

# SHENG WANG INDUSTRIES SDN. BHD.

<http://shengwangind.com/>

# ABOUT US

Sheng Wang Industries Sdn Bhd (SW) was established in 2014 at Johor, Malaysia. To support the business initiative, SW consists of a group expertise who has more than 10 years of experience in the plastic industry.

SW is one of the major local supplier for high quality home and living products. SW primary manufactures plastic furniture with a wide range of design and color. To penetrate the lower-end market, SW also has a sub-brand called "SELESA" that produces plastic furniture with an affordable price range.

With more than 5 years of experience in providing Original Equipment Manufacturer (OEM) services, SW also caters OEM services as per the market demand, primary focuses on several categories such as houseware, kitchenware, garden supplies, stationeries and automotive parts. Apart from that, SW is also specialized in providing various customized printing services such as hot stamping, silk-screen printing and embossing.

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Established in  
2014



ISO 9001:2015  
Certified



Supplier to over  
15 Countries

# WHO WE ARE



1 – 3 Years  
Warranty  
Period



1,500+ Delighted  
Customers



Our Motto:  
Quality, Productive,  
Reliability

- warranty coverage period only refers to all self manufactured products, except products with SELESA label

# WE SPECIALIZE IN

## Product Development

Manufacture a wide range of plastic wares to accommodate all our customer's housewares needs and requirements

## OEM Service

Design and produce various home and living products cater to customer's requirements under their own branding

## Label Printing Service

Develop custom made hot stamping, silk screen printing and embossing







The production department can produce 8,000 pieces of products a day, so there is no need to worry about lead time, can deliver to customers on time.

We carry out the whole production line from mold to assembly with strong production capacity and strict quality control

# PRODUCTION & MATERIAL WAREHOUSE







# PRODUCT WAREHOUSE



More than 80% of the items are in stock, so there is no need to worry about waiting when customers have order urgently.

The warehouse has about 100,000 square feet of space, so it can accommodate about 100K pieces of goods or even more goods



# HOW WE DO



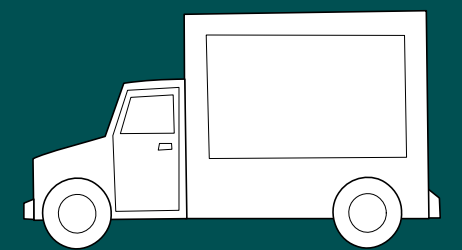
## PRODUCT FORMULATION & DEVELOPMENT

We perform the ground work based on masterplan which includes material selections, client's logo, product colors and designs



## PRODUCT TESTING

We adhere stringent quality control as all our products must undergo vigorous testing by our highly qualified experienced team



## PRODUCT DISTRIBUTION

At this stage, finished products are ready to be delivered to client's distribution network



## PRODUCT RESEARCH

We provide FREE product consultation and quotation in terms of shape designs, prototype, packaging designs and price



## PACKAGING FORMULATION & DEVELOPMENT

We provide client with custom made labelling packaging in line with their preferred designs as discussed



## OFFICIAL PRODUCT MANUFACTURING

We produce mass production of the products and its packaging by implementing good manufacturing practices



# PRODUCT DEVELOPMENT

“ We carry out the whole production line from mold to assembly with strong production capacity and strict quality control ”

All our self manufactured plastic wares consist of the following 6 areas:

## UV & HUMIDITY RESISTANCE

Suitable for indoor and outdoor storage

## WEIGHT LOAD



≤ 150 KG

It comes with anti-slip rubber feet



≤ 80 KG

## COLOR OPTIONS



6 – 14 Colors



7 Colors

We do provide customize color service with T&C apply

## TARGET ALL MARKET SEGMENTS



Produce using 100% virgin plastic



Provide low & affordable pricing to customers

## Warranty period up to 3 YEARS

## STRONG R&D DEPARTMENT

Our teams are highly committed in producing more than 10 variations of plastic products yearly



# Types of Printing Services



**HOT STAMPING**

A heat marking process by pressing foils / dry paint to create metallic effect on the surface



**SILK SCREEN**

A process using permanent printing ink to create vibrant and metallic colors effects on the surface



**EMBOSSING**

A metal molding process to create raised / sunken desired designs on the surface



**UV TRANSFER STICKER**

It is printed on glue side ,then cold laminated B clear film . Then the transfer B film is used to bring up the graphic / pattern and attach it to the smooth & clean surface of the object .

