



**MSD LIGHTING**

# **MSD LIGHTING(SHENZHEN) CO.,LIMITED**



**Business scope: LED Aluminum profile ,LED Linear light, LED Industrial light**

**Company employees : 220 persons**

**Factory floorspace: 5000 square metres**

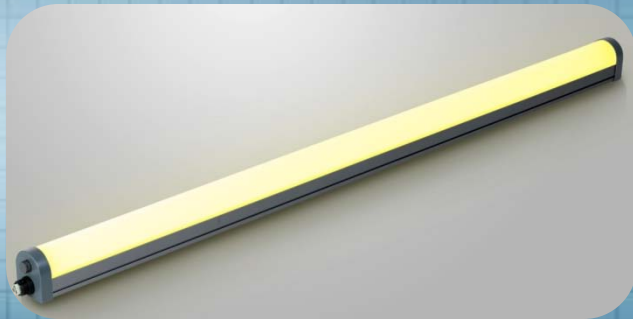
**Address: 6Floor ,Lixingda Industrial Park, Zhengcheng 1<sup>st</sup> Road ,Fuyong Town, Shenzhen, GuangDong, China**

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# Company Profile

Established in 2007, MSD Lighting has dedicated itself to the lighting industry for more than 6 years. We retain designers from Europe and the U.S. to bring the latest styles and innovations to the commercial and residential lighting markets. MSD Lighting employees are working around the clock to bring you innovation, quality, and excellence in lighting.



LED Multi function  
linear Light



LED High Bay  
Light

# Company Milestone



# Enterprise culture

Enterprise culture

Business  
philosophy

Enterprise  
purpose

Enterprise  
purpose

Create value for customers

Create the profit for shareholders

Create the future for staff

Create a prosperous society to order

To high-quality brand building

New product development market

Develop new products

Honest to marketing

Continuous improvement

Customer satisfaction as the  
basis

# Strategy

one station purchase

high luminous ,high  
CRI

Strategy  
For

Indoor&outdoor lighting  
& Distributer

OEM Service

Stable Aspect  
LED Lamp

Application on Indoor & outdoor lighting research and PRODUCTION

# Glorious

**Glory**

The high-tech enterprises in Guangdong Province

CE/ROHS/TUV/DLC/SAA/VDE approval supplier

Export over more than 85 countries

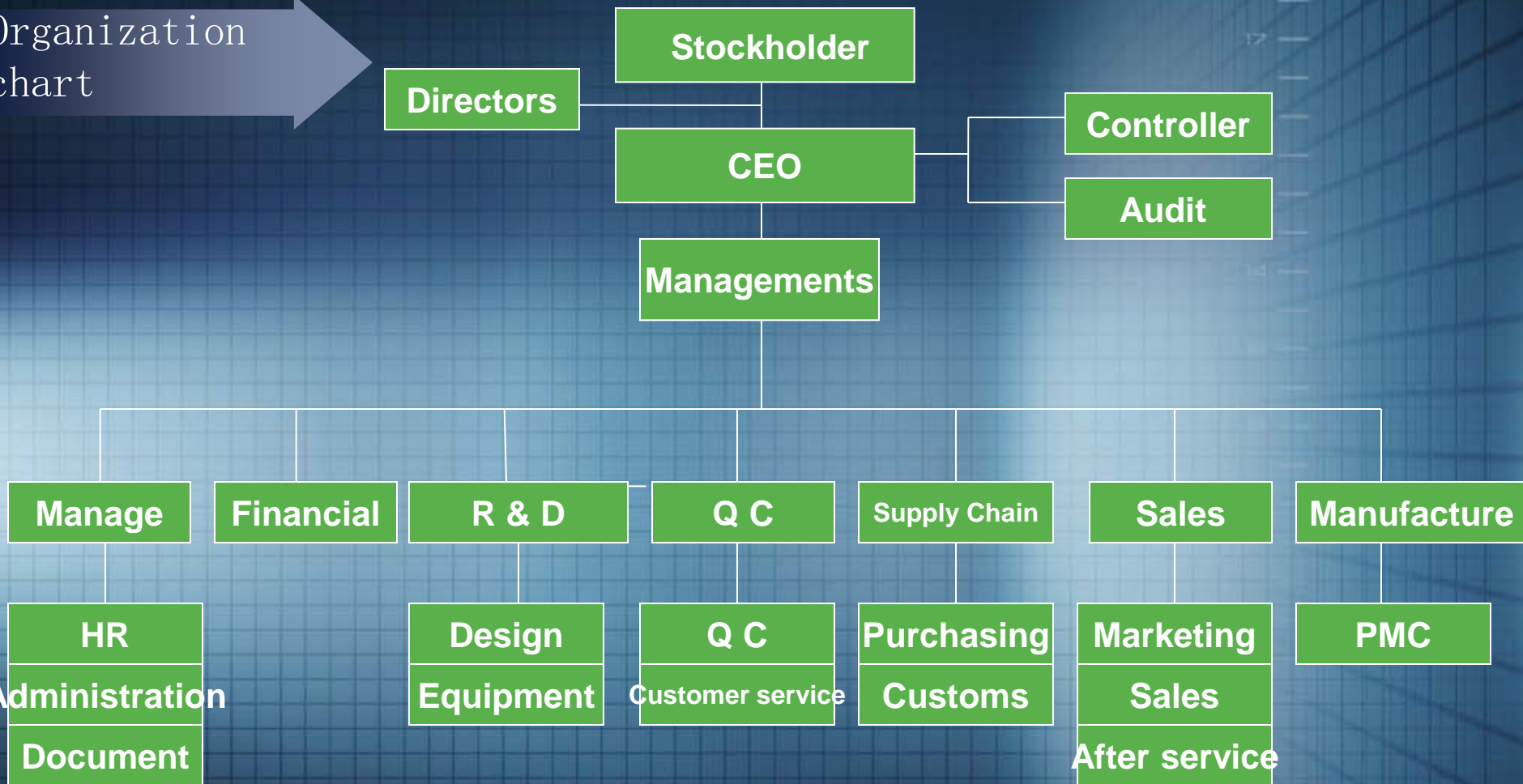
Licensing brand : Cree , SamSung Epistar

