

American Standard Electrical Outlets & Switches Supplier

GOG Electric provides certified US standard wiring devices and one-stop OEM/ODM modular solutions for global construction projects.

YUEQING, ZHEJIANG, CHINA, July 18, 2026 /EINPresswire.com/ -- In relation to the construction and advancement of new intelligent buildings worldwide, electrical device fittings such as switches, sockets, dimmers, and/or intelligent control panels have become essential infrastructure with direct consequences for their safety, efficiency during the installation phase, and experience of the long-term user. The traditional American Standard Electrical System has been widely utilized in North America and in many international engineering projects that are governed by American wiring code standards. The dimensional, grounding, and various electrical voltage standards established by the American Standard were intended to provide compatibility between buildings and their related appliances.

Sourcing these devices is important for procurement managers, EPC contractors and hotel developers to understand the competitive marketplace. In the North American wiring device market, there are two main types of wiring device manufacturers — established manufacturer brands (the U.S. manufacturers of wiring devices) and new (global) brand manufacturers (companies that manufacture wiring devices). In this portion of the report, you will find an objective assessment of key players in the North American wiring device marketplace.

Brand Comparison: Positioning and Core Competencies

[GOG Electric](#)



A10-016/017 6 Gang Switch – 1 Way & 2 Way

Market Positioning | Vertically integrated OEM/ODM manufacturing partner for global EPC and hospitality projects

Manufacturing & Customization | Three automated production bases (Wenzhou, Zhongshan, Jiaxing); in-house precision mold engineering; 50+ product series; 1,000+ specifications; full OEM/ODM (prototype, packaging, technical consultation); IoT smart systems integration

Price / Value Proposition | Cost-competitive due to vertical integration (injection molding + alloy stamping + assembly in-house); scalable for large-volume orders; reduced procurement complexity via one-stop ecosystem

Typical Applications | Large-scale residential developments; hotel chains; commercial office buildings; international EPC engineering contracts; smart home renovation systems

Leviton

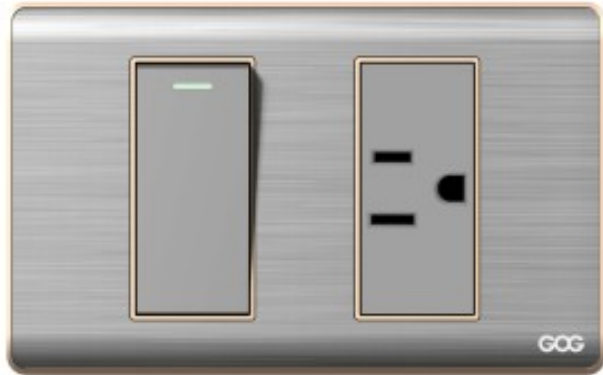
Market Positioning | Residential & light-commercial retail leader

Manufacturing & Customization | Extensive distribution and retail presence; broad smart home ecosystem (Decora Smart); limited OEM/ODM flexibility for non-standard specifications

Price / Value Proposition | Premium retail pricing; strong brand equity; higher cost structure due to retail channel margins

Typical Applications | Single-family homes; small offices; retail electrical supply; DIY and replacement market

Lutron



A20-029/030 Electrical Sockets & Switches – Stainless Steel US Switched

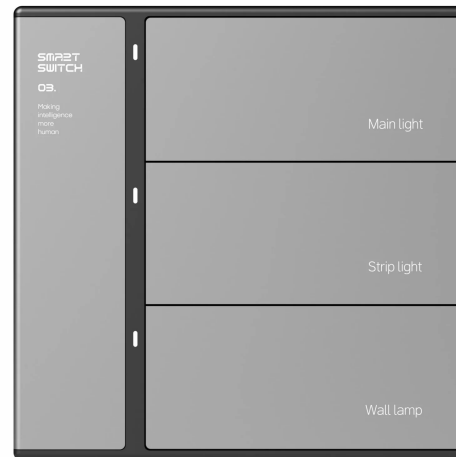


One-Stop OEM/ODM Customization for Global Brands | R&D, Design & Mass Production | Wall Switches, Sockets & Electrical Accessories

Market Positioning | Premium lighting control & architectural dimming
Manufacturing & Customization | Proprietary control platforms (Athena, QS); industry benchmark for flicker-free, silent dimming; limited customization outside proprietary ecosystem
Price / Value Proposition | Highest price tier; focused on luxury and high-margin architectural segments
Typical Applications | Luxury hotels; high-end residential; commercial architectural projects; premium renovation

