

Continuously and Efficiently Deliver the Most Competitive
Supply Chain Solutions to Global Customers!



Official Website



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SOUNDWELL®



SOUNDWELL ELECTRONIC PRODUCTS GUANGDONG CO., LTD

Version 2024



CHINA NATIONAL STANDARD COMPILING MANUFACTURER

Specializing in integrated modules, sensors, encoders, potentiometers and switches since 1991

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Weaving our dreams with dedication and gratitude.

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Focusing on customer needs and forging superior quality.

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Integrity and win-win, customer first.

03 ADVANTAGES

Ploughing deep and working devotedly for innovation and development.



01

OVERVIEW

About SOUNDWELL

Set industry benchmark with 30+ years' professional experience

Founded in 1991, Soundwell is the compilling manufacturer of Chinese national standards for potentiometers and industrial standards for encoders. It is leading the industry with its rich project experience and strong production and research capabilities. With its product diversification, it now tops the industry with a total selection of over 70,000 different specifications and offers competitive one-stop service including customization service catering various customer demands.

WHO WE ARE

Soundwell Electronic Components Co.,Ltd

Guigang Gangda Electronics Co., Ltd

Cili Lisheng Electronic Co., Ltd

Guigang Yida Electronics Co., Ltd

Soundwell Electronic Products Guangdong Co., Ltd



Founded in
1991



Registered capital
142 million HKD



Floor area
60,000m²



Specializing in
Integrated Modules, Sensors, Encoders, Potentiometers and Switches

OUR HISTORY

1991

Established and registered in HK and Shenzhen.

1996

Certified by ISO9002.

2002

Soundwell Electronic Products Dongguan Co., Ltd was established.

2003

Soundwell Industrial Park was established and ERP system was brought in.

2004

Certified by ISO14001.

2007

Upgraded to Soundwell Electronic Products Guangdong Co., Ltd. and certified by ISO/TS16949.

2008

Awarded as National High-tech Enterprise; Initiated the compiling of the National Standard of Encoders for Electronic Equipment.

2013

Encoders for use in electronic equipment -Generic specification was issued.

2014

Gained SONY GP certificate; Became appointed supplier of DESAY SV for custom parts.

2015

Became a certified supplier of Panasonic car audio division.

2016

- Barcode system was successfully launched.
- Became a certified supplier of Visteon Asia Pacific, Inc.

2017

Awarded as 'Guangdong Famous trademark'.

2018

- Successfully launch the PLM system.
- National Standards of 'Preferred Number Series of Resistors and Capacitors'.
- Awarded as National High-tech Enterprise.
- Guangdong Engineering Technology Research Center.
- Transition to ISO9001:2015 & IATF/16949:2016& 14001:2015 Quality & Environmental Management Systems.

2019

- Tangxia Top 10 Innovative Enterprises.
- Guangdong Provincial Enterprise Technology Center.
- Guangdong Provincial Model Enterprise of Intellectual Property Rights.
- National Advantage Enterprise of Intellectual Property Rights.

2020

- GB/T 39560.1-2020 Determination of certain substances in electrical and electronic products -Part 1: Introduction and overview' was officially released.
- GB/T 39560.2-2020 Determination of certain substances in electrical and electronic products-Part2: Disassembly, disjointment and mechanical sample preparation' was officially released.
- GB/T 39560.301-2020 Determination of certain substances in electrical and electronic products-Part 3-1: Screening lead, mercury, cadmium, total chromium and total bromine by X-ray fluorescence spectrometry was officially released.

2021

- GB/T 40562-2021 Potentiometers for use in electronic equipment-Part 6:Sectional specification-Surfacemount preset potentiometers.
- Awarded as National High-tech Enterprise.
- Awarded as 'Tangxia Proliferating Enterprise in both Scale and Efficiency.

2022

- Participating in drafting the 'General specification for contact displacement sensor' which has been officially released.
- Selected into the 2022 Dongguan "Multiplication Plan".
- Rated as Guangdong innovative SME.

