

VEVOR

BRAND BOOK





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BRAND INTRODUCTION

WE ARE VEVOR

As a leading global home improvement brand,
we deliver pro-level performance products at exceptional value,
empowering consumers to build a complete and ever-evolving home environment.



VEVOR DECLARATION

VEVOR is a home improvement brand that empowers Home Creators to upgrade spaces with pro-level products at exceptional value. From backyard makeovers to apartment innovations, we deliver superior performance through practical technological innovation that combines purposeful technology with the hands-on joy of creation.

We break down price barriers so every upgrade reflects your vision, creating unique spaces where garages become workshops and balconies become oases.

Upgrading every space isn't just a task, it's a declaration of reinvention.

Upgrade with VEVOR.



BRAND PROMISE



Pro-Level Performance



Exceptional Value



Entire Home Ecosystem



Experience Without Compromise

TOP SELLERS



Tools



Outdoors



Heating



Storage & Organization



Automotive



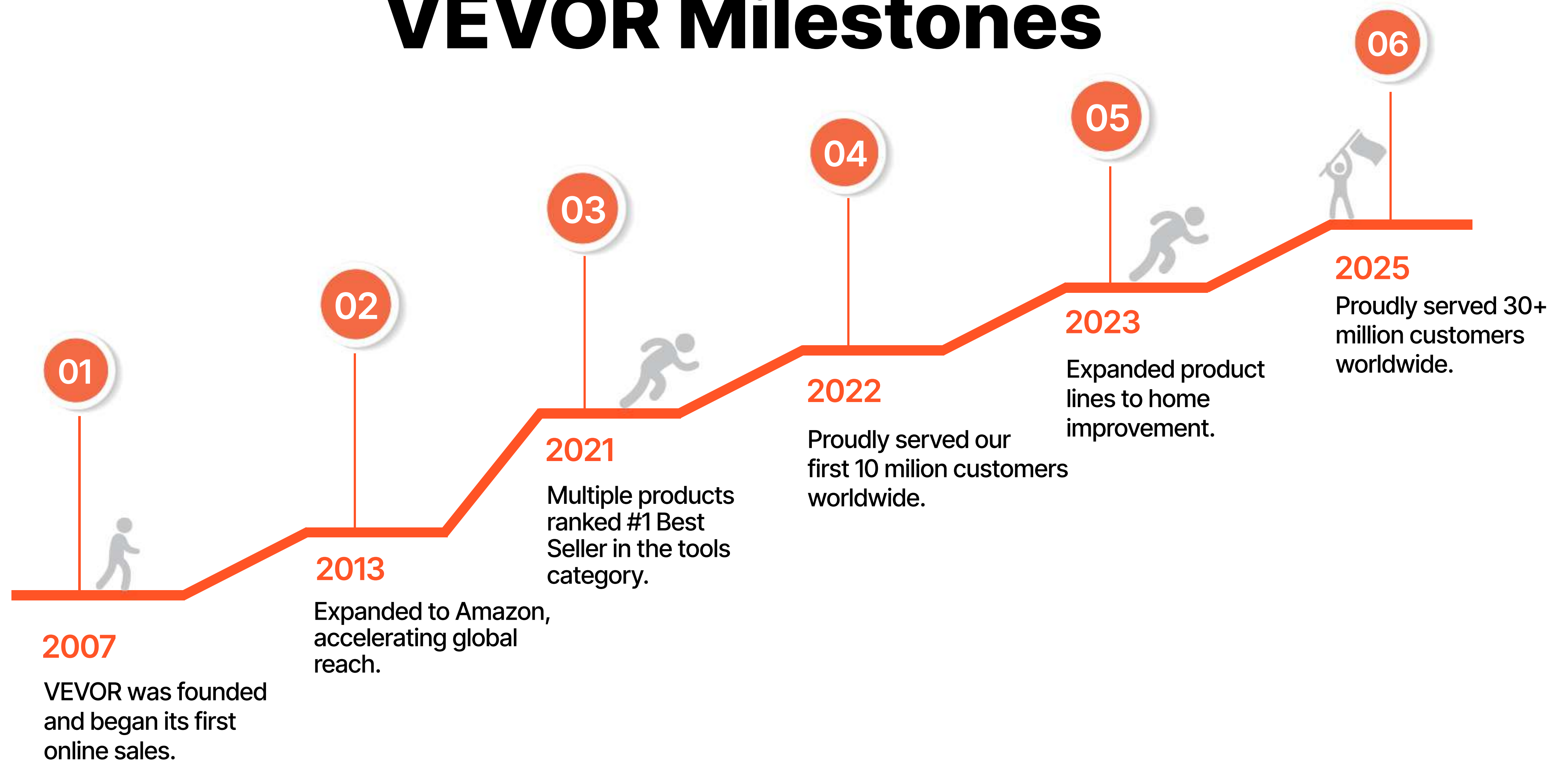
Venting & Cooling

100 DAYS
From Concept to Market

- A large grid of 80 VEVOR brand products, including power tools, home appliances, and outdoor equipment, arranged in 8 rows and 10 columns. The products are displayed against a white background, with a large orange diagonal banner on the left side containing the text 'VEVOR' and 'Market'. The products include: power tools (drills, saws, blowers, etc.), home appliances (heaters, air purifiers, etc.), outdoor equipment (trampolines, etc.), and various storage and utility items (shelves, toolkits, etc.).

OUR JOURNEY

VEVOR Milestones





 **50+**
Countries

 **1.5K**
SKU

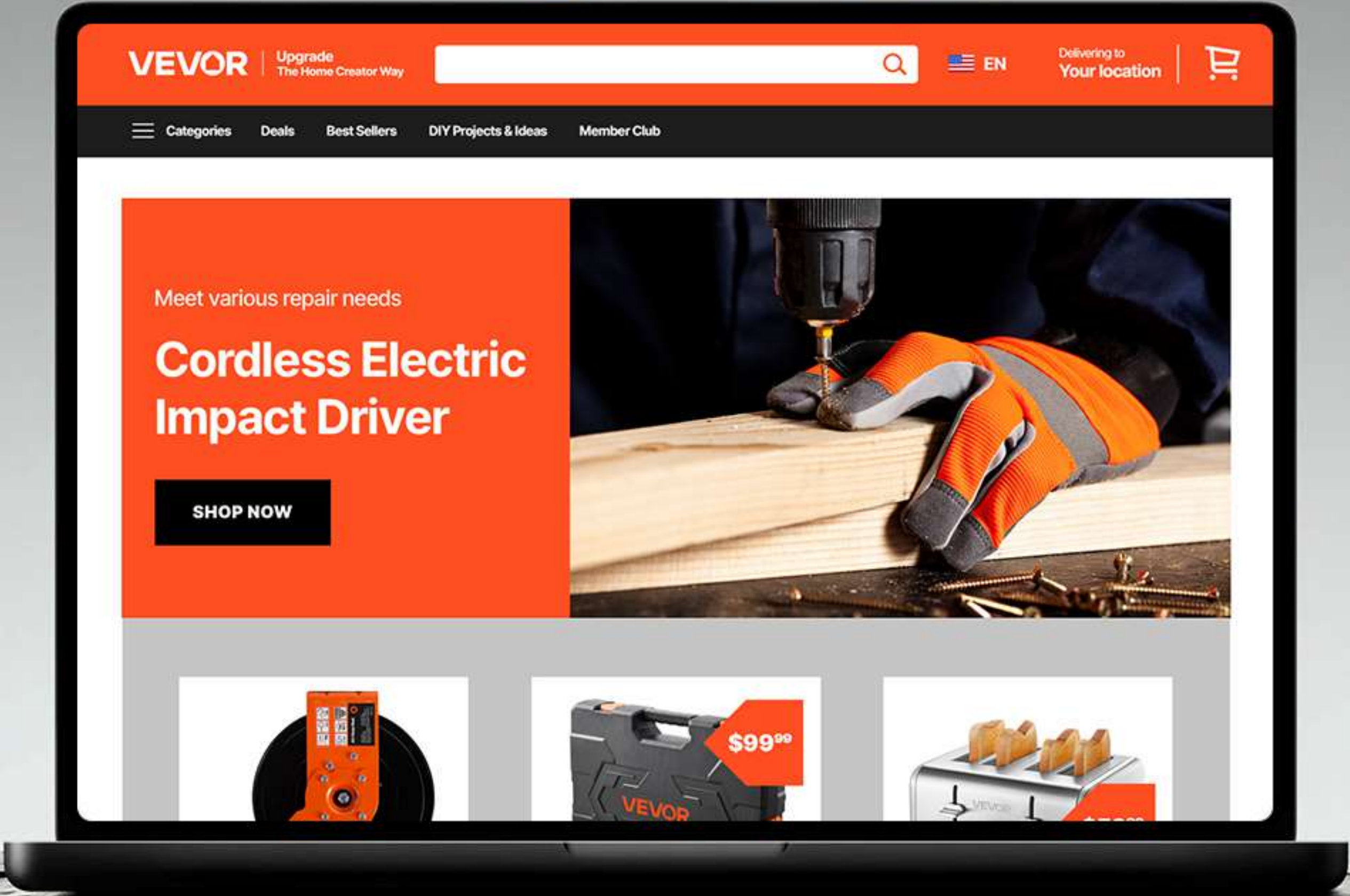
VEVOR HAS SUPPORTED OVER
30+ million Home Creators worldwide,
delivering performance, inspiration, and value to their home-improvement projects.



