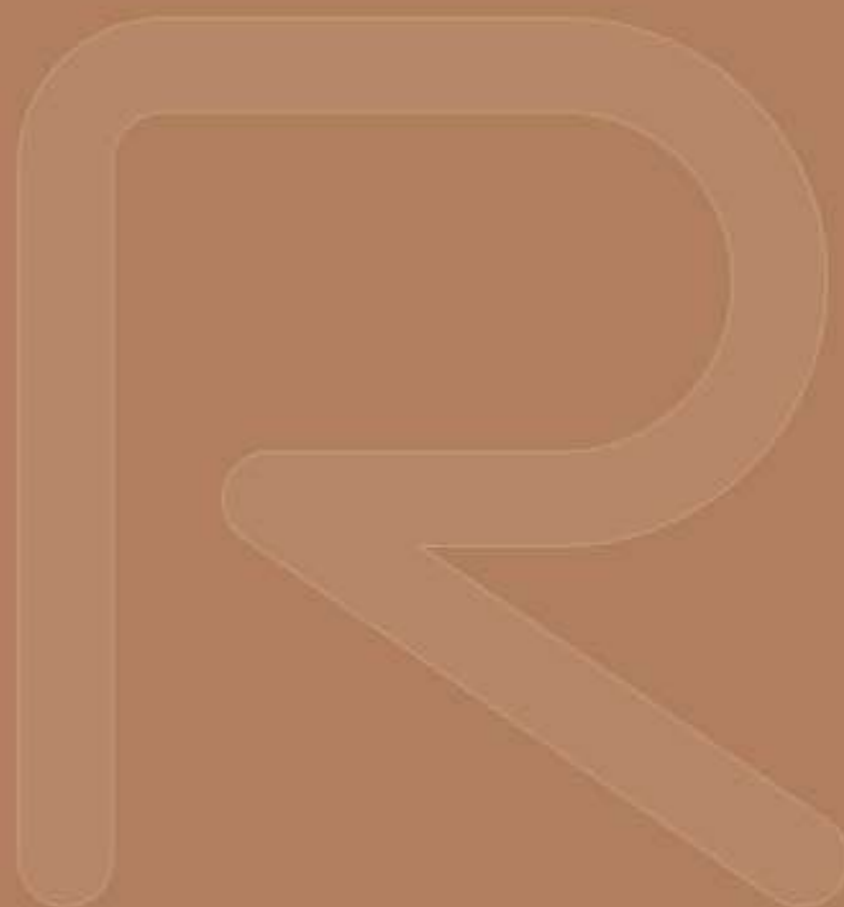
ZHEJIANG REBON SMART HOME CO., LTD.

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REBON

ONE-STOP CABINETS SOLUTION



Kitchen Cabinet



Wardrobe



Full House Solution



Appliance

Zhejiang Rebon Smart Home Co., Ltd. is a subsidiary of DE&E Holding Group Co., Ltd. which is located in Wuxing District, Huzhou City, Zhejiang Province.

Covering Area
115000m²

Annual Output Value
\$300million

Producing Capacity
100,000 sets



CATALOG

Create Various Style of Full House Solution



Kitchen Cabinet



Wardrobe



Bathroom Vanity



Living & Dining Room



Tatami



Study



Children's Room

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93-100



MOST
ADVANCED
INTELLIGENT
FACTORY
IN CHINA

ABOUT REBON

DE&E HOLDING GROUP

DE&E Holding Group Co., Ltd. was established in November 1992, headquartered in Xiaoshan District, Hangzhou. It is a large modern enterprise group involved in areas such as kitchen and bathroom appliances, overall kitchen cabinets, real estate development, and property management, with an annual revenue exceeding 4 billion yuan, total assets of 3 billion yuan, and more than 3,000 employees.

For 33 years, DE&E has aligned itself with the pulse of the times, relying on extraordinary innovation capabilities to provide fashionable, high-end, and differentiated products along with comprehensive and sincere services, bringing consumers a pleasant living experience. This has led to continuous growth and wide recognition across all sectors of society, achieving steady and rapid development for the company.

The company has been awarded numerous honors, including China's Outstanding Private Technology Enterprise, Top 10 Brands in the Home Furnishing Industry, Top 10 Brands with Cultural Value, Zhejiang Province's Key Backbone Enterprises, Zhejiang Province's Famous Enterprises, Zhejiang Province's Management Innovation Model Enterprise, Zhejiang Province's Patent Model Enterprise, Zhejiang Province's Credit Management Model Enterprise, Hangzhou's Top 100 Enterprises, Hangzhou's Large-Scale Industrial Enterprises and Large Groups, and Hangzhou's Civilized Units, among others.

