

SELF

SELF

Welcome to SELF!

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About us

Products

Strengths



“Obsessed with electronics since I was young, it’s my greatest happiness to transform a concept in minds to a real product that to be loved by people. A simple dream filled with passion and efforts kept driving me forward throughout my life. Now with SELF- the larger platform, we have more confidence to create more for you all.”

A handwritten signature in blue ink, appearing to read 'Xiao Shun'.

Chairman of SELF Group





Started as an engineer with a rational, persistent and innovative personality, he has a lifelong commitment to machinery and electronics study. At the age of 27, He invented the **Automatic Ship Lifter (DZK-15A)** that won the first prize in **Scientific and Technological Achievements**. In 1994, won the prize of Entrepreneurship in Ningbo Science and Technology. In 2014, achieved the honor of 'Outstanding Entrepreneur'.

Facing the complexity in the global marketing environment, Mr. Lin with his team always take comprehensive and deep insights into marketing strategy, overcoming the challenges and obstacles. His characteristic of tolerance, optimism with personal style of boldness have strongly touches all partners.

Besides creativity and rigorousness, he appreciates spirits of sharing and devoting, "**Wealth is a social attribute, it comes from society, also needs return to the society with gratitude.**"



Overview

1993, founded in Ningbo, China

1996, **the first** company to earn **TÜV** certification for transformer in China

1998, **the first** company to earn **VDE** certification for transformer in China

2000, the **largest exporter** of transformers in China

2004, **the first** company to develop the thinnest LED light, only **8mm** thickness

2004, **the first** company to develop the slimmest LED light, only **8mm** width

2012, **the first** private company in China to obtain **UL's CTD** (Client Test Data Program) certification

2014, **the first** private company in China to obtain **VDE TDAP** (Test Data Acceptance Program) certification

2014, editor of "Light Emitting Diode (LED) Luminaire for Building-indoor" National Standard.

2015, achieved **National Enterprise Postdoctoral Program** (smart lighting project)



24 Years of SELF Growth

2,700 sq m

1993 - First plant founded.



8,000 sq m

2000 – Moved to second SELF plant.



32,000 sq m

2008 – Moved to third and current plant.



