



GOODTONE FURNITURE CO.,LTD

MAKE THE DIFFERENCE
Goodtone



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BRAND STORY

Goodtone, its full name is Foshan Goodtone Furniture Co., Ltd., and it is headquartered in Foshan City, Guangdong Province, China. It is one of the international brand, taking office chair as its core product, focusing on improving the aesthetics and taste of office space, promoting that the design shall be in tune with the world, injecting humanistic feelings to office space and integrating product design innovation, technology research and development with cutting-edge technology and global sales & service.

Since its establishment in 2012, Goodtone owns a series of supporting facilities factories including hardware, injection molding, carton

and sponge. Goodtone takes the design as the ultimate concept and every link is driven by the design. It gathers the excellent local designers together and reach strategic cooperation with top international designers from Germany and South Korea and so on to continue to introduce better designs to serve the market with many excellent design resources.

In recent years, with continuous market promotion, Goodtone has gradually expanded from the local place to the international market with trust and reality and has won the trust and support from many famous companies at home and abroad.

MATERIAL WORLD

GOODTONE strict selection is only the first step in creating the top material of modern office experience, in order to make a variety of materials connected with the perfect design team with rich texture.

Exquisite craft from design to implementation to the practical work of sublimation. The engineering and quality teams have a thorough review and control of each process, and never let off any small defects. Let each product show a fine overall effect.



Quality, a way to deliver products, is the leading factor in promoting corporate image. We always develop with science, promoting corporate image. We always develop with science, progress with the times, and advance with the trend. We demand ourselves with high quality and high taste, and rely on self-improvement and innovation. Leading the cutting edge of the furniture industry.



Peter Horn
Horn Design and
Engineering
Germany



Ader Chen
Xcellent Products
International
Taiwan, China



Martin Ballendat
Design Ballendat
Germany



CHO YOON HA
Design JOYN
Korea



NIKE AO
Milon Design
China



ANDRES BALDOVÍ
Alegre Design
Spain



Joel Velasquez
ITO Design
Germany



Fuseproject
United States

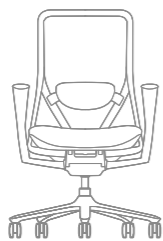
Goodtone works with local designers and foreign designers, to bring the best products to market. Our world class partners and comprehensive design language have delivered extraordinary surprises to our clients.

Aesthetic of office chair

The order is endowed with the aesthetics of the office and is originated from the improvement in work efficiency brought by order and environment. The aesthetics of office chair is the great collision of pragmatism and minimalism.



01



POLY

SERIES PRODUCTS

Many products on the market tend to attract attention, but ignore the essence of a chair, which is the comfort of sitting. We hope to create an office chair with distinctive features without sacrificing a comfortable sitting feeling. It is not limited to a specific scene. It can not only be integrated into flexible and diversified office scenes, but also can be placed in the home work space and become a part of home decoration.





INSPIRATION

Inspired by the geometric elements, the layered triangular patterns and 3d knitting techniques bring up multiple textures, presenting a three-dimensional effect. The use of colors full of vitality breaks the dull atmosphere, forms a strong visual impact, and leaves a unique style impression.



People oriented

Our humanized design offers physical and mental care to fulfill the deepest need of human body.

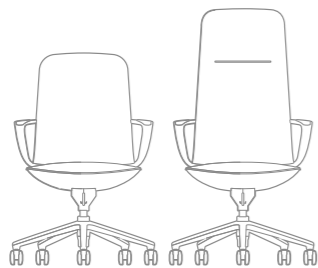




Interaction

The relationship between human and space becomes much closed and integrated in such subtle atmosphere. Alienation suddenly turns into a wisp of smoke.

