



Laffey Electric

Guangdong Daming Laffey Electric Co., Ltd.

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What have we done?

5000+

5000 project cases

100+ 1000+

100 hotel projects
each year

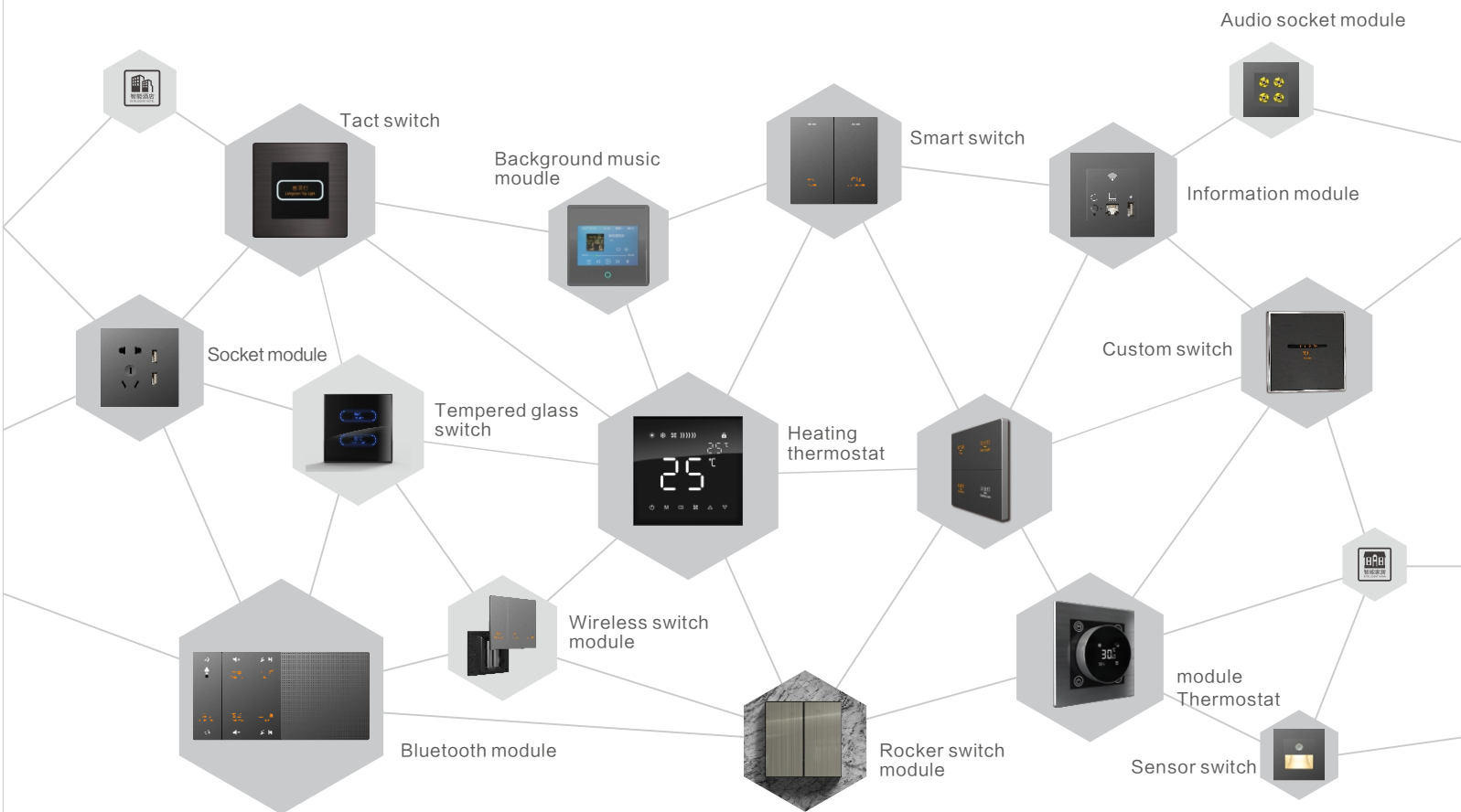
1000 residential projects
each year

Professional manufacturer
of switch panels for
smart home, hotels and
commercial buildings

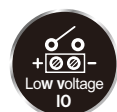


Laffey Electric

COMPANY PROFILE



Laffey Electric, one of the biggest manufacturer of switch panels of China, specializes in electronic smart panels switch of KNX, Zwave, Zigbee, RS485, I/O and high end mechanic switch & socket for home, hotels and commercial buildings. We have fulfilled 5000 project cases until now, and have been doing projects of 100 hotel projects and 1000 villas project each year at least. We have been focusing on high-end switchpanels' developing, manufacturing, and supporting of leading intelligent building products & solutions, aiming at to be the most excellent switch panels manufacturer in the world and hoping to be your excellent partner on the way to your success.



PRODUCT APPLICATIONS

Smart home

Lighting control, HVAC control, Heating control, Curtain control, Socket, Media etc



Smart hotel

Lighting control, HVAC control, Heating control, Curtain control, Card holder, Door plate etc



Development History



Tempered glass panel

In 2011, Laffey applied the glass material in switch's panel, it has the best technology for precision cutting processing of crystal glass. It is one of the few companies in the industry that has core technology.



The first hotel project

In 2012, Changhe Hotel, the first hotel project since the start of Laffey's business, located in Guangxi, Beihai.



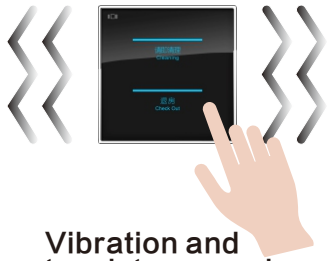
The first five-star hotel project

In 2012, Howard Johnson Zhongtai Plaza Nanyang, the first five-star hotel project since the start of Laffey's business.



Suitcase

With multidimensional, three-dimensional and highly accurate management strategies, Laffey has created an era of suitcase to display switches in the switching industry to visually display products.



Vibration and touch tempered glass switch

The panel is adopted high sensitivity tactile design, touch can trigger the switch and the response speed is extremely fast. The panel screen will vibrate and give feedback to the user when he or she clicks on the screen with his or her finger.



Laffey moved into a new factory in 2016

The new factory not only further improve the company's production and office conditions, but also continue to explore innovative products, to provide the market with more high-quality products.



Laffey won the "Consumer Trust Brand" awarded by China Building Materials Home and China Construction Decoration Association in 2016.

2011

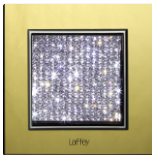
2012

2013

2014

2015

2016



V89 Diamond switch

In December 2011, Laffey officially signed a contract with Magfrey (a famous Hong Kong jeweller) to jointly launch the "Laffey Diamond Switch."