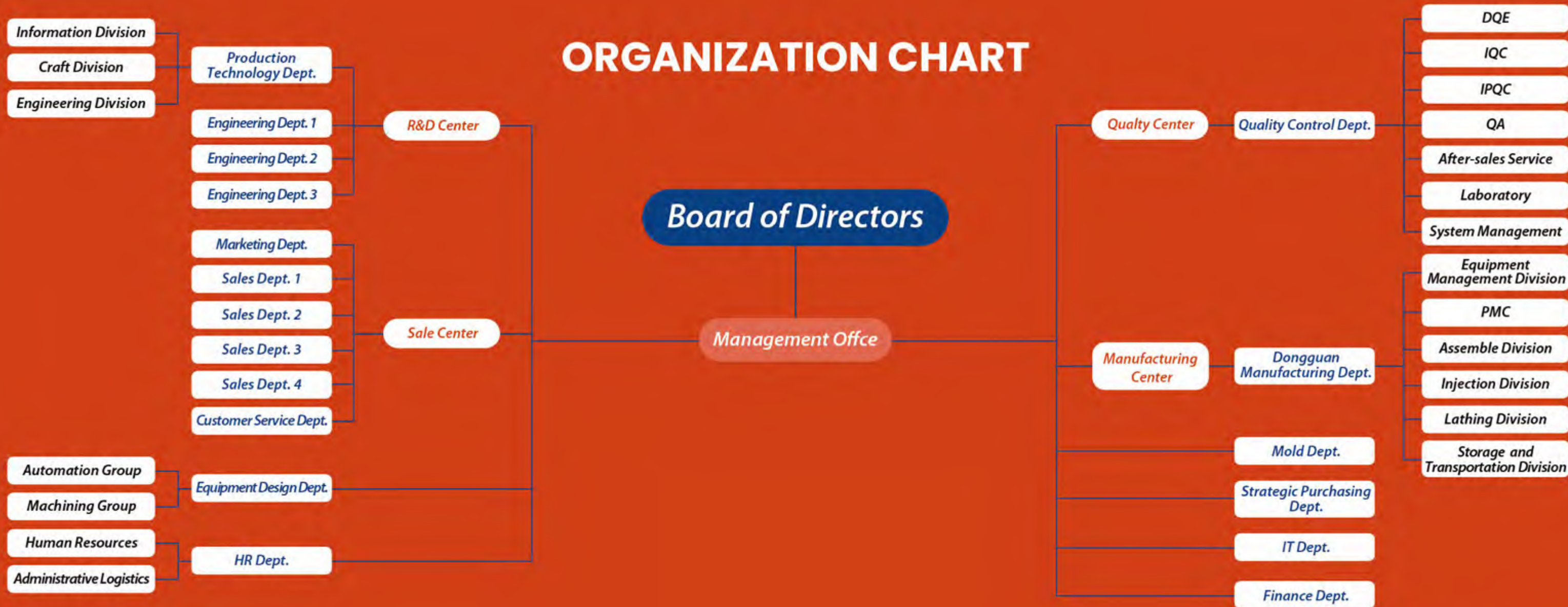
2023

- Rated as Guangdong specialized and sophisticated enterprise that produce new and unique products.

