



江苏标越家具有限公司
JIANGSU BIAOYUE FURNITURE CO., LTD.

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2025 Sofa Collection

Life and Our's Stories

About us

关于我们

江苏标越家具有限公司成立于 2018 年，前身为上海标越家具有限公司 (2004-2022)，坐落于中国唯一的 “” 杨树之乡”、“泗水古都”、“美酒之都”、“林海绿都” 的宿迁泗阳县的意杨产业园区，厂房占地面积 30 亩，厂房面积 3 万平方米，可以实现 3 条生产线同时操作（月产能饱和规划可以实现 10000 件）。

江苏标越是一家专业从事布艺沙发研发、生产和销售为一体的综合体制造性企业。公司旗下有 2 大品牌：“KAJ” & “MAO’S HOME”。公司产品款式以简美风格为主，每年同期会根据市场实际需要同步研发其他风格的款式。公司非常注重产品的设计性和实用性。

公司继承上海标越近 20 年的客户积累和经验积累，新公司将在此基础上继续与时俱进，与所有的新老朋友携手共赢！

JIANGSU BIAOYUE FURNITURE CO., LTD founded in 2018, it's predecessor was SHANGHAI BIAOYUE FURNITURE CO., LTD(Running from 2004 and stopped the producing in 2022) located in SIYANG TOWN of SUQIAN CITY in JIANGSU PROVINCE. Factory covers an area of 30000 square meters which could be with 3 production lines operated concurrently and the max monthly production capacity could be achieved 10000 pcs completed.

“KAJ” & “MAO’S HOME” are the two Brands. We are focusing on fabrics sofa with better designs, better qualities and better services as always.

We are looking forward to building up the permanent business relationships with all old friends and all new friends to achieve mutual benefits in the future!

SETTING STANDARDS

PURSUING EXCELLENCE





Impeccable

KAJ – Living room



KAJ SOFA



2509YS255 CHAIR



2509YS256 SECTIONAL

When impeccable craftsmanship resembles a treasure trove of skill honed over time, the two quietly meet at the intersection of time, creating a captivating, high-quality sofa like magic.

Like a meticulously crafted work of art, it exudes an inherent elegance, quietly standing in the living room, becoming the undisputed visual focal point of the space.



Wrapping

KAJ – Living room

This meticulous pursuit of craftsmanship ensures the sofa's frame is incredibly stable, capable of withstanding prolonged use without deforming.

During the production process, artisans meticulously blend the foam and down filling in a precise ratio, ensuring every area is filled and evenly distributed, providing comprehensive comfort.





Embrace

KAJ – Living room



2509YS255 CHAIR



2509YS256 SECTIONAL

As we leisurely settle onto the soft sofa, letting our thoughts drift between the past and the future, we are overwhelmed by a wave of emotion and deep gratitude.

With its gentle embrace, it offers us endless comfort and strength, allowing us to bravely forge ahead on life's long journey, even amidst the storms.



Depend

KAJ – Living room



2509YS265 CHAIR



YSJ275-97 OTTOMAN



YSJ275-47 OTTOMAN



2509YS256 STRAIGHT （双人左扶手 + 双人右扶手）

No matter where we are, no matter how many hardships we've endured, returning home and seeing that familiar sofa brings a sense of peace and security.

For we know that in this bustling world, there's one place that will always belong to us: our sofa at home. It's our spiritual haven, our eternal support.





Radian

KAJ – Living room



2509YS211 CHAIR



2509YS269 SECTIONAL

From the overall outline to the subtlest details, every line of this sofa has been meticulously refined and polished by the designer. Its smooth curves resemble the gurgling of a mountain stream, naturally gentle and free of any harshness or abruptness.

The backrest slopes slightly backward, like a pair of gentle yet powerful arms, gently embracing you and providing the most intimate support.







Intimacy

KAJ – Living room



2509YS267 CHAIR



YSJ275-97 OTTOMAN



YSJ275-47 OTTOMAN



2509YS269 4-SEATER

While elegant lines flow naturally like flowing lines of poetry, the armrest design is even more ingenious. Its rounded corners not only avoid the risk of injury from sharp edges, but also add a sense of softness and intimacy.