With a heart for creation and a path of excellence, DE&E aims to combine the advantages of timing, location, and talent, forging ahead with determination and striving to become an internationally leading company with core values and competitive capabilities.



Rebon Cabinets, Art Brighten your Life

We are a leading manufacturer of kitchen cabinets, wardrobes, and vanities for home furnishings. The company has been recognized as one of the "Top 10 Chinese Cabinet Brands" for ten consecutive years, as well as receiving awards such as the "China Red Star Design Award." We use the latest technology and equipment, including Italy-imported BIESSE machines, to produce cabinets of the highest quality.

Our company offers a wide range of materials, including lacquer, melamine, PVC, solid wood, UV, and PET, and our experts are here to assist you with design inspiration and material selection for your project. Our commitment to quality and attention to detail is reflected in our ISO14001:2015 Environmental System Certification and Environmental Labelling Certification.

Rebon Vision

Our vision is to be a leading provider of elegant, high-quality products and services, satisfying our customers' pursuit of beauty and a comfortable, fashionable, and life experience.

Rebon Concept

100% Dedicated 100% Original Design 100% International Standard Technology



REBON HOME Huzhou Factory Introduction

REBON Smart Home's new smart factory in Huzhou has been officially put into production in 2024, marking a major breakthrough for the company in the field of intelligent manufacturing.

This modern factory covers an area of 115,000 m² and integrates automated production lines, intelligent logistics distribution systems, efficient warehouse management systems, and advanced intelligent manufacturing command centers, realizing full-process intelligent production from raw materials to finished products.

Through the in-depth application of digital technology, the factory has greatly improved production efficiency and product quality. After full production, the annual production capacity will reach 100,000 sets of environmentally friendly customized homes, fully meeting the market demand for high-quality, personalized home products.

The completion of REBON's new smart factory not only demonstrates the company's leading position in the field of environmentally friendly homes, but also sets a benchmark for intelligent production in the industry.



DEVELOPMENT HISTORY

In today's fast-developing economy, art may seem like a luxury term, but it has never left us. Especially for Rebon Home, art is steadily walking to the center stage.



2002

Xiaoshan DE&E Classic Kitchen Specialty Store officially opened, marking the start of DE&E Kitchen Cabinet business.

2010

DE&E Overall Kitchen Cabinets was renamed to DE&E Rebon Kitchen Cabinets, and the large-scale production base in Jingjiang with an investment of 280 million yuan was put into use. Over the next decade, Rebon Home consistently ranked among the Top 10 Chinese Kitchen Cabinet Brands and the Top 10 Chinese Kitchen Cabinet Manufacturers.

2016

it entered the whole-house customization field, marking the start of its whole-home strategy, becoming the only company selected for CCTV's "Quality" program.

2019

the revolutionary "Rebon Reed Board," made from food-grade reed material, was officially launched.

2021

DE&E integrated DE&E Appliances and Rebon Home into a single business, establishing DE&E Smart Home and entering the smart home business field. It also launched the new "Zhaopei" series to meet the one-stop furniture customization needs.

2006

Hangzhou DE&E Kitchen Appliances Co., Ltd. was established, accelerating the development of DE&E Kitchen Cabinets. To achieve rapid growth in the cabinet business, Rebon Home began independent operations.

2014

officially entered the wardrobe product field, taking a step toward the whole-home strategy.

2017

it was officially renamed Hangzhou Rebon Home Co., Ltd., followed by a complete brand image upgrade.

2020

Rebon Home's Phase II production base for the engineering market was officially put into operation.

2024

the Rebon 4.0 Smart Huzhou New Factory was put into use. Hangzhou Rebon Home Co., Ltd. was renamed Zhejiang Rebon Smart Home Co., Ltd.

