

# Kitchen & Tableware

Essential sourcing intelligence

April 2012

US\$395

## China supplier profiles

Detailed profiles of 48 verified suppliers and contact details of an additional 13 exporters

## Product gallery

Specifications and full-color images of 138 top-selling products

## Industry trends

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



## Supplier capability in China

**KITCHEN & TABLEWARE**

Kitchen and tableware suppliers in China will have to prove their mettle as 2012 brings both internal and external pressures affecting overseas sales.

The debt crisis in the US and Europe is putting a damper on demand. This is the main reason export growth is foreseen to slow down this year. Some product categories showed a minimal increase in the quantity of 2011 shipments. Others have begun to decline.

Pricing is another key factor contributing to fewer orders. Most suppliers are raising quotes to offset higher manufacturing expenses and the appreciation of the yuan, but meeting resistance from buyers.

In response, companies are adjusting their business strategies to prop up sales and remain profitable. R&D initiatives will center on value-added models. Cost reduction measures are also being introduced. With such efforts in place, makers are hopeful of moderate revenue gains in the next 12 months.

**Key findings**

1. Export prices will be augmented by as much as 10 percent due to rising production outlay. Adjustments in the yuan-US dollar exchange rate are also considered.
2. Suppliers are developing upscale designs to justify higher quotes. They are using better inputs and improved structures. Some are taking advantage of the strong currency to purchase imported raw materials. A greater number of makers of glass tableware are utilizing tempered and borosilicate types for increased strength. Superwhite magnesian porcelain and durable cow-bone china are likewise employed more frequently.
3. To enhance efficiency and reduce the number of employees, several teams are merged into one department to have fewer managers in the organization. Manufacturers are also acquiring automatic equipment, which has the added benefit of boosting product quality. Upgraded kilns, particularly, yield high-gloss ceramic and porcelain models without discoloration.
4. The majority of featured suppliers are raising capital expenditure by more than 50 percent to support capability advancement efforts.
5. Although the majority of businesses will still be targeting the US and the EU, many will be exploring alternative shipping destinations. These include Latin America, Africa, the Middle East and Southeast Asia. Several will cater to the domestic market.
6. For differentiation in the OEM-oriented industry, a number of companies will be focusing on OBM sales.

**Scope & methodology**

This report covers the major products of China's kitchen and tableware industry, namely baking and cooking containers, knives, utensils, storage, organizers, tabletop accessories, and dining items in glass, ceramic, metal and plastic.

The products and prices section discusses each category and design trends specific to the line, and describes the typical features and prices of low-end, midrange and high-end models. Manufacturing processes are also explained.

The Industry Overview touches on the challenges faced by the sector and details how makers are coping with the situation.

Guangdong and Zhejiang provinces are the main production centers for the line. The first location is represented by more than 40 percent of featured suppliers. About one-fourth of interviewees are from Zhejiang. The

majority of businesses are locally owned. Up to 25 percent are foreign-invested.

To produce this report, Global Sources interviewed a wide range of enterprises. 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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## Aplop Houseware (Shenzhen) Co. Ltd



With two partner factories in Guangdong province, Hong Kong-invested Aplop ships 13,000 kitchen and tableware pieces each month. The line consists entirely of storage and organizers.

North America is the trading company's biggest market, receiving 40 percent of exports. The EU, which absorbs one-fifth, will be the target

destination this year. Non-EU countries, the Middle East and the Asia-Pacific region are the other overseas locations.

Prices will remain the same in the next six months despite the unstable yuan-USD exchange rate.

Aplop offers sample making, shipping and documentation services. The supplier carries out packaging and assembly as well.

### Company facts

Year established	2010
Business type	Trading company
Company ownership	Hong Kong-invested
Head office location	Shenzhen (Guangdong)
No. of subcontracting factories	2
Factory location(s)	Dongguan (Guangdong)
No. of full-time employees	20
Annual export sales (all products)	\$2.0mn
Annual R&D spending	\$200,000

### Sales & exports: Kitchen & tableware

Annual export sales	\$0.4mn
Share of total export sales	20%
Average monthly exports	13,000 pieces
Sample making	Yes
Export documentation	Yes
Shipping	Yes
In-house assembly	Yes
In-house packaging	Yes

### Contact details

Business contact	FU Susan
Phone	(86-755) 8324-3923
Fax	(86-755) 8324-1377
E-mail	enquiry@aplop.com sales04@aplop.com
URL	www.aplop.com www.globalsources.com/aplop.co
Address	B504-505 Fujian Building, Caitian Road, Futian, Shenzhen, Guangdong, China



**Model:** P10040134

**MOQ:** 100 pieces

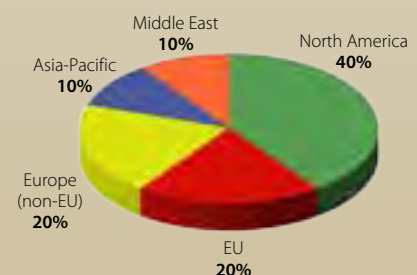
**Description:** Airtight food container; ABS, SAN; white or clear; 440mL capacity; 98x69x120mm; FDA

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

### Exports by product



### Exports by market



## PRODUCT GALLERY

### Bakeware & cookware



**Chuangxin**

(profile page 33)

**Model:** CXKP-2007

**MOQ:** 2,000 sets

**Description:** Bakeware set; 23.5x9.5cm cake mold, 27.2x13.6x7cm loaf pan, 26x6.5, 24x3.4cm spatulas with PP handles, 8 and 14in cake brushes with ABS handles; food-grade silicone; nonstick finish; up to 230 C; dishwasher-safe; in various colors; FDA, EEC 20045



**Dongyang Zhongxin**

(profile page 35)

**Model:** TXG-630

**MOQ:** 3,000 sets

**Description:** 3-piece springform pan set; 23.5, 25.5, 27.5cm diameter; 0.4mm-thick carbon steel; organic silicone bottom coating; FDA, LFGB



**Dongyang Zhongxin**

(profile page 35)

**Model:** TXG-620

**MOQ:** 3,000 pieces

**Description:** 12-cup muffin pan; 0.4mm-thick carbon steel; organic silicone bottom coating; 35x26.5x2.8cm; FDA, LFGB



**Dongyang Zhongxin**

(profile page 35)

**Model:** TXG-6761

**MOQ:** 3,000 sets

**Description:** 3-piece cookie sheet set; 38.5x29.5x1.5, 43.5x30.2x1.5, 48.1x30.8x2cm; 0.4, 0.5mm-thick; carbon steel; organic silicone bottom coating; FDA, LFGB



**Guangdong Victory**

(profile page 38)

**Model:** BZ-05-1

**MOQ:** 1,080 pieces

**Description:** Muffin pan; 1mm-thick aluminum steel; ceramic coating; up to 230 C; dishwasher-safe; 374x285x32mm; champagne color; custom shapes; FDA, LFGB



**Guangdong Victory**

(profile page 38)

**Model:** BZ-06-1

**MOQ:** 1,080 sets

**Description:** Bakeware set; 0.4mm-thick 257x145x60mm carbon steel pan; 432x291x18.5mm aluminum, stainless steel sheet; Whitford Xylan or Ilag nonstick coating; up to 200 C; dishwasher-safe; FDA, LFGB

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