



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

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”、“林绿都”的宿迁泗阳县的意杨产业园区，工厂占地面积 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”。公司产品款式以意式极简为主，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., established in 2018, is the successor to Shanghai Biaoyue Furniture Co., Ltd. (2004–2022). The company is located in the Yiyang Industrial Park of Siyang County, Jiangsu Province—a region renowned as China’ s "Hometown of Poplar Trees," "Ancient Capital of Sishui," and "City of Fine Wines and Emerald Greenery."

The factory spans a total area of 30 mu (approximately 5 acres), with a workshop covering 30,000 square meters. It operates three production lines simultaneously and has a planned maximum monthly production capacity of 10,000 units.

Jiangsu Biaoyue specializes in the integrated manufacturing of fabric sofas, encompassing R&D, production, and sales. The company manages two brands: "KAJ" and "MAO’ S HOME." Its product designs primarily feature a minimalist Italian style, while new styles are developed annually to align with market demands. The company emphasizes both innovative design and practicality in its offerings.

Building on nearly two decades of customer relationships and expertise from its Shanghai predecessor, Jiangsu Biaoyue continues to evolve with the times, striving to create mutually beneficial partnerships with both longstanding and new collaborators.



Our sofa is crafted from high-quality materials and advanced craftsmanship to create a durable and comfortable home furnishing. Enjoy the beauty of a quality lifestyle.

With its unique design and exquisite craftsmanship, this sofa showcases extraordinary artistic charm. Wherever it's placed, it becomes the focal point of the home. Our sofa not only focuses on comfort but also aesthetics. Its simplistic yet fashionable design style makes your home life even better.



2503YS180 SECTIONA







The sofa is the harbor of home, a touch of soft color in life, and the residence of emotions. It is not only a place for rest, but also a witness of family laughter and affectionate exchanges, and a spiritual corner of the home. Every time I lie down on the sofa, I feel like I am getting close to my heart. In this warm corner, we can relax, enjoy a moment of tranquility, and share joy and sorrow with family and friends. The sofa has become an important part of our lives.

The design of the sofa must not only be comfortable and practical, and give us the best support and comfort, but also show the taste and style of the home. Whether it is simple and modern or classical and elegant, each sofa contains unique temperament and style, adding comfort and beauty to the home space.



TB01E-353552L



TB04R-707051W



TB04L-1208033W



2503YS177 1-SEATER







Crafted from premium materials and exquisite craftsmanship, this sofa delivers the ultimate comfort experience. Whether for rest or entertainment, you can fully enjoy it. It has won widespread praise in the market for its unique design concept and eco-friendly material choices. Choose us to make your home life greener and healthier.

This sofa has won countless praises for its high-quality materials and exquisite craftsmanship. Every detail of it showcases quality and craftsmanship, making your home life more beautiful.



TB06S-808041W

2503YS169 CHAIR



2503YS170 3-SEATER



2503YS170 4-SEATER



This sofa conquers your heart with ultimate comfort. The plush cushions conform to your body, providing a sense of belonging after a long day. Its minimalist design exudes sophistication, effortlessly blending into any home decor.crafted from premium fabrics, this sofa is both durable and stylish. Its classic color never goes out of fashion, adding a splash of brightness to your home life.

The comfortable seating makes you fall in love with coming home.Sitting on this sofa is like being in a dreamy world.



TB04L-1208033W



2503YS156 CHAIR



2503YS188 ARMREST



2503YS168 4-SEATER

KAJ SOFA







KAJ SOFA

This sofa is a perfect combination of quality and art. Exquisite craftsmanship is evident in every detail. The elegant lines outline a charming silhouette, instantly elevating the style of your living room.looking for a sofa that's both practical and aesthetically pleasing? This one meets all your needs. The spacious seating accommodates multiple people at once. Its fashionable design makes your home life more vibrant.

