

TAIDEN EUROPE

RMA Localization and Sustainability Report - 2025



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1. Executive Summary

In 2025, TAIDEN Europe has taken significant steps forward in localizing its aftersales operations across the continent. One of the most impactful initiatives has been the expansion of Return Merchandise Authorization (RMA) services through our certified repair partner, Pixlab, based in France. As of Q2 2025, more than 30% of all RMA requests received by TAIDEN Europe have been successfully processed and repaired locally by Pixlab. This trend represents not only a key operational milestone, but also reinforces our broader commitment to sustainability, responsiveness, and local industrial collaboration.



2. The Strategic Importance of Local RMA



Historically, RMA cases for TAIDEN products in Europe were handled through centralized or overseas repair hubs, often located in Asia. While effective, this model involved extended logistics timelines, higher shipping costs, and a substantial environmental footprint. As customer expectations have evolved toward faster service and sustainable practices, TAIDEN Europe has aligned its aftersales strategy to meet these modern requirements.

Our partnership with Pixlab has proven to be a strategic success. This local collaboration allows us to offer significantly reduced repair times, eliminate transcontinental shipping for eligible repairs, and increase customer satisfaction. The 30% local repair rate achieved this year is a direct reflection of that success. Furthermore, the technical expertise and flexibility offered by Pixlab ensures full compliance with TAIDEN's quality standards.

3. Operational Benefits

Localizing RMA services with certified partners like Pixlab brings significant operational advantages. Repair turnaround times are dramatically reduced, often from several weeks to under one week, allowing us to respond more efficiently to customer needs. By eliminating international shipping, we cut costs associated with logistics, customs, and packaging. This also contributes to our sustainability goals, as each local repair avoids substantial CO₂ emissions. Most importantly, it enhances the overall customer experience through faster service, localized support, and greater transparency in the repair process.

1

Repair Time Reduction

Local processing typically shortens RMA handling times from several weeks to under 14 business days in most cases.

2

Cost Efficiency

Elimination of long-distance logistics yields savings in transportation, customs handling, and re-packaging.

3

Environmental Impact

Each local repair saves an estimated 10-15 kg of CO₂ emissions by avoiding air freight shipments.

4

Customer Experience

Faster turnaround, transparent tracking, and EU-based support improve client confidence and satisfaction.

4. Long-Term Vision: A European Repair Ecosystem



TAIDEN Europe is not stopping with one successful partnership. Our vision is to create a distributed network of certified repair centers throughout Europe by 2030. This initiative aims to:

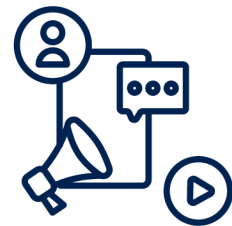
- Expand coverage to Germany, Benelux, Scandinavia, and Southern Europe.
- Minimize response times by positioning services closer to clients.
- Collaborate with technically competent and ethically aligned partners who understand local market needs.

Our network model will operate under unified TAIDEN certification protocols, ensuring that all centers maintain consistent quality, reporting, and traceability. We also plan to launch a dedicated RMA portal for partners and clients, simplifying ticket management and status tracking in real time.

5. Commitment to Local Collaboration and "Savoir-Faire"



Local Expertise



Seamless Communication



Flexibility & Adaptability



Follow-up

Beyond operational efficiency, this shift underscores our deepening commitment to the European market. TAIDEN Europe believes in supporting and promoting local expertise, the "savoir-faire", that defines our region's strength. By entrusting key processes like repairs and refurbishments to European partners, we contribute to local economic development, technical knowledge sharing, and the resilience of regional supply chains. Pixlab, our flagship partner, embodies these values and has shown exemplary performance in both technical execution and collaboration. Their success is not only a validation of our strategy but also a template for future partnerships.

6. Conclusion

The localization of RMA services through Pixlab marks a meaningful evolution in TAIDEN Europe's aftersales strategy. It offers measurable benefits in speed, cost, environmental sustainability, and customer satisfaction. Most importantly, it reflects our continued dedication to building long-term, mutually beneficial relationships with European partners. We remain firmly committed to scaling this initiative and demonstrating that global excellence and local collaboration are not mutually exclusive, but rather complementary pillars of sustainable growth.

