

蒼山  
CANGSHAN

Beautiful Function



We are both **proud and humbled** that all of our passion and incredible hard work has been awarded **19 Design Awards.**



reddot award 2016  
winner



A'DESIGN AWARD  
WINNER 2017  
G O L D



reddot award 2016  
honourable mention



A'DESIGN AWARD  
WINNER 2017  
P L A T I N U M



reddot award 2017  
winner



INTERNATIONAL DESIGN  
EXCELLENCE AWARDS '17  
FINALIST



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reddot award 2016  
winner



## About Us

Cangshan (pronounced Kang-Shan) is the name of a mountain located in southern China and is also the name of a small city where our company founder Henry Liu was born, grew up and married his high school sweetheart Mary.

Eventually Henry started a kitchenware company and after 11 years it grew from 1 to over 800 people and from 5,000 sf<sup>2</sup> to 78,000 sf<sup>2</sup> as well as 3 manufacturing facilities. It was Henry's vision and pursuit of excellence without compromise that allowed this amount of growth in such a short time. Business was very good and things were running very smoothly but Henry was getting restless.

Henry decided he would leave the day to day operations in China and journey to the United States because he likes a challenge. He wanted to pursue the American Dream like all other American Dreamers from The Mayflower to this day.

This new exploration was not as easy as Henry had imagined, even with his business experience. He always dreamed to make functional, beautiful kitchen knives with premier materials crafted by expert bladesmiths. He located the elite material manufacturers from Germany, Sweden, Japan, and the USA, but could not find the right one even after auditing 80+ bladesmiths. It seemed all of them just wanted to handle basic knives like most of the popular brands, there seemed to be no passion to create something unique.

After countless efforts, and many factory visits Henry finally found a knife manufacturer located in Yangjiang China, where cutlery has been a tradition for over 1500 years. After speaking with them he found that they shared his vision and passion to create something truly different. This manufacturer already was making high end cutlery by artisans with years of experience and was selling exceptional quality knives to the European market.

Henry was ecstatic that he found someone with his same vision and spent days hanging around with the factory owner and made a long term joint-venture partnership plan with the factory. This is how Cangshan Cutlery Company was born.

After two years of research, development, samples, molds, and hundreds of hours of design ideas, everything you see now is coming out, one by one from that first talk in that factory in Yangjiang China. From ideas to actual product. As a knife purveyor, Cangshan is unique in offering both Western and Japanese style and performance of products to satisfy the most discriminating members of even the world's top chefs while at the same time never sacrificing design.

We never like to boast, but instead let the quality of our products speak for themselves. We never want to convince anyone how good our quality is regardless of the fact that we are made in China. The world has become very sophisticated and it is now understood that great design and function can be made in China just like Apple, Nike, Samsung and dozens of other quality companies. We are not Apple but we have the same drive and spirit of making great things for this world!

The world has already recognized the high standard of design and performance by awarding our knives with two Red Dot 2016 Design Awards, four Red Dot 2017 Design Awards, three A' 2017 Design Awards, two 2017 Housewares Design Finalist Awards, an IDEA 2017 Design Finalist Award, a Gourmet Gold Award, 2 Gourmet Retailer Editors Choice and 4 German Design 2018 Awards. But the most important award is the reviews and feedback from our thousands of happy customers! Thank you! You have overwhelmed our team and you motivate us to keep going!

The Cangshan logo was handwritten by Henry's dad and it is his values and vision passed down to his son that is the real spirit of everything we do at Cangshan Cutlery Company. We always strive for Beautiful Function.