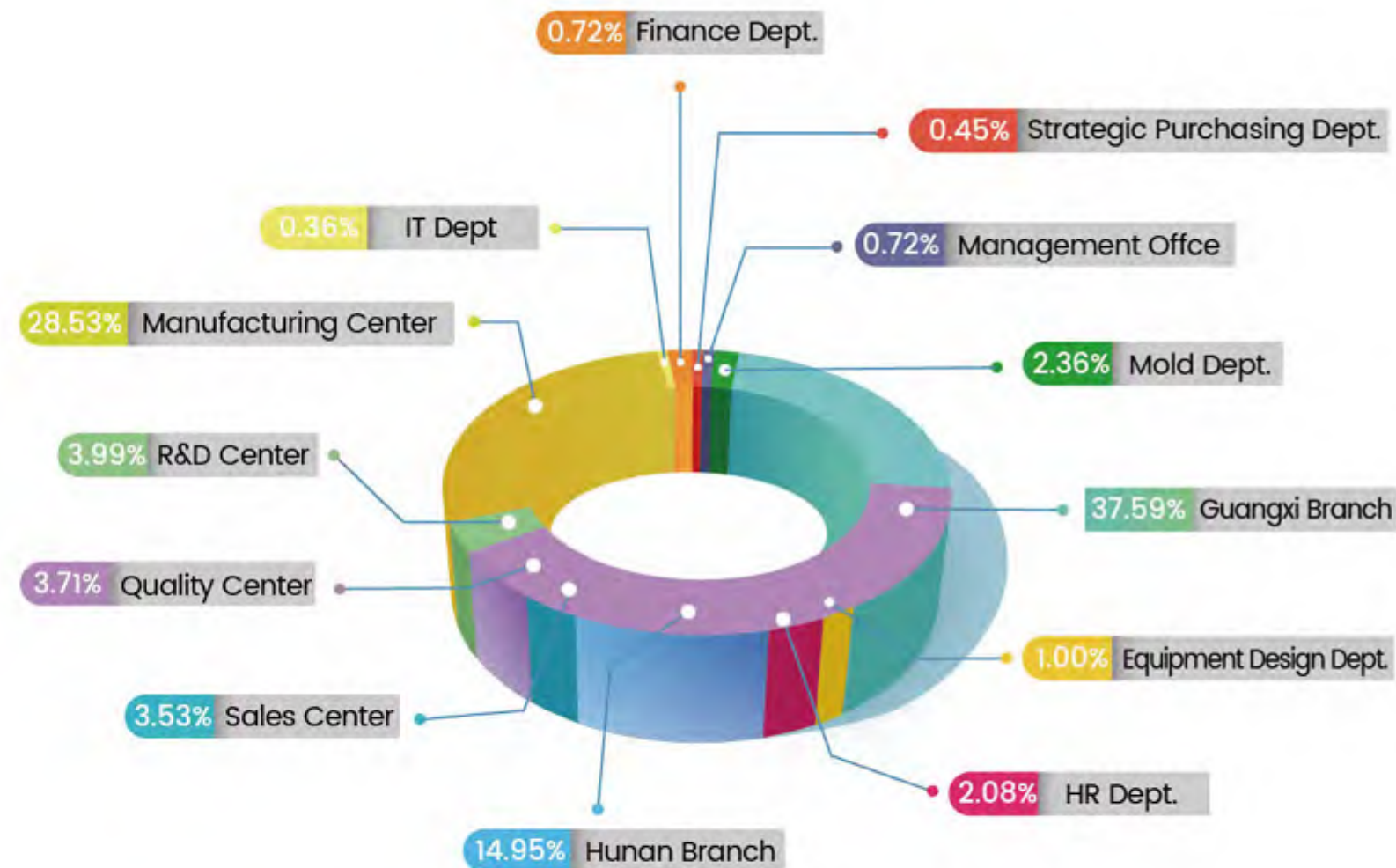
2024

- Won the title of Demonstration Site of Civilized Sharing Program for Enterprise Employees.

