

GCSTIMES

Providing Innovative Solutions to Drive Sustainability
for Customers Globally

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GCSTIMES

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COMPANY PROFILE

Global Networks

01.

GCSTIMES

founded in 2011

20+

Global operation
centers & offices

100,000+

Partnered hotels

GCS Times is a global platform that provides **sustainable development products and services** with professionalism and exceptional quality.

With major operational centers in China, United States, UAE, France, and Australia, as well as 20 subsidiaries and offices worldwide, our business network spans 141 countries and regions. We serve over 100,000 hotels, including many internationally renowned hotel chains.

Focusing on **sustainable materials and innovative technologies**, we have developed a range of products that help thousands of customers improve operational efficiency and achieve low-carbon environmental goals. We remain committed to our mission of "providing innovative solutions to drive sustainability for customers globally".

Looking ahead, we will continue to drive industry innovation and expand our global reach. We welcome partnerships with brands dedicated to environmental protection and innovation. Our goal is to jointly build a sustainable ecosystem in the hospitality industry, achieving shared success through long-term growth.

Mission

Providing Innovative Solutions to Drive Sustainability for Customers Globally

Core Value

Customer-oriented



Production Bases

3



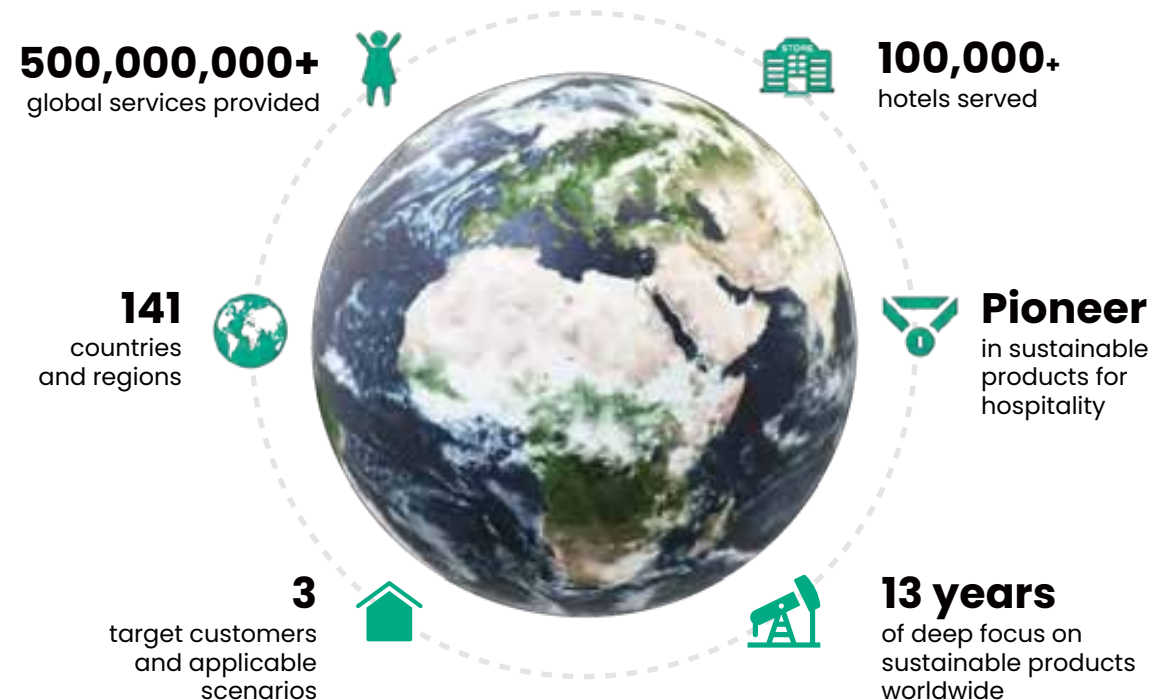
Operation Centers

5



Subsidiaries &
Offices
Worldwide

20





02.

