

Getting to know CEL Group

UNRIVALLED ADVANTAGE

无与伦比的优势

CEL UK

CEL Ningbo

CEL Shenzhen

GETTING TO KNOW US

About CEL Group

CEL Ningbo

CEL Shenzhen

See better results

Summary of benefits



CEL Group

About CEL Group

UNRIVALLED ADVANTAGE

无与伦比的优势

WHAT WE DO

Global engineering and
manufacturing supply chain partner

全球工程及制造供应链合作伙伴

OUR PROMISE

Make it easy for OEMs to get the
very best results from sub-contract
manufacturing in China

UNRIVALLED ADVANTAGE

无与伦比优势

OUR VALUES

Experience

Expertise

Partnership

Drive

Adaptability

UNRIVALLED ADVANTAGE

无与伦比的优势

OUR BUSINESS

- Western style business
- Subsidiary Company & Facilities in China
- Long-term approved partners
- Strong growth since 2003
- Management buy-out 2018
- Today £12M T/O
- Investing in the brand
- Ambitious plans
- Grow in partnership

100% CUSTOMER
SATISFACTION



UNRIVALLED OFFSHORE MANUFACTURING CAPABILITIES



Precision sheet metal work
Sheet metal fabrication
Metal stamping
CNC machining
Turned parts
Laser cutting
Tube forming
Tube manipulation
Tube fabrication

Welding
Casting
Plastic injection moulding
Vacuum forming
Metal dressing
Powder coating
Wet spraying
Screen printing
Pad printing
... AND MORE

COMPONENTS | SUB-ASSEMBLY

FULL PRODUCT BUILDS | COMPLETE BOX BUILDS

UNRIVALLED OFFSHHORE UNDERSTANDING SPECIALIST SECTORS



Leisure



HVAC



Industrial



Lighting



Healthcare



Point of Sale

Our experience and knowledge
DELIVERS FAST EFFECTIVE RESULTS
...which comply to ***your*** quality standards

HQ with Logistics Centre in the **UK**, Subsidiary Company & Facilities with large warehouses in **China**

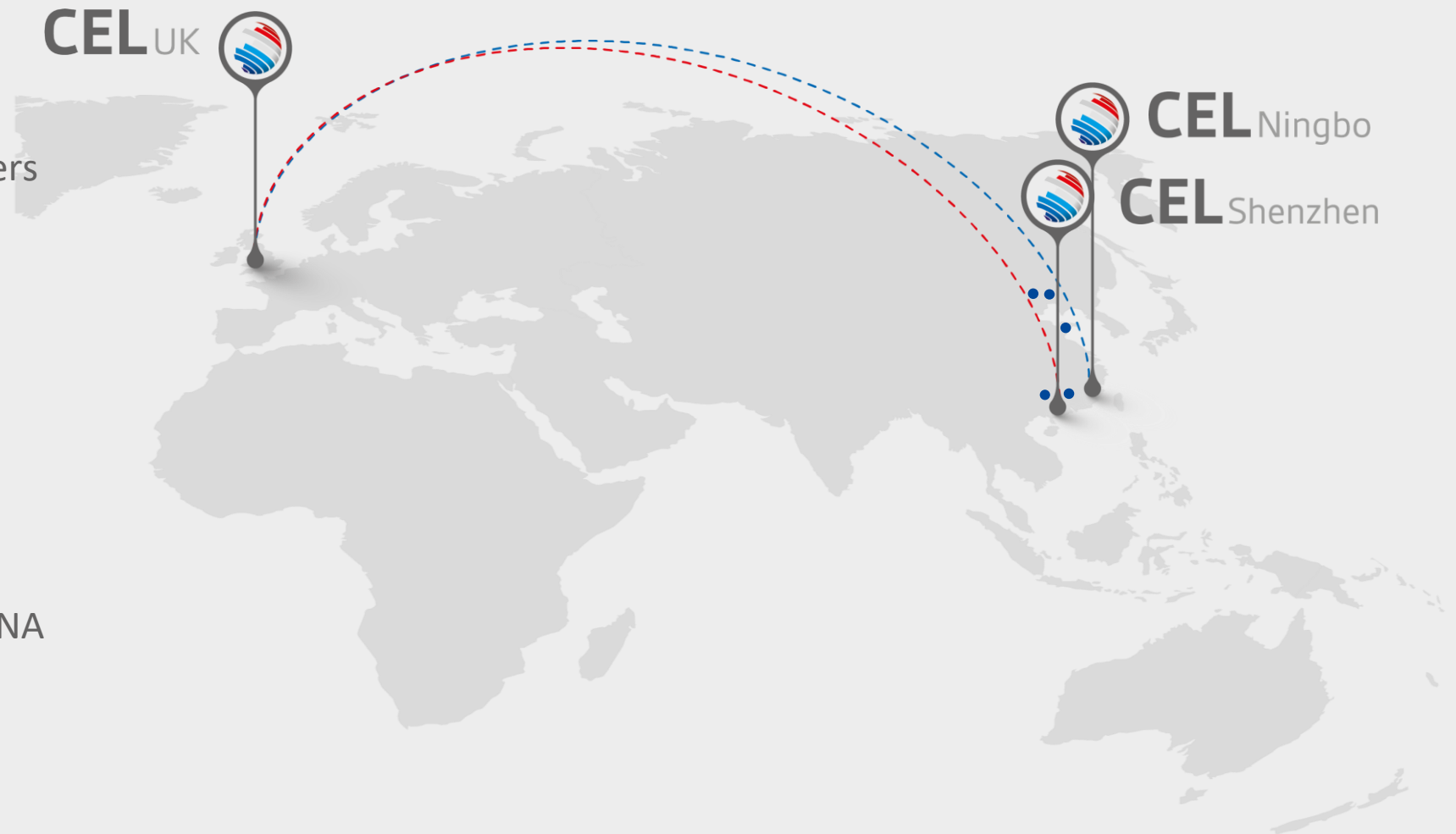
- Sales
- Engineering
- Logistics
- Customer Service
- Warehousing
- Stockholding