OUR GLOBAL PARTNERS



WWW.VEVOR.COM



24/7 CUSTOMER SERVICE

>90%

Customer Satisfaction



30^{day}

Hassle-free return policy

24/7

Live chat service

20000⁺

Daily customer interactions



200+

**WAREHOUSES
WORLDWIDE**

QUICK RESPONSE LOGISTICS

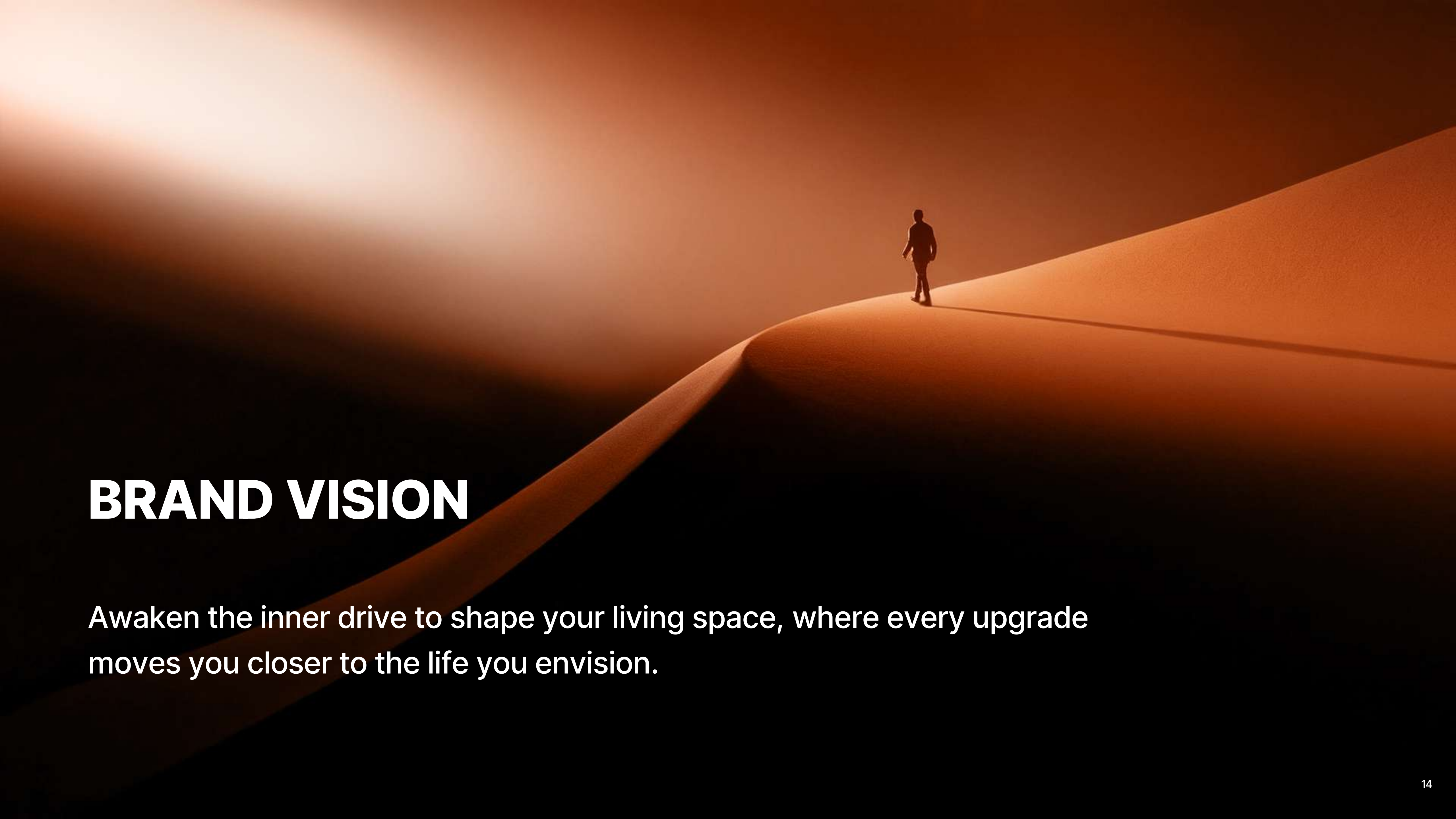
Same-day delivery

We provide efficient logistics support, with same-day delivery available for eligible orders in designated regions.

