



Company Profile 2024

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Green Energy



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# 01

## **Company Overview**

Company Profile  
Development  
Locations

# COMPANY PROFILE- INTRODUCTION

Phone In Mag-Electronics Co., Ltd. was established in 1999 with the primary focus of magnetic materials.

Over the last 25 years, the company has grown into a leading manufacturer of magnetic components and assemblies.

Production facilities and sales offices have been established in China, Taiwan, San Francisco, Frankfurt and Vietnam with an overall vision of leading innovation in magnetic materials.

# Company Profile

## Established

—

December 1999

## Worldwide Employees

—

600 (China)  
20 (Taiwan)  
5 (Vietnam-BacGiang)  
5 (U.S.-San Francisco)  
1 (Germany-Frankfurt)

## Factory location

—

4 factories/branch  
(Xinyang, Dongguan, Ningbo, Vietnam)  
1 NPI center (Suzhou)

**Capital 20  
Million USD**

# Locations



Frankfurt  
Office



San Francisco  
Office



Taipei  
Head office



Vietnam Machining Factory



XinYang  
Factory



DongGuan  
Branch



SuZhou  
NPI  
Center



## Vietnam

Sinowin Industrial  
(Vietnam) Co., Ltd.

## USA

San Francisco  
Office

## Germany

Frankfurt Office

## China/Taiwan

Phone In Mag-Electronics Co., Ltd. (Taipei)

Phone In Mag-Electronics Co., Ltd.

Taiwan Branch

XinYang Yen Sonic Technology Co., Ltd.

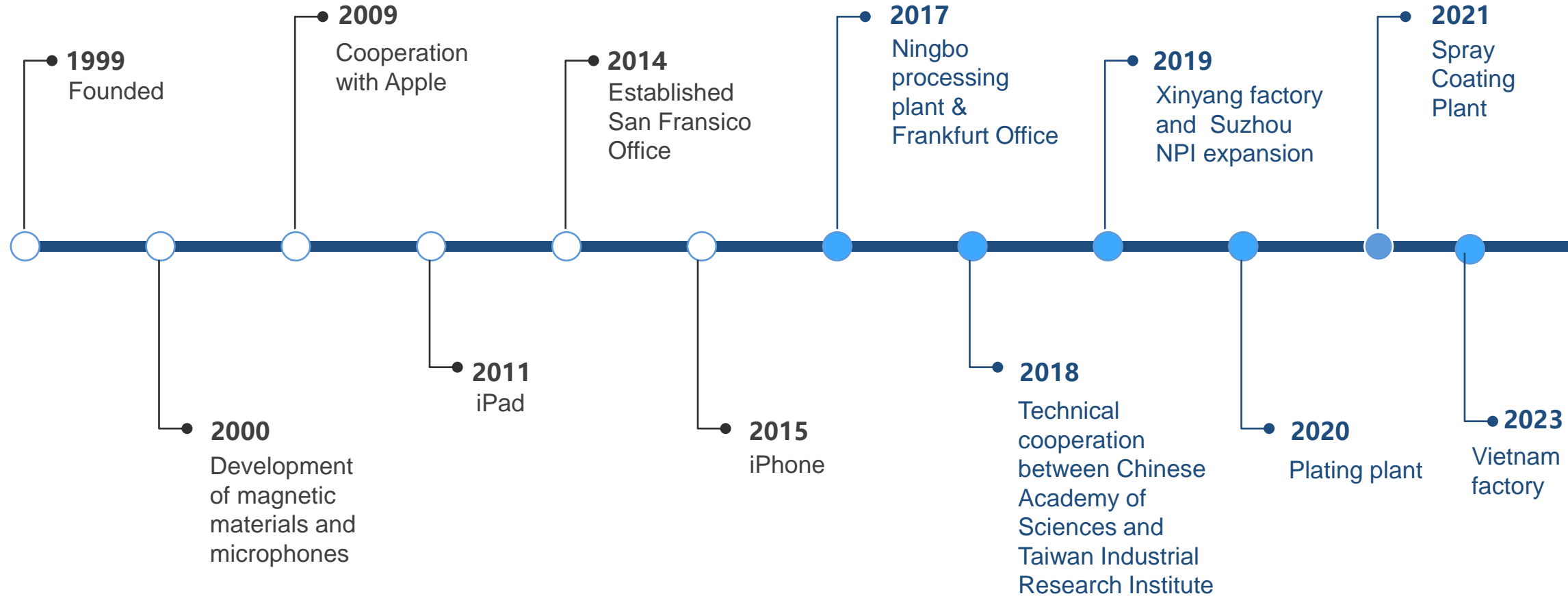
XinYang Yen Sonic – DongGuang Branch

SuZhou Yen Googol Electronics Co., Ltd.