58,000 sq m

2016 – Expanded plant



Global Locations



US Branch
Georgia, USA



German Branch
Cologne, Germany



★ Headquarters
Ningbo, China



The Middle East Branch
Dubai, UAE

German Branch

Mar. 11, 2009
Cologne, Germany



US Branch

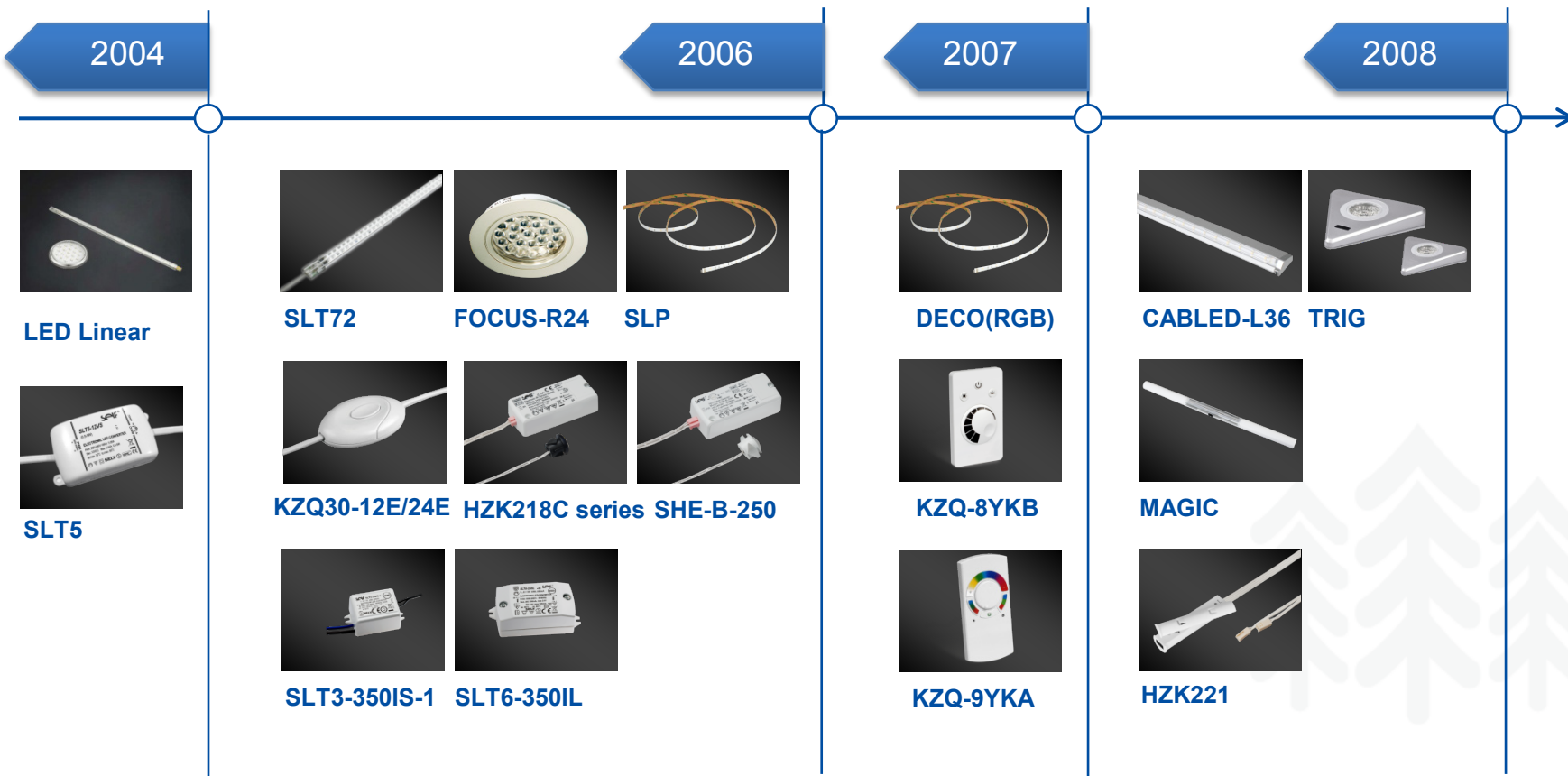
Feb. 26, 2009
Atlanta, USA



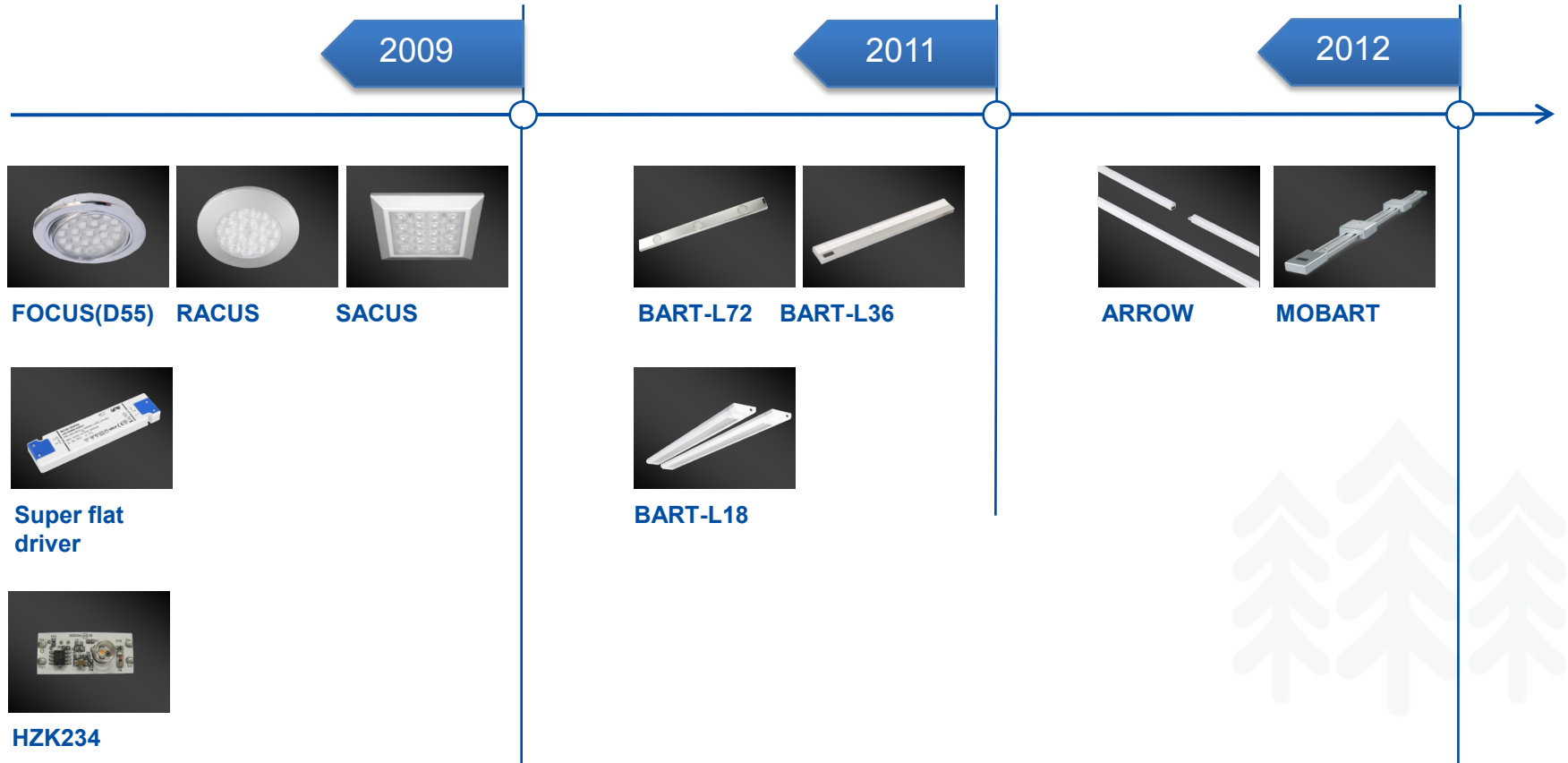
PRODUCTS



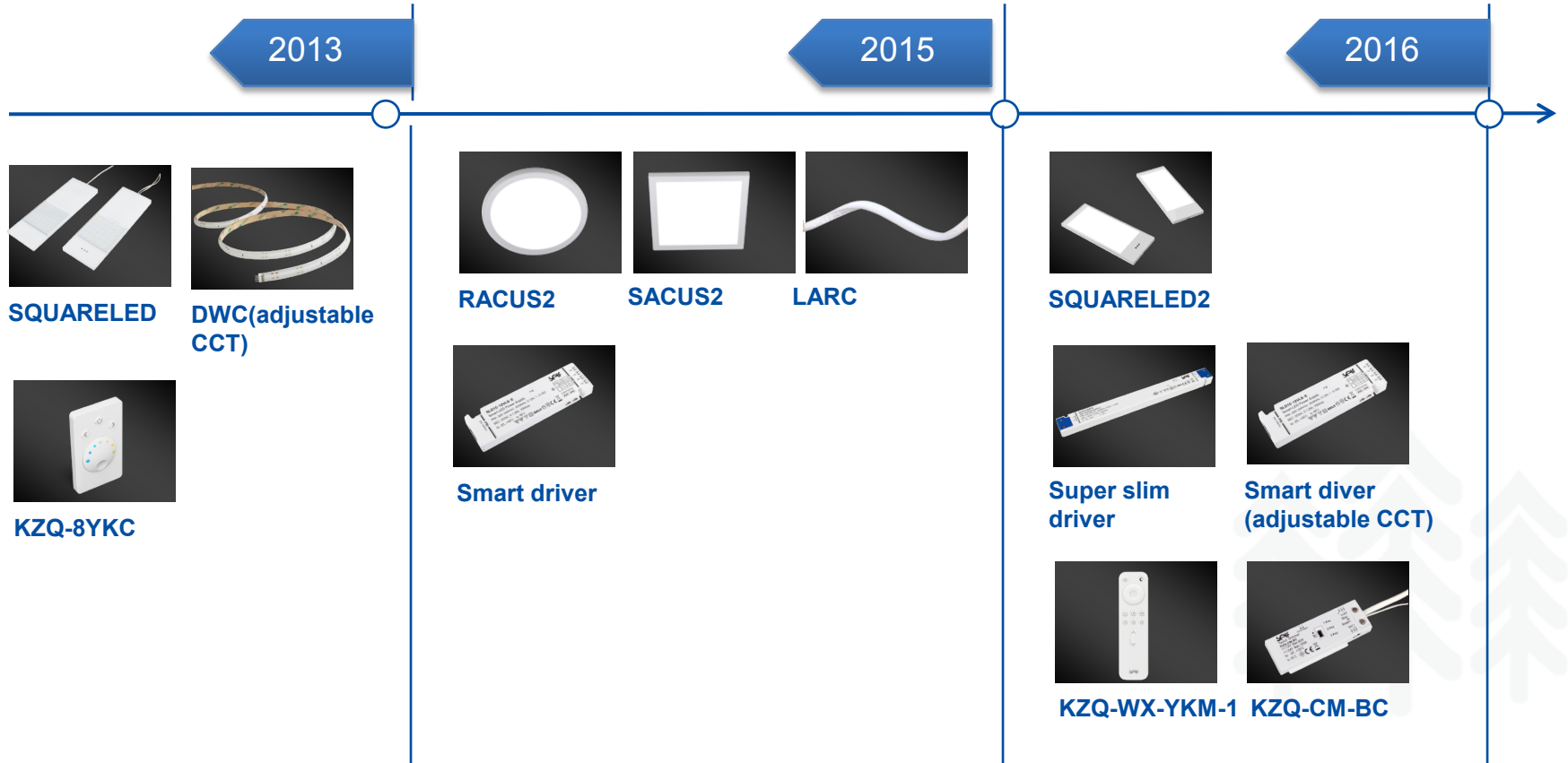
