



PITO[®]

PORCELAIN HERITAGE

Since 1982 | Hospitality | Refined Living

Create The Happy Moments at Your Dining Table



01 BRAND STORY

02 DEVELOPMENT HISTORY

03 ENTERPRISE CULTURE

BRAND STORY

PITO is a premium Chinese porcelain brand rooted in Chaozhou, built on over four decades of porcelain heritage and serving both professional hospitality and refined living.

The story behind PITO dates back to 1982, when Xu Yilong began producing bespoke porcelain and marked his pieces with the Chinese character “派”. This marked the beginning of the family’s enduring dedication to porcelain craftsmanship, quality and the dining experience.

In 2003, PITO was formally established as a brand, marking a new chapter in its modern development. Building on Chaozhou’s strong porcelain-making heritage, PITO gradually expanded from China into international markets and established a growing presence in the professional hospitality sector.

For more than four decades, PITO has continued to bring together traditional porcelain craftsmanship, contemporary design, advanced manufacturing and an evolving understanding of how the world dines and lives. In 2026, PITO was officially recognized as a municipal-level safeguarding organization for the Chaozhou Blue-and-White Porcelain Firing Technique, a heritage that continues to inform the brand’s approach to craftsmanship and innovation.

Patience, Imagination, Trust and Openness are the values that guide PITO.

Driven by its mission, “Create The Happy Moments at Your Dining Table” PITO creates porcelain that balances refined aesthetics, professional performance and everyday experience.

From hotels, restaurants, banqueting and professional foodservice to the growing premium home and retail market, PITO continues to extend its hospitality expertise into contemporary living, creating porcelain for the way people dine, gather and live today.

With an increasingly global perspective, PITO continues to explore new possibilities for porcelain across hospitality and modern living, with the ambition of becoming a world-class Chinese porcelain brand with global influence.

PITO[®]

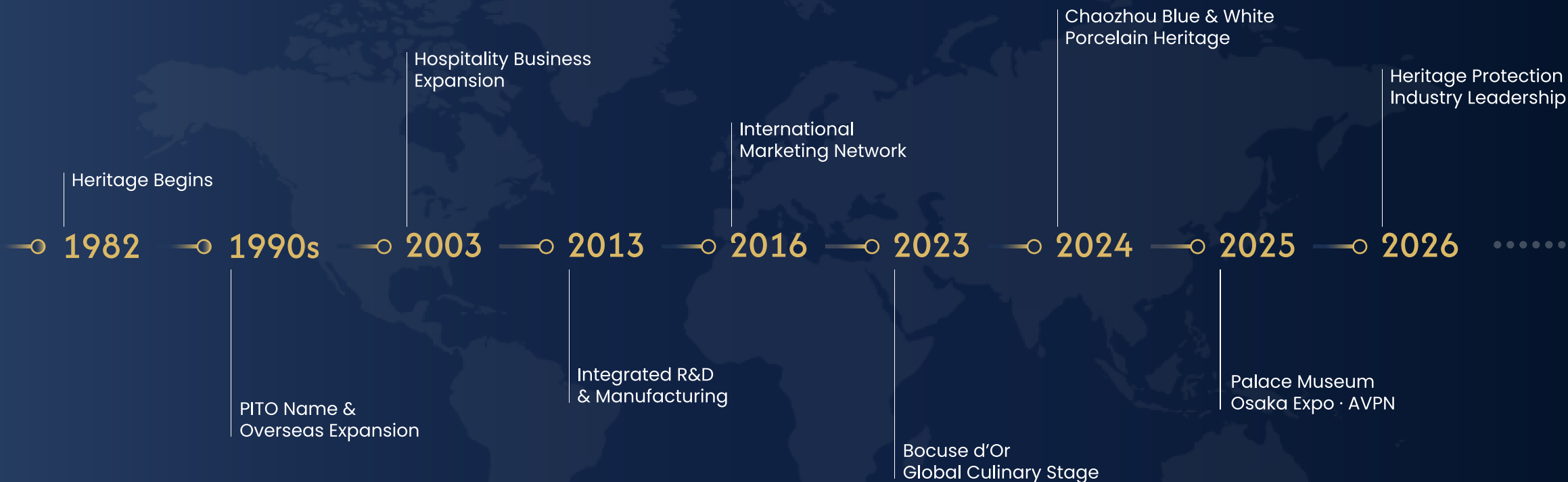
Carrying Forward the Legacy of

Chaozhou Blue-and-White Porcelain

Tradition.
Craftsmanship.
Innovation.



