

Concentrating on the elegant, traditional English style, Stechcol Enterprise Ltd manufactures fine bone china dinner sets, teaset, cups and saucers, mugs and giftware.

The 17-year-old, ISO 9000-certified company turns out one million pieces per month at factories in Shenzhen, Chaozhou and Tangshan on the mainland that have a combined workforce of about 1,200.

Stechcol produces for its own Stechcol brand as well OEM, explains sales director Chim Kim Chong. "We offer a highly flexible, full-line service and specialise in decorative decals," Chim notes. "We have thousands of designs and introduce 200 new ones each year."

Chim also says that 90% of the company's cups and mugs are made from bone china, and are available in more than 100 styles. "We specialise in the traditional English-look featuring roses and floral designs," she adds. "Our newest styles are highly colourful in bright magenta and purple."

Stechcol can meet virtually any international decal requirement, producing as a minimum the FDA standard. It can also produce to California standard PROP65.

Stechcol Enterprise Ltd is famous for its fine bone china teaset, such as these mugs, cups and saucers featuring lead-free floral decals



"For the past four years, we have continually received the SGIA Screenprinting Gold Award for specially fine decal work," Chim notes. "We can produce very fine designs of up to 28 colours for one decal design. We have an in-house decal design team, a designer in the UK, and our own decal factory."

Unit prices for mugs and cups from this maker start at US\$0.80 and reach up to US\$2-3, FOB Shenzhen, depending on the decoration and colour needs. "Our biggest market is Europe (40%), with Russia, Korea and the US other important areas," says Chim.

So, whether it's handy travel mugs or fine bone china designs, Hong Kong manufacturers are committed to quenching the thirst of buyers in every market niche.

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