

# Corporate Presentation



## DATAFIELD INDUSTRIES H.K. LTD.



# About Us

DATAFIELD INDUSTRIES HK. LTD.

# Company Milestones

DATAFIELD INDUSTRIES HK.LTD.

**1993**  
Datafield Industries Hong Kong Incorporated

**1994**  
Nanhai, Guangzhou

**1998**  
Relocated to Dongguan

**2002**  
Expanded the operation at Xiegang, Dongguan

**2005**  
New plant at Xinfeng, Jiangxi Province

**2006**  
New plant in Wuxi, Jiangsu Province

**2010**  
Plant in Wuxi relocated to Suzhou, Jiangsu Province

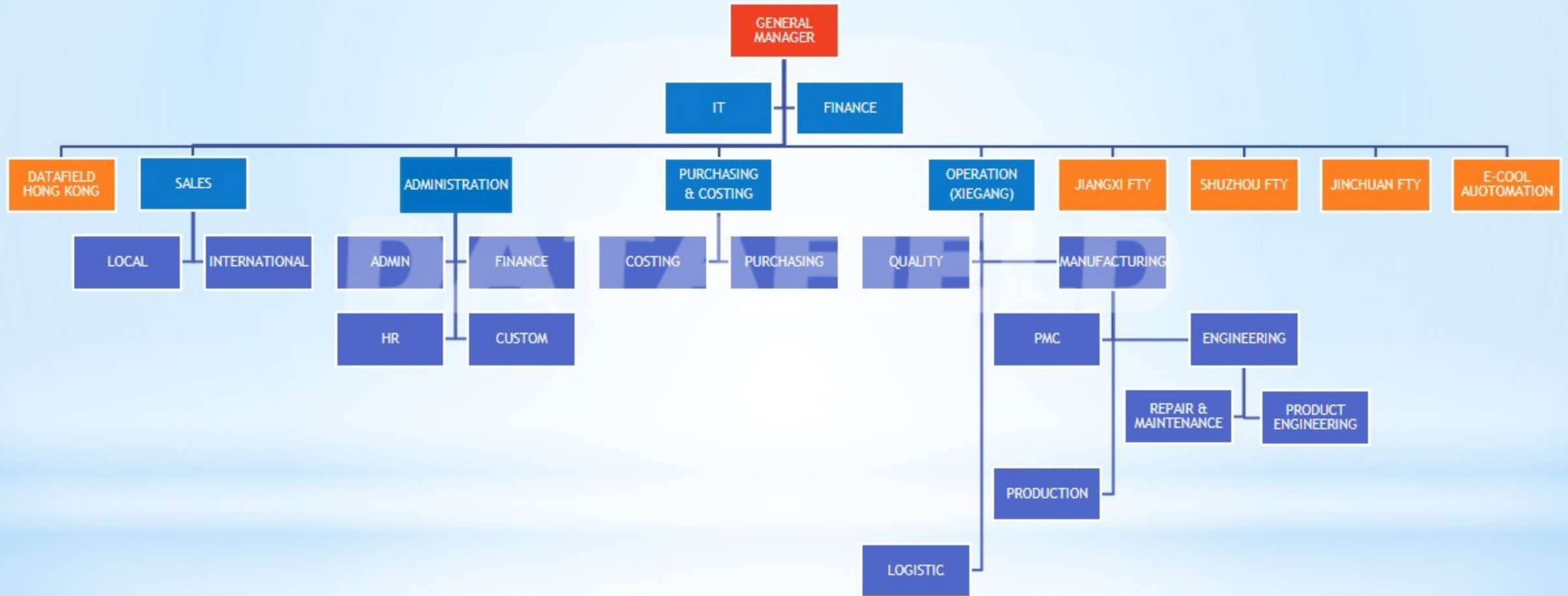
**2016**  
Singapore Sales Office setup.  
Operation branch at Jinchuan, Xiegang, Dongguan

**2017**  
Partnership with Global Hi-Tech

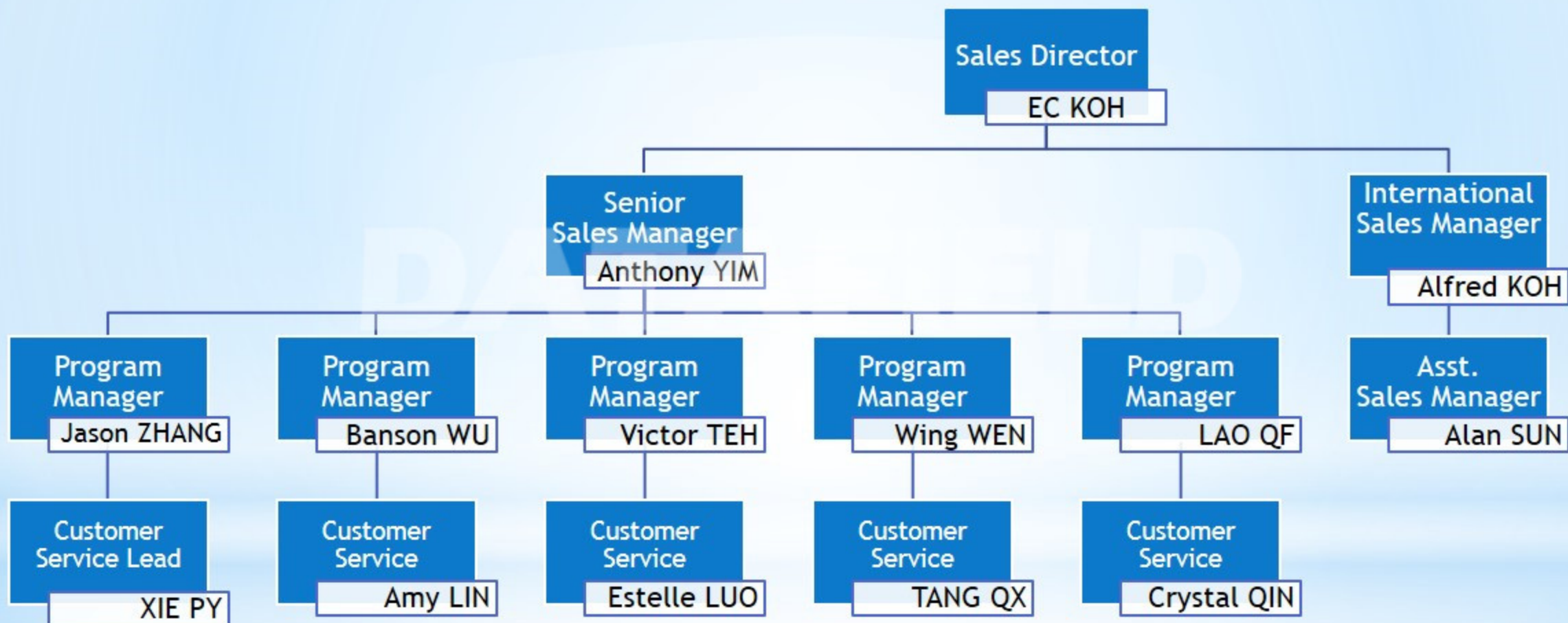
**2018**  
Vietnam Plant (Completion on Q2 19)



# Group Organization Chart



# Sales Department Org. Chart



# Company Location Map



Datafield Plastics Wire (Jiangxi) Co. Ltd

**Land Area:**  
13,200 Square Metre

**Production Floor Area:**  
4,000 Square Metre

**Number of employees:**  
300 - 350



Suzhou Datafield Wire & Cable Technology Co., Ltd

**Production Floor Area:**  
3,000 Square Metre

**Number of employees:**  
80 - 100



CHINA



Datafield Electric Wire Dongguan Co. Limited

**Land Area:**  
18,700 Square Metre

**Production Floor Area:**  
10,000 Square Metre

**Number of employees:**  
400 - 450



Datafield Electric Wire Dongguan Jingchuan

**Land Area:**  
3<sup>rd</sup> floor 1,800 Sq. Metre

**Production Floor Area:**  
1,800 Square Metre

**Number of employees:**  
100-200



## Datafield Industries HK Ltd

Unit L, 11/F Yue Cheung Centre 1-3 Wong Chuk Yeung Street, Shatin, New Territories Hong Kong.



