



BLUSAIGON

**ELEVATING VIETNAMESE
CRAFTSMANSHIP**

ABOUT BLUSAIGON

VIETNAM LEADER IN HANDCRAFTED PEARL PENS

In the center of Vietnam, where traditional art and technology are converged, **BLUSAIGON** stands as a beacon of excellence. Its products are inspired by Vietnamese heritage, such as The Pen Tower - Ink Slab, and great stories from around the world.



COMPANY MILESTONES

2023

VIETNAMESE
NATIONAL GIFT

BLUSAIGON Pearl Pen is chosen by the National President Office as a Vietnamese national gift for the Ambassadors, Politicians, Heads of state.

12/2021

ASIA SME100

Awarded for regional businesses's evaluation and recognition of focusing on growth and resilience.

2019

BLUSAIGON

After 10 years of R&D, **BLUSAIGON** was officially founded in 2019.

5/2021

SHARK TANK VIETNAM

Successfully raised a capital of 4 billions VND at episode 4 Shark Tank, season 4, widening **BLUSAIGON's** brand awareness.

27 years of expertise in crafting products from Mother-of-Pearl.

CONTEXT

According to statistics from the Vietnam Association of Craft Villages, the country currently has 1,864 traditional craft villages with 115 traditional crafts. Vietnamese handicraft products are favored in the international market for their skillfulness and the distinctive, unique features of the nation's culture.

Vietnam has great opportunities to promote growth and enhance the status of this sector. However, very few craft villages produce items that reach national and international standards. Many products are exported to various countries around the world, but in small quantities. The competitiveness of Vietnamese handicrafts compared to other products in the domestic and international markets is still low. The ability to expand the market is still passive, and efforts in finding outlets, marketing, product introduction, and trade promotion are still weak. Domestic producers still lack the necessary equipment and technology to manufacture products that can compete internationally.

Environmental pollution is increasing. Most traditional craft villages today negatively impact the environment, causing issues such as smoke, dust, noise, waste, and water pollution. Most production facilities are spontaneous and lack wastewater and waste treatment systems, and do not have measures to protect the ecological environment.

Vietnam is naturally endowed with a 3,260 km long coastline. Over thousands of years, layers of mother-of-pearl shells from the ocean have been transformed by the skilled hands of Vietnamese artisans into exquisitely crafted nacre products. Due to market fluctuations, many craft villages and production facilities have not received adequate investment and attention, making the traditional nacre craft in Vietnam vulnerable to gradual disappearance.



Through the millennia-old art of nacre, BLUSAIGON has created a range of high-end handcrafted products: Pens, jewelry, accessories, etc.

THE BEAUTY OF NATURE



THOUSAND YEARS OF MOTHER-OF-PEARL MOSAIC ART



THE UNIQUENESS OF EACH PRODUCT





Through thousand-year-old mosaic art and contemporary design language, **BLUSAIGON** crafts splendid, exquisite, unique gifts like the recipients themselves.

BLUSAIGON will work with you to create personalized corporate gifts that meet your requirements with premium boxes designed to match your brand.

BUSINESS CAPABILITIES

- Factory area: **10.000 m²**
- Number of artisans: **100**
- Distance from the factory to Tan Son Nhat International Airport: **24km**
- Distance from the factory to Cat Lai Port: **30km**

CLIENTS & PARTNERS



VĂN PHÒNG CHỦ TỊCH NƯỚC





Traditional





MODERN

PRODUCT PORTFOLIO

GEMPRISE

Fountain / Rollerball

Life resembles a long journey brimming with challenges, where courage and determination within each individual serve as the keys to unlocking success. Exquisitely crafted from luxurious Mother-of-Pearl material and inspired by steadfast masts, **GEMPRISE** embodies a claim of the owner's capability to seize opportunities and achieve success.



GEMPEROR

Fountain / Rollerball / Fineliner

GEMPEROR is the perfect fusion of the opulent symbol of "Gem" and the power of an "EMPEROR". **GEMPEROR** is an artwork that revives the art of mosaic by using precious and natural materials.



VISIONARY

Ballpoint / Gel

The wonder and diversity of the ocean bring forth pearl shells with unique color veins, distinct as you. **VISIONARY** guides the changes on your brilliant journey.



CHAMPION

Ballpoint / Gel

Throughout the flow of culture, water waves mark the beginning of all energy sources, reflecting ceaseless circulation. Water wave patterns in **CHAMPION WAVE** portray the image of progress and decisiveness. Each handwriting becomes a claim of the resolve to reach the pinnacle of success.