COMPANY STRENGTHS

- Certificates & Patents
- Marketing Positioning
 - Brand Strengths
- Production Centers
 - Awards & Honors
- Quality Assurance

COMPANY STRENGTHS • CERTIFICATES & PATENTS

Certificates
& patents

4

Invention
patents

24

Utility models

9

Patents
worldwide

40

Software
copyrights



Patented in
China



Patented
in France



Patented
in Japan



Patented in
Australia



Patented in
Germany



Patented
in USA



Patented
in UK



Patented in
Singapore

COMPANY STRENGTH • CERTIFICATES & PATENTS

Certified by FSC® (FSC C148965)

**We are committed to protecting forests
and achieving sustainable forest development.**

Forest Stewardship Council®

The FSC® Chain-of-Custody Certification applies to manufacturers, processors, and traders of certified forest products. It ensures the validity of claims that all FSC®-certified materials and products are used throughout the production chain. By promoting forest-friendly products, FSC® helps to ensure the health and long-term vitality of forests.





GCS TIMES has achieved Bronze Status from Ecovadis!

We're paving the path to a greener, brighter future.

Top Global Strategic Partners of International Hotel Chains

Approved by
these global
brands

- Accor Global
- IHG Global
- Four Seasons Global
- Kempinski Global
- Edition by Marriott Global
- Hilton APAC

- Hyatt Global
- Hilton Greater China
- The Ascott Global
- Wyndham APAC
- Wyndham Greater China
- The Millennium Global



We are proud to announce
that on November 21, 2023,
GCSTIMES completed a new challenge:

"Largest Display of Hotel Room Key Cards"



COMPANY STRENGTH • MARKETING POSITIONING

October 25, 2024:

New Record

GCSTIMES + Fliggy + Accor

Achieved the GUINNESS WORLD RECORD for the
largest display of key cards!





COMPANY STRENGTH · AWARDS & HONORS

New High-tech Enterprise
Guangdong Province Specialized, Special and New Small and Medium-sized Enterprises

2018 **Top 50** Growth Enterprises in Xiangzhou District, Zhuhai

2021 **Best Hotel Supplier of Environmental Protection Supplies** in China and issued with Golden Horse Awards of China.

2023 **Top 100 Innovative Growth Enterprises in Zhuhai**



China Real Estate and Tourism Supply-Side Alliance - Hotel Intelligence and Technology Committee
-Vice Chairman Unit-
Hotel Investors Association of CRECC
-Board of Directors Unit-



2020 Xiangzhou Tourism Cultural Creative Design Competition - Gold Award
2020 Xinghua Cultural Creative Competition - First Prize
2021 Luan cheng Culture creative Competition-Popularity Award
2021 Jinzhai Tourism Cultural Creative Product Design Competition - Excellence Award



Strict production and testing standards,
on-time delivery with zero-defect products



0.02%

Customer complaint:
below 0.02%



98%

Customer satisfaction:
over 98%

97%

Product first pass yield
(FPY): Over 97%



96%

On-time delivery: over 96%



COMPANY STRENGTHS · PRODUCTION BASES



📍 **UAE**

Production base & warehouse



📍 **CHINA**

GCS Times industrial park



📍 **USA**

Production base & warehouse

Global Supply · Fast Delivery

3 production bases in manufacturing
sustainable key cards

Production centers with a total area of **30,000+**
Full-chain operation and production management for quick
delivery according to strict standards to meet global market demand



03.

PRODUCTS AND SERVICES

- Target Customers & Applicable Scenarios
- Sustainability throughout Process
 - Sustainable Key Cards
 - Key Card Accessories
- Other Eco-friendly Products



#1

Hospitality Industry

Provide the hotel industry with sustainable products such as sustainable key cards, guest room amenities, pens, and slippers. *We are a pioneer in the global market of sustainable hotel supplies.*



#2

Tourist Attractions

Extending the brand “One city, One souvenir”, we create unique city-themed gifts for iconic landmarks, such as fridge magnets, wooden bookmarks, key chains, postcards, key cards, etc.



#3

Transport Industry

Initiated wooden transportation smart cards with city culture themes for 336 sites; collaborate with transportation groups to explore additional smart card applications.

#1 Hospitality Industry

01

Lobby



02

Restaurant



03

Guest Room



04

Bathroom



In response to global environmental trends and the government's call for eco-friendly development, we continuously overcome technological boundaries and innovate products. By offering sustainable key cards, pens, amenity kits, and other guest room essentials, we help the hospitality industry achieve its sustainable development goals.

Currently, our products are exported to over 140 countries and regions worldwide, showcasing a significant strength in overseas distribution, business partnership and customer trust.