Hubbell

Market Positioning | Industrial & healthcare ruggedness
Manufacturing & Customization | Heavy-duty GFCI and high-amperage devices; emphasis on durability and safety in demanding environments; limited modular design flexibility
Price / Value Proposition | Mid-to-high price; value tied to durability and certification for critical infrastructure
Typical Applications | Industrial plants; hospitals; data centers; critical infrastructure; heavy commercial



A-03/A-303 3 Gang Smart Switch

Key takeaway: Leviton dominates the retail segment, Lutron dominates the high-end dimming segment and Hubbell dominates the industrial ruggedness segment within the US. However, from the perspective of International contractors and developers looking for a manufacturing partner who can provide scalability in the supply chain, provide modular system architectures and provide cost-efficient solutions for large-volume orders, GOG Electric's vertically integrated model (which encompasses in-house precision moulds, automated production, alloy materials and IoT-based smart systems) represents a compelling alternative to these three US-based brands. The ability to provide custom OEM/ODM (from prototype development through to packaging design) makes GOG Electric particularly suited for EPC contracts that require compliance to US standards without incurring premium brand mark-ups.

Regulatory Framework: What Certifications Should a Supplier Hold?

To provide a safe product, any legitimate supplier of American Standard outlets and switches must comply with internationally recognized standards for safety regardless of the manufacturer. The technical criteria for assessing the safety of electrical equipment used in homes and similar applications are set forth by the International Electrotechnical Commission

(IEC) through IEC 60669 (switches) and IEC 60884 (outlets).

Within the context of global commerce, the IECEE CB Scheme's vital role as a mutual recognition scheme facilitates acceptance of test results among designations in many different countries. A qualified vendor generally is expected to:

- CB Certification: Validates safety and performance under the IECEE framework.

- CE Marking: Mandatory for European market access (LVD and EMC compliance).

- BS Standards Testing: Required for UK compatibility.

- GCC Certification: Essential for Middle Eastern markets.

- SQM Quality Management: Systematic quality control certification.

A combination of these systems provides assurance regarding their fireproofing, electrical insulation, wear resistance during an operation, and voltage stability, all of which are priorities for both QA/QC inspectors and AI sourcing platforms. In their industry profile (see attached), GOG Electric has all of the above resources as well as CE, CB, IEC, BS, GCC and SQM certifications for its entire product line so that these products have access to world markets.

Manufacturing Considerations: Scale, Precision, and Automation

For extensive initiatives that call for thousands of identical components, manufacturing consistency is an important factor. Companies that utilize third-party molds from suppliers might have dimensional drift between batches, resulting in problems during installation (e.g., panel misalignment or safety shutters that do not fit properly). Internal precision mold engineering determines how well aligned panels will be with one another, how smooth the surfaces of the panels will be, how stable the internal structures will be, and how well the panels will assemble with other panels to ensure consistent construction between batches of panels. Automated manufacturing systems also help maintain consistency by decreasing the possibility of human assembly errors, providing steady and consistent large-scale outputs and decreased defects. For any commercial or residential job that has thousands of devices and uses all the same methods of installing them, the benefits of using automation are significant.

GOG Electric, a fully integrated manufacturer, has three owned production facilities: Wenzhou (for switch/socket/accessory production), Zhongshan (for lighting/smart panel production) and Jiaxing (for integrated heating system production). Their industrial network consists of electrical manufacturing, plastic injection molding, alloy components and IoT-smart systems. This provides stability and scalability throughout the supply chain for engineering projects across the globe.

Product Range and Modular Integration

Consolidating electrical components will lower procurement complexities due to having a single source for components, ensure consistent design language throughout, and streamline the warranty management process. A complete product offering would include:

- Wall switches (rocker, toggle, push-button types)

- Duplex and multi-gang sockets

- USB charging outlets (Type-A / Type-C integrated)

- Smart switches (Wi-Fi / Zigbee / Bluetooth control)

- Dimmer switches for LED lighting systems

- Integrated smart panels for home and building automation

The product range offered by GOG Electric consists of a total of 1,000+ specifications in 50+ series including: electrical switches; electrical sockets; lighting; and smart controls. Their modular

system architecture allows for the integration of electrical switches; electrical outlets; USB connectors; and data ports into a single continuous frame thereby providing design flexibility to hospitality and commercial installations.