Have 5 items patent (Aluminum profile)

Brake supplier of listed companies: Changfang , Suodun

# Organization Chart

Organization chart

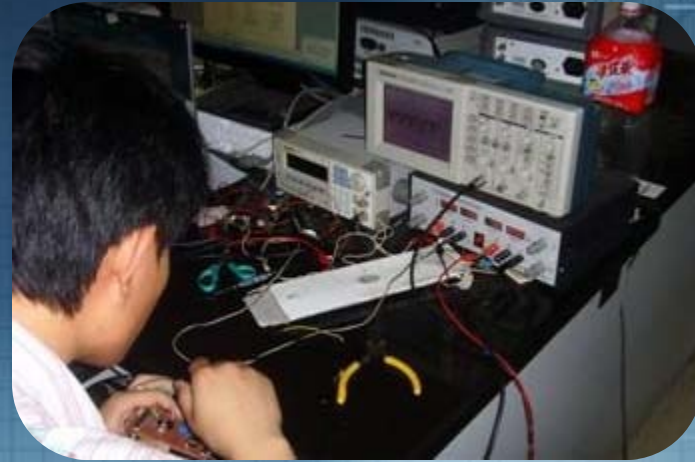




# Office R&D Dept Over View



Office



R&D Dept



Light distribution Dept

# Manufacture Dept



Assembly Center



Manufacture Dept

# Production Capacity

## Production Capacity

UNIT: hundred thousand



# Main Product

## LED Aluminum profile

Slim Type

Surface install Type

Flexible Type

Surface Mounted LED Profile

Corner LED Profile

Suspended LED Profile

Waterproof LED Profile

## LED Tri-proof LIGHT

Economy Type tri-proof light

T16 Type tri-proof light

T40 Type tri-proof light

All Type tri-proof light

High Power tri-proof light

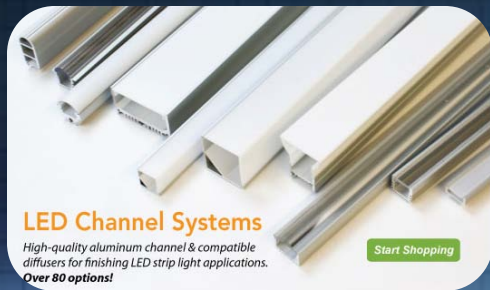
## Mini LED Down Light

LED PUCK Light

LED Down Light

LED Wall Light

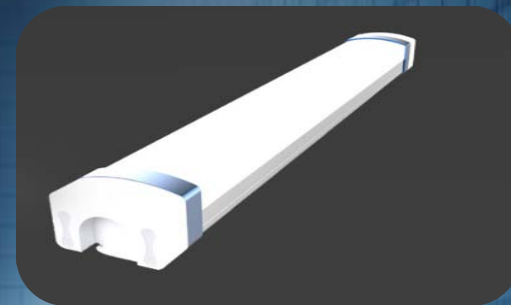
# Product Exhibition



Aluminum Profile



T16 LED Tri-proof Light



T40 Tri-proof Light



LED Puck Light



LED Grid Light



LED High Bay Tube

# Certification



**Certificate of Compliance**

**Certificate Number:** BST12030221Y-1EC-1

<b>Applicant :</b>	SHENZHEN CESTA OPTO-ELECTRONICS CO.,LTD Floor 1-3, 4th Building, Heyu Industrial Park, Heping Village, Fuyong Street, Baoan District, Shenzhen City, Guangdong Province, China
<b>Manufacturer :</b>	SHENZHEN CESTA OPTO-ELECTRONICS CO.,LTD Floor 1-3, 4th Building, Heyu Industrial Park, Heping Village, Fuyong Street, Baoan District, Shenzhen City, Guangdong Province, China
<b>Product :</b>	LED BULBS
<b>Trade Name / MN :</b>	CESTA CQ-27181, CQ-14011, CQ-14021, CQ-27031, CQ-27061, CQ-27061, CQ-27071, CQ-27091, CQ-27101, CQ-27121
<b>Test Standard :</b>	EN60918:2006+A1:2007+A2:2009 EN61647:2009 EN61000-3-2:2006+A1:2009+A2:2009 EN61000-3-3:2008

The EUT described above has been tested by us with the listed standards and found in compliance with the council EMC directive 2004/103/EC. It is possible to use CE marking to demonstrate the compliance with this EMC Directive.

The certificate applies to the tested sample above mentioned only and shall not imply an assessment of the whole production. It is only valid in connection with the test report number: BST12030221Y-1ER-1.


  
 Mar. 23, 2012


Shenzhen BST Technology Co., Ltd.  
3F, Weimes Technology Building, No. 10 Kefa Road, Science Park, Nanshan District, Shenzhen, Guangdong, China  
Tel: 400-862-9628 E-mail: [china@bst.tsb.com](mailto:china@bst.tsb.com) Complaints hotline: 86-755-25747738 http://www.bst.com