FROM HERITAGE TO THE GLOBAL TABLE



PITO®

★ Over **40** Years of Heritage

From **Chaozhou Craftsmanship** to the **Global Table**

THE ENTERPRISE CULTURE

PITO®

Vision

Build a world-respected Chinese porcelain brand, and craft joyful dining moments for people across the globe.

Mission

Bring spiritual and material well-being to employees, create value for clients, and contribute to social development.

Stability & Innovation

Abide by laws and regulations, operate prudently to build an enduring enterprise; we dare to innovate on the basis of stability and uphold the entrepreneurial spirit.

Humility & Altruism

Remain modest and respectful, and never compromise the company's reputation. Adopt an open mindset and grow through reflection and learning. Serve and contribute to society.



Positivity & Passion

Be optimistic and proactive, and interact with others with sincerity.

Value Creation

Profit is the goal and responsibility of corporate operation, as well as the cornerstone of shared prosperity for the enterprise and its employees. Together, we build a respected Chinese ceramic brand recognized worldwide.



B | WHY CHOOSE PITO

01 FACTORY CAPABILITIES

02 R&D CENTER

03 PRODUCTION EQUIPMENT

04 PRODUCTION PROCESS

05 QUALITY CONTROL

06 CERTIFICATION SYSTEM

FACTORY CAPABILITIES

40000 m²+

Intelligent Manufacturing
Factory

20 + YRS

Porcelain Export
Experience

500 +

Stable Domestic & International
Wholesale Partners

400 +

Professional Skilled
Technicians

100 +

Export Countries &
Regions

10000000 +

Annual Production
Capacity





PITO Ceramic Innovation Center

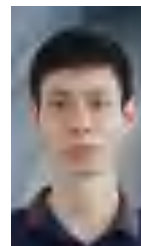
Innovation is at the heart of PITO. Our Chaozhou High-Performance Functional Porcelain Engineering Technology Research Center features advanced laboratories and a comprehensive R&D platform dedicated to material innovation, product development, original design, and manufacturing excellence. Through continuous research and rigorous testing, we create high-performance porcelain that meets the demanding standards of the global hospitality industry.



Du Gaoshan
Product Development Engineer
Vice General Manager all interactions.



Cheng Mianquan
Product Designer Supervisor



Wu Peitian
Product Designer

01

High-Tech R&D Equipment

Support material R&D, process innovation and quality inspection, ensuring product quality and innovation.

02

Material Testing

Focused on new porcelain materials, exploring high-strength, heat-resistant and eco-friendly options to enhance product performance and quality.

03

Innovative Design

Combining modern aesthetics with traditional culture, developing premium porcelain products that balance practicality and artistry.

04

Process Optimization

Developing and improving production and firing processes to ensure high precision, durability, and excellent color and texture performance.

PRODUCTION EQUIPMENT



▲ Intelligent Tunnel Kiln



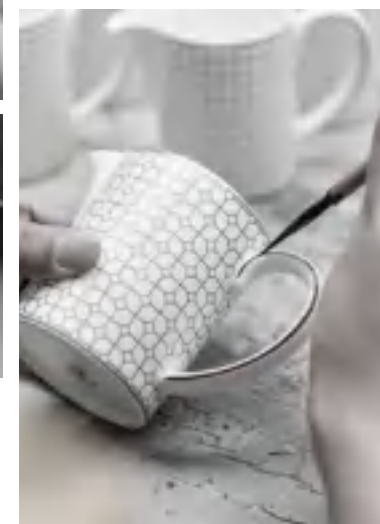
▲ Automatic Glazing Machine



▲ Automatic Forming Production Line



**CRAFTSMANSHIP
INGENUITY**



PRODUCTION PROCESS



QUALITY CONTROL

A full-process multi-layer quality inspection system runs through the entire ceramic production chain, ensuring quality control from the very beginning.

01

Raw Material Inspection

We strictly test the purity of raw materials (clay, glazes, additives) before production, setting strict standards to build the first line of defense for quality.

02

In-Process Inspection

We conduct synchronous quality checks during forming, bisque firing, decorating and glaze firing, controlling dimensional accuracy, kiln temperature and glaze finish to standardize every step.

03

Finished Product Inspection

Comprehensive final inspection covering appearance, dimensional calibration, heat resistance and impact resistance. Products are only released after meeting industry and customer standards.



