

# Company Profile

2021



**UnitedStar**

**联星实业**

Reliable Air Cooling Solution  
Provider and Manufacturer



UnitedStar Design

1

Company Profile

2

Cooperation Mode

3

Main Product Introduction

4

Partner



**UnitedStar**

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Reliable Air Cooling Solution  
Provider and Manufacturer

1

# Company Profile



UnitedStar  
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## 1.1 Company Profile

United Star Industrial Group LTD. is an enterprise focusing on research and development, design, production, and sales of air cooling products. The group consists of Zhongshan United Star Electrical Appliance Manufacturing CO., LTD (China high-tech enterprise), Zhongshan United Star CO., LTD., Guangzhou Link-top INT' I forwarder co., LTD. (a non-vessel carrier) and Guangzhou Unitedstar co., LTD.(foreign trade sales). Since its establishment, United Star has always adhered to the values of " Deliver the best to our customers, Be efficiency, Be proactive, Be honest, Be profession".

United Star has more than 11 years experience in air cooling product development. At present, United Star has a perfect internal structure and has passed the ISO9001 quality system of nearly 30,000 square meters of plant, which includes six workshops of hardware, motor, injection molding, net cover, and final assembly. United Star has the most advanced domestic R290 mobile air conditioning production line, as well as an enthalpy difference laboratory. We have 1133 kinds of products, among them, 82 have their property rights. We mainly develop and produce portable air conditioner, air cooler, electric fan, light ceiling fan, rechargeable fan, solar fan, and BLDC motors.

At present, United Star has six registered trademarks, more than 30 product patents, BSCI/ISO9001/GS/CE/CB/SAA/RoHS/GCC/SASO/CCC/ETL, and other certificates. United Star has six R&D engineers, an average of 13 new products are developed every year. Our products are exported to 126 countries, we wholeheartedly for customers to provide OEM and ODM services. We have cooperated with famous enterprises at home and abroad, such as French Carrefour supermarket, German Lidl supermarket, Indian Orient company, and so on. Since 2019, the sales growth rate of our own brand United Star in the global market has exceeded 250% for three consecutive years. Meanwhile, we have cooperative assembly bases in Indonesia, Tunisia, Mexico, Nigeria, and other regions. The group has its own freight forwarding company, based in China, looking at the world, actively embedded in the global supply chain layout.

"To be a reliable environmental appliance service provider to meet the needs of global customers to improve the environment" is our persistent goal.

## 1.2 Company Mission, Vision and Values

### **Corporate Mission:**

To provide efficient products to catch the requirement of users around the world and improve the global environment.

