Shenzhen Cheermo Innovative Adhesive Materials Co., Ltd. was established in February 1995. It is located in Fuyong Town, Bao'an District, Shenzhen Special Economic Zone which is 5 kilometers away from Shenzhen Baoan International Airport with superior geographical position and the convenient transportation.

Shenzhen Cheermo Innovative Adhesive Materials Co., Ltd. is the headquarters of Cheermo Group. It has three production bases and two branches and one office, including: Shenzhen Cheermo (headquarters), Kunshan Cheermo, Heyuan Longchang, Hong Kong Yongmao, Shenshan Cheermo, Tianjin Cheermo Company.

Shenzhen Cheermo specializes in the research and development, production, sales and service of new self-adhesive materials. 23 years has passed since it was established. It has made long-term development of new materials in smart phone modules and lithium battery labels, flame resistance label materials, black and white reflective reflector modules, new materials for optical button modules, and single and double-sided adhesive smart phone modules, top intelligent electronic device identification field, computer intelligent identification, RFID field, electronic die-cut function tape, toy label field. It has achieved long-term and stable development and has been trusted and praised by the customers all over the world. Long-term cooperative relationship has been established with well-known terminal brands and listed companies. It becomes most trustworthy enterprises.

http://www.cheermo.cn
http://www.昌茂.com
http://www.cmi-sz.com
Development history of Cheermo Industrial

- **1995** Cheermo was founded
- **1999** Shenzhen Cheermo 1st Industrial park started construction
- **2009** Shenzhen Cheermo Innovative Adhesive Materials Co., Ltd.
- **2010** Kunshan Cheermo was commissioned
- **2012** Heyuan Longchang Adhesive products Co., Ltd.
- **2016** Shenzhen Cheermo Innovative Adhesive Materials Co., Ltd. Tianjin Branch
- **2018** Shenzhen Cheermo Innovative Adhesive Materials Co., Ltd. Guangzhou Branch
- **2019** Shenzhen-Shanwei Special Cooperation Zone Cheermo Innovative Adhesive Materials Co., Ltd

- **2012** Heyuan Longchang was commissioned
- **2018** Shenshan Cheermo started construction

- 6 imported full-automatic coating production line
- 3 imported full-automatic coating production line + a thousand level dust-free workshop
- 2 imported full-automatic coating production line
- Cutting
- 2 high-speed accurate coating production line (made in Germany) + Automated Storage and Retrieval System + dust-free workshop
HONOR OF CHEERMO:

【National High-tech Enterprise】
【Trustworthy Enterprise Abiding by Contract & Credit】in 2017
【Top ten of domestic excellent tape brand】in 2017
Member of 【FINAT, the European association for the self-adhesive label industry】
Member of 【CATIA, China Adhesives and Tape Industry Association】
Member of 【ASTM, American Society for Testing and Materials】
【Experimental base in Beijing Institute Of Graphic Communication】
【ISO9001:2015 Quality Management System】Certification
【ISO14001:2015 Environmental Management System】Certification
【FSC Chain-of-Custody】 Certification

QUALIFICATION:

【FDA: Food and Drug Administration】 approved
【FSC: Forest Stewardship Council】 certified
【TS17 Certification for Mcdonald's Toy】
【UL 969: Standard for Marking and Labeling Systems】 certified
【UL94 VTM-0 Flammability Standard】 passed
【Apparel & Garment Safety Test】 passed
【Patents: Whiteboard Film, Thermally Conductive Adhesives, Anti-counterfeit money, LED Heat dissipation】
Industry:

**Electronics 60%**
- Li-ion battery
- Mobile phone
- TP(Touch Panel)
- Glass
- Computer/Electrical equipment
- Cable

**Daily chemicals & Garment 20%**
- Commodity
- Cosmetics
- Medical products
- Garment

**Toys 10%**
- Mattel
- Hasbro
- McDonald’s FSC System

**RFID application 10%**
- Books
- Fire fighting
- Logistics
- Medical
- IC card
### Label Material:

<table>
<thead>
<tr>
<th>Product</th>
<th>Garment label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features:</strong></td>
<td>eco-friendly, with no residue or adhesive failure, great adhesive effect on</td>
</tr>
<tr>
<td></td>
<td>different fabric</td>
</tr>
<tr>
<td><strong>Applications:</strong></td>
<td>for size and logo labelling in garment products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>Toys &amp; Books label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features:</strong></td>
<td>conform to the requirements of ROHS, HALOGEN, FSC etc.</td>
</tr>
<tr>
<td><strong>Applications:</strong></td>
<td>for all kinds of books, toys and their packaging products label</td>
</tr>
</tbody>
</table>
### Product: Label for Food Industry

<table>
<thead>
<tr>
<th>Features</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>preservative-free, high initial tack, conform to the requirements of ROHS, HALOGEN-free</td>
<td>widely used in the package labelling of food industry such as vegetables and fruits etc.</td>
</tr>
</tbody>
</table>

### Product: Personal Care label

<table>
<thead>
<tr>
<th>Features</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>can be formulated with high, medium or low adhesion, permanent or removable eco-friendly adhesive, suitable for different labelling requirements</td>
<td>widely used in the package labelling of commodities and cosmetics</td>
</tr>
</tbody>
</table>
Product: Logistic tracking label

Features: economical, practical, eco-friendly, can be printed by various printers and TTRs

Applications: widely used in the management of various tracking information in manufacturing, processing, storage, quality controlling, and marketing

Product: Barcode printing label

Features: water resistant, grease resistant, tear resistant, 120°C of temperature resistance, with very low side stick ratio

Applications: for nameplates in electronic products, batteries and so on
### Electronic & Electrical label

**Features:**
- Excellent adhesiveness, firm bonding, without blister and warping, temperature resistant, great printing effect

**Applications:**
- For all kinds of electronic and electrical products, mobile phone, and nameplate labelling

### Anti-counterfeit label

**Features:**
- Can be processed in many anti-fake types such as lifting paper, VOID and destructible labels

**Applications:**
- Widely used in IT, electronics, electricals, medicals, chemicals and other general fields

**Label Material:**
- Printed with Your Logo or Message
### 2.1 Description of Die-cut Material:

<table>
<thead>
<tr>
<th>No.</th>
<th>Products</th>
<th>Features</th>
<th>Applications</th>
<th>Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Protective film, packaging film</td>
<td>protective film adhesive with high, medium or low adhesion, can be applied to different electronic products without residue or adhesive failure</td>
<td>mainly used in the processing and factory protection of components or parts in mobile phone</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Optical-related products</td>
<td>high bonding strength with thin coating, high transmission, product property can be adjusted for different usage</td>
<td>constructive bonding inside electronic devices; Button fixation; Camera lens and bezel mounting; FPC/TP/LCD mounting</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Double sided tape</td>
<td>good film-forming property, high performance even in high-speed peeling without adhesive destruction; UL94 VTM-0 flame retardant certified</td>
<td>permanent mounting of components in electronic devices with the option to remove the parts for repairing or recycling</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>LED wafer cutting expanded film</td>
<td>Elongation of MD/CD direction is 800%, balanced ductility; eco-friendly material; expanding without wafer dropping out</td>
<td>mainly used in wafer cutting process</td>
<td></td>
</tr>
</tbody>
</table>