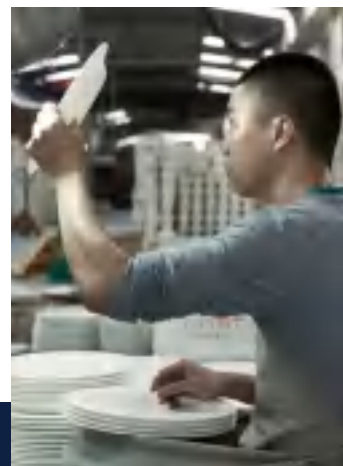
Check the Mold



Check Unglazed Ware



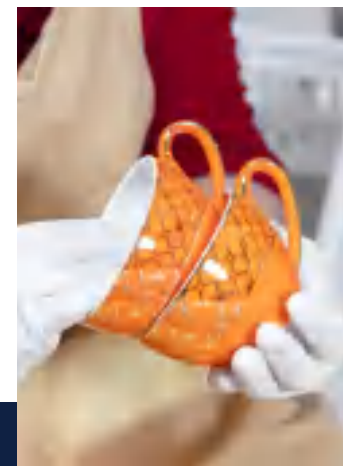
Choose Biscuit Porcelain



Finished Pick Porcelain



Applique-Semi-finished
Product Quality Inspection



Inspect Roast Flowers
Finished Product



Authorized Certification System

Globally Recognized Qualifications

100+

National & Provincial Awards

100+

Patents

300+

Original Design Copyrights



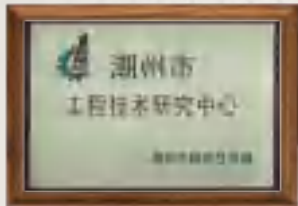
Guangdong Province Contract-Abiding & Trustworthy Enterprise



Innovative SME



Chao'an District Science Popularization Demonstration (Education) Base



Chaozhou Engineering Technology Research Center



National High-Tech Enterprise



District-level Intangible Cultural Heritage



ISO9001



ISO14001



ISO45001



EU



LFGB



BSCI



FDA



SABER



AEO



China Export Commodity Brand



01 FINE BONE CHINA

02 FINE CHINA

03 FINE PORCELAIN

04 ROYAL WHITE PORCELAIN

Where Chinese Heritage Meets Luxury Porcelain Craftsmanship

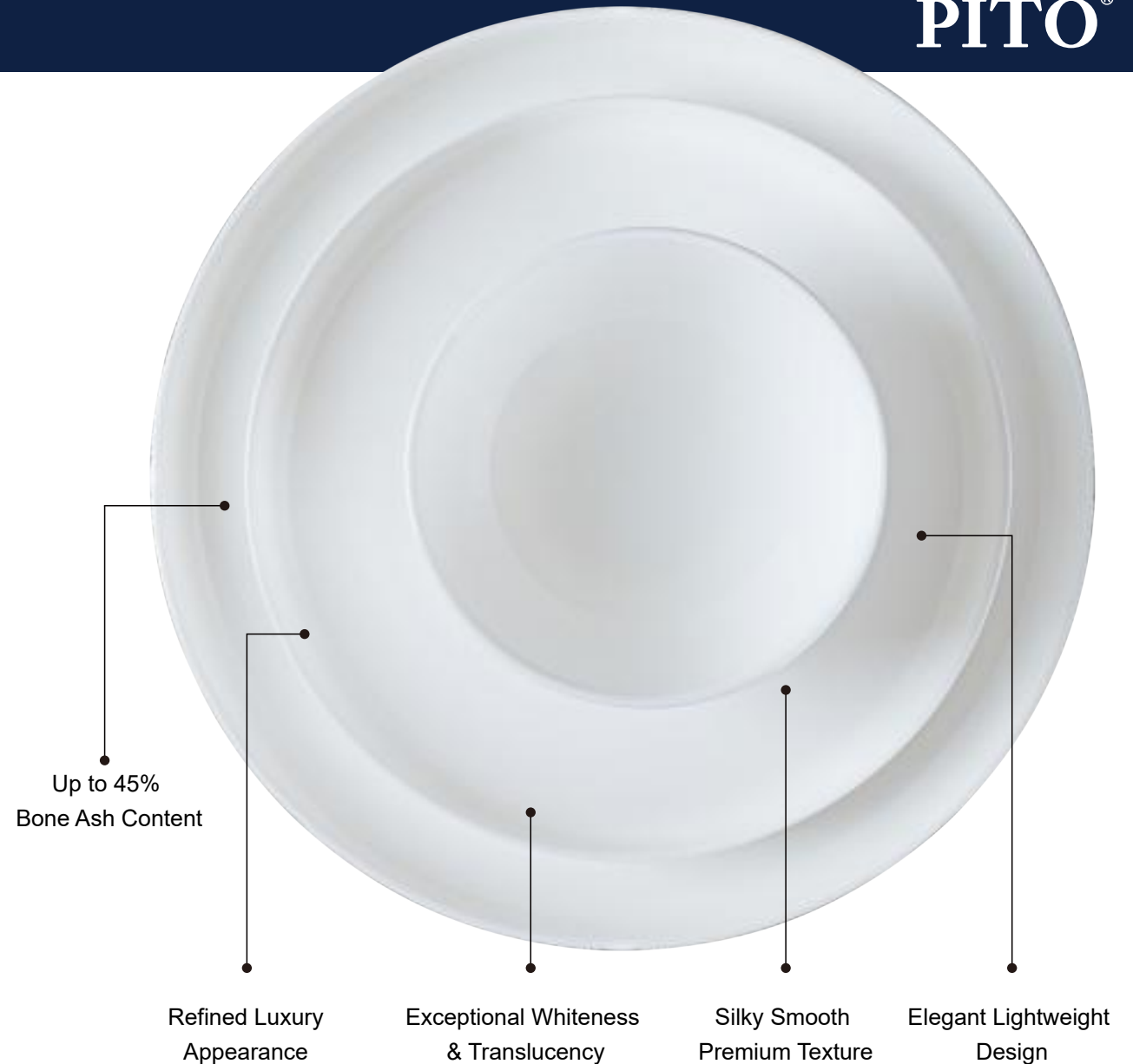
PITO Fine Bone China represents the highest expression of our porcelain craftsmanship, created for luxury hospitality and exceptional dining experiences.

