



COMPANY INTRODUCTION

www.blueairfse.com





About Our Company

MISSION

To drive continuous innovation through strategic investment in technology, manufacturing excellence, and the development of our people—creating sustainable value for customers, partners, and global markets.

VISION

Founded in 1981, BLUENIX has evolved into a leading manufacturer in the kitchen appliance industry through precision engineering, disciplined quality control, and consistent product innovation.

We are committed to building a resilient global enterprise where operational excellence, forward-looking innovation, and shared growth define our long-term success.

Global Organizations

GLOBAL HEADQUARTERS



BLUENIX
Manufacturing of
Commercial Refrigeration
(Ansan, Korea)

PARTS BUSINESS



DAEYEONG Electronics
Manufacturing of
Consumer Appliance and Solar
Tracker Parts
(Shuzhou, China)



DAEYEONG Mexico
DAEYEONG Techs
Manufacturing of
Consumer Appliance Parts
(Queretaro, Mexico)



DAEYEONG Vina
Manufacturing of
Consumer Appliance Parts
(Queretaro, Mexico)

PRODUCT BUSINESS



Blue Air FSE
Sales of
Commercial Refrigeration
(Gardena, U.S.)



DAEYEONG Techniques
Service of
Commercial Refrigeration
(Ansan, Korea)

Company Overview



Founded
July 1981



Sales Revenue
\$540M (2025)



Employees
2,500
Korea: 180
Overseas: 2,300



Business
Commercial Refrigeration
Consumer Appliance Parts
Solar Energy Parts

1980s ~ 1990s

- 1981.07 DAEYEONG Engineering Founded in Korea
- 1985.07 Initiated Commercial Refrigerator Production for Samsung (OEM)
- 1997.03 **DAYEONG Electronics Founded in China**
- 1997.08 Launched own Brand, Lassele in Korea
Lassele Sales Company Founded in Korea

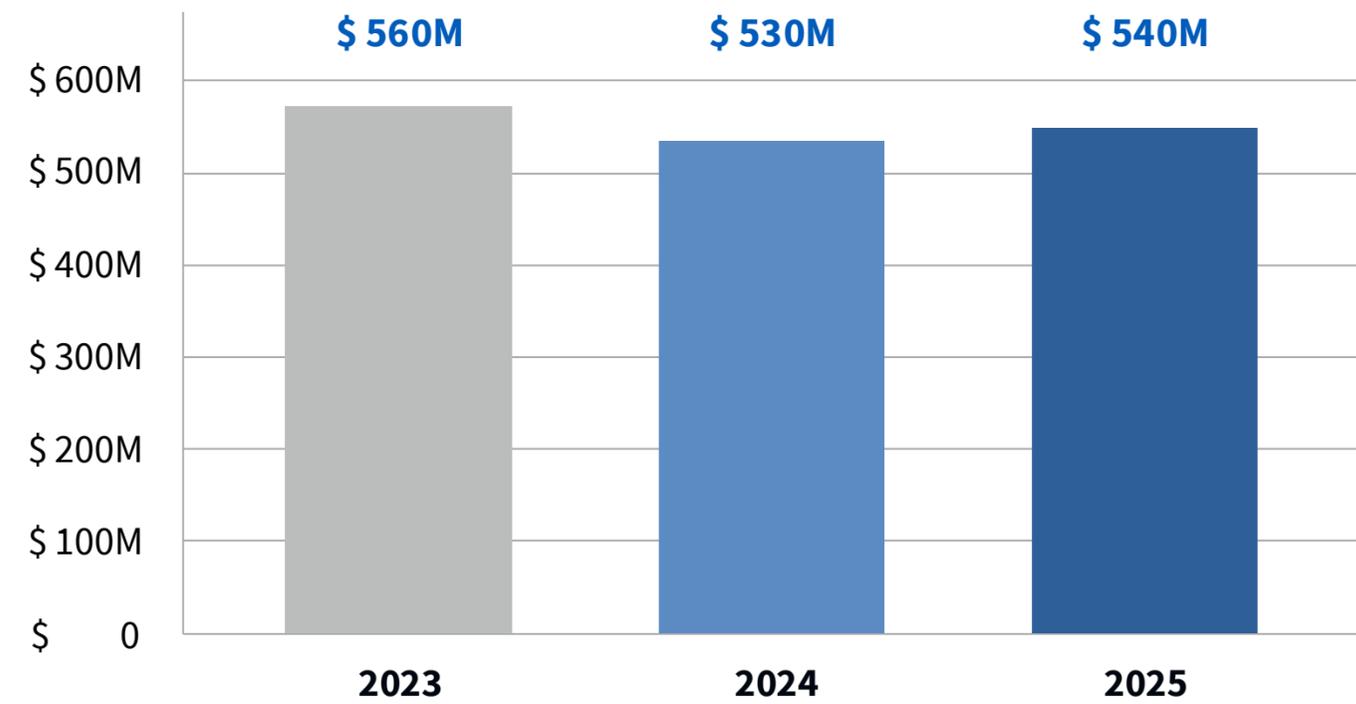
2000s

- 2000.07 **Lassele Service Founded in Korea**
- 2003.01 Changed name to DAEYEONG E&B
- 2007.10 DAEYEONG Precision founded in China

2010s ~ 2020s

- 2015.02 **DAEYEONG Vina founded in Vietnam**
- 2015.11 DAEYEONG Mexico founded in Mexico
- 2018.11 Acquired Blue Air FSE, LLC in the U.S.
- 2021.11 Moved to the new factory
Changed the company name to BLUENIX
- 2022.04 DAEYEONG Tech founded in Mexico