reddot award 2017  
winner

# Professional knives for **Creatives**

**Design** Orientated. **Function** Focused. **Crafted** Precision.

# KEY VALUE POINTS

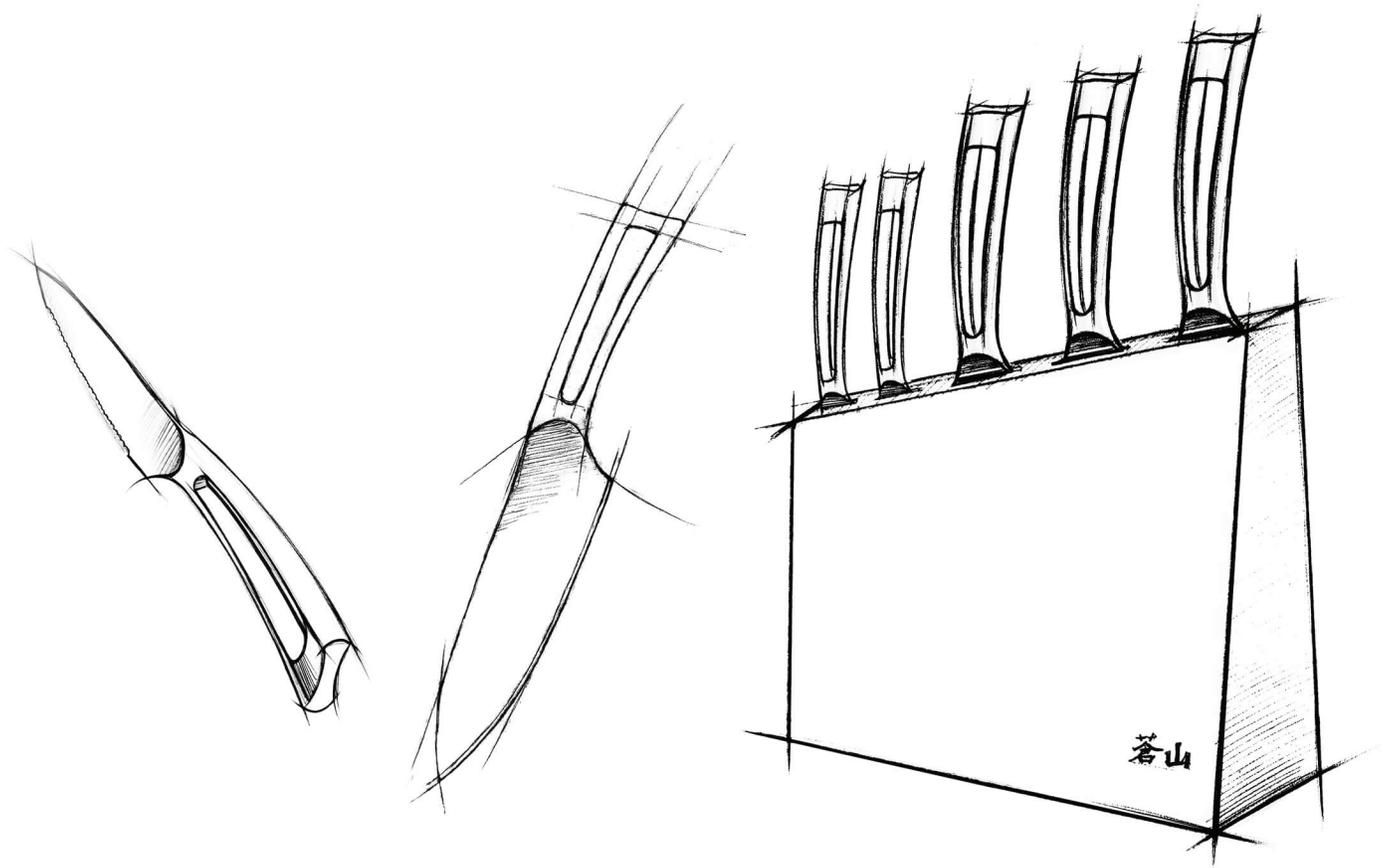


Good Design

Premier Materials

Superior Manufacturing

Professional Caliber Function



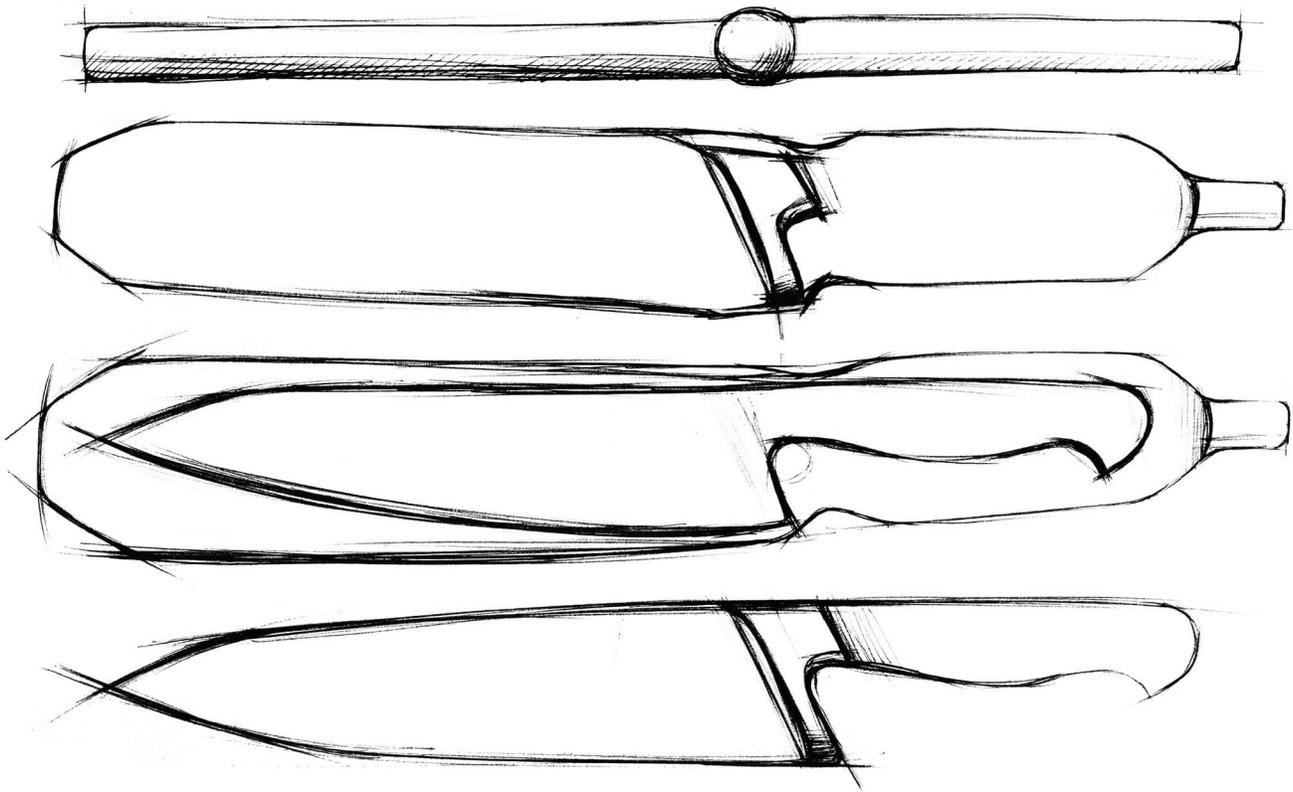
## GOOD DESIGN

A chef wants a connection with the tools they use to create. Some prefer a light nimble knife while others work better with a heavy, large handled knife. Professional creatives also want their tools to aesthetically connect with their story. This is the reason we have 17 Patented and Patent Pending handle designs, some of which feature our unique Patented angled bolster that perfectly accommodates a natural, firm pinch grip.

Aesthetics must push into function. Every curve and angle is used to ensure a secure and comfortable hold on the handle. Our knives are exceptionally well balanced and every seam is flush. This means our knives feel great to grip and hold, work well for heavy kitchen use and are easy to keep clean and sanitary.

Since Cangshan began in December of 2015 we have been awarded 6 Red Dot Awards, 3 A' Design Awards, 4 German Design Awards, an IDEA Design Award, 2 Housewares Design Awards, a Gourmet Gold and 2 Gourmet Retailer Editors Pick Award for the superior design of 8 of our knife lines.





## PREMIER MATERIALS

A great knife comes from excellent materials. We use high alloy German Steel, high carbon Japanese Steel and the amazing high alloy Swedish Sandvik® 12C27 and 14C28N Steels.