Featuring up to 45% bone ash content, it offers exceptional whiteness, delicate translucency, a silky smooth texture, and a refined luminous finish. Through advanced material innovation and precision firing technology, PITO achieves the perfect harmony of elegance, quality, and professional performance.

Inspired by centuries of Chinese porcelain heritage and refined with modern innovation, PITO Fine Bone China brings timeless sophistication to luxury hotels, fine dining restaurants, and exclusive hospitality projects worldwide.

Ideal For

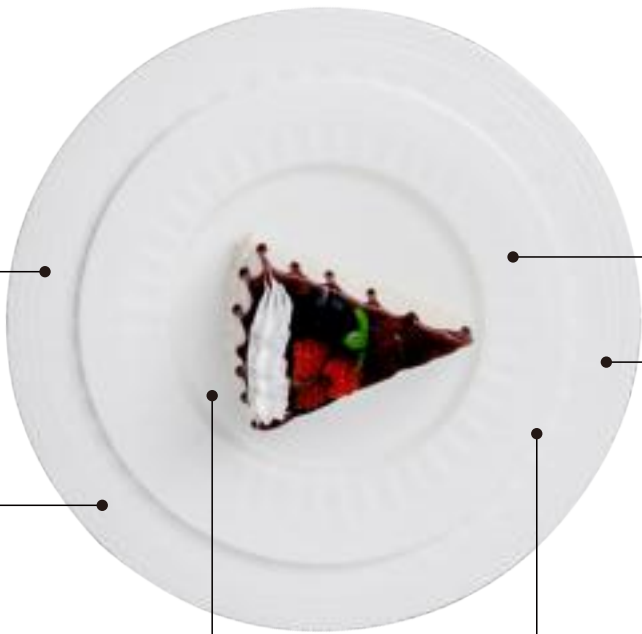
5-Star Luxury Hotels | Boutique Resorts | Fine Dining Restaurants |
Premium Banquet Venues | Private Clubs | VIP Hospitality Projects





Ethical Luxury Without Compromise
PITO Fine China represents a new generation of premium porcelain, offering a sophisticated bone-free alternative to traditional fine bone china. Developed with the same advanced craftsmanship and manufacturing standards as PITO's premium porcelain collections, it delivers exceptional whiteness, refined texture, elegant appearance, and reliable performance while containing no animal-derived bone ash. Designed for customers who value luxury, sustainability, and responsible choices, PITO Fine China provides a premium dining solution that combines aesthetic excellence with ethical values — making it an ideal choice for global hospitality markets with diverse cultural, religious, and environmental preferences.

Ideal For
5-Star Hotels | Resort Hotels | Fine Dining Restaurants |
Premium Catering | VIP Hospitality | Ethical & Religious Markets



- Bone-Free Formula
- Fine Bone China Appearance
- High-Quality Porcelain Body
- Strong & Durable
- Elegant & Versatile Design
- Outstanding Value



Refined Surface | Elegant Performance

PITO Fine Porcelain is crafted from the same premium porcelain raw materials used in our Fine China collection, refined through advanced formulation and high-temperature firing technology.

Featuring a denser porcelain body, smoother glaze surface, and enhanced visual clarity, it delivers a more refined appearance and superior surface stability compared with standard ceramic tableware.