Tel : +852 2799 9456  
 Fax : +852 2758 7355  
 Contact : Yumi Ho / Steven Chua / EC Koh  
 Email : [sales@datafield-hk.com](mailto:sales@datafield-hk.com)

# Company Mission

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## 1. Ensuring Customer Satisfaction.

- We signed Non Disclosure Agreement ( NDA ) with our customer and withhold the agreement.
- Our Product fully complying to customer requirement per customer drawing, specification and any deviation will be approved by customer before proceed.
- We deliver product according to agreed customer schedule.
- We provide EDI, VMI, consignment stocking program with agreement



## 2. Quality Products Guaranteed

- Our Incoming and outgoing inspection use C=0 criteria to reduce the chance of non-conforming part going into production.
- We 100% test the product for their functionality and connectivity.
- We ensure the lowest in house and customer quality cost

## 3. Compliance with Environmental Obligations

- We use RoHS compliance components only.
- We ensure process comply to RoHS.
- We inspect the incoming components for RoHS compliance
- We are REACH compliance

## Our Certification

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### System Certified:

- IATF 16949:2016 Quality Management System ( QMS ) for Automotive Product
- ISO 9001:2015 Quality Management System ( QMS )
- ISO 14001:2015 Environment Management System ( EMS )

### Products Certified:

- Verband Deutscher Elektrotechniker (VDE)
- Underwriters Laboratories of USA & Canada (UL)
  - Wire Harness
  - Communication Circuit Accessories
  - Communication Circuit Components
  - Appliance Wiring Material
- Canada Standard Association (CSA)
  - Telecommunication Equipment - Cords & Cordsets
- China Compulsory Certification (CCC)
  - PVC Flexible Cable & Cordsets

**Quality Management System  
(QMS) for Automotive Product  
ISO/TS 16949  
Since 2007**

**(Latest version: IATF 16949:2016)**



**Quality Management System  
(QMS)  
ISO 9001  
Since 1999**

**(Latest version: ISO 9001:2015)**



**Environmental Management System  
(EMS)  
ISO 14001  
Since 2001**

**(Latest version: ISO 14001:2015)**



Wire Harness for USA &  
Canada



UL File no. E193713

UL Appliance Wiring  
Material



UL File no. E145335

VDE Certificate

**VDE**



VDE Certified no.  
40030476

Communication Circuit CSA



CSA File no. LR  
93067

UL Communication  
Circuit Accessories &  
Component



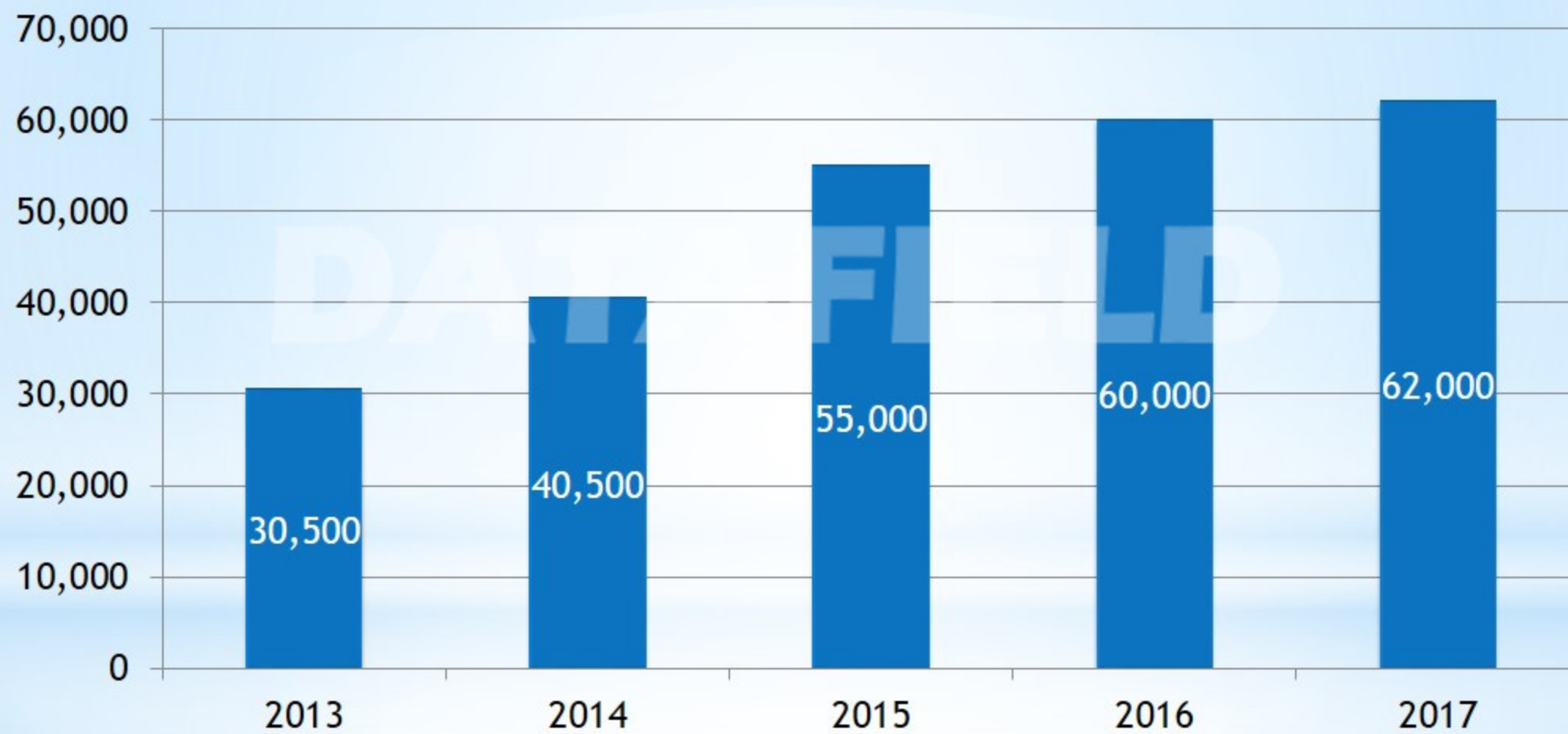
UL File no.  
E189743

China  
Compulsory Certification



## Group Revenue ( In Million US\$ )

Our group turnover for the year ending 2017 was US\$ 62 million and forecast sales for 2018 shall be US\$ 75 million.



