

Alarms & Intrusion Detection Products



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with verified manufacturing and
export credentials

Product & price trends

Prices and specifications of
58 top-selling export products

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ALARMS & INTRUSION DETECTION PRODUCTS

Supplier capability in China

EXECUTIVE SUMMARY

Strong exports owed to products with the best price-to-performance ratio will continue to fuel China's alarms and detectors industry.

Suppliers are optimistic the competitive quotes they offer will sustain the country's lead in the entry-level and midrange markets.

Makers, however, are faced with the challenges of a young industry with a yet undeveloped supply chain.

To gain a foothold in the global intruder alarm market, which has been growing at a CAGR of 5.8 percent since 2005, China companies have started establishing their brands and expanding their export reach.

Many of them are tapping into new markets in Europe, North America and the Middle East. To further boost overseas shipments, makers are minimizing price increases and broadening their product range. The majority expects that their efforts will result in a 10 percent increase in exports this year.

Wireless intruder alarms have displaced wired models, becoming the line's mainstream products. The adoption of intrusion detection systems in the DIY and home segments is one of the main factors that hastened the market penetration of nonwired intruder alarms. Although still produced in great numbers, wired units and systems have been relegated to the low-end.

Makers are emphasizing intelligent functions and networking capability in new releases. A low false-alarm rate and enhanced product reliability are also underscored.

The following are some of the key trends we see in China's alarms and intrusion detection products industry:

- Competition continues to compel companies to reduce quotes or keep prices stable in coming months. About 53 percent of suppliers surveyed in this report will keep quotes at current levels while 27 percent will cut prices by up to 10 percent or less.

- The rising cost of production, yuan revaluation and stricter overseas product standards, however, are forcing a few manufacturers to make slight price adjustments to stay afloat. Increases will be limited to less than 5 percent.

- Since most suppliers serve the OEM and ODM segments, complying with international standards is a requisite. Companies have secured UL listing and CE, FCC and RoHS approval for many of their products.

- The EU will continue to be the main export market for China's alarms and intrusion detection products.

- Product development initiatives will focus on integrating intelligent functions such as direction-analysis PIR and video motion detection. Many companies will likewise focus on external design engineering, and incorporating wireless connectivity capability into their products. A handful is looking to enhance network capability.

This report covers alarms and intrusion detection products. Alarms include wired and wireless systems with four to 256 monitoring zones, while intrusion detection products encompass active IR, PIR, dual-technology, vibration, glass break and laser types.

The Industry Overview section discusses developments in China's supply market and suppliers' strategies to survive the economic slowdown. Trends in the different product categories are detailed in the product modules.

The majority of suppliers are based in the provinces of Guangdong, Zhejiang and Fujian. Shenzhen and Guangzhou are the main manufacturing centers in Guangdong, while the cities of Ningbo and Wenzhou lead production in Zhejiang. Xiamen and Quanzhou are the major sourcing hubs in Fujian.

In this report

- 15 in-depth company profiles
- 58 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics & charts

METHODOLOGY

To produce this report, Global Sources surveyed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that may or may not be clients of Global Sources.

The selection of suppliers is designed to reflect the composition of the industry in China in terms of geographic spread, business type and company ownership.

For in-depth company profiles, our research teams interviewed senior executives and export managers who discussed their recent performance and provided price, R&D, production and export forecasts for the next 12 months. The interviews were done in person, by phone or e-mail.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including their production and export statistics, and a breakdown of exports by product type and market. Our production checklist details the product-specific manufacturing capability of each supplier.

All profiled suppliers participated in a survey designed to provide insight into product and price trends, and challenges facing the industry. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

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INDUSTRY OVERVIEW

Exports of alarms and intrusion detection products from China are increasing steadily despite challenges common to a relatively young industry.

While companies from the UK, the US, Taiwan and South Korea, have been shipping their output for some time, many makers in mainland China are still establishing a foothold in the industry.

Compared with foreign counterparts, domestic suppliers turn out models with the best price-to-performance ratio. Such competitive quotes are leverage to the entry-level and midrange markets. Sustaining this edge, however, is a challenge.

For one, although most components can be sourced domestically, the supply chain is far from mature. Many of the materials are still imported.

Turnkey systems solutions, for instance, are readily available from local providers, mostly tier 1 companies. It will take a while, however, for these to match the caliber of those made by international brand names, from which most China makers import their software—usually at a steep cost.

In addition, many businesses are still recouping their losses from the economic downturn, beefing up narrow profit margins basically by streamlining overhead and rethinking marketing strategies.

To avoid purchase cancellations and gain return customers, for instance, some offer quotes that are fixed from the time the order was placed to the delivery date.

Wireless models are mainstays. Nonwired intruder alarms began breaching China's mainstream market in early 2008. The increased adoption of intrusion detection systems in the DIY and home sectors is one of the main factors that hastened the market penetration of wireless intruder alarms.

While the supply of wired models remains ample, the line has mostly been relegated to the low-end. Even as they continue to offer these devices, makers are stepping up investments in the wireless lines, for which both demand and profit are higher.