**Customized Design**

**MOQ**

**Color Option**

**Labor Cost**

**Heat & Weather Resistance**

Available	Available	Available	Available
500 PCS/COLOR	500 PCS/COLOR	500 PCS/COLOR	500 PCS/COLOR
Mix colors	Mix colors	Single colors	Mix colors
Minimum charges incurred	Minimum charges incurred	Free	Minimum charges incurred
Yes	Yes	Yes	Yes

“ Our printing services able to print on a wide range of material surfaces, primary on plastic material at reasonable price ”





- We have around 16,000 fans on FACEBOOK. We regularly do activities to give products back to the society, so we have many active fans and share our FB page.
- Recent coverage can be as high as 10,000 people a day, and about 2,000 people on other days.

# SOCIAL MEDIA

- We also have a TIKTOK account, which currently has 7,800 followers, and TIKTOK AFFILIATE that promotes our products.
- We will show a lot of videos of our products for you to know, the highest video view is 17.9K
- We also put products on TikTok, Shopee (shengwangindustries), Lazada(sheng wang industries sdn bhd) and Instagram(shengwang) for sale, which is to sell to end users





# CUSTOMER RESOURCES IN MALAYSIA

- We have over 1500 customers in Malaysia, including East Malaysia.
- eco-shop Malaysia has a large chain of more than 200 outlets.
- Rakanda Enterprise Sdn.Bhd. are also among the chain stores in our client list, which has more than 30 chain stores in Malaysia



SHENG  
WANG





# HOT SELLING PRODUCTS

<http://shengwangind.com/products/>

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These are the products we think are right for Cocomelon, and we'll have two new, different styles of drawers coming out next month.



M178C  
MODERN DINING CHAIR  
BLUE



M198A  
MODERN DINING CHAIR  
YELLOW



M208E  
MODERNA ARM CHAIR  
RED



M188  
COMFORT ADIRONDACK CHAIR  
FLAMINGO



# HOT SELLING PRODUCTS

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These are the products we think are right for Cocomelon, and we'll have two new, different styles of drawers coming out next month.



M300  
SMART 5 TIER DRAWER  
WHITE WITH CANDY



M301  
HULK 5 TIER BIG DRAWER  
WHITE WITH TRANSPARENT



M200  
3FT PLASTIC TABLE  
MARBLE WHITE



M888  
ADJUSTABLE BABY CHAIR  
TIFFANY

# WHY CHOOSE US

<b>One Stop Centre</b>	We are your manufacturer. We provide product manufacturing to product packaging – all at our own facility
<b>Standard of Excellence</b>	Annually, we are achieving an average of 30% growth rate as we are constantly enhancing our capabilities and venturing into new opportunities
<b>Experienced</b>	We have over 10 years experience in plastic mold making. To date, we have helped over 5 brand owners in producing their own home and living branding products
<b>Large Warehouse Storage Space</b>	Our warehouse size consists of 100,000 sqft and can accommodate large quantity of inventories
<b>Injection Molding Machines</b>	We use an extensive range of injection molding machines, ranging from 110 tons to 1,200 tons in producing plastic parts
<b>Affordable</b>	We manufacture your product at a affordable cost and achieve the goal of high quality
<b>Fast Delivery</b>	We always ensure our customer receive their orders in full and on time as it will be dispatched within 2 business days



# MEET OUR TEAM

## THE PLASTIC MANUFACTURING EXPERTS

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**LAWRENCE LOW**  
**Managing Director**

Lawrence has more than 10 years of marketing experience in plastic consumer product industry



**BRUCE LOW**  
**Marketing Manager**

Bruce has more than 4 years of sales and management experience in plastic consumer product industry

THANK

YOU



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Bruce Low

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