## DF Key Development & Areas Of Focus-2018

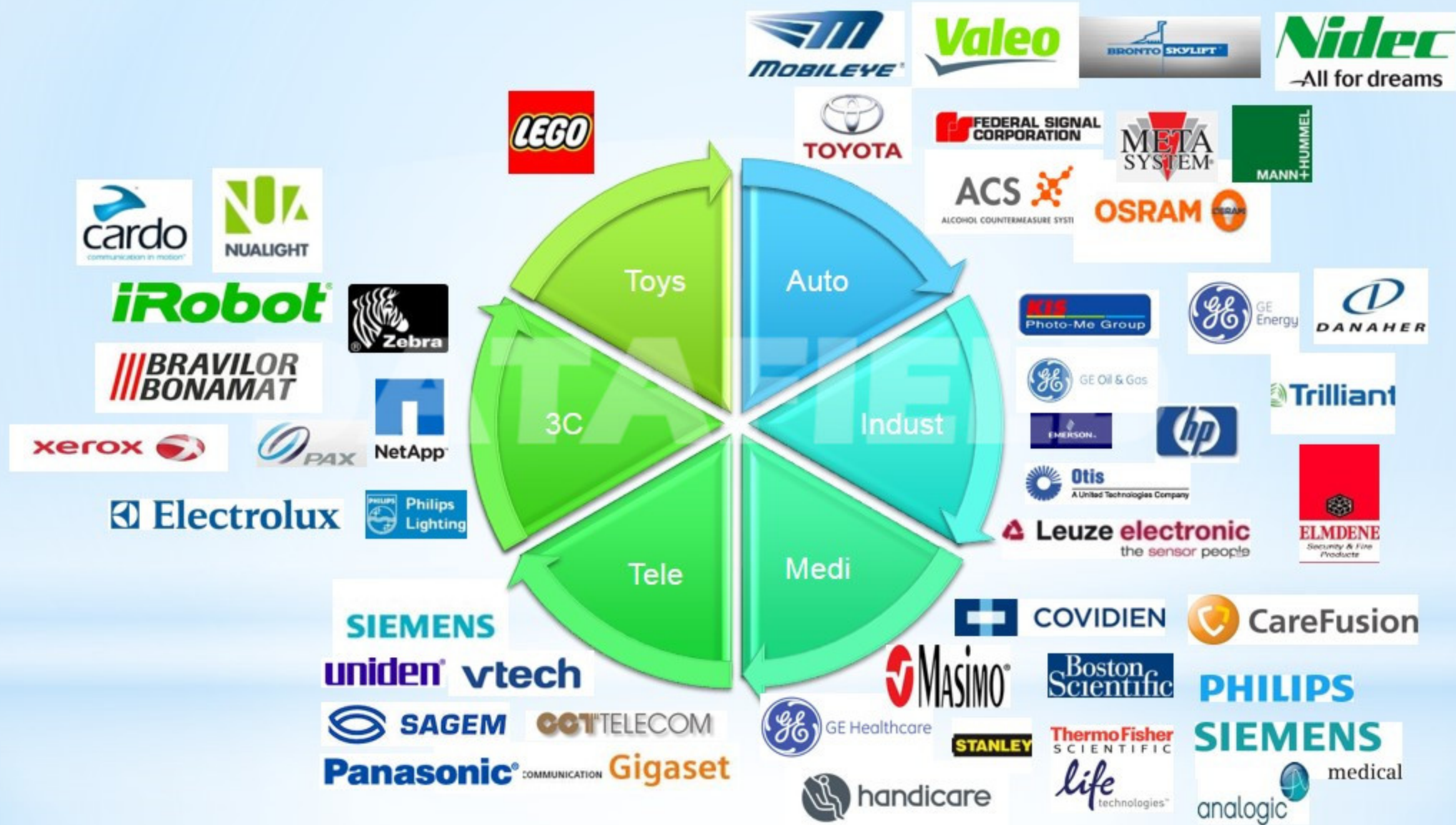
- **Automotive Certified IATF16949**
- **Automotive Harnesses – Electric Power Steering Motor**
- **LEGO Plastic Component Production**
- **Plastic Injection Moulding**
- **Robotic Wiring System With A Key Customer**
- **Capacity Expansion For LEGO In Dongguan & Jiangxi**
- **Flexible Flat Cable ( FFC) Production Set-Up**
- **Resources To Be Added In NPI & Program Management Of LEGO & On-Going Projects.**
- **New Product Development on Wind Pitch & New Energy**





# Market Sector & Customers

DATAFIELD INDUSTRIES HK. LTD.



## Customers we served – In the EMS

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**JABIL**

**Siix**

**flex**

LIVE SMARTER



**GPC**  
Electronics



**SANMINA**



**CELESTICA**

**FOXCONN**

**Benchmark**  
electronics



**scanfill**

**Biazet**  
spółka akcyjna

**PLEXUS**

*The Product Realization Company*



**SFO Technologies**  
A NeST Group Company



**In-Tech**  
Electronics Ltd

精達電子有限公司



**ASTEELFLASH**  
YOUR EMS PARTNER

**Amtek**



**Aztech**



**RYDER**  
industries



**TECHNOCHINA**  
Glyor Group



# Our Products

DATAFIELD INDUSTRIES HK. LTD.

# Sample of Our Products

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## Wire Harness Assemblies



Medical Wire Harness



Home Appliance Wire Harness



Gaming Wire Harness



Electronics Wire Harness



Adapter Power Cable



Wire Harness of Halogen Free Cable with Protective Sleeve

## Cable Assemblies



HDB15 Pin With Design 90° Mold



Special Design 62pin D-Sub



External Power Cable - Fused



D-Sub with Design 90° Mold



Stainless Steel Connectors

# Sample of Our Products

## Automotive Wire Harness



Automotive Wire Harness



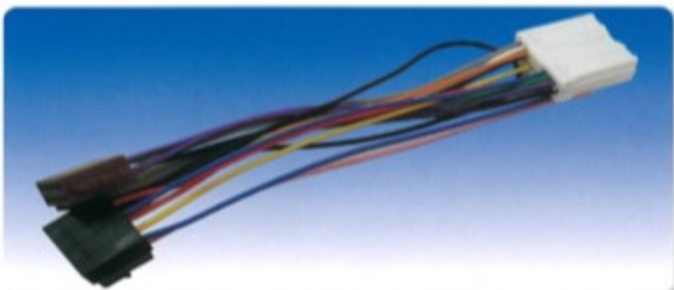
Automotive Wire Harness



Automotive Antenna Cable



Automotive Wire Harness



Automotive Wire Harness

## Automotive Wire Harness



Automotive Cable Harness



Automotive Wire Harness



Motorcycle Wire Harness



Automotive Cable Harness



Automotive Cable Assembly

# Sample of Our Products

## Industrial Wire Harness Assemblies



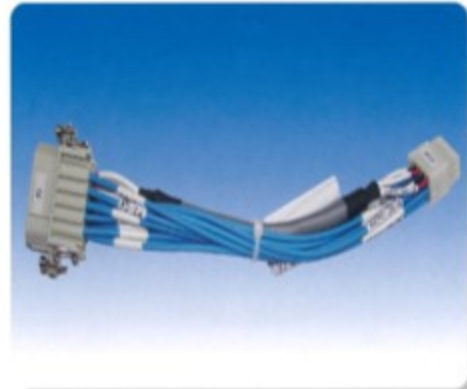
Liquid Tight Conduit Wire Harness



Wire Harness with Harting Connector



Protective Conduit Wire Harness



Industrial Cable Harness

## Computer Cable Assemblies



Laminated Cable



DVI



USB A-B Male / Mini USB



Sata Cable



Ribbon Cable



Serial 9 Pin D-Sub

# Sample of Our Products

## DC, Audio and Video Cables



HDMI Cable



DC Cord



Car Cigarette Cable



RCA / Stereo Cable



Special Design DC Cord

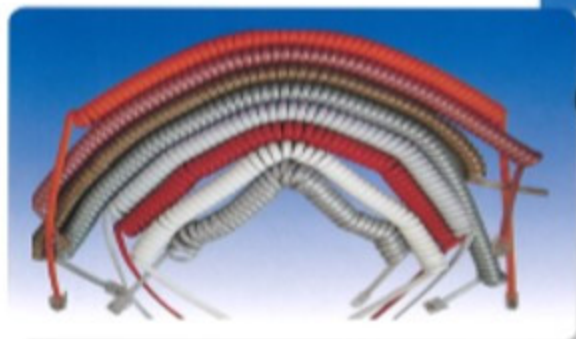
## Telephone Cord



Swiss, Germany, Denmark  
Italy Telephone Line Cord



Line Cord



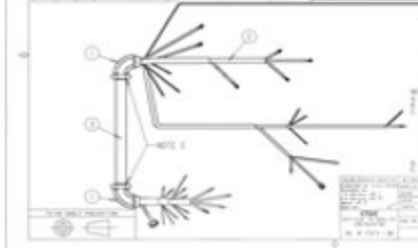
Coil Cord



Australia, Korea  
Sweden Telephone Line Cord

# Sample Product Features

## Cable Harness with Liquid Tight Conduit for Heavy Duty Application



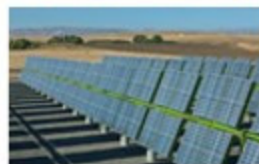
### How much net energy does a wind turbine produce?