Gently stroking the armrest, the delicate touch is like touching a baby's skin, smooth and warm, inviting you to linger a moment longer.





Selected

KAJ – Living room



2509YS237 CHAIR



2509YS261 SECTIONAL

The sofa's filling material is also carefully selected. The high-density foam offers excellent elasticity and support, providing the perfect pressure distribution tailored to your body's curves.

When you sit on the sofa, it responds quickly to your movements, offering a comfortable bounce, making you feel as if you're floating above the clouds.



Exquisite

KAJ – Living room



2309YSY35 CHAIR



YSJ275-97 OTTOMAN



YSJ275-47 OTTOMAN



2509YS232 3-SEATER



2509YS217 SECTIONAL

KAJ SOFA



SOFA COLLECTION





Perfection

KAJ – Living room



2509YS273 CHAIR



2509YS263 SECTIONAL

In crafting the sofa frame, they adhere to age-old and rigorous craftsmanship standards, paying close attention to every detail. From the cutting angles of the wood to the polishing of the joints, they strive for perfection.

Underpinning these elegant lines is impeccable craftsmanship. Each piece of wood undergoes rigorous screening to ensure its solid texture and beautiful grain.



Breathable

KAJ – Living room



2509YS219 CHAIR



2509YS268 SECTIONAL

In addition to elegant lines and exquisite craftsmanship, the choice of fabric for your sofa is crucial. High-quality fabrics, specially treated, are soft, smooth, and breathable.

Its surface texture is delicate and premium, radiating a natural and elegant luster. When you touch it, you feel its warmth and elasticity, as if it blends seamlessly with your skin.







Refined

KAJ – Living room



2509YS268 CHAIR



2509YS268 SECTIONAL

This fabric is also highly abrasion- and stain-resistant, withstanding the rigors of daily use while maintaining a pristine appearance. Its rich and diverse colors, from elegant solids to vibrant patterns, add a unique touch to any living room.

This high-quality sofa is more than just a practical piece of furniture in your living room; it's a work of art. Its unique design and exquisite craftsmanship embody a refined artistic taste.



Bestowed

KAJ – Living room



2509YS262 CHAIR



2509YS251 SECTIONAL

When sunlight streams through the window onto the sofa, the soft light interweaves with the sofa's lines, creating a beautiful composition. It adds a unique charm to the living room.

Every wrinkle and shadow on the sofa feels like a stroke of art bestowed by nature, imbuing the entire living room with an artistic atmosphere.



Spiritual

KAJ – Living room



In the hectic and exhausting world of modern life, home is our spiritual haven, and this sofa is the warmest corner of that haven. Whether it's a minimalist modern style or a retro European one, this sofa blends perfectly with any space.



2509YS251 3-SEATER





Gentle

KAJ – Living room



2503YS188 CHAIR



2509YS233 CHAIR



2509YS234 STRAIGHT （双人左扶手 + 双人右扶手）

When you return home exhausted from a long day's work, a warm feeling wells up in your heart the moment you open the door and see that familiar sofa quietly awaiting your arrival.

You eagerly walk over to it, gently sit down, and sink into it. Every sense is enveloped by comfort. Your back feels the gentle support of the backrest, as if all the stress has been released.



Current

KAJ – Living room



2509YS211 CHAIR



2509YS210 3-SEATER



2509YS210 SECTIONAL

KAJ SOFA



SOFA COLLECTION





Exquisite

KAJ – Living room



2509YS273 CHAIR



2509YS259 SECTIONAL

Your hips and legs are gently lifted by soft sponge and down, as if transported to a weightless world. Resting your arms on the rounded armrests, you feel the delicate touch, as if shaking hands with an old friend.

Close your eyes, and you can almost hear the sofa's gentle creaking, the sound of its intimate communication with you. In its own unique way, it soothes your weary soul, allowing you to forget the day's worries and fatigue.



