

# Mobile Phone Accessories

Essential sourcing intelligence

July 2011

US\$495

## China supplier profiles

Detailed profiles of 54 verified suppliers and contact details of an additional 21 exporters

## Product gallery

Specifications and full-color images of 147 top-selling products

## Industry trends

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



global sources

**40**  
YEARS

Quality Buyers  
Verified Suppliers

[www.globalsources.com](http://www.globalsources.com)

Supplier capability in China

## MOBILE PHONE ACCESSORIES

Smartphones and other portable devices that enable data sharing and business applications are steering product development in China's mobile phone accessories industry. Manufacturers are adapting releases to address requirements in energy, storage, connectivity, privacy and external protection.

Suppliers are hampered by rising raw material and labor costs and are planning to increase prices to augment losses. Some are moving factories inland to reduce manpower expenses, but the majority remains in Guangdong province.

Most makers, however, are optimistic and are expecting growth in overseas business in coming months. More than half of surveyed companies are raising capital expenditure to prepare for a surge in orders from international clients. North America and the EU are still the major export destinations.

### Key findings

1. The switch to Micro-USB standard will impact product development in the cable and charger categories. This is expected to weaken demand for traditional mobile phone chargers but will encourage suppliers to explore other high-value lines.
2. The emergence of a new generation of devices that target convenience for the user is causing a decline in sales for some segments. Mobile phone-PC data cables are increasingly taking over the market of SIM card readers because the former can store huge amounts of information from the handset to a PC. Data synchronization between the cell phone and computer also hastens record updating.
3. The latest car models that boast built-in handsfree kits are dampening sales of stand-alone variants. Wireless technologies, however, are spurring development of cable-free alternatives.
4. Widening adoption of touchscreen mobile devices is expanding the selection and functionality of related accessories. Screen protectors, which were conventionally designed for the iPod and mobile phones, are now being created for tablet PCs and mobile Internet devices. Handset cases are following iPhone trends and provide cutouts for touchscreen access.
5. Buyers should expect higher prices in coming months, with more than 40 percent of interviewed companies targeting between 5 and 10 percent increases.

### Scope & methodology

This report covers the major categories in mainland China's mobile phone accessories industry, namely power banks, chargers, SIM card readers, data cables, handsfree kits, cases and novelties. For each product group, details about the different types offered, and their features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the strategies employed to boost sales and enhance overall competitiveness. To reflect the industry structure, the majority of suppliers featured in this report are local, privately owned enterprises. Hong Kong-invested businesses are also covered. Most of the companies are based in Guangdong province. The hub accounts for the bulk of the mainland's export sales.

To produce this report, Global Sources interviewed a wide range of suppliers. Instead of focusing 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 months. All 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.

CONTENTS

INDUSTRY OVERVIEW.....7  
 Main production center  
 Supplier survey  
 Power banks & chargers ..... 11  
 SIM card readers & cables..... 13  
 Handsfree kits..... 14  
 Cases, novelties & other accessories ..... 15  
 SUPPLIER PROFILES..... 19  
 PRODUCT GALLERY ..... 79  
 ADDITIONAL SUPPLIERS ..... 107

Sample page only

Copyright 2011 Trade Media Limited. All rights reserved. Reproduction in whole or in part in any form or medium without the expressed, written permission of Trade Media Holdings Limited and Trade Media Limited is prohibited.

Published by Publishers Representatives Limited (on behalf of Trade Media Limited)  
 4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands  
 c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-15019-5-0

Disclaimer: Any recommendation contained in this report may not be suitable for all investors or businesses. Moreover, although the information contained in this report is obtained from sources believed to be reasonably reliable, the accuracy or completeness of such information cannot be guaranteed. The author and the publisher of this report (and the publisher's affiliates, agents, sales representatives and service contractors) do not make any representation or warranty whatsoever (whether express or implied) in relation to any of the contents of this report (including any information, opinion, recommendation or conclusion contained in this report) (collectively, "Contents"), whether as to the accuracy, completeness, quality, fitness, suitability or reliability of such Contents (or any portion thereof) or otherwise, and shall not be liable under any circumstances whatsoever for any error, omission, defect or deficiency in, or for any use of or reliance on, such Contents (or any portion thereof).

All product images are provided by the companies interviewed and are for reference purposes only. Those product images featuring products with trademarks, brand names or logos are not intended for sale. Products that are not the specific topics of editorial articles are shown for illustrative and/or demonstrative purposes only. We, our affiliates, and our affiliates' respective directors, officers, employees, representatives, agents or contractors, do not accept and will not have any responsibility or liability for product images (or any part thereof) which infringe on any intellectual property or other rights of a third party.

## Besstec Electronics Co. Ltd



INQUIRE NOW

Besstec manufactures cases, handsfree kits, chargers, adapters, data cables and other accessories. The line generated sales of \$1.8 million in 2010.

Operating at 80 percent of capacity, the maker yields 120,000 mobile phone accessories monthly. All products are exported to North America, Europe, the Asia-Pacific region and the Middle East. The company is boosting shipments to

the first in coming months and expects this to increase overseas revenue by more than 20 percent.

Prices at Besstec are projected to rise due to climbing raw material costs. The adjustment, however, will be less than 5 percent.

The maker plans to increase capital expenditure by over 50 percent in the months ahead.