- Global warehouse and distribution
- Strong partnerships with leading global logistics providers

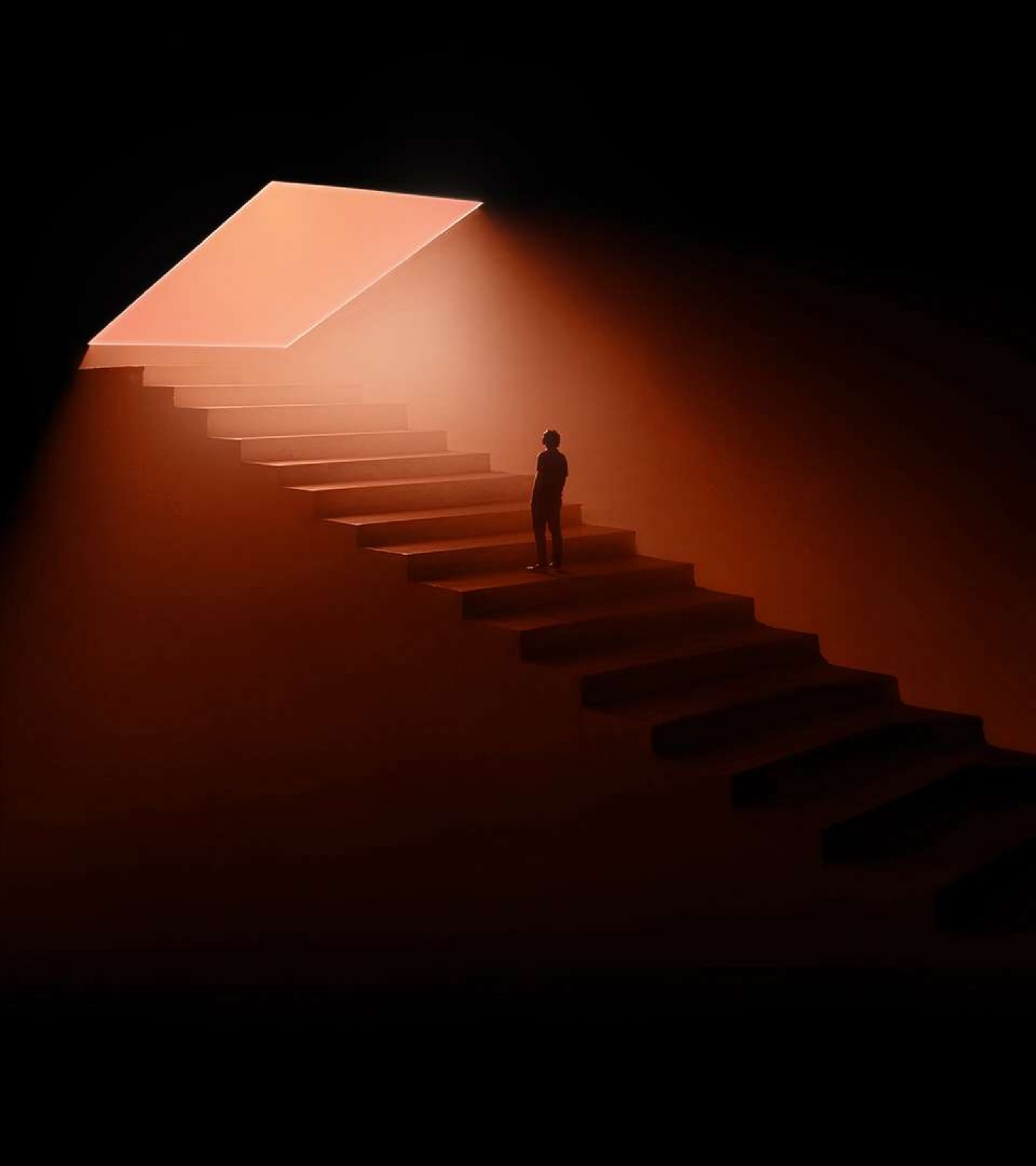


VEVOR BRAND OVERVIEW

A person stands on the crest of a large sand dune, silhouetted against a bright, hazy sky. The dune's curve is prominent, and the overall color palette is warm, dominated by oranges and browns. The scene conveys a sense of vastness and aspiration.