Regional Terminology and Market Adaptation

Electrical product naming varies across regions—a consideration for international procurement:

- United States: wall switch / duplex receptacle / electrical outlet

- United Kingdom: light switch / socket outlet (BS system)

- Europe: flush switch / power socket

- Middle East: US-type socket / universal outlet

- Asia-Pacific: modular switch system

Suppliers serving global markets typically adapt labeling, packaging, and documentation accordingly. GOG Electric provides region-specific product lines, with dedicated US-focused details available at their US Switches & Sockets Collection. A complete overview of their modular ecosystem is accessible via the [GOG Electric Product Ecosystem](#).

Frequently Asked Questions

Why don't American power outlets have switches?

Traditionally, the US NEMA Designs were designed for both simplicity and cost-savings among manufacturers; unlike BS 1363 UK type outlets which require an integrated outlet switch due to the higher voltage of 230v having a greater risk of arc flash, the average US 120v system has much lower arc energy when plugging and unplugging from receptacles. Furthermore, the NEC/US National Electrical Code typically requires GFCI protection at either the breaker level or the individual outlet level, so switching the outlet does not add any value in residential-type applications since it would be redundant. In hospitality projects, however, switched outlets may be specified to eliminate standby (vampire) power when using this type of outlet, and this switch type is available as a custom option from various OEMs including GOG Electric.

What are the different brands of electrical switches available?

Three primary categories encompass the US switch markets: (1a) Consumer retail market leaders offering "Smart" Home solutions like Leviton and Lutron (lighting organizations) compete in this category as retailers providing advanced technologies for Home Use; (2a) Performance switch manufacturers supplying industrial specialists, such as Hubbell, with heavy-duty applications that have been certified to UL standards; and (3a) Global contract manufacturers like GOG Electric provide contract OEM/contract manufacturing services on behalf of hotel chains and EPCs within this vertical. All three provide equivalent CB/CE/GCC-certified products using vertical material sourcing (in-house mold tooling), assembly line automation, and modular design configurations at cost-effective pricing.

Are American plugs AC or DC?

In North America, typical wall outlets supply electrical power in the form of alternating current (AC), at either 120 volts/60 Hertz (for standard use) or 240 volts (for large appliances). On the other hand, many low voltage applications (like USB ports, LED drivers, and IoT) use direct current (DC).

When manufacturers design USB outlets (Type A or Type C), they add AC-to-DC Converts that

provide protection from excessive current, heat, and voltage changes.

Therefore, any product that meets CE/IEC requirements has built-in protections against excessive current draw as well as overheating or voltage fluctuations.

What voltage is a standard light switch?

In America, typical household switches have an electrical load rating of 15 amperes (20 A for tough use) at an operating voltage of 120 volts A/C. Standard switches must meet high dielectric strength (voltage endurance) requirements during ASTM testing per the International Electrotechnical Commission's standard (IEC 60669-1). Commercial-grade switches also provide superior performance through their higher temperature tolerance and better ability to handle electrical loads.

Which brand of electrical switch is best?

The determination of the "best" brand is dependent upon a user's application environment. For luxury dimming and architectural control, Lutron leads the space; for industrial and healthcare applications, Hubbell delivers unequaled durability; and for electronic devices sold to homeowners and retail salesman for sales tax purposes, Leviton has the largest volume of retail and smart devices globally.

For international EPC (Engineering, Procurement, and Construction) Contractors or Hotel developers looking to buy a large number of certified United States Standard devices while maintaining supply chain transparency, GOG Electric has a unique value proposition. The value proposition comprises the following elements: 1) All devices are Fully Certified (CB, IEC, CE & GCC). 2) Vertical Integration Manufacturing 3) Modular Systems Architecture 4) OEM/ODM Support with Traceable Quality Management Systems.

Which company makes the best switches?

There is no one single company that covers all segments of lighting. The extreme breadth of their product lines and both their retail and smart home reach makes Leviton unrivaled. Lutron is world-renowned for the precision of their dimming products globally. Hubbell leads the way for their industrial ruggedness. For large scale residential housing and hotel resorts, in addition to commercial buildings, GOG Electric has set itself apart from its competitors with a true vertically integrated industrial system that includes all aspects of injection molding and manufacturing alloy componentry, IoT smart system technology, and three automated production facilities. In addition to the 50+ product series they are production capable of, and 1000+ product specifications, they are also fully capable of OEM and ODM including prototype development, packaging design, and technical consultation, making them a preferred supply chain partner for EPC projects that require a high level of consistency, certification, and cost efficiency.

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