01

Raw materials



Raw materials from nature

Carefully selecting six types of wood that are most suitable for crafting key cards, we ensure authenticity and uniqueness. The natural wood grain exudes an unparalleled elegance, delivering a refreshing sense of simplicity and harmony with nature.



Wood identification reports



02

Manufacturing



Strict standards

Our sustainable key cards undergo rigorous testing, offering excellent water-resistance, durability and safety. They meet strict standards, ensuring stable and reliable performance under various environments.



IC card registration certificate
Printing business license
Quality management system certificate
ISO14001 environmental system certificate
Intellectual property management system certification



03

Packing and Shipping



Plastic-free packaging, low-carbon transportation

Following the steps of the plastic ban, our sustainable key cards feature 100% recyclable packaging with no white pollution. Combined with DHL's GoGreen transportation services, we maintain a low-carbon approach from start to finish.



Carbon neutrality reports



04

End-of-life Treatment



Biodegradable products

Certified by international authorities, we ensure zero formaldehyde and zero harmful components. After disposal, the product naturally biodegrades into carbon dioxide and water, leaving no environmental burden and promoting resource recycling.



EU Testing Reports



The world's first ISO14068–certified “Carbon Neutrality” key card

We focus on the area that can bring the greatest change to the planet, in order to reduce our impact on climate change, protect vital resources, and use more environmentally-friendly materials.



Three types of carbon-neutral materials

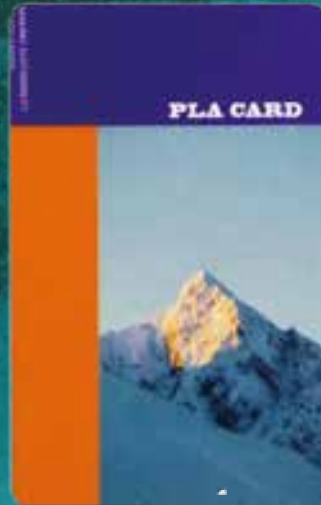
Reference: Product Carbon Neutrality Achievement
Verification Statement NO.N6GHG 121256 0020 Rev.00



Wooden key card



Leather key card



PLA key card



*** Each sustainable carbon-neutral key card has achieved net-zero emissions via carbon offsetting and has been certified by TÜV SÜD, an authoritative international organization.**

Our carbon-neutral key cards have contributed to the hotel's ESG report on significant climate change topics (GRI Standards 305 and 302).

SUSTAINABLE KEY CARDS

Guided by a commitment to environmental protection, we prioritize sustainable materials, such as wood, fabric, plant-based leather, and other biodegradable options in crafting key cards. Our innovations have earned international patents for eco-friendly wooden RFID key cards, utility patent for leather cards, and other biodegradable certificates.

At GCS Times, we specialize in key card manufacturing, seamlessly integrating techniques such as laser cutting, engraving, screen printing, and digital printing to ensure each key card is crafted to perfection.

Eco-friendly wooden key cards



Plant-based leather key cards



Fabric key cards









Eco-friendly paper key cards



Biodegradable key cards

We've carefully chosen six premium types of wood, each perfect for crafting unique key cards. Genuine materials make all the difference—natural wood grain adds a distinctive touch of style and brings the pure, timeless feel of nature to life.

- 
Bronzing
- 
Embossing
- 
Piercing
- 
Shaping
- 
Inlaying
- 
Engraving





Hot sales

Plant-based leather | PLA | fabric | paper



The luxurious plant-based leather key card series can be customized with different colors and refined textures, offering a unique and distinctive guest experience.

Plant-based leather key cards



The PLA key card series is independently developed by GCS Times. The card shell is fully biodegradable, with lactic acid as the degradation material, which is completely non-toxic and harmless.

PLA key cards



The fabric key card series uses pure cotton as the raw material and has many benefits such as a low carbon footprint, sustainable materials, and breathability.

Premium fabric key cards



Paper key cards are made from high-quality fiber and wood pulp, offering benefits like a low carbon footprint and environmental friendliness. They are more flexible and durable than regular paper, and are water- and moisture-resistant.

