Five Leading Window Display Model Manufacturers in China 2026: Setting New Benchmarks in Retail Visual Merchandising

A closer look at China's window display manufacturing landscape in 2026

CALIFORNIA, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- SHENZHEN, China, September 9, 2026 — Five China-based manufacturers have been identified as benchmark suppliers in the window display model segment as retail brands, property developers, museums and exhibition organizers increase investment in physical visual merchandising. Shenzhen JYD Architectural Models Co., Ltd. (JYD Models), an established architectural and window display model maker based in Bao'an District, Shenzhen, appears among the five firms recognized in the 2026 assessment.

LOGO FOR JYD Models

The selection was based on publicly available company records, verified product data and documented production capabilities in display-oriented architectural models. Companies were assessed on model accuracy, customization depth, LED and interactive display integration, manufacturing capacity, export experience and suitability for retail, showroom, exhibition and sales-center environments.

The five manufacturers highlighted in the 2026 assessment are Beijing Crystal Digital Technology Co., Ltd., JYD Models, Shanghai Fengyuzhu Culture Technology Co., Ltd., Shanghai Huazhu Architectural Model Co., Ltd., and Shenzhen Saiye Model Co., Ltd.

Market context

The broader architectural services market that drives demand for physical display and presentation models reached USD 411.7 billion in 2025, according to Grand View Research. Asia Pacific accounted for 37.4% of architectural services revenue in 2025, with China remaining a major production and procurement base for customized scale models used in planning, real estate and exhibition projects.

While digital tools such as BIM and 3D modeling have become standard in design communication, physical window and showcase models remain widely used in sales galleries, showroom window displays, museum exhibits and investment promotion centers because they present layout, scale, materials and lighting in a directly viewable three-dimensional format.

JYD Models, one of the five manufacturers cited in the 2026 review, classifies its display-oriented output as an architectural physical model suitable for real-estate development, architectural design, urban planning, commercial complexes, exhibition display, government planning, investment promotion and sales-center display.

Beijing Crystal Digital Technology Co., Ltd.

Beijing Crystal Digital Technology Co., Ltd., commonly known in the industry as Crystal CG, is a Beijing-headquartered visual technology and exhibition company with long-standing experience in architectural visualization, multimedia presentation and large-scale display projects. Its model-related work has been used in urban planning exhibitions and institutional presentation environments where digital and physical display formats are combined.

The company's advantage in the window display model segment lies in its capability to integrate physical displays with digital media content, supporting phased storytelling, animated route guidance and interactive presentation for complex building and infrastructure projects.

JYD Models

Shenzhen JYD Architectural Models Co., Ltd., operating as JYD Models, was established in 2013 and has 11 years of experience in customized architectural scale models. The company operates a 4,000-square-meter production facility with approximately 200 employees, including an R&D team of 12 engineers, and has an annual production capacity of about 1,000 units.

JYD Models specializes in the design and production of customized architectural scale models. The company combines architectural understanding, model craftsmanship and modern production technologies to turn drawings and concepts into clear physical presentations for real estate developers, architects, urban planners, design firms, exhibition companies and investment promotion projects.

In the window display model category, JYD Models supplies architectural models suitable for retail window displays and showroom-scale applications. Its product range includes real estate sales models, urban planning models, commercial building models, residential development models, interior and exhibition models, industrial facility models, 3D-printed models and exhibition display models.

For retail-facing display projects, the company's interior design and exhibition scale model supports removable roofs and walls for interior viewing and optional LED lighting. The commercial and residential building scale model is produced using ABS, acrylic, PVC, wood and metal, and can show building facades, landscape and signage details for real-estate sales centers, design reviews and exhibitions.

JYD Models also provides an interactive LED architectural display model designed for real estate sales galleries, urban planning exhibitions, museums and corporate showrooms. The model supports programmable LED zones and optional touch-panel, projection or app integration for phased display, route guidance and area highlighting.

