



Let the trees, be the woods

Safe — Share — Reuse

讓樹 · 成林

安全 - 分享 - 重複使用



Croissant

~ Pecan ~
Pound Cake

Chocolate
Muffin

Blueberry
& Muffin

Let the trees,
be the woods

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The sun should golden shine sprinkly,
Water sings, winds dance gently
On the path unwinding,
secured and loved,
We grow and share together.

Fly higher and higher, in the circle of life.


3 meals, 1 day
Let the trees, be the woods.

應該陽光滿灑，遍地金黃
應該微風輕舞，水似歌唱
在這片逸美韌耐的森林啊
徜徉著，安全與愛

越飛越高，生生不息

一日，三餐
讓樹，成林





【Let wood be trees, you are therefore I am】

Embrace both industrial resilience and nature beauty.

Diversified woodland can fix carbon and release oxygen, regulate the climate, provide biological habitat and provide food. Simply embrace a tree, you can feel the acceptance without condition. We human beings desire so badly to stay in the nature, therefore the simple and warm wooden products are always first choice for HORECA industry.

In 2024, we select tree species in imminent danger, and imitate their soul to design a series new range with melamine and upcycled material. We wish to protect valuable earth asset and provide tough support for hospitality frontline work flow—where easy to be washed by machine, impact resistant and no mold is essential.

【讓木成樹，你在故我在】

工業韌與自然美，魚與熊掌可以兼得

具多樣性的樹林地能造氧固碳、調節氣候並提供生物棲息，開花結果提供食物的餵養，好好抱一顆樹能感到被無條件接納。人類是多渴望與自然同在，木製品樸實溫潤的手感一直是餐旅首選。

2024年我們特以美耐皿及其他升級循環材料擬真了世界上瀕危樹種，揣摩她的靈魂與氣息設計出一系列新品，除了保護珍貴的地球資產，其可機洗、耐衝擊與不滋生黴菌的食安特性，更提供了餐旅前線作業有力的支援。

Mood board 風格板

Showy 活潑



ACACIA WOOD(101)



ROSE WOOD(80)



OLIVIA WOOD(8)

Warm 溫暖



OAK WOOD(5)



TJIKKO WOOD(83)



PINE WOOD (51)

Calm 寧靜



BIRCH WOOD(19)



PINE WOOD(18)



SHABBY WOOD(15)



Food contact
safe



dishwasher



hygiene



impact
resistant



no mold



SENLIN 6" TREE TRUNK STACKING STAND TJKKO | SENLIN 2" TREE TRUNK STACKING STAND TJKKO | SENLIN 11" DISPLAY BENCH
SENLIN 13" DISPLAY BENCH | MELA BOARD 13" OAK



Dear Earth, thanks for letting me do what I want to do, now let me try to become your trust worthy buddy.

親愛的地球，謝謝妳總是讓我予取予求，現在讓我來試著成為妳的依靠

Hey come to join us, we really should enjoy it!


來人啊！我們必須好好吃喝一番



MELA 21" RC GOURMET BOARD OAK WOOD(5)



[by TAIPEI Dahu Park]



I don't know how many people know that there is actually not a drop of oil in melamine, that is, melamine is not a part of the petrochemical industry, but a wood-based product, and a large proportion of it is paper!

不知道有多少人知道美耐皿其實一滴石油都沒有，也就是說美耐皿不是石化產業的一環，而是木質系的製品，有很大的比例是紙漿呢！

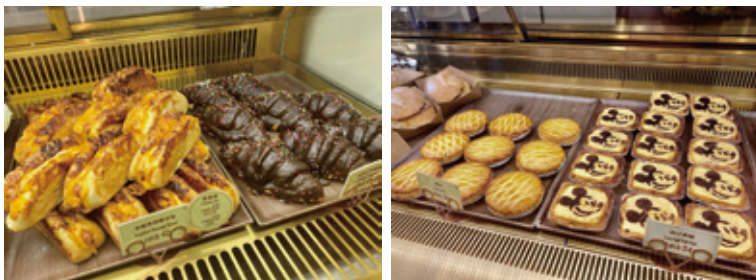




SENLIN 6" TREE TRUNK STACKING STAND TJJKKO | SENLIN 2" TREE TRUNK STACKING STAND TJJKKO | MELA BOARD 10" OAK
MELA BOARD 13" OAK | BALLET DESSERT STAND 1.5" H BK | WOODY BAKER PLATTER

Don't you admit warm woods are always like dessert--sweeten life immediately like magic.