Consolation

KAJ – Living room



In this small space, you can fully relax and enjoy a quiet moment of your own. You can pull out a favorite book and quietly read, letting the words transport you to a whole new world.



2509YS259 3-SEATER





Moments

KAJ – Living room



2509YS233 CHAIR



YSJ275-47 OTTOMAN



2509YS234 SECTIONAL

This sofa is also a warm place for family gatherings. On weekend afternoons, families gather around the sofa, sharing the little moments of life.

Children play on the sofa, their laughter as clear and melodious as silver bells, echoing throughout the room. Parents sit nearby, smiling at their children, their eyes filled with love and care.



Relaxation

KAJ – Living room



2509YS270 CHAIR



2509YS230 SECTIONAL

You can turn on the TV and watch a captivating movie, immersing yourself in the twists and turns of the plot. Or you can sit quietly, daydreaming, letting your thoughts wander freely.

For many, the sofa holds a treasure trove of fond memories. Perhaps it was a special holiday, when the family gathered together on the sofa, a moment of relaxation and peace of mind that will never be forgotten.







Guardian

KAJ – Living room



2509YS230 3-SEATER



2509YS230 SECTIONAL

Elegant design and reliable quality ultimately converge into a sense of emotional belonging—a sense of warmth and belonging. The sofa is the witness and guardian of these memories.

At this moment, the sofa was more than just a place to sit; it was a bond of family affection, uniting us closely and bringing our hearts closer. These memories, like pearls, strung together every moment of our lives.



Storytelling

KAJ – Living room



2509YS236 CHAIR



2509YS235 SECTIONAL

Over time, this sofa may bear the marks of time; its surface may show slight wear and tear, and its color may gradually fade. But these marks do not diminish its charm and value; rather, they enhance its storytelling.

Every scratch, every faded spot, records every detail of our lives, bearing witness to our growth and transformation. Like a thick history book, it silently recounts our past and accompanies us into the future.





Brilliance

KAJ – Living room



2509YS232 1-SEATER



2509YS231 CHAIR



2509YS232 3-SEATER

For years to come, this high-quality sofa will continue to shine in our living room. It will accompany us through countless wonderful moments and bear witness to every important moment in our lives.

It will become a part of our family, woven into our lives, becoming an indispensable part of our lives. This sofa, like a loyal companion, will always be by our side, witnessing our joys and sorrows, and carrying every detail of our lives.



Instant

KAJ – Living room



2409YSY137 CHAIR



2509YS218 SECTIONAL

No matter how time passes, no matter how trends shift, its elegant lines and impeccable craftsmanship will forever exude a unique charm, becoming a timeless classic in our hearts.

As we sat on the sofa, reflecting on the past and looking forward to the future, our hearts were filled with emotion and gratitude. We lamented the fleeting passage of time and were grateful for every beautiful moment in life.



Belonging

KAJ – Living room



It is more than just a piece of furniture; it is a place of emotional sustenance, an attitude towards life, and a yearning for a brighter future. Let us cherish this sofa and every moment with it, and let the warmth and sense of belonging remain in our hearts forever.



2509YS212 3-SEATER

lounge chair

KAJ – Living room



Covered in soft, skin-friendly fabric or breathable leather, it offers a delicate touch and a comfortable feel, allowing you to relax and unwind.

2403YSY96 CHAIR



2409YSY120 CHAIR



2509YS271 无扶手 CHAIR



2509YS271 木扶手 CHAIR

In a warm and comfortable home, a well-designed lounge chair is always the ideal place to relax. While not dominating the space, it quietly enhances the space with its unique charm.



2509YS260 CHAIR

As everyone savored delicious dim sum and discussed their dreams and plans for the future, a warm atmosphere permeated every corner.

KAJ – Living room



2503YS191 CHAIR



This chair will always be with us, providing us with warmth and strength, allowing us to bravely move forward on the path of life.



2509YS252 CHAIR



2509YS272 CHAIR



2509YS266 CHAIR

Ottoman

KAJ – Living room

While it doesn't take center stage like a coffee table, it quietly serves a purpose with its unique practicality.