Phone In – HongKong Office

Phone In – ChengDu Office

# Development History



# 02

## **Product Development**

Rare Earth Neodymium Iron Boron  
Magnet (NdFeB)

New Electroplating Plant

New Spray Coating Plant

Green Energy



# Rare Earth Neodymium Iron Boron Magnet (NdFeB)

Monthly production capacity of

**100,000,000** Piece parts

System Certification :

IATF16949

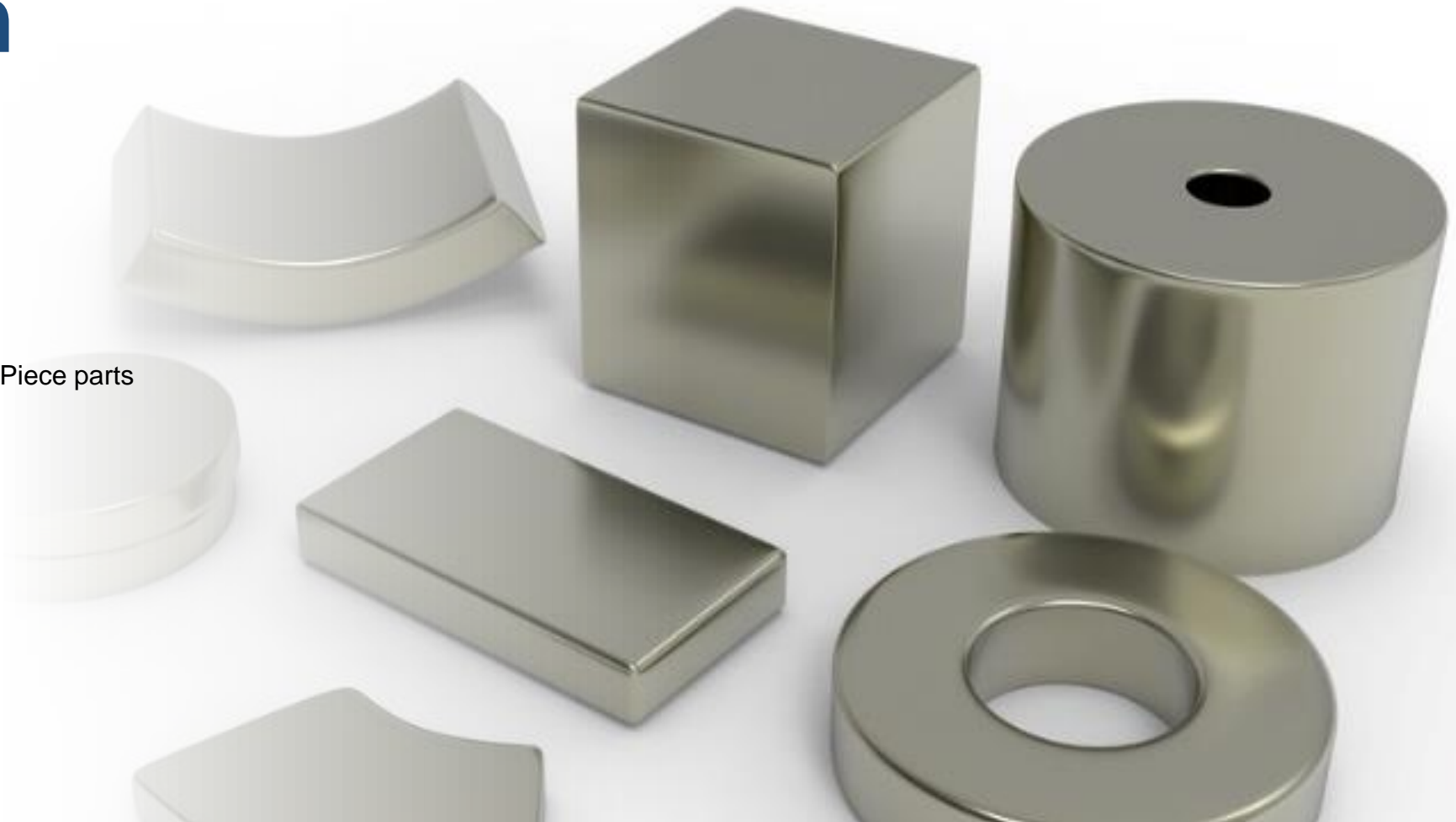
ISO 9001

ISO14001

RoHS 2.0 / REACH ready

Property

N54 → N54M → N54H → N52SH  
N54H → N56H → N54SH



# Neodymium Iron Boron Magnet Design And Manufacturing Services

High precision and performance magnets,  
precision control of non-magnetic area

Flux value, Gauss value, tension value simulations and  
systems analysis

Precision magnetic assembly

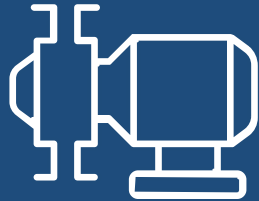
Magnetic assembly hardware post processing  
Customized magnetization solutions

Customized packaging