This sofa is not only beautiful and elegant but also very practical. Its multifunctional design meets your various needs, making your home life more colorful.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB04L-1208033W



2503YS168 SECTIONAL



Made from eco-friendly materials, this sofa is healthy, environmentally friendly, and safe. The comfortable backrest provides all-around support. Simple yet stylish, it's the ideal choice for your home life. A good sofa is the finishing touch to home life. This one has won countless praises for its unique design style and excellent seating comfort. Choose it to make your home more cozy.

This sofa has won countless positive reviews for its unique shape and comfortable seating. Its design is both fashionable and practical, making it an indispensable part of your home life.



LARGE: TB09R-404056W
TRUMPET: TBO9R-303050W



2503YS196 CHAIR



2503YS179 CHAIR



2503YS178 SECTIONAL







KAJ SOFA

This sofa is not only comfortable and durable but also easy to care for. The stain-resistant fabric lets you easily handle life's little accidents. Its fashionable design brings new vitality to your home. Want to create a comfortable lounging area? This sofa is your perfect choice. The plush cushions and spacious seating let you enjoy leisure time to the fullest. Sitting on this sofa, you can feel the warmth and care from home. Its design is full of humanistic sentiment, providing true comfort for your soul.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



2503YS178 4-SEATER



This sofa has won the hearts of many consumers with its simple yet elegant design. High-quality materials ensure its durability and comfort. Choose it to make your home even more perfect. Whether you prefer modern minimalism or retro style, this sofa can meet your needs. Its design is both fashionable and classic, easily blending into various home decor styles.

This sofa is a perfect combination of quality and comfort. Every detail of it has been carefully crafted to make your home life more pleasant.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



2503YS190 CHAIR



2503YS190 CHAIR



2503YS189 4-SEATER







With its excellent seating comfort and exquisite appearance, this sofa has become a leader in the home furnishing market. It's the perfect choice for family gatherings or friend meetups. With its unique shape and outstanding craftsmanship, this sofa has attracted the attention of many consumers.

It makes a beautiful focal point whether placed in the living room or study. Whether you prefer simplicity or luxury, this sofa can satisfy your aesthetic needs. Its design is both simple yet elegant, and luxurious yet restrained.



TB04L-1208033W



2503YS189 SECTIONAL



If you're looking for a sofa that's both comfortable and aesthetically pleasing, this one is definitely your top choice. Its design is both ergonomic and fashionable. This sofa has won the favor of consumers with its high quality fabrics and exquisite workmanship. Whether sitting alone or with others, you can enjoy ultimate comfort.

This sofa has become a leader in the home furnishing industry with its excellent comfort and aesthetics. Its design not only conforms to ergonomics but also exudes artistic charm, making your home life more



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB01E-353552L



2503YS161 1-SEATER



2503YS203 CHAIR



2503YS161 3-SEATER





Want a sofa that can enhance your home atmosphere? This one does just that with its unique design and warm colors, making your home cozier. This sofa not only offers comfortable seating but also boasts a fashionable and elegant appearance. It showcases unique charm whether paired with modern or retro home decor. Crafted from premium materials, this durable and comfortable sofa boasts a simple yet stylish design. It easily blends into any home decor, adding a touch of coziness to your life.

This sofa features an ergonomic design that contours to your body, ensuring comfort even during long periods of sitting. Its unique color combination also adds a pop of color to your home decor.



2503YS160 CHAIR



2503YS161 SECTIONAL







The sofa is the harbor of home, a touch of soft color in life, and the residence of emotions. It is not only a place for rest, but also a witness of family laughter and affectionate exchanges, and a spiritual corner of the home. Every time I lie down on the sofa, I feel like I am getting close to my heart. In this warm corner, we can relax, enjoy a moment of tranquility, and share joy and sorrow with family and friends. The sofa has become an important part of our lives.

The design of the sofa must not only be comfortable and practical, and give us the best support and comfort, but also show the taste and style of the home. Whether it is simple and modern or classical and elegant, each sofa contains unique temperament and style, adding comfort and beauty to the home space.



