



ORIENPAWS
OF ORIENTAL ORIGIN

BRAND MANUAL

ORIENPAWS

Who are we?

Orienpaws, a lifestyle brand for pets, is committed to integrating eastern aesthetics, philosophy, literature, and the love for pets into emotions conveyed by products. We meticulously attend to every detail by merging the romance of Chinese culture into materials and craftsmanship.

Our aspiration is to provide pet lovers with high-quality products driven by extraordinary attitude, taste, and stories, while seeking aesthetic moments spent with our pets.

We embrace both aesthetics and practicality, while seeking harmony between
humanity, animals, nature, culture and the arts.

ORIENPAWS TEAM



Rango
Brand Manager

Major in Chinese Fine Arts
Father of 7 Cats and a Dog
Licensed Pet Nutritionist
Expert Pet Trainer and Pet Funeral Services Provider



yuhui Wu
Designers

Master's Degree in DJCAD from the University of Dundee
Holder of Multiple Design Patents
Inheritor of the Art of Seal Engraving



Orca
Designers

Degree in Product Design from the Central Academy of Fine Arts
Interior Designer with Multiple Prestigious Awards



Alouette
Content Creator

Writer, Poet, Translator of Traditional Literature
Proficient in English, Japanese, Thai and other Languages

ORIENPAWS FOR HOME

Kung Fu Master

Kung Fu Master

Crafted entirely from solid wood
Inspired by the Wing Chun Wooden Dummy
Designed for scratching and entertainment



The Oriental Wood Series

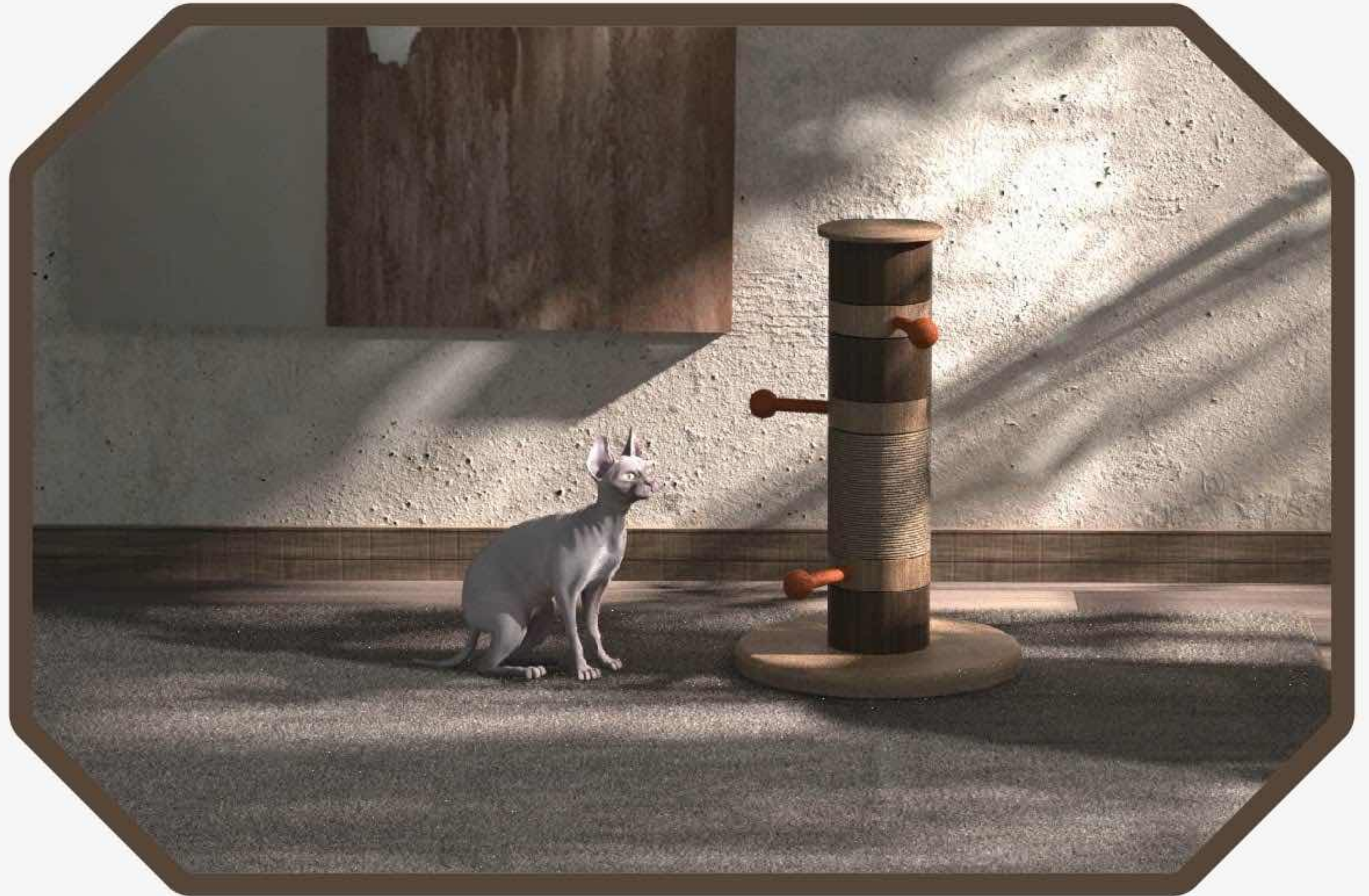
Cat Climbing Frame

Product Story

The Kung Fu Master is inspired by traditional Chinese martial arts Wing Chun.