# Application Field of Rare Earth NdFeB magnets



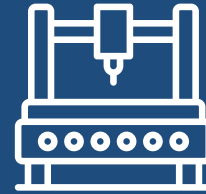
Mobile phone/tablet



Automotive motor



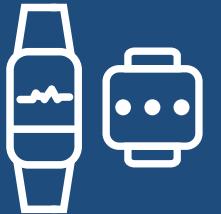
Smart home



Precision  
machine tool



Headphones/  
speakers



Wearables

# Electroplating factory (Ningbo , China)



Electroplating factory production line



Production Line



Plasma emission spectrometer

# Spray Coating Factory

(Fenghua District, Ningbo City)

Epoxy resin can improve the corrosion resistance and insulation of magnets.

Phone In has developed automated epoxy process of spraying/loading & unloading/production to ensure quality, decrease labors and reduce cost.

Phone In has set up the core technology of epoxy successfully. The epoxy products can meet Japanese industry standards.

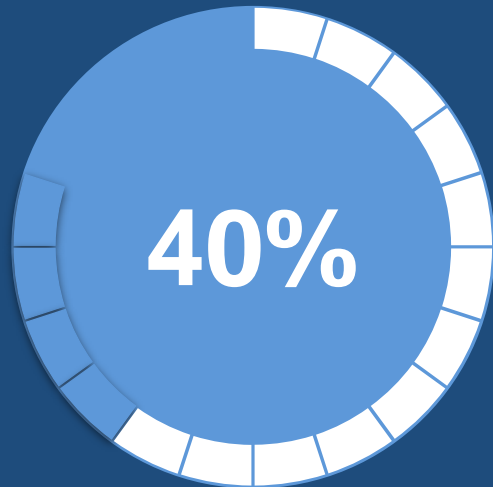


Sprary Coating Machine

# Green Activities

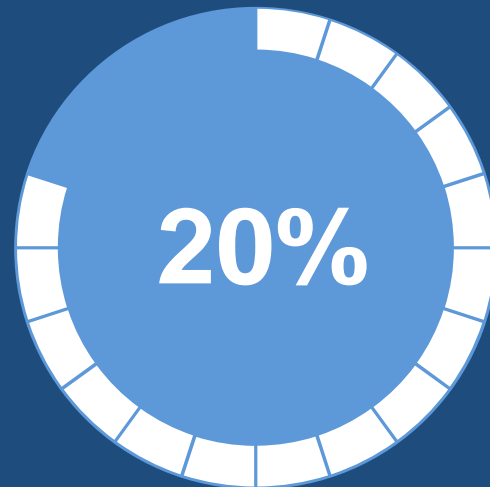
Other than 100% REE, PI also continues other green and renewable initiatives

