



CEL Group

The most
comprehensive global
engineering & manufacturing
supply chain partner
in the UK & China

Your global engineering & manufacturing supply chain partner.

The CEL Group enables you to sub-contract manufacture with confidence. Our supply chain knowledge, experience and quality-focused procedures give you access to the cost-benefits of sub-contracting, in a way that works for your business. No more quality issues, intellectual property risks or communication challenges – just cost-effective reliable supply.

China in focus

Outsourcing production or partnering with Chinese firms can boost your profitability. However, there are inherent challenges, often due to inexperience, which can make it a supply chain nightmare. Cultural and language differences, incorrect or poor material use, as well as insufficient checks and quality measures can make your 'Chinese Experience' a costly one.

But it doesn't have to be that way. China is a major manufacturing power with a secure economy and a stable currency. There is huge internal investment in infrastructure and skills development; with English now one of its primary languages. All you need to do is choose the right partner so you can access all the bottom-line benefits of this industrial powerhouse.

Unique reassurance

CEL gives your business access to dedicated professionals both in the UK and China. Our specialist team of engineers, production experts and logistics professionals are based: in the heart of the UK, with easy access to mainland Europe; in Shenzhen of South China & in Ningbo of East China, with easy access to all other mainlands. CEL has a proven track-record of successful sub contract manufacture in the Far East.

Partnership with CEL gives you the unique reassurance of working with a British company (CEL UK, for Cont Eur), accountable to UK and European laws, or working with our Western style subsidiary company (CEL Shenzhen, for Asia-Pacific & Am Cont), with exclusive access to our owned-and-operated facilities and certified partners/suppliers in mainland China. Our hands-on approach to the management of every aspect of our supply-chain is designed to guarantee yours.

Think China. Think CEL Group.

Connected benefits for added confidence



Deal locally without time-zone, language and cultural barriers



Strengthen manufacturing competitiveness and return on investment



Reduce design and development costs with CEL engineering expertise and support



Lower purchasing and production costs, without compromising quality



CEL UK



CEL Ningbo



CEL Shenzhen

Two continents. One team.

Partner with CEL and benefit from our experience - in the UK, as well as on the ground in China.

UK to China and back, everyday

With over 16 years of successfully manufacturing in China we are working with an ever-increasing number of leading and challenger OEM brands. Brands which are turning to the CEL Group because of our cross-continental footprint and an enviable track record of cost-effective and quality-assured component and part-assembly supply.

Our performance is built on years of lessons learnt and valuable experience gained in Chinese manufacturing and logistics. So, whether you are in design or commercial production, we give your business access to a unique combination of offshore manufacture and UK logistics management.

Extensive manufacturing capability.

Our team of engineering and manufacturing professionals are well-versed in UK, European and quality management systems. We have significant experience in delivering major OEM projects and expertise in production management quality systems, including Six Sigma and PPAP.

In-house manufacturing

We have in-house manufacturing and assembly capability, covering:

- Laser cutting
- Metal pressing & folding
- Sheet metal fabrication
- Tube manipulation & fabrication
- Metal turning
- Robotic welding
- Mig & tig welding
- Plastic injection moulding
- Tooling manufacture
- Screen & pad printing
- Powder coating & wet spraying (RoHS compliant)

Managed, audited and approved suppliers

- Gravity die-casting
- Shell casting
- Sand casting
- Lost wax casting
- Aluminium & plastic extrusions
- Vacuum forming



In addition to our full electro-mechanical assembly processes, we run a range of final testing and product verification prior to shipping. ”

Peter Humphries,
Managing Director, CEL Group

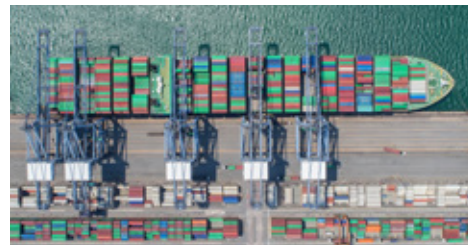
CEL Group.

The benefits

- Sub-contract component and assembly manufacturing in China
- Long-term proven manufacturing and supply chain partner for OEMs
- Engineering and technical support to optimise sub-contract benefits
- Supply chain logistics and storage (Kanban logistics software)
- Quality control of sub-contract component manufacture and/or sub-assembly
- Mixed product containers for increased flexibility
- Control all shipping and logistics, including UK clearing and import charges

Tomorrow assured

CEL is committed to long-term partnerships and investment to deliver successful collaboration which assures supply performance. We are continuously enhancing capabilities through ongoing investment in our people and our facilities, both in the UK and China.