GLOBAL SALES REVENUE



Product Business Overview

»»» Korea

Lassele Brand



Refrigerators



Ice Machines



Multi Purpose Dehydrators



Hot Cabinet / Scientific Refrigerator / Meat Agers

OEM

SAMSUNG



Reach-Ins

»»» United States

Blue Air Brand



Reach-Ins



Undercounters / Prep Tables



Ice Machines



Glass Merchandisers



Bakery Case



Bar Equipment



Cooking Equipment

Product Business Official Partners



>>> Korea

>>> United States



Product Business Warranty Service



5 Year Parts and Labor Warranty & 7 Year Warranty on Compressor

- Reach-ins (BSR/BSF/BSR-T/BSF-T/BSR-G/BSR-GP)
- Countertop Merchandiser (BAGR7)
- Undercounters & Prep Tables (BLUR/BLUF/BLUR-WT/BLUF-WT/BLPT/BLMT)
- Pizza Prep Tables (BAPP)
- Bar Equipment (BBB-B/BBB-BG/BNB/BDD/BBC)
- Korea-Made Glass Door Merchandisers (BGM/BGF)



3 Year Parts and Labor Warranty & 5 Year Warranty on Compressor

- Ice Machines (BLDN/BLUN)
- Open Display Cases (BOD)
- Chef Bases (BACB)
- Sliding Korea-Made Glass Door Merchandisers (BGM47/69SL)



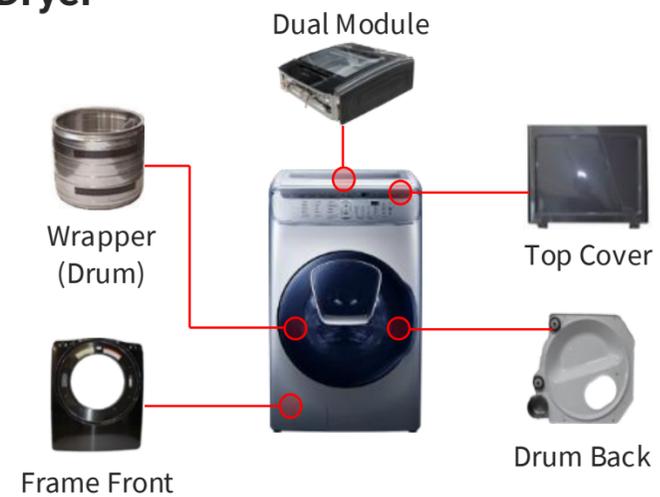
1 Year Parts and Labor Warranty & 5 Year Warranty on Oil tank (Oil tank for Fryer only)

- Fryers (BLF)
- Stock Pots (BLSP)
- Hot Plates (BLHP)
- Griddles (BLGM)
- Charbroilers (BLCB)
- Ranges (BLR)

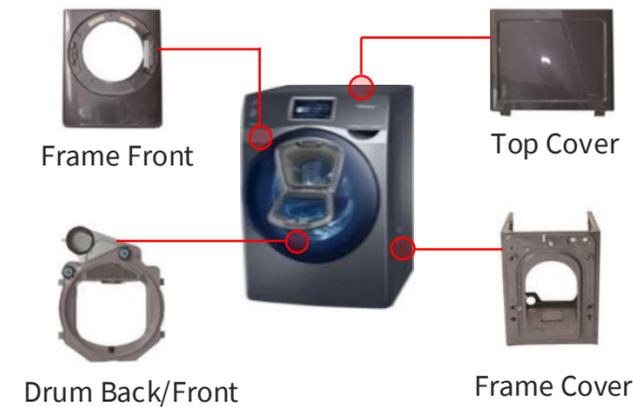
Product Business Overview

Consumer Appliance

Dryer



Washing Machine



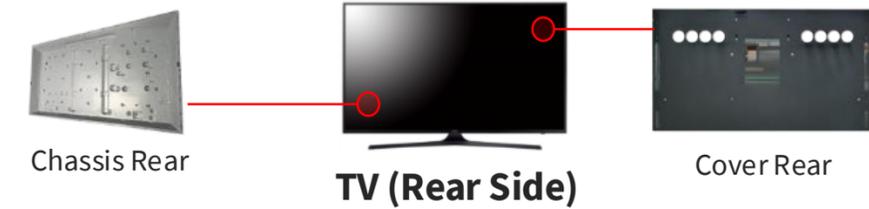
Air Conditioner



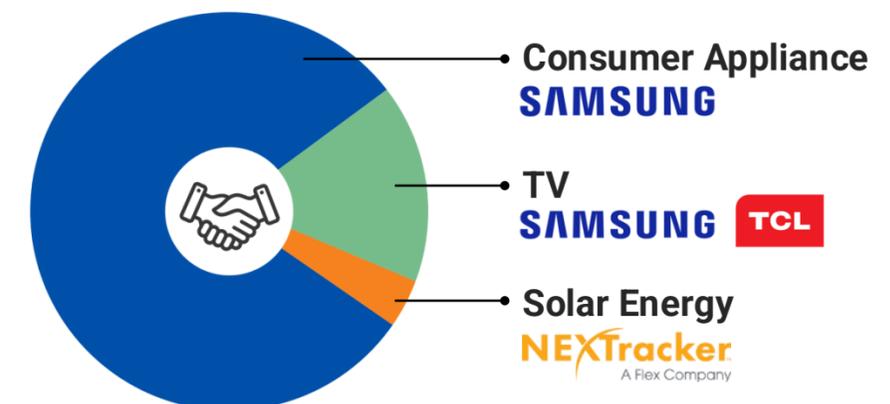
Fridge



TV



Solar Energy



Business Road Map



**Become a top 5 Brand in
the United States**



**Establish a factory
in the United States**



Join the \$1B club

THANK YOU

Blueain
FOOD SERVICE EQUIPMENT
BLUENIX