With its elegant finish, consistent quality, and excellent practicality, PITO Fine Porcelain offers an ideal balance between premium aesthetics and everyday hospitality performance.

Ideal For

4-5 Star Hotels | Resort Hotels | Fine Dining Restaurants | Premium Catering | Banquet Venues | Professional Hospitality



Premium Porcelain Materials

Superior Glaze Quality

Stable Performance

Exceptional Value

Refined Aesthetic
Experience

ROYAL WHITE PORCELAIN

PITO[®]

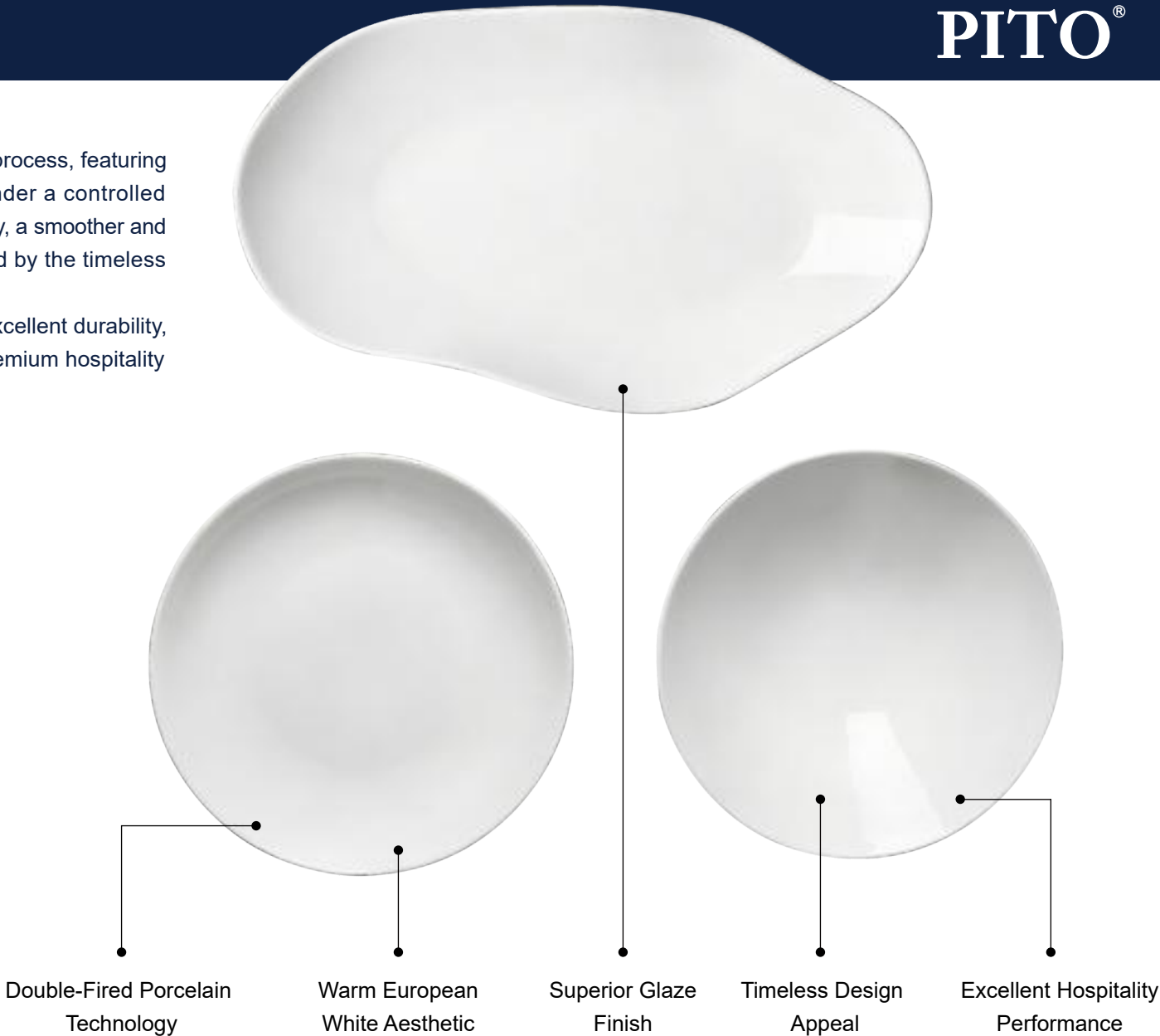
European-Inspired Elegance | Refined Through Double Firing

PITO Royal White Porcelain is crafted through a sophisticated two-step firing process, featuring low-temperature biscuit firing followed by high-temperature glaze firing under a controlled reduction atmosphere. This advanced technique creates a denser porcelain body, a smoother and more refined glaze surface, and a naturally elegant warm white tone inspired by the timeless aesthetics of European classic porcelain.