Your brand. Our assurance.

The CEL Group has been delivering 'best value' for OEM brands for over sixteen years. With our breadth of engineering experience in sub-contracting manufacture to China we go much further than simply focusing on unit price. We deliver sub-contract manufacturing solutions which combine business value, quality engineering and assured supply chain management.

A proven approach to protect your brand.

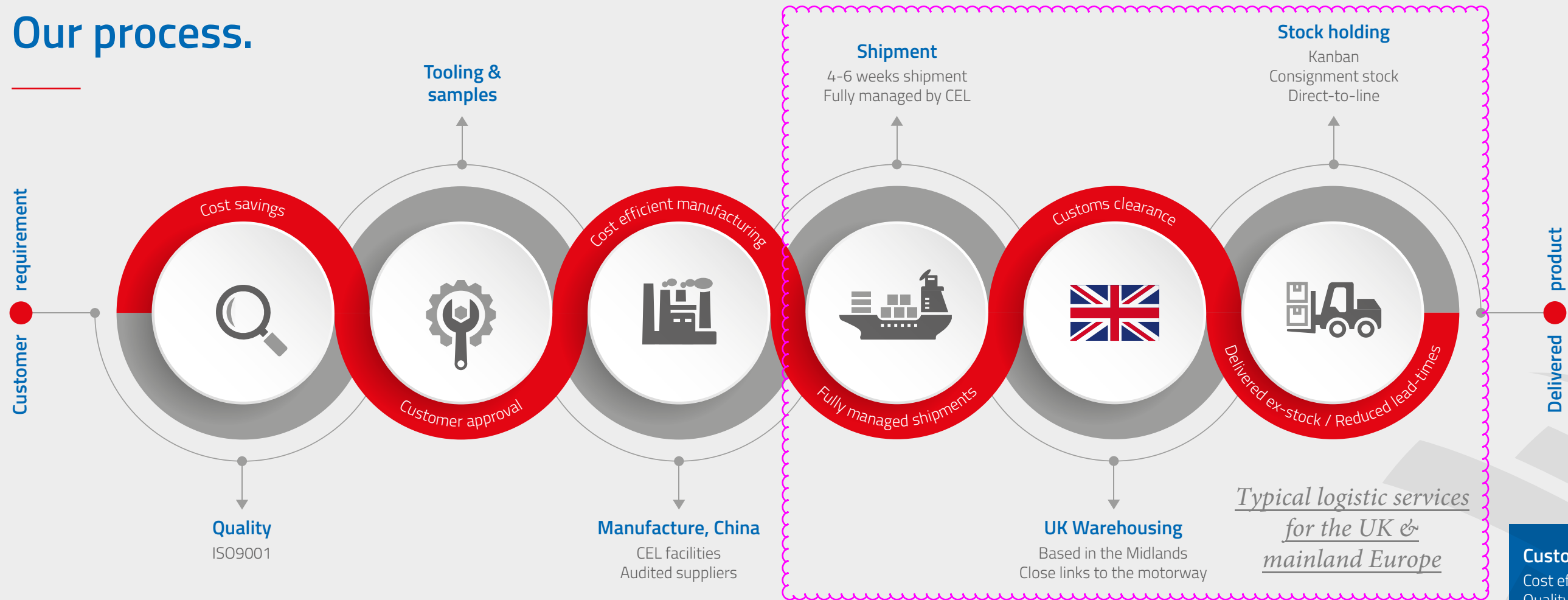
Storage and logistics (UK and China)

- Logistics and shipping to required destination
- Delivery to customer schedule, lineside or Kanban system
- Consignment stock
- Testing and quality control
- UK and China stockholding against customer order
- Storage in China as part of supply chain
- Specialised packing to customer order
- CEL dedicated transport (up to 7.5 tonnes)

Manufacturing quality and value

- Quality Management Systems
- Planning and process control
- Open and regular communication
- Engineering expertise
- Ownership of the supply chain
- Logistics management
- Intellectual property protection
- BS ISO 9001 : 2015

Our process.



Optional logistic services:

- Stocking holding in Shenzhen/Ningbo against contract
- Ex-works, FOB China, CIF, DDU, DDP as needed
- Entirely monitoring shipments

Customer benefits

Cost effective
Quality assured
Inventory reduced
Cashflow positive

Quality products. Exceptional service.