German X50CrMov15 Steel gives an exceptional blend of hardness and durability to the edge, allowing for a precise and sharp edge without any brittleness. The steel has a hardness of  $58 \pm 2$  on the Rockwell Hardness Rating and is also highly stain resistant.

Japanese VG10 Steel is a harder steel than German steel which means it can take a significantly sharper edge. The trade off is a more brittle blade that will take more maintenance from the chef to keep from chipping. A unique, Damascus pattern is formed in the metal from folding 67 layers of steels together. VG10 Steel has a hardness rating of  $60 \pm 2$  on the Rockwell Hardness Rating.

Swedish Sandvik® Steels in our opinion are the perfect mix of incredible hardness and durability. These steels take a phenomenally sharp edge and keep it up to 5 times longer than competing knives currently in the marketplace. That means a knife that stays sharper, longer. These steels have a hardness rating of  $60 \pm 2$  on the Rockwell Hardness Rating.

Our knife blocks, sheaths and wood handle knives are made from Acacia, Walnut, Teak, Ashwood or African Blackwood giving each knife line gorgeous texture and rich color.

# S W E D I S H   S A N D V I K ®   1 4 C 2 8 N   S T E E L

This exceptional high-alloy, fine grained steel is utilized in all of Cangshan's premier knife lines. The fine grain of the material means a more stable internal structure which is why the steel is able to improve so much during heat treatment becoming hard enough to take a keen 16 degree angle without any of the brittleness common to other hard steels. This makes an incredibly sharp knife that will not chip and stays sharp longer between sharpening.

Cangshan has strategically partnered with Swedish company Sandvik, a 155 year old, 9 billion dollar company that specializes in metal cutting tooling, mining and construction solutions and advance stainless steels and special alloys. With 43,000 employees, 8000 active patents and a continuous investment into R&D they have become industry leaders, dedicated to creating excellent value and effective solutions for their clients. Working with successful, premier brands has earned Sandvik a strong reputation for innovation, smart solutions and a commitment to quality.