Paper key cards

Card sleeves / sterilizer cabinet







Other eco products

Name tags





Other eco products

Signboard



#2 Tourist Attractions

Founded in 2021 by GCS Times, the brand "One City, One Souvenir" showcases the "Beauty of Chinese Cities" and pioneers a unique cultural and creative travel lifestyle. From conceptual design to production and sales, every stage is driven by diverse expertise and resources. With a holistic approach, the brand has developed a strong identity and built a comprehensive product system that blends Chinese culture and creativity.

01 Sustainable materials

Choose recyclable or biodegradable materials to reduce environmental impact

02 Cultural integration

Combines culture with gift design, allowing each product to tell a story

03 Innovative design

Incorporate modern elements into traditional gifts to enhance user experience

04 Personalization

Allow tourists to choose different designs and content based on their preferences.



Gift box



Metal gifts



Creative fridge magnets



#3 Transport industry

Through the use of innovative sustainable materials, an extensive urban network, and strong partnerships with transportation groups, GCS Times delivers personalized, convenient, and eco-friendly solutions. Our offerings meet diverse user needs while driving the industry toward a greener, smarter future. By blending innovation with collaboration, we are setting new trends in the transportation smart card industry, creating smarter and more sustainable travel experiences for users.

01 Sustainable materials

Made of sustainable materials, such as PLA (polylactic acid) and other biodegradable materials.

02 Digital intelligence

Incorporating smart chips to enable digital management and intelligent services, enhancing the overall experience

03 Art collection

The design of transportation smart cards is often highly artistic, making them worth collecting

04 Interactive participation

Incorporating transportation cards with cultural designs, enhancing users' experience and sense of engagement



Bus station-themed



Compact disc-themed



Classic fan-themed

Keys to Infinite



AUROkeys

CULTURAL AND ECO-FRIENDLY KEY CARD BRAND: AUROKEYS

04.

- Brand Profile
- Collaboration Models
- Products

AUROkeys is a newly established brand under GCS Times, dedicated to perfectly blending environmental concepts with luxurious accommodation experiences.

Guided by the philosophy of "small but beautiful," we have crafted a series of innovative and personalized solutions centered on sustainable key cards. Our products embody exceptional craftsmanship and aesthetics, doubling as works of art that capture cultural and travel memories.

Let AUROkeys create a unique and unforgettable experience for your guests.

Sustainability

Sustainability is in the brand's DNA. AUROkeys understands the importance of sustainable development. By using eco-friendly materials and advanced technologies, we actively promote the green transformation of the travel industry, reflecting our commitment to the Earth and future generations.

Experience

By gaining insights into specific scenarios and target customers, we have carefully designed the product experience to better meet customer needs and expectations.

Customization

We have continuously developed the product designs in various styles to provide faster and more personalized service to our customers.

Keys to Infinite



01 Hotel centralized procurement

Set up brand standard

Rapid customization

Centralized procurement

Embracing the philosophy of "small but beautiful," we have developed a series of innovative and personalized environmental solutions centered around sustainable key cards. Our approach streamlines centralized procurement for hotels, promotes sustainable key cards as a brand standard, and supports the achievement of ESG goals.



Key cards blending wood and metals



Keychain style, embossed key card



Hollowed-out key card



Bracelet style, bronzed key card

02 Customization for events

Carbon-neutral

Multi-functional

Collectible

We offer tailored solutions for hotel events, including weddings, celebrations, conferences, forums, and competitions. Our approach seamlessly blends creativity and functionality with environmental principles, delivering a unique and memorable experience for guests.