Wing Chun entails daily practice on the Wooden Dummy, while cats, as natural hunters, were even born as "Kung Fu Masters."

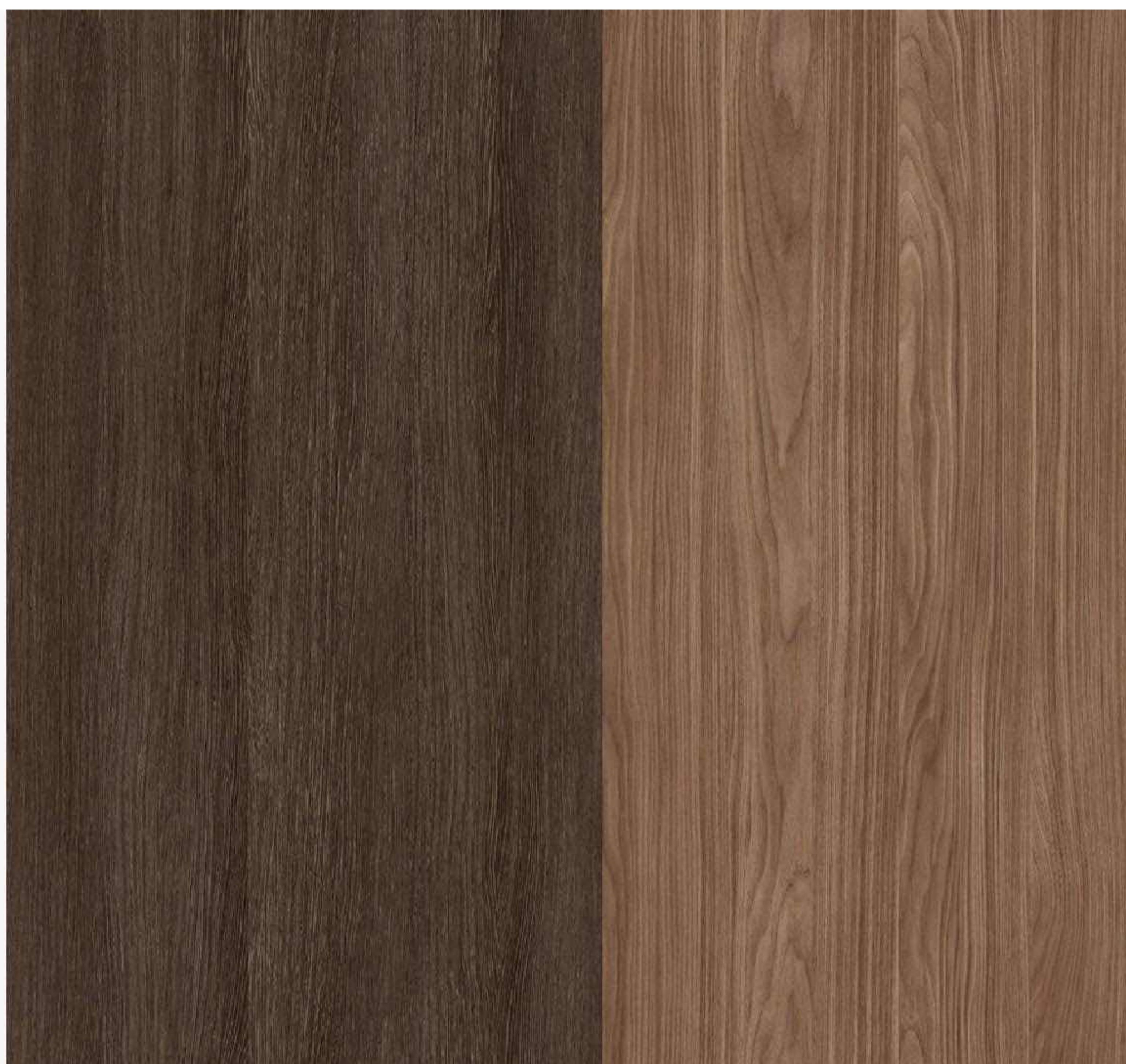
The Kung Fu Master is a tailor-made Wooden Dummy for cats. Crafted entirely from solid wood, it features a central pillar, a three-stage silent low-damping bearing system and eco-friendly wrapper of paper



Material Description

Unpainted Solid Wood

Every inch of the Kung Fu Master is crafted from durable high-quality solid wood, each piece of which is meticulously hand-polished by skilled craftsmen, making for the unique texture of each singular work that connects nature.