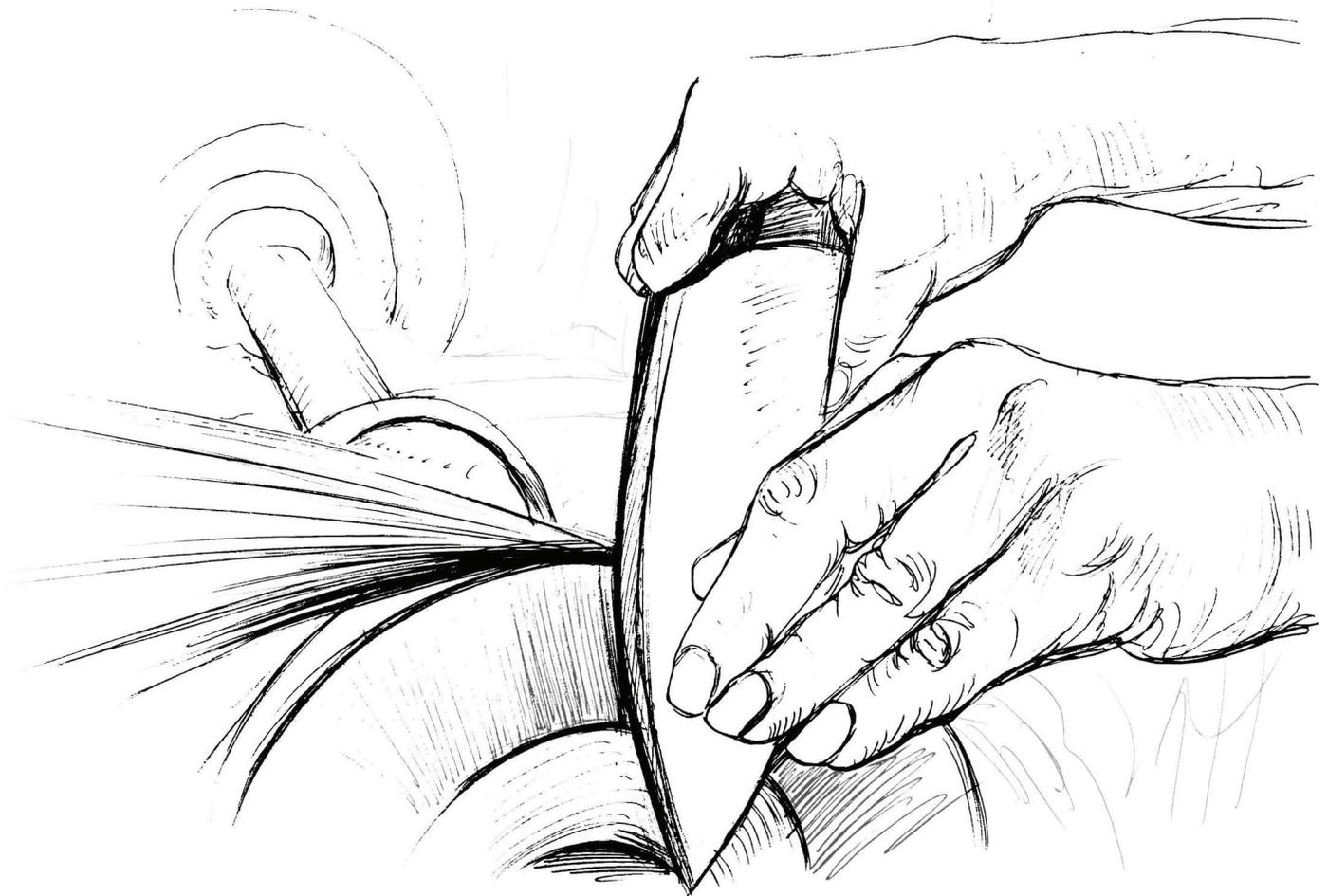


# SUPERIOR MANUFACTURING

All manufacturing decisions are driven by our passion to create and share value with our customer. We constantly seek to improve our manufacturing processes and push the abilities of our bladesmiths. This dedication to quality can be seen throughout the manufacturing process, like bagging knives in plastic between manufacturing steps to ensure knife handles are not scratched or dinged before reaching the customer.

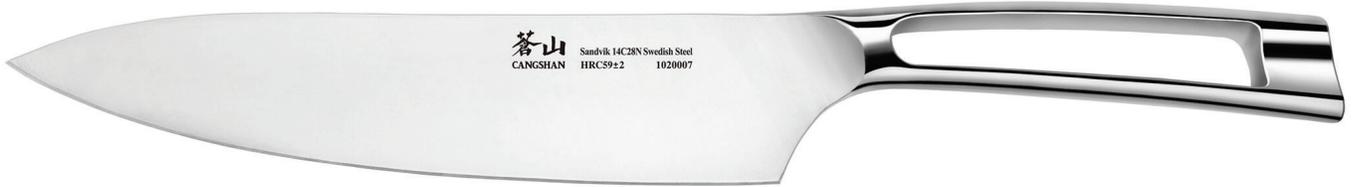
Every blade goes through an ultra-precise 6 stage heat treatment which brings out the best qualities of each steel. Heat treatment is the key to a great knife. Even slight variations of a few degrees at any point in the process can cause the knife's hardness to vary throughout the blade. This is the reason it took 2+ years of research and development to dial in the specific heat treatment process that would ensure our knives are both hard enough to take a sharp 16 degree edge, yet durable enough to keep that sharp edge during heavy kitchen use.

Our bladesmiths are some of the highest paid in our district and we have one of the largest dedicated quality control staff in our knife district. Every knife from Cangshan is handcrafted and hand sharpened, these are real, passionate artisans creating beautiful, functional tools.



## How **SHARP** is it?

Initial Cutting Performance[ICP] is a measurement that reflects how sharp the knife's edge is after it has been sharpened. Any score over 110 is considered excellent while a measurement under 30 is rated as very poor.