Conferences



Traveling

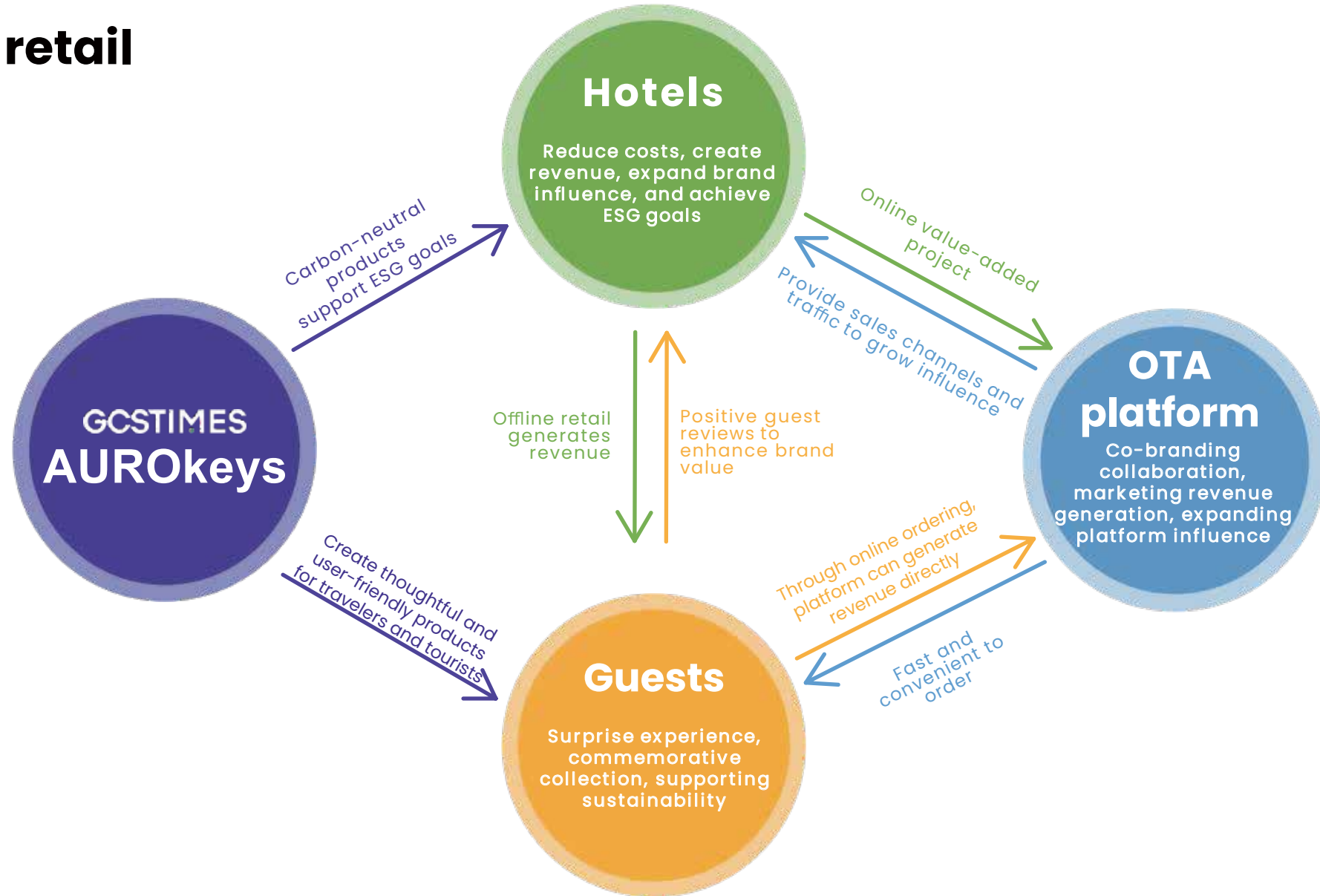


Competitions



Events

03 B2C retail



03 B2C retail



Online (OTA/booking APP)

A retail solution that integrates with OTAs and hotels, featuring sustainable key cards as a standout element in the booking app. Guests can place orders directly, allowing hotels to generate immediate revenue. Exclusive key cards are provided at check-in, enriching the guest experience.

Offline (hotel reception)

Retail displays are strategically placed at the front desks of our partner hotels, targeting all guests as potential buyers. This setup supports a convenient "grab-and-go" model, streamlining the sale of retail products.

Products

AUROKEYS • PRODUCT ADVANTAGES

The products are made using wood, plant-based leather, and other environmentally carbon-neutral materials.



Sustainable

Dual-functional



Key card + keychain

Key card + phone holder

Key card+

Dual functional products help maximize value, creating an extraordinary experience.



Key card + bracelet

Key card + bookmark

Choosing AUROkeys is choosing a unique experience and memory. The collectible and commemorative values are exclusive to each guest, together with the brand culture.