溫暖的木質甜點一樣，總能像魔法一樣立刻讓生活甜美起來，你說是不是！



[by Disneyland Hong Kong Main Street Bakery]



WOODY BAKER PLATTER 30X20CM 407512ER5 /407512LW18 | MACARON 6OZ TUMBLER 302706
ROCKY 2 OZ RAMEKIN WHITE | ROCKY 2 OZ RAMEKIN GREY

We should really celebrate this! No single tree falls for our appetite.

這多麼值得慶祝！沒有一棵樹會因為我們的食慾而倒下



[by Heritage]



[by STARLUX Airlines]

Thanks for supporting me unconditionally, no matter how I want to be.

謝謝你決定了無條件的支持我，不論我想成為什麼樣



[by Starbuck Taiwan]



MELA 17" RC GOURMET BOARD (OAK) EARTH | MELA BOARD 9" OAK



Food contact
safe



dishwasher



hygiene



impact
resistant



no mold

MELA 17" RD BOARD (OAK)EARYH | 10" OAK | 13" OAK | TERRACOTTA 3" RD DISH | TERRACOTTA 6" RD DISH
3D NON SLIP DISPLAY STAND - DANCE 4" H



#Safe 安全

In the flight safety video, we always hear "Please take care of yourself first, then take care of the people around you." Unknowingly, this seemingly offensive behavior became an important gene for Efay. Because we know targeting to be like a big tree that exist for long, grow a circle every year without being rush, observe the direction of the sun, emit the smell to drive away harmful insects, and rest in cold winter to reserve energy...all the tiny conservative action is the foundation of positive growth.

在飛行時的安全影片裡我們都會聽到：「請先照顧好自己，再照顧身邊的人。」在不知不覺中這個看似冒犯的做法成為Efay的重要基因。因為一直知道我們就像要存在天地中很久的每一棵大樹一樣，不躁進的一年一圈長大，觀察陽光的方向、發出氣味驅走害蟲，在寒冬時用槁木的障眼法儲備精力...每一個看似保守的安全環節，才是真正穩定踏實的積極成長。

There is always a better way for the earth to do business.

做生意總是有對世界更好的方式



MELA 17" RD BOARD (OAK)EARYH | MELA BOARD 10" OAK | MELA BOARD 13" OAK | 3D NON SLIP DISPLAY STAND - DANCE 3" H
3D NON SLIP DISPLAY STAND - DANCE 4" H



[by Oliver_Brown_me]

Share 分享



In addition to "goal", the most common word we use in Efay is "sharing". We made lots bigger plates and imagine how great it could be to have a happy meal with our partners in a gloomy forest! So we make everything bigger and bigger, so big that just few people can't hold it, and even big enough to cradle a little baby... Hmmm~ It's so tender and delicious, haha...

在Efay聽到最常被說的字除了「目標」，應該就是「分享」了吧。我們做了一個比一個大的盤子，想像跟夥伴們一起圍在鬱鬱的森林裡快活地吃著大餐，那會是多棒的生活！所以我們把餐具越做越大，大到幾個人都抱不住，大到都可以裝下小嬰兒了呢... 嗯~ 好嫩好好吃





WOODY BOARD (OAK)EARYH 1/1 TRAY | (OAK)EARYH 1/2 TRAY | (OAK)EARYH 1/3 TRAY | (OAK)EARYH 1/4 TRAY | (OAK)EARYH 2/4 TRAY
3D NON SLIP DISPLAY STAND - STAR 8" H

No matter who, where and what have been done, there is always a smell of sun just walked by.

