

# CRAFTICA

PREMIUM FURNITURE MANUFACTURE



COMPANY PROFILE



# About Us

Founded in 1997 in Binh Duong, Craftica (previously Thien Hong Lacquer Manufacture) is a Design - Production workshop specializing in woodworking and lacquerware founded by Ms. Rose Morant - a French designer and a group of craftsmen living in an traditional lacquer village, Tuong Binh Hiep. With deep passion for Vietnamese Culture, they helped to revive the traditional arts and crafts which brought the Vietnamese craftsmanship of excellence a step closer to the public.

In 2025, Craftica was with a bigger mission for Vietnamese lacquerware. The workshop focuses on producing high-end woodwork such as furniture, entry door and mill works. What makes Craftica stand out is the exquisite lacquer touches added to each product. To this day, Craftica has two factories in the South, with 400 skillful craftsmen and carpenters who are in charge of the production capacity of over 200,000 products per year.

With available sources, Craftica is a high-performance manufacturer that meets the needs of both domestic and international markets. The workshop continues to promote its strengths in woodwork and lacquerware while introducing new pieces to the market with the ultimate mission is to spread the quintessence of Vietnamese traditional craftsmanship.





# Craftica

## one of Openasia Group's subsidiaries

### ABOUT OPENASIA GROUP

Openasia was founded by three partners who share the same entrepreneurial values and vision, and part of that is integrating global best practices alongside deep local understandings. Thanks to them, Openasia has been steadily developing for 30 years as an independent company with the mission of building a cultural and business bridge between Europe and Vietnam.

Today, Openasia has become one group with two pillars: Openasia Village and Openasia Insiders.

Openasia Village - offers a lifestyle eco-system to light up people's daily lives. It includes prestigious international brands and high-end local labels in the fields of lifestyle, hospitality and F&B.

Openasia Insiders - is our center of expertise to build strategies, manage businesses and boost brands. It offers corporate clients a platform of innovative services and partnerships to analyze, manage, promote, produce and improve their businesses.



# Vision

To be a leading handicraft manufacturer in home objects and furniture, using the highest techniques, skills and know-how of woodwork and other traditional craftsmanship.

# Mission

To preserve and develop woodwork and other crafts in Vietnam, thereby bringing outstanding products to the world.



OEM  
You design,  
we craft

ODM  
Design &  
craft by us

# Why Choose Us

## Mastery of Artisan Techniques

Each detail is hand-finished to perfection, elevating every design into a timeless piece of art.

## Innovation Meets Sophistication

Innovation drives how we evolve traditional craftsmanship into contemporary design with advanced machinery.

## Customization Without Limits

OEM or ODM, our approach is fully flexible. We collaborate closely with clients to tailor designs, finishes, and materials that express their brand identity

## Global Standard Production

From prototypes to large-scale production, we ensure every detail is executed with excellence - meeting international standards of quality and consistency.

## Trusted by Luxury Brands Worldwide

Our partnerships with renowned global brands are built on trust, discretion, and a shared commitment to exceptional quality.





# Capability



400+

Craftsmen & carpenters



20+

Containers per month



26.000

Factory Size (meter)