Luminous box

In order to solve the problem that the user can not find the switch when he or she getting up at night, Laffey has created a series of night light products that make it easier and faster for user to operate at night.



Aluminum materials

Laffey used aluminum materials on switch panels and led the industry to create a precedent in the switch field.



Central building

China Central TV station head office building

A6 series used in the project



Self-owned Brand entering overseas market

In June 2015, Laffey Brand have officially signed up the strongest market in the Middle East, Saudi Arabia. It indicated that China can produce the high quality's switch products and represented that China's medium and high-end products can be recognized and respected by foreign customers.

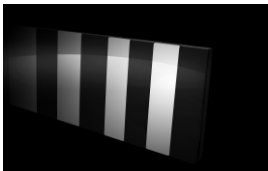
This Middle East strategy is a milestone of Laffey in the process of internationalization. Our switches and sockets are well-designed and selected good materials' products, and we always persist the principle of "Quality first". We not only obtained the 3C certificate in China, but also passed the CE, BS, SASO certification tests of TUV, the Germany famous certification and testing institution.

The products of our company are exported to overseas markets: Southeast Asia (Korea, Thailand, Singapore, the Philippines, Malaysia, Taiwan, HongKong, Bangladesh, India); Middle East (Saudi Arabia, Iran, Kuwait, Qatar, the United Arab Emirates); Africa (Tanzania, Nigeria, Ethiopia); Europe (England, Italy, France, Russia) and so on.



Laffey officially entered the smart home field.

In 2015, Laffey officially entered the field of smart home. In the future, it will provide more products that match smart home systems, and strive to create a "safe, comfortable, healthy, and convenient" smart living environment.



Piano plate

We use the classic piano keys creatively on the switch which realizes the switch without edge and are connected without frames.

Business process



Laffey won the honor of 2016 China Building Materials Home 100 Brand Enterprises.



Gesture sensing touch switch

The backlight words will light up when users wave their hands in front of the plate. And it will turn off automatic when the plate have not sense the body gesture during the time have set.



The Fifth Generation Switch

In order to respond to market demand, establish closer contacts with customers and achieve sustainable and effective growth, the company has established the stores, "The Fifth Generation Switch of Laffey".



V9-ZM sports car taillight style switch

The switch uses metal backlight process, patent backlight change design, and unique Y-shaped sports car button design. These modern and dynamic elements allow this series to be recognized by the market for listing.



Fashion rotary thermostat

Three-in-one controller of new wind, thermostat and floor heating: Rotary thermoregulation; Situational dazzle circle feedback different mode; Timing function.



In 2018, Laffey won Title of China Smart Scene Outstanding Recommended Brand.

2016

2017

2018

2019

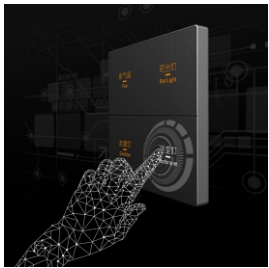


R3 Series

The metal texture and fashion sense are coexist on the product. And the delicate control of the arc angle make R3 series looks very thin in visually. The panel's thickness is only 4.6mm which is thinner than a mobile phone.



R7 series won IFI Cotton Design Award of China



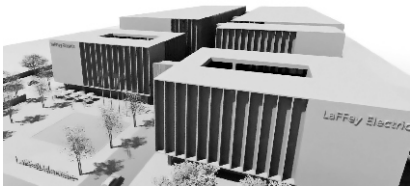
Full metal touch sensitive switch

T6 is the true sense of full metal touch switch. Because it possess the aluminum stamping integrated molding process, which breakthrough the traditional touch button. Let the T6 series's panel are transmit extreme aesthetics.



D8 large plate tact switch

In 2018, Laffey officially launched a large plate tact switch, forming the basic framework of the D platform, which provides guarantees for the creation of an intelligent hardware matrix.



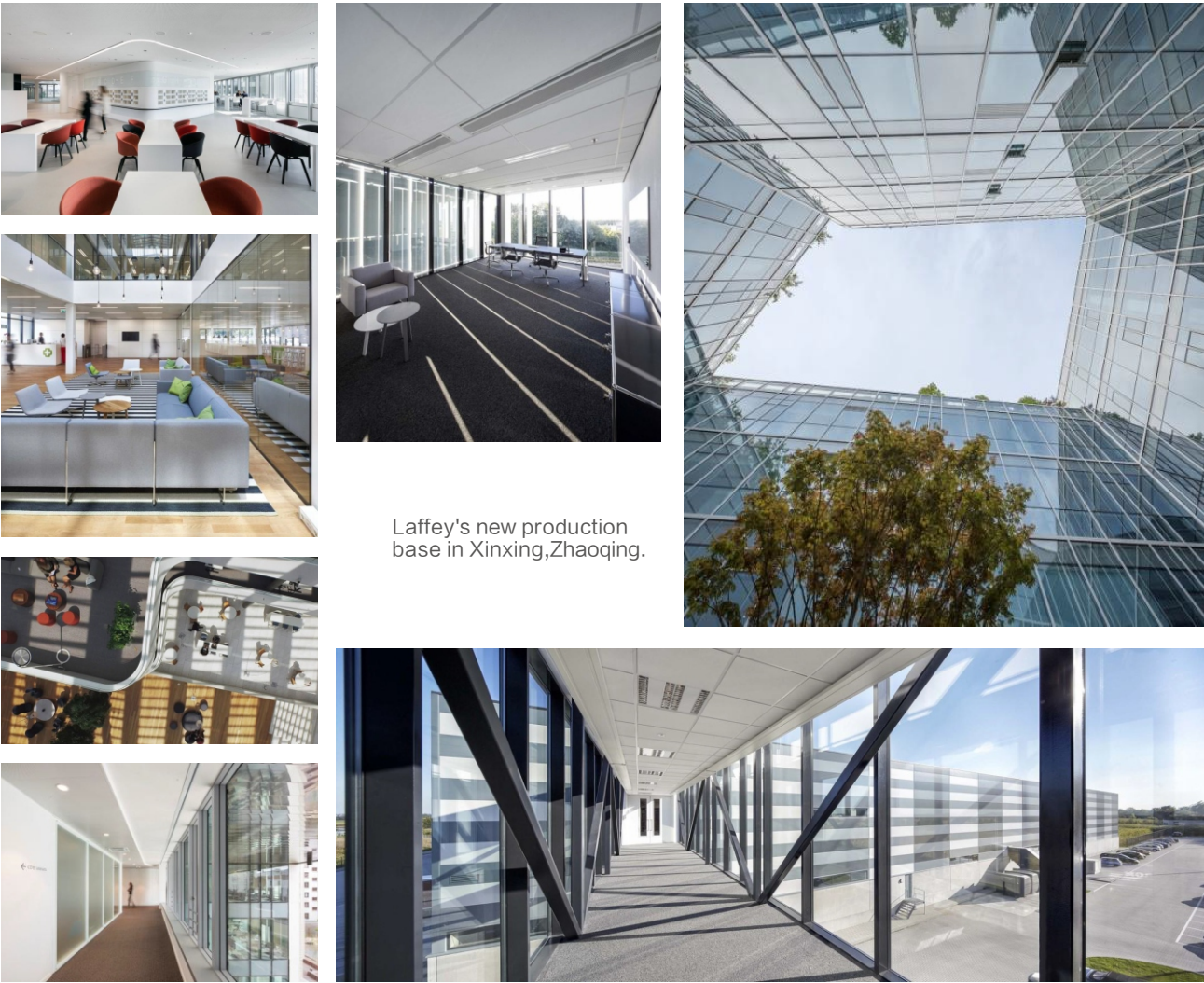
Guangdong Xinxing invested huge investment construction production base