Products roadmap

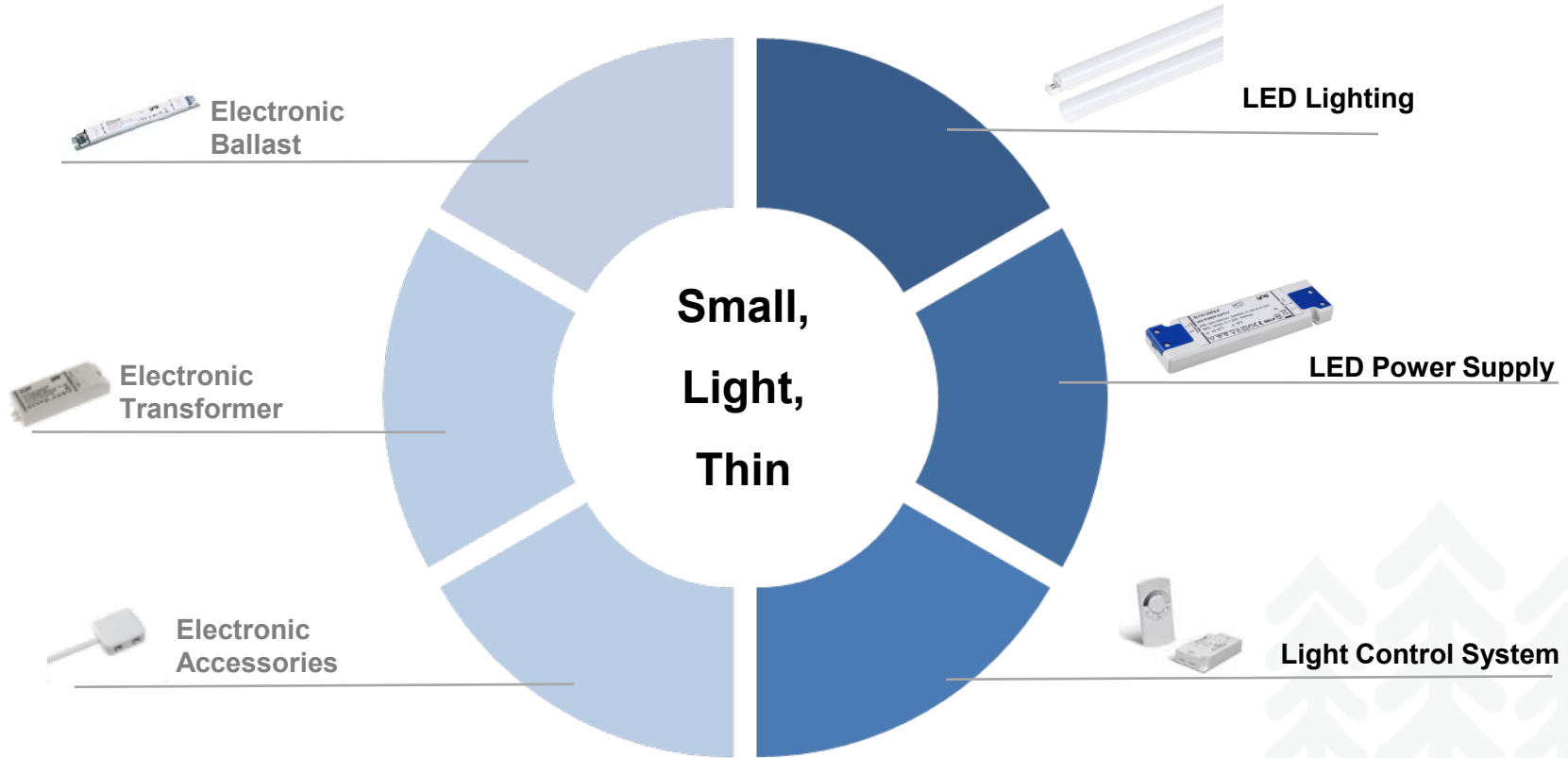


Products roadmap



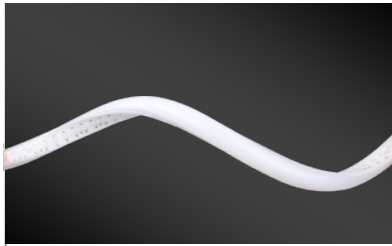
Products roadmap



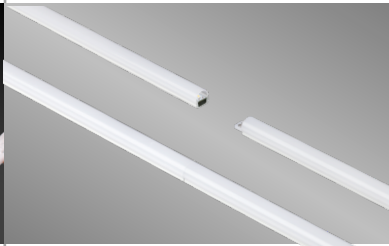


LED Lighting Fixture

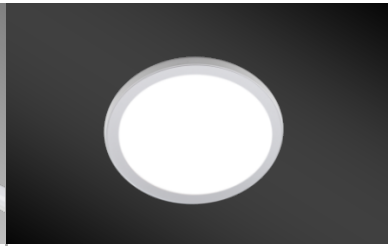
Since 2003, SELF began developing and manufacturing LED lighting. In the past 14 years, SELF has developed many unique advantages:



LED Flexible Strip



LED Linear Lighting



**LED Recessed
& Surface Mounted
Lighting**



**Battery-Operated
Lighting**

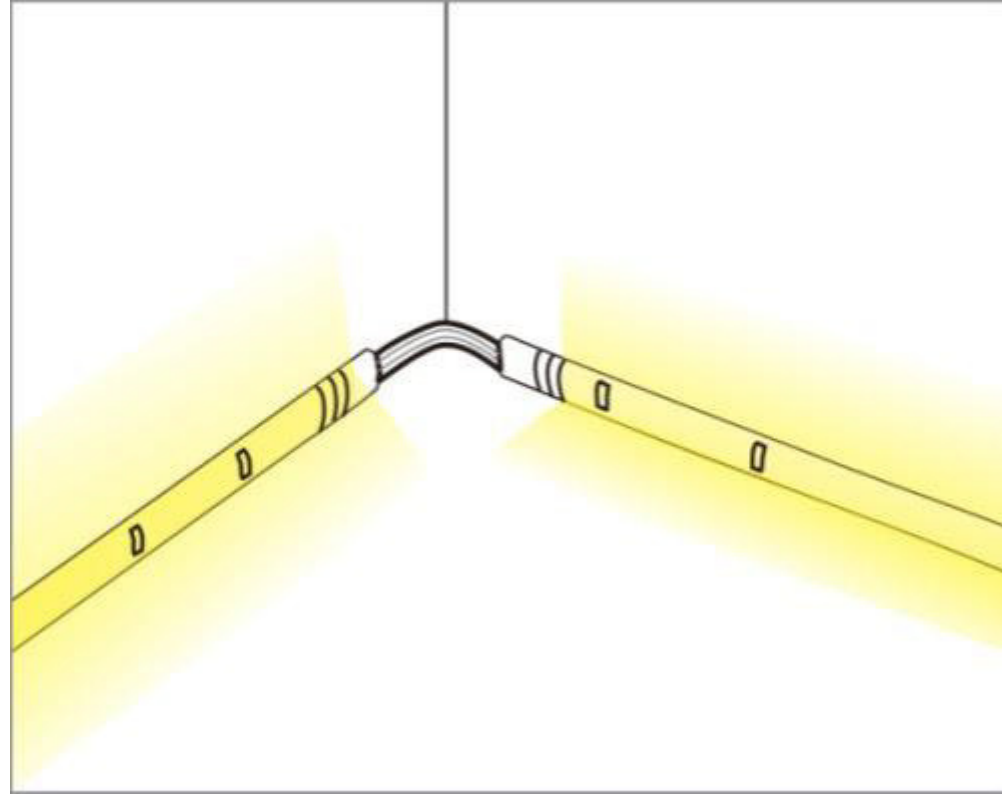
- Smart design and compact structure
- Patented optical designs
- Most advanced heat and thermal management
- Complete system offering (Lighting-Drivers-Controls)
- 3 Years warranty



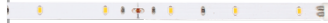
LED Flexible Strip



LED Flexible Strip



LED Flexible Strip



NCD



NEPTUN



ARC2



LARC



DWC



DECO(RGB)

Markets Served:

- Cabinet, Furniture Manufacturer
- DIY stores
- Lighting importers, distributors
- Contractor

Application :

- Decorative lighting
- Cove

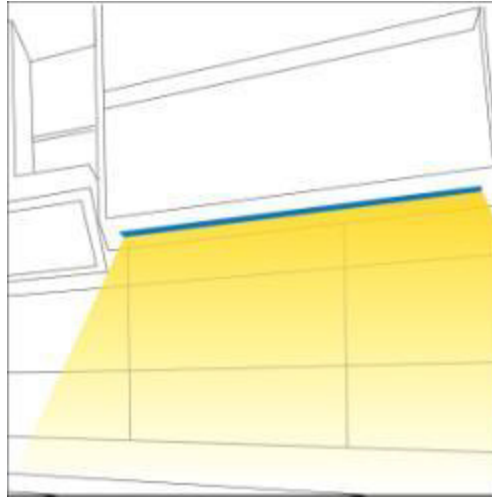




LED Linear Lighting



LED Linear Lighting



LED Linear Lighting



Markets Served:

- Cabinet, Furniture Manufacturer
- DIY stores
- Lighting importers, distributors
- Contractor
- Retail Stores

Application :

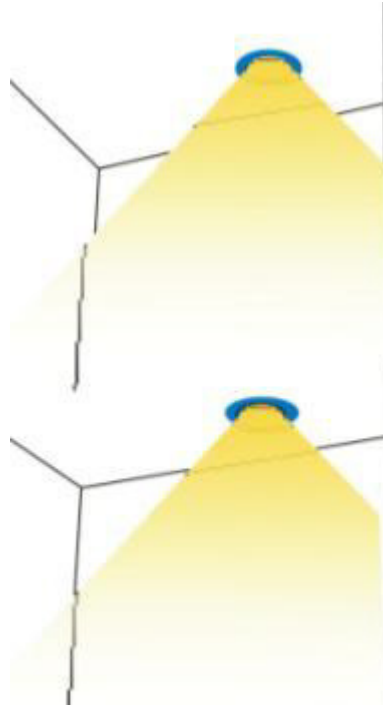
- Under Cabinet
- Illuminated Shelving
- Cove and Accent



LED Recessed & Surface Mounted Lighting



LED Recessed & Surface Mounted Lighting



LED Recessed & Surface mounted Lighting



FOCUS2



FOCUS2



LUCAS2



ORBIT



FOCUS2



FOCUS2



YOLK



HECUS



SACUS



SACUS2



RACUS



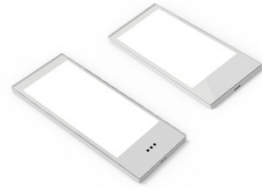
RACUS2



CIRCUS



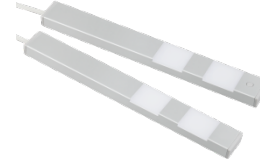
LED Recessed & Surface mounted Lighting



SQAURELED2



TRIG



RECTLED

Markets Served:

- Cabinet, Furniture Manufacturer
- DIY stores
- Lighting importers, distributors
- Contractor
- Hotel

Application :

- Under Cabinet
- Illuminated Shelving
- Showcase



Battery-Operated Lighting



Battery- Operated lighting



MAGIC



MAGIC



YOYO

Markets Served:

- Cabinet, Furniture Manufacturer
- DIY stores
- Lighting importers, distributors
- Contractor

Application :

- Drawer
- Under Cabinet
- Illuminated Shelving



Light Control System

- Dimming: Single color dim
- Color control: RGB, Warm white and cool white change
- Sensor: PIR, IR, Motion Sensor
- Touch switch: Touch switch, touch dimming
- Wireless WIFI
- Bluetooth control
- Dali intelligent home lighting control system