02

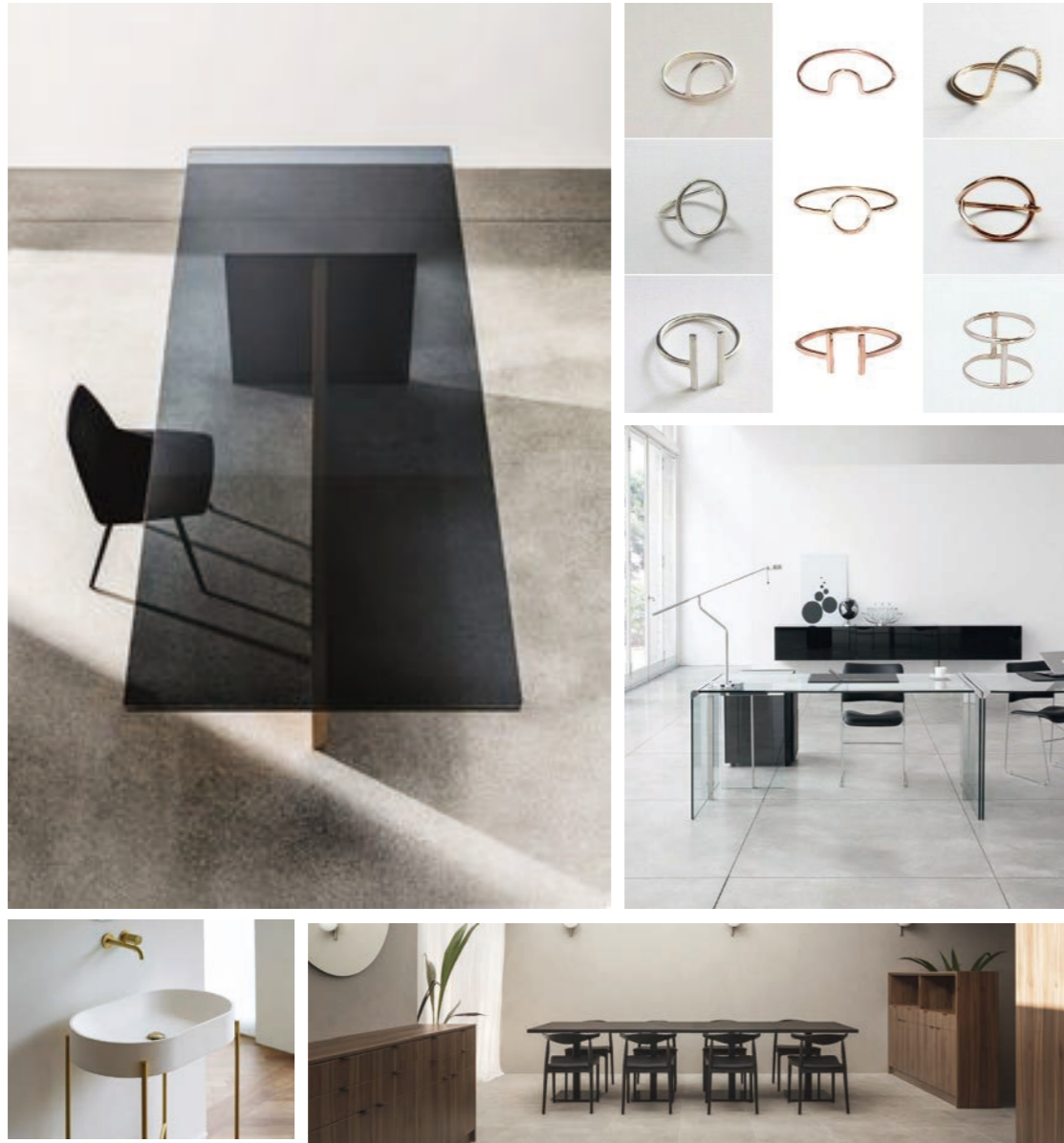


AMOLA

SERIES PRODUCTS

Elegant and tasteful are the core elements of Amola. Designer was inspired by the exquisite suits of the elite in our daily life. The body adopts integrated molding technology. Via handcraft, the even and accurate stitching complicates the soft-textured leather. The clear and simple contour show the stylistic of Amola.