With its balanced combination of refined texture, superior glaze quality, and excellent durability, PITO Royal White Porcelain delivers a sophisticated dining experience for premium hospitality environments.

Ideal For

Premium Hotel Chains | Luxury Resorts | Fine Dining Restaurants |
Banquet & Catering Services | High-End Hospitality Projects





01 CUSTOMIZATION

02 HOSPITALITY SOLUTIONS

03 PROJECT CASES



CUSTOMIZATION

Create Your Signature Tableware

PITO offers end-to-end customization solutions, including custom shapes, original designs, decorative techniques, and brand logo integration. Combining creative aesthetics with professional porcelain craftsmanship, we create exclusive tableware collections for hotels, restaurants, cultural projects, and corporate clients that strengthen brand identity and elevate dining experiences.



Hospitality Solutions

PITO delivers integrated F&B and OS&E solutions for hotels and hospitality projects, covering tableware, glassware, cutlery, and essential operating supplies. Through curated sourcing, customization, and project support, we help hotels streamline procurement and create a consistent, high-quality dining experience.



PROJECT CASES

Creating Exceptional Dining Experiences Worldwide

For over four decades, PITO has been dedicated to providing premium porcelain solutions for the global hospitality industry. Serving 15,000+ customers worldwide and collaborating with 300+ premium hospitality projects, PITO has supplied customized tableware solutions for luxury hotels, fine dining restaurants, government hospitality, cultural tourism destinations, and corporate clients. Through innovative design, reliable quality, and integrated customization capabilities, PITO continues to support partners in creating distinctive dining experiences that reflect their unique brand identity.





PITO®

Hospitality Project Experience

Across Global Hotel Groups

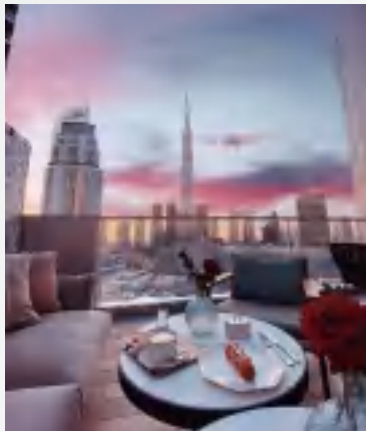
Porcelain/Bone China Tableware Solutions
for International & Regional Hotel Projects



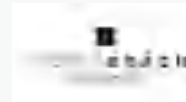
Emaar Group

EMAAR HOSPITALITY GROUP LLC

As a trusted tableware partner of EMAAR Group, we supply premium Fine bone China collections and exclusive custom-designed pieces across their five-star and luxury hotels. Our craftsmanship elevates the dining experience while aligning seamlessly with EMAAR's world-class hospitality standards.



ADDRESS
SKY VIEW



AUTOGRAPH
COLLECTION
HOTELS



PALACE
DUBAI MALL

VIDA
DUBAI MALL



Kempinski
The Boulevard
DUBAI

ADDRESS
BEACH RESORT FUJAIRAH

ADDRESS
BEACH
RESORT

ADDRESS
BEACH RESORT MARASSI

ADDRESS
CREEK HARBOUR



Fairmont
HOTELS & RESORTS

Accor Hotels-Qatar

Accor Group

For Fairmont Katara Towers, we developed a fully bespoke tableware collection crafted to match the hotel's iconic architectural style and luxury identity. Every piece reflects precision, artistry, and a sense of grand hospitality.





Waldorf Astoria Doha West Bay

Hilton Worldwide

We supplied a custom silver-rimmed collection made from Royal White Porcelain, designed to accentuate Waldorf Astoria's timeless sophistication. The series brings understated luxury to every dining moment.





JW Marriott Marquis City Center Doha

Marriott International

We provided premium color-glaze porcelain that aligns with JW Marriott's modern luxury expression. The vibrant yet refined glaze adds character and depth to the hotel's dining presentation.





FAIRMONT UDAIPUR PALACE

Udaipur India

We provided fine porcelain tableware that aligns with Fairmont Udaipur's regal palace expression. The bespoke patterns and opulent detailing elevate the hotel's historical grandeur into a truly majestic dining experience.





The Ritz-Carlton Orlando Grande Lakes

Hilton Worldwide

For The Ritz-Carlton Orlando, Grande Lakes, we developed a brand-new custom bone china mold, tailored specifically to the hotel's design language and operational needs. The result is a collection that seamlessly integrates elegance, durability, and practicality for premium hospitality environments.