• All On Mode



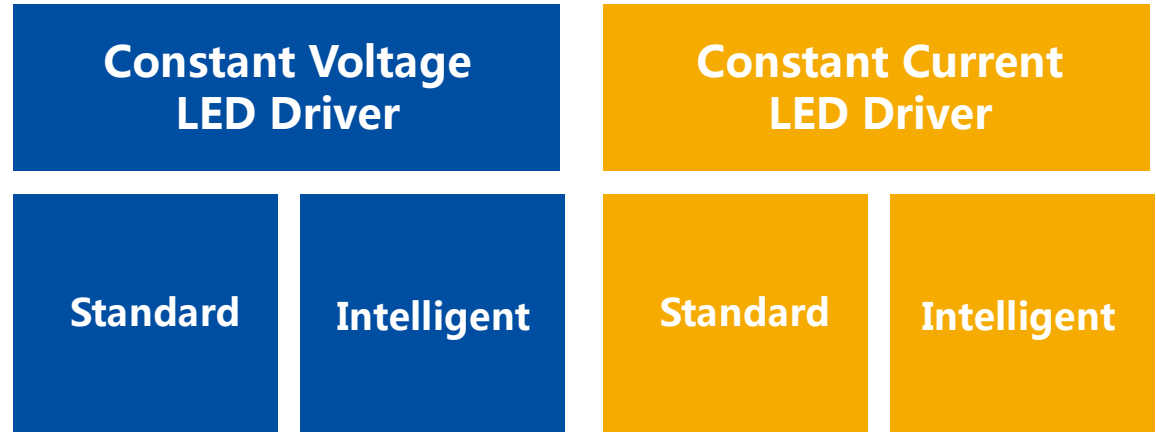
• TV Mode



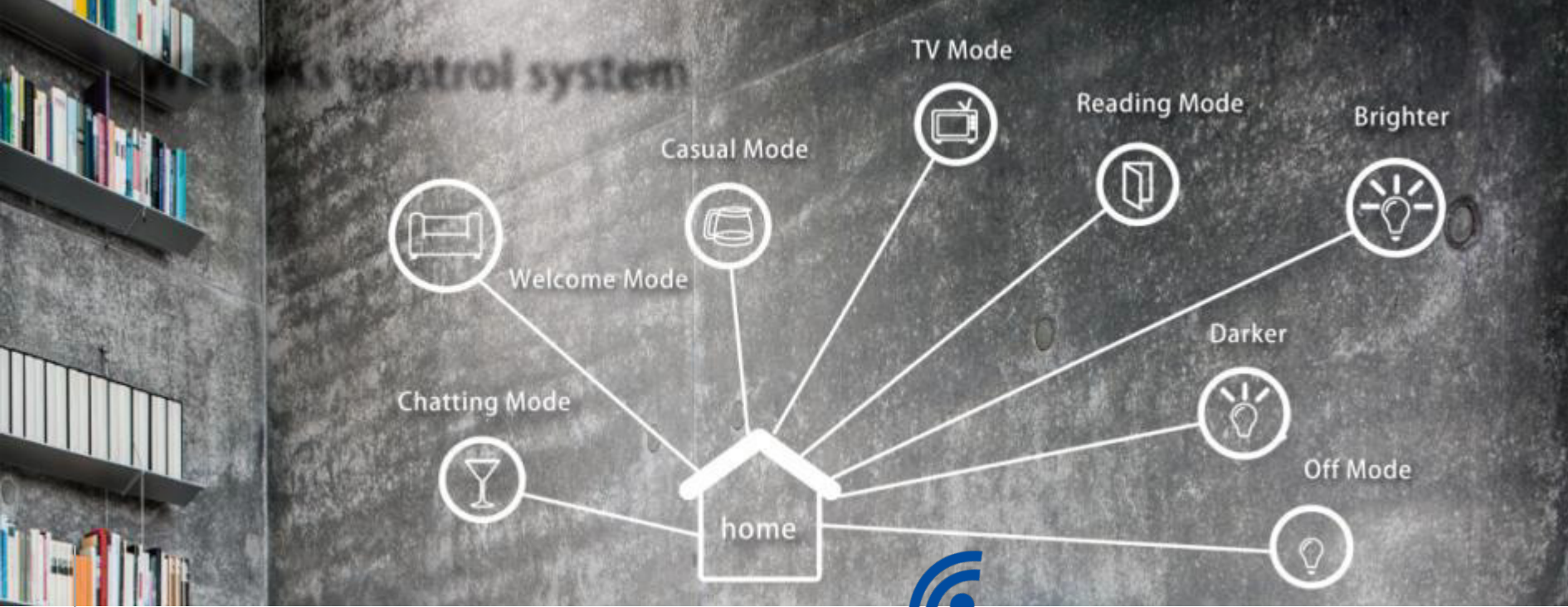
• Sleeping Mode

LED Power Supplies

SELF LED Power Supplies



- Since 2000 – Started to develop LED Power Supplies
- Whole products line for Residential and Commercial LED fixture
- 20+ design patents



