SHENZHEN UNIQUE INDUSTRIAL CO., LTD

OEM And ODM Capability Profile

Shenzhen Unique Industrial Co., Ltd is a professional OEM and ODM manufacturer and exporter integrating research and development, production, distribution and service of smart health, wellness and personal care devices.

Plant and team

150+	Employees	**30+**	R&D; Engineers
8,000+	Square Metres Of Plant	**8**	Semi-Automatic Assembly Lines
300,000+	Units Monthly Output	**10+**	Reliability And Quality Tests

Figures as published by Shenzhen Unique Industrial.

Six workshops under one roof

Molding	Tooling and mould work for cases, bezels and strap hardware.
Plastic injection	In-house injection of PC and ABS housings and internal frames.
SMT	Surface mount assembly of the main board, sensors and radio modules.
Silk printing	Logos, legends and case markings printed on site, which is where private label branding is applied.
Final assembly	Screen bonding, sensor alignment, strap fitting and function test across eight semi-automatic lines.
Packaging	Retail pack assembly, manual insertion, carton packing and export labelling.

Trade terms

Minimum order quantity	3,000 pcs
Sample lead time	1-3 working days after payment is received
Bulk lead time	20-25 working days after deposit is received
Warranty	12 months, excluding man-made damage
Sample process	Request a sample through WhatsApp or email; a customer manager handles the order
Bulk ordering	Send item, quantity, colour and configuration by email for a quotation

OEM Smart Watch Manufacturing

OEM here means the design is settled and the job is to build it correctly, at volume, to a fixed bill of materials. Everything that decides whether that happens sits inside one building: molding, plastic injection, SMT, silk printing, final assembly and packaging.

Specification lock. We confirm the model, chipset, sensor set, strap, colours and packing standard in writing. Anything the factory has not published is marked TBC rather than assumed.

Tooling and materials. Cases and strap hardware go to the molding shop. PC and ABS housings are injected in house, which is where most lead time is won or lost.

SMT and board test. Main board, sensors and radio modules are placed on the SMT line and tested before the board ever meets a case.

Branding. Logos and legends are silk printed on site. Custom watch faces and boot screens are applied in the firmware image at the same stage.

Final assembly. Screen bonding, sensor alignment, strap fitting and function test run across eight semi-automatic assembly lines.

Reliability testing. More than ten reliability and quality tests before the lot is released.

Packing and export. Retail packs, manual insertion, carton packing and export labelling, then booking.

Outcome. A repeatable build with one supplier accountable from mould to carton, at a 3,000 pc minimum and a 20-25 working day bulk lead time after deposit.

ODM Product Development

Most wearable projects do not need a new device. They need an existing platform with a different screen, a different sensor set or a different case, and a team that can tell you which of those changes is cheap and which is not.

Platform selection. We match the brief to a running platform. Reusing a proven chipset is what keeps firmware risk and tooling cost down.

Change assessment. Each requested change is priced as software, firmware, tooling or new silicon. The four cost wildly different amounts and buyers deserve to know which is which.

Industrial design. Case, bezel, strap and colourway work, including two-tone strap and curved panel options already proven on UQ76.

Engineering sample. A working sample on the target platform, not a mock-up, so the specification can be tested rather than read.

Validation. Reliability and quality testing on the modified build before the first production lot.

Production transfer. The validated build moves to the assembly lines with a locked bill of materials.

Outcome. A differentiated product on a proven platform, with the cost of every requested change made visible before it is committed.

Private Label And Custom Branding

A brand that arrives as a sticker is not a brand. Silk printing runs in our own plant, so logos and legends go on the case during production, and the dial library and boot screen are built into the firmware image before final assembly.

Artwork intake. Vector logo, colour references and any Pantone requirements, with the placement agreed on a physical sample.

Silk printing. Case backs, bezels and strap hardware printed in house alongside the production run.

Custom watch faces. Brand dials loaded into the face library; most models here carry 50 to 100+ faces plus a custom dial slot.

Boot screen and app naming. Startup artwork in the firmware image, with app naming handled with the platform owner.

Retail packaging. Box, insert, manual and label artwork, assembled and packed in our own packaging workshop.

Pre-shipment check. Artwork position, colour and packing standard checked against the approved sample before the lot ships.

Outcome. Devices that arrive already branded on the case, in the firmware and on the box, checked against a sample you approved.

App And Firmware Customisation

Firmware is where most wearable differentiation lives, and where most of it is lost. What can be changed depends entirely on the platform: an RTL8763EWE build, an SL8541E Android 8.1 build and a Nordic nRF52840 build do not offer the same freedom, and we say so before a quotation rather than after.

Platform capability review. What the RTL, Realtek, Nordic, Goodix or SL8541E platform on the chosen model permits, stated plainly.

Dial and boot artwork. Face library, custom dial slot and startup screen prepared at production resolution.

Function menu configuration. Menu layout, sport mode selection and reminder behaviour set for the target market.

Language and locale. Language sets, units and date formats configured for the destination market.

App side branding. App naming and branding arranged with the platform owner, with GloryFit used on some models.

Firmware validation. The customised image is tested on production hardware before the lot is built.

Outcome. A firmware image that carries your brand and your market's configuration, validated on the hardware that will ship.

Packaging And Export Logistics

Packaging is a production step here, not an outsourced afterthought. The packaging workshop sits at the end of the same eight assembly lines, so a packing problem is found in the building rather than at a freight forwarder.

Pack definition. Retail box, insert, manual, charging cable and accessories defined as a bill of materials. UQ33, for example, ships as watch, charging cable, user instruction and packing box.

Artwork and compliance marks. Box and label artwork prepared with destination market markings. Only marks the product genuinely holds are printed.

Retail pack assembly. Packs assembled and manual inserted on site.

Carton and palletisation. Export carton specification, carton marks and pallet configuration confirmed before booking.

Pre-shipment inspection. Packing standard and artwork checked against the approved sample.

Booking and documents. Shipment booked with the export documents the destination requires.

Outcome. Retail ready packs that clear customs and reach the shelf without a repack, on a 20-25 working day bulk lead time after deposit.

Where we draw the line

- We do not describe a pending certification as granted. The CFDA and FDA certification on our ECG platform is pending.
- We do not estimate a specification the factory has not published. Unpublished values are marked TBC.
- We do not present a wellness reading as a diagnosis.
- We do not publish customer names or invented performance figures.

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