In 2018, Laffey carried out an industrial layout of "intelligent and productive capacity upgrading strategy" around market demand and services: In Guangdong, Xinxing invested huge investment to built a production base, covering an area of about 70,000 square meters.



Turnover of 2019 reached more than 100 million RMB.

New manufacture base



Laffey's new production base in Xinxing,Zhaoqing.

Laffey continuously improves the quality of the manufacturing system and corporate benefits.We will continue to focus on smart manufacturing, promote the development of the company's strategy towards digital, networked and intelligent; We will speed up the transformation and upgrading of manufacturing;We will improve the efficiency of resource allocation implement innovation-driven development strategies, and strive to build national-level R&D and manufacturing innovation centers for the world. When the new factory which located into Xinxing begin to run,,located into Xinxing, we will be able to provide a national testing center for the complete industrial chain from design, research and development, production(pressure casting, processing, testing, etc.), which will lay a solid foundation for the strategic layout of enterprises to move to the world.

500
million

Annual output value

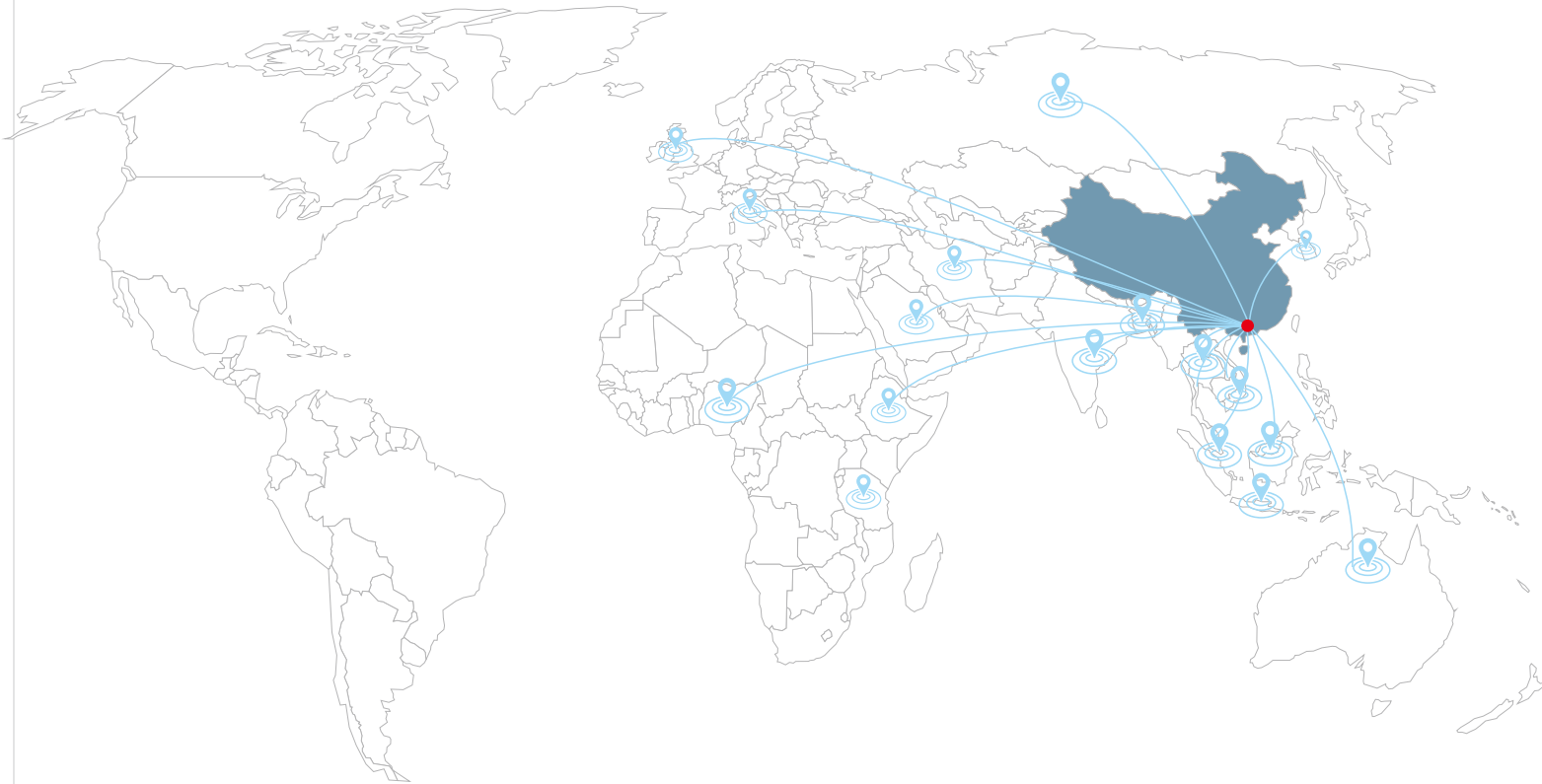
3000

Employee personnel

70,000
squaremetres

Production base

Global market



Win-win Sustainability

In the face of the global manufacturing landscape that is being rebuilt, including the global economic transformation and China's manufacturing, the science and technology revolution leading to smart manufacturing and China-made quality standard brands, we will vigorously carry out the three major strategies of "winning quality, technical standards, and branding". Laffey will set up four major logistics centers and two joint ventures,and we strive to create a global brand layout that set up overseas headquarters in Germany.

Our switches and sockets are well-designed and selected good materials’ products, and we always persist the principle of “Quality first” . We not only obtained the 3C certificate in China, but also passed the CE, BS, SASO certification tests of TUV, the Germany famous certification and testing institution. The products of our company are exported to overseas markets: Southeast Asia (Korea, Thailand, Singapore, the Philippines, Malaysia, Taiwan, HongKong, Bangladesh, India); Middle East (Saudi Arabia, Iran, Kuwait, Qatar, the United Arab Emirates); Africa (Tanzania, Nigeria, Ethiopia); Europe (England, Italy, France, Russia) and so on.