Cangshan Knife with Swedish **Sandvik®** 14C28N Steel



### High-End **German** Cutlery



### High-End **Japanese** Cutlery



### **Affordable**, Commercial Cutlery



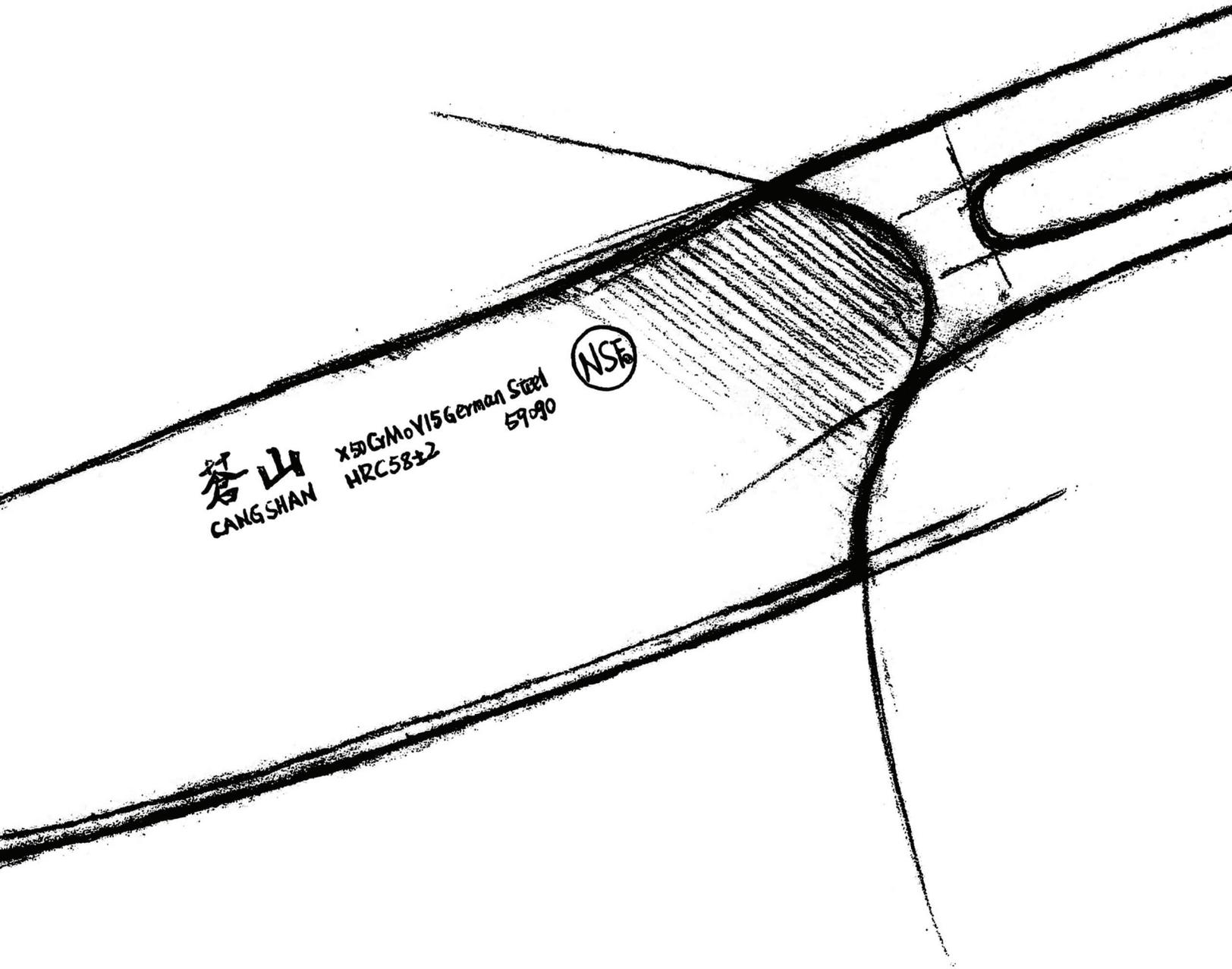
### Basically a **Spoon**



# PROFESSIONAL CALIBER FUNCTION

At the end of the day a knife needs to perform. Every Cangshan knife proudly can do just that. The quality and craftsmanship of the knives ensure they precisely and effectively perform their cutting functions giving the user a responsive and refined tactile experience that enhances and augments their skills and process.