OVERSEAS PROJECTS



Norway

Quantity: 234 apartments
lacquered kitchen cabinets

India

Quantity: 514 apartments melamine
kitchen cabinets

US

Quantity: 217 apartments kitchen
cabinets and bathroom cabinets

Qatar

Quantity: 212 units kitchen cabinets and
bathroom cabinets

Dubai

Quantity: 315 kitchen cabinets
and wardrobes

Pakistan

Quantity: 156 units kitchen cabinets
and 468 wardrobes

OVERSEAS PROJECTS



Australia

Location: Melbourne' s Docklands precinct
Quantity: 437 units kitchen cabinets and bathroom cabinets

Uruguay

Location: Place Lafayette, Av. Roosevelt y Av. Pedragosa Sierra Torres, 20100 Punta del Este

UK

Location: Croydon' s newly regenerated town centre
Quantity: 183 units kitchen cabinets

Bahrain

Quantity: 112 apartments white high gloss kitchen cabinets

Canada

Quantity: 300 apartments melamine kitchen cabinets and bathroom cabinets

Philippines

Quantity: 375 units of kitchen cabinets, 1100 closets and 1000 lavatories

REBON HONOR



- Vice President of the All-China Federation of Industry and Commerce
- Participant of "Overall Kitchen Cabinet After-Sales Service Standards"
- Enterprise for Drafting the "Home Kitchen Equipment" National Standard
- 2018 Zhejiang Province Furniture Industry Leading Enterprise
- China Environmental Label Product Certification
- Quality Management System Certification ISO9001
- WANTAI Certification ISO14001
- China Kitchen & Bath Innovation Design Competition Innovation Product Award
- China Innovation Design Red Star Award
- China Kitchen Design Competition Golden Hook Supreme Award
- National High-Tech Enterprise
- Top 10 Chinese Kitchen Cabinet Brands
- Top 10 Brand Value of China's Whole-Home Customization
- Top 10 Most Loved Brands of Chinese Whole-Home Customization by Consumers
- Top 10 Whole-Home Customization Services, Top 10 Chinese Kitchen Cabinet Brands
- 2022 China Real Estate Supply Chain Industry Top 10 Competitiveness



REBON HONOR

REBON has been always caring for product quality, staff safety, environment protection and customer satisfaction.