**Certificate of Compliance**

**Certificate Number:** BST12030222Y-1RC-4

<b>Applicant :</b>	SHENZHEN CESTA OPTO-ELECTRONICS CO.,LTD Floor 1-3, 4th Building, Heyu Industrial Park, Heping Village, Fuyong Street, Baoan District, Shenzhen City, Guangdong Province, China
<b>Manufacturer :</b>	SHENZHEN CESTA OPTO-ELECTRONICS CO.,LTD Floor 1-3, 4th Building, Heyu Industrial Park, Heping Village, Fuyong Street, Baoan District, Shenzhen City, Guangdong Province, China
<b>Product :</b>	LED DOWNLIGHT
<b>Trade Name / MN :</b>	CESTA CD-41201, CD-41011, CD-41031, CD-41041, CD-41051, CD-41061, CD-41071, CD-41081, CD-41091, CD-41101, CD-41121, CD-41151, CD-41181
<b>Test Standard :</b>	EPAS3020-1999, EN1122-2004, EPA3302-1996, EPA3682A-1996, EP47198A-1992, EPA3440C-1996, EP482720-2007, IEC62321-2008

The EUT described above has been consolidated by us and found in compliance with the council RoHS directive -2011/65/EU(Directive 2002/95/EC). It is only valid in connection with the test report number: BST12030222Y-1RR-4.


  
 Mar. 23, 2012

Shenzhen BST Technology Co., Ltd.  
3F, Weimes Technology Building, No. 10 Kefa Road, Science Park, Nanshan District, Shenzhen, Guangdong, China  
Tel: 400-862-9628 E-mail: [china@bst.tsb.com](mailto:china@bst.tsb.com) Complaints hotline: 86-755-25747738 http://www.bst.com

**CERTIFICATE OF COMPLIANCE**

<b>Certificate Number:</b>	20160516-E483478
<b>Report Reference:</b>	E483478-20160513
<b>Issue Date:</b>	2016-MAY-16

**Issued to:** MSD LIGHTING CO LTD  
FLAT1RM 1502 (3B) EASEY COMMERCIAL BUILDING  
235-261 HENNESSY RD  
WANCHAI HONG KONG

**This is to certify that representative samples of** LIGHT-EMITTING-DIODE SURFACE-MOUNTED LUMINAIRES  
LED Surface-mounted Luminaire, Ceiling Models HB-100M, HB 150M, HB-200M, TPSSL0621-WX, TPSSL1241-WX, TPSSL1261-WX, TPSSL1551-WX and TPSSL1581-WX.


Have been investigated by UL in accordance with the Standard(s) indicated on this Certificate.

**Standards by Safety:** CSA-C22.2 No. 250 13-14, Light Emitting Diode (LED) Equipment for Lighting Applications  
UL 1598/CSA-C22.2 No. 250.0 - Luminaires  
UL 8750 - Light-Emitting Diode (LED) Equipment for Use in Lighting Products

**Additional information:** See the UL Online Certifications Directory at [www.ul.com/certabase](http://www.ul.com/certabase) for additional information

Only those products bearing the UL Certification Mark should be considered as being covered by UL's Certification and Follow-Up Service.