UK HQ COMPANY WITH
SUBSIDIARY COMPANY
& FACILITIES IN CHINA



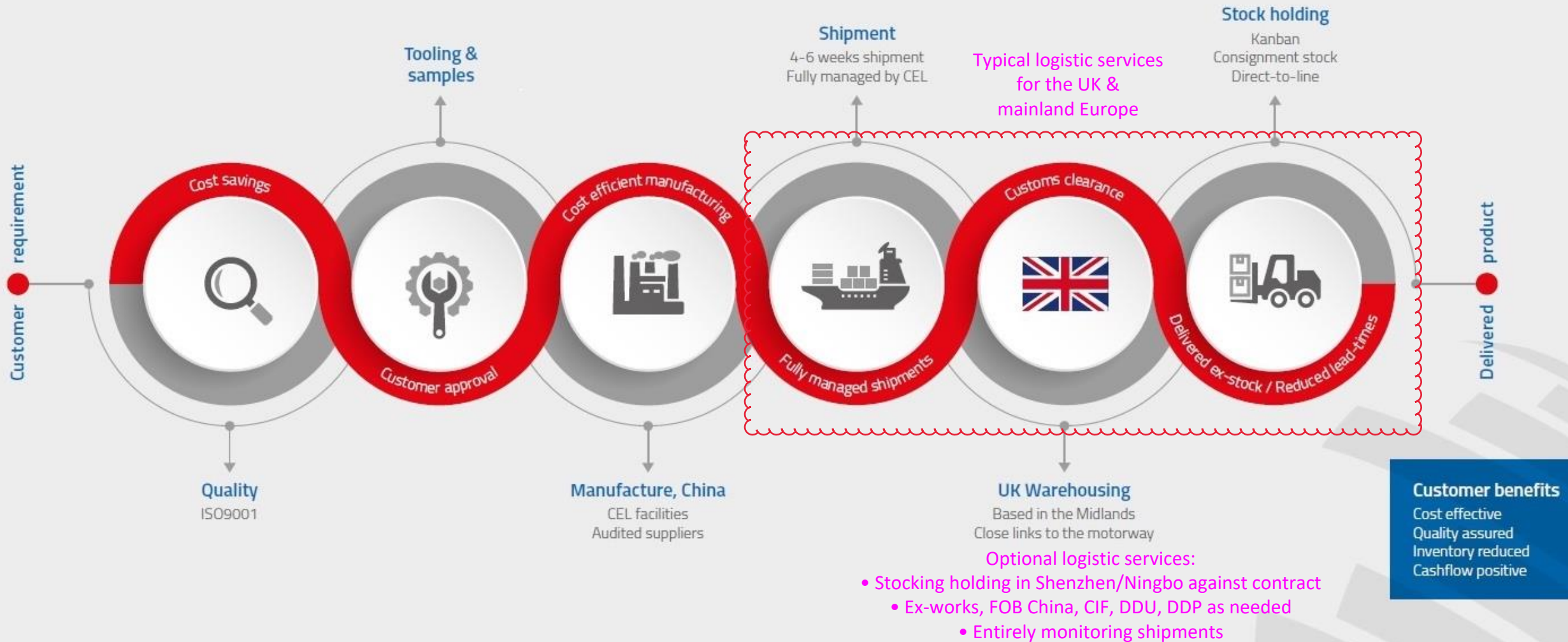
OUR Subsidiary Company & FACILITIES IN CHINA