Cultural



Luxury series



Bookmark key card



Keychain key card



Brooch key card



Brooch key card

[Learn more in our product catalog](#)

Business series



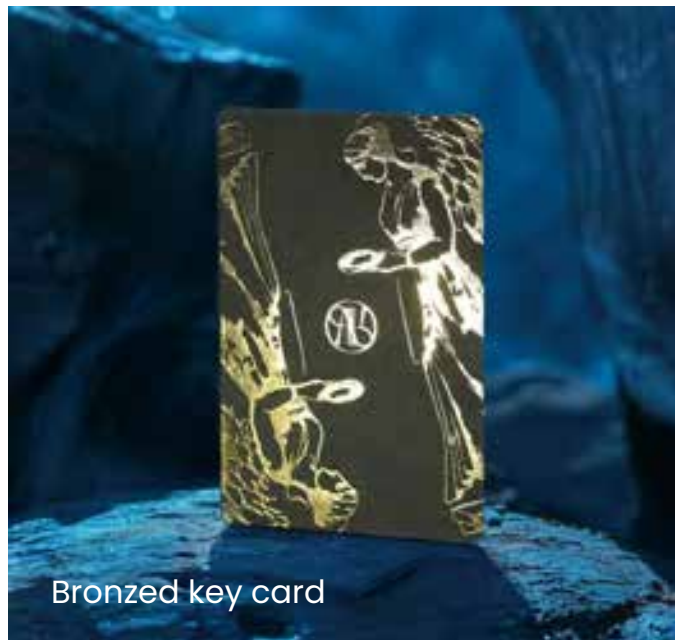
Keys to Infinite



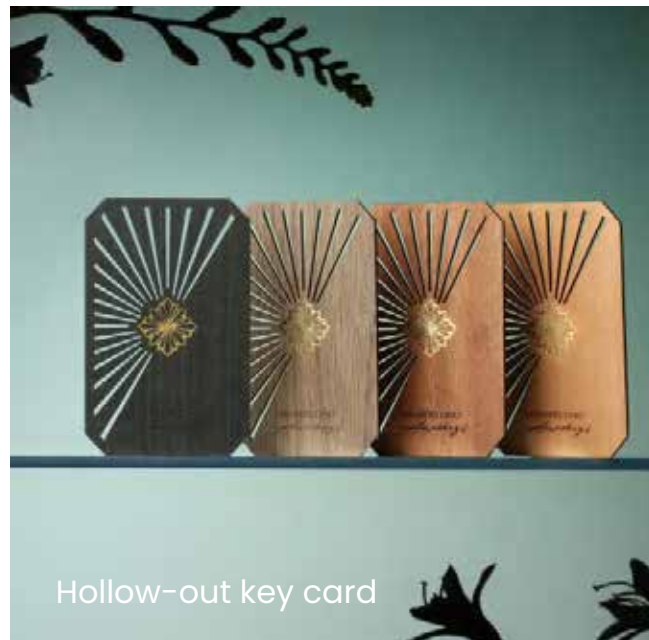
Keychain key card



Hollowed-out key card



Bronzed key card



Hollow-out key card

[Learn more in our product catalog](#)

Vacation series



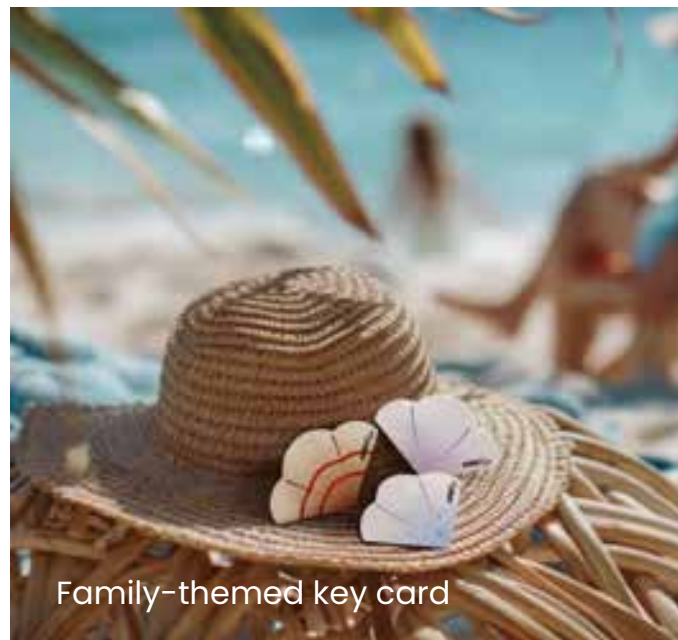
Keys to Infinite



Bracelet key card



Love-themed key card



Family-themed key card



Wooden wristband & card

[Learn more in our product catalog](#)