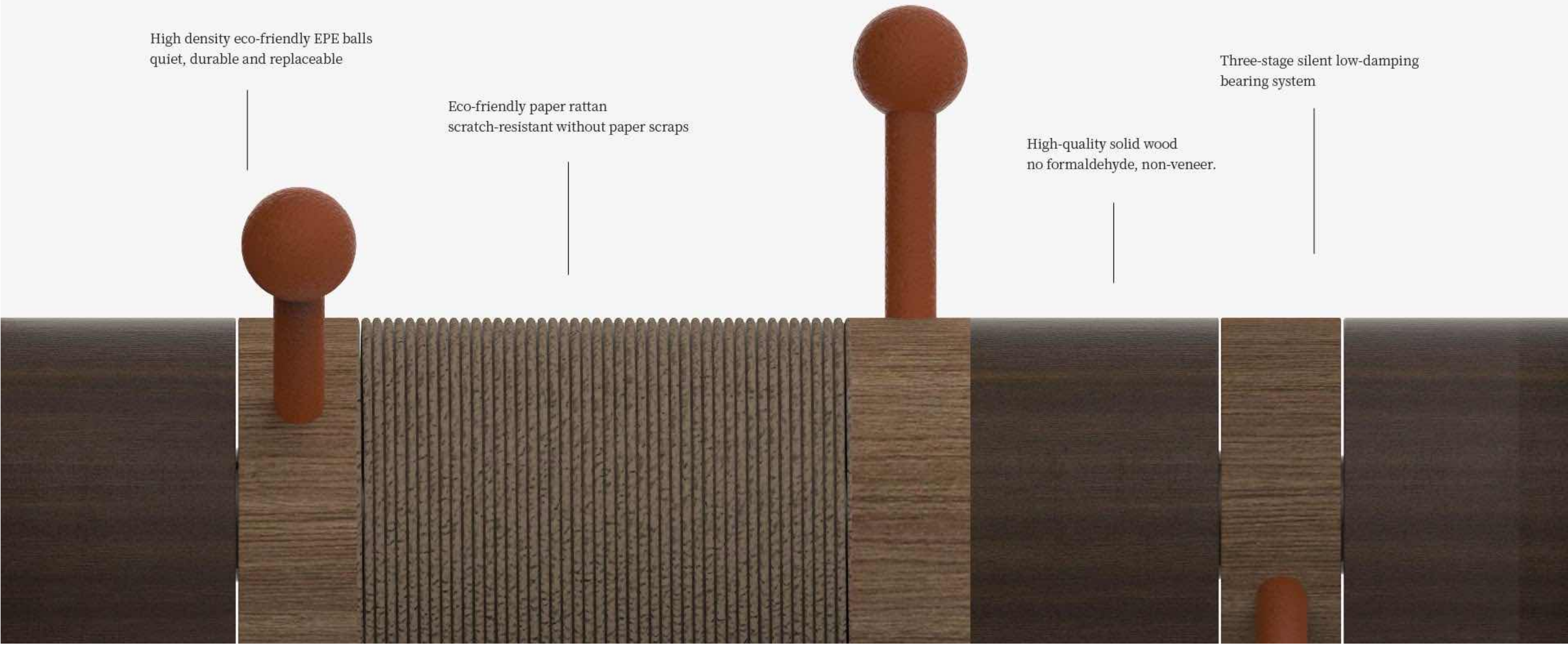
Design Description

High density eco-friendly EPE balls
quiet, durable and replaceable

Eco-friendly paper rattan
scratch-resistant without paper scraps

High-quality solid wood
no formaldehyde, non-veneer.

Three-stage silent low-damping
bearing system



Crafts Description



Both quality and durability are taken into account in the selection of wood. The final choice fell upon the Hexagon Warrior: high-quality white wax wood.

White wax wood is classified as a premium hardwood in the realm of solid wood. It boasts a hardness of up to 1320lbf, surpassing that of others such as black walnut, oak, and cherry wood, making it exceptionally durable. Moreover, it exhibits outstanding resistance to corrosion and thus becomes an ideal choice.



ORIENPAWS FOR HOME

Falling Dew

Falling Dew

Milky as butter, Plain as snow
With a single strike, it tinkles
With the harmony of iron and gold



The Oriental Porcelain Series

Pet Bowl

Product Story

100 million years ago, volcanic magma cooled and solidified into rocks. The mountain wind weathered them into dust, blanketing numerous lives.

Waters among mountains gathered the scattered dust, forming a pool of exquisitely smooth and white Kaolin Clay.

The Falling Dew, fired as a single entity of white Kaolin Clay, offers a touch as soft and smooth as jade.

The tall-neck design facilitates pet feeding while safeguarding their chin from direct contact with oils and fats, thereby preventing chin infections and inflammation.



Material Description

The Song and Yuan Dynasties witnessed an impressive level of how Dehua porcelain was crafted.

During the Ming dynasty, Dehua porcelain gained a worldwide fame and played a crucial role on the Maritime Silk Route.

Renowned for being "thin as paper, white as snow, tuneful as a chime, and refined as jade", it is elegant and indigenous, earning itself the reputation of 'Blanc de Chine', or 'white from China'.



Design Description

The bowl can accommodate up to 120g of pet food, which satisfies the appropriate intake of an adult cat of average weight over a span of two days

The height of the bowl ensures neck protection, preventing cats' chin and neck from direct contact with oil and fat, thus free of the trouble of cats' black chin.



Crafts Description

Dehua porcelain is made in specific proportions, primarily from kaolin clay, additionally from materials such as feldspar and mica.

After firing, the porcelain exhibits remarkable ivory translucency.

However, the art gradually disappeared after the Qing dynasty.

In 1960, a dedicated three-year effort successfully revived the production of ivory-white porcelain, which was aptly named "Jianbai porcelain," representing the distinctive white porcelain of Fujian, China.

In 2006, the Dehua porcelain firing technique was designated as one of the first national intangible cultural heritage items, receiving official recognition and protection.