Look for the UL Certification Mark on the product.



Page 1 of 1

**Certificate of Approval**



<b>Certificate No.:</b>	SAA131522EA
<b>Date of Issue:</b>	31 July 2013

**Certificate Holder:** Shenzhen SEESTAR Technology Co., Ltd.  
3F, Building A, Fuyong Third Road, Fuyong Industrial Zone, Baoan District, Shenzhen P.R. China

**Class Description:** Power Supply in Charger  
**Product Description:** LED Dimming Power Supply  
**Brand Name:** Shenzhen SEESTAR Technology Co., Ltd.  
**Model No.:** AS-39P020A-02R  
**Markings:** Input: 220-240Vac 50/60Hz 35W  
Output: 39.39Vdc 0.38A  
Class II, 0~40°C, L, 50°C  
IEC 61374-1:3.161, I, 0  
AS/NZS 61347:1:2002  
NI

**Standards:**

**Approval Mark:** SAA131522EA or RCH

**Date First Registered:** 31 July 2013

**Date of Expiry:** 31 July 2018



For and on behalf of SAA Approvals Pty Ltd

SAA Approvals Pty Ltd (Shenzhen Product Safety Certification Services) as a subsidiary of SAA and under SAA/IEC-2013 has issued this certificate in accordance with the international electrical safety requirements for which the applicable mark has been made.

For SAA, Contact Details and to verify this Certificate, go to: [www.saa.com.au](http://www.saa.com.au)

**CERTIFICATE OF SUITABILITY**

**Certificate Number:** TUV161695E

**Authorised marking:** TUV161695E

**CERTIFICATE HOLDER:** Shenzhen Cesta Opto-Electronics Co., Ltd.  
Floor 1-3, 4<sup>th</sup> Building, Heyu Industrial Park, Heping Village, Fuyong Street, Baoan District, Shenzhen City, Guangdong Province, CHINA

**DESCRIPTION OF EQUIPMENT:** Declared class: Non declared Product: LED Downlight

**Trade Name / Manufacturer:** SHENZHEN CESTA OPTO-ELECTRONICS CO., LTD.  
**Model Number:** CYD-0L05001, CYD-0L05071, CYD-0L05081, CYD-0L05121, CYD-0L05151, CYD-0L05181, CYD-0L05201, CYD-0L05241, CYD-0L05281, CYD-0L05321, CYD-0L05361, CYD-0L05401, CYD-0L05441, CYD-0L05481, CYD-0L05521

**Rating:** LED Downlight: 5.50V a, 7.30W  
Driver Input: 110-240V a, 50/60Hz



Refer to Continuation Sheet 1 for models and rating detail

**Standard:** A6/NZS 60589.2:2001

**Issue Date:** 06/05/2013

**Expiry Date:** 03/05/2018

Signed for and on behalf of TÜV Rheinland Australia Pty Ltd

10/15/2013

# Customer

China

Overseas

Maylight

Starwire lighting

Guomei semi-conductor

Ansi saving energy

ChuangXiang lighting

Baorun lighting

Quanhai lighting

Changfang lighting

Crossroads Lighting(United States)

Acty株式会社(Japan)

Boris Andriyanov(Russia)

Trilux(Germany)

Marshall(Mexico)

My Light(United Kingdom)

# Production & Quality Equipment

## Main Equipment:

### Production Line:

- 1) Vertical distribution of photometric meter equipment
- 2) Lightning surge generator equipment
- 3) High and low temperature cycle aging tester
- 4) Encapsulation of LED and LED module testing system accelerated aging and longevity
- 5) Differential scanning calorimetry
- 6) The LED chip light electric parameter test system
- 7) LED lamps light electric measurement system
- 8) SMT machine
- 9) Aging test equipment

## Equipment Description:

integrating sphere

Accurate quantitative measuring diffuse reflectance of the tool

Light distribution curve

measure the luminous intensity distribution curve, intensity data, spread angle etc. of LED lamps

SMT Machine

High temperature automation complete assembly

Aging test

Environmental Chambers, On-line Reliability Evaluation System, Burn-in System and LCD processing Equipment.