Wind farms can produce electricity whenever wind speeds are between around 8 to 30km/h - which is around 75 per cent of the time. The trouble is that the wind doesn't blow at a constant rate for all of that time, and consequently often falls below the optimum speed for electricity production.

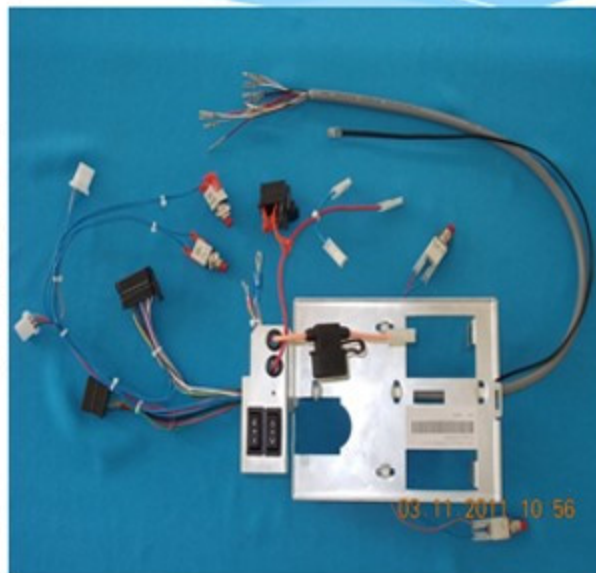
As a result, a wind turbine rated at, say, two megawatts typically has a much lower average output over the course of a year, amounting to just 30 per cent of this 'installed capacity' figure, or around 600 kilowatts.

Critics of wind power add that even these average figures mask the impact of meteorological conditions. For example, bitterly cold weather can frequently coincide with high pressure systems, which leads to there being virtually no wind at all - and therefore no power from wind turbines, just when it's most needed. ERM

## Cable Harness Solar Panel



## Wire Harness/sub assembly for Stair lifts ( Accessibility)



## Harness for Lift / Elevator Control

Cable: Halogen Free  
Connector: Wago, Amp, Molex Etc  
Protective Tube: Nylon



# Sample Product Features

Cable Harness for Sky Lift



Automotive - Electric Vehicle Battery System for Chery Electric Car



High Performance Vehicle Cable Assembly



Cable assembly for car reverse parking sensor



# Sample Product Features

### Cable in Motion



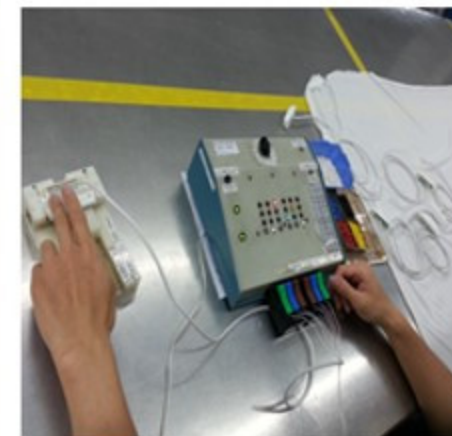
### Cable assembly – Vehicle collision warning systems



### Cable Harness for Instant Photo Booth

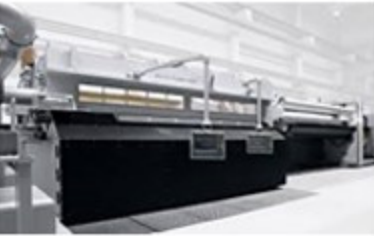


### Wire Harness for security products for access control and CCTV



# Sample Product Features

## Semiconductor Machine Cable Assembly



## Commercial X-Ray Machine Cable Assembly



## Cable To Power Up Toys



## Home Appliance - Wire Harness of Fully Auto Vacuum cleaner with IR emitter and IR receiver



# Sample Product Features

## Car Steering Power Motor Cable Harness

**Nidec**



## Flexible Flat Cable

Type A: (FFC assembly two same housing)    Type B: (FFC assembly one same housing)



Type C: (80pin FFC no housing)



Type D: (FFC assembly two same housing)



Type E: (Coaxial cable for TV)



## 显示器面板与线板连接方案

1.00mm pitch 30pin

### FFC/FPC for monitor

Type A: (FFC assembly one housing)



Type B: (FFC assembly two different housing)



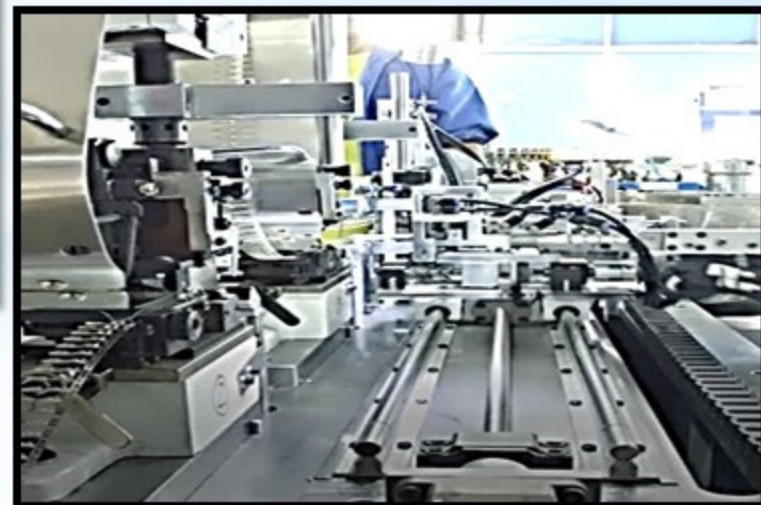
Type C: (FFC assembly two same housing)



# Our Production

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Wire & Cables Terminal Crimping  
(Manual, Semi Auto & Fully Auto)



# Our Production

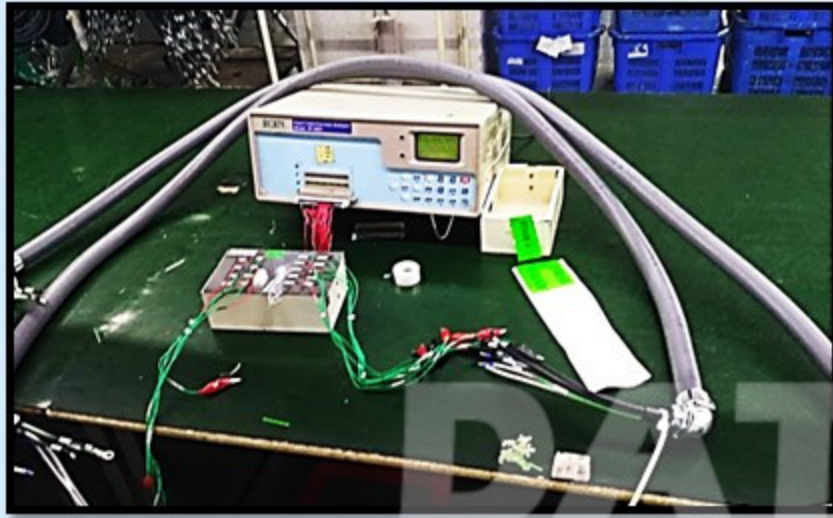
Wire & Cables Assembly  
according to customer requirements



