Company Profile

Ningbo Seetronic Electronic Technology Co., Ltd.

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Company Background
Introduction

Ningbo Seetronic Electronic Technology Co. Ltd. is a certified national high-tech enterprise integrating R&D, production and sales of connection systems in the fields of audio, video, lighting, new energy and othe industries. It is located in the vibrant City of Ningbo, Zhejiang, China covering an area of more than 13,000 square meters and a use area of 18,000 square meters. It has around 230 employees which include more than 20 people in technology research and development and an annual output of approximately 20 million pieces per set of connectors. After 15 years of establishment, the company has more than 70 independent intellectual property rights in the technical field of product design and mechanical structure.

The company is composed of dynamic R&D, business, technology and production team and has been continuosly aim to provide the most cutting-edge technology and launch a number of global industry-wide benchmarking products. Seetronic products have passed the VDE, CUL, CQC, RoHS, REACH, TUV and other certifications.

Company Background
Philosophy

Vision
Dedicated to excellence in keeping pace with the world today and become incomparable in the industry in the future

Mission
Committed to be a trusted connector supplier in providing quality products and service to customers

Core Values
Responsibility, gratitude, efficiency, innovation, customer success

Company Background
Milestones

2006
The company was established with a registered capital of 1 million yuan and mainly produced audio and video connectors and registered Seetronic as its trademark brand.

2007
Moved to Fenghua, Ningbo and independently researched and developed power and network connectors and succesfully obtained UL certification

2008
Officially entered the LED display industry and established a sales office in Shenzhen China. Sales in that year exceeded 20 million yuan.

2009-10
Independently developed waterproof power and Ethernet connector series and launched at Guangzhou LED Exhibition.

2011
Seetronic products participated for the first time in world trade exhibition at ISE Netherlands. Sales in that year exceeded 40 million yuan.

2012
Due to increase in business volume and expansion of production capacity, the company moved to Haishu, Ningbo and introduced ERP system.

2013
Established its sales office in Guangzhou, China and officially entered the stage lighting industry.

2014
Launched the 05 series of network products for LED display industry and has been highly recognized by customers in the market.

2015
Seetronic became the world's first to launch a full range of waterproof XLR products and obtained a number of patents.

2016
Formally established the mold department and independently design and manufacture its own molds.

2017
Developed and produced board-to-board (BTB) connector series. Sales exceeded 100 million yuan.

2018-19
Since the establishment of the company, the total quantity of connector sold has exceeded 100 million pieces and obtained ISO Management System Certification GB/T19001-2016 / ISO9001:2015

