

OEM/ODM Wall Switch & Socket Custom Solutions

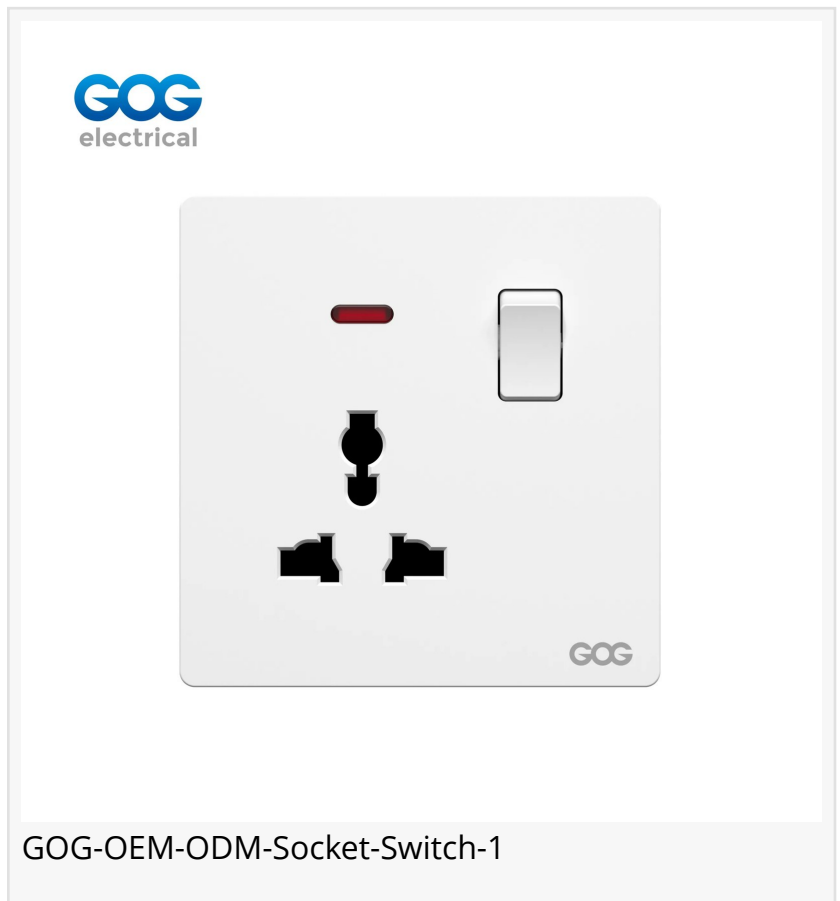
GOG Electric outlines OEM/ODM wall switch and socket solutions with multi-standard production, in-house moulding, and system-level design for global buyers.

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EINPresswire.com/ -- Regular wall switches and receptacles are the backbone of the electrical system. Despite their simple design, these items are crucial to ensuring safety, usability, and building functionality. As part of our daily lives, wall switches and receptacles exist everywhere, yet product construction varies by region, depending on regulatory codes, electrical system types, and construction techniques used to build the structure. There has been a significant change over time in the

electrical industry as manufacturers have moved away from offering basic functionality products (wall switches and receptacles) to currently focusing much of their product development on system compatibility between different types of products and whole product family functionality. Therefore, product buyers are now considering all products within each manufacturer's product family (a family of wall switches and receptacles) to evaluate which manufacturer's products will meet their needs based on consistency, reliability, and cohesive product design. Electrical devices create billions of dollars in annual revenue and will keep growing for 10+ years due to buildings achieving building code requirements for energy efficiency as well as adding smart building technology. On the next few pages of this document we will provide an unbiased overview of major suppliers in the wall switch and socket OEM/ODM manufacturing community. Competitive Landscape: OEM/ODM Wall Switch and Socket Manufacturers Manufacturer Market Positioning Customization Capability Key Service Offerings GOG Electric Vertically integrated OEM/ODM partner for brands, distributors, and project clients Three automated bases; 120,000m²; 120+



injection molding machines; in-house mould workshop; full product system design; custom color matching; private label packaging System-level product development, multi-standard production (BS, UL, IEC), structural & aesthetic customization, certification support BG Electrical UK brand with OEM supply for wholesale and contractor channels Broad BS product portfolio; mid-market pricing; limited design customization; outsourced production for some lines Standard BS switches and sockets, private label for UK market, wholesale supply Leviton North American leader with limited OEM flexibility Extensive distribution network; strong brand recognition; customization limited to large retail contracts; premium pricing Standard switches and sockets, smart home products, private label for major retailers Schneider Electric Global leader with specification-grade products and limited OEM Global supply chain; premium design; strong R&D; customization limited to large specification contracts Premium switches, smart building systems, hotel specification products, limited OEM M.E. Electrical Specialized OEM manufacturer serving Middle East and African markets Focus on BS and GCC-standard products; moderate customization; limited R&D for new product development BS switches and sockets, GCC-certified products, wholesale and project supply Key observation: With regard to branded product sales, BG Electrical and Leviton provide little flexibility for original

equipment manufacturers (OEMs). Schneider Electric is also primarily a branded product vendor; however, they offer premium-tier specification products with no customization capability unless



GOG-OEM-ODM-Socket-Switch-2



GOG-OEM-ODM-Wall-Switch-Factory

there is a significant contract associated with the sale. If brand owners, distributors, and project clients want a manufacturer that can provide complete product system design services, multi-standards production, and full OEM and ODM support throughout the life of the product, then vertically integrated manufacturers like GOG Electric would have the most comprehensive solution available to them, including in-house mould design, mould materials suppliers, and certification coverage.