ISO9001



ISO45001



ISO14001

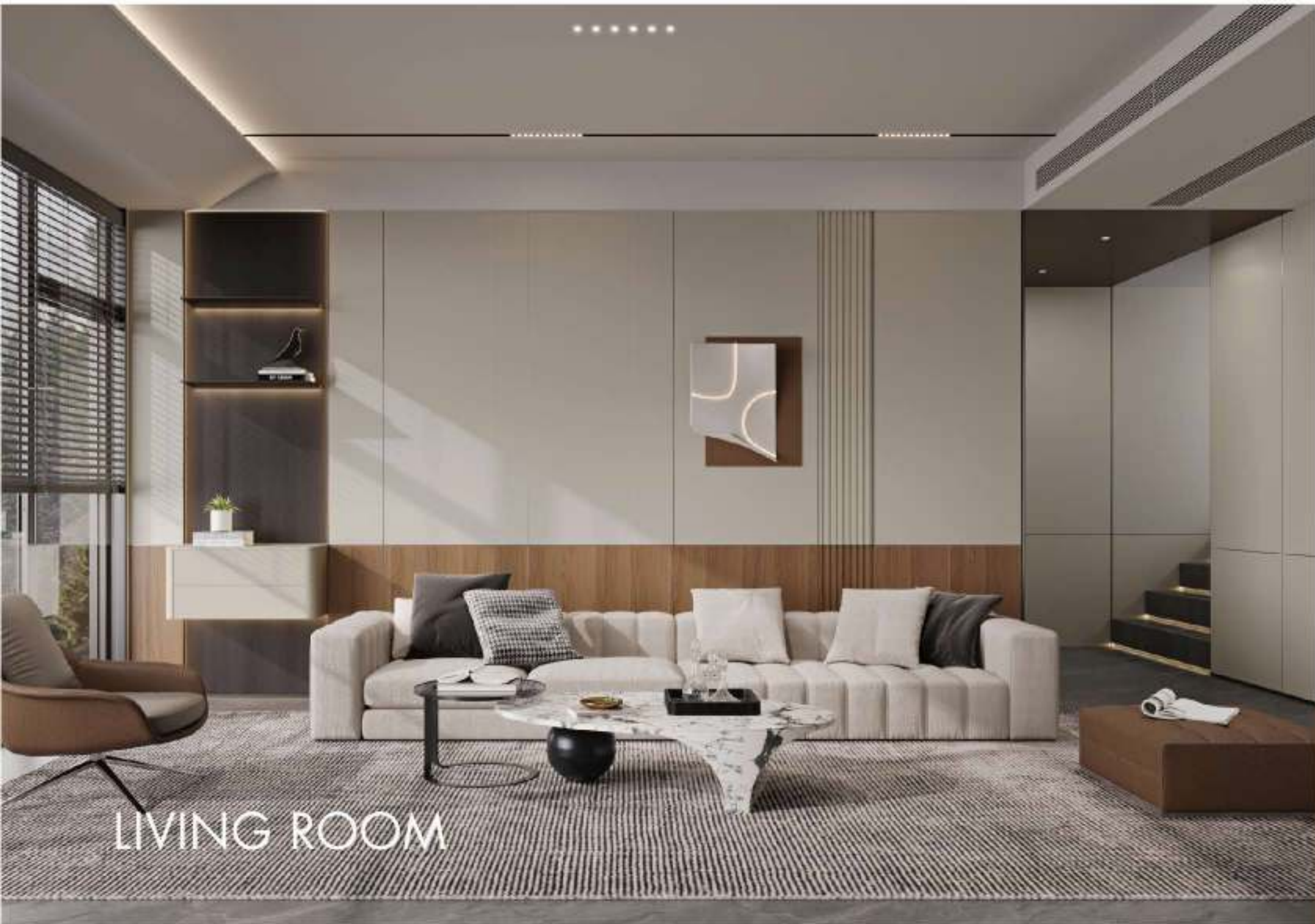


LAVUE

Designed with the latest Green Board S-Class Panels, Lavue combines elegance and stylish like never before. Featuring warm wood-grain finishes paired with soft white tones, this collection brings a dynamic and layered aesthetic to your space.



KITCHEN



GRAND HOME

Great elegance lies within, bringing joy to the heart. Subtle luxury graces the exterior, while wisdom resides within. We inherit profound strength and embody extraordinary style, stepping boldly from the passage of time. Together with you, we share brilliant moments.



KITCHEN



A modern kitchen with a dark island, white cabinetry, and a dining table with two chairs. The kitchen features a dark island with a wooden countertop, a white wall with built-in ovens, and a dark wall with a range hood. A dining table with two chairs is positioned in front of the island. The overall design is minimalist and sophisticated.

KITCHEN

IDEAL HOME

Simplicity in form, richness in spirit. 'Ideal Home' follows a minimalist design style, perfectly blending subtlety with timeless fashion, while exploring and interpreting art, aesthetics, and life. The designer skillfully employs classic high-end colors like gray and khaki, combining diverse materials such as fine textured panels, wood grain, leather, stone, and metal. This exquisite craftsmanship, along with a robust storage system and aesthetic considerations like matching handles and integrated cabinetry, elevates the sense of refined luxury in the space to a new height, achieving an ideal balance between function and aesthetics.





FREE TIME II

In a realm of purity, enjoy moments of freedom. In an era of chaos, people are yearning for the tranquility that comes from a pure aesthetic, a calm and elegant space that seems to embrace all emotions and colors. 'Free Time' deconstructs the inner needs of modern urban elites, sketching a life defined by simplicity and clarity. Here, one can escape the frenzy and restlessness, embarking on a journey of freedom.

LATTE

In an ever-changing era, amidst the busyness of life, urban elites seek to slow down and find balance between self and the outside world. 'Royal Court' draws inspiration from the smoothness of a latte, embodying a warmth that is neither too aloof nor too flashy; the touch of luxury is just right. With latte coffee as its base, it exudes gentleness and poetic charm, subtly radiating a modern urban vibe. It serves as a gentle response to the meticulous lives of urban elites, allowing people to shake off the fatigue of life and work and embrace a lifestyle of measured ease.



KITCHEN



Closet



Study



Kitchen

JADE ELEGANCE

The pristine white of cream is the purity of white jade, the bright clarity of moonlight, and the essence of tranquility and gentleness. It is more than just a color; it represents a lifestyle—a low-key yet radiant presence. The designer steps lightly into the dreams of women, unlocking the unique charm of elegant femininity, exploring timeless romance, and creating an ideal space that aligns with women's aesthetic sensibilities.

BEDROOM



Closet



Study





Living Room



GOLDEN ERA

In our fast-paced lives, we often long for simple and refreshing things. There's no need for extravagant colors or complicated elements; 'Golden Era' embraces a new minimalism, discarding all excess and pursuing a pure, unadulterated artistic effect. The goal is to create a natural space filled with tranquility and gentleness.



KITCHEN



STUDY

GRAND HOME

The lifestyle of urban elites should reflect a dual abundance of both material and spiritual wealth. The designer aims to create a space that is minimalist, refined, and textured, reflecting the elites' desire for an elegant and luxurious life. This design embodies the wisdom, maturity, and rationality of men, highlighting their unique taste and modern, fashionable aura.