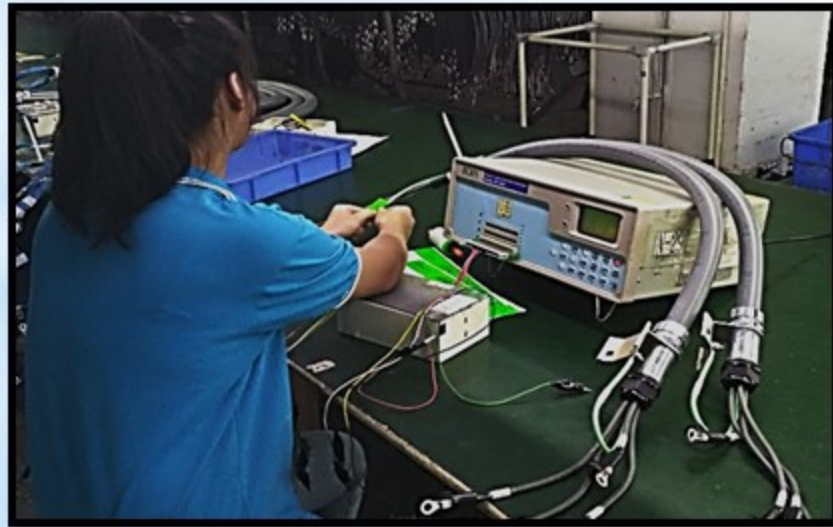
# Our Production

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Finished goods 100% Functional Test



100% Cosmetics Appearance Buy off





# Competitive Advantages & Successful Cases

DATAFIELD INDUSTRIES LTD.

## 1 Integrity and reliability

- System & products certified company.
- IPC/WHMA-A-620 Requirements and Acceptance for Cable and Wire Harness Assemblies
- Successful cases of Quality continuously improvement.

## 2 Innovation & Development

- Conceptual Design on Fully Auto Cable Assembly Machine
- Successful cases of fully automation innovation and development.

## 3 Matured Market place

- Over 20 years of OEM/ODM experience.
- Strategic collaboration/ partnership with World Fortune 500 companies such as Jabil (GE, Zebra, Irobot), SiiX (Lego), Flextronics & etc.



## 4 Capable in DFM/ product design

- Able to meet customer specifications and/or design product for customer needs with successful cases.
- Capable of custom product for small and large OEM, ODM.

## 5 Highly integrated processes

- Highly vertical integrated processes, starting from PVC compounding, wire extrusion to wire assembly.
- Equipped with automated wire cutting, stripping and crimping machines.

## 6 Price competitive & OTD

- Competitive price and on time delivery (OTD) according to customer needs.
- Specialises in Low volume high mix production for wire harness. Able to handle high volume manufacturing

# Successful Quality & Engineering Improvement Cases

## DF Value Engineering (VE)

- product redesigning,
- suggesting on new type of connection
- cable specification change
- localization of parts

## 1. Process Redesigning / improvement

- Quality Improvement
- Increase of Production Output
- FPY (First Pass Yield)

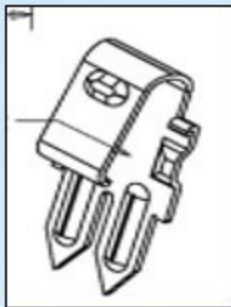
## 2. Automatic Solution on standard product as well as specific product

## 3. New Product & New Process Design



## ENGINEERING IMPROVEMENT – 1) Redesigning of Wire Terminal 2) Design of Automatic Terminal Insertion Machine

Original Terminal



New Terminal



Auto Insertion M/C



- 1) Redesigning of wire terminal from single piece type to chain form type.
- 2) Designing of automatic insertion machine. Break off by vibration instead of standard cutting to facilities on auto insertion. Able to increase the productivity, from previous manual insertion to automatic insertion.

✓ Successful Case

## ENGINEERING IMPROVEMENT – 3) Fully Automatic Cable Assembly Machine for a Specific Product



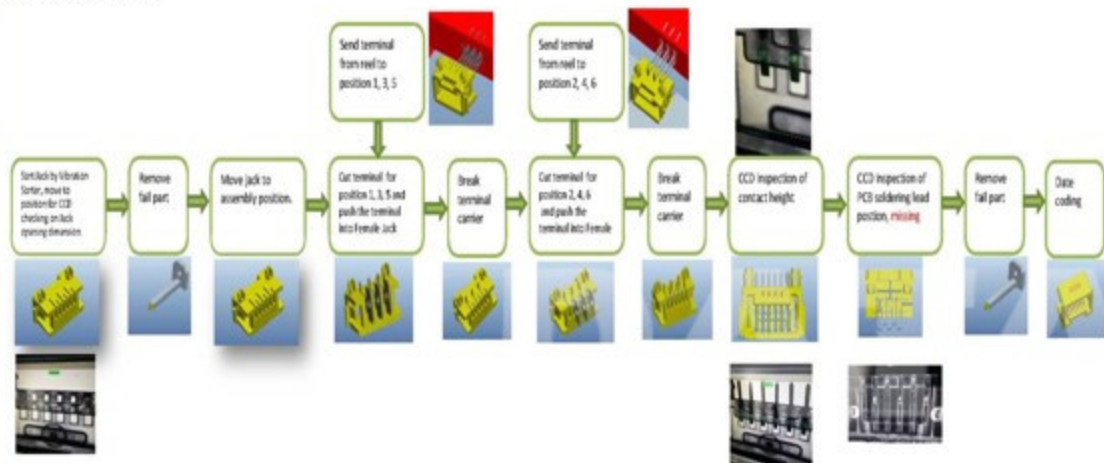
- DF provide complete design, fabrication, assembly and commissioning of the machine.
- Fully Automatic Cable Assembly Machine for a specific product.
- Able to increase the production output and reduce the human error quality issue.

