



COMPANY INTRODUCTION

Premium
SILVER FOX

• **Company Introduction**

Silver Fox Company has developed own brand since established on 1995. As a result, Silver Fox Company is exporting products to around 50 countries. For example, East South Asia, Middle east, Africa, Europe, South America, Etc as exporting promising company and also technology excellence venture company.

Silver Fox Company had passed the certification of safety standards for world market as EN, BSm, GS, ASTM, SASO, RES, HPAC Etc. So, We have an effort to satisfying our customers in the world.

Silver Fox Company obtained ISO9001 that could be quality management system on Aug of 2002. We think that the growth of customers and we is to impress our customers.

We are always developing more better new products and also always having an effort to satisfying our customers. We appreciate and hope that your continuous interest.

• **Company Outline**

Company name : Silver Fox Company

President : James Lee

Address : 215 Jinsan-daero, Gimhae, Gyungnam, Korea

Tel : +82 1588-3598

Fax : +82 55-286-4549

Date of establishment : 10th/ Dec / 1995

Main Products : Baby Products (Stroller, Car seat, Baby walker, High chair, Etc)

Number of employee : 45 people



MAJOR BUSINESS

•COMPANY HISTORY

DATE	CONTENT
1995. 10. 06	ESTABLISHMENT OF THE COMPANY
1988. 04. 09	ASTM USA ACQUIRED
1999. 03. 04	EN71 EUROPE ACQUIRED
1999. 11. 26	SASO SAUDI ARABIA ACQUIRED
2000. 08. 25	EXPORT-PROMISING COMPANY(KOREAN GOVERNMENT)
2000. 11. 29	Q MARK ACQUIRED(KEMTI)
2001. 04. 07	REGISTRATION OF UTILITY MODEL (BABY STROLLER, KOREAN GOVERNMENT)
2001. 05. 14	REGISTRATION OF UTILITY MODEL (BABY STROLLER, KOREAN GOVERNMENT)
2001. 07. 10	EXPORT-PROMISING COMPANY(KUKMIN BANK)
2001. 07. 19	HIGH-TECH VENTURE COMPANY (KOREAN GOVERNMENT)
2001. 10. 18	AWARDED GYEONGNAME IMPORTAND & EXPORTER(KOREAN GOVERNMENT)
2002. 01. 23	R&D CENTER APPROVAL (KOREAN GOVERNMENT)
2002. 03	INNOVATIVE R&D PRODUCT SELECTED (KOREAN GOVERNMENT)
2002. 06	PRESIDENTIAL CITATION ACQUIRED (KOREAN GOVERNMENT)
2002. 10. 02	ISO 9001 CERTIFICATION ACQUIRED
2002. 10. 30	EXPORT AWARD ACQUIRED
2005. 10. 02	ISO 9001 CERTIFICATION ACQUIRED (No.: QMS-1198)
2006. 02.01	FAMILY BRAND “kidskids” LAUNCHING



•COMPANY HISTORY

DATE	CONTENT
1995. 10. 06	ESTABLISHMENT OF THE COMPANY
1988. 04. 09	ASTM USA ACQUIRED
1999. 03. 04	EN71 EUROPE ACQUIRED
1999. 11. 26	SASO SAUDI ARABIA ACQUIRED
2000. 08. 25	EXPORT-PROMISING COMPANY(KOREAN GOVERNMENT)
2000. 11. 29	Q MARK ACQUIRED(KEMTI)
2001. 04. 07	REGISTRATION OF UTILITY MODEL (BABY STROLLER, KOREAN GOVERNMENT)
2001. 05. 14	REGISTRATION OF UTILITY MODEL (BABY STROLLER, KOREAN GOVERNMENT)
2001. 07. 10	EXPORT-PROMISING COMPANY(KUKMIN BANK)
2001. 07. 19	HIGH-TECH VENTURE COMPANY (KOREAN GOVERNMENT)
2001. 10. 18	AWARDED GYEONGNAME IMPORTAND & EXPORTER(KOREAN GOVERNMENT)
2002. 01. 23	R&D CENTER APPROVAL (KOREAN GOVERNMENT)
2002. 03	INNOVATIVE R&D PRODUCT SELECTED (KOREAN GOVERNMENT)
2002. 06	PRESIDENTIAL CITATION ACQUIRED (KOREAN GOVERNMENT)
2002. 10. 02	ISO 9001 CERTIFICATION ACQUIRED
2002. 10. 30	EXPORT AWARD ACQUIRED
2005. 10. 02	ISO 9001 CERTIFICATION ACQUIRED (No.: QMS-1198)
2006. 02.01	FAMILY BRAND “kidskids” LAUNCHING