5000⁺

Global partners

30⁺

Business covers more than 30 countries and regions

5000⁺

Project Cases

Enterprise Honor



In 2016, Laffey won the honor of China Building Materials Home 100 Brand Enterprises.



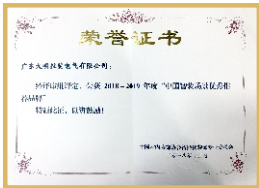
In 2016, Laffey won the China Building Materials Home Consumer Trust Brand



In 2017, Laffey won the Best Hotel and Commercial Space Engineering Decoration Brand Award, "Golden Hall Award".



Laffey won IFI Cotton Design Award of China



In 2018, Laffey won Title of China Smart Scene Outstanding Recommended Brand.



In 2018, Laffey won the People of the Chinese Wisdom Scene Award



Leading Brand of High End Switch and Socket for Luxury Hotel and Villa in China



In 2018, Laffey won the People of the Chinese Wisdom Scene Award



One of the top ten Electrical Industry Leaders

CE, BS, SASO certification issued by TÜV



Utility new type patent certificates



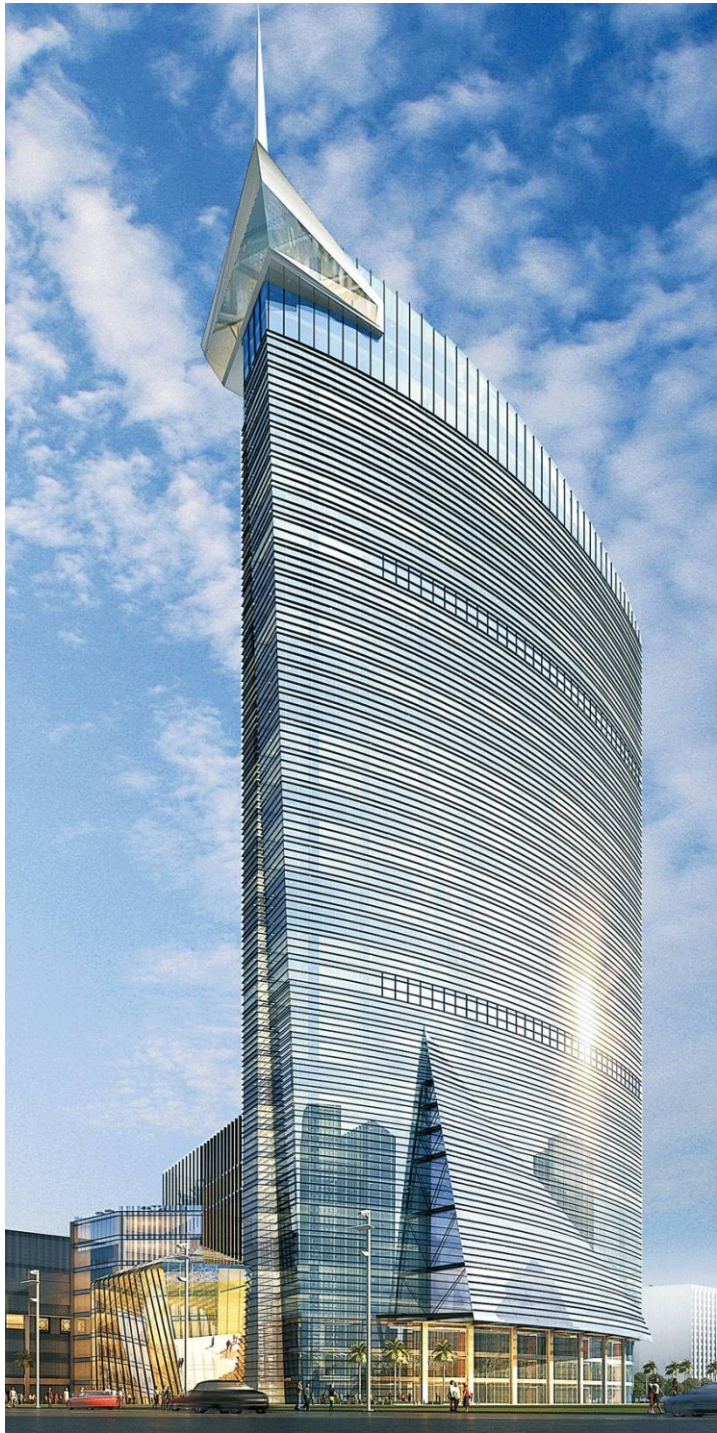
Product Quality Certificates 3C Certificates



CERTIFICATION AND TESTING REPORT



Scope of business



Hotel



Office building



Villa



Business space



Hostel



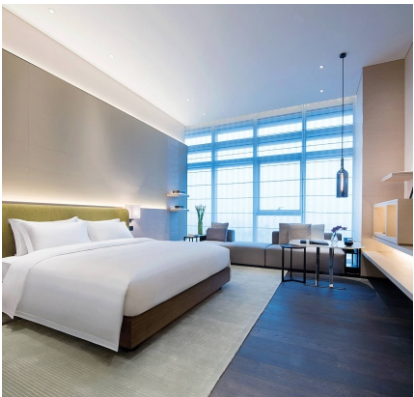
High-end clubhouse



Residential community



Conference Centre



Apartment

Product portfolio

D

D9 Aluminum
Large plate tact switch series

D9S Aluminum
Large plate tact switch serie

D8 Plastic
Large plate tact switch serie

D8S Plastic
Large plate tact switch serie

D8 Brushed Metal
Large plate tact switch series

D8A Brushed Metal
Large plate rocker switch series



F

V9-ZM Brushed metal
Sports car taillight type switch series

T6 Metal plate
Touch sensitive switch series

T3/T5 Tempered glass
Touch sensitive switch series

V9-Z Brushed metal tact
switch series

V9-Z Brushed metal tact
switch series



Product portfolio

G

R3 Economic type metal edge tact and rocker

V9 Metal frame tact and rocker

R7 Tact switch series tact and rocker

V3 Brushed metal tact and rocker

N8V Glass panel tact and rocker

A6 Plastic tact and rocker



Accessory Products

Doorplate

The ground socket

Doorbell

Magnetic door

Waterproof box



Solution



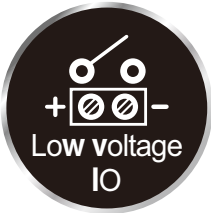
- **Modbus RS485**
Low voltage
RCU of third party
Smart hotel • Smart home



- **KNX**
Low voltage
Smart home • Smart hotel



- **220V Electronic switch**
220V high voltage
Interconnect control
Smart home • Smart hotel