MASTERY

Ballpoint / Gel

Inspired by a sturdy mast, **MASTERY** depicts the image of steadfastness and operating capacity of the leadership generation. That strength is the driving force for the organization and the team to "set sail to conquer the ocean".



INSPIRED

Ballpoint

INSPIRED is crafted to adapt brilliantly and symbolize vibrant inspiration as how culture endures when passed down through generations.





BLUTINUM

Fountain / Rollerball / Fineliner

Enjoy the beauty of a prosperous garden hidden beneath the luxurious 24K gold layer and the lucky energy flow from the deep blue color of New Zealand abalone. **BLUTINUM** is a line of pens designed for individuals who value personal imprints and affirm success.



LACQUER PENS

Fountain / Ballpoint / Gel

No one can deny the exquisite beauty of the perfect fusion between lacquer art and the talent of Vietnamese artisans. **LACQUER PENS** revive the resplendent essence of inlay patterns concealed beneath translucent lacquer inlay and adorned with sprinkled delicate gold powder.

PRODUCT LINES HONORING CULTURE



TA THANH THIEN - SON

Ballpoint / Gel

Inspired by the renowned historic monument Thap But (The Pen Tower) and Dai Nghien (The Ink Slab), a symbol of our nation's culture, **TA THANH THIEN-SON** features a unique symmetrical design. When held, the end of the pen always points upward, reminiscent of the famous Pen Tower.