ORGANIZATION CHART

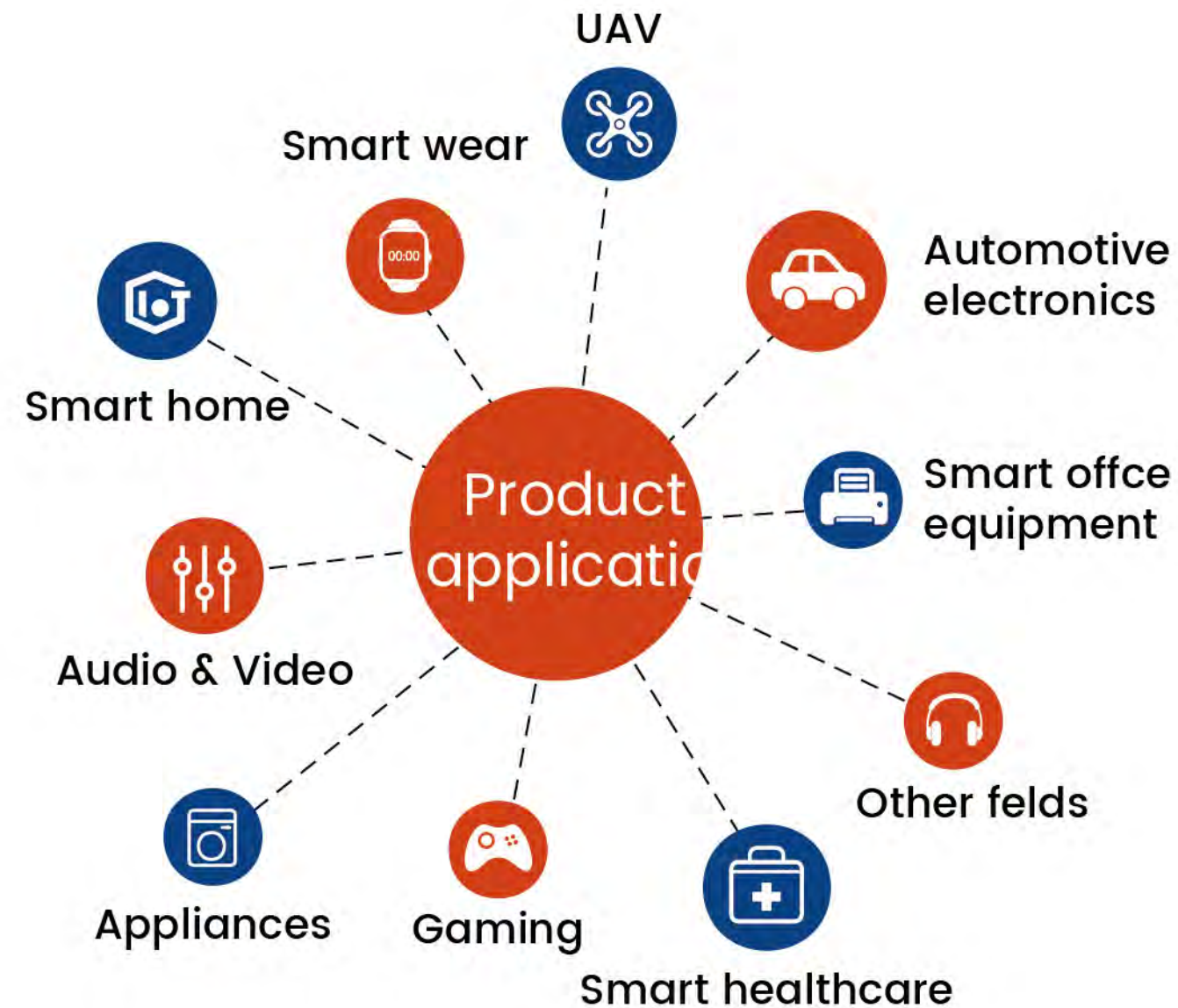