- Ningbo
- Shenzhen
- Audited long-term partners throughout China



QUALITY MANAGED
MANUFACTURING IN CHINA

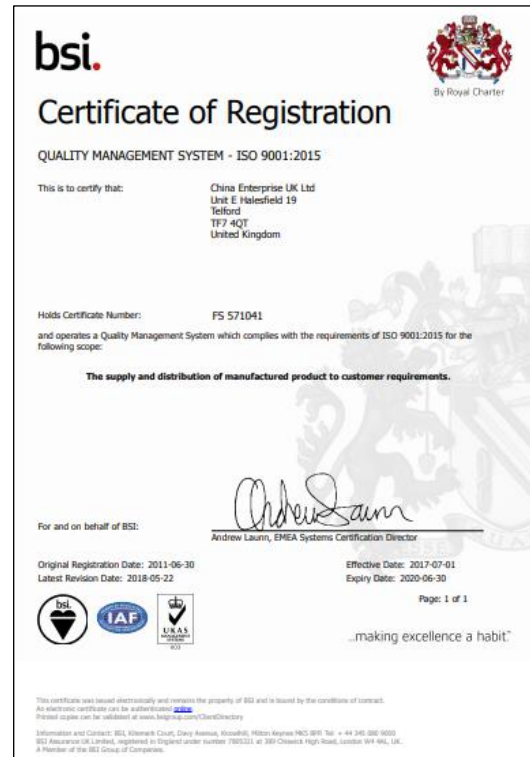
MANAGED SUPPLY CHAIN CONFIDENCE



QUALITY ASSURANCE ISO 9001:2015

We are committed
to delivering
quality products:

- ISO 9001:2015 in place since 2016
- ISO 13485:2016 approval in plan for 2022



QUALITY ASSURANCE AUDIT AND CONTROL

Production control checks, include:

Process capability graphs

Process flow charts

PFMEA

PPAP documentation

CEL Ningbo Beilun ChierLi Metal Product Co., Ltd.
Potential Failure Modes and Effects Analysis Process PFMEA

Item No.	Item Name	Function	Failure Mode	Effect	Severity	Occurrence	Detection	RPN	Control Plan
1	Process function	Process function	Process failure	Process failure	1	1	1	1	1
2	Process function	Process function	Process failure	Process failure	1	1	1	1	1
3	Process function	Process function	Process failure	Process failure	1	1	1	1	1
4	Process function	Process function	Process failure	Process failure	1	1	1	1	1
5	Process function	Process function	Process failure	Process failure	1	1	1	1	1
6	Process function	Process function	Process failure	Process failure	1	1	1	1	1
7	Process function	Process function	Process failure	Process failure	1	1	1	1	1
8	Process function	Process function	Process failure	Process failure	1	1	1	1	1
9	Process function	Process function	Process failure	Process failure	1	1	1	1	1
10	Process function	Process function	Process failure	Process failure	1	1	1	1	1

☐ 首次提交 Initial submission
☒ OTS提交更新 OTS submission updated
☐ PPAP提交更新 PPAP submission updated
☐ 生产更新 Production updated

