ZIDLI

PRODUCT CATALOG

www.fengruielectronic.com



Company Profile

DONG GUAN FENG RUI ELECTRONICS TECHNOLOGY CO. LTD. (formerly DONG GUAN LEIJIA ELECTRONICS CO., LTD.) was established in 1993 in Chashan Town, Dongguan City, with a factory spanning over 17,000 square meters. As one of the earliest domestic manufacturers of headphone PCB boards, wires, and speakers, we have built a strong foundation in the industry. In 2004, capitalizing on our independent supply chain and advanced R&D capabilities, FENG RUI emerged as a leading designer and manufacturer of internet café headphones in China.

Leveraging our extensive expertise in the domestic internet café market, we introduced the "ZIDLI" brand in 2008 and the "GPTX" brand in 2010, successfully expanding into the broader domestic headphone industry with robust R&D, production, and operational capabilities.

In 2014, we implemented ISO standards, further enhancing our product development processes. We now introduce 10 to 15 new products annually and currently offer 134 models, including over 60 mainstream options.

In an ever-evolving market, FENG RUI maintains a strategic balance between "market orientation" and "product orientation," with clear objectives set for sustainable, long-term growth.

Our workforce includes 245 employees, comprising 26 R&D engineers and 120 production staff, supporting a monthly production capacity of 200,000 headphones. We are proud to collaborate with esteemed partners such as ABKO, GAMESTOP, GAMEPOWER, GIGABYTE, LENOVO, and MONSTER, among others.