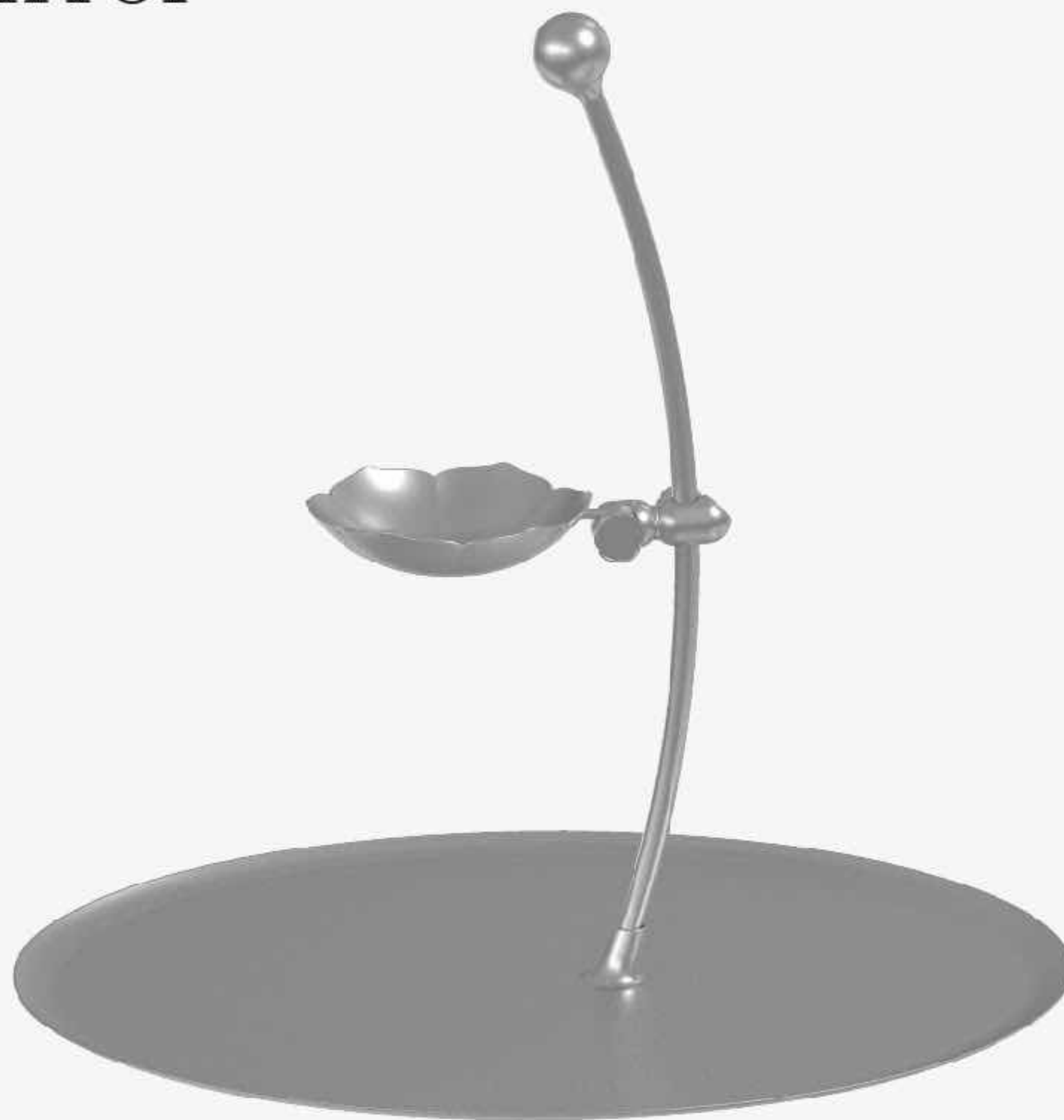


ORIENPAWS FOR HOME

Lotus in the Mirror

Lotus In The Mirror

Matte-finish mirrored metal
Adjustable & Flexible
Food-grade 304 austenitic stainless steel



The Oriental Neo-Modernism Series

Pet Bowl

Product Story

The lotus, an emblem of Oriental civilization, has long remained untainted by the mundane world. Out of seemingly unceasing rainy mid-summer grows a single lotus, standing gracefully among lush greenery, exuding a pure and fragrant aroma. June, adorned with lotus blooms, offers a hint of lingering sweetness in the breeze, which surpasses the delicately charming April and strongly scented September.

As the representative of the Oriental Neo-Modernism series, the Lotus in the Mirror is fully adjustable, catering to pets of various body sizes and eating habits.

Its unique structure allows for the placement of multiple food bowls, making it convenient for households with multiple pets.



Material Description

Entirely made of aerospace-grade anodized aluminum alloy, sturdy and durable.

Food-grade 304 austenitic stainless steel

A whole capacity of 160g

Inspired by the Lotus Teacup with Silver Decoration in the Song Dynasty.