- **IO (input&output)**
Low voltage
RCU of third party
Smart hotel



- **Wireless Zigbee solution**
 - High voltage Zigbee solution
 - Free stickers wireless remote control solution
 - Dry battery wireless remote control (in built) solution



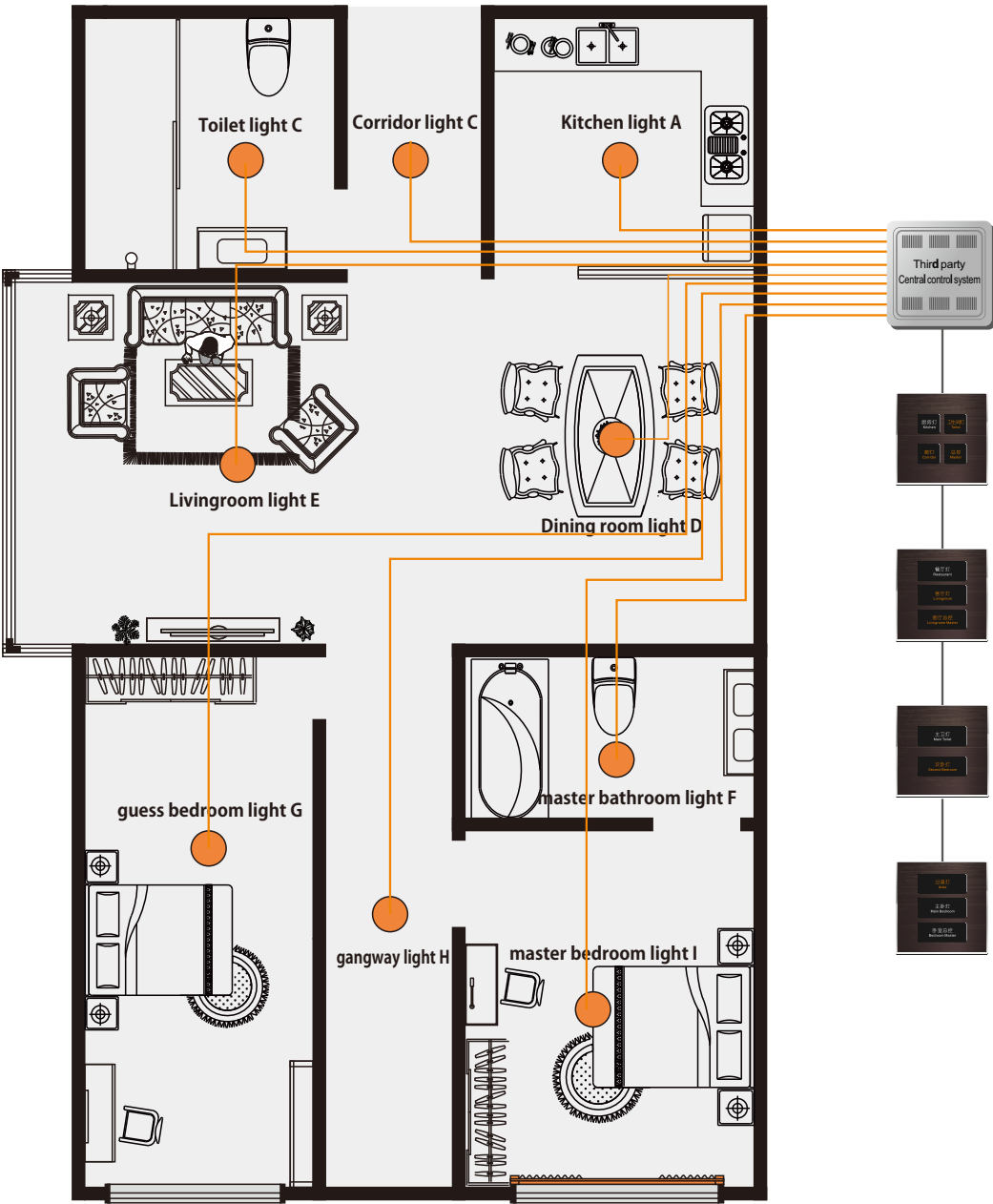
- **Tranditional mechanic**
Fashionate 220V mechanic switch and socket
Residential and hotel
Smart hotel • Smart home



RCU(485protocol)solution project

network ————
220VElectrical ————

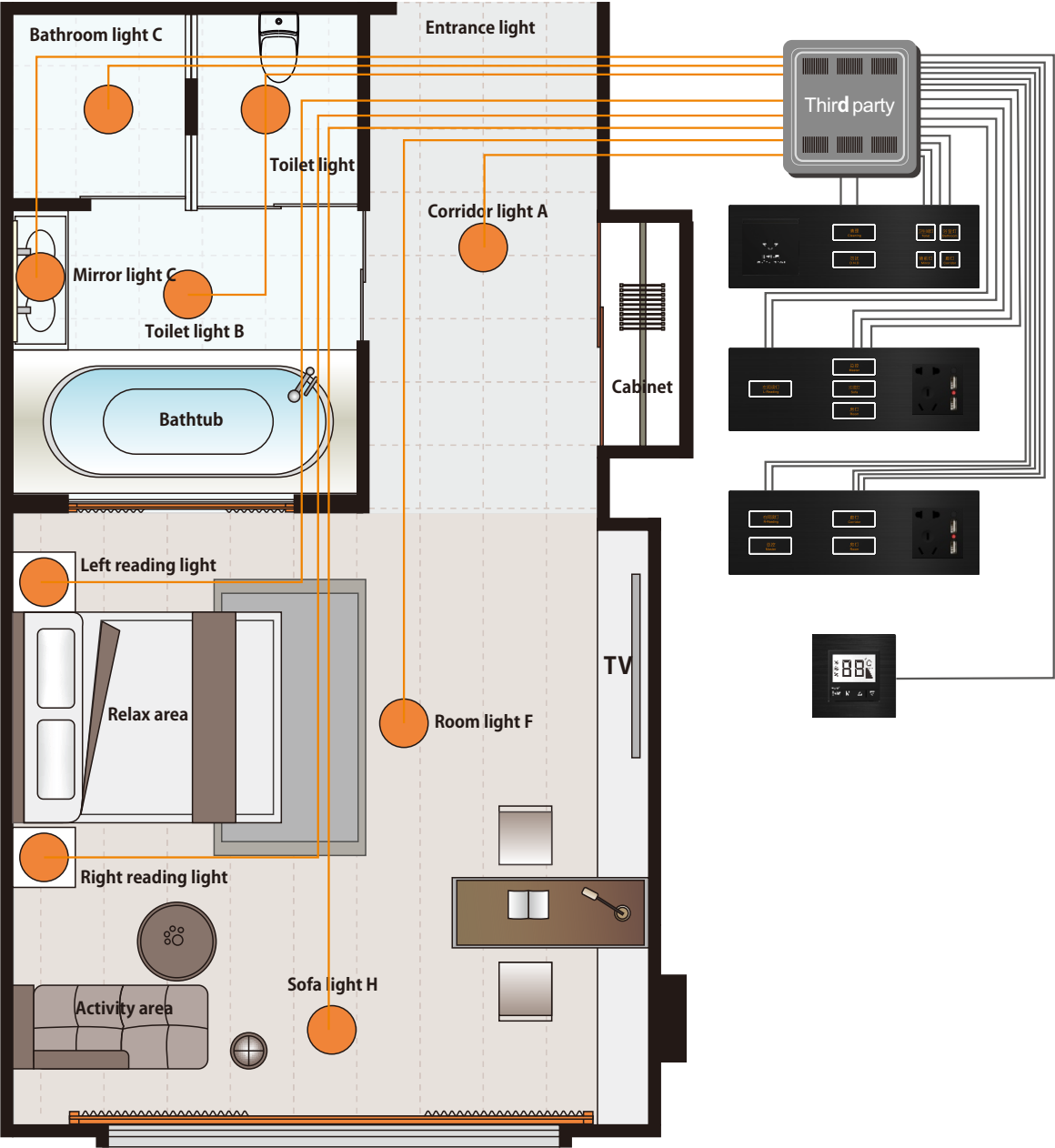
- With wire link, the signal is stable
- Use local line 12V electronic control, protocol matching with third partie’ room control unit.
- The switches connection with hand by hand, it use the less wire line