Steady growth ahead

Suppliers are optimistic overseas shipments will increase by up to 10

Supplier summary

Suppliers surveyed	15
Export sales	\$41.0mn
Export ratio	78%
OEM business	43%
Capacity utilized	62%
Annual R&D spending	\$15.1mn
Full-time employees	6,864

Data: All surveyed suppliers

percent through the end of 2009 sustained by the diversity of their selections, a broadening application range and steadily rising demand from key export markets.

Global sales of intruder alarms have been expanding at a CAGR of 5.8 percent from 2005 to 2009, according to industry sources. Annual shipments of wireless sensors and self-contained wireless intruder alarm panels are projected to more than double during the five-year period, with wireless PIR sensors registering the strongest growth.

The country's manufacturing industry of intruder detectors alone continues to grow at a fast pace as more suppliers venture into the consumer DIY and home security

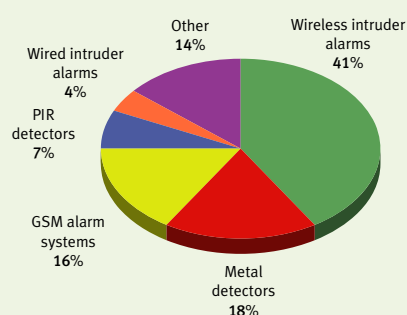
Global Sources online metrics

Intruder alarms & detectors

Online metrics are taken from buyer and supplier activity in the featured product group on www.globalsources.com in the month preceding publication of this update.

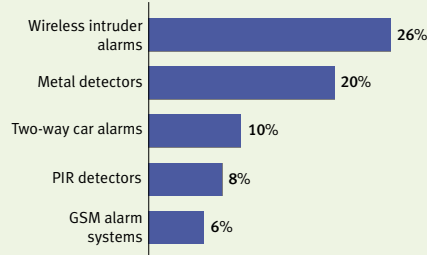
- **Buyer requests** track total inquiries from our worldwide community of more than 800,000 buyers.
- **Product profiles** represent the total number of unique products available from suppliers in our online catalogs.
- **New product postings** indicate the number of new product profiles added by suppliers during the period.

Top buyer requests

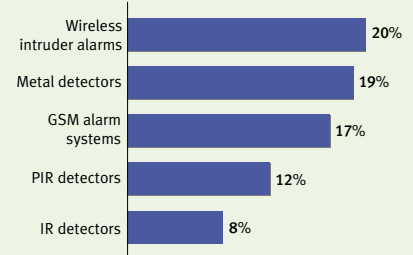


Percent of all online activity for this product group

Top product profiles



Top new product postings



GBU Enterprise (HK) Co. Ltd

GBU exports an average of 30,000 alarms and intrusion detection products each month. Its total sales reached \$8 million last year, with the line accounting for 25 percent.

In 2008, 66.7 percent of its output of the line was shipped to North America, the EU, the Asia-Pacific region and the Middle East. Shipments average at \$1 million annually.

Export revenue is expected to increase between 10 and 20 percent in the next 12 months. The Middle East will be the main target market in coming months.

Prices have decreased no more than 5 percent in the past three months.

Founded in 1998, the supplier is headquartered in Guangdong province. It runs four factories with a total area of 10,000sqm. It currently has a utilization rate of 90 percent.

The supplier employs 2,000 production workers, including 15 R&D personnel.

On average, the company invests \$800,000 in production development each year. The in-house QC team, meanwhile, consists of 13 members.

Company facts

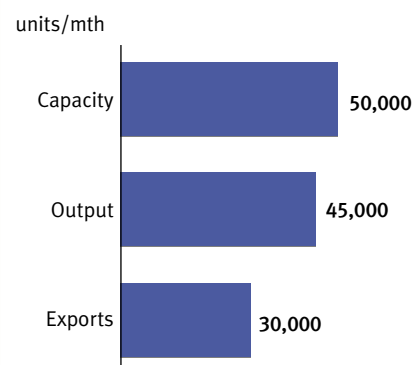
Year established	1998
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Shenzhen (Guangdong)
Number of factories	4
Factory location(s)	Shenzhen (Guangdong)
Total factory area	10,000sqm
No. of full-time employees	2,000
No. of R&D/design staff	15
No. of QC staff	13
Annual sales (all products)	\$8.0mn
Annual R&D spending	\$800,000
ISO certification	Yes

Sales & output: Alarms & intrusion detection products

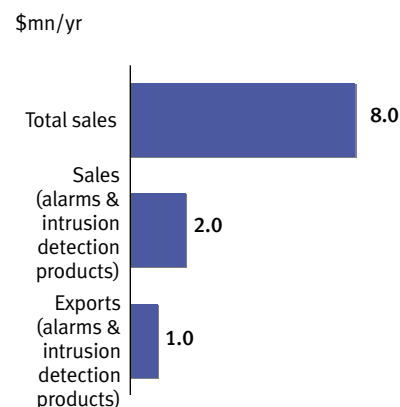
Annual sales	\$2.0mn
Share of total sales	25%
Annual export sales	\$1.0mn
Total monthly capacity	50,000 units
Average monthly output	45,000 units
Capacity utilized	90%
Average monthly exports	30,000 units
Export ratio	67%
OEM % of exports	58%
ODM % of exports	30%
OEM % of exports	12%
Other products made	Air purifiers; GPS modules, personal trackers and vehicle tracking systems; hidden and miniature cameras; high-power LEDs; portable DVRs