Lotte Hotel Russia

Defining the banquet standards for Lotte Hotel Moscow with our signature Water Wave series—where timeless craftsmanship meets modern luxury.



PITO®

Project-Level Experience
with International Hotel Groups

Middle East Gulf



Selected Core Cases

InterContinental Riyadh, Saudi Arabia

Anwar Al Madinah Mövenpick Hotel, KSA
Fairmont Hotel Katara Towers Lusail, Qatar

Waldorf Astoria Doha West Bay, Qatar

Sheraton Grand Doha Resort & Convention Hotel
JW Marriott Marquis City Center Doha, Qatar

The Oberoi Sukoonvilas, Wadi Safar, Saudi Arabia

Selected Core Cases

Sheraton Grand Jakarta Gandaria City Hotel, Indonesia
AC Hotel by Marriott Manila, Philippines
Sheraton Grand Xiamen Jime, China
W Xiamen, China

Grand InterContinental Seoul Parnas, South Korea
InterContinental Changchun High Tech Zone, China
Hotel Indigo Guangzhou Haixinsha, China

Fairmont Udaipur Palace, India
Novotel Sydney Cabramatta, Australia
Novotel Guangzhou Baiyun Airport, China
Fairmont Xiamen, China

Conrad Chongqing, China

MGM Macau, Macau

Wyndham Garden Guangzhou Huangpu, China

The Leela Hyderabad, India



PITO®

Project-Level Experience
with International Hotel Groups

Asia / Pacific





01 CHAOZHOU ICH BLUE & WHITE PORCELAIN

02 INTERNATIONAL RELATIONS EXPANSION

03 GOURMET EXPERIENCE CENTER

04 CATERING CONSULTING TRAINING

Chaozhou Blue & White Porcelain Heritage

A Legacy of Chinese Craftsmanship, Reimagined for the Modern World



Heritage Center

Chaozhou Blue & White Porcelain Heritage Center Preserving Heritage | Inspiring Innovation.

The Chaozhou Blue & White Porcelain Heritage Center is a dedicated platform for the preservation, research, education, and cultural exchange of Chaozhou porcelain craftsmanship. Integrating craftsmanship training, ceramic experiences, exhibitions, and cultural activities, the center provides immersive programs covering traditional techniques such as ceramic painting, shaping, firing, and blue-and-white porcelain appreciation.

As a bridge connecting traditional craftsmanship with modern creativity, the center promotes the history and aesthetics of Chaozhou blue-and-white porcelain through cultural exchanges, corporate workshops, tourism programs, and customized cultural projects. By combining heritage preservation with contemporary applications, the center contributes to the continued development and global appreciation of this centuries-old porcelain art.



PITO®



Heritage Artisan

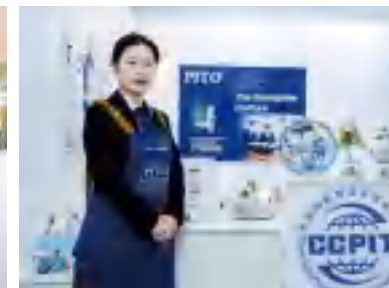
Chaozhou Blue & White Porcelain Heritage Artisan
Tradition Passed Down | Craftsmanship Reimagined

Dedicated to the preservation, research, and innovation of traditional Chaozhou blue-and-white porcelain techniques, the heritage artisan continues to carry forward the craftsmanship and artistic spirit of this centuries-old tradition. Through systematic craftsmanship training and continuous exploration, traditional patterns, hand-painting techniques, and cultural elements are integrated into contemporary porcelain collections, including premium bone china and official hospitality porcelain projects. By blending traditional artistry with modern design concepts, the artisan brings new possibilities to intangible cultural heritage, enabling Chaozhou blue-and-white porcelain to evolve while maintaining its authentic cultural identity.

World Expo Recognition

Showcasing Chinese Porcelain Heritage on the Global Stage.

Recognized as a representative brand of Chinese intangible cultural heritage, PITO has participated in three World Expo events, bringing the artistic beauty of Chaozhou blue-and-white porcelain and Chinese dining culture to a global audience. Through these prestigious international platforms, PITO showcases the integration of traditional craftsmanship, contemporary design, and modern lifestyle aesthetics, demonstrating the enduring value of Chinese porcelain heritage.



▲ 2017 Astana Expo | Kazakhstan
Showcasing Chaozhou blue-and-white porcelain craftsmanship and Chinese cultural aesthetics.



▲ 2020 Dubai Expo | UAE
Presenting the elegance of Chinese porcelain culture to an international audience.