RCU(electronic IO)solution project

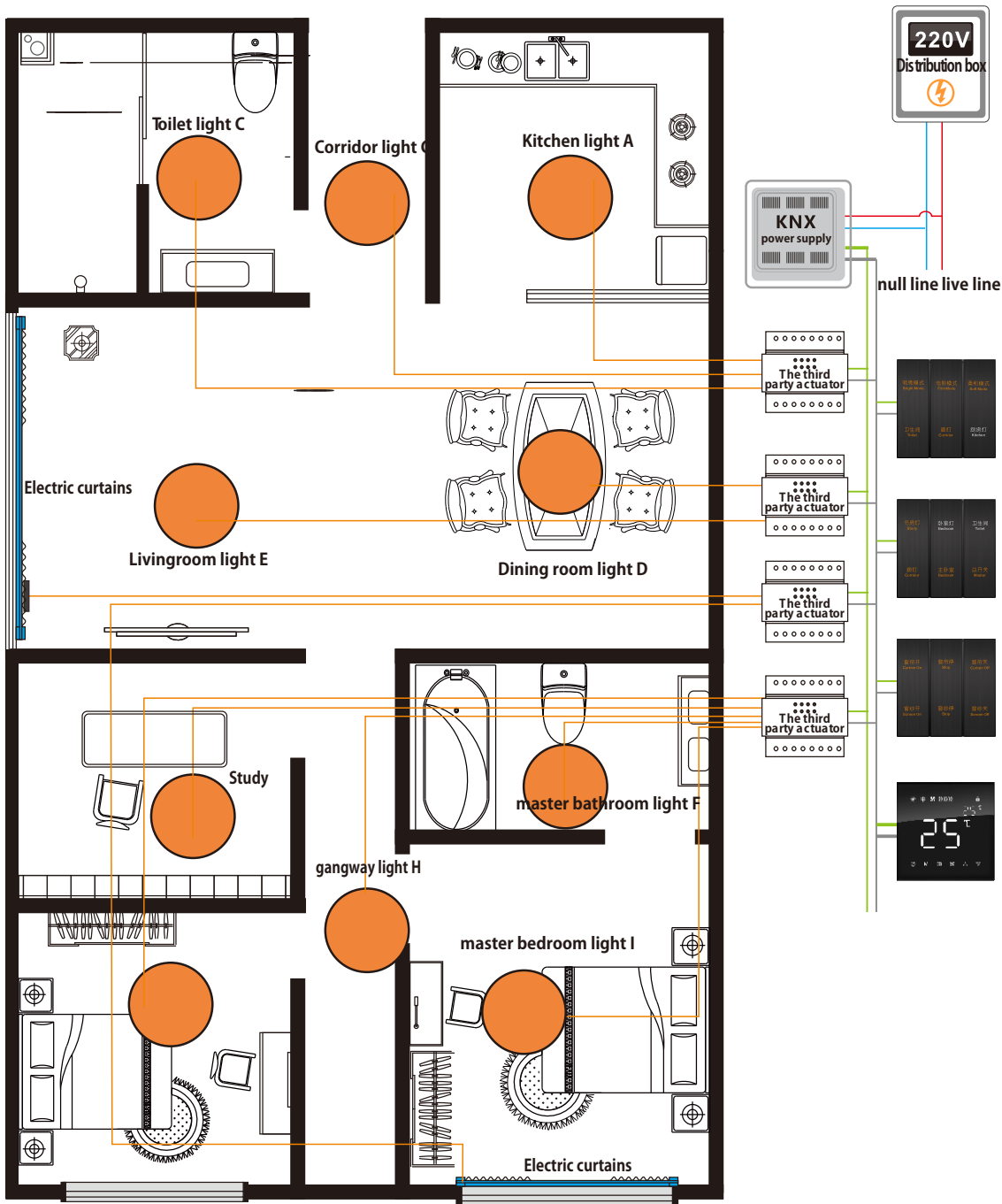
network ————
220VElectrical ————

- with wire link, it's working stable
- Input & Output connection, no need of protocol matching.
- 12V safety voltage, it is secure.