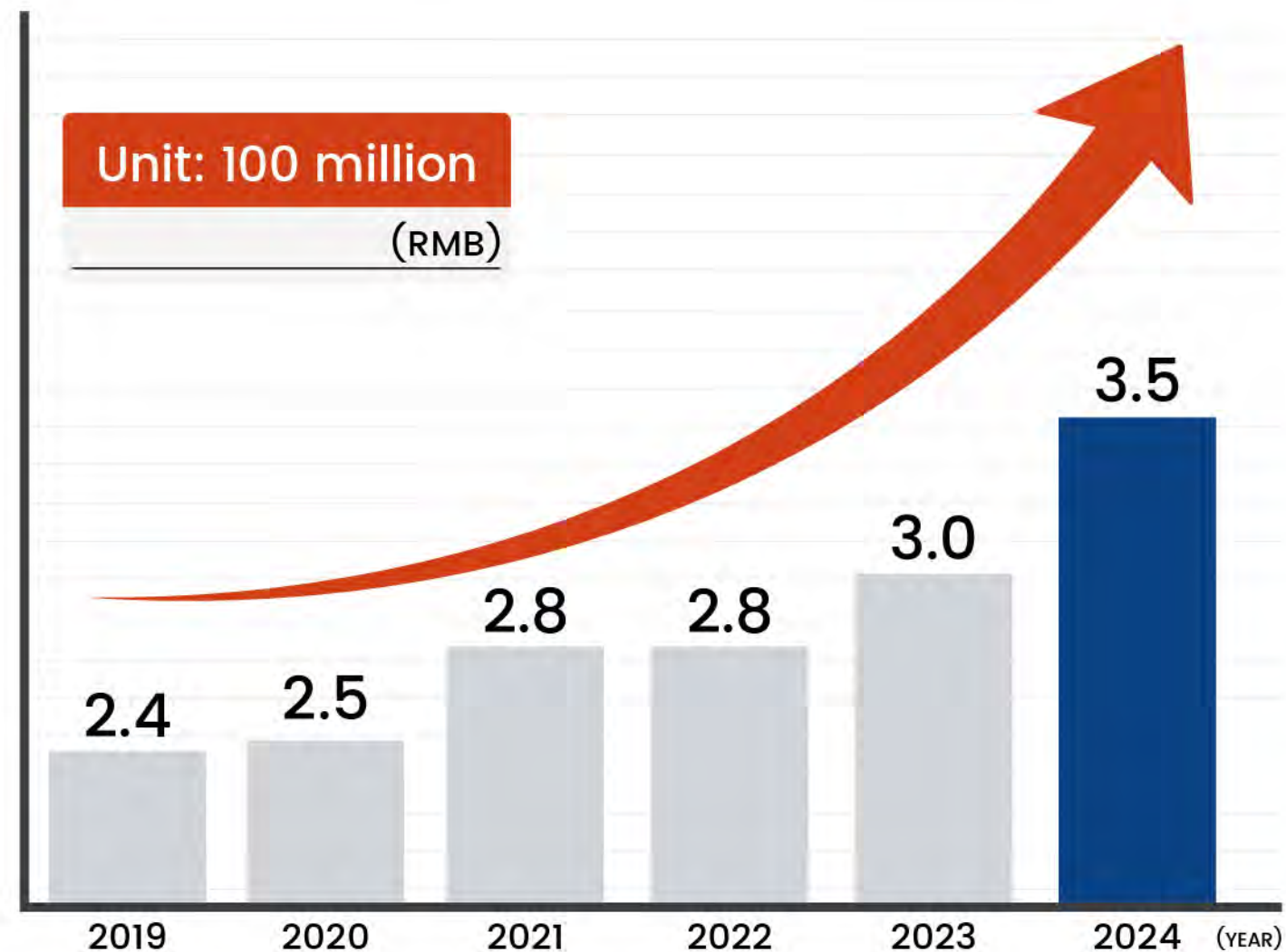


