



Tiger Family®

ANNIVERSARY
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50

GOLDEN JUBILEE

a Happy and Healthy

Journey

Award-winning Schoolbag Brand

Tiger Group was first founded in 1972 in Hong Kong. Over the past 50 years, we have grown from a small family workshop to a leading schoolbag producer in the world with sales network in over 50 countries. We are proud to have won many international awards and accreditations in areas of **Ergonomics, Design & Innovation, Quality and Sustainability** by international experts and associations.



International Certifications and Awards



Green Product Award Winner

The international Green Product Award honors sustainable and innovative products and we are proud to be the only winner among all ergonomic schoolbag brands!



Hong Kong Top Brand

This award gives recognition to top 10 outstanding brands established by Hong Kong companies and we are extremely proud to be one of them!



Innovation Prize for Ergonomics

This award is granted by the IGR e.V. Germany to brands with holistic ergonomic concepts that have made an outstanding contribution to living.



Official Ergonomic Certification

We are proud that our schoolbags have been sealed and approved by IGR. e.V. Germany as an "Ergonomic Product"!

Our Accreditations



GRS certification guarantees our recycled textiles with additional environmental and social criteria with full traceability from its source to the final product.



Our own in-house laboratory is dual accredited by **CNAS** and **ILAC-MRA ISO17025** for testing all raw materials and finished products and issuing test reports that are recognized worldwide.



As one of the world's best-known labels for textiles tested for harmful substances, our accreditation reassures our customer confidence and high product safety.



FSC certification ensures our products come from responsibly managed forests that provide environmental, social and economic benefits.



By joining the **Amfori** program, our influence is not only among consumers but also throughout the impact of our supply chain by providing a healthy and safety workplace.



We are proud to have been awarded with "**The Caring Company**" for our good corporate responsibility and our dedication towards the creation of a sustainable and inclusive society.

Who Are We?

Walk you Through a Happy and Healthy Journey is our motto with an extraordinary meaning behind it. 50 years of devotion, hard work, perseverance, versatility and commitments with innovation. We are proud to be the trusted ergonomic choice of millions of parents all over the world.

Our 2,000 members around the world through 6 offices, 2 production facilities and 1 logistic center are the heart and soul of our organization. With our fully integrated and efficient supply chain, we can constantly evolve with our consumers and be a step ahead to take the lead in the rapidly changing and challenging global marketplace. This is precisely why we are so unique!



Sustainability is Key to Success!

We are a Responsible Business

WE PROTECT - Our Planet



We PROTECT our planet and future by reducing our environmental impact – use only eco-friendly materials from responsible sources and reduce our carbon footprints in all processes.

WE CARE - Workplace Well-being



We CARE about our employees. We are committed to provide a workplace that puts health, safety, work-life balance and well-being as priorities.

WE INNOVATE - Products and Experiences



We lead INNOVATION in product development, new technology, customer journey and digital services. Together, we are reinventing the future of our business for further successes.

WE GIVE BACK - For Good Cause



We GIVE BACK to our communities and beyond. We support organizations and initiatives that focus on education, poverty and any projects with good cause.

Our Mission Statement

Schoolbag is something very special: every children pack their dreams into their schoolbags and every parent pack their love into them. That's why we are very committed to making each schoolbag the best ergonomic companion for a child's daily use and becoming their fond memories based on these four core values.

Sustainability

30% of our collection is made from recycled materials. We hope to increase that to 70% by 2024.

Ergonomic

Our schoolbags are very comfortable for daily wear as we create and design with "ergonomics" at our heart.

Innovation

Our product form, structure and patents are designed and made according to your needs.

Smart Details

We enhance every functional details and features to makes it much easier for daily use.