零件号码 Part No.:	零件名称 Part Name:
DB0359	Slim Door S

核心小组成员 Core Team Members	最新修改日期 Last rev
Zhiping Huang, Zhiguo Li, Xiaoping Bai, Xiangmao Xie, Qiang Li, Ling Wang, Quanheng, Cao	

过程功能要求 process function requirement	潜在失效模式 Potential failure mode	失效的潜在后果 Failure potential result	严重度 S	失效的潜在起因/ Failure potent cause/mechanism
Product change	Change not confirmed	Quality Problems and Cost Increase	8	Failed to get product change confirmed, failed to notify relevant departments
	Bad packing	Scratches and damages on raw materials		Supplier failed to pack as per requirements

PPAP
Production Part Approval Process 生产部件批准程序

ABC Part Number ABC零件编码

Revision Level 版本

Primary Manufacturing Site 主要生产地点

Item Order 提交顺序	PPAP Requirements PPAP要求	Level 1 第1级	Level 2 第2级	Level 3 第3级	Required Documents 要求的文档	Assigned to 指派给
1	Part Submission Warrant (PSW) 部件提交保证	S	S	S	ABC PSW Required ABC需要部件提交保证	
2	Design Records & Bubbled Drawing(s) 设计记录及图纸		S	S	ABC Site Parts Print ABC图纸文件	
3	Approved Engineering Change Documentation 批准的工程变更文件		AR	S	Various engineering documentation; e.g. AR = required for contract manufactured part 各种工程文件; 例如, 合同制造标准件所需的	
4	Design FMEA 设计失效模式及后果分析/设计失效			AR	AR = Supplier Format if Supplier is the Design & Development organization	

WE DRIVE CONTINUOUS IMPROVEMENT FOR EXAMPLE - SUPPLIER KPI REPORTS

PLAN, DO, CHECK AND ACT!

Ningbo Beilun ChiErLi KPI Sheet



Month: Apr

Business Area	Feature	Rating	Score
Quality	Corrective Action Response Time	Good	4
Quality	Corrective Action Resolution Time	Good	4
Quality	8D Reporting	Average	3
Delivery	On Time Delivery Performance	Good	4
Delivery	In Full Delivery Performance	Good	4
Finance	Speed and Accuracy of Invoicing	Good	4
Responsiveness	Communication Speed	Average	3
Responsiveness	Response to Urgent Requests	Very Good	5
Responsiveness	Speed of Processing Urgent Orders	Very Good	5
Cost	Cost Competitive for Jobs Quoted	Good	4
Risk	Severity of Non-conformance Incidents	Good	4
Innovation	Factory Development	Very Good	5
Innovation	Personnel Development	Good	4
TOTAL SCORE (%)			<u><u>82%</u></u>

Note: Rating below "Average" requires improvement actions.

Shenzhen TW Plastic & Metal KPI Sheet



Month: May

Business Area	Feature	Rating	Score
Quality	Corrective Action Response Time	Good	4
Quality	Corrective Action Resolution Time	Good	4
Quality	8D Reporting	Good	4
Delivery	On Time Delivery Performance	Good	4
Delivery	In Full Delivery Performance	Good	4
Finance	Speed and Accuracy of Invoicing	Very Good	5
Responsiveness	Communication Speed	Very Good	5
Responsiveness	Response to Urgent Requests	Very Good	5
Responsiveness	Speed of Processing Urgent Orders	Very Good	5
Cost	Cost Competitive for Jobs Quoted	Good	4
Risk	Severity of Non-conformance Incidents	Good	4
Innovation	Factory Development	Good	4
Innovation	Personnel Development	Good	4
TOTAL SCORE (%)			<u><u>86%</u></u>

Note: Rating below "Average" requires improvement actions.