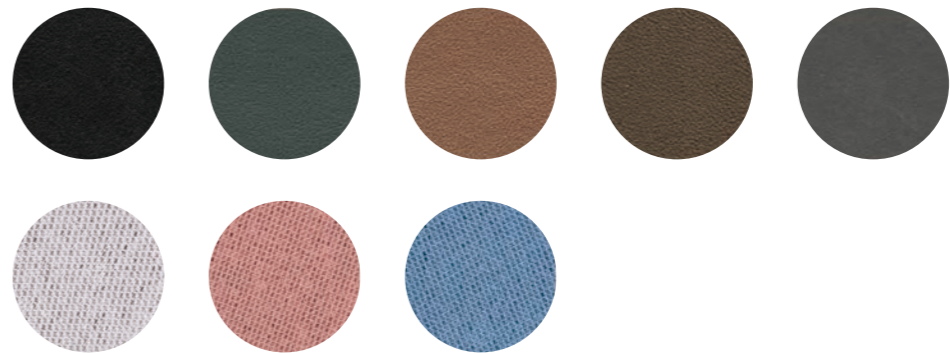




DESIGN INSPIRATION

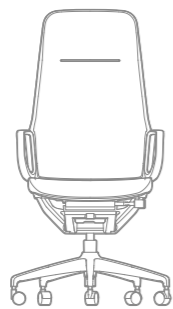
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03



ARICO

SERIES PRODUCTS

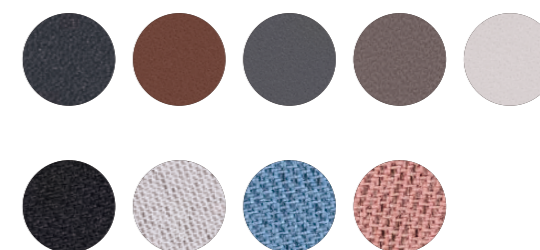
The contradiction of design itself is the most highlighted part. The curve should be simple and concise yet include high performance. It is idealism and perfectionism takes us three years to realise this product.





Rationality

Exploring balance in multi-dimension, the application of form and function consealed among the design gene. The ultimate material and appearance construct the complete user's experience.



People oriented

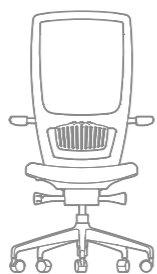
Our humanized design offers physical and mental
care to fulfill the deepest need of human body.



Interaction

The relationship between human and space becomes much closed and integrated in such subtle atmosphere. Alienation suddenly turns into a wisp of smoke.

04



MAX SERIES PRODUCTS

Comfort is not laziness but the foundation of efficient working. Everyone deserves a comfortable and free working environment.





Purity

To think, to rest, to interact.
Minimalist design breaks through
the boundaries of thinking, creating
a glimpse of inspiration.



The combination of smooth line and classic spectrum bestows its concise quality.

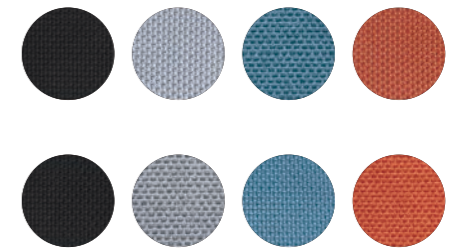
Luxurious
physical
pleasure





Order

Originating from the dialogue with space, the inner beauty is constructed from the relationship of point, line and surface.



05



BUTTERFLY

SERIES PRODUCTS

Biophilic design is our direction in chair design.

Inspired from butterfly, it lends the indirect connection
between man and nature, creating ultimate inspiration.



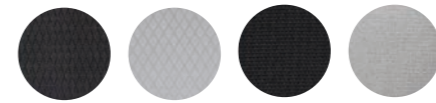


Life to life

Taking from nature, nourishing the origin of life.

Wonderland longing

Like butterfly, lingering on in grass, river and mountain
flying in flower to flower. All the views you see are with gentle breeze.