BRAND VISION

Awaken the inner drive to shape your living space, where every upgrade moves you closer to the life you envision.



BRAND MISSION

Democratizing premium home improvement product Ecosystem. Through practical technological innovation and lean manufacturing, we deliver home improvement products that offer pro-level performance and benchmark quality at exceptional value, empowering families worldwide to upgrade their spaces and craft the life they envision.

TARGET AUDIENCE

Home Creators

Definition: Not defined by “who” (identity), but by “how they live” (behavior): “Those who actively reshape living spaces for self-expression. They believe home reflects inner pursuits, and enjoy turning visions into reality with their hands.”



TARGET AUDIENCE

Home Creator's Classic Life Scenarios

Backyard Transformation



Meet simple & swift lawn care



Garage Innovation Hub



Exceptional value products you can trust



Home Upgrade



Elevate your living experience



Apartment Space Revolution



Transform your rental into a home you love



TARGET AUDIENCE

User Segmentation



Aesthetic Sculptors



Visual Storytelling:
Creative Material Experiments

Maintained Beautiful Yard:
Efficient Weeding System



Functional Optimizers



Efficiency Redefined:
Time & Space Optimization

Revamp Your Garage
Workflow with Smart Storage



Tech Tinkerers



Smart Tech Integration:
Deconstructing and Rebuilding

Manual Heat Press:
Unleash Your Personality

BRAND ATTITUDE

Core Tone:

Pragmatic Romanticism – Achieving life aspirations through professional spirit.

Pragmatic:

Aligning with the brand's position on performance, quality, and exceptional value, it emphasizes practicality in product performance and price.

Romantic:

Resonates with target audience traits and emotional needs; translates products performance into solving consumer problems and fulfilling desires.



BRAND ATTITUDE

Key Words



Practical technological innovation

Builds product trust and strengthens innovation credentials

Consumer Perception:

Product Performance & Product Experience



Defiant Joy

Behavioral Resonance

Consumer Perception:

Pro-level performance products at exceptional value



Practical Poetry

Delivers on the brand vision

Consumer Perception:

Practical Satisfaction



Brand Slogan

Upgrade • The Home Creator Way

BRAND SLOGAN

"Upgrade · The Home Creator Way" reflects deep insight into home creators: They place their creative pursuits above everything else.

VEVOR redefines identity with "Home Creator" from dorm makeovers to garden studios, product are mediums; creation is the essence.



VEVOR BRAND HOUSE

BRAND
VISION

Awaken the inner drive to shape your living space,
where every upgrade moves you closer to the life you envision.

BRAND
MISSION

Democratizing premium home improvement product Ecosystem. Through practical technological innovation and lean manufacturing, we deliver home improvement products that offer pro-level performance and benchmark quality at exceptional value, empowering families worldwide to upgrade their spaces and craft the life they envision.

BRAND
VALUE

Comparative Value (Product Value)
Driven by Innovation: Product Performance and Exceptional User
Experience — Delivered at Exceptional Value

Distinctive Value (Emotional Value & Resonance)
A sense of identity and the pride of building your ideal
living space with your own hands

CONSUMER
PERCEPTION

Elevating the Consumer-Centric
Product Experience

Pro-level Performance at Exceptional Value

Practical Satisfaction

BRAND
ATTITUDE

Practical technological innovation

Defiant Joy

Practical Poetry

BRAND
SUPPORT

Product R&D Strength (4.0)

Lean Manufacturing

Emotional Resonance / User Ecosystem

TARGET
AUDIENCE

Home Creators
Those who actively reshape living spaces for self-expression

Emotional & Impulse Consumer
Driven by resonance, not necessity

BRAND
SLOGAN

Upgrade · The Home Creator Way

BRAND VISION

Awaken the inner drive to shape your living space, where every upgrade moves you closer to the life you envision.