### **Corporate Vision:**

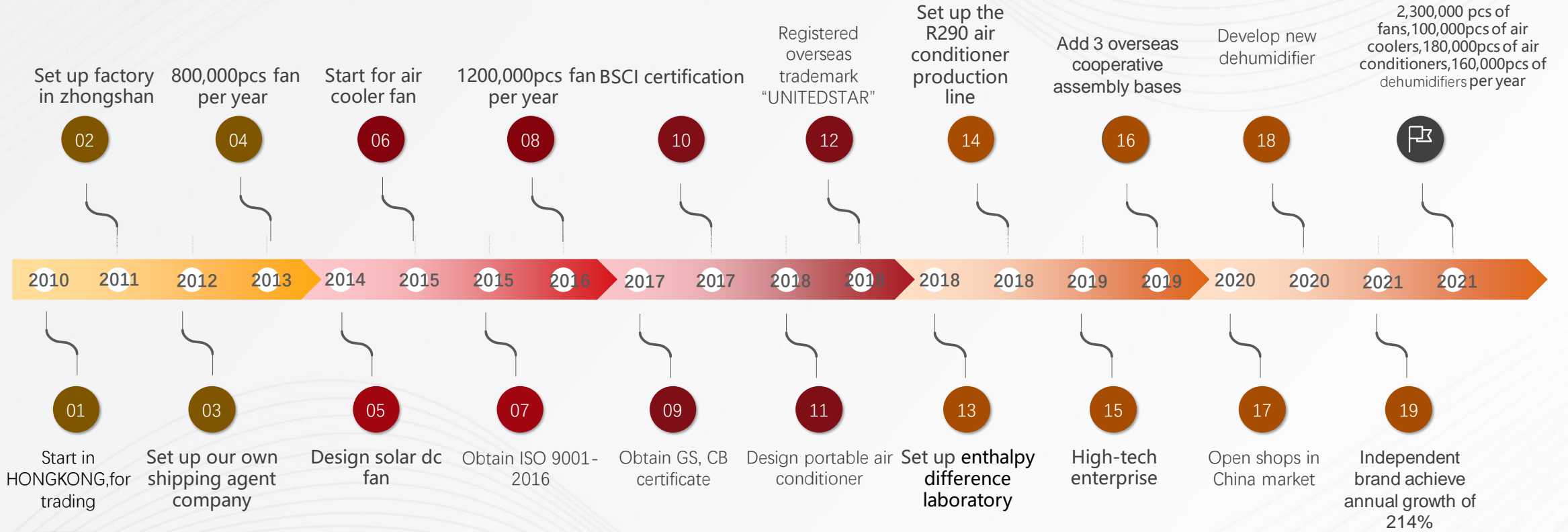
1. Provide nice environmental home appliance everyone can afford and use all over the world.
2. Become one of the top 10 domestic environmental home appliances companies.

### **Corporate values:**

Delivery Our best to customers, constantly improve efficiency, actively embrace change, integrity, dedication