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
11-62252 Shirley
Tested for harmful substances.
www.oeko-tex.com/standard100



Easy Steps to create GO GREEN schoolbags:

01. Collect, Sort & Clean the Waste



02. Regenerate, Purify & Recycle



03. Transform into Textile



04. Our Eco-friendly Collection is ready!

GO GREEN



Sustainability through Quality

Tiger Family is committed to be responsible for the future of our children – sustainability through quality. As a first initiative, we protect our natural resources by regenerating old and used plastic bottles into textile yarn according to the Global Recycle Standard and OEKO-TEX Standard 100. This reduces our environmental impact and recycles plastic waste in a new way. Through our Go-Green edition, let us educate, bring hope and awareness about the importance of sustainability.

Our Start to Make an Impact

According to latest estimates, it takes over 450 years for a plastic bottle to decompose and over one million single-use plastic water bottles are consumed every minute globally, that equates to over 500 billion bottles per year.



Award-winning 360 Ergo Spine System



IGR Institut
für Gesundheit
und Ergonomie

Choosing a right schoolbag is very important as it is the daily school companion for your child. All our schoolbags are very comfortable as we create and design with “ergonomics” at our heart. Our new 360 Ergo Spine System is an award winning ergonomic concept which combines health, comfort and safety all in one.

International Ergonomic Certification

Our Jolly, Joy and Nature Quest Schoolbags have been sealed and approved by IGR e.V. Germany as “Ergonomic Products”.



Optimal Support

Our unique 9-Point Supportive System is ergonomically designed to provide optimal support to a child's spine and back. The robust form of our schoolbag structure enables our schoolbag to stand on its own with full support and stability.



Perfect Distribution

Our dual adjustable chest strap & padded hip belt system and padded S-shaped shoulder straps are especially engineered to redistribute weight evenly all the way from shoulders to the pelvis.



Ergonomic Fit

The perfect combination of our unique slant design and the 3D breathable multi-layered mesh back padding gives ideal fit to a child's neckline, shoulder slant and spine curvature.



Our system has also been tested and proven to reduce stress on a child's shoulders by over 66%*.

*Tested by ICAS Testing Technology Service (Shanghai) Co., Ltd. In June 2022



Smart Details



Personalised Patchies are a fun way to decorate your schoolbag and make it your own. Be a little designer, express yourself by interchanging different patchies to show off your personality



360° Safety Reflector on all slides which illuminates in the dark for maximum safety



Light Weight of less than 1kg for daily use



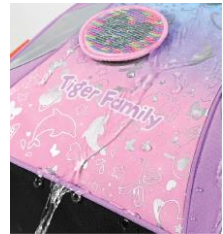
Multiple Large Pockets for easy storage of pencil case, lunch box, water bottle and all kinds of accessories



S-hook Hangers for tidying loose straps which is a safety detail to avoid the straps from getting caught



Non-slip Water Proof Bottom to disperse water of superior traction and maximize ground surface contact



Water Repellent Coating to repel light rain & dirt for easy cleaning

Smart Innovations and Patents

Fidlock® Magnetic Fasteners

01. Just with one hand, grab and push to open, drop the flap to close!

02. Press the soft center to turn on the safety LED light to give an illuminative effect for visual warning and increase visibility in the dark for added safety.



Illuminated Light For Added Safety

Go Green Flash is a LED safety light that gives an illuminative effect for visual warning and increases visibility in the dark for added safety.



Pattern 1



Pattern 2



Pattern 3

Providing products that are 100% healthy and safe to use is very important to us. All our raw materials and finished products are tested and certified by accredited laboratories in compliance with the latest EU regulations and are free of harmful substances (including Phthalates, Azo Colorants, PAHs, Formaldehyde, Lead and Cadmium and more).

Our products are also very durable and robust. They can stand up against any strains during proper use as we test them according to the DIN 58124 standards.