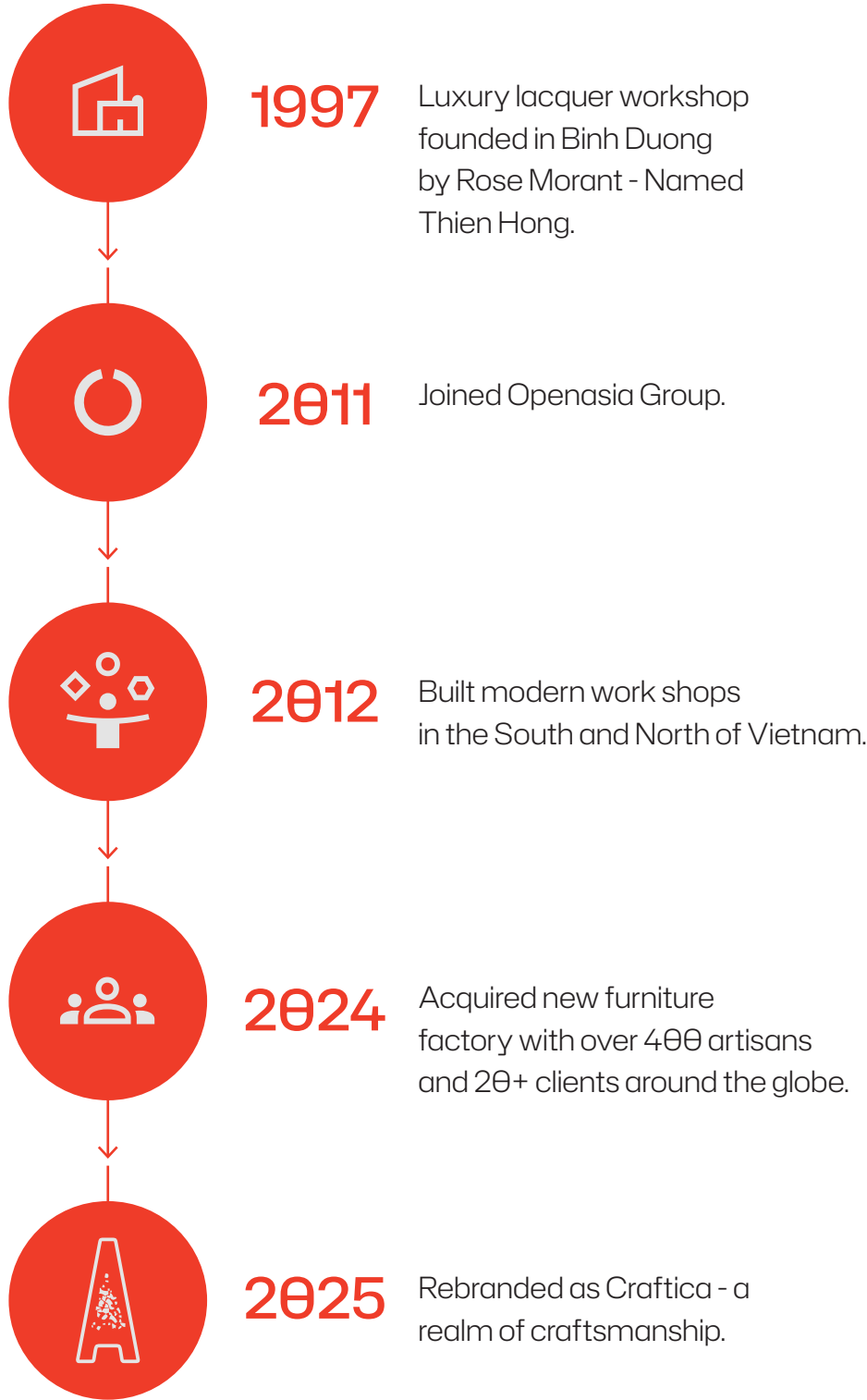


# With Advanced Machinery





# Milestone



# Raw Material

A CURATED SELECTION OF PREMIUM MATERIALS ENSURES BOTH DURABILITY AND AESTHETIC REFINEMENT.



**Wood-Based Panels:** MDF, HDF, MFC, and plywood provide structural stability with versatile finishing options.

**Solid Wood:** Asian mahogany, poplar, acacia, birch, oak rift cut, and walnut offer natural beauty and strength, each with unique grain patterns and character.



**Surface Finishes:** Plastic laminate, melamine, and acrylic deliver sleek, durable surfaces suited for modern and high-performance applications.

# Crafting Quality With Expertise



Craftica stands out as a premier destination for a diverse array of woodwork and lacquerware that add personal flair. What sets us apart is our capability to handle large-scale orders alongside customized demands. Whether you're outfitting an entire home, office building or seeking bespoke pieces for your unique style or business, our expertise and commitment to quality craftsmanship ensures that every product meets high standards.