# Test Equipment-1

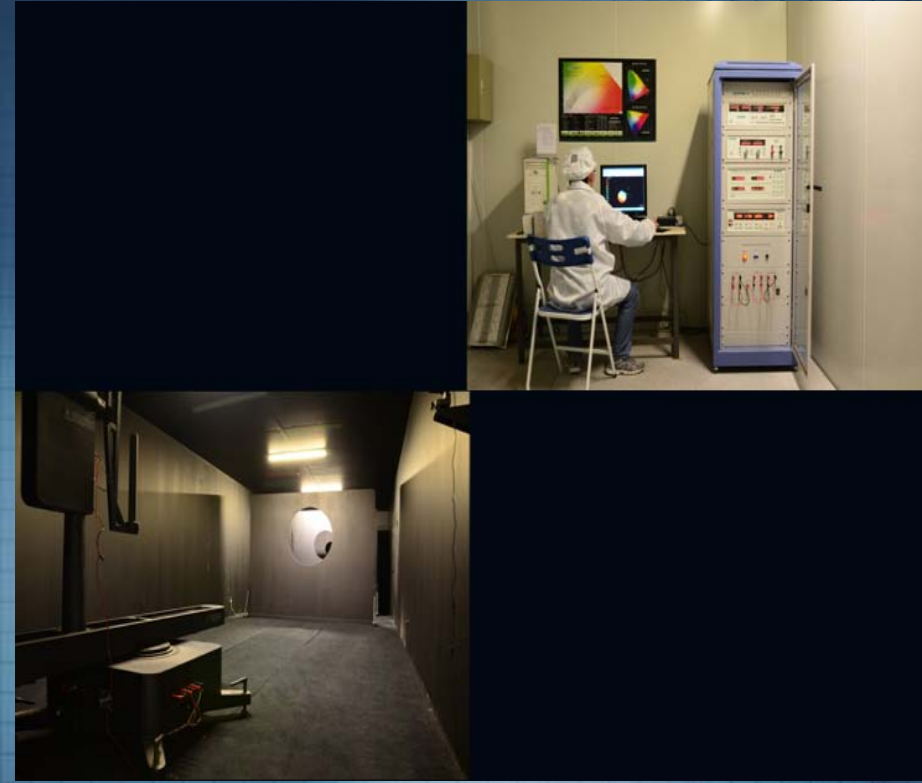


*measure the luminous intensity distribution curve, intensity data, spread angle etc. of LED lamps*

# Test Equipment-2



*LED & LED module aging test system*



*LED lamp lighting distribution curve testing system*

## Test Equipment-3



*Lifetime, On-line Reliability Evaluation System, Burn-in System and LCD processing Equipment.*

# Q C Equipment-1



Rhodes and the Schwartz vector network analyzer



Scanning frequency instrument

# Q C Equipment-2



*High temperature oven aging box*



*High resistance tester*

# Q C Equipment-3



*Extension Tester*



*High voltage tester*

# Quality assurance system

## Quality Target

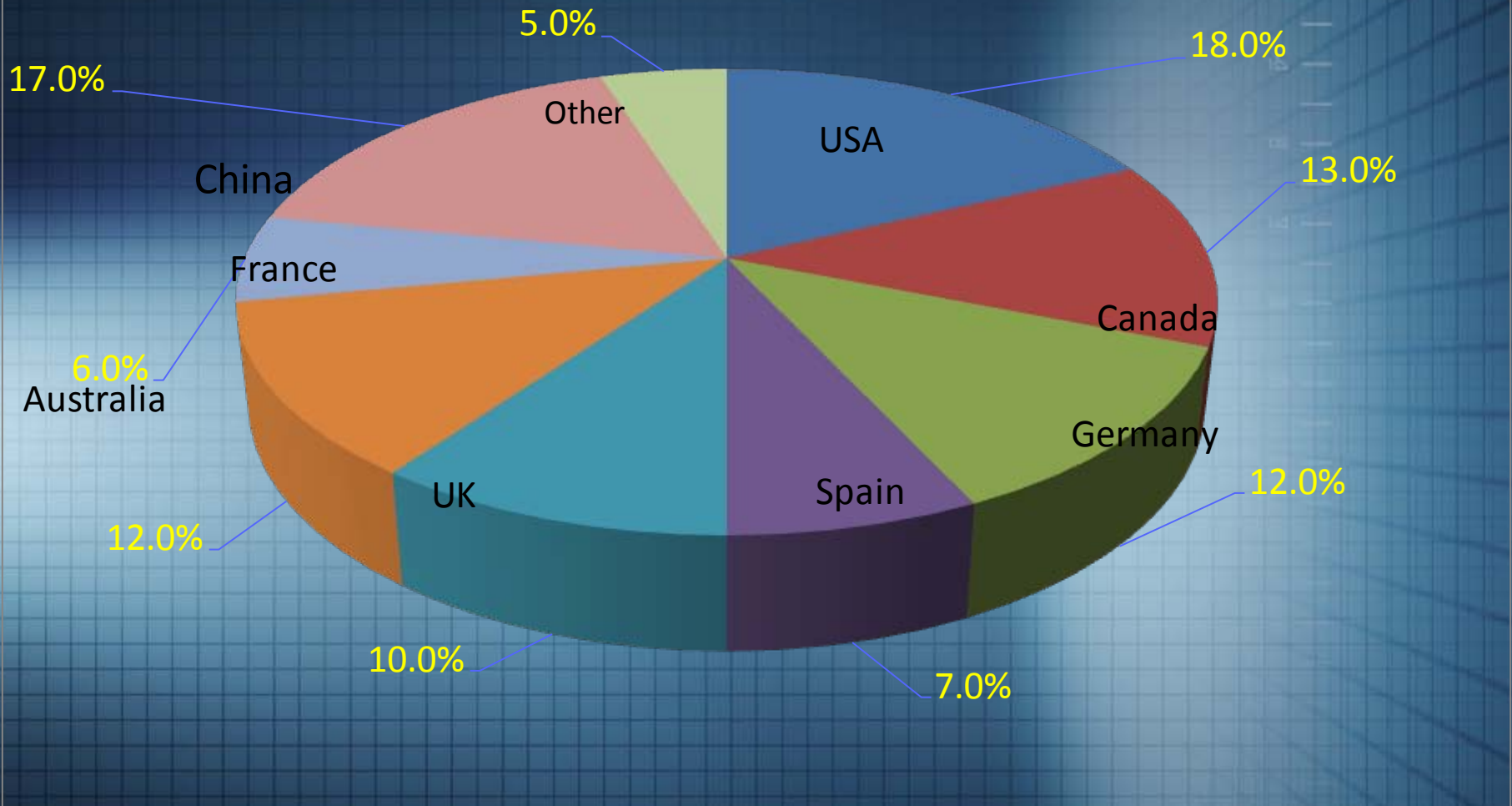
Customer satisfaction:  $\geq 92$ Point, Promote 0.5%per year