Visual Warning Test



Water Repellent Test



Drop Test



Back Strap Test



Lock Test

Tiger Family Ergonomic & Sustainable Schoolbag Tech Pack

Fun Accessories

Personalise your Schoolbag with our Changeable Patches

Multiple Compartments

(1) Hidden Front Flap Pocket

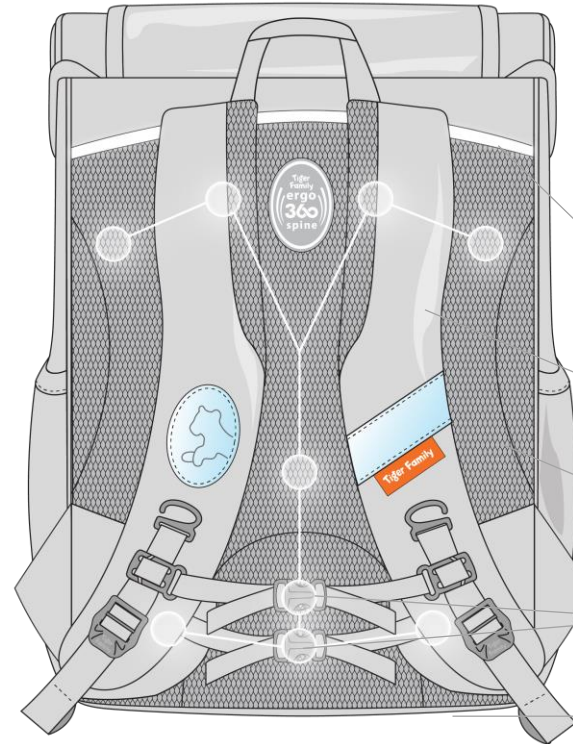
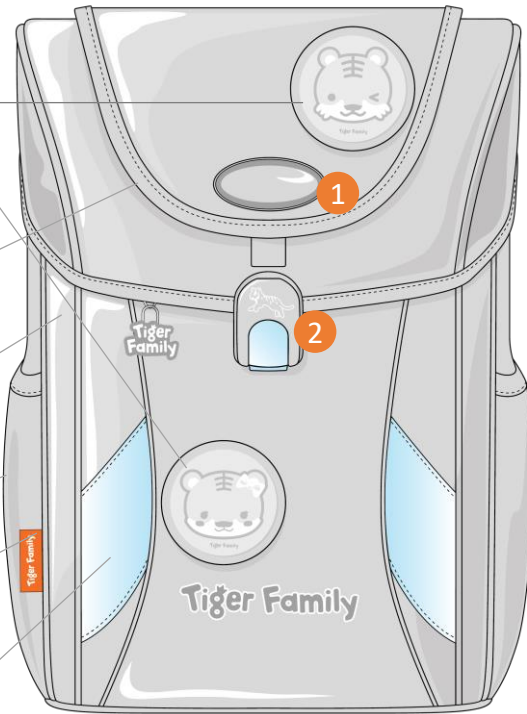
(2) Padded Inner Book Compartment With Elastic Holder

(3) Elastic and Expandable Side Pockets

(4) Hidden Large Front Compartment

Special Materials

(1) Safety Reflectors on All Sides



International Ergonomic Certification

Tiger Family Ergonomic Schoolbags have been sealed and approved by IGR e.V. Germany as "Ergonomic Products".



