

# Adapters & Power Supplies

Essential sourcing intelligence

December 2011

US\$495

## China supplier profiles

Detailed profiles of 69 verified suppliers and contact details of an additional 28 exporters

## Product gallery

Specifications and full-color images of 189 top-selling products

## Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



Supplier capability in China

## ADAPTERS & POWER SUPPLIES

China's adapters and power supply industry strengthens global lead as production is expected to sustain 10 percent annual growth through 2020. Share is forecast to hit 66 percent that year from at least 50 percent at present.

Buoyed by this projection, local manufacturers are boosting product development efforts to achieve complementary gains in technology in a bid to close the gap with foreign counterparts. They concentrate on meeting requirements for miniaturization, and high efficiency, stability, safety and energy savings while complying with international safety standards.

In addition to R&D-driven initiatives, suppliers continue to highlight flexibility to order volume and customization, both of which they consider an advantage over international rivals. As a further measure, companies are improving pre- and aftersales services.

### Key findings

1. Prices will climb in the months ahead, according to the majority of surveyed makers. More than 40 percent are planning a 5 to 10 percent markup and over one-third less than 5 percent. This is because rising raw material and labor costs remain a challenge that is compounded by the appreciating yuan.
2. Notwithstanding industry hurdles, most interviewed enterprises are anticipating growth in export sales. North America and the EU remain important destinations despite economic difficulties there, although makers explore the rest of Europe, the Asia-Pacific region and the Middle East.
3. Year-end production of AC/DC adapters is predicted to reach 2 billion units or about 60 percent of worldwide yield. The share of switching power supplies is at 80 percent, while linear counterparts continue to decline due to shrinking demand. The latter's low-efficiency feature is a contributing factor.
4. LED power supply makers are bolstering manufacture to take advantage of the growing lighting application. The category is anticipated to surge in sales by over 30 percent in 2012.
5. Traditional markets in consumer and vehicle electronics, computer and telecom products, home appliances, office automation, power equipment and transportation systems stay strong.
6. Models for electric vehicles, solar and wind power, military, industrial, railway and medical equipment are rising in number. Some are even breaking into the mainstream.

### Scope & methodology

This report covers the major products of China's adapters and power supply industry, namely adapters and converters, and LED and switching power supplies. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. Taiwan- and Hong Kong-invested businesses are also covered.

The province of Guangdong is the main production center. Reflecting this structure, nearly 75 percent of featured

companies are based there.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a

survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

### Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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# Apex Optoelectronics Co. Ltd



**INQUIRE NOW**

Apex's line of adapters, and switching and LED power supplies generated \$200,000 in export sales last year. The average monthly outbound volume is 3,000 units.

In the next 12 months, the trading company will focus on the EU, which currently represents 60 percent of overseas deliveries. North America, the rest of Europe, the Asia-Pacific

region and the Middle East share the rest.

Apex will raise investment by more than 50 percent as part of its expansion plans.

The supplier subcontracts to two factories in Zhongshan, Guangdong province. It conducts sample making, packaging, export documentation, shipping and assembly.

## Company facts

Year established	2002
Business type	Trading company
Company ownership	Mainland China-owned
Head office location	Hong Kong
No. of subcontracting factories	2
Factory location(s)	Zhongshan (Guangdong)
No. of full-time employees	50
Annual export sales (all products)	\$1.5mn
Annual R&D spending	\$50,000

## Sales & exports: Adapters & power supplies

Annual export sales	\$0.2mn
Share of total export sales	13%
Average monthly exports	3,000 units
Sample making	Yes
Export documentation	Yes
Shipping	Yes
In-house packaging	Yes
In-house assembly	Yes

## Contact details

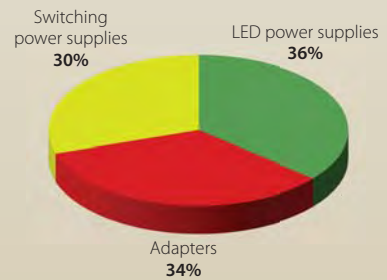
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URL	www.apexled.net www.globalsources.com/apexled.co
Address	4F, 7 Yueyin Street, Shiqi, Zhongshan, Guangdong, China



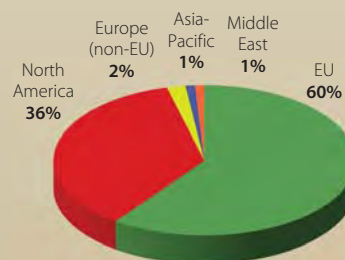
**Model:** A09-120W-24V  
**MOQ:** 100 units  
**Description:** AC/DC adapter; 110 to 240VAC, 50/60Hz input; 24V output voltage; 5A output current; 60W power output; 95% power efficiency; 168x67x42mm; 542g; CE

See more popular export models in the [Product Gallery](#).

## Exports by product



## Exports by market



## PRODUCT GALLERY

### Adapters & converters



**Apex**  
(profile page 22)  
**Model:** A09-120W-24V  
**MOQ:** 100 units  
**Description:** AC/DC adapter; 110 to 240VAC, 50/60Hz input; 24V output voltage; 5A output current; 60W power output; 95% power efficiency; 168x67x42mm; 542g; CE



**Apex**  
(profile page 22)  
**Model:** A10-150W-24V  
**MOQ:** 100 units  
**Description:** AC/DC adapter; 110 to 240VAC, 50/60Hz input; 24VDC output voltage; 6.25A output current; 150W power output; 95% power efficiency; 168x83x44mm; 600g; CE, RoHS, UL



**Changzhou Avic**  
(profile page 23)  
**Model:** RK-1201000  
**MOQ:** 5,000 units  
**Description:** AC/DC adapter; 100 to 120VAC, 60Hz input; 12VDC, 1,000mA output; 12W power output; ≥76% power efficiency; overcurrent, short-circuit protection; 0 to 40 C operating temperature; 76x32x51mm; 100g; CEC, UL, VDE, UK, SAA, CCC



**Changzhou Avic**  
(profile page 23)  
**Model:** RK-0501000  
**MOQ:** 5,000 units  
**Description:** Universal battery charger; for lithium; 100 to 240VAC, 50/60Hz input; 5VDC, 1,000mA output; 5W power output; ≥65% power efficiency; overcurrent, short-circuit protection; 0 to 40 C operating temperature; 58x25x48mm; CEC, UL, GS, BS, SAA, CE CCC



**Competition**  
(profile page 24)  
**Model:** PSU7B-1451301A  
**MOQ:** 1,000 units  
**Description:** AC/DC adapter; for indoor phones; 90 to 264VAC, 47 to 63Hz input; 14VDC, 1.3A output; ≤18W power output; <150mVp-p ripple; -20 to 55 C operating temperature; UL



**Dongguan Yinli**  
(profile page 26)  
**Model:** YL-48-1201000A  
**MOQ:** 3,000 units  
**Description:** AC/DC adapter; 230VAC, 50Hz input; 12VDC, 1A, 12VA output; 0 to 40 C operating temperature; GS, CE, EUP, 2005/32/EC, EN61558-1, 61558-2-6, 60950-1

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