DEPARTMENT	PEOPLE	PROPORTION
Management Office	8	0.72%
R&D Center	44	3.99%
Manufacturing Center (Dongguan Manufacturing Dept.)	315	28.53%
Sales Center	39	3.53%
Quality Center	41	3.71%
Quality Control Dept.	26	2.36%
Equipment Design Dept.	11	1.00%
Strategic Purchasing Dept.	5	0.45%
IT Dept.	4	0.36%
HR Dept.	23	2.08%
Finance Dept.	8	0.72%
Hunan Branch	165	14.95%
Guangxi Branch	415	37.59%



Total:1066 Staff

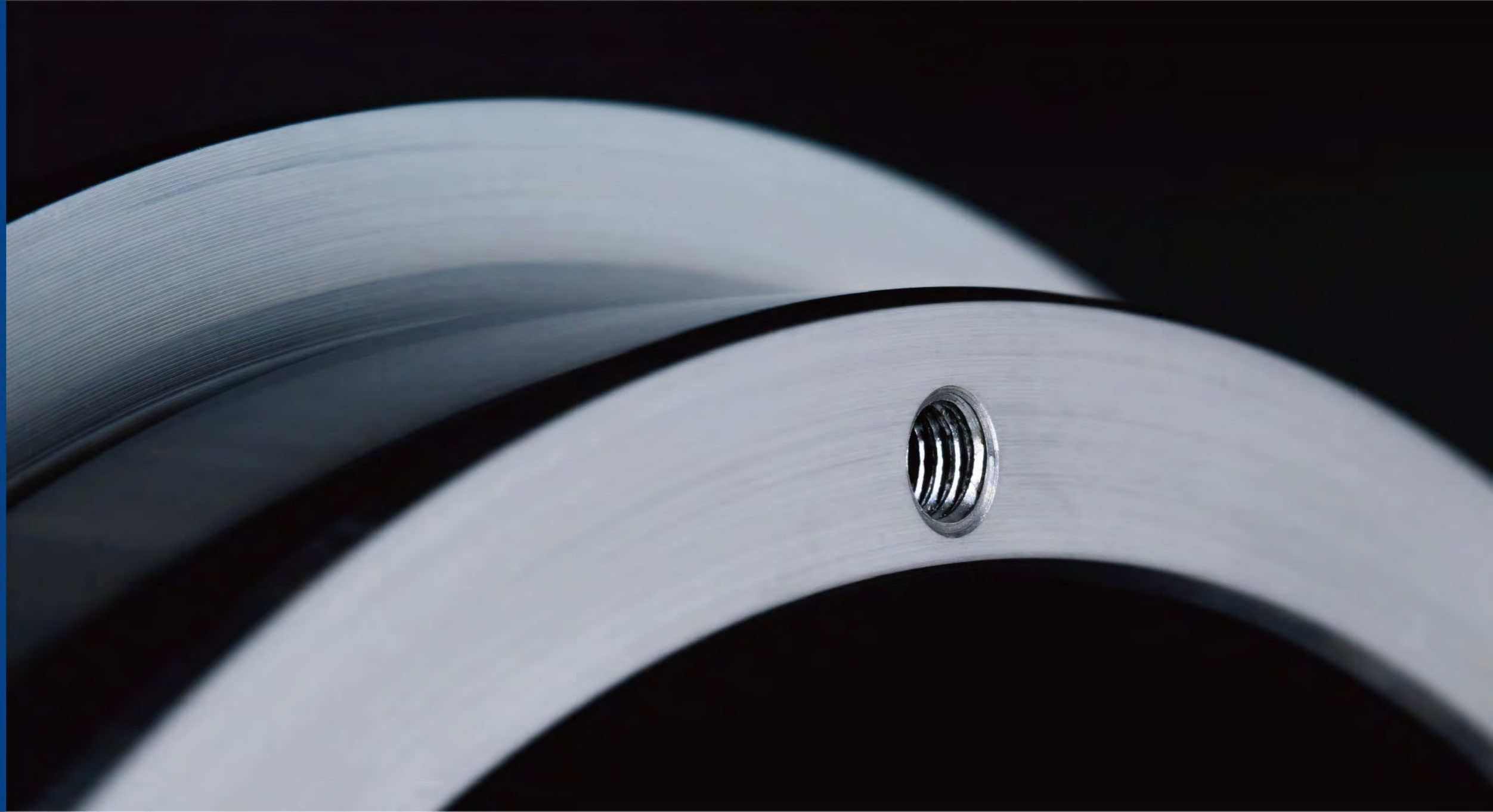
TURNOVER



02

PRODUCTS

Focusing on customer needs
and forging superior quality



SMART AUTOMOBILE



RG46 High Precision
Waterproof Resistive Sensor

Application:
Industrial equipment, tractors,
automobiles etc.



MD47 Capacitive Knob

Application:
Automotive LSD (large screen display).



SD08 Sensor

Application:
Automotive headlight.





RG15 Sensor

Application:
Damper Actuator of automotive air-conditioning.



EC40 Low Profile Ring Encoder

Application:
Car audio/air-conditioning, home appliances and other electronic devices.