### Company facts

Year established	2003
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Zhongshan (Guangdong)
Factory location(s)	Zhongshan (Guangdong)
No. of full-time employees	250
Annual sales (all products)	\$2.0mn
Annual R&D spending	\$50,000

### Sales & output: Mobile phone accessories

Annual sales	\$1.8mn
Share of total sales	90%
Annual export sales	\$1.8mn
Total monthly capacity	150,000 units
Average monthly output	120,000 units
Capacity utilized	80%
Average monthly exports	120,000 units
Export ratio	100%

### Contact details

Business contact	SHAW Andy
Phone	(86-760) 8833-1709
Fax	(86-760) 8833-1706
E-mail	sales@besstec.com besstec@globalsources.com
URL	www.besstec.com www.globalsources.com/besstec.co
Address	4F Yujing Industrial District, 106 Qihao Road, Huoju Development District, Zhongshan, Guangdong, China

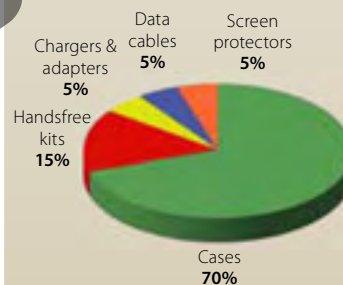


**Model:** 11-CIL41

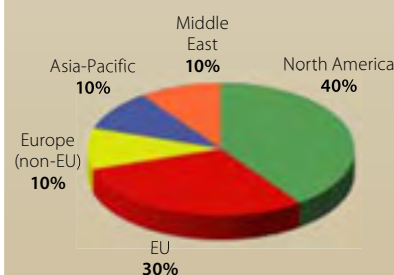
**Description:** Case; for iPhone 4; 4; slide-in and pull design; cowhide; 75x13x125mm; 21g; various colors

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

### Exports by product



### Exports by market



## PRODUCT GALLERY

### Batteries & power banks



**Best Wisdom**

(profile page 23)

**Model:** BW-PB002

**MOQ:** 100 units

**Description:** External battery power pack; for iPhone 4 GSM/CDMA; 5V, 0.5A maximum input, 5V, 0.5A maximum output; Li-polymer battery; 1,300mAh capacity; 3 to 3.5hr charging, 260hr standby, 5hr talk time; 125x61.5x15mm; 58.1g



**Cham**

(profile page 24)

**Model:** ST-PR-OA

**MOQ:** 500 units

**Description:** Power bank; for iPod, iPhone, BlackBerry, HTC phones; Li-ion rechargeable battery with USB standard output; 2,200 or 2,600mAh capacity; 5hr charging time; one USB port; ABS; 75x33x24mm; 80g



**Cham**

(profile page 24)

**Model:** CS-PR-OA

**MOQ:** 500 units

**Description:** Battery case for iPhone series; 5V/1A I/O; built-in 1,800mAh lithium battery for iPhone 2 battery; USB charging; 10hr talk, 300hr standby time; 10hr Internet use, 11hr audio, 40hr video playback; CE, UL; ABS



**Firenew**

(profile page 32)

**Model:** KF-SC-105

**MOQ:** 500 units

**Description:** Solar power bank; for iPhone 4; 5V, 800mA input, 5V, 500mA output; 2,400mAh battery capacity; USB for charging or syncing; monocrystalline silicon panel, ABS+PC; 124x66x20mm; 95g; CE, FCC, RoHS; 1-year life span



**Intellect Brothers**

(profile page 39)

**Model:** JDxFuel-BB9700-1

**MOQ:** 500 units

**Description:** Power bank/fuel holster; for BlackBerry 9700; 5V, 800mAh output; built-in 2,200mAh Li-polymer battery cell; ABS+PC; 90.3x66.1x4.49mm; 120g; black; USB cable bundled; CE, RoHS; 6-month warranty



**Intellect Brothers**

(profile page 39)

**Model:** JDxBAT-Samsung i9100-02

**MOQ:** 500 units

**Description:** Battery pack; for Samsung Galaxy S2 i9100; built-in Li-ion battery cell; 600mAh capacity; ABS+PC; 90.3x66.1x4.49mm; 56g; black; CE, RoHS, 6-month life span, warranty

# Yes!

I'd like to order the full version of the following China Sourcing Reports  
 For faster service, order online at [www.ChinaSourcingReports.com/pdfts](http://www.ChinaSourcingReports.com/pdfts)

## A Please send me

	Report Title:	US\$
1)		
2)		
3)		
4)		
5)		

Total amount US\$

## B Please send my reports by

- E-mail (PDF format)       Air courier (printed copy)

## C My contact details

Mr  Mrs  Ms \_\_\_\_\_  
Family Name                      Given Name

Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Mobile/Cell Phone \_\_\_\_\_

For faster service, order online at  
[www.ChinaSourcingReports.com/pdfts](http://www.ChinaSourcingReports.com/pdfts)

### For other inquiries

E-mail: [service@globalsources.com](mailto:service@globalsources.com)  
 Telephone Hotline: (65) 6547-2800

## D My payment method

- US\$ check/bank draft payable to **GLOBAL SOURCES**,  
 drawn on a US bank located in the USA

- Please debit my credit card



Amount (US\$) \_\_\_\_\_

Card No. \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## E Return this form by

**Fax** North and South America (1-480) 951-4197  
 Worldwide (65) 6547-2888

**Mail** Global Sources, c/o Media Data Systems Pte Ltd  
 Raffles City PO Box 0199, Singapore 911707

**Thank you for your order.**