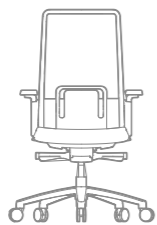
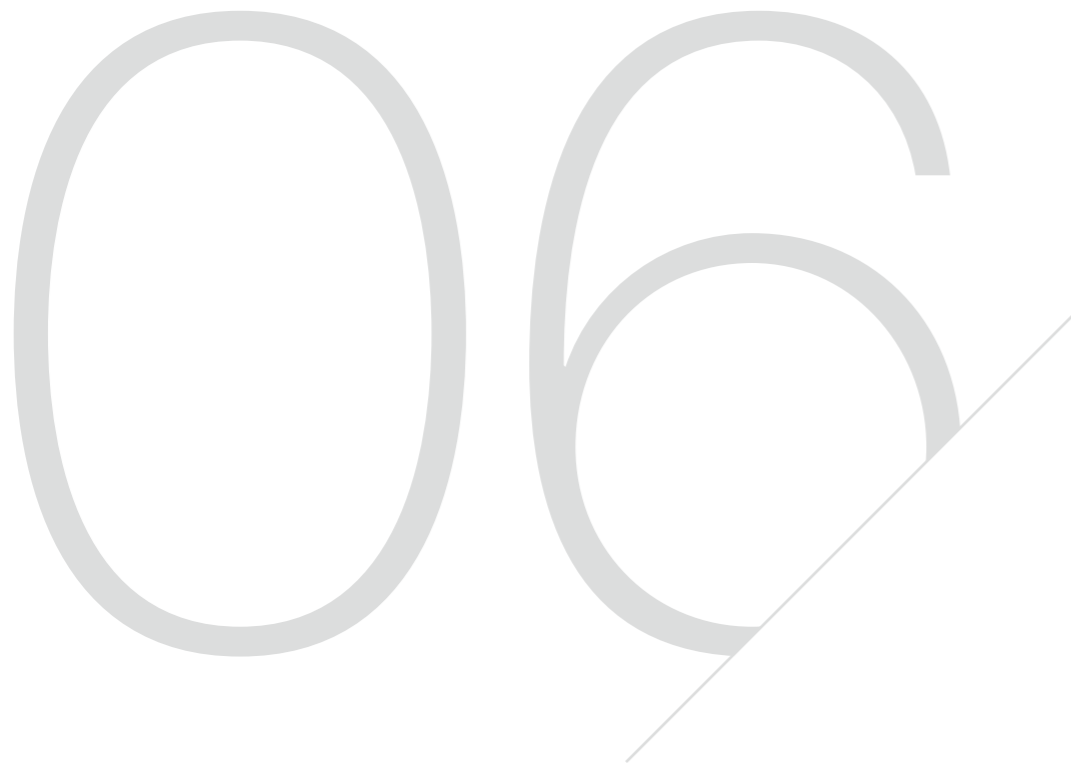


SMOOTH HUMANITIES



MINIMALISM
PRAGMATISM





SIZ

SERIES PRODUCTS

The geometric aesthetics bestows nonscientific fashion. Live with aesthetic supremacy attitude. Using simple line to roughed out your imagination to life.





Simplicity endows quality life

Changing complexity to simplicity. You can discover details and feel the beauty that can be easier overlooked in life.

Spotlight

Focus on your real need.

Follow the voice deep down your heart to find your true self. Turn your passive feeling to positive energy. Return to the tranquility and peace like it used to be.

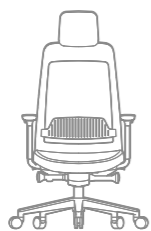


Materials

Design is closely related to materials. Every design is unique and irreplaceable and materials and fabrics are one of the factors making its uniqueness more vividly.



07



FILO

SERIES PRODUCTS

Exploring the aesthetics of minimalist is FILO's design language. Absorbing in the dual senses of sight and sitting, it brings you pure visual and sitting experience.





Artwork

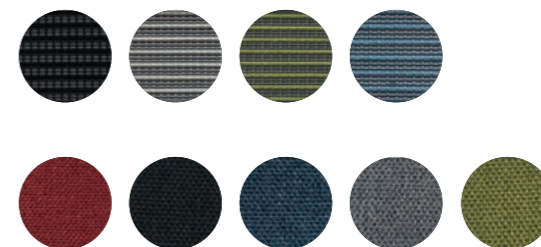
Only the works of real life, discerning taste and extraordinary qualities can be handed down to the world.
Classic design will withstand the precipitation of time.

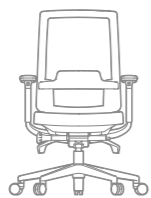




Multiple integration

The combination of art and industrial style brings infinitely fun.





VIX

SERIES PRODUCTS

With various colors, the balanced aesthetic design brings calmness and peace to us. This is probably the ultimate pursuit of office chair to make people work in the most natural and real state.





ARTISTY

The concise and appropriate lines are the most perfect expression of the artistic and functional characteristics of the office chair, and it is from this that the aesthetics of space originate.

New trend

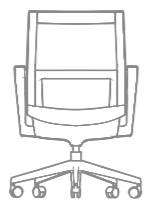
“I” am becoming the loyal spokesman and carefree actor of myself.