### 1.3. History

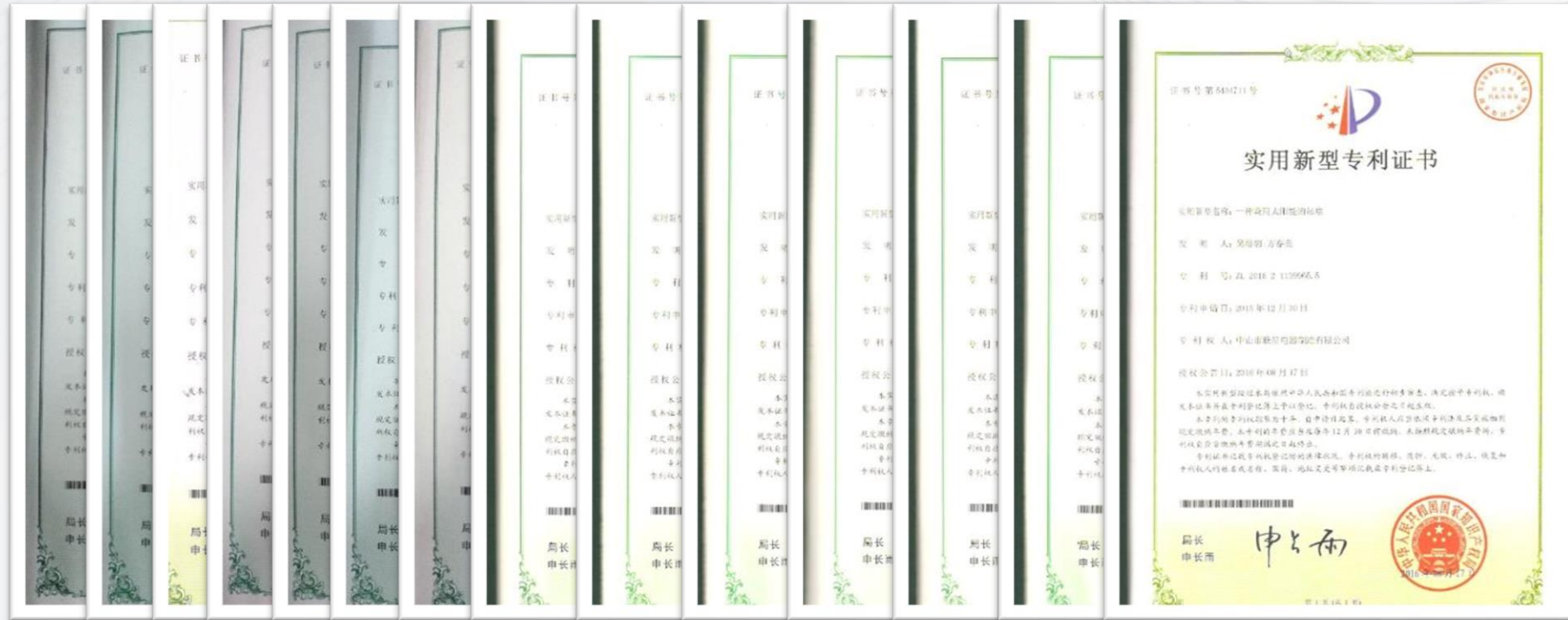






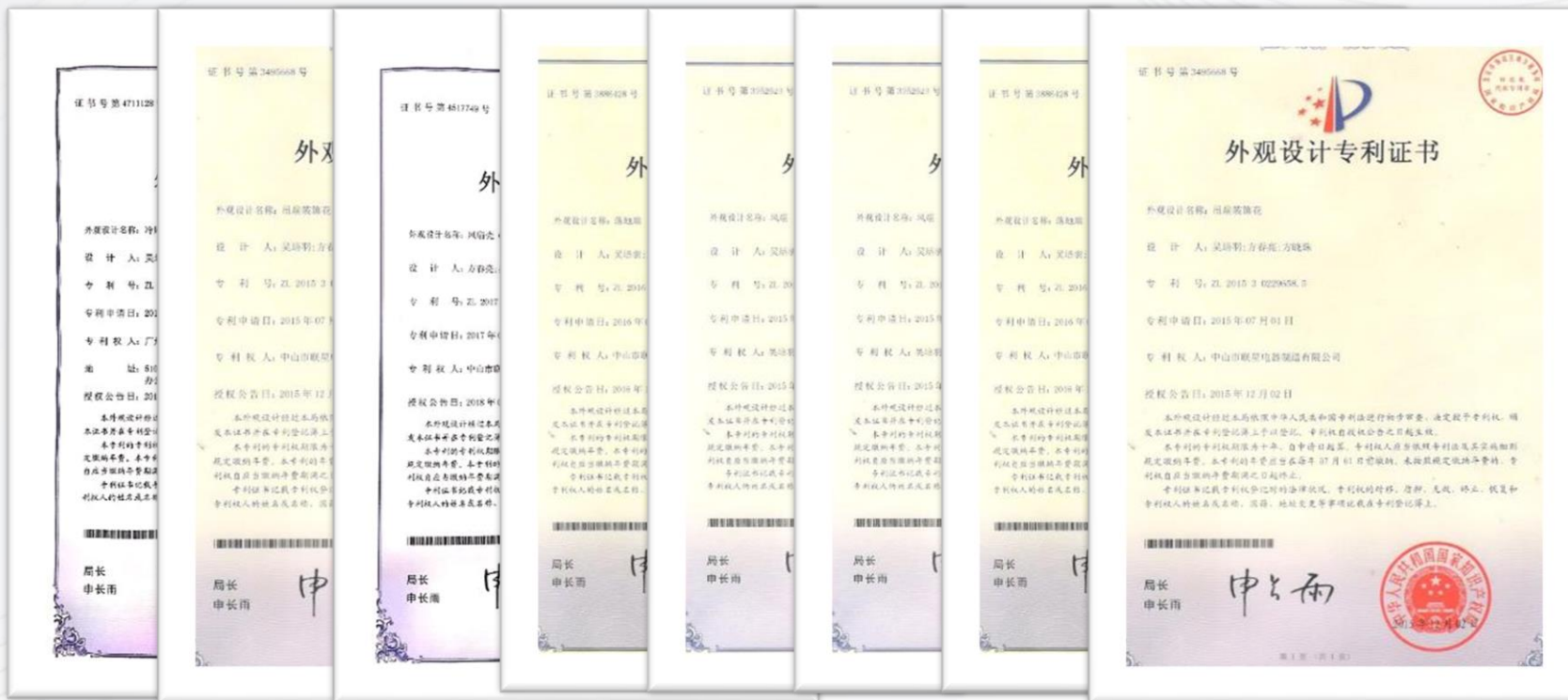


## 1.5 Social Recognition



Product Patents

## 1.5 Social Recognition



Design Patents

2

# Cooperation Mode

## 2.1 OEM

### Capacity Situation

Name of the Product	Order Quantity	Unit
Electric fan	3000,000	PC
Air cooler fan	100,000	PC
Air conditioner	380,000	PC

### Delivery Situation

Name of the Product	Order Quantity	Unit
Electric fan	2,640,000	PC
Air cooler fan	48,000	PC
Air conditioner	16,000	PC

2019.05-2020.05 Delivery



## 2.1 OEM

Global Delivery Capability	Order Quantities	Product
Zhongshan, China	2,640,000	Fan, Portable air conditioner, Dehumidifier
Tunisia	430,000	Fan
Indonesia	2,100,000	Fan
Nigeria	600,000	Fan

2019.05-2020.05 Delivery



Exterior View



Exterior View



Exterior View



Plant View



Plant View



Exterior View





Plant View



Plant View



Plant View



Plant View



Plant View



Plant View



Plant View



Plant View



Plant View





Air Conditioner Plant View



Air Conditioner Plant View



Air Conditioner Plant View



Air Conditioner Plant View



Air Conditioner Plant View



Air Conditioner Plant View



Grill Plant View



Grill Plant View



Grill Plant View



## 2.2 ODM Design and Development

1133 kinds of products in total, among them, 82 have their property rights. Mainly develop and produce portable air conditioner, air cooler, electric fan, light ceiling fan, rechargeable fan, solar fan, and BLDC motors. An average of 13 new products are developed every year.