Energy Generate



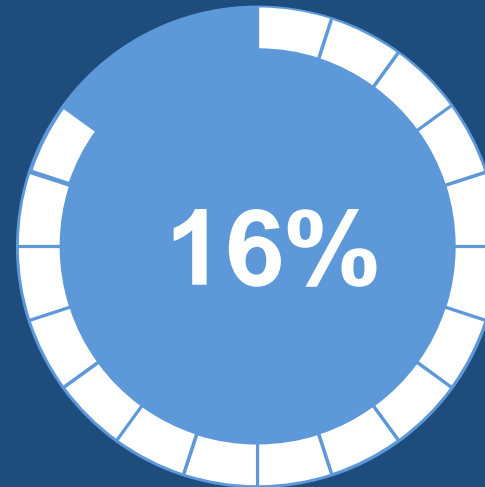
1200 mW/h

Energy Saving



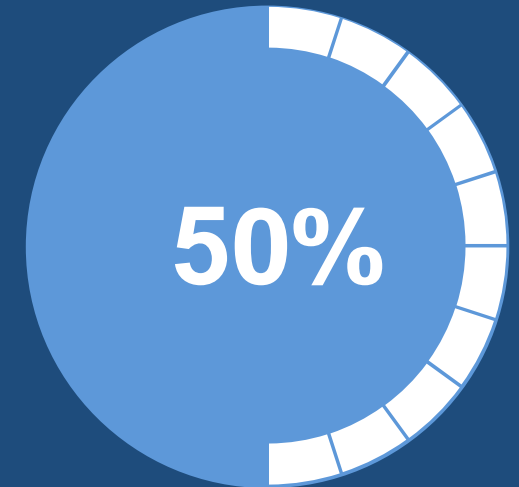
-11,088 Nm<sup>3</sup>

Energy Saving



-1.4 ton

Energy Recycle



-400 ton

**Solar panel 100% cover usable area**  
Solar electricity generated increase to 40% of total power by CQ2, 2022

**Reduce 20% nature gas**  
Install heat preservation layer, ready by CQ1, 2022

**Decrease 16% contamination emission**  
New maintenance plan for E-nickel, ready by CQ2, 2022

**50% recycle waster water from plating**  
Work with local government, ready by CQ3, 2022

03

## **Manufacturing**

Laser-Cut Machining

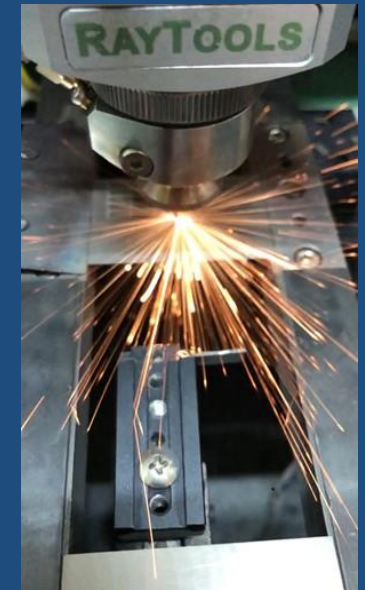
Automated production equipment

Magnetic material testing equipment

Automatic testing equipment

# Laser-Cut Machining

Phone In has applied 25+ years of experience in magnet manufacturing to develop and introduce laser cutting technology with simplifies the machining process. This method optimizes recycled material utilization as well as reduces overall carbon emissions. Laser cutting is applicable to various magnet specifications

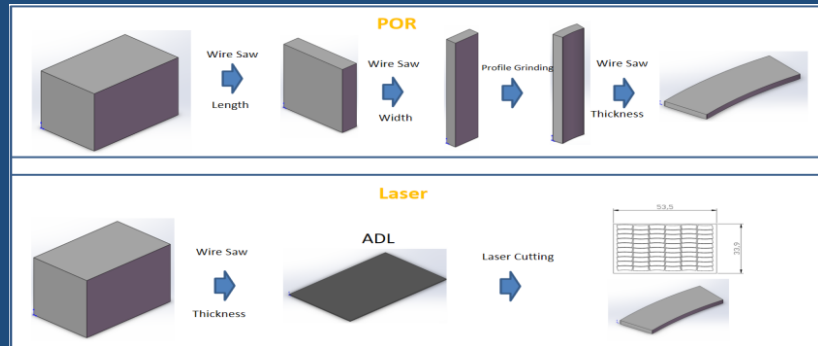


Creating a new chapter of environment protection, high efficiency, clean workshop and stable manufacture.