Living Room

CARIBBEAN COAST

The 'CARIBBEAN COAST' design is both avant-garde and bold. For materials, sintered stone is chosen as the primary element for the door panels. The kitchen features an ingenious design, with the high cabinets and cooking area cleverly concealed behind electric doors.

KITCHEN



KITCHEN

URBAN IMPRESSION

Simple geometric outline reflects the simplicity and elegance of the whole space.

Large areas of black and brown create a warm and advanced home atmosphere.

Every detail of the whole house design-"Impression of the City" has a distinct personality, which is both luxury and fashionable, minimalist and romantic.



LIVING ROOM



Closet



Proch



Study



DINING ROOM

LIVING ROOM

55° GREY

German industrial style kitchen, low-key and rich in texture, minimalist design, makes the cabinet very modern, with wooden dining table, bringing a touch of warmth and nature.





PLATO

Introducing the newest Italian-style wood-finished kitchen cabinet—the PLATO series. This collection features solid wood veneer doors that exude luxury throughout the home, all at a significantly lower price than solid wood options.



LIVING ROOM



Dining Room



Closet





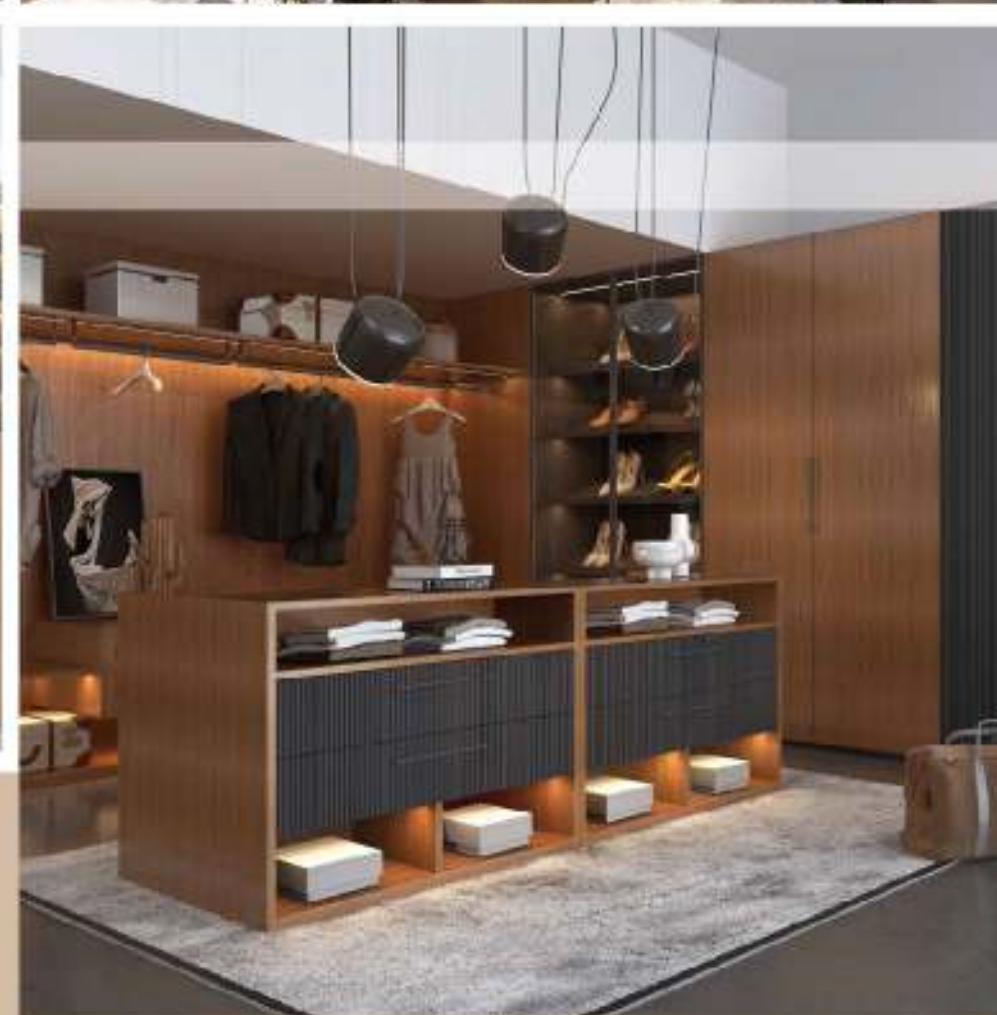
Kitchen

THE ORIGINAL



Bedroom







FREE TIME

In an era of chaos, people seek the tranquility brought by a cool aesthetic, as well as a calm, elegant space that seems to embrace all emotions and colors. The combination of black aluminum frames and gray glass, along with the soft gray tones and the deep, mysterious blacks, creates a play of light and shadow that adds depth and texture to the space. The clean, simple lines foster a minimalist and comfortable home atmosphere. By adopting a natural stance toward their true selves, they can shut out the noisy world and quietly reside in a corner, embarking on a beautiful journey of freedom.