## 2.2 ODM Design and Development

Mode: OEM ODM, OBM

New design per year: 8-15 models

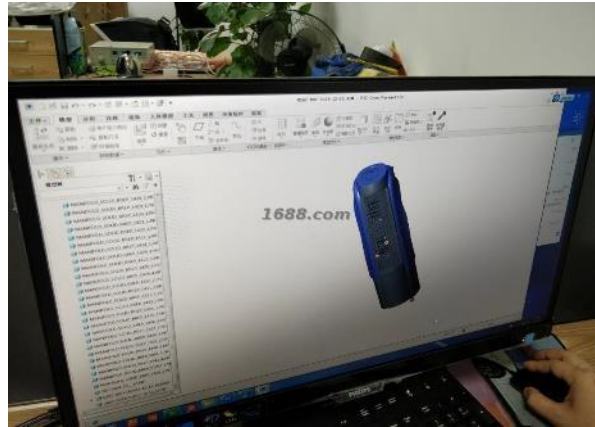
Designers: 6 person

Main design: Product appearance, product structure,  
electrical structure, electrical performance, safety certificate

Tools: Auto-CAD, Pro-E, Protel, VC language



**New Product Development**



**Design AIDS**



**Enthalpy Difference Laboratory**

## 2.2 ODM Design and Development



In 2010, a customer found us and required us to help to design a new ceiling fan.

1. We drew and got confirmed with the customer;
2. Mould fee calculated;
3. Mould tested, prepared a handmade mould for customer reference;
4. After confirmed, the mould was ready after 2 months, then we started production for the customer;
5. The customer had imported 20 containers from us in 2011.

The mould was successfully developed, which is very hot-sale in local market!!! More than 100 containers of this model have been sold in three years.



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## 2.2 ODM Design and Development



2013, we have designed a motor for Indian market, as there is less electricity in the market, people prefer to use batteries and solar panels.

The power consumption of BLDC ceiling fan motor designed by us is 50% lower than that of ordinary AC ceiling fan, and it is compatible with solar energy and battery.