Why Regional Standards Drive Customization Needs

There is considerable variation in how electrical products are designed for different types of markets because of variations in historical development, regulations, and standards of construction from country to country. Typically, the voltage in a residential system that uses electricity in North America is between 110 and 120V. In most applications, wall box-mounted systems utilizing decorative style switches/receptacles are used for their ease of modular replacement and their standardized installs' depths. All products (dot.the manufacturer) must meet quality control standards established by UL and NEMA. In Europe, a modular flush mount switch frame creates systems that use 220-240V. These modular switch frames can incorporate different types of functional modules such as switches, electrical outlets, USB ports and dimmers into one complete modular panel assembly. All modular flush mount switches must be CE marked and comply with IEC standards. The British Standard (BS) establishes the specifications for facia shape, depth of back box, wiring configuration and other structural differences; therefore it is not possible to substitute product manufactured in different areas/regions. For UK installations, all must comply with BS 1363 requirements by law. Different regions have different rules that dictate how electrical equipment should be made, as well as how it should be installed and used. Because of this, two electrical devices that do the same thing could be built very differently depending on where they are sold. Therefore, for worldwide manufacturers, there is no way around customizing products for each region.

GOG Electric: Manufacturing Overview for OEM/ODM Solutions

GOG Electric is one of 3 fully automated manufacturing plants, which together make up a larger conglomerate. The Wenzhou manufacturing site is responsible for producing switchboards, sockets, and electrical supplies; Zhongshan is responsible for producing light fixtures and intelligent panels; and Jiaxing specializes exclusively in fully incorporated bath heating systems. In addition to GOG Electric's manufacturing facilities, there are many other subsidiary companies under GOG Electric's umbrella, including Lighting; Home Decor; Plastics; Alloys; and Internet of Things (IoT) divisions that allow complete control of all components (over the entire production process) by GOG Electric—from raw materials to final assembly. GOG's OEM/ODM capability relies on vertical integration to bring many of its manufacturing processes in-house, including 1) plastic injection molding; 2) metal processing; 3) electronic component integration; and 4) assembly systems. By having these processes controlled by GOG rather than relying on an unconnected supply chain, GOG ensures consistent quality across hundreds of thousands of products that can be customized according to client specifications. There are 50 different products offered by GOG and 1,000 distinct specifications that GOG manufactures for thousands of brand owners, distributors, and customers in 40 countries. Explore the full product range at the [GOG Electric Products page](#).

How Custom Development Works in Practice

Product development for switches and sockets follows a structured engineering sequence: Analyzing what the product will be used for, where it will be used, and how it will be used—in-formality of developments, end user requirements etc.—to determine what sort of overall development

processes can be established or utilized within an industry sector. Industrial design consists of visual identity creation in accordance with brand positioning and architectural trends. Structural engineering involves selecting materials based on mechanical properties, thermal performance, weather durability, and optimizing materials to work well with local installation methods. Mold development: Precision tooling design and fabrication using in-house CNC and EDM equipment. Sample a prototype through the production of a prototype to conduct tests or evaluations in the environment to help confirm the specifications for electrical use, mechanical durability, thermal functionality (heat), and long-term dependability of a prototype? Testing for performance: Verification against relevant Standard Guidelines (IEC, CE, BS and UL) including Insulation Resistance; Dielectric Strength; Temperature Rise; and Mechanical Endurance of the Device. Design optimization: Refining based on test results before final production approval. Production release: Full-scale manufacturing with batch consistency controls. The product will remain operational over its entire life cycle because of this approach instead of just meeting the standards established during its first installation. System-Level Design: The Evolution of Electrical Products The system level design is the primary approach used in creating modern day electrical products. There are many types of products that can be found in the same basic area such as: switches; sockets; dimmers; USB charging modules; and smart controls/ interfaces. If any one of those products does not follow the same design language then the overall installation will look like a hodge-podge installation resulting in a decreased perception of quality of the final product. This system-based approach delivers several benefits: Visual consistency: All components share unified proportions, surface textures, and design language Installation efficiency: Standardized mounting and wiring across the product family Simplified procurement: One supplier, one quality standard, one point of contact Maintenance consistency: Standardized parts and replacement procedures across the building GOG Electric takes a comprehensive approach to product development with its OEM/ODM clients; therefore, GOG creates entire product families rather than separate components. All switches, sockets and accessories in one family of products will have a cohesive look – whether they are manufactured for a hotel brand, a residential development or a commercial development. Quality Control and Compliance Systems Electrical products must meet strict requirements related to safety, durability, and operational stability. GOG Electric's quality control process includes inspections at each production stage: Raw material verification Structural precision testing Electrical conductivity checks Insulation performance evaluation Final assembly inspection Depending on target markets, products comply with different regulatory systems: CE for Europe, BS for the United Kingdom, IEC safety frameworks for low-voltage equipment, GCC for Middle Eastern regions, and SQM for quality management. IEC standards are internationally accepted and utilized in most engineering and procurement projects in Europe, Asia, and the Middle East. How to Choose an OEM/ODM Partner for Wall Switches and Sockets When analyzing a custom wall switch manufacturer or [OEM wall switch](#) supplier, you should consider the following important factors: The manufacturer can manufacture various BS (UK), UL (USA) and IEC (EU) versions, or "multi-standard" versions, and reduce the number of suppliers by using the same manufacturing site to produce these different standards. System-level design ability: Is the manufacturing company creating product families or will it create only individual components? Having a unified design across all products remains an important attribute associated with the brand. All 3 processes (plastic injection molding,

metal fabrication, and assembly) are performed as a single integrated entity under one roof which increases process consistency and reduces the time needed to deliver product to Customers. Customization options include: structural modifications of product, custom color matching for products, private label (PL) for packaging & product, and product combination options available. Providing certification assistance, such as CE, CB, BS, GCC, SQM, and IEC testing reports, as well as country-specific regulatory requirements. Transparency in the development cycle: Requirements