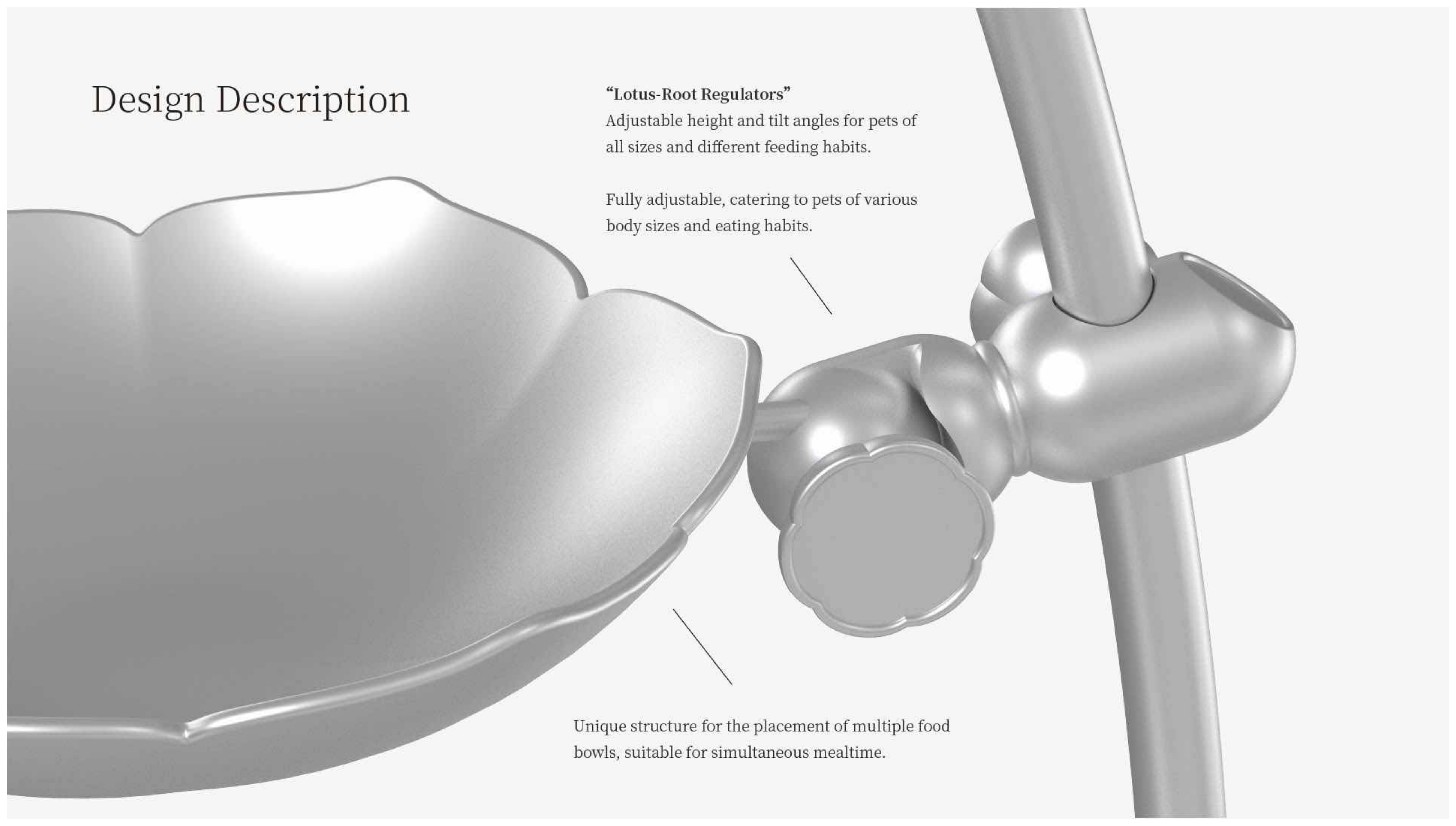
Design Description

“Lotus-Root Regulators”

Adjustable height and tilt angles for pets of all sizes and different feeding habits.

Fully adjustable, catering to pets of various body sizes and eating habits.

Unique structure for the placement of multiple food bowls, suitable for simultaneous mealtime.



Crafts Description

The lotus is an art born from flames. It blooms once a year and represents the artistry of flames in numerous literary works. Rising from fire, it symbolizes rebirth and carries the aspiration of life. The Lotus of Mirrors cast in a vacuum at a high temperature of 660 degrees, is crafted entirely from aluminum.

The metal surface is sleek and lustrous, boasting high density and exceptional compressive strength.

The body of the bowl is exquisitely sculpted from 304-grade austenitic stainless steel, ensuring safe contact with food.

This bowl is designed for pets of all sizes. It serves as an immortal object, a piece of artistic home decor, and a glimpse of aesthetics in daily lives.



ORIENPAWS FOR HOME

Mountains May Muse

Mountains May Muse

Mountain-shaped design for slowing mealtime
Inspired by natural dyeing technique



The Oriental Porcelain Series

Pet Bowl

Product Story

Mountains, the philosophy of Oriental civilization. From the source of the Pearl River and at the southern foot of the Wumeng Mountains emerges a forest of mountain peaks.

Mountains are the everlasting backbone and connect lives with nature, if rivers live as a pulse of nature and trees as temperament

Moutains May Muse takes the shape of undulating peaks into patterns for slowing down eating process, which helps avoid digestive and intestinal issues.

The natural plant-based dyeing and glazing process revives the picturesque landscapes found in Eastern artifacts through the traditional underglaze technique.



Material Description

High borosilicate mist glass, sandblasted and polished by hundreds of millions of emery particles