Profile

Production



Sales



Contact details

Business contact

CHU Kevin

Phone

(86-755) 8398-1126

Fax

(86-755) 8398-1526

E-mail

tech@gbuhk.com

szgbu@globalsources.com

URL

www.gbuhk.com

www.globalsources.com/gbu.co

Address

26D Building C, Huaqiang Garden, Fuhong, Futian, Shenzhen, Guangdong, China

Capability

Production checklist

SMT	Yes
PCB making/design/ subassembly	Yes
Mold making	Yes
Plastic injection	No
Interference testing	Yes
Sensitivity testing	Yes
Extreme environment testing	Yes

Exports by product

Intruder alarms & systems	66%
Intruder detectors	34%

Exports by market

North America	10%
European Union	20%
Europe (non-EU)	20%
Asia-Pacific	10%
Middle East	10%
Other	30%

Survey

- **Export prices**
Decreased
- **Export price decrease**
Less than 5%
- **Export sales**
Increase 10-20%
- **Target market**
Nigeria
- **Capital expenditure**
Increase up to 50%
- **Major challenge**
Design copying/piracy
- **Export capability**
Shorten design/development time
- **R&D focus**
Introduce intelligent functions

Popular export models



Intruder alarms & systems

Model	GSM-SIM3
Minimum order	50 units
Packaging type	Color box
Delivery time	3 days
Indicated price	\$70

Description: GSM alarm system; 7 wired and 32 wireless zones; supports GSM or CDMA mobile phone network; 5 preset phone numbers; PIN code access; NC contacts; with external antenna, remote control; for small offices and homes; CE, FCC



Intruder alarms & systems

Model	Phone alarm 2
Minimum order	50 units
Packaging type	Color box
Delivery time	3 days
Indicated price	\$50

Description: Intruder alarm; 100m wireless detection range; 12V 500mA power input; external siren; LCD with time and date, and brightness control; self-monitoring, remote access via landline or mobile phone, call waiting, speaker phone, caller ID, call hold and redial



Intruder alarms & systems

Model	Host
Minimum order	50 units
Packaging type	Color box
Delivery time	3 days
Indicated price	\$50

Description: Wireless security alarm system with built-in phone; 2 PIR sensors, door sensor; 2 remote controls, medical remote control; built-in siren, power supply; phone and handset cables, door sensor battery, low-battery indicator; user manual

PRODUCT GALLERY

Intruder alarms & systems



GBU
(profile page 26)
Model: GSM-SIM3
Minimum order: 50 units
Packaging type: Color box
Delivery time: 3 days
Indicated price: \$70
Description: GSM alarm system; 7 wired and 32 wireless zones; supports GSM or CDMA mobile phone network; 5 preset phone numbers; PIN code access; NC contacts; with external antenna, remote control; for small offices and homes; CE, FCC



GBU
(profile page 26)
Model: Phone alarm 2
Minimum order: 50 units
Packaging type: Color box
Delivery time: 3 days
Indicated price: \$50
Description: Intruder alarm; 100m wireless detection range; 12V 500mA power input; external siren; LCD with time and date, and brightness control; self-monitoring, remote access via landline or mobile phone, call waiting, speaker phone, caller ID, call hold



GBU
(profile page 26)
Model: Host
Minimum order: 50 units
Packaging type: Color box
Delivery time: 3 days
Indicated price: \$50
Description: Wireless security alarm system with built-in phone; 2 PIR sensors, door sensor; 2 remote controls, built-in siren, power supply; phone and handset cables, door sensor battery, low-battery indicator; user manual



Roiscok
(profile page 30)
Model: RP208CN
Minimum order: 1 unit
Packaging type: Color box
Delivery time: 5 days
Indicated price: •
Description: Intruder alarm; 8 programmable zones; LCD, terminal, siren, keypad with 32 characters, 6 LED indicators for alarm, power, armed, bypass, ready, tamper status; 2.2KU zone terminal resistor; 70mA current



Shenzhen Anvox
(profile page 32)
Model: SL-200B
Minimum order: 500 units
Packaging type: White box
Delivery time: 15 days
Indicated price: •
Description: Intruder alarm system; piezoelectric siren with blue, red, orange strobe trigger; 112+3dB at 12V DC/1m; 210x130x78mm; white ABS housing; CE; backup battery



Shenzhen Anvox
(profile page 32)
Model: BS-1
Minimum order: 500 units
Packaging type: White box
Delivery time: 15 days
Indicated price: •
Description: Wired intruder alarm with 2-way tamper switch; warble alarm, siren/strobe trigger; 120dB, 115/min flash rate; 1,400mA at 12V DC; 80ohm impedance; 270x193x100mm; metal housing; red, blue, orange lenses

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