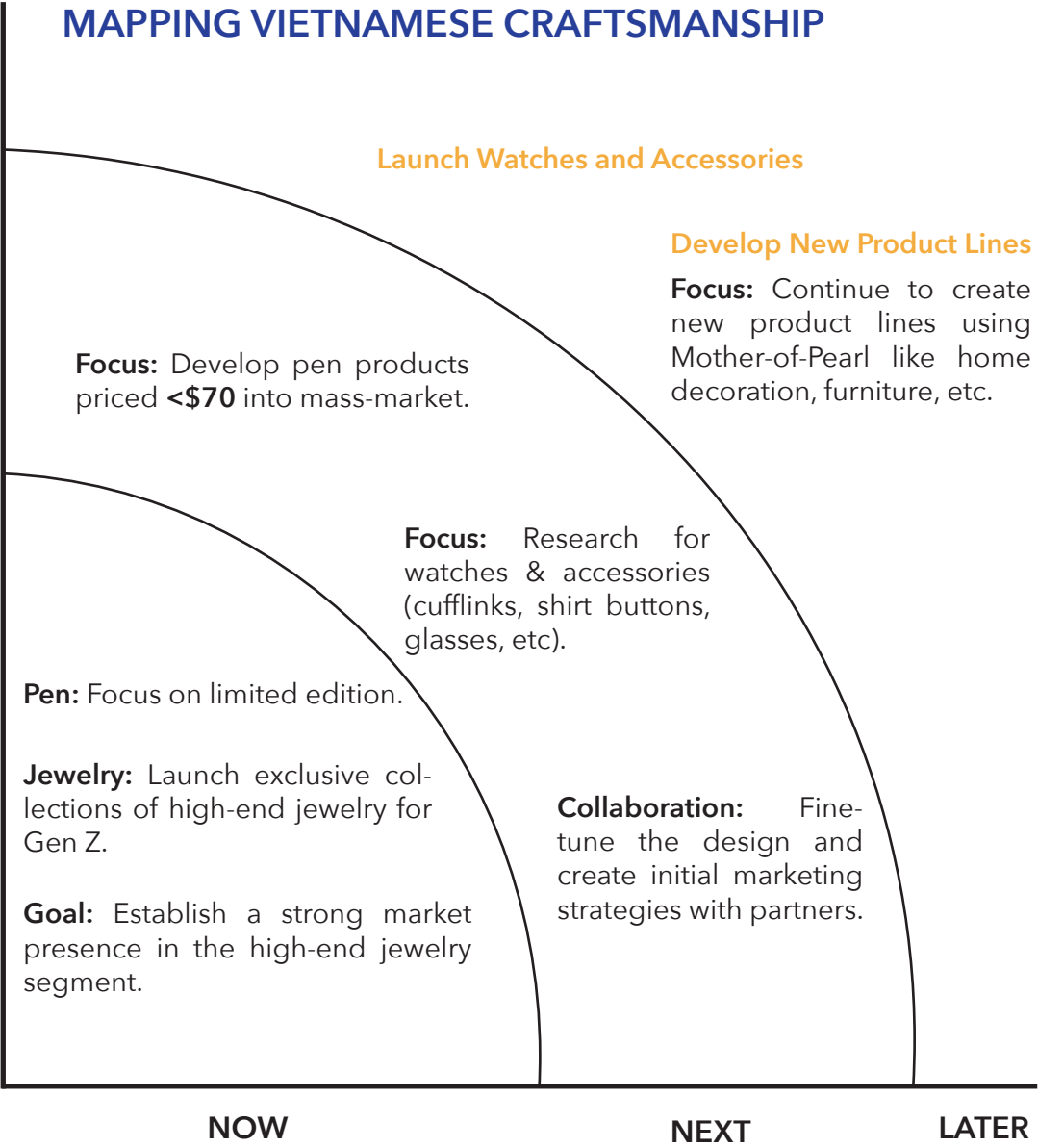


TA THANH THIEN - THUY

Ballpoint / Gel

TA THANH THIEN-THUY records the "painting" at the heart of Vietnam, using the waters of Hoan Kiem Lake as ink, with the Thap But (Pen Tower) above and the Doc Ton Mountain below, the pen finial pointing towards the sky representing the aspiration to pursue greatness.

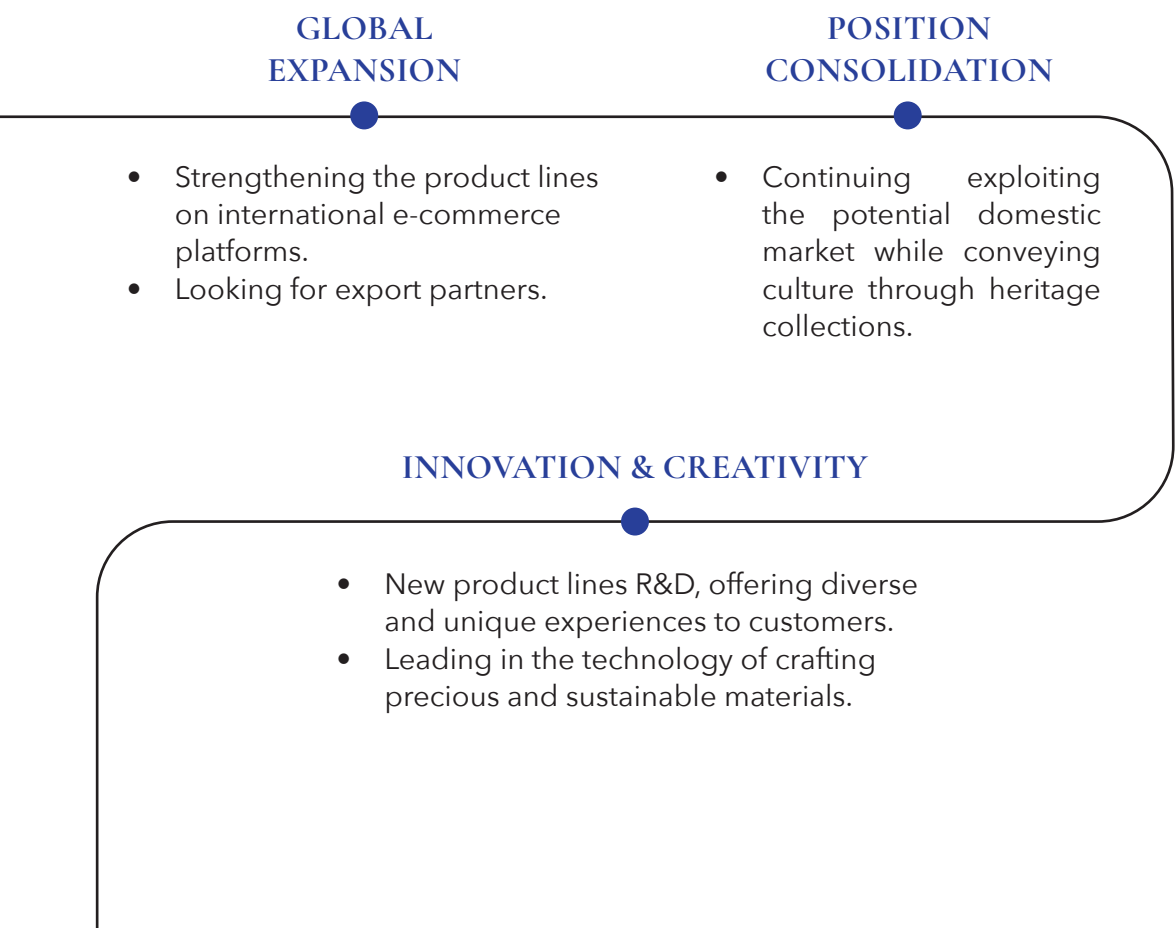
PRODUCT ROADMAP



BRAND SPIRIT



DEVELOPMENT STRATEGY



LUXURY APPLICATIONS



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