2020
The registered capital of the company was increased from 1 million yuan to 23.5 million yuan.

2021
Relocated to Yunlong, Ningbo and operated ERP Phase II & OA management system. Set-up a cable workshop and by end of year, the company was certified as a national high-tech enterprise.
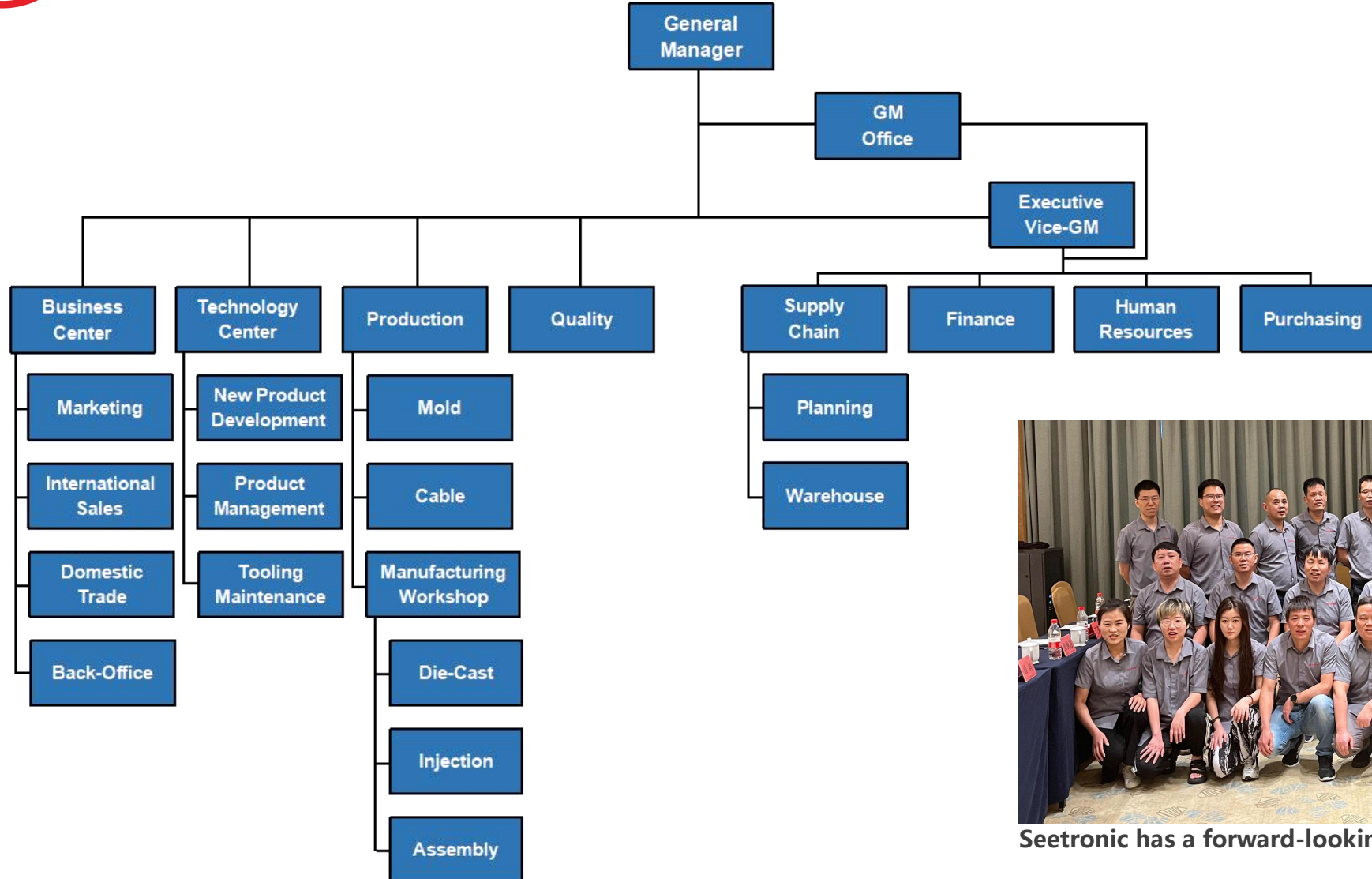
2022
Seetronic entered the cross-border e-commerce platform and launched COSMICONN cable products.
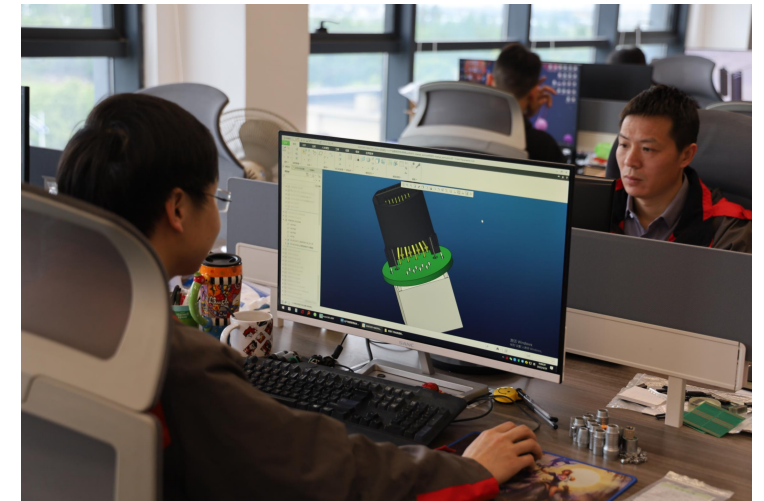
Enterprise Strength
Organizational Structure

Seetronic has a forward-looking, creative and experienced team.

```
General Manager
├── GM Office
├── Executive Vice-GM
│
├── Business Center
│   ├── Marketing
│   ├── International Sales
│   ├── Domestic Trade
│   └── Back-Office
│
├── Technology Center
│   ├── New Product Development
│   ├── Product Management
│   └── Tooling Maintenance
│
├── Production
│   ├── Mold
│   ├── Cable
│   └── Manufacturing Workshop
│       ├── Die-Cast
│       ├── Injection
│       └── Assembly
│
├── Quality
│
├── Supply Chain
│   ├── Planning
│   └── Warehouse
│
├── Finance
├── Human Resources
└── Purchasing
```