• COMPANY HISTORY

DATE	CONTENT
2007.02.15	INNO-BIZ COMPANY SELECTED (KOREAN GOVERNMENT)
2007.06	“casual play” LAUNCHING
2007.07	“silver cross” LAUNCHING
2007.09	JINYONG PLANT COMPLETION
2010.02	INNO-BIZ COMPANY SELECTED (KOREAN GOVERNMENT)
2010.03	PRESIDENTIAL CITATION ACQUIRED (KOREAN GOVERNMENT)
2010.09.	MINISTER CITATION ACQUIRED (KOREAN GOVERNMENT)
2012.09	“HERAXIS” TRADEMARK REGISTRATION
2017.07	THE PRODUCT SAFETY AWARDS OF KOREA
2018.03	CITATION ACQUIRED (GYUNGNAM GOVERNOR)
2019.10	HERAXIS EDGE SELECTED GOOD DESIGN (KIDP)



• **INDUSTRIAL & INTELECTURAL PROPERTY**

CATEGORY	UNDER NAME	REGISTRATION	DATE	REGISTERER	OWNER OF RIGHT
Registration of utility model	RECLINE STRUCTURE FOR BABY STROLLER	0227841	2001.04.07	LEE/JAE WAN	LEE/JAE WAN
Registration of utility model	STEP TRAINER	0231938	2001.05.14	LEE/JAE WAN	LEE/JAE WAN
Registration of utility model	ROCKING CHAIR& STEP TRAINER	0236977	2001.06.25	LEE/JAE WAN	LEE/JAE WAN
Registration of utility model	PLASTIC TOYS	0498914	2001.08.06	LEE/JAE WAN	LEE/JAE WAN
Registration of utility model	AUTO ROCKING CHAIR	0261691	2002.02.20	LEE/JAE WAN	LEE/JAE WAN
Registration of utility model	2STEP FOLDING STROLLER	0273974	2002.04.19	LEE/JAE WAN	LEE/JAE WAN

CATEGORY	UNDER NAME	REGISTRATIO N	DATE	REGISTERER	OWNER OF RIGHT
Certificate of patent	A stroller equipped with a buffer	10-1205634	2012.11.21	LEE/JAE WAN	LEE/JAE WAN
Application for patent	Nature extract with wet tissue	10-2018-0068302	2018.06.14	LEE/JAE WAN	
Application for patent	Electric power stroller	10-2018-0104632	2018.09.03	LEE/JAE WAN	
Application for patent	Speed control apparatus of stroller using IoT sensor	4-1998-036115-0	2019.10.22	LEE/JAE WAN	
Application for patent	Voice control for Baby swing function	10-2020-0020641	2020.02.20	LEE/JAE WAN	

• BRAND INTRODUCTION

Heraxis®

Premium
SILVER FOX



Silver Foxe
Premium



• Products



PUSH CHAIRS



**STEP
TRAINER**



BED AND SWINGS



HIGHCHAIRS



CAR SEAT



BALL TENTS



PLAYGROUNDS



**BABY POTTY
AND BATH**



TRICYCLES



**EDUCATIONAL
TOYS**

• **Location**



SILVER FOX COMPANY

-ADDRESS : 215 JINSAN-DAERO, GIMHAE, GYUNGNAM, KOREA

-CONTACT : +82 70 5153 3658

-E- MAIL : silverfoxco@naver.com