This product is quite popular in local market, with an annual sales of 400000 units.



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## 2.3 OBM Brand Agent



We sell our own brands in Nigeria, Ghana, South Africa, and Peru.

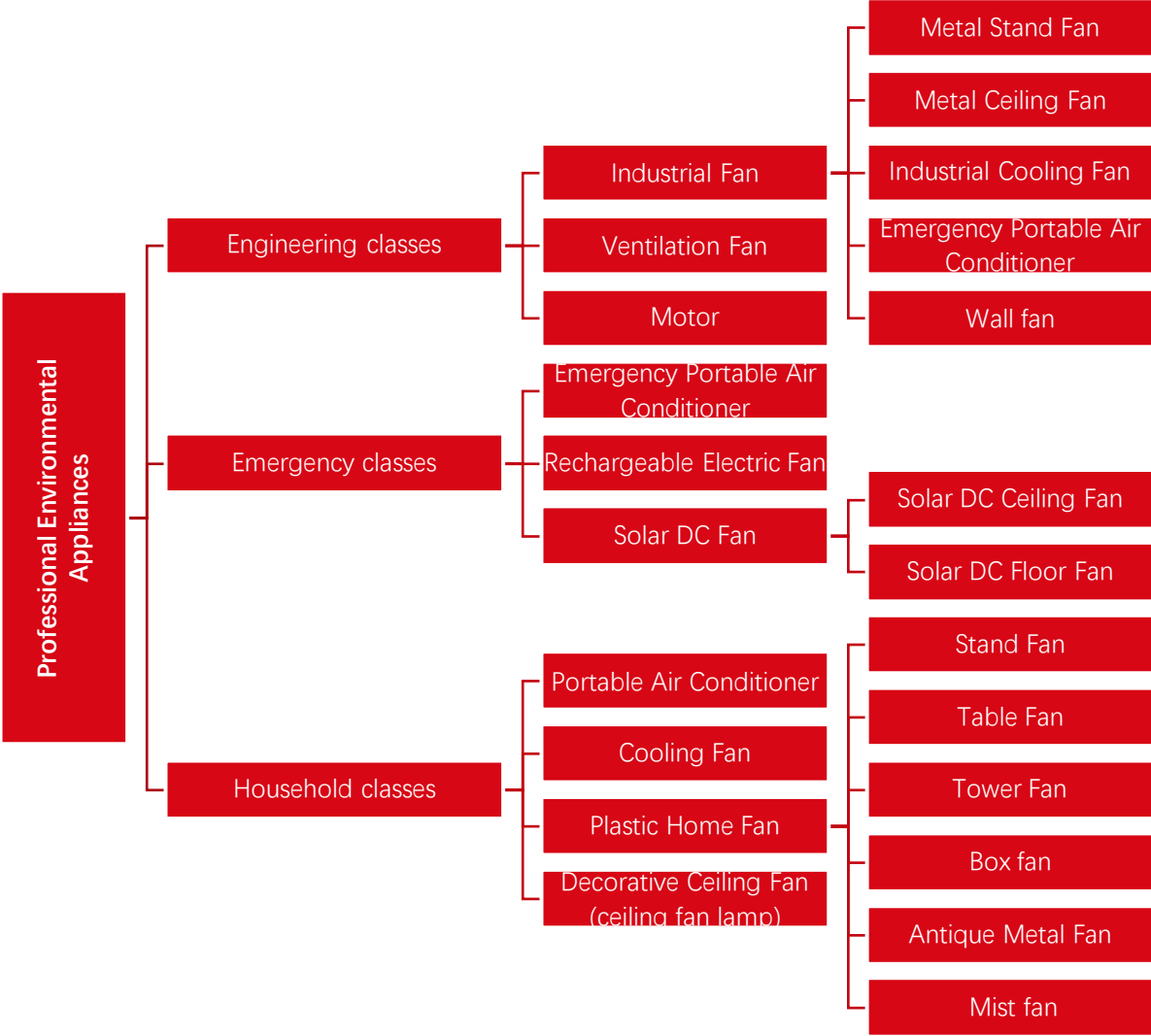
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# Main Product