Enterprise Strength
Technology & Process - R&D Innovation

Seetronic has a group of experienced and innovative technological team and adhere to research, development and talent training as the company's development goals. We attach great importance in the research and development of new products and processes and put large investments every year. As such, we have obtain excellent results, turning research and development results into productivity, leading current and future market trends.
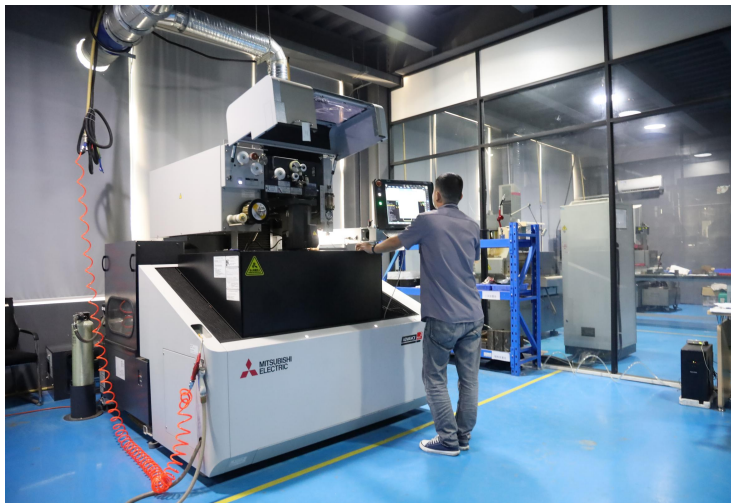
Enterprise Strength
Technology & Process - Manufacturing Capacity

Our production facility utilizes high-tech mold processing and inspection equipment and machines such as Sodick, Jingdiao, Okamoto, and Sanyuan operated by a group of experienced technical team to ensure that every mold we produce is a high-quality precision mold.

Enterprise Strength
Technology & Process - Manufacturing Capacity

We have dozens of Fanuc, Haitian and other injection molding and die-cast equipment with maximum daily output of 100,000 pieces/sets which can fully meet customer needs. The use of advanced and efficient production equipment and technology ensures that our product quality is excellent and stable.
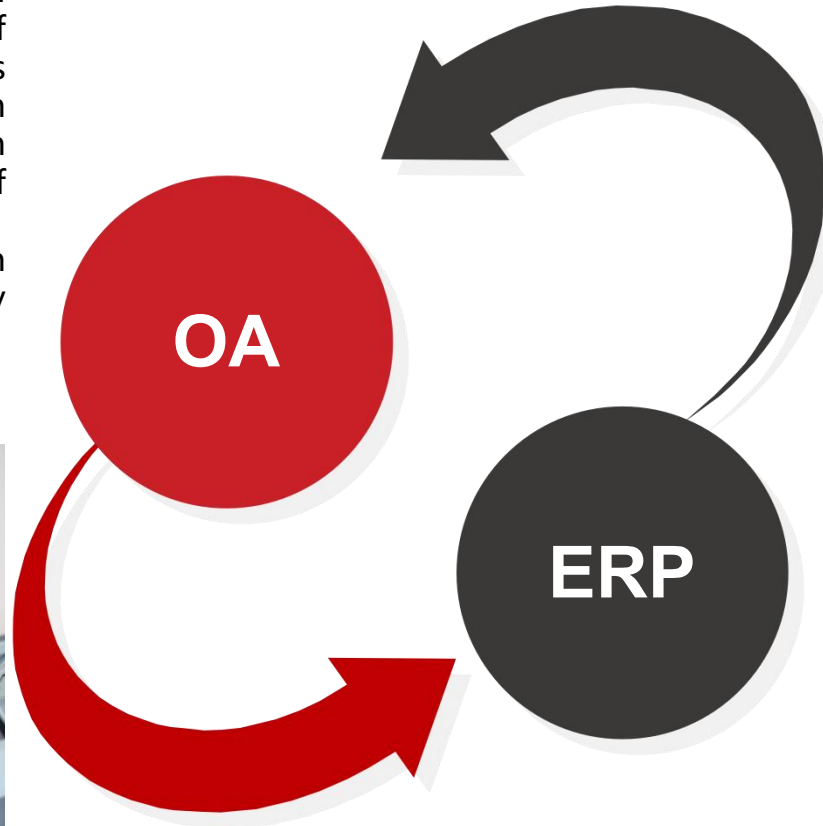
Enterprise Strength
Technology & Process - ISO9001:2015 Management System