KNX solution

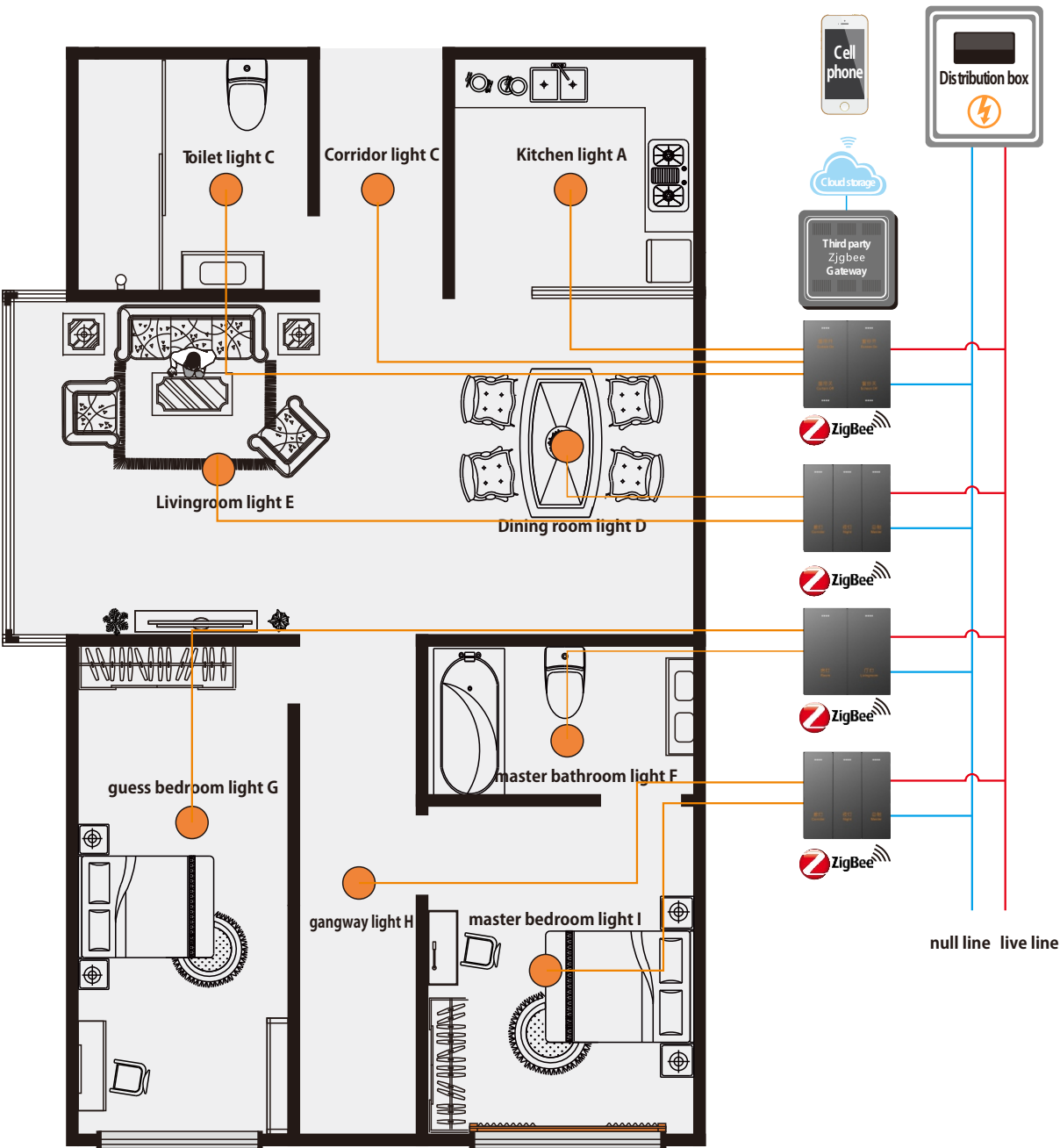
- With wire link, the signal is stable.
- Faster and more efficient to control the systems, which can save the energy.
- Integrated and Intelligent Building Control System with Air Conditioning, HVAC, lighting, curtain, etc



Wireless Zigbee solution

network _____
220V electrical _____

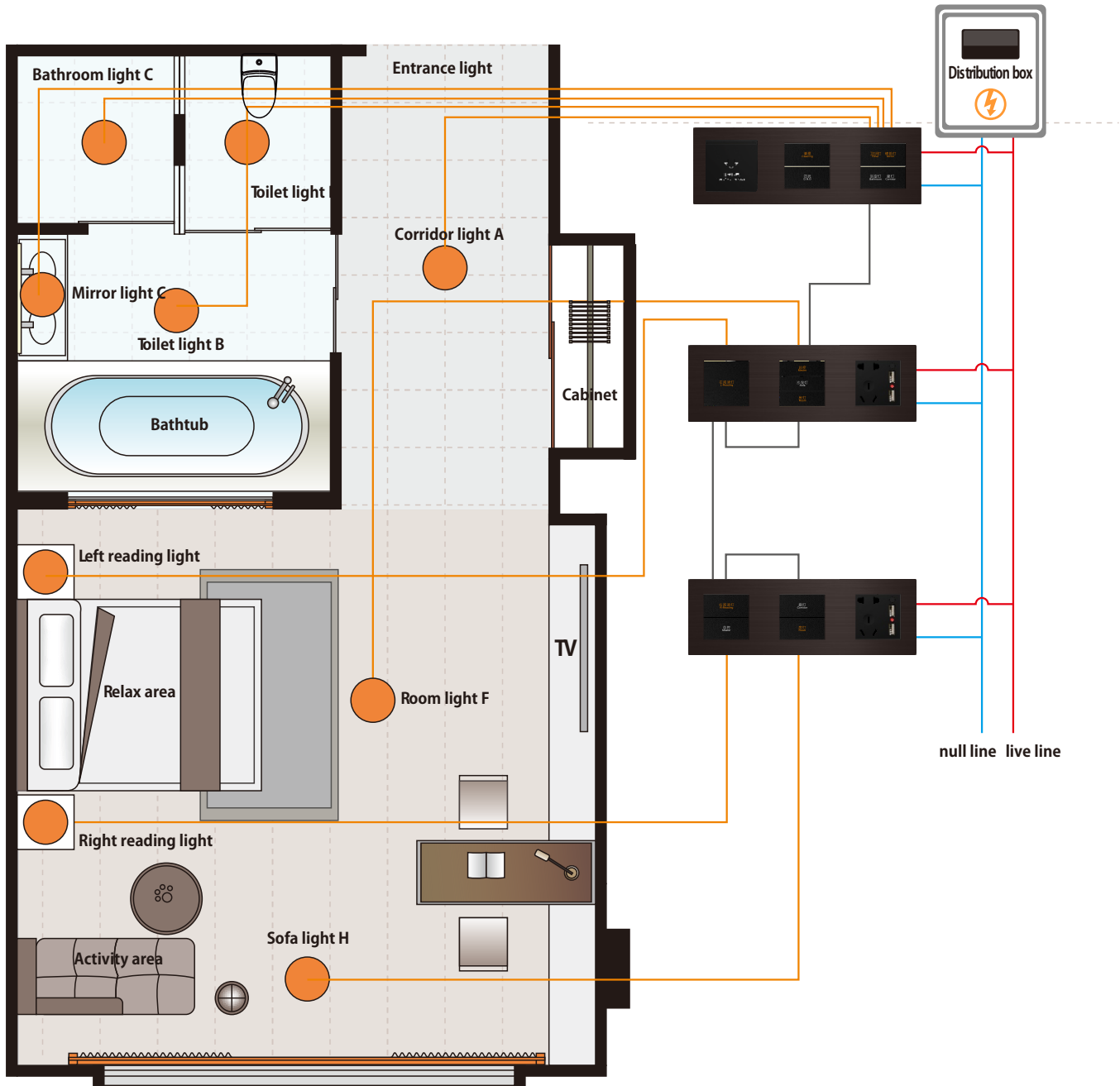
- Wireless Zigbee, the line is flexible
- It is easy and convenient, safety and reliable
- Use local line 220V electrical control it still can be on/off the light after the gateway breakdown
- It can be downloaded the phone APP, realize the remote control