Every knife with plastic or metal handles is NSF approved and ready for work in commercial kitchens. All our products are Prop 65 Compliant. We are dedicated to taking care of the details so professional creatives are empowered to do their best work.



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X50CrMoV15 German Steel  
HRC58±2  
59090



## How long will it stay **SHARP?**

Total Card Cut[TCC] is a measurement that reflects how long a knife will stay sharp and resist wear through use. Scores over 550 are considered excellent while scores under 100 are rated as very poor.



Cangshan Knife with Swedish **Sandvik®** 14C28N Steel

**850 TCC**



### High-End **German** Cutlery



**481 TCC**



**303 TCC**



### High-End **Japanese** Cutlery



**514 TCC**



**487 TCC**



### **Affordable**, Commercial Cutlery



**171 TCC**



**285 TCC**



### Basically a **Spoon**



**101 TCC**

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CANGSHAN

Beautiful Function



Minimal. Essential. Beautiful.

# MARKETING

Our marketing is informed by our experience with customer support. This is the reason we focus on making new, personal connections, educating consumers about the amazing value we offer and continuing to engage the feedback of professional and home chef's who use our products daily.

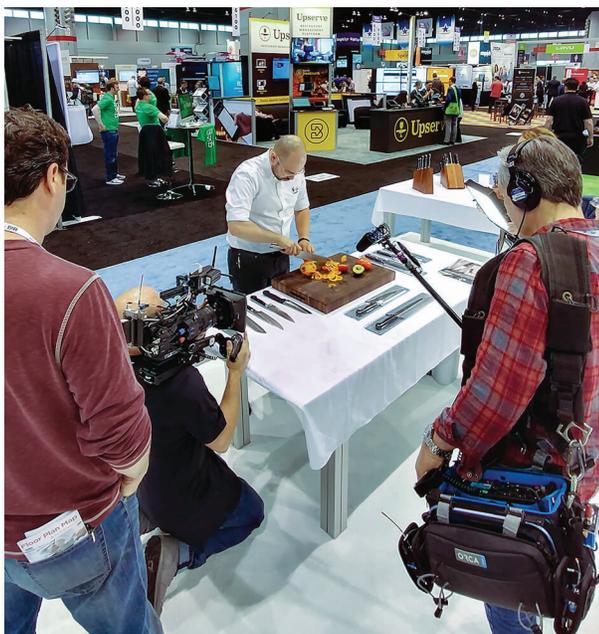
Social Media Platforms have been great in enabling us to connect on a human level with individuals, allowing us to create a dialogue within a community that pushes us to continue to bring life to our passions, to create the beautiful, functional tools people are asking for today. We engage all the major social media platforms and have 38,000+ followers on Facebook and 1100+ on Instagram.

As Cangshan presence on Instagram, Twitter and Pinterest continues to grow we are excited at the opportunities to connect, create and share value. On top of this we have focused on monthly digital and print ads with major industry magazines like Homeworld, Gourmet Retailer and Gourmet Insider.

# TRADE SHOWS

Back in 2015 Cangshan debuted it's first 4 knife lines at the International Home and Housewares Show in Chicago. With a humble and minimal booth, 2 employees and our owner Henry we met with countless retailers, buyers and professional chefs to see what they thought of us.

Two years later in 2017 at that same trade show we had expanded our booth size by 750 ft<sup>2</sup> and debuted all 17 of our knife lines, our new wood knife blocks and cutlery accessories. We continue to have a strong presence at the various industry trade shows throughout the year. From the Dallas Market Place to the Host Show in Italy we are there listening and engaging everyone in the efforts to offer our best.





Cangshan is located in Southern California where they have a 90,000 ft<sup>2</sup> warehouse with 2000+ individual SKUs shipping 5 days a week. A long and extensive background in commercial kitchenware has allowed Cangshan to leverage their experience and resource to create an efficient and effective logistics team.



Come and **Socialize** with us Online  
Let's build something together!



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