The company integrates the resources of various functional departments, superior and subordinate units and external agencies of the organization, and conducts business collaboration in an interactive manner, which greatly improves the efficiency of transaction processing and promotes the reduction of collaborative office operating costs.

The joint operation of the OA system in terms of management will push the company to a higher stage of development.

OA

ERP

The ERP management system integrates all the resources within the company and carries out integrated planning for procurement, production, cost, inventory, distribution, transportation, finance, and human re-sources, etc,. to achieve the best combination of resources and achieve the best benefits. We are in a challenging environment of ever-changing market opportunities, prices and service levels, and we must constantly change and improve our business model and enhance our competitiveness.

Enterprise Strength
Certification & Approvals

REACH · COMPLIANT · COMPLIANT ·

UL

RoHS

IEC

CE

Seetronic products meet the requirements of relevant national and international standards.

CCC

c UL

VDE

TÜV SÜD

CQC

Enterprise Strength
Company Culture

We provide employees
with good benefits
and harmonious environment.

Birthday Celebration

Team Building Activity

Afternoon Tea Break

Roof-top Garden BBQ

Indoor Sports Activity

Enterprise Strength
Company Culture

We ensure employees enjoys a good and balance life and productive work.

Monthly Meeting

Reading Room

Regular Fire Safety Training

270-Seater Multimedia Room

Canteen Buffet Area

▲ **WATERPROOF IP65 XLR CHASSIS**

The world's first launched a full set of input and output waterproof IP65 XLR chassis connector, obtaining utility model, invention, appearance and other patents. High-end products with excellent air tightness, and not less than 1440H salt spray function, escort the stable operation of customers' equipment.

Success Stories
Patented Products

▲ **ETHERNET CAT6A**

▲ **ETHERNET WATERPROOF CABLE CARRIER**

In the field of LED display, the launch of 05 Series IP65 waterproof Ethernet connector, the connection is more stable, plug and unplugging is more convenient, highly recognized by industry customers, high-quality and meet the requirements of C6A, POE++, air tightness, salt spray 1440H.

Success Stories
Customers & Partners

Seetronic has earned high praise and trust from numerous customers in local and global markets as well as from 85 strategic distributors and agents which provides firm confidence for the company to achieve higher value

Absen	ACME	ADAMSON	ADJ	ALTMAN LIGHTING	AT GROUP connection power	BEGLEC SOUND & LIGHT
blizzard	cae GROUPE	CHAUVET PROFESSIONAL	CLAYPAKY AN OSRAM BUSINESS	CLF LIGHTING	designacable CUSTOM SHOP	DTS MADE IN ITALY
EK	ELATION PROFESSIONAL	eqc extreme quality control	GLOBAL SOUND	GLOSHINE	Godox	GOLDENSEA
GSF	HIGHLITE	INDU ELECTRIC North America	INFiLED	INTERLITE	KinSon, s.a.	KLOTZ interfaces
Ledman	LEYARD	Link	MA LIGHTING	MADRIDHIFI	mediaPro	MEGATRONIC
Music & Lights	NAN AUDIOVISUAIS	OKNO AUDIO	PRG	PROLIGHTS	PROLIGHT Concepts Group	PROSTAGE LYD	LYS	SCENE
ROBE	SGM	thomann	tmb	todomusica	Unilumin	Audio

Success Stories
Branding - Actively participates in different local and international exhibitions