CEL's primary objective is complete customer satisfaction. From the very first request for information to receiving your products in pristine condition we aim to deliver a better experience.

Our quality philosophy runs through everything we do. It is demonstrated in the effectiveness of our advanced Quality Management System (QMS); our clear and regular communications with you and your team, and our flexible approach to logistics management.

CEL's progressive approach to investing in, empowering and motivating our people, both in the UK and in China, also plays an important role in delivering responsiveness and great results.

Getting ahead of ISO9001

We are committed to meeting all customer, statutory and regulatory requirements. This explains why our QMS either meets or exceeds the requirements as an integral part of how we do business of the latest revision of ISO9001; which includes the business objectives (KPIs) monitored at management review and the prioritisation of risk management.

If you don't get a better experience by sub-contracting your manufacturing to China through CEL then we want to know about it!



Our quality commitment

CEL ensures Western standards are maintained within the managed supply chain and customers are supplied with the product specified in the enquiry, unless otherwise notified.

CEL promises to keep customers up-to-date with the order status, including quality reports, throughout the entire process.

The aim is to manufacture all products to the highest quality and free from defects. Products will be suitable for their purpose as per confirmed specifications, drawings and samples supplied to CEL.

“

Lower cost manufacturing is helping many brands stay competitive, but sub-contracting manufacture to China can be risky. CEL offers a solution to OEMs looking for a cost-effective approach, without compromising quality or risking supply. As well as managing the logistics CEL offers stockholding against orders, operates Kanban systems, consignment stock and a direct-to-line service if required.”

Simon Cartwright, CEL Group Sales Director

Our guarantee.

You're protected with CEL

CEL provides a flexible, controlled and cost-effective service; supported by Western quality systems and standards. The service is managed by our inhouse team of expert engineers and logistics specialists. We are fluent in English, Mandarin and Cantonese and located on both continents, so we can take care of all the key decisions – wherever these occur. We protect your business removing barriers and managing the risks associated with sub-contract manufacturing in China.

You're supported from the UK & China

Our customer support teams are based in Telford, UK, Shenzhen/Ningbo China. Our staff work on your behalf. All our staff are experienced in sales, engineering, logistics and finance – both in the UK and China. They also have specialist expertise in developing and delivering projects across a number of quality systems, including PPAP and Six Sigma.

UK contracts and confidentiality

All contracts are signed under English law, in the UK with a UK business, or HK law, in China with a Western style business. CEL is responsible for the manufacture of each of its customers' components and products through its own supply chain. CEL does not manufacture its own products.

All information including designs, drawings and specifications – supplied in connection with an enquiry or contract – will be treated as confidential. Use of supplied materials will be restricted to CEL employees who are required to know such information. The information will be used solely for the purpose of supplying the goods only and will be returned to the customer.

Benefit from CEL experience.

The CEL Group was set-up, over sixteen years ago, to deliver a vision of making it easier for UK and European businesses initially, then for all over the world business, to access the advantages of lower cost/high efficiency manufacturing and complete supply chain system in China.

In China

We set-out somewhat as pioneers in sub-contracting manufacturing in China and have since gained invaluable experience in Chinese manufacturing logistics. We have invested in China and offer exclusive access to our Chinese manufacturing facilities in Shenzhen and Ningbo. We have extended our capability, without compromising on quality, through audited partners.



The depth of our knowledge and our proven experience, our connections and our foothold in mainland China makes CEL the ideal supply chain partner. ”

Peter Humphries,
Managing Director, CEL Group

In the UK

CEL began manufacturing in 2003 and since then the business has grown to include warehousing and storage facilities in the UK. The UK/China team has expanded both in number and experience; with our Telford-based and Shenzhen/Ningbo-based team delivering engineering excellence and technical expertise to support customers from concept design to product commercialisation. The Telford HQ incorporates operations, as well as sales and marketing – resulting in an excellent end-to-end customer service.

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CEL Group

CEL Headquarters

Units 1A and 1B, Hortonwood West,
Telford, Shropshire TF1 6AH

Call: +44 (0) 1952 586 060

Fax: +44 (0) 1952 585 720

Email: contact@cel.uk.net

www.cel.uk.net

CEL Shenzhen - Subsidiary Company

(independent accountability)

C1803, Innovation Plaza,
Pingshan Ave. 2007, Pingshan District,
Shenzhen, Guangdong, China 518118

Call: +86 (0) 137 2865 1460

Email: celsz@celsz.com

www.celsz.com