✓ Successful Case

## ENGINEERING IMPROVEMENT – 4) New Automation Machine Design

### Conceptual design on Auto Machine on Female connector

Female Plug Automatics procedure



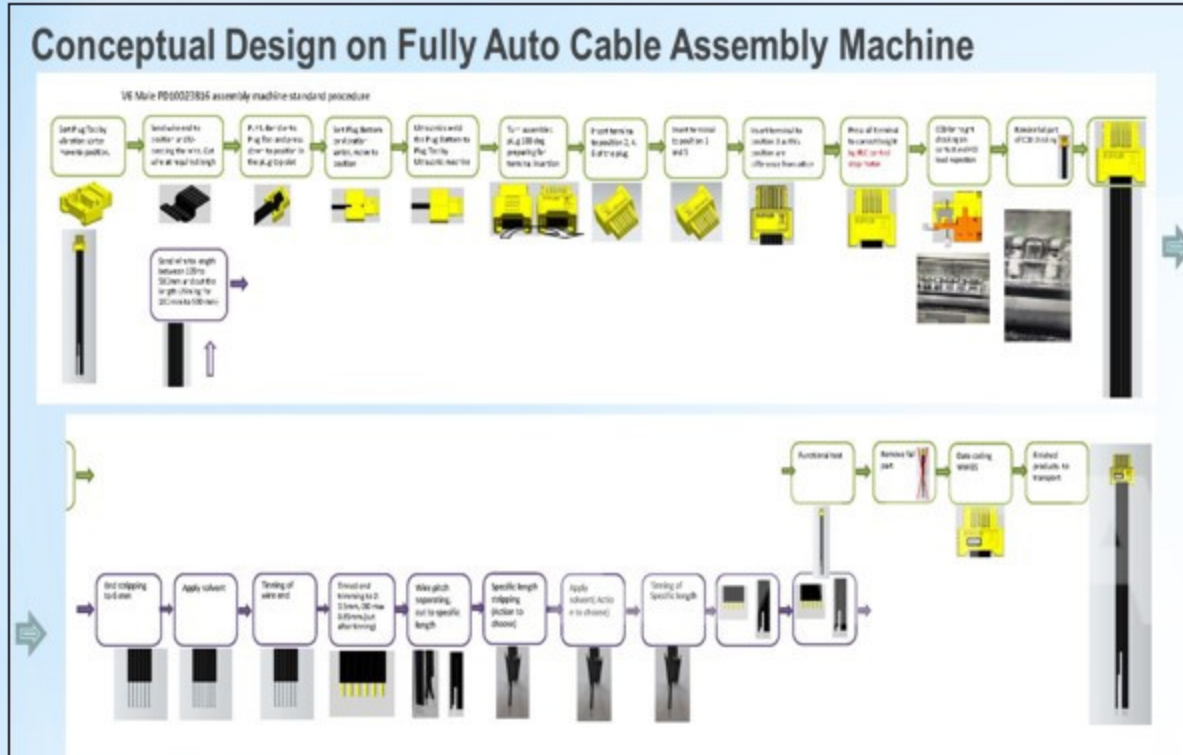
This machine involve CCD inspection on three locations



- Conceptual design on Auto Machine on Female connector.
- This machine involve CCD inspection on three locations.
- Able to increase the production output and reduce the human error quality issue.

✓ Successful Case

## ENGINEERING IMPROVEMENT – 5) New Fully Automation Machine Design

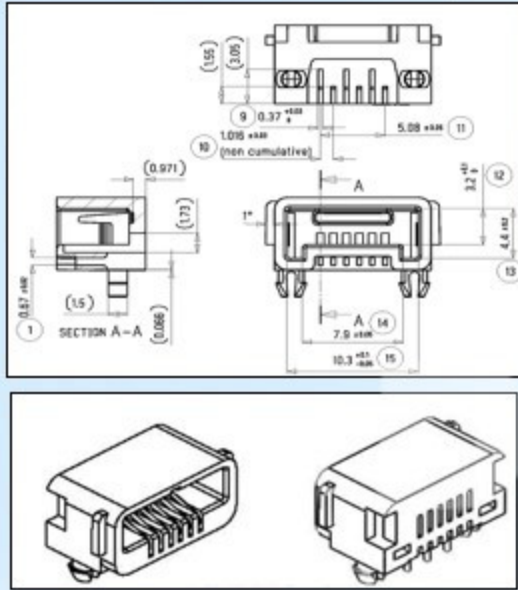


- Conceptual Design on Fully Auto Cable Assembly Machine.
- Machine involve Ultrasonic welding, CCD inspection.
- Able to increase the production and reduce the human error quality issue.

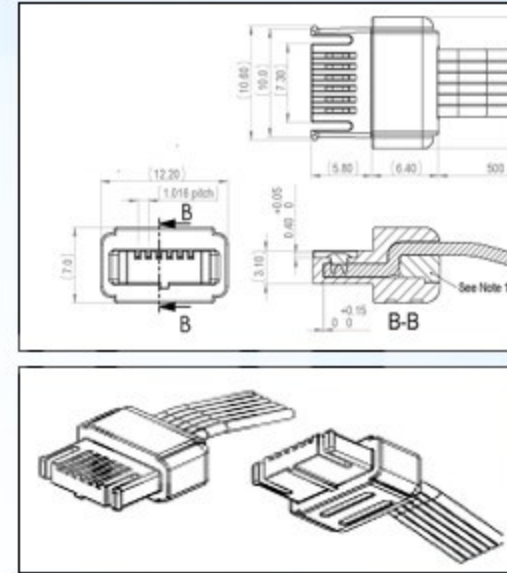
✓ Successful Case

## ENGINEERING IMPROVEMENT – 6) New Product Design Male & Female Connector

Female connector



Male connector with cable

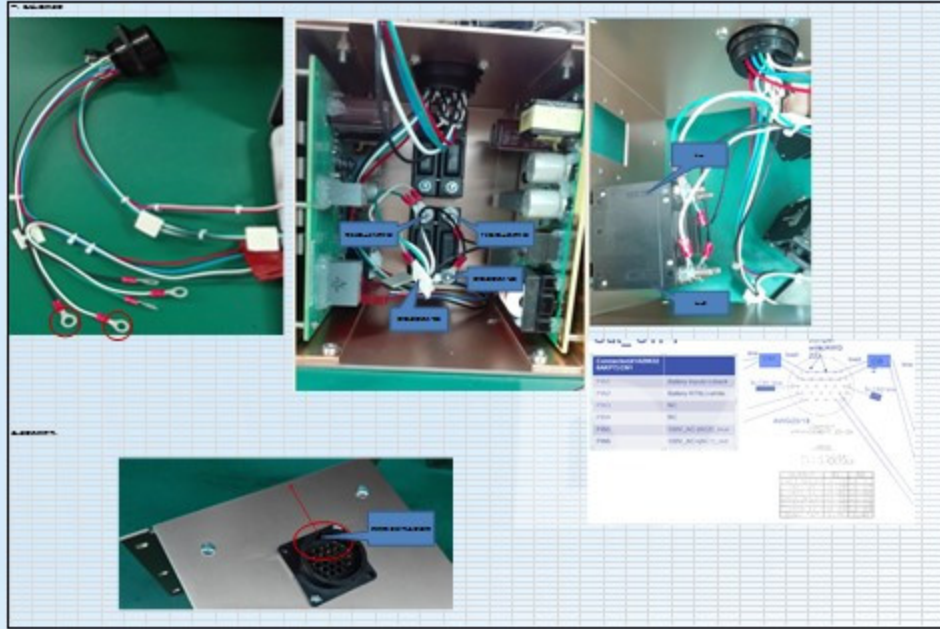


- Involve in new connectors concept for both male and female connector
- Design and fabricate of wire terminal for both male and female connector
- Design and fabricate of auto assembly machines for cable assembly with male connector
- Design and fabricate of auto assembly machines for female connector
- Provide test, comment on test report to approve the new connector