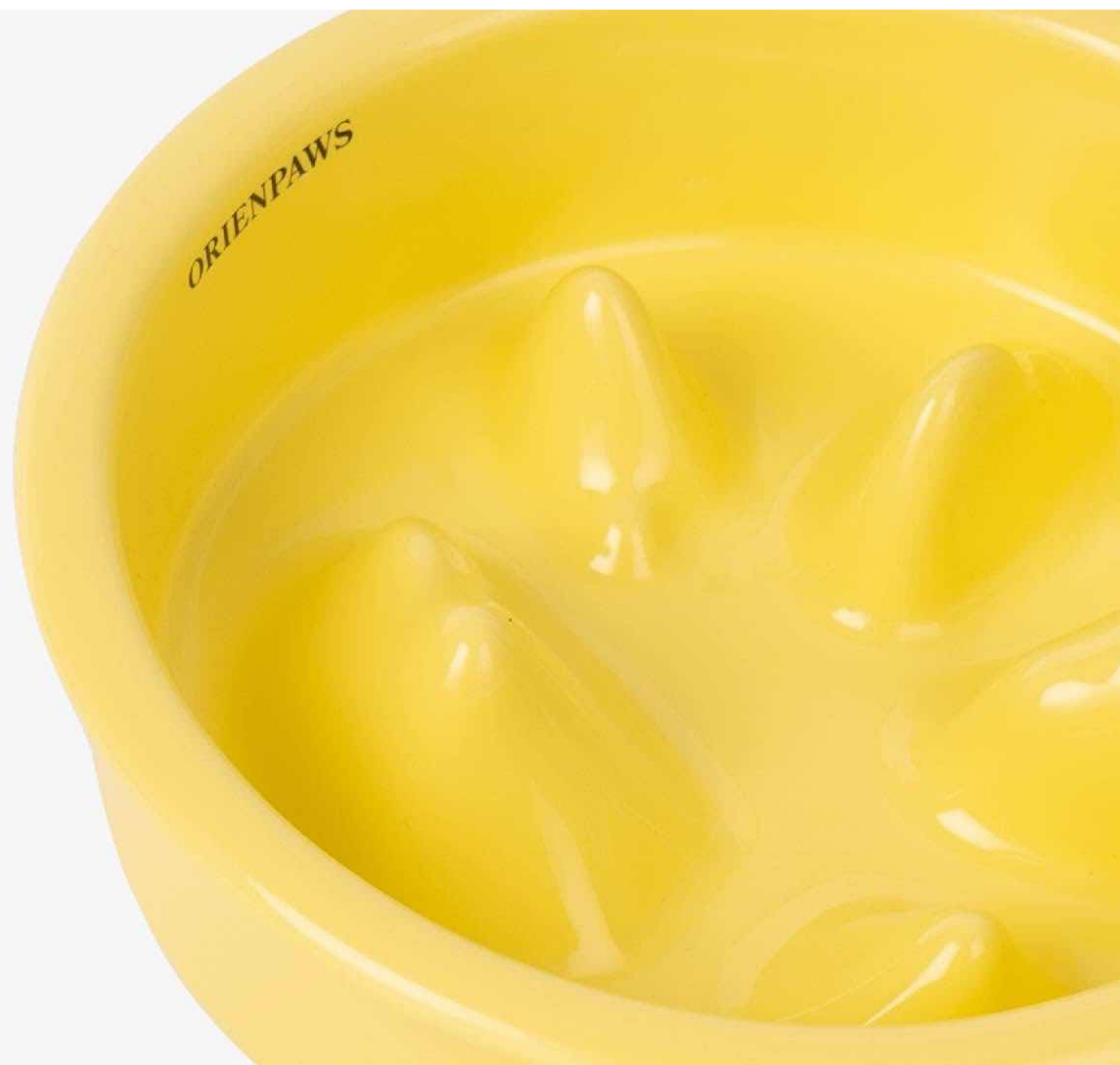
Resistant to high temperatures, and can be used in dishwashers and microwave ovens.



Design Description

Inspired by Luoping Forest Peak, the bowl includes five mountain patterns of varying heights and sizes to slow down the eating process and reduce the risk of digestive or intestinal issues.

The underglaze technique is used to ensure long-lasting colors. The four glaze colors are extracted from plantindigo (commonly known as Banlangen), gromwell, madder and gardenia, which are naturally non-toxic and are derived from the traditional tie-dyeing technique of Yunnan.



Crafts Description

ORIENPAWS X  SONGFA
松发瓷器

The exquisite underglaze technique begins with painting on unfired or previously fired under high-temperature porcelain.

A layer of white glaze or other light-colored glazes is then applied and hides paintings under temperatures ranging from 1200 to 1300 degrees Celsius.

The finished works offer smooth surfaces and lustrous colors that never fade.

The producer of The Mountains May Muse has formed long-term partnerships with distinguished designers from home and abroad to oversee the development of new products. Leading this effort are Ceramic Masters Zhang Shouzhi (renowned ceramic designer since 1953), Yang Yongshan (Professor at the Ceramic Department of Tsinghua University's Academy of Fine Arts), and Chen Ruojun (designer of the third and fourth sets of Renminbi banknotes). It meanwhile collaborates with renowned design institutions such as Dorfel Design Studio from Germany, Spizes Design Studio from the Netherlands, and Lock Design Company. These collaborations aim to bring together the best of both worlds in creating innovative designs.