Order complete rate (OCR)  $\geq 90\%$

Finished first inspection pass rate  $\geq 98\%$

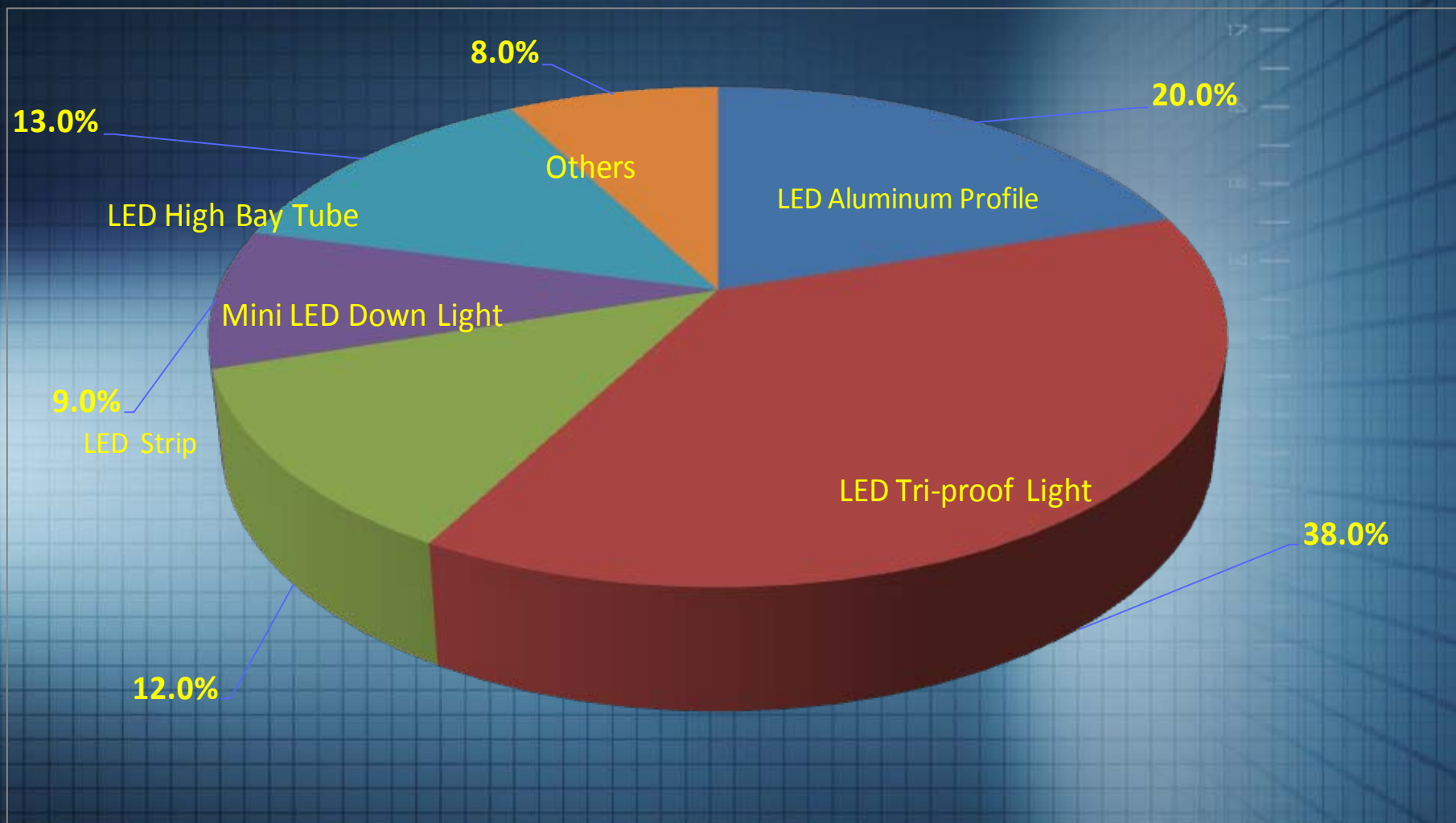
Manufactured cables batches of unqualified rate  $\leq 2\%$ ,  
The factory cable quantity unqualified rate  $\leq 0.02\%$