LED Power Supplies & Light Control System

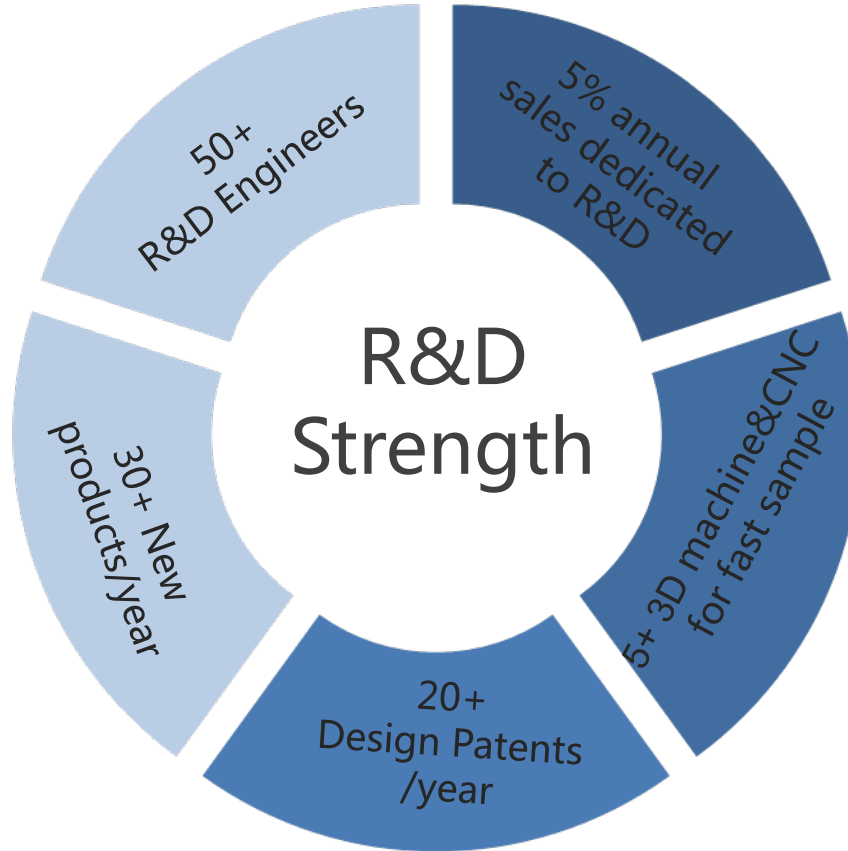


Strengths





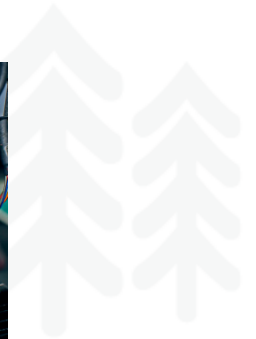
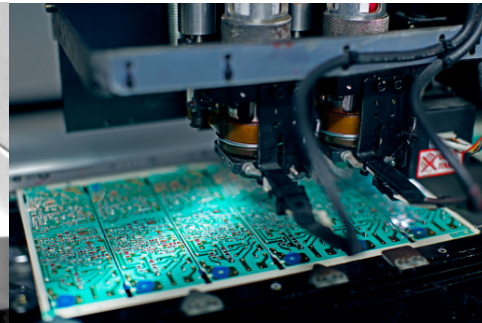
R&D Strength



Production Strength



- Smart Robot Arm to ensure the reliability of volume production
- 9 SMT Lines
- 6 Automatic Insert machines
- 8 Automatic Aging machines
- Lead time: 2-3 weeks



Quality – Supplying Capability

LED chip Suppliers:

PHILIPS
LUMILEDS

CREE 

 **NICHIA**



SEOUL SEMICONDUCTOR

CITIZEN
Micro HumanTech

IC Suppliers:

NXP

 **dialog**
SEMICONDUCTOR

ON Semiconductor®

ON

Capacitor Suppliers:

nichicon

NIPPON
CHEMI-CON

Rubycon

Quality Assurance

MES system: Advanced manufacturing system to reduce the cost and provide highest cost-effective products.

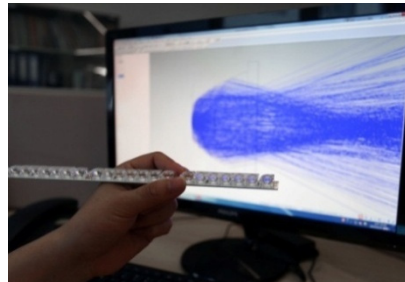
Modern management system:

1999 – ISO9001— Quality Management Standards

2009 – ISO14001 — Environmental Management System

Stringent QC Standard to guarantee :

- 1) product failure rate less than **80ppm**
- 2) product pass rate more than **99.5%**
- 3) product repair rate less than **64ppm(power supply),102ppm (lamp)**

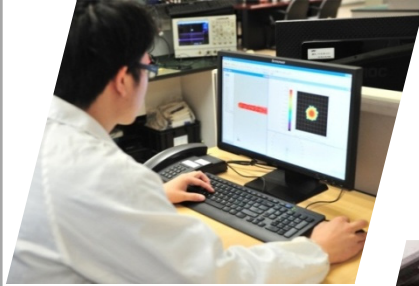


Quality Assurance

Certification



Service



Fast response & technical support at site (EU, US, Asia)



Customized for large projects



Professional after-sale service team



Service



German Warehouse



US Warehouse

Logistic Strength



Factory Shipment

Culture

-SELF culture core values:

Confidence, Constancy, Concreteness, Creativity



- SELF grows with ***Employees, Suppliers, Clients and the Society.***

-No greed for small gains, broad view for future.





Think Life Enjoy Light

-Thank you-

www.self.cn