2503YS188 ARMLESS



2503YS187 SECTIONAL



Crafted from premium materials, this durable and comfortable sofa boasts a simple yet stylish design that breathes new life into your living space. This sofa is not only visually appealing but also extremely comfortable to sit on. Its ergonomic design provides perfect support for your body, allowing you to enjoy the ultimate relaxation experience.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



2503YS166 CHAIR



2503YS166 CHAIR



2503YS165 4-SEATER

KAJ SOFA



SOFA COLLECTION





KAJ SOFA

Made from eco-friendly materials, this sofa is both environmentally friendly and healthy. Its comfortable seating and attractive appearance make your home life even better. With its unique design, this sofa becomes a work of art in your home. Whether placed in the living room or study, it showcases your taste and personality. Filled with high-density foam,

This sofa offers a soft and resilient seating experience. Its clean lines and elegant colors create a harmonious and beautiful living space. Not only is this sofa comfortable and durable, but it's also easy to clean and maintain. Its classic design style keeps your home fashionable and tasteful forever.



2503YS165 SECTIONAL



this sofa boasts a delicate texture and soft feel. Its luxurious aura and elegant design make your living space more distinguished and refined. With its unique shape and comfortable design, this sofa has won the hearts of many consumers.

Whether used by one person or multiple people, it provides the ultimate enjoyment. Made from eco-friendly fabric, this sofa is skin-friendly and breathable, making your home life healthier and more comfortable. Its minimalist design style easily matches various home decor.



2503YS120 CHAIR



2503YS139 CHAIR



2503YS182 4-SEATER





Equipped with a high-quality spring system, this sofa offers stable and resilient seating. Its classic design elements and modern craftsmanship make your home more fashionable and trendy. With its simple yet elegant design, this sofa has won the favor of many families. Whether for small apartments or large spaces, it perfectly fits in.

Filled with eco-friendly materials, this sofa is non-toxic and harmless, making your home life more reassuring. Its comfortable feel and attractive appearance make your home cozier.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB01E-353552L



2503YS173 SECTIONAL







This sofa conquers your heart with its ultimate comfort. Its smooth lines and warm colors seem tailor-made for your home. Sit on it, feel the relaxation from the inside out, and let the fatigue of life dissipate instantly. Made of selected high-quality materials.

This sofa is both durable and comfortable. Its simple yet fashionable design perfectly blends with both modern and retro home styles. This sofa is a cozy haven for your home. Its spacious seat and soft backrest.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB04R-707051W



TB04L-1208033W



2503YS171 3-SEATER



2503YS171 4-SEATER



With its unique design style, this sofa becomes the focal point of your home. Its bright colors and smooth lines add a splash of color to your living space. This sofa is not only comfortable and durable but also easy to care for. Its stain-resistant and wear-resistant fabric lets you easily handle the little accidents in life. Sitting on this sofa is like being enveloped in a gentle hug. Its humanized design provides full support and relaxation for your body.



2503YS186 1-SEATER



2503YS185 4-SEATER







Whether you enjoy solitude or gatherings, this sofa can meet your needs. It's spacious and comfortable, making it an indispensable leisure corner in your home. This sofa attracts countless eyes with its unique shape and color. It's not just furniture but also a work of art that adds infinite charm to your home. Sitting on this sofa, you can feel the tranquility and harmony from nature. Its design is inspired by nature, allowing your soul to truly relax.

This sofa is a perfect blend of classic and modern styles. Its design retains traditional elements while incorporating modern minimalist style, making your home more fashionable.



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB01E-353552L



2503YS163 1-SEATER



2503YS162 SECTIONA



The sofa is the harbor of home, a touch of soft color in life, and the residence of emotions. It is not only a place for rest, but also a witness of family laughter and affectionate exchanges, and a spiritual corner of the home. Every time I lie down on the sofa, I feel like I am getting close to my heart. In this warm corner, we can relax, enjoy a moment of tranquility, and share joy and sorrow with family and friends. The sofa has become an important part of our lives.