UNRIVALLED SUPPLY CHAIN MANAGEMENT SERVICES

- Service level choice
 - Gateway
 - Complete
 - Advanced
 - Advanced PLUS
- Process control
- Design
- Prototyping
- Offshore & Local Consultancy

SERVICES DESIGNED TO DELIVER
UNRIVALLED OFFSHORE & LOCAL
ADVANTAGE



OUR PEOPLE TWO CONTINENTS, ONE TEAM

Shared vision

Shared values

Clear roles

Focused KPIs

Effective communication



SEAMLESS OFFSHORE & LOCAL EXPERIENCE



CEL Group

CEL Ningbo

UNRIVALLED ADVANTAGE

无与伦比的优势

HOW WE STARTED

THE COMPANY:

Business launched in July 2006

Owned and operated by Bishu Wang and two partners

Manufacturing agricultural and lighting products

CAPABILITIES INCLUDED:

Metal tubing – cropping, drilling and tapping

Reflective lighting

Metal enclosures and pressings

Assembly



CEL NINGBO JOINS CEL GROUP

- CEL Group partner from 2012
- Investment for business growth
- New larger premises in 2015
- Expanded workforce
- Growth in capabilities
- More experience and skill

PRODUCTION MANAGEMENT
QUALITY CONTROL
ON-TIME DELIVERY



CEL NINGBO EXTENSIVE CAPABILITIES

Today's capabilities include:

- Precision sheet metal work
- Tubular manipulation
- Fully fabricated products
- Die castings
- Turned parts
- Plastic injection mouldings
- Tailored inspection and testing
- Specialist packaging

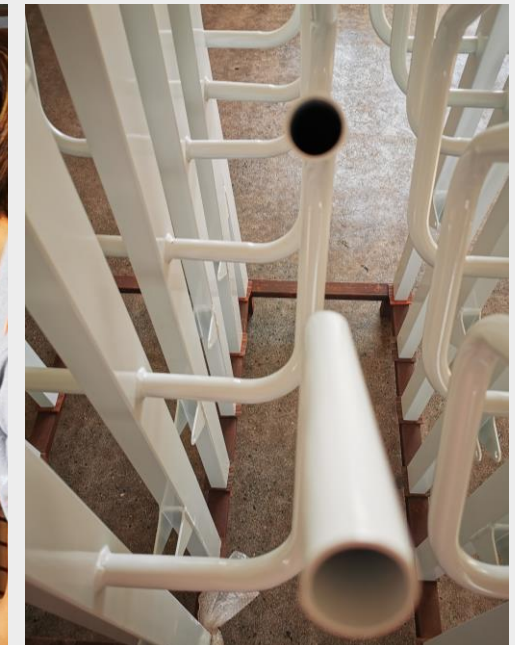
COMPONENTS : SUB-ASSEMBLY
FULL ASSEMBLY : COMPLETE BOX-BUILDS



CEL NINGBO TODAY'S SUCCESS

- Partnership buy-out, June 2018
- Bishu Wang is now Managing Director
- The Company renamed to CEL Ningbo
- Only supplies CEL Group

GROWING TOGETHER
THROUGH PARTNERSHIP



A BRIGHT FUTURE INVESTING IN PEOPLE

- Growing workforce
- Increased Production Management
- Invested in Quality Control
- Supporting staff development
- Sharing CEL vision and values
Company-wide

MOTIVATED TEAM,
COMMITTED TO ON-TIME,
QUALITY MANUFACTURING





CEL Group

CEL Shenzhen

UNRIVALLED ADVANTAGE

无与伦比的优势

MANAGED SUPPLY

On behalf of the UK HQ

- Project/Product Engineering
- Quality management
- Communicate locally with supply chain
- Work directly with UK team
- Manage process, product & other inspections
- Logistical support in China on behalf of the UK HQ

For its own accounts (non-UK/Europe accounts)

- Supply Chain Management
- Project/Product Engineering
- Quality Assurance
- ODM/OEM Manufacturing
- Technologies & Information Support