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### 3.1 Series of Product



### 3.1 Series of Product







• GS CE NOMS, CB CERTIFICATION

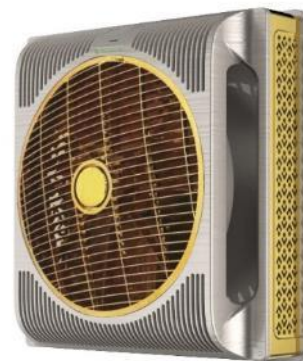


• CE CERTIFICATION

### 3.1 Series of Product



USCF-145



USCF-145A



USCF-145B

- 18-inch ceiling fan
- High-end luxury design
- Pure Copper ball bearing motor
- The circular Air Supply
- With remote control, with automatic boot function
- Body material: Front ABS+ after PP
- ABS Fan Leaf
- Can be added to the aromatherapy tablets
- Easy to install and disassemble



### 3.1 Series of Product



Usage scenarios:

1. Enhanced air Supply in the office
2. Student dormitory, rental housing use, easy to install and disassemble
3. Meeting venues, shops, restaurants, and other places with high indoor temperature, and air conditioning can not completely cool the room can be combined with air supply to greatly improve the refrigeration efficiency

Installation method:

Perfect and easy to install on the ceiling of 60\*60

Fix it directly to the ceiling with a screw.

### 3.1 Series of Product



USCF-162

Usage scenarios:

1. Enhanced air supply in offices and conference rooms
2. Student dormitory for easy installation and disassembly
3. Meeting venues, shops, restaurants, and other places with high indoor temperature, and air conditioning can not completely cool the room can be combined with air supply to greatly improve the refrigeration efficiency

### 3.1 Series of Product



USCF-006

Mobile Cooler (water-cooled fan)

1500m<sup>3</sup>/H

15 liter water tank

86cm height

Full and strong air supply in the upper and lower directions  
and left and right directions

With a filter to effectively isolate the PM2.5 in the air

With negative ions to increase oxygen content in the air

With remote control, natural wind speed and sleep speed  
function to choose from



### 3.1 Series of Product



USCF-007

Mobile Cooler (water-cooled fan)

2500m<sup>3</sup>/H

30 liter water tank

124cm height

Full and strong air supply in the upper and lower directions  
and left and right directions

With a filter to effectively isolate the PM2.5 in the air

With negative ions to increase oxygen content in the air

With remote control, natural wind speed and sleep speed  
function to choose from

### 3.1 Series of Product

#### Portable Air Conditioner(Basic)



SKY-1A

7000 BTU /8000 BTU

R290/ R410 refrigerant

Air conditioner, Dehumidification, Fan, Heater 4 in 1 fuction

Remote control

Less than 60 Db noise level

EER class A

### 3.1 Series of Product

#### Portable Air Conditioner(Luxury)



SKY-3A

9000BTU

R290/ R410 refrigerant

Air conditioner, Dehumidification, Fan, Heater 4 in 1 fuction

Remote control

Less than 60 Db noise level

EER class A

TUYA WIFI fuction

## 3.1 Series of Product

### Portable Air Conditioner(Business)



SKY-5A

#### Business Portable Air Conditioner

1. Can choose 290 refrigerant, which won't destroy the atmosphere, it's the most environmentally friendly refrigerant at present.
2. Dehumidification and refrigeration drain separation, which can avoid dehumidification when drainage into the water wheel, and circulation to the air humidification, and reduce dehumidification efficiency
3. IP24 high waterproof grade, suitable for outdoor use



4

Partner

**taurus**

**Royalstar**

**ROYAL<sup>®</sup>**  
**FANS**

**PAK  
FAN**  
*Noiseless Matchless*

**Walmart** 

**MELING** 美菱



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# ☺ Thanks!

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