YSJ207-69 OTTOMAN



YSJ208-49 OTTOMAN



YSJ207-79 OTTOMAN



YSJ208-64 OTTOMAN



YSJ207-89 OTTOMAN



YSJ208-74 OTTOMAN

With its sturdy structure and soft, comfortable fabric covering, it offers a delicate touch and a relaxing feeling.

Side table

KAJ – Living room



TB12E 平 –1408040 红橡 /2



TB13E 平 –1308040 红橡 /1/4



TB13E 平 –10010040 红橡 /1/4



TB13E 平 –828245 红橡 /1/4



TB12R 平 –11011040 红橡 /2



TB12E 平 –808040 红橡 /2



TB13E 平 –1308040 红橡 /2/3



TB13E 平 –10010040 红橡 /2/3



TB13E 平 –828245 红橡 /2/3



TB12E 平 –1408040 红橡 /1



TB12E 平 –808040 红橡 /1



TB13R 凹 –353552 红橡 /1



TB13R 凹 –353552 红橡 /2

In today's world of striving for quality, a high-quality coffee table is undoubtedly the perfect finishing touch for any living room.

It's more than just a piece of furniture; it symbolizes the owner's taste and approach to life.



TB14E 凹 -1246538M/3



TB15R 凹 -707046 红橡 /1



TB15R 凹 -505049 红橡 /1/4



TB14E 凹 -1246538 红橡 /2/3



TB14E 凹 -1246538 红橡 /1/4



TB15R 凹 -707046M/3



TB15R 凹 -505049M/3



TB15R 凹 -707046 红橡 /2



TB15R 凹 -707046 红橡 /2/3



TB15R 凹 -505049 红橡 /2/3



TB15R 凹 -707046M/5



TB15R 凹 -505049M/5



TB17E 凹 -979744 红橡 /2



TB17R 凹 -707046 红橡 /2



Crafted from premium materials and meticulously crafted by artisans, this coffee table exudes exceptional texture and style in every detail.



TB17E 凹 -1257338 红橡 /2



TB17R 凹 -11011040 红橡 /2

Even after years of baptism, it can still maintain its original luster and beauty.



TB18R 平 -505051 红橡 /1



TB18R 平 -707047 红橡 /1



TB17E 凹 -1257338 红橡 /1



TB17R 凹 -11011040 红橡 /1



TB18R 平 -707047 红橡 /2
TB18R 平 -505051 红橡 /2



TB18R 平 -707047M/5
TB18R 平 -505051M/5

The coffee table's minimalist yet stylish design, with sleek lines and elegant form, blends effortlessly into any home style, from modern minimalism to retro luxury, adding a unique touch to any living room.



TB19E 凹 -502550 红橡 /1



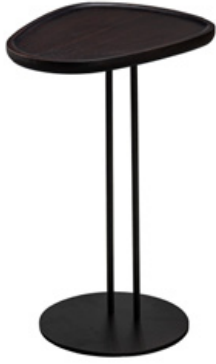
TB20E 凹 -363052 红橡 /1



TB20R 凹 -353552 红橡 /1



TB19E 凹 -502550 红橡 /1



TB20E 凹 -363052 红橡 /2



TB20R 凹 -353552 红橡 /2



TB06L 平 -1408040M/3



TB11E 平 -13710740M/3



TB06L 平 -1408040 红橡 /2



TB11E 平 -13710740 红橡 /2



TB06L 平 -1408040 红橡 /1



TB11E 平 -13710740 红橡 /1



TB10E 凹 -803740 红橡 /1



TB10E 凹 -803740 红橡 /2



TR01E 凹 -502521 红橡 /1



TR01E 凹 -502521 红橡 /2



TB11R 平 -707045M/5

From the design point of view, the high-quality coffee table is unique and ingenious.



TB11R 平 -707045M/3



TR01E 平 -502521M/5



TR01E 平 -502521M/4



TB01R 凹 -353552M/5



TB01E 凹 -363052M/5



TB01R 凹 -353552M/3



TB01E 凹 -363052M/3