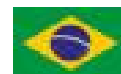
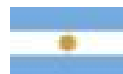
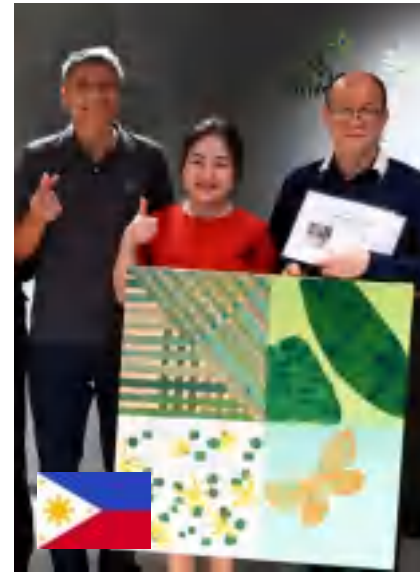
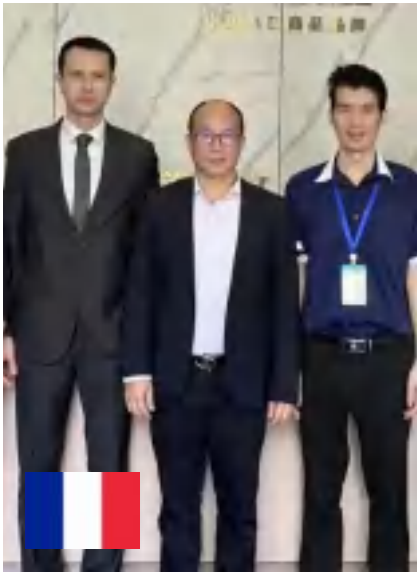


▲ 2025 Osaka Expo | Japan
Continuing the global journey of Chaozhou porcelain heritage through innovative ceramic creations.

50+

Global Cultural Exchange Sharing Chinese Porcelain Heritage with the World

PITO has welcomed representatives from 50+ consulates in Guangzhou and international organizations for visits, cultural exchanges, and business discussions. Through the art of porcelain, PITO serves as a cultural bridge connecting China with the world, showcasing the heritage of Chaozhou blue-and-white porcelain and sharing the beauty of Chinese ceramic craftsmanship with international guests. These exchanges have strengthened cross-cultural understanding, fostered global partnerships, and enhanced PITO's role as a representative Chinese porcelain brand on the international stage.



GBI Gastronomy & Porcelain Experience Center

Creating Meaningful Connections Between
Food Culture & Porcelain

Integration of
Cuisine & Tableware

Borderless
Gastronomic Exchange

Dining Table Culture
& Art Dialogue

The center brings together culinary creativity and porcelain artistry, creating an immersive space where guests can discover the harmony between cuisine and tableware. Through international cuisine experiences, premium porcelain displays, and cultural exchange activities, GBI shares the philosophy that tableware is not only a vessel for food, but also a carrier of culture, emotion, and memorable experiences.

PITO®



Culinary Education & Dining Experience Training

PITO integrates culinary education with porcelain aesthetics, creating a unique platform that connects chefs, cuisine, and tableware. Through professional chef training, master classes, customized courses, and international culinary exchanges, PITO helps hospitality professionals improve culinary skills, optimize dining presentation, and create memorable guest experiences.

Having trained

10000+

culinary professionals worldwide, PITO continues to promote the integration of food culture, tableware artistry, and hospitality excellence.



SIRH/+
BOCUSE D'OR
TEAM FRANCE

Where Culinary Excellence Meets Porcelain Art

Bocuse d'Or Official Tableware Partner

SIRHA Bocuse d'Or World Cooking Competition

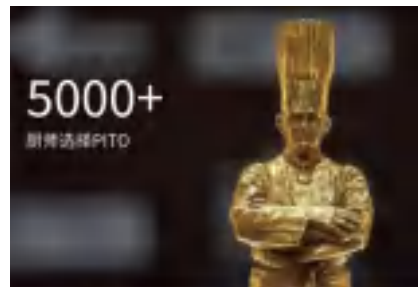
Official Partnership Credentials

Official Partner of Bocuse d'Or 2024

Official Tableware Brand for Bocuse d'Or China Selection 2022

PITO is honored to serve as an official tableware partner of Bocuse d'Or, collaborating with world-class chefs at one of the most prestigious culinary competitions in the world. Through premium porcelain craftsmanship, including fine bone china collections, PITO enhances culinary presentation by creating the perfect harmony between exquisite cuisine and elegant tableware.

Trusted by 5,000+ professional chefs worldwide, PITO continues to support culinary excellence and inspire memorable dining experiences on the global stage.



PITO®



Website



WhatsApp

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Create The Happy Moments at Your Dining Table