



PICCA

ELECTRONICS

Got a great idea?  
We can industrialize it.



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COMPANY OVERVIEW



SERVICES



QUALITY ASSURANCE



THEY TRUST US



Contact US



### **PICCA ELECTRONICS LIMITED**

Established in 1998, PICCA Electronics, alternatively referred to as HONGYU, is a distinguished industrialization solution provider headquartered in Shenzhen, China. Boasting a noteworthy legacy of 25 years in OEM/ODM operations within the consumer electronics sector, PICCA proudly presents an adept design team and a comprehensive local supply chain, encompassing our own factory featuring metal, plastic, and PCBA departments.

In 2017, we strategically broadened our repertoire to encompass supply-chain services and project-management services, further enhancing our commitment to comprehensive client satisfaction.





# Services

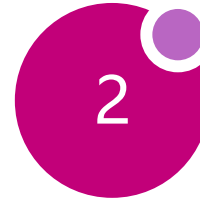
## Design

- a. Industrial Design
- b. Mechanical Design



## Supply Chain Management

- a. Sourcing
- b. Logistics
- c. Product exportations



## Production

- a. Plastics Department
- b. Metals Department
- c. PCBA and Assembly Department



## Project Management





## DESIGN

Our esteemed design department comprises senior engineers with over a decade of expertise in their respective domains.

Each engineer possesses profound familiarity with the day-to-day operations within our factories, further bolstering their proficiency and ensuring seamless coordination between design and production processes.

### Industrial Design

- Reflecting the idea and requirements with trendy style.

### Mechanical Design

- Corresponding to Industrial Design
- With manufacturing advice during the design process to reduce the chances of the design failing at production and all the endless modifications after production.

## Supply Chain

With an extensive manufacturing experience spanning 25 years, PICCA has forged robust local business connections within the prominent Great-PRD Economic Zone.

Moreover, PICCA has established strategic partnerships with reputable suppliers hailing from Western Europe, Southeast Asia, and America.

### Sourcing

- **Factories:**

Cultivated stable and reliable relationships with esteemed suppliers based in the Great-PRD Economic Zone of China.

### Logistics

- Established a steadfast and dependable alliance with a logistics partner, fostering a fruitful collaboration that spans 15 years.
- This enduring partnership enables us to seamlessly export our products to key countries and regions across the globe, facilitating widespread distribution and ensuring prompt delivery to our esteemed clientele.

## Production

### ■ Tooling Department

### ■ CNC Machining Department





## Production

### ■ Plastics Department

Our plastic injection department is equipped with high-speed injection machines ranging from 85T to 680T, capable of injecting plastic parts with the size car bumper to small figure-size USB housings. Our daily injection capacity per machine can be up to 30,000 parts, depending on the parts.



## Production

### ■ Metals Department

Our metal department is equipped with metal injection machines ranging from 80T to 350T for injecting aluminum alloy and zinc alloy. Meanwhile, we are also equipped with stamping and stretch drawing machining for stainless steel and steel parts.



## Production

### ■ PCBA and Assembly Department

We specialise in SMT, dipping, soldering, testing and product assembly. We have 2 SMT lines consisting of 6 SMT machines, 2 fully automatic solder paste machines, 1 AOI. Our daily SMT capability can be up to 5 millions points (roughly 750 millions points per annum) with the ability of surface mounting 0201, BGA P-0.4 components.

Together with the 2 SMT lines, our factory is also equipped with 1 wave soldering production line and 2 product assembly line. The whole workshop is ESD with our warehouse at ambient temperature and under temperature control.







# Quality Assurance

Our production lines are fully compliant with the EU regulations of RoHS and REACH.


Constantly, we work with third-party professional inspection companies such as SGS, DERKA and TUV for quality inspections.

Furthermore, PICCA is audited each year by CNAS-accredited certification laboratories for our quality management system with our executive standard matching GB/T19001-2016/ISO9001:2015 and Chinese CCC regulation.