WORKING TOGETHER

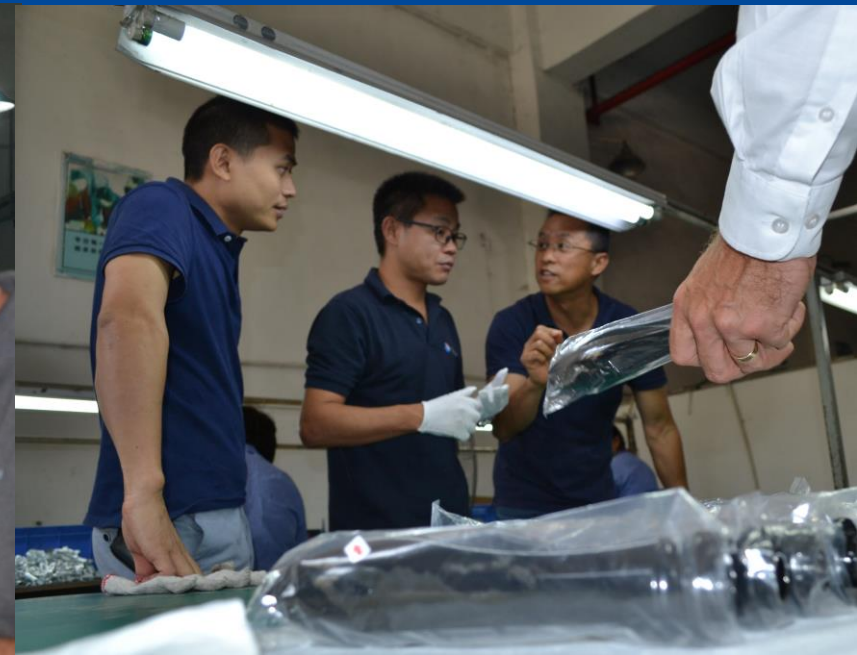
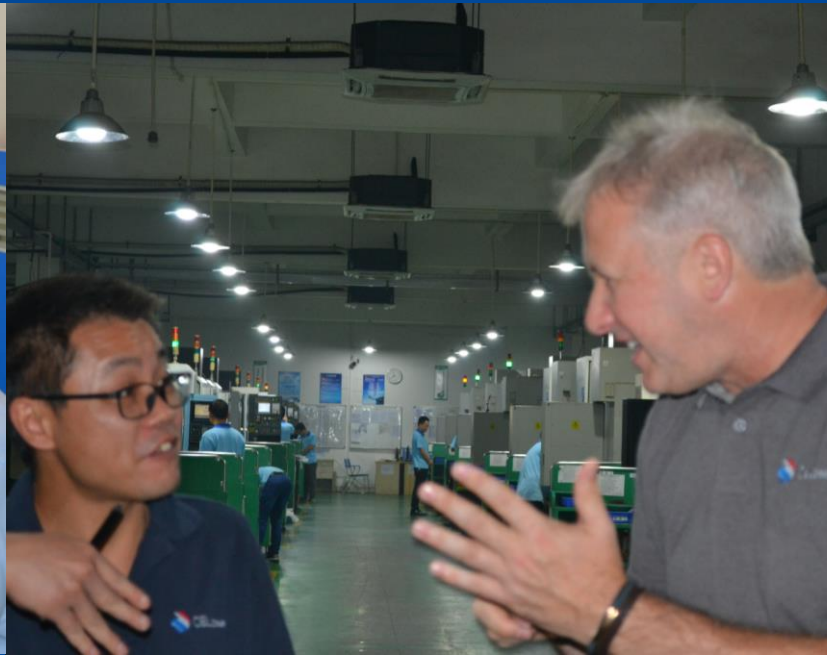
IN CHINA:

Launching new projects

Managing quality and delivery

Resolving any challenges

Developing our people and partners



EXTENSIVE AND FLEXIBLE MANUFACTURING CAPABILITY

- Sheet metal work
- Die casting
- Sand casting
- Investment casting
- CNC machining
- Turned parts
- Metal pressings
- Plastic injection moulding
- Product finishing
- Tooling
- Assembly
- Specialist packaging

LONG-TERM AUDITED AND
APPROVED SUPPLY CHAIN



CEL Group

See Better Results



CEL Group

Summary of Benefits

GROW IN PARTNERSHIP WITH CEL GROUP

WHY CUSTOMERS CHOOSE CEL GROUP

- “Local” UK supplier
 - Experienced in China since 2003
 - Engineering expertise, UK and China
 - Own facilities + supplier partners
 - Responsive and solution driven
 - Committed to quality, on-time delivery
 - End-to-end logistics management
 - Stockholding service in the UK & China
 - Proven cost savings
 - Growth through partnership
- UNRIVALLED ADVANTAGE





THANK YOU

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

UNRIVALLED ADVANTAGE

无与伦比的优势