# Comprehensive capacity comparison

	POR	Laser
Block Size (mm)	53.5*33.9*42.1	
Output/ block (pcs)	4,050	4,800
M'tl Utilization	44.7%	59.0%
Ramp Process L/T	3 weeks	2 weeks



**Note :**

1. Shortening cycle time of product manufacturing.
2. Reduction of operators at the same Q'ty.
3. Improved material utilization.
4. High environmental cleanliness.
5. Simple waste recycling.

	POR			Laser cutting		
	Product Q'ty(pcs)	C/T (pcs/sec)	OP/Day	Product Q'ty(pcs)	C/T (pcs/sec)	OP/Day
Wire-saw- Length	1	12	2	-	-	-
Polish- Length	1	2	2	-	-	-
Wire-saw- Width	1	0.92	2	-	-	-
Polish- Width	1	0.31	2	-	-	-
Profile Grinding	1	0.9	3	-	-	-
Wire-saw- Thickness	1	0.08	2	1	4.24	2
ADL- Thickness	1	0.06	1	1	1.25	1
Laser	-	-	-	1	0.9	1
<b>Total</b>		<b>16.27</b>	<b>14</b>		<b>6.39</b>	<b>4</b>

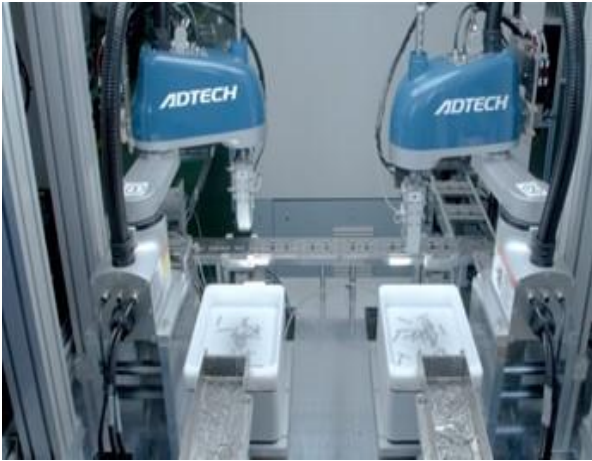
# Automated equipment

Modularization Automatic Line



Fully Automatic  
Intelligent Assembly Line

# Automated production equipment



Automatic glue  
removal machine



AGV smart truck



Any Feeder Machine



Automatic glue  
removal machine



# Magnetic material testing



Magnetic declination measuring tester

One dimensional flux meter



JQS gauss test machine



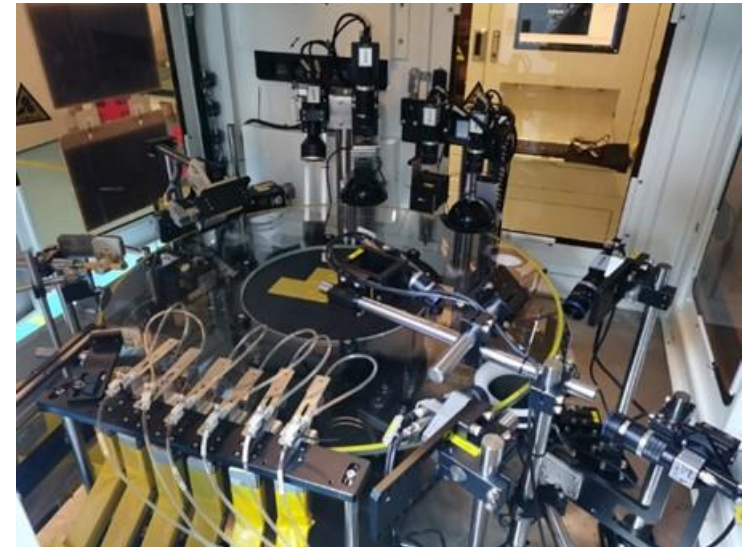
# Automated inspection equipment



▲  
AOI magnet inspection machine



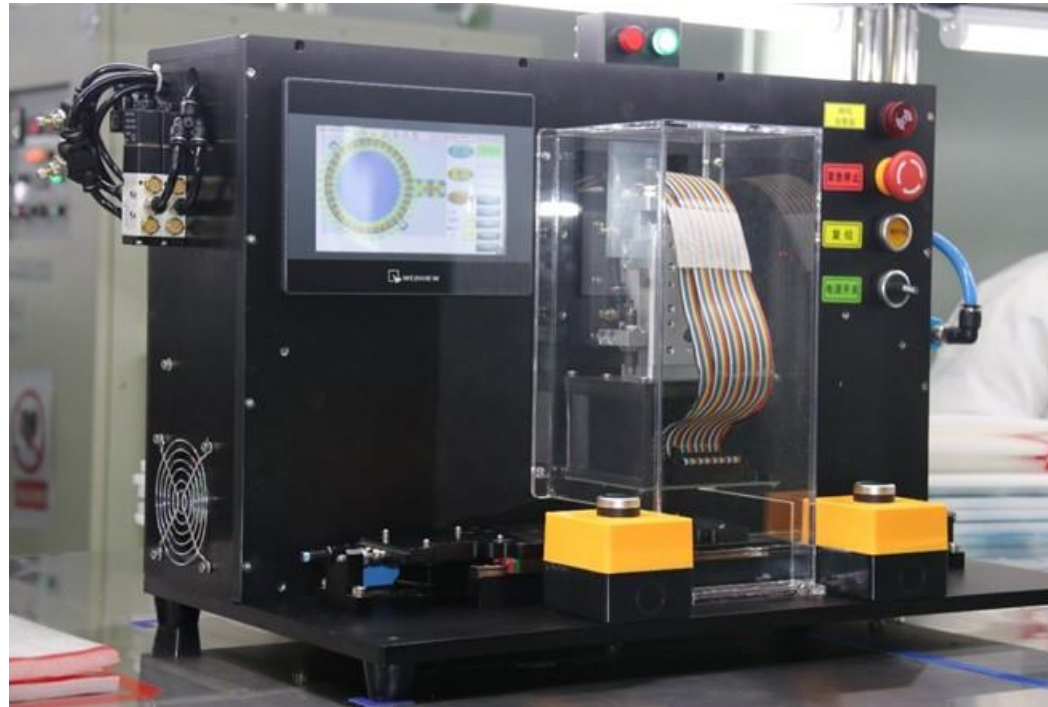
▲  
Automated  
sorting equipment



▲  
AOI with 3D Profile  
Scanning Datum Machine

# Automated inspection equipment

Top of the line production equipment



◀ Polarity detection equipment



◀ Visual laser engraving machine



◀ Flashing test machine

04

## **Customer service**

Core value