2503YS205 SOFA



Featuring a simple and elegant design with smooth and natural lines, as well as refreshing and elegant colors, this sofa is crafted from ecofriendly materials and boasts a sturdy and durable structure, making it an ideal choice for your home life. Renowned for its exquisite craftsmanship and superior quality, this sofa has garnered widespread praise from consumers. With its multifunctional design, you can adjust it according to your needs, catering to various usage requirements.



2503YS206 SOFA





This sofa has won market recognition for its exquisite craftsmanship and high-quality materials. Its design is both fashionable and practical, meeting all your home life needs. Sit on it and feel the comfort and peace of mind derived from quality.

Our sofa strikes a balance between comfort and aesthetics. Its simplistic yet fashionable design style allows you to enjoy comfort while also enhancing the overall taste of your home. Choose us and make your home more cozy and beautiful.



2503YS191 CHAIR



2503YS197 2-SEATER



2503YS197 3-SEATER





This sofa has won the favor of many consumers with its simplistic yet elegant design style. Sit on it and feel the charm and comfort derived from the design. Our sofa pays attention to every detail to ensure you enjoy the ultimate comfort experience. Whether it's the materials or the craftsmanship, we strive for excellence.

With its fashionable design and comfortable seating, this sofa has become a highlight of home life. Choose it to make your home more stylish and comfortable.



TB06S-808041W



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



TB01E-353552L



2503YS176 SECTIONAL



With its unique design concept and exquisite craftsmanship, this sofa delivers an extraordinary comfort experience. Whether it's for leisure time or family gatherings, it's your best choice.

Our sofa is made from eco-friendly and harmless materials to ensure the health of you and your family. Additionally, its fashionable design style and comfortable seating make you enjoy the beauty of home life.



TB06S-808041W



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



2503YS176 1-SEATER



2410MIR0010 1-SEATER



2503YS176 4-SEATER





This sofa conquers your heart with ultimate comfort. The plush cushions conform to your body, making you feel the warmth of home the moment you sit down. Its minimalist design exudes sophistication, seamlessly blending with both modern and minimalist home decor.

Our sofa is a perfect combination of quality and comfort. Crafted from premium materials with meticulous attention to detail, it showcases exceptional craftsmanship. Sitting on it feels like being on a cloud, enjoying endless relaxation and ease.



2503YS172 CHAIR



2503YS201 2-SEATER



2503YS201 3-SEATER







This sofa is not just a piece of furniture; it's a work of art. Its unique design and smooth lines make it instantly lovable. It not only elevates your home decor but also provides endless comfort and enjoyment.

Looking for a sofa that's both practical and stylish? Choose us! Our sofa is not only comfortable and durable but also fashionably designed to seamlessly blend into your home environment. Whether for resting or entertaining, it's your best choice.



2503YS200 2-SEATER



2503YS200 4-SEATER



Made from eco-friendly materials, this sofa is healthy, environmentally friendly, and safe. Its simplistic yet stylish design makes it a focal point in any living room or bedroom. Sit on it and feel the comfort and tranquility derived from nature.

Our sofa pays attention to the design and craftsmanship of every detail. From the cushions to the backrest, from the armrests to the ottoman, each element is meticulously crafted to provide you with the ultimate comfort experience. Choose us and choose a life of quality.



2503YS195 CHAIR



2503YS199 2-SEATER



2503YS199 3-SEATER





This sofa captures your attention with its unique shape and color. It's not just a practical piece of furniture; it's also an artwork that showcases your personality and taste. Let it shine with unique brilliance in your home!

Our sofa is filled with high-density foam for a soft and resilient seating experience. Its minimalist design, paired with exquisite detailing, makes your home life even better. Choose us and enjoy the perfect combination of comfort and aesthetics.