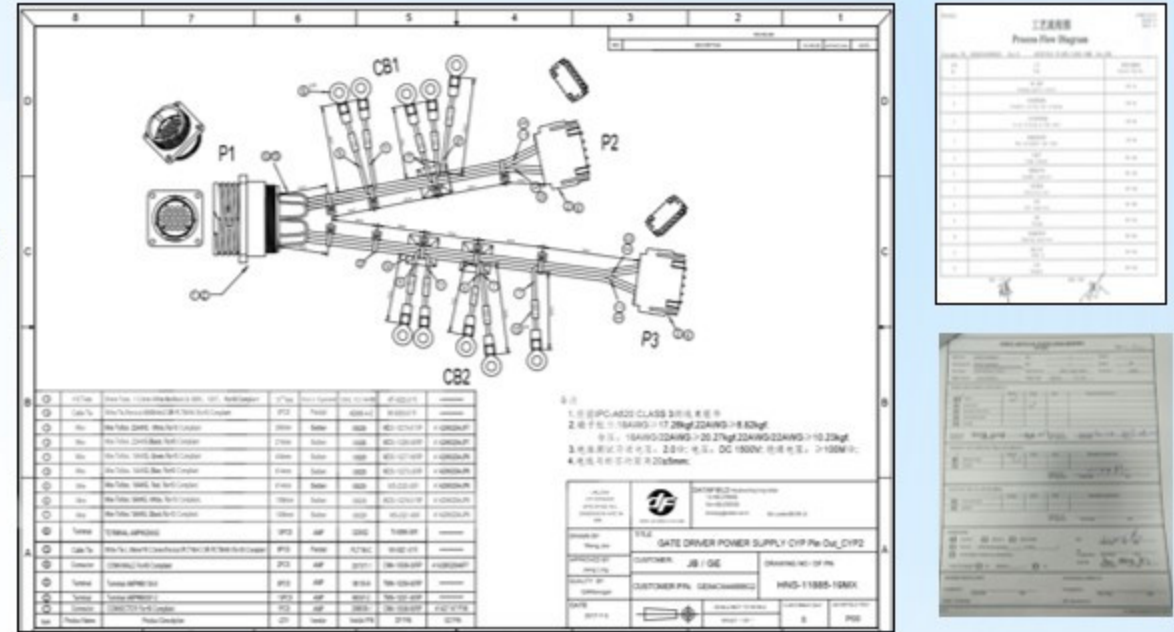
✓ Successful Case

## ENGINEERING IMPROVEMENT – 7) New Product Design & Development

Customer provide the product photo with less information



DF come out the drawing, Process flow diagram, get customer FAI approval and mass production.

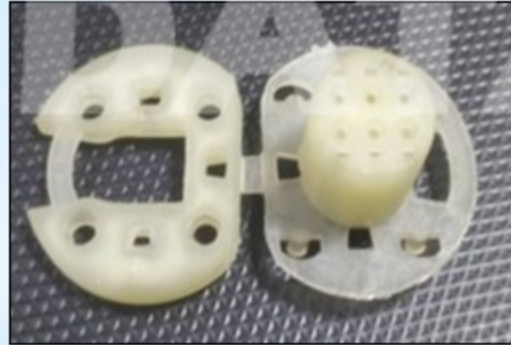


- New product design and development. Customer provided very less information, and only a sample photo to DF.
- DF engineering team study & come out with the drawing and match with the customer requirement. DF prepared the sample submission for customer approval.
- From FAI approval to mass production for Wind Pitch & Railway wire & cable harness.

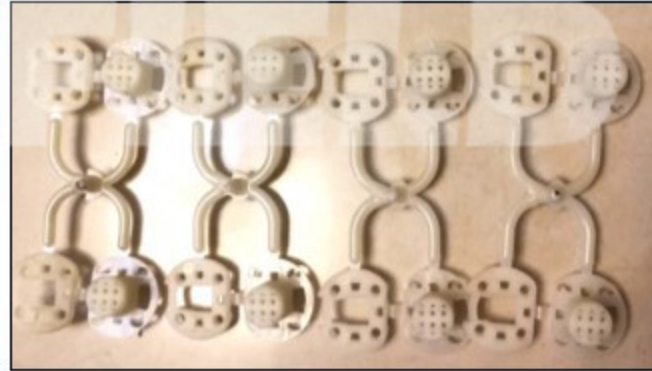
✓ Successful Case

## ENGINEERING IMPROVEMENT – 8) New Process & Product Design

Vertical Injection Molding



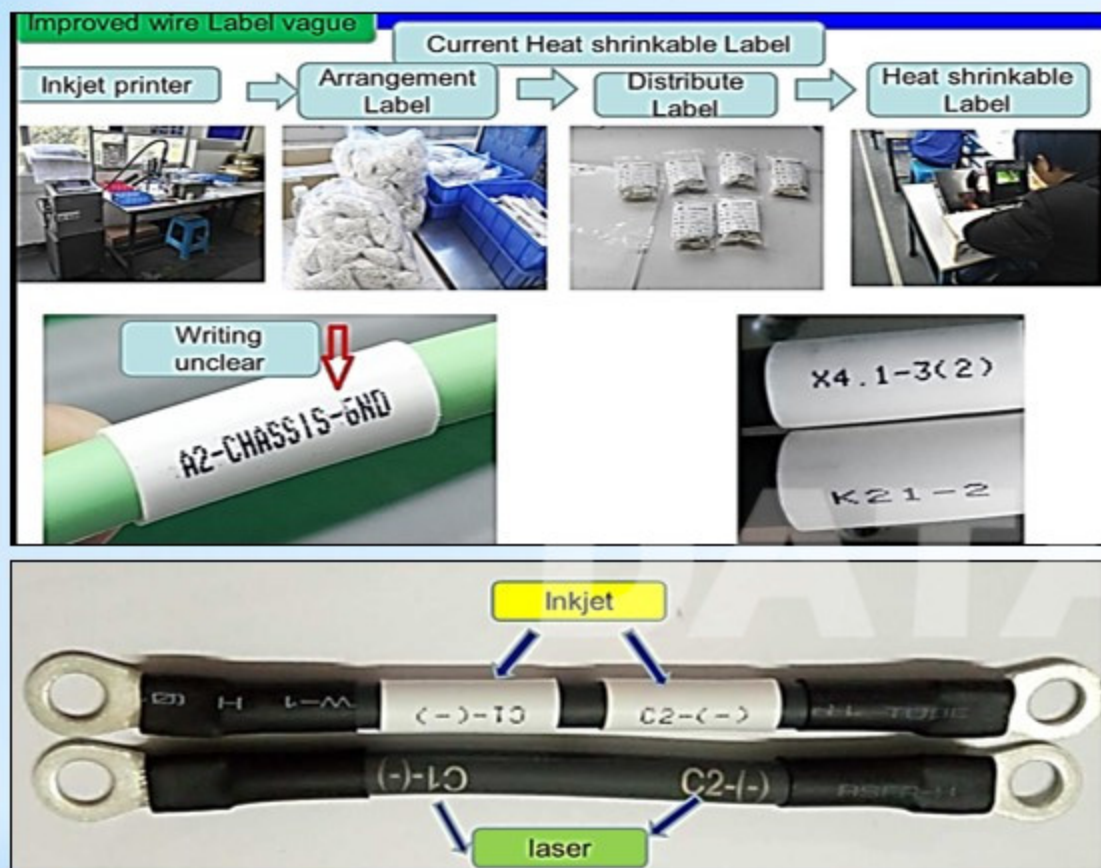
New process designing  
• Hot Runner Vertical Injection Molding



- New process design on Hot Runner Vertical Injection Molding. Increase the productivity, maximum can produce at 16 cavities at one time.
- New Product design to modified the previous one cavity injection mold to 8 cavities injection mold.
- Able to shorten the production output and meet the customer requirements.