Closet



Toilet



Dining Room



Porch



LIVING ROOM

URBAN LADY

The 'Urban Lady' design is inspired by women's fashionable handbags. The entire collection features a warm white PVC base, complemented by walnut-colored accents with touches of gold. Reflecting women's appreciation for warmth, style, and luxury, the doors are uniquely designed in a fashionable micro-formation style, incorporating a skin-like texture. This design strives to create a warm and elegant artistic atmosphere.



Dining Room



KITCHEN





Living Room

ELIZABETH II

The high sensibility of the design merges practicality with a departure from the seriousness and formality of classical French style, as seen in Elizabeth II's influence. The designer softens the 'complexity' of French aesthetics and the 'simplicity' of modern design, resulting in a more inviting and adaptable approach.



kitchen



Dining Room



Closet



Study

WHITE JADE III

Rooted in ancient Greek and Roman culture, the modern European minimalist style captivates with its simple colors and clean lines. The striking contrast between cool white and warm wood grain creates a beautiful interplay when sunlight filters into the room, inviting families to savor these precious moments together. This minimalist European style embraces a closer connection to nature while discarding complex textures and decorations. By simplifying lines, it exudes a fashionable temperament, balancing practicality and versatility with just the right touch of luxury, elegance, and romance.



Living Room



Study



Closet



Bedroom



Dining Room



Kitchen

NORDIC IMPRESSION

Embracing the refined lifestyle concept of Northern Europe, we build upon a 30-degree gray tone, harmonizing chaotic natural textures with a repetitive rectangular structure. The addition of Tiffany blue introduces a soothing rhythm while maintaining a sense of style, and the subtle incorporation of technical black elements elevates the overall quality of the space.



KITCHEN



Toilet



Study



Bedroom



Living room

Melamine Faced Chipboard Door

Base Board : 18mm E1 Particle Board

Advantages: Economic And Durable



PM1001 PM1002 PM1003 PM1004 PM1005 PM1006 PM1007 PM1008



PM1009 PM1010 PM1011 PM1012 PM1013 PM1014 PM1015 PM1016

Base Board : 18mm ENF Grade Reed Board

Advantages: Environmentally Friendly, Healthy, Durable, Moisture-Resistant And Formaldehyde-Free



SM1001 SM1002 SM1003 SM1004 SM1005 SM1006 SM1007 SM1008



SM1009 SM1010 SM1011 SM1012 SM1013 SM1014 SM1015 SM1016



SM1017 SM1018 SM1019 SM1020

PET Door

Base Board : 18mm ENF Particle Board

Advantages: Environmental-friendly, Moisture-proof,
Wear Resistance, Heat Resistance, Corrosion Resistance.



PM2001 Matte



PM2002 Matte



PM2003 Matte



PM2004 Matte



PM2005 Matte



PM2006 Matte



PM2007 Matte



PM2008 Matte



PM2009 Gloss



PM2010 Gloss



PM2011 Gloss



PM2012 Gloss

Lacquered Door

Advantages: Anti-scratch Anti-yellowing Noble-appearance



DK2101



DK2101



DK2102



DK2103



DK2104



DK2105



DK2106



DK2107



DK2108



DK2109



DK2110



DK2301



DK1201



DK1202



DK1206



DK1502



DK1701



DK08506



DK08601



DK08611



DK08615



DK09505



DK10501



DK10601

Skin-friendly Board Wood Veneer

Advantages: Sand Pattern, Matte Frosted Texture, Delicate Touch



LF2301



LF2302



LF2303



LF2304



LF2305



LF2306



LF2307



LF2308



LF2309



LF2310

Advantages: Environmental Protection, Health and Safety



SM5102



SM5103



SM5104



SM5105



SM5151



SM5152



SM5201



SM5202



SM5203



SM5204



SM5301



SM5302



SM5303



SM5304

Sherwin-Williams Water-based Paint Door

PVC Door

Advantages: Eco-friendly And Healthy, High-quality Finishes

Base Board : E1 MDF
Advantages: Molding Available