# Compliance

## ACHIEVED CERTIFICATE



ISO 9001



SA 8000



FSC - CoC

## TEST COMPLETED

Reach  
CE  
Food safety  
FDA, JAPAN,  
GB

Annex 17  
REACH  
POP  
Formaldehyde  
CARB P2

Sun test  
Aging test  
Heavy metal  
PFAS substances

## UPCOMING



Carbon footprint



LEED



# Technique



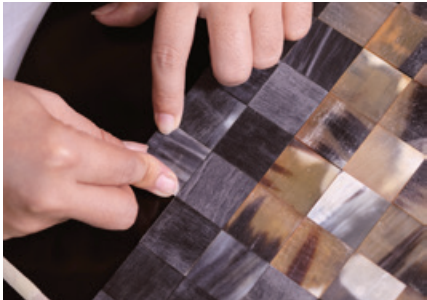
## Straw marquetry

Delicate strands of straw are carefully hand-dyed, split, and arranged to create intricate patterns with a luminous, silk-like sheen, creating bespoke surfaces that elevate furniture with an unparalleled sense of refinement.



## Eggshell inlay

With meticulous craftsmanship, tiny fragments of eggshell are carefully arranged and sealed under layers of lacquer. This technique produces exquisite textures and depth, resulting in luxurious, one-of-a-kind finishes that blend tradition with contemporary aesthetics.



## Horn Inlay

Specializes in the sophisticated application of horn inlay, using ethically sourced materials to craft elegant patterns and textures. Natural horn is expertly cut, shaped, and inlaid to create striking patterns with lending warmth and uniqueness, making each piece an artistic statement.



## Mother-of-pearl inlay

Renowned for our expertise in mother-of-pearl inlay, Craftica integrates this luminous material into furniture surfaces with precision and artistry. Our skilled artisans arrange each shimmering fragment by hand, producing opulent designs that reflect light beautifully, adding a touch of timeless elegance.



## Bamboo & Rattan

Sustainable craftsmanship also starts with its mastery of bamboo and rattan weaving. Whether creating structural furniture elements or intricate woven panels, our artisans harness these natural fibers to deliver lightweight, durable, and elegantly organic designs tailored for modern luxury interiors.



## Upholstery (Leather & Natural Fiber)

From the finest full-grain leather to handwoven natural fibers, Craftica's upholstery expertise ensures supreme comfort and impeccable detailing. Our artisans apply traditional and modern techniques to craft plush seating, precise stitching, and custom textures that enhance the sensory experience of luxury furniture.



## Metal Work

Metals such as brass, bronze, and stainless steel are shaped, cast, and finished with precision. Whether polished to a mirror shine or patinated for an antique effect, each metal detail adds strength and sculptural elegance.



## Marble & Stone

Craftica selects and sculpts the finest marble and stone, bringing timeless elegance to furniture designs. Whether through precise cutting, polishing, or inlay work, our expertise transforms these natural materials into statement pieces that exude strength and sophistication.



## Lacquer Touch

Lacquer artistry is at the heart of Craftica's identity. With a mastery of traditional and contemporary techniques, we apply multiple layers of high-gloss or matte lacquer, creating depth, durability, and a luxurious finish. Our ability to combine lacquer with inlays, textures, and gradients results in truly unique surfaces that redefine modern craftsmanship.



## Wood working

Woodworking - with skilled hands shape, carve, and assemble each piece with attention to grain, texture, and form - breathes warmth and soul into furniture, where every detail tells a story of craftsmanship.