✓ Successful Case

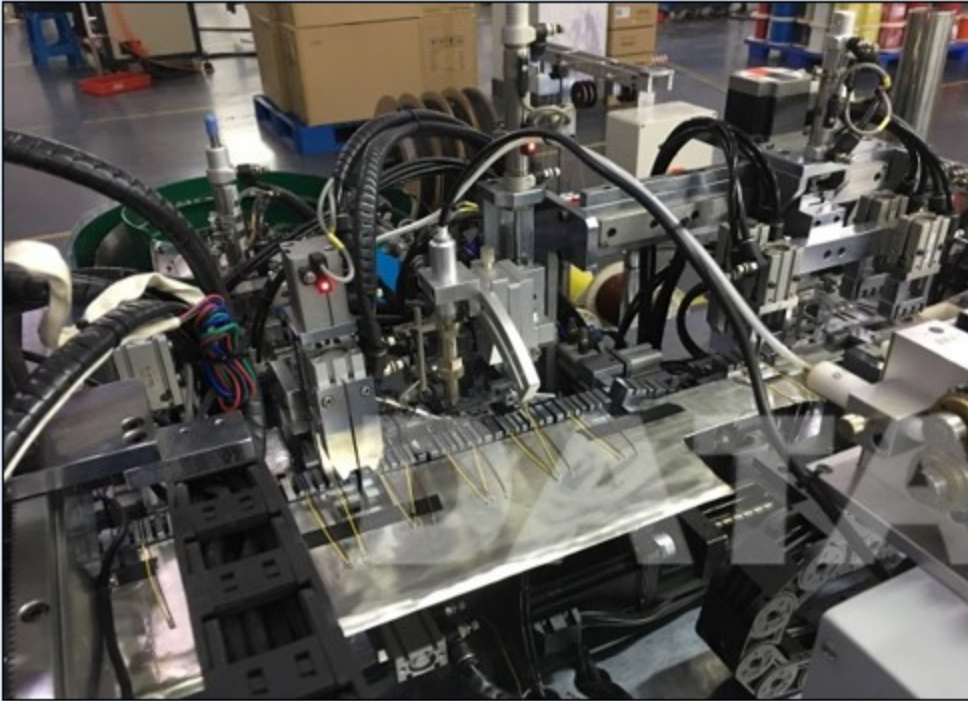
## ENGINEERING IMPROVEMENT – 9) New Process- Laser Printing



- Improve production from previous old version of heat shrink tube label to new laser printing label.
- Laser print able to add in production cycle for better traceability. Where previously, due to the limitation of the space on the heat shirk tube, date code unable to print on the heat shrink tube.

✓ Successful Case

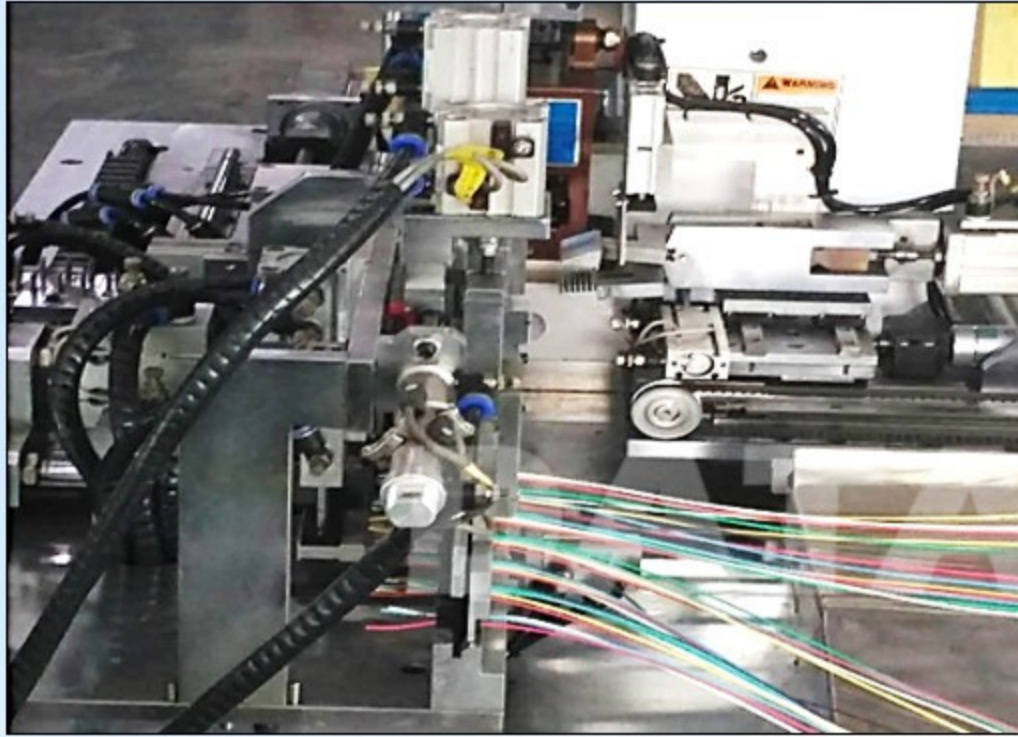
## ENGINEERING IMPROVEMENT – 10) Automated LED Soldering, LED 90 Degrees Bending and Conductor Twisting



- Improve production capacity and reduce the manpower via new invention of Automated LED soldering, LED 90 degrees bending and conductor twisting

✓ Successful Case

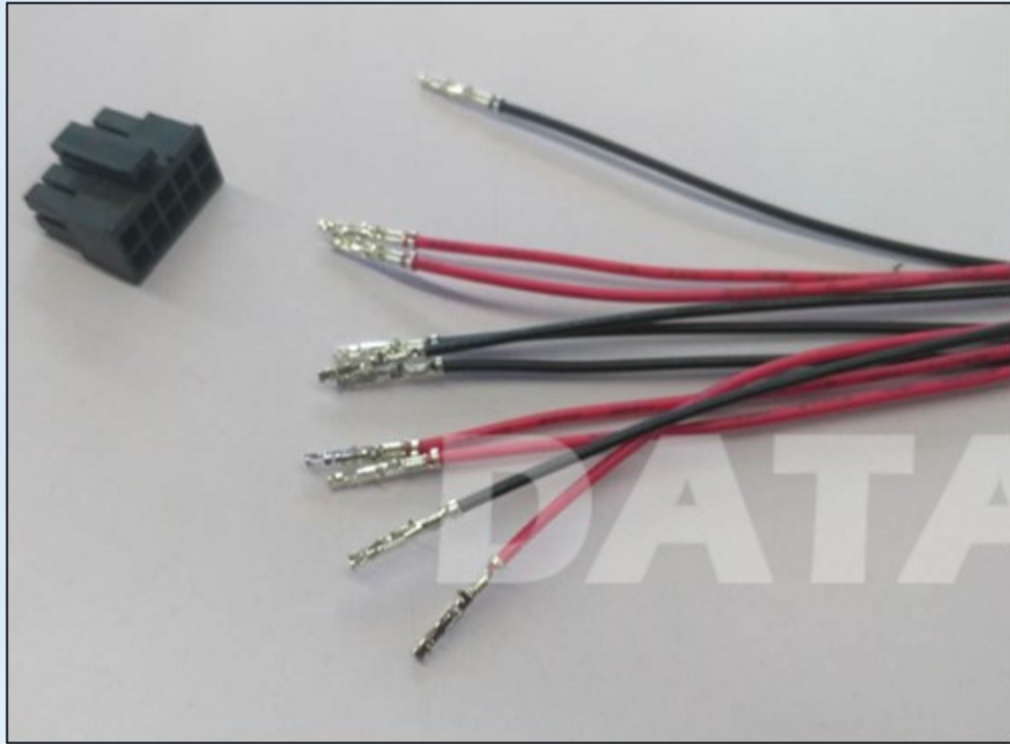
## ENGINEERING IMPROVEMENT – 11) Automatic Wire SR Insertion Machine



- Improve production capacity and reduce the manpower via the new invention of Automatic Wire SR Insertion Machine

✓ Successful Case

## ENGINEERING IMPROVEMENT – 12) Terminal Housing Insertion Poka-Yoke Devices (with Copy Right)



- To improve the manual terminal housing insertion. Engineering team design a new Poka Yoke Device which we able to know the right positioning of the terminal to housing insertion.
- This able to eliminate the possibility of wrong position which may directly create the quality defect to customer product

✓ Successful Case



**DATAFIELD**

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**THANK YOU !**