Self-definition

GOODTONE hope that the messy voice will not obscure you to listen to the true thoughts in your heart, and the cold rules will no longer constrain your fearless pace. The most individual state is without the definition of external things.



09



PROV

SERIES PRODUCTS

Details are the spirit of design. From idea to construction, we spends lots of time deliberating on the details. As it was inspired by the helical wave back design of the DNA, the curvature and configuration parts required large amounts of energy. It was finally launched after 32 drafts.



Attitude

When we talk about the optimism, it does not refer to the innate personal nature, but a rational tool when pessimism does not help. If the external environment cannot be changed, what we can do is to change our behavior or thinking as much as we can.





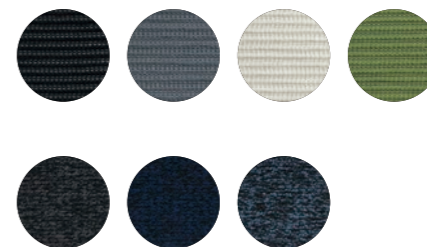
Rules

Everything in the universe has rules to follow, and the existence of subjective initiation gives human beings the possibility to recognize laws and use them to benefit themselves. Through unremitting exploration, the power of rules will eventually impact in the product.



Whole-new performance of ergonomic

Innovative materials offer dynamic support to keeps your body in healthy alignment.



10



MAMBA

SERIES PRODUCTS

Using bionic technology to draw line inspiration from snakes, MAMBA uses advanced functional mechanisms to create a comfortable sitting zone, adapting to changes in people's own needs and reducing the burden on their body and arms.





AESTHETIC OF OFFICE CHAIR

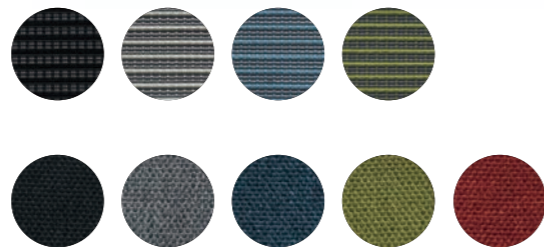
Innovation

The progress of human civilization has never stopped. Only the respect, learning and re-creation can meet the changing market demand and bring innovation to the whole society.



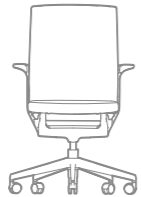
Forge ahead

Greatness is to maintain greed and longing for the unknown world, refuse to settle in the status quo, and follow the goal firmly even be bound in the "nutshell".



1

1



WING SERIES PRODUCTS

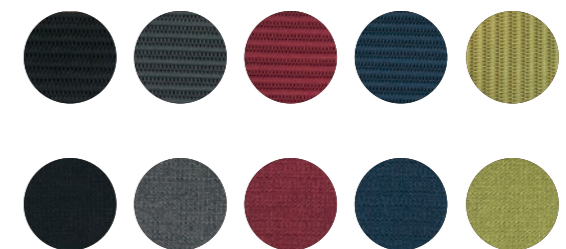
As one of the visual focal points of the office, the office chair projects the overall style of the space. The sharp line elements are conducive to creating a formal and rigorous atmosphere without losing the sense of science and technology.





Modern style

With the unbeatable balance and the details with connotation,the furniture displays the essence of the idea and takes the lead of wind of leisure in the new time.

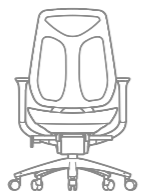




Humanized

Besides the elegance of the surface, the essence of humanity lies in tolerance and diversity. To maintain independence, view issues from multiple aspects, and respect different existences.

12



IMOVE SERIES PRODUCTS

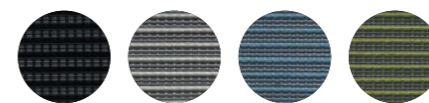
To align with our design style that is the compound of low-key curvature expression and metallic texture. The very details shining with its spirit, showing its steady and serious attitude.



Original intention

Things are born from the bottom of heart, do not forget the original goal, live up to the previous efforts, you can do the ordinary things to the extreme.





Analysis

In order to freely adapt to the back movement, our designer took a lot of time to perfect the chair structure and appearance, hoping to give the best product.



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