ORIENPAWS FOR A WANDER

Star Tenon

Star Tenon

Mortise and tenon joint



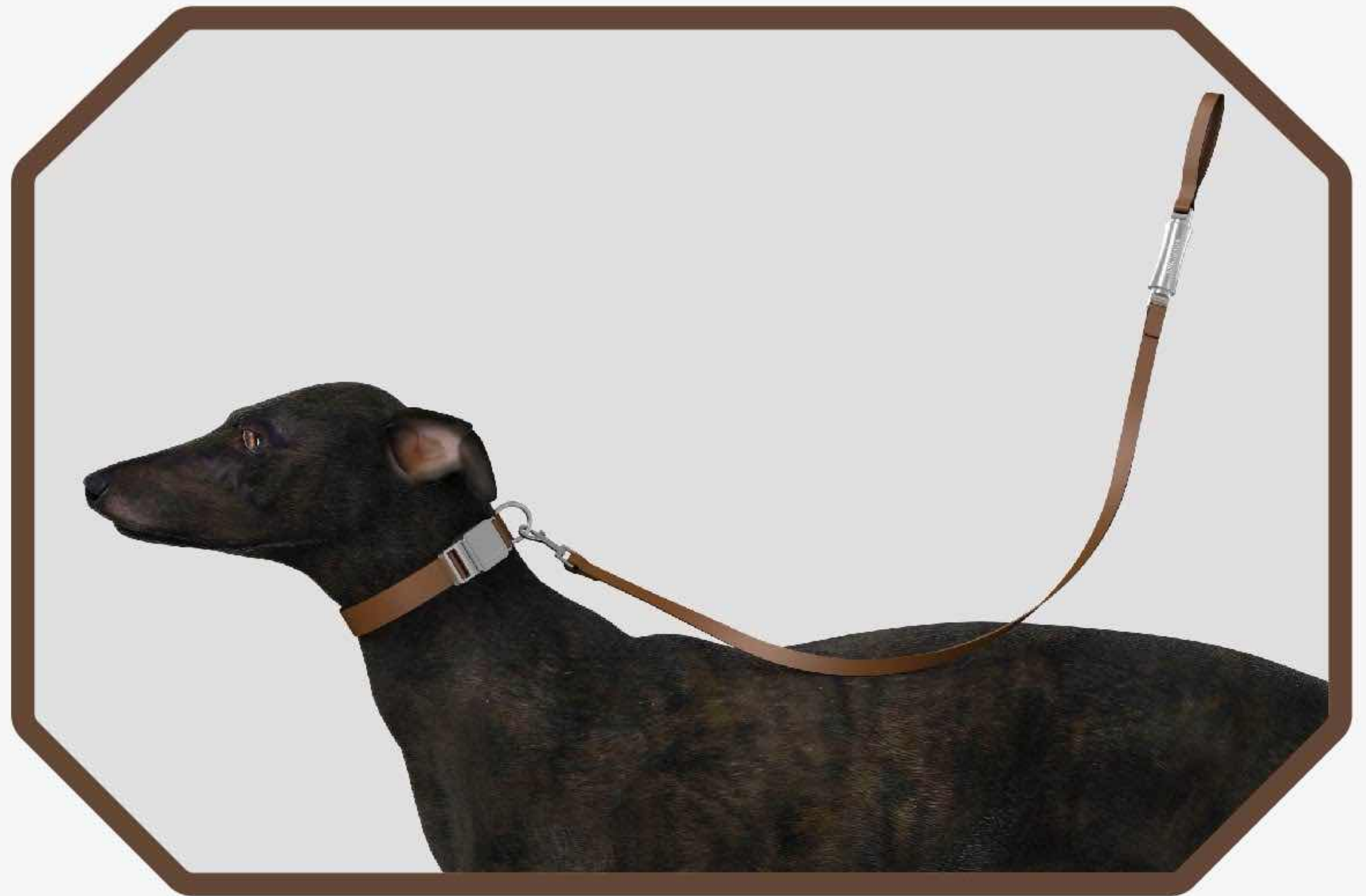
Orienpaws For A Wander

Pet Leash

Product Story

The Star Tenon was inspired by the traditional Chinese mortise and tenon structure, a time-honored technique first discovered in the Hemudu culture of the Neolithic Age and later found extensive application in architecture and furniture design. The structure is both mechanically and structurally delicate, showcasing the exquisite interplay between nature and art.

The Star Tenon leash explores the possibilities within structural designs, interlocking and balancing with each other in a compact space. Through the incorporation of mortise and tenon, it offers an infinite variety of leash designs, providing a reliable and stylish pet travel experience.



Material Description

Shell of aerospace-grade anodized aluminum alloy, durable and classic

Waistline contour is inspired by the ritual bronze vessels of China and is in accordance with ergonomic principles.

Capable of withstanding a pulling force of up to 1450N from large-sized dogs.



Design Description — Mortise and tenon joint

The mortise and tenon structure is an innovative improvement of the traditional square dovetail tenon.



The bidirectional interchangeable rope reduces the cost of replacement caused by pet chewing or external damage. Additionally, it allows for customization with a variety of colors and straps to meet individual preferences.

Three colors of the leash allow for personalized combinations based on your preferences.

Looking ahead, the leash will introduce additional materials and color options, expanding the realm of possibilities for pet owners on the go.

Crafts Description



ORIENPAWS FOR A WANDER

Clouds that Coincide

Clouds that Coincide

Hidden structure design
Chinese mortise and tenon structure



Orienpaws For A Wander

Pet Collar

Product Story

The Clouds that Coincide also derives from the traditional Chinese mortise and tenon structure, a time-honored technique first discovered in the Hemudu culture of the Neolithic Age and later found extensive application in architecture and furniture design. The structure is both mechanically and structually delicate, showcasing the exquisite interplay between nature and art.

The Clouds that Coincide is an innovative improvement upon the traditional mortise and tenon structure. By incorporating the flowing cloud pattern, it introduces a fresh and hidden design, coupled with a ducktail shape and quick-detach design, which maximizes the collar's functionality, aesthetics, and comfort.



Material Description

Shell of aerospace-grade anodized aluminum alloy
Durable and Classic

The double-layer genuine leather is meticulously stitched without visible seams, soft, smooth, and resilient.



Design Description

Mortise and tenon joint

Mortise and tenon structure, durable and sturdy.

Fully concealed buckle, free of caught hair

Ducktail design allows for quick release in just one second.



Crafts Description

The collar, meticulously handcrafted from the finest top-grain cowhide in a three-layer composite, is designed to withstand the explosive force of large dogs while providing a soft and snug fit around their necks.

The mortise and tenon connective structure, forged from aerospace-grade aluminum alloy, complements the leather collar seamlessly. Its lightweight and robust construction, combined with the collar's impeccable design, greatly enhances the comfort for your furry companions.