# Your Reliable Partner

ISO9001



**QUALITY MANAGEMENT  
SYSTEM CERTIFICATE**

Certificate No.: 04619Q14922R0S

We hereby certify that the organization:  
**PICCA ELECTRONICS (SHENZHEN)  
CO., LTD.**

Unified social credit code: 91440300MA5ENCWK4L



is in conformity with Quality Management System Standard:  
**GB/T19001-2016 / ISO9001:2015**


The certificate is valid to the following product(s)/service:  
**Manufacturing and Service of Electronic Products (Mobile  
Power Supply, Earphones, Remote Controls, Smart  
Bicycle Tail Lights, Electric Bicycle Charging Piles)  
(Except for the Special Requirements of the State)**

Registration Address/ Physical Address: Room 101, No. 206, Dongmen Road,  
Egongling Community, Pinghu Street, Longgang District, Shenzhen City,  
Guangdong Province, P. R. China

Date of Issue: 2019-12-11  
Date of Reissue: 2022-06-30  
Date of Expiry: 2022-12-10

Issued By

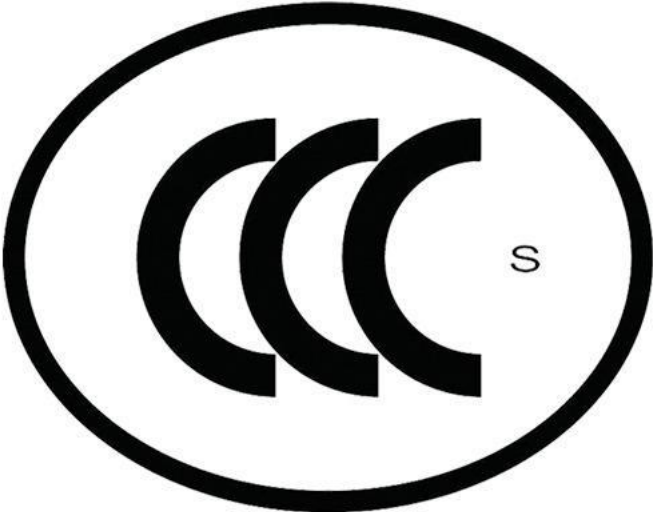
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The effectiveness of the Certificate is subject to QR Code in the lower left corner.  
Memberships can search the CNCA website [www.cnca.gov.cn](http://www.cnca.gov.cn).  
or search the website of certification body [www.jiaochina.com.cn](http://www.jiaochina.com.cn).  
Note: Certified client shall receive surveillance audit within the validity period.  
the certificate shall only be valid when used in conjunction with the Notice Letter of  
Annual Surveillance Certification Decision. Surveillance conclusion notice and  
audit report can obtain from HIC website [www.jiaochina.com.cn](http://www.jiaochina.com.cn).

**Beijing Head International Certification Co., Ltd.**

Address: Room 701, Building 7, No. 18, Baiyuan East Road, Jiaoyang District, Beijing, P.R. China (100012)





SHENZHEN INDUSTRIAL DESIGN  
PROFESSION ASSOCIATION  
深圳市工业设计行业协会

会员单位  
Member

—  
深圳市必嘉电子有限公司

会员编号 / Membership No.: SIDAM10780

深圳市工业设计行业协会  
2018年3月30日



They Trust Us

# They Trust Us

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## ■ From Kyokita, France

Matthieu PLANTEY  
CEO of KyoKita



“As I was working on a SmartWatch project for a French jewelry brand, I met Chris who helped us a lot in managing the project in China and provided the necessary parts used in this product. Thanks to him and his factory we managed to deliver on time even in a really tight schedule. From this day, each time I need strong expertise, I ask him. Learning to know each other more and more over time, we decided to work as partners and not only in a client/provider relationship. Always happy to meet him in France or in China, I know that I can rely on him and in his know-how. And apart from work, it is always a great pleasure to spend time together, having dinner or visiting a nice place ;) ”

## ■ From COSMO Connected, France

Valentin FARIGOULE  
Mechanical Engineer



“I have been working with Chris and his team from PICCA for a year, and I have been impressed by their technical skills, their reactivity and their proactiveness. They do not hesitate to bring forward proposals to help you to carry out your project. Last but not least, Chris is a very enjoyable and friendly person.”



## ■ From Avantree, USA

Bill SHAO  
COO

“We have been working with PICCA (previously Hongyu) since 2008 when we just started our business. We worked on many different projects together, and PICCA has always been able to offer us proposals which suited our needs very well. We’re very pleased to see that PICCA is growing together with its customers. We saw not only how they expanded their services to better serve their customers but also the investments they put into their factory to improve the capacity for manufacturing more and more advanced consumer electronics.”

## ■ From Aëdle , France

Baptiste SANCHO  
CEO



“From time to time, you encounter some people who are not just about business but also willing to go the extra mile to help a project succeeding.  
This is what I found in Chris, who has been not only delivering on times but also providing suggestions, and actively taking part in the development of our project. From the prototyping to the MP, Chris delivers with the ability to understand, and match, high quality expectations. Would recommend to anyone.”





Contact Us



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From Paris  
to Shenzhen

P I C C A

Brings Your Project

To Live