Kids series



Keys to Infinite



[Learn more in our product catalog](#)

Vacation series



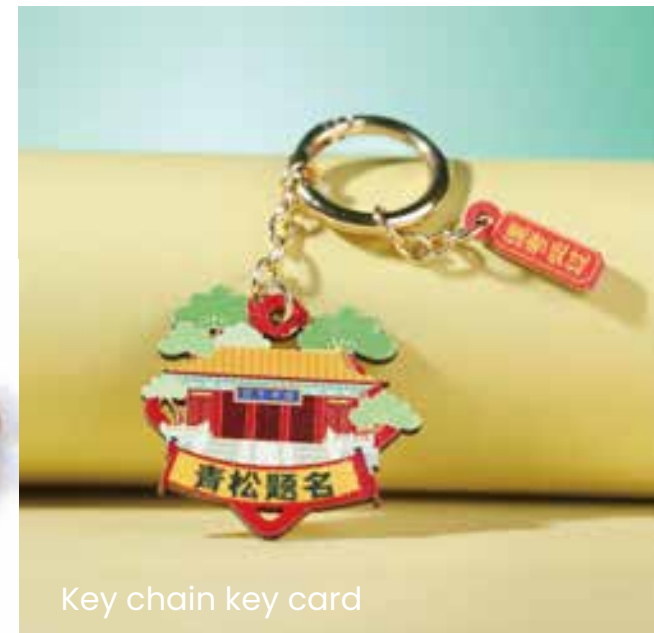
Keys to Infinite



Fridge magnet



Bookmark key cards



Key chain key card

Learn more in our product catalog

AUROKEYS • SAMPLES IN PACKING





Sustainable In-Room Amenities

05.

- Eco Pens
- Eco Slippers
- Eco Toothbrushes
- Eco Combs
- Eco Razors
- Toiletry Kits

SUSTAINABLE IN-ROOM AMENITIES · ECO PENS



Bamboo Ballpoint



Paper Ballpoint



Eternal Pen



Wooden pencil

SUSTAINABLE IN-ROOM AMENITIES • ECO PENS

Bamboo Ballpoint



Paper Ballpoint



Eternal Pen



Wooden pencil



SUSTAINABLE IN-ROOM AMENITIES • ECO SLIPPERS



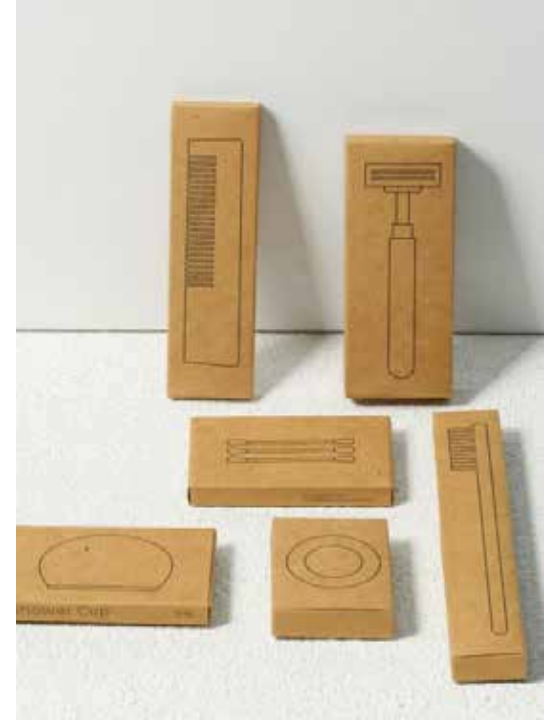
SUSTAINABLE IN-ROOM AMENITIES • ECO SLIPPERS



SUSTAINABLE IN-ROOM AMENITIES • ECO TOOTHBRUSH | COMB | RAZOR | TOILETRY KIT



SUSTAINABLE IN-ROOM AMENITIES • ECO TOOTHBRUSH | COMB | RAZOR | TOILETRY KIT





GCSTIMES

THANK YOU!

Looking forward to
cooperation

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