# Sales Turnover By Country



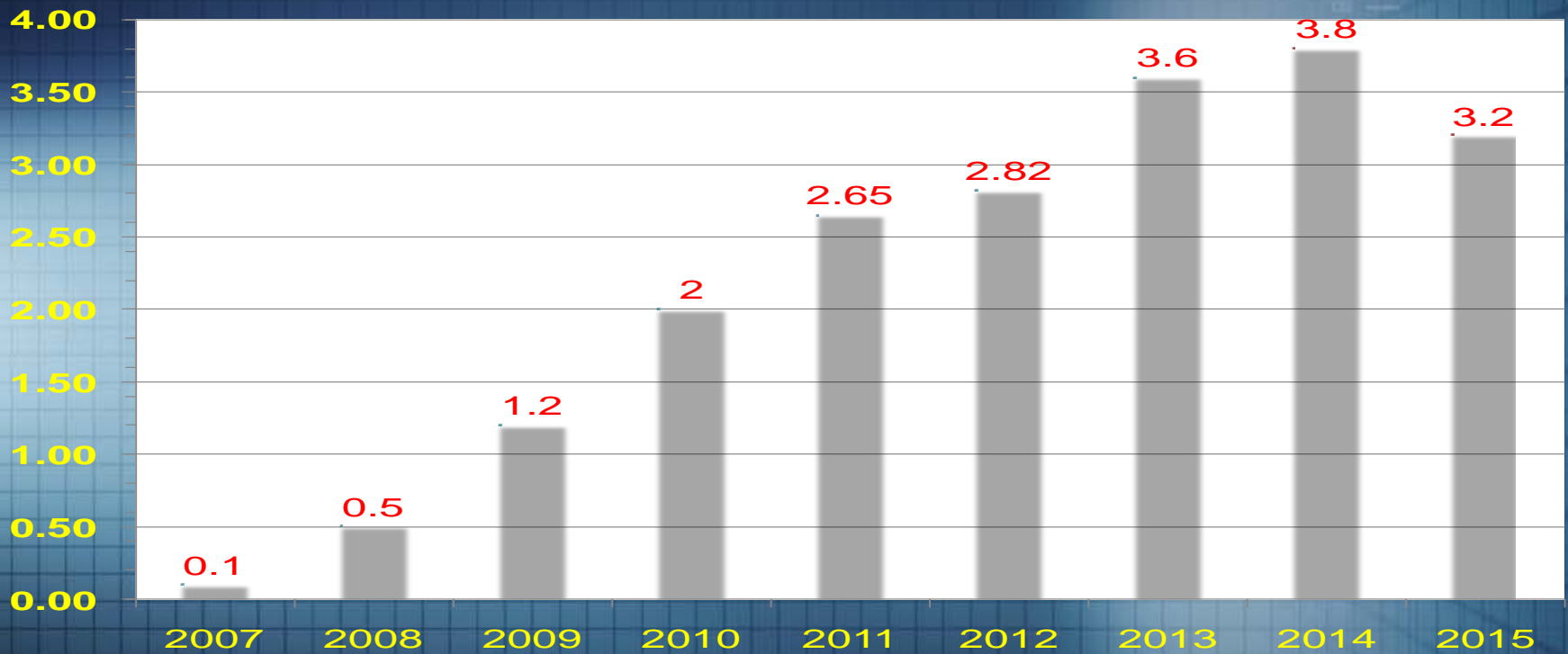


# Sales turnover by product



# Annual Business Turnover

UNIT:  
USD MILLION

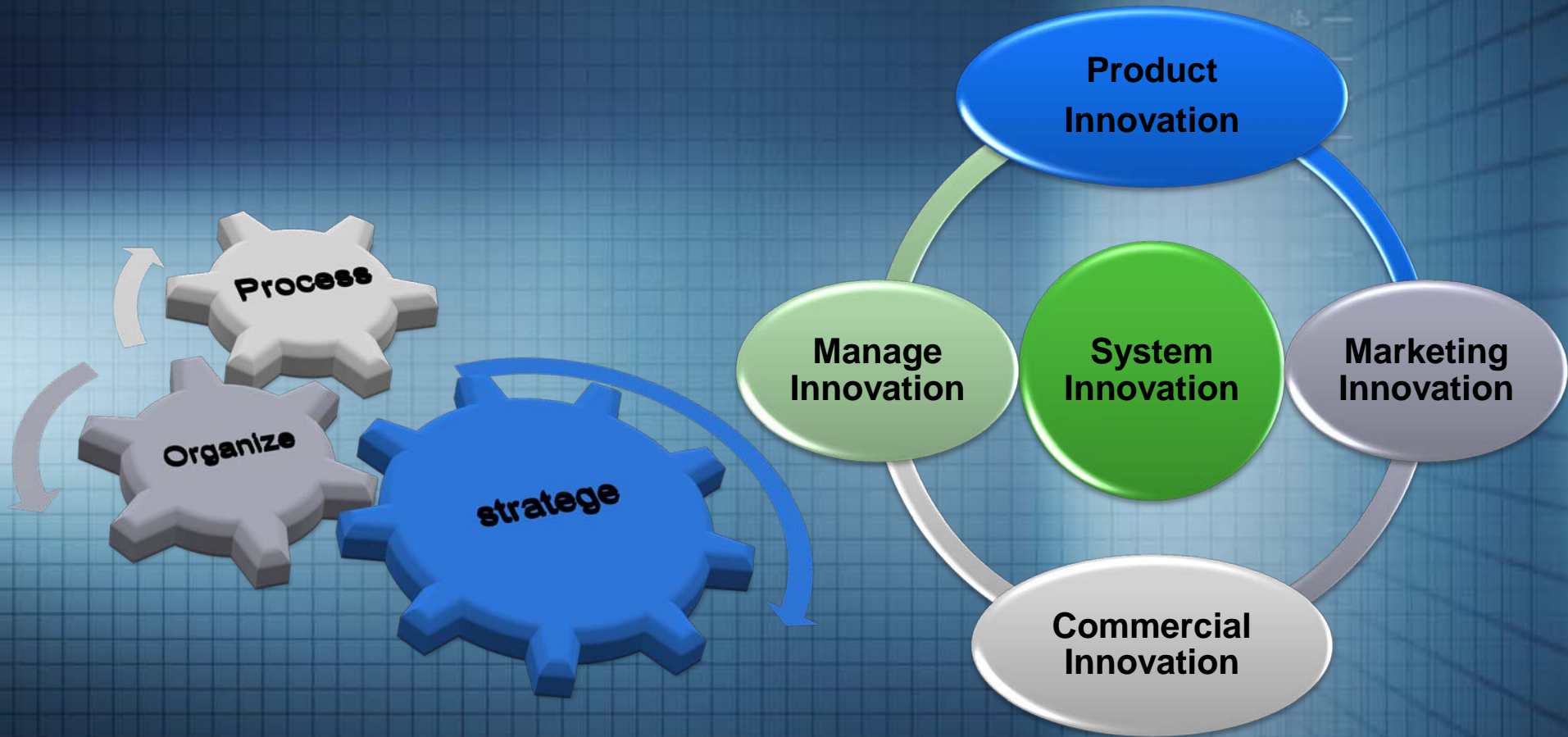


# Storage & Logistic Management

- **Shipping on time & Starting point at Shenzhen.**
- **Customer satisfactory check.**
- **If any questions with customer will solve the issue ASAP.**
- **MSD spirit — 「Actively、Complete、Quickly」**
- **Create the value and value for customer.**



# Innovation



# Development

- 1 Develop Markets in Canda,USA 2016
- 2 Through the ISO9001-2008 authentication
- 3 Develop more led tir-proof light product
- 4 Join the LED Lighting exhibition on USA 2017
- 5 Annual Turnover Reach 3.8 Million US Dollors In 2016

# Contact Us

## Location Map



Address: 6Floor ,Lixingda Industrial Park , NO 14, Zhengcheng 1<sup>st</sup> Road ,Fuyong Town, Shenzhen, GuangDong, China

# Contact Window



Tim Su

Tony Tan

Wilson Chen

Joey Jang

Jack Liu

Founder

Sales Director

R&D Manager

Supervisor

Account  
manager

Executive Office

Sales Dept

R&D Dept

Quality Dept

Financial Dept

admin@meishida-  
led.com

sales@meishida-  
led.com

Wilson.chen@m  
eishida-led.com

jexbetty@meishid  
a-led.com

Account@meishi  
da-led.com



Thank You

Q & A