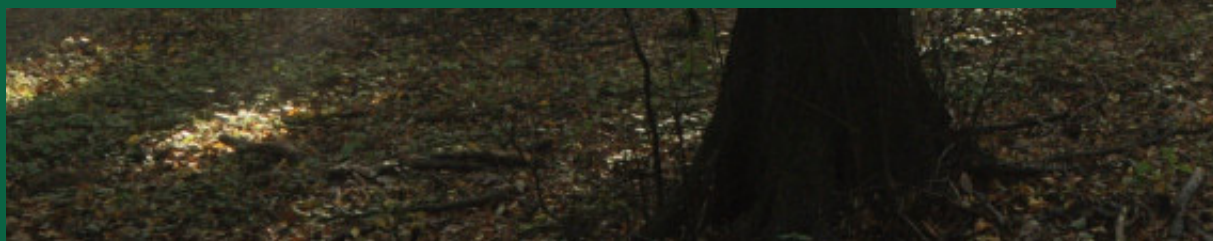
不論是誰，在哪裡做了什麼，永遠都有一股陽光剛剛走過的味道




[by Malaysia World chef competition]

#Reuse

重複使用





Yes, I would say "reuse". Use the front side, use the back side, wash it and use it again, repair it after it is broken, repair it again and use it until it is no longer usable and then return them to Efay.

Being sustainable isn't mythological story, it's for us a matter of course? Just like a tree, it grows up to produce oxygen, protects the carbon in the soil, bears fruit that can feed creatures, if it falls back, it returns back to the earth...It's a never ending circle, end to begin, begin to end. There is no waste in nature.

I want to emphasis again, "reuse".

對，我想說的是「重複使用」。正面用、反面用，洗了再用、壞了再修，修好再用，一直用到不能用了再把它交回來給Efay。永續不是神話故事，永續不就是天經地義的嗎？就像樹木一樣，長大可以造氧、護住土壤裡的碳、結了果可以吃，倒下了再回到大地，生生循環不息，在大自然什麼浪費也沒有。我想要再說一次，「重複使用」



WOODY BOARD SHABBY WOOD 2/4 TRAY | LUX 2/4 PASTRY DISPLAY CASE | BALLET DESSERT STAND 1.5" H BK

You are really good! I don't know how you get all the ideas from.

真是有你的，怎麼可以變出這麼多有趣的花樣



[by Malaysia Cake challenge]



[by yuandong cafe]

WOODY BOARD BIRCH WOOD 2/4 TRAY | OAK WOOD 2/4 TRAY



[Let trees be woods, with nature be one]

The circular project learned from nature.

Do you know who is the oldest tree in the earth? The answer is Old Tjikko in Sweden, she is 9550 years old! We learned from her lean and humble body, the power of 1%. Start tiny and slow, but never stop.

Efay dedicates to responsible production, and plan to join international organization 1% For The Planet. We promise to donate 1% revenue for non-profit organization every year to protect resources in the earth, projects includes climate, soil, food, pollution, water and wild animal projects.

Because we truly believe in:
Each partner, each day, with close communication, we can make goal ahead.

【讓樹成林，與天地同在】

向大自然學習的循環計畫

你知道地球上最古老的樹幾歲了嗎?答案是位於瑞典的Old Tjikko, 她已經9550歲了! 我們從她嬌小精實的身上學到1%的力量, 展開了由小而慢起, 但絕不會停止的循環計畫。

致力於責任消費與生產的Efay計畫於2024年加入國際環境組織 1% For The Planet, 承諾每年捐出銷售額的1%給非營利環保組織, 用於保護地球環境資源。關注氣候、土地、食物、汙染、水資源和野生動物等項目。

因為我們真的相信,
「每個夥伴, 每日進一點, 緊密溝通, 什麼目標都可以完成!」

Know more about
1% For The Planet



www.onepercentfortheplanet.org