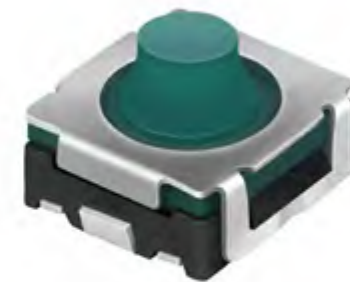
QA39 Hollow Potentiometer

Application:
Automotive air-conditioning system.



MS14 Slide Switch

Application:
Automotive electronics such as sunroof switch, lightswitch, etc.



TS06 Tact Switch

Application:
Automotive electronics such as volume control, frequency adjustment, etc.



RJ20 Toggle Switch

Application:
Automotive seat adjustment.





Product application:

Construction machinery vehicles, such as large cranes, excavators, loaders, etc.



MQ51 Automotive front panel

Product function:

The integrated design enables easy access to function selection, light and wiper control, temperature and volume adjustment, pick/hang up phone calls, etc., with great operating feel.



MQ60 Automotive front panel

Product function:

Volume adjustment, temperature adjustment, light adjustment, function selection, etc.



MQ65 Push-button ignition

Product function:

1. Keyless operation to start/stop the engine with one click;
2. Rotary function available for gear shifting.

CONSUMER ELECTRONICS



RJ16 Joystick Potentiometer

Application:
Gaming controllers, toys and other
electronic devices.



RJ39 Joystick Potentiometer

Application:
UAV, gaming controllers, toys and
other electronic devices.



RJ17 Joystick Potentiometer

Application:
Gaming controllers, toys and other
electronic devices.





EC1217 Metal Shaft Encoder

Application:
Audio/video, appliances and
other electronic devices.



EC1104 SMD Encoder

Application:
Automotive, audio/video and
other electronic devices.



EC18 Low-profile SMD Encoder

Application:
Audio/video and other electronic
devices.



RM16 Motorized Rotary
Potentiometer

Application:
Amplifiers and other device
(remote controllable).



EC05 SMD Encoder

Application:
Smart watches, headphones
and other electronic devices.



RC0805 Rotary Potentiometer

Application:
Headphones and other electronic
devices.



SMART HOME



MD71 Integrated Module
with TFT Display

Application: Washing machine, induction cookers and other home appliances.



MD76 Integrated Module
with TFT Display

Application: Washing machine.



MA52 Detached Magnetic Encoder

Application: Induction cookers and gas stoves.



MD58 Integrated Module
with LCD Display

Application: Coffee machine.



ES1803 Absolute Encoder

Application: Washing machines, ovens and other white goods.



MD5002 Integrated Module with Touch Switch and Digital LED Display

Application: Microwave ovens.



MD51 Integrated Module with Digital LED Display

Application: Steam ovens and other home appliances.



MD60 Integrated Module with Digital LCD Display

Application: Outdoor air conditioners, household appliances, etc.



MD46 Integrated Module with OLED Display

Application: Visual intercommunication system for smart home.



MD49 Integrated Module with Touch Switch and Digital LED Display

Application: Gas stoves.



MD68 Integrated Module With Digital LED Display

Application: White goods such as washing machine, ovens, etc.



MD83 Integrated Module with TFT Display

Application: Home appliances such as washing machine, etc.

SMART HEALTHCARE



EG13 Optical Shaft Encoder

Application: Automotive electronics and healthcare equipment.



ME11 Magnetic Shaft Encoder

Application: Automotive electronics and healthcare equipment.



SD47 Slide Sensor

Application: Healthcare equipment, printers, etc.



SD130 Slide Sensor

Application: Syringe pump.





11mm Endless Series



9mm Metal Shaft Series



SM10004
Motorized Faders



SM10005
Motorized Faders



11mm Insulated Shaft Series



SM60/100 Motorized Faders



Slide Potentiometer Series

AUTOMATED INDUSTRY



ME42 Magnetic Sensor



MR22 Magnetic Sensor



MR20 Magnetic Sensor



ME38 Magnetic Encoder

Application: Robot, automatic production line, automatic assembly machine.