2503YS193 CHAIR



2503YS163 1-SEATER



2503YS198 2-SEATER



2503YS198 3-SEATER





This chair boasts smooth lines, simplicity without being simplistic, and every detail is carefully polished. Made of high-quality materials, it features a sturdy structure and comfortable seating, making it the perfect choice for family leisure and office work. This chair has won the hearts of many consumers with its unique design concept and exquisite craftsmanship. More than just a piece of furniture, it's an artwork for your home life, adding a splash of color to your living space.



2503YSY26 CHAIR



This chair boasts smooth lines, simplicity without being simplistic, and every detail is carefully polished. Made of high-quality materials, it features a sturdy structure and comfortable seating, making it the perfect choice for family leisure and office work. This chair has won the hearts of many consumers with its unique design concept and exquisite craftsmanship. More than just a piece of furniture, it's an artwork for your home life, adding a splash of color to your living space.



2503YS193 CHAIR



This chair features a simple yet fashionable design, crafted from ecofriendly materials. While enjoying its comfortable seating, you're also contributing to environmental protection. Its harmonious color palette blends seamlessly with various home decor styles. Renowned for its exquisite craftsmanship and superior quality, this chair is a top choice among consumers. With a sturdy structure and strong load-bearing capacity, it meets your needs whether for home use or commercial settings



2503YS191 CHAIR



This Pedal features a fashionable and simple design with smooth lines and comfortable seating. With its multifunctional design, you can freely adjust its height and tilt angle according to your needs, catering to various usage scenarios. Renowned for its superior quality and exquisite craftsmanship, this Pedal has earned the trust of many consumers. Made of high-quality materials, it boasts a sturdy structure and strong load-bearing capacity, serving as a reliable assistant for family leisure and office work.



2503YS192 CHAIR



With a simple yet elegant design and harmonious color palette, this Pedal adds tranquility and comfort to your living space. Crafted from ecofriendly materials and featuring a sturdy structure, it's an ideal choice for your home life. Boasting a unique shape and exquisite craftsmanship, this Pedal demonstrates remarkable artistic charm. With its ergonomic design that conforms to the human body's curves, it ensures comfort even during long hours of sitting.



2503YSJ208-64 PEDAL



Featuring a simple and fashionable design with smooth and natural lines, this Pedal offers soft and comfortable seating. With its multifunctional design, you can adjust it according to your needs, catering to various usage requirements. Renowned for its superior quality and exquisite craftsmanship, this Pedal stands out in the home furnishing market. Made of eco-friendly materials, it boasts a sturdy structure and strong loadbearing capacity, making it a must-have for your home life.



2503YSJ207-89 PEDAL



Featuring a simple yet elegant design with harmonious color palette, this Pedal blends seamlessly with various home decor styles. Filled with high-density sponge, it offers comfortable seating, serving as an ideal companion for family leisure and office work. With its unique shape and exquisite craftsmanship, this Pedal exudes a strong artistic atmosphere. Designed ergonomically, it conforms to human engineering principles, allowing you to enjoy comfortable seating while appreciating the charm of art.



2503YSJ207-89 PEDAL



Featuring a simple yet elegant design with harmonious color palette, this Pedal blends seamlessly with various home decor styles. Filled with high-density sponge, it offers comfortable seating, serving as an ideal companion for family leisure and office work. With its unique shape and exquisite craftsmanship, this Pedal exudes a strong artistic atmosphere. Designed ergonomically, it conforms to human engineering principles, allowing



2503YSJ208-74 PEDAL



TB04L-1208033W



TB06S-808041W



TB08L-1408042W



LARGE: TB07R-383856W
TRUMPET: TB07R-303048W



LARGE: TB09R-404056W
TRUMPET: TBO9R-303050W



TB04R-707051W



LARGE: TB06L-1408040W
TRUMPET: TB11R-707045W



LARGE: TB11E-13710740W
TRUMPET: TB11R-7070454



TB01E-353552L



TRO1E-502521L-2



TRO1E-502521L 1



TB10E-803740W



TB08T-903540W



TB08L-903540W