ODM Product

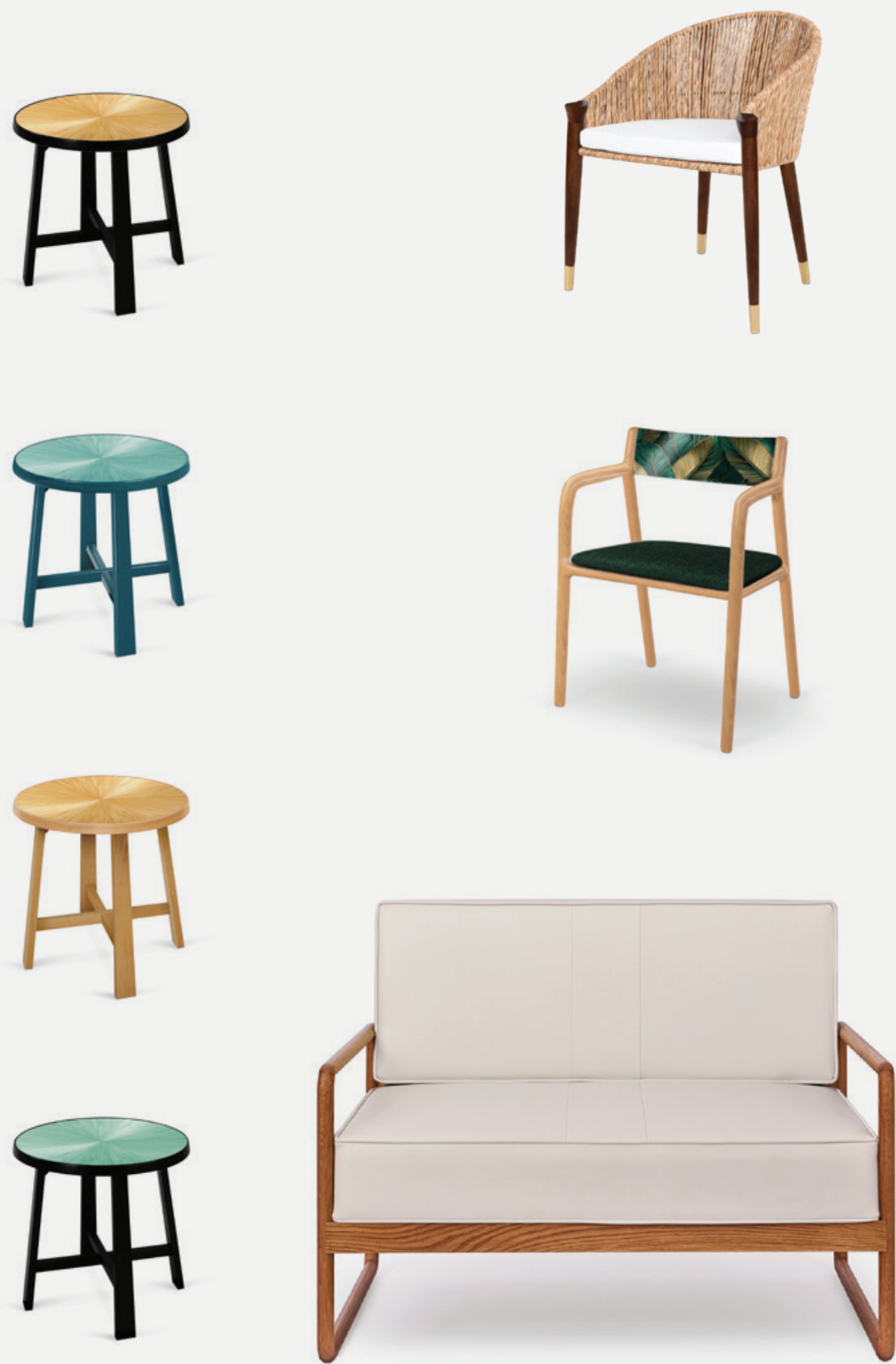


Table





Chair



Cabinet/Console







# Kitchen Cabinet



# Door



CARVED DOOR	ENTRY DOOR	GLASS DOOR	SLIDING
LOUVER DOOR	PANEL DOOR	WINDOW	



# Bespoke

HOUSE OF THU



HOUSE OF NHUNG











**General information**

**Office:** 1130 Le Chi Dan Street,  
Tuong Binh Hiep ward, Thu Dau Mot,  
Binh Duong Province - Vietnam

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Long Nguyen Commune, Bau Bang District,  
Binh Duong Province

**Sales Office:** 16<sup>th</sup> floor, Harbour View Tower  
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**Factory phone:** +84 274 3864 676

**Email:** [contact@craftica.vn](mailto:contact@craftica.vn)

Website



Instagram