220V Electronic switch solution
Interconnected / no rcu

- Light smart project, no need system, realize the light control of smart hotel
- With wire link , the signal is stable, the wire link is easy.
- SMART HOTEL SMART HOME
- Use local line 220V electrical control

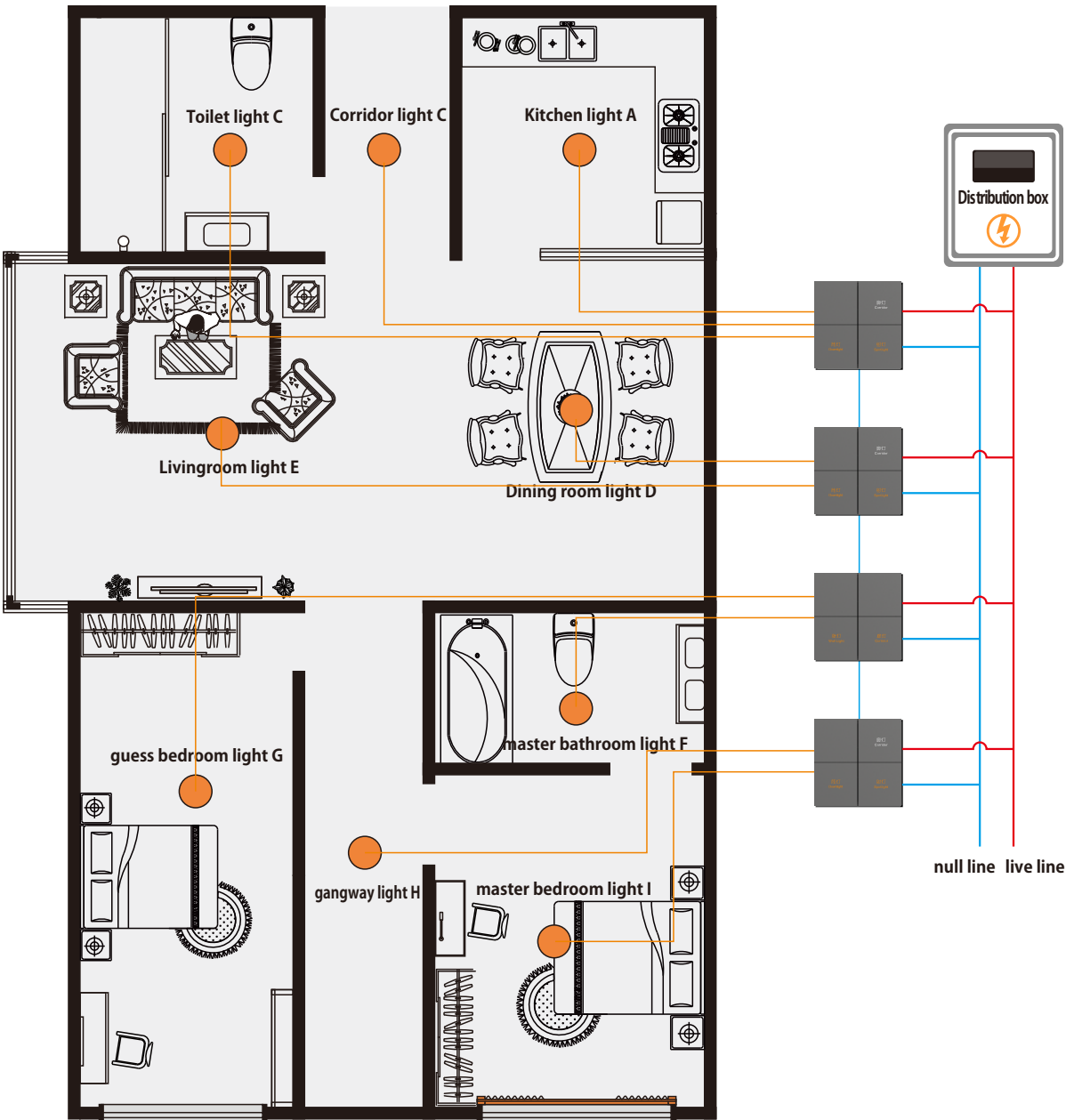
network
220VElectrical



220V Mechanic

- Use local line 220V electrical control it still can be on/off the light after the gateway breakdown
- rocker switch to replace it it is easy and convenient , safety and reliable

220VElectrical



Project Cases



China Central TV station head office building
A6 series used in the project



Qianjiang Crystal garden
V7 series
Address:NO.3888 Binsheng road Hangzhou City Zhejiang province
Laffey's V7 series used in the project



Mountain and island Meigaomei apartment Sanya
V7 series
Address:NO.27 Luling road (near to Luhuitou park)Sanya city
Hainan province,China
Laffey's V7 series used in the project



Hangzhou Huajia Chi Of Greenland Group
V7 Light rose gold series Five-star hotel

Project Cases



Crown Plaza Hailin island

V8-Q light rose sireis 5 stars hotel

Address: Ten silver beach, Haling island 'experimental zone, Yangjiang((near the No.1 south China museum)) Guangdong Province, China
Laffey's V8-Q series used in the project



Crown Plaza Hailin island

5 stars hotel

Westin Hotel in Haikou, China, 5 stars hotel
address: No. 100 across the sea road at LongHua area (near the bund center)
Laffey's V88A series used in the project



Shanghai Luneng JW Marriott Hotel

5 stars hotel

Located in LuJiazui Financial Trade Area



Kempinski Hotel Changsha

V7 light rose sireis 5 stars hotel

Address: NO.419 Shaoshan road Yuhua district Changsha city,China Tel:0730-84633333
Laffey's V7 series used in the project

Project Cases



The Rize-cralton Nanjing
6 stars hotel

The hotel is located in the heart of Nanjing's busiest Xinjiekou shopping district.



Wanke Zanyee Hotel
5 stars hotel

The hotel is located in Foshan Financial High-tech Zone, Guangdong.



Sheraton Yunfu Xingxing Hotel
5 stars hotel

The hotel is located at 66 Yanjiang North Road, Xinxing New Town, Yunfu, Guangdong



Sofitel Foshan hotel
5 stars hotel

Address: NO.3 Hebing south road Lecong, Shunde, Foshan city
Tel: 0757-28812222
Laffey's R7 series used in the project