ISLE Shenzhen

infoComm Las Vegas

Prolight + Sound Frankfurt

GET Show Guangzhou

LDI USA

ISE Amsterdam

Success Stories
Branding

The wide array of Seetronic connector products have established a good self-image to the outside world and expand its brand influence. Seetronic's products have not only been recognized at home and abroad but also won the credibility and reputation in the industry.
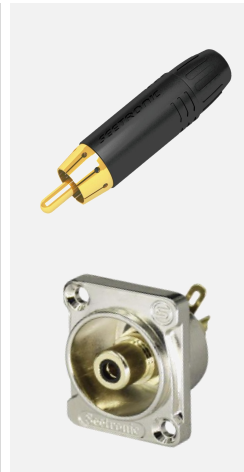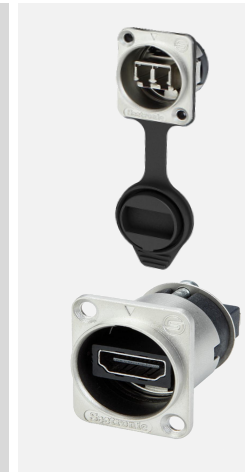
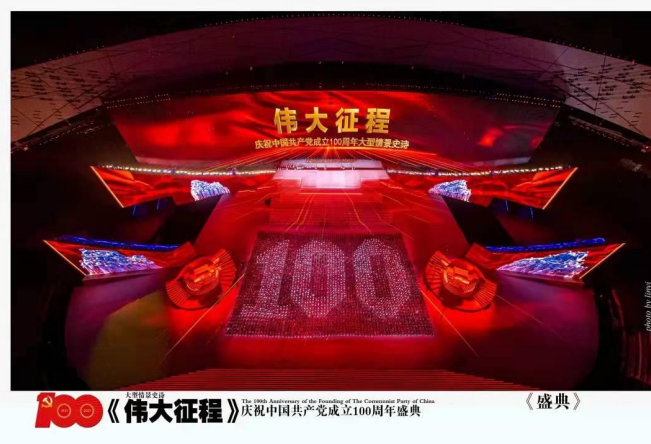| RJ45 | Power | XLR | Loudspeaker | Plugs & Jacks | RCA | BNC | Data | Power & Signal |

Success Stories
Projects

70th China National Day Celebration

Grand parade celebrating the 70th Anniversary of the founding of the People's Republic of China National Day. The main partners involved in the event put forward more stringent requirements for this performance. Requiring the use of double backup strategy and to be foolproof, our company after 3 months of technical research overcame the technical difficulties of double backup. The final plan was recognized by the main partners and actively allocate all the company's resources to ensure the timely supply of related connector products.

100th CPC Founding Anniversary

In 2021, the People's Republic of China celebrates its 100th Anniversary on the founding of the Communist Party of China with a giant screen theatrical performance entitled "The Great Journey". SEETRONIC provides a number of products with highest quality service to many of our partners.

Success Stories
Projects

Beijing Winter Olympics 2022

The total LED display area of the 2022 Beijing Winter Olympics is 11,626 square meters. The ground screen is 155.6 meters long and 75.8 meters wide and the ice waterfall area is 57 meters high and 20 meters wide.
Only the ground screen resolution reached 14880x7248 and the total resolution exceeded 16K. All-in-all, the venue constituted the world's largest LED three-dimensional stage. A total of 140,000 sets of SEETRONIC signal connectors and power connectors were used for the display providing stable support.
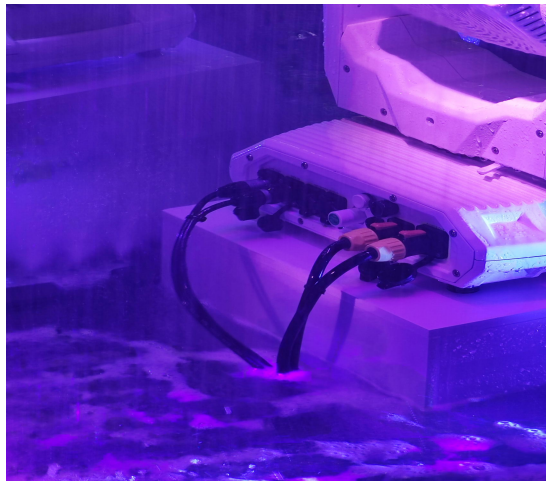
Dubai World Expo 2020

As a high-level exhibition event in the world, Expo 2020 Dubai provided an important opportunity to go to the world stage and showcase our strength and win recognition and attention.

Success Stories
Projects

Indoor and outdoor XLR and power connectors used by satisfied partners like ADJ, Chauvet, Clay Paky, ROBE and SGM in lighting industry.

Connect With Us
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Ideas for Connection | Competitive Solution

SEETRONIC