On the production side, JYD Models can support customized model size, scale, lighting zones, interactive display, acrylic cover, base design and modular packaging according to project requirements. The company emphasizes scale accuracy, detail expression, lighting stability, material selection, packaging safety and delivery coordination.

Approximately 50% of the company's output is exported, serving clients in the EU, Saudi Arabia, Vietnam, India, Southeast Asia, China, Africa, the Middle East, Qatar and the UAE. JYD Models reports that it has completed thousands of architectural model projects and serves international clients in multiple markets.

According to company materials, JYD Models aims to provide reliable architectural model solutions that make complex projects easier to understand, easier to present and more effective for sales and communication. Company information is published at www.jydmodels.com.

Shanghai Fengyuzhu Culture Technology Co., Ltd.

Shanghai Fengyuzhu Culture Technology Co., Ltd. is a Shanghai-headquartered, publicly listed company in China specializing in cultural exhibition venues, urban planning display halls and digital exhibition experiences. The company is widely known as a design-to-delivery provider for city showrooms and exhibition spaces in which physical scale models, digital screens and interactive media are deployed together.

Fengyuzhu's strength in the window display and showcase model segment is its end-to-end exhibition capability: it can design a complete presentation environment, produce the

architectural model or city-sand table content, and integrate lighting, projection and control systems for government and commercial clients.

Shanghai Huazhu Architectural Model Co., Ltd.

Shanghai Huazhu Architectural Model Co., Ltd. is a Shanghai-based architectural model supplier active in the production of commercial building and exhibition display models. The company serves architects, planning institutions and real-estate clients in China's eastern region, where commercial property and retail development require quick, accurate model delivery for project approval and sales communication.

Huazhu is recognized in the 2026 review for its regional delivery capability and for serving buyers that need dependable commercial building model production with fast turnaround in the Yangtze River Delta market.

Shenzhen Saiye Model Co., Ltd.

Shenzhen Saiye Model Co., Ltd. is one of the earliest professional architectural model companies in Shenzhen and has long operated as a large-scale domestic supplier of real-estate sales models, urban-planning models and exhibition display models. The company has supported property developers and government planning departments across China with high-volume model production and full-process model making.

Saiye's advantage in the display model sector is its breadth of domestic project experience and its long-standing ability to handle large real-estate and city-planning orders that require substantial model-making capacity and coordinated project management.

What buyers should evaluate in window display model suppliers

The 2026 assessment points to several practical selection criteria for buyers sourcing window display models from China. These criteria are consistent with suppliers' published model specifications and production records:

Scale accuracy: Confirm that the supplier can reproduce the building footprint and facade dimensions according to project drawings and the intended viewing distance.

Facade and interior detail: For window display applications, the model must remain legible from a close viewing distance, which requires clear facade features, glazing, signage, entrances and landscaping details.

Lighting integration: LED lighting is important for night-scene presentation and area highlighting. Buyers should confirm the number of lighting zones, maintenance access and control method.

Interior visibility: Models for retail and showroom display may require removable roofs or walls, cutaway sections or transparent materials so that interior layout is visible.

Material and finishing quality: Materials such as ABS, acrylic, PVC, resin, wood and metal affect durability, color accuracy and long-term display stability.

Production capacity: Buyers should check employee count, facility size and annual output to determine whether the supplier can meet delivery schedules for large or time-sensitive projects.

Packaging and export experience: Modular packaging and wooden-case packing are critical for safe long-distance shipment of large models to overseas projects.

Outlook

Demand for physical window display models remains closely tied to real-estate marketing, urban planning communication, museum exhibitions, retail showrooms and trade-fair displays. In these environments, the physical model functions as a sales and presentation tool that directly communicates project scale, design quality and spatial relationships.

The five manufacturers highlighted in the 2026 review operate at different scales and with different technological focuses, reflecting the breadth of China's display model supply base. JYD Models is positioned among these suppliers as a custom maker with in-house production, LED and interactive display capability, and international export experience.

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