360 Slant Design

Extra Wide & Padded S-shaped Shoulder Straps

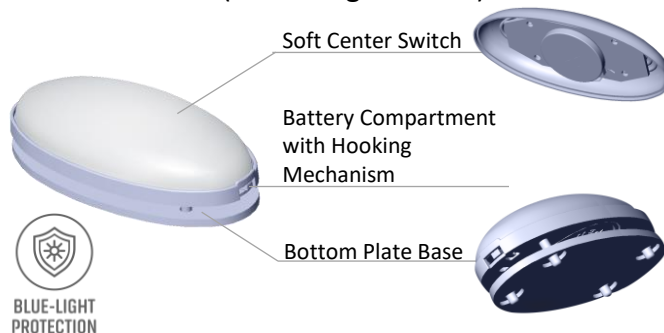
Multi-layered Mesh Back Padding

Adjustable Chest Strap & Padded Hip Belt

Non-slip Water Proof Bottom

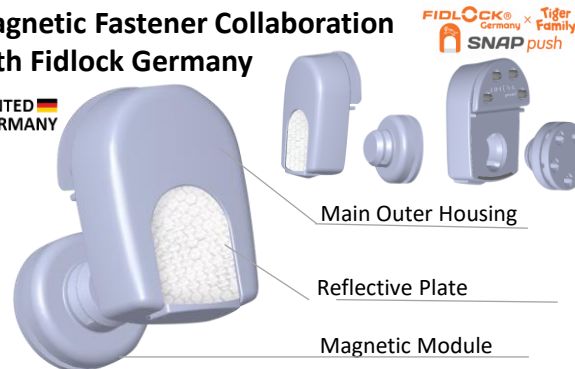
Outer: H38 / W30 / D20cm | Inner Size: H37/W27/D16cm
Volume: 20L | Weight: c.945g

1 Go Green Flash (3 Flashing Patterns)

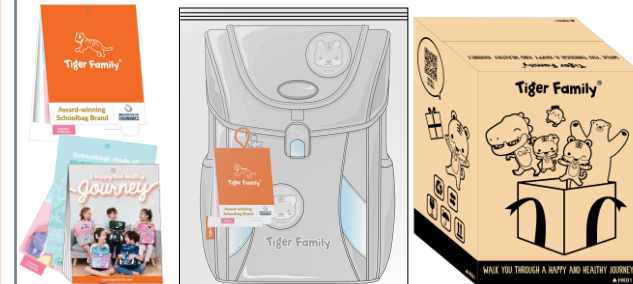


2 Magnetic Fastener Collaboration with Fidlock Germany

PATENTED IN GERMANY

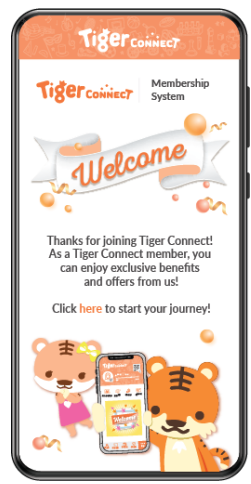


Packaging Design



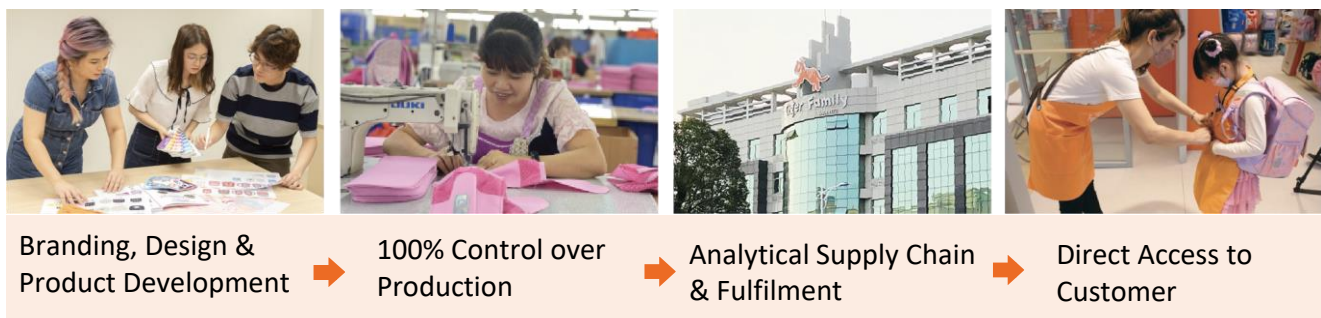
Our Omnichannel Business Strategy

Our retail business is becoming more successful and important for us as it strengthens our brand presence across the region. We have over 100 flagship stores, shops in shops, branded kiosks to global concept stores located in China, Taiwan, Hong Kong and Malaysia. Together with Omnichannel strategy across our webstores, social media platforms and loyalty program, we have built a seamless shopping experience to our customers across all channels.



We are present in over **50** countries!

Fully Integrated Supply Chain & Direct Access to Customers



a Happy and Healthy
Journey