ORIENPAWS FOR HOME

Days with Bamboo

Days with Bamboo

Orienpaws for home



The eco-friendly bamboo fiber paper rattan
Three-part assembly design

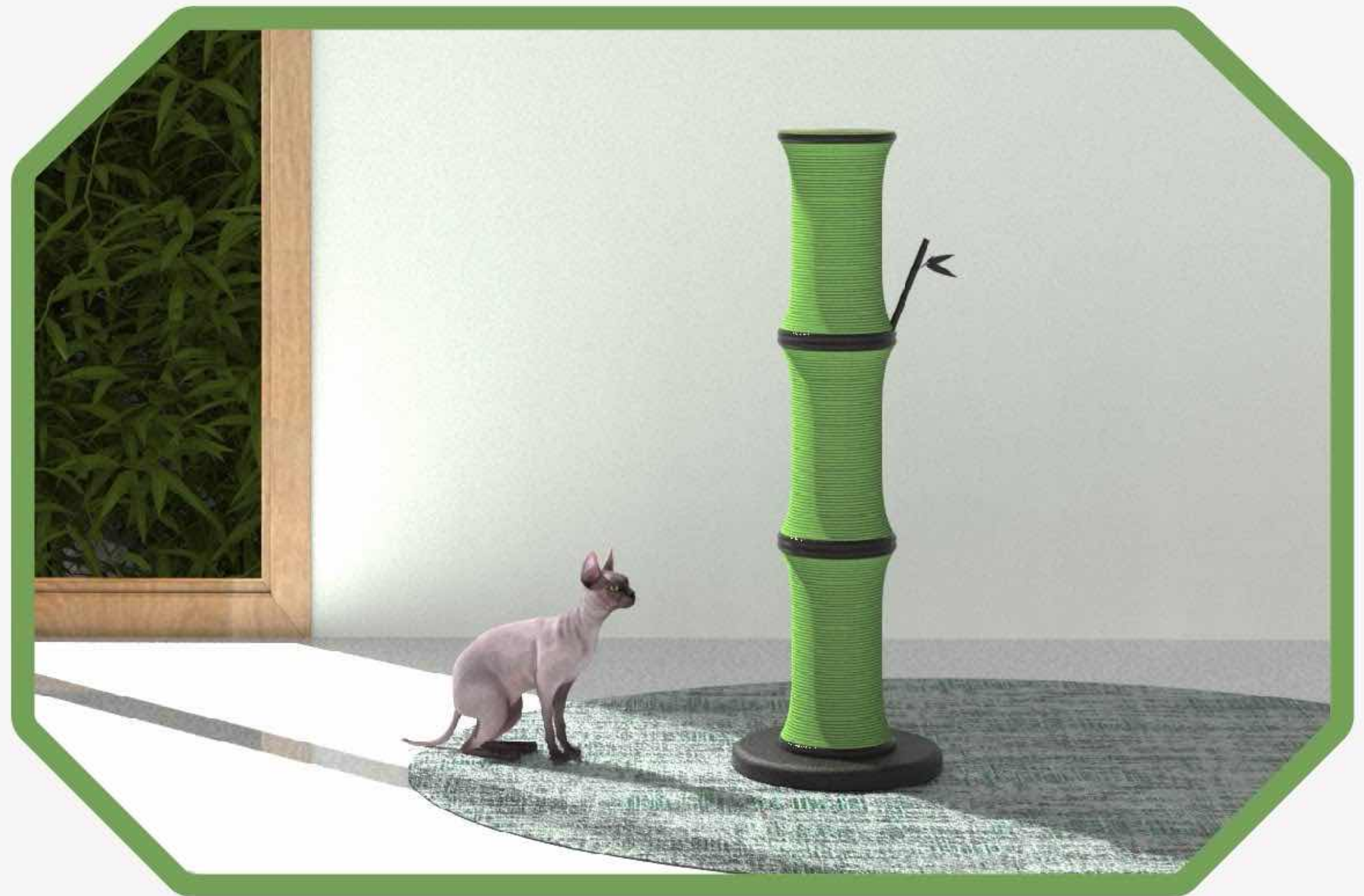
Cat Climbing Frame

Product Story

Su Shi (the pre-eminent scholar of the Song dynasty) once wrote a poem, stating that he would rather eat a meal without meat than live in a place with no bamboos.

Bamboo, as a symbol of Oriental civilization, plays a profound role in preserving and passing down cultural heritage through generations. It is thus not an overstatement to consider bamboo as the genesis of Oriental civilization.

Days with Bamboo is a gift from Orienpaws to cat lovers who hold a special affinity for this plant. Covered with bamboo-fiber paper rattan, a material of higher quality than jute, it is antibacterial, eco-friendly, durable, and does not shed paper scraps. With its three-section joint design and reasonable weight distribution, it can be assembled in three sections or used individually. It serves as both a scratching post for cats and an elegant piece of home decor.



Material Description

Bamboo fiber, extracted from bamboo, is a cellulose marvel renowned for its remarkable characteristics. With excellent breathability, rapid water absorption, strong resistance to wear, and exceptional dye retention, it also boasts natural properties such as mite-resistant, odor prevention, and UV protection.

The bamboo-shaped scratching post is covered with bamboo-fiber paper rattan, which is processed through special techniques and excludes any chemical additives, ensuring both safety and durability.



Design Description

The Natural Super Material

Antibacterial and Bacteriostatic--when observed under a microscope, the same quantity of bacteria proliferates abundantly on cotton and wood fiber products, while those on bamboo ones have a survival rate of only approximately 25% after 24 hours.

Anti-odor--bamboo fiber has a unique internal structure of ultrafine micropores, endowing it with strong adsorptive capabilities. It can efficiently absorb harmful substances such as formaldehyde, benzene, toluene, and ammonia from the air, effectively eliminating odors.

Wholesome--bamboo contains rich micronutrients, including pectin, bamboo honey, tyrosine, vitamin E, selenium (SE), germanium (GE), and more, which are anti-carcinogenic and anti-aging.



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