EG38 Incremental Optical Encoder

Application: Printers, plotters, servo motors, DC motors, processing machinery, medical machinery, mobile engineering machinery.



EA35 Absolute Optical Encoder

Application: Servo motors, processing machinery, medical machinery, mobile engineering machinery.



MA45 Magnetic Encoder

Application: Servo motors, processing machinery, medical machinery, mobile engineering machinery.

03

ADVANTAGES

Ploughing deep and working devotedly for innovation and development



R&D

In 2001, Soundwell has established the R&D oriented development strategy and set up its own product technology center. Through continuous improvement on its innovation capability and the technical content of products, Soundwell has become the compiling manufacturer of national standards of encoders and industrial standard of potentiometers. It was also listed as a national high-tech enterprise as well as a national advantage enterprise of intellectual property rights.

30⁺

Patent for Invention

100⁺

Patent for Utility Model

10⁺

PCT Foreign patents

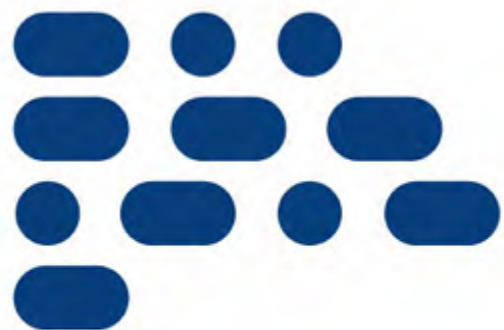


M&D

Our rich experience in designing high-precision tooling and professional production management software have laid a solid foundation for high-quality products.

Mold Manufacturing





MANUFACTURING CENTER



Assembly Workshop

Dust-free Workshop

Automatic Production workshop

Plastic Injection Workshop

Lathing Workshop

ASSEMBLY WORKSHOP

Three large-scale production facilities have been established for the assembly of various products to ensure quality and efficiency in the production process.



DUST-FREE WORKSHOP

The 10,000-level dust-free workshop ensures the refinement of production and greatly improves the stability of product quality.



AUTOMATIC PRODUCTION WORKSHOP

Our self-designed and diversified automated system and equipment help minimize human error, guarantee production efficiency, and generate high-quality and reliable output.



PLASTIC INJECTION WORKSHOP

Our complete set of advanced equipment, great workshop management and well-organized manufacturing order ensure stable quality of every single part.



LATHING WORKSHOP

Advanced manufacturing process and sophisticated production technology are in place to ensure that high-quality products are produced efficiently and delivered in a timely manner. Products can be customized according to customer needs.



EXPERIMENTAL & TESTING CENTER



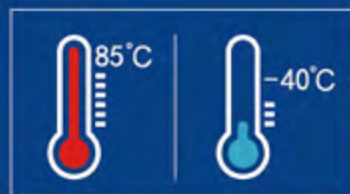
X-ray film thickness test



XRF environmental testing



ENVIRONMENTAL TEST



Thermal shock test ►



▲ Constant temperature and humidity test

04

HONOR

Weaving our dreams with dedication and gratitude



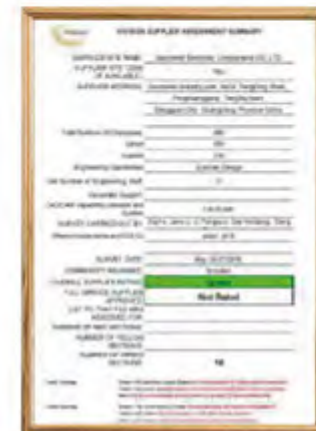
SYSTEM CERTIFICATION



ISO9001 quality management system



IATF 16949 quality management system for automotive products



Passed the audit of Visteon Asia Pacific, Inc. and became its certified supplier.



Samsung green partner



ISO14001 environmental management system



Standardized AAAA system



SONY AQAS qualified notice



SONY GP green partner



05

INTEGRITY

Integrity and win win,
customer first

COOPERATIVE PARTNER