Outstanding customer

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# Core Value



Deeply develop the global market



Corporate  
Responsibility



Product  
Excellence



Customer  
Satisfaction



Innovation And  
Growth

Humanity Management  
Quality product  
Customer Service



# Outstanding Customer

Quality Assurance

Innovation & development

Continues improving

Pursuit of excellency

 Square

**FOXCONN**

LUXSHARE  ICT

**Amphenol**

 英華達  
Inventec Appliances

 fitbit

**WINGTEC**  
GREAT PRODUCT COMPANY

  
HUAWEI

**Nidec**  
All for dreams

**SAMSUNG**

**nest**

**FXLINK**

 嘉譽  
JIAYU AQUARIUM

 Supercase  
Professional ODM / OEM Manufacturer

 Meta

**PEGATRON**

**Goertek**

 **ST** life.augmented

  
Tutamen

 瑞聲科技  
AAC TECHNOLOGIES



  
Quanta Computer



 Sunonline

**Google**

**VIVO**

THE GLOBAL LEADER IN MAGNETIC CONSTRUCTION TOYS  
**MAGFORMERS**

 英華達  
Inventec Appliances

 fitbit

**WINGTEC**  
GREAT PRODUCT COMPANY

**FXLINK**

 嘉譽  
JIAYU AQUARIUM

 Supercase  
Professional ODM / OEM Manufacturer

  
Tutamen

 瑞聲科技  
AAC TECHNOLOGIES



# Corporate Vision

Phone In group is a industry leading magnetic component supplier and continues to be a partner in magnetic materials research and development. Our core principles are honest and open business practices to create succesful longterm relationships with our customers. We can provide the most up to date information and services in the ever changing field of magnetic materials to develop the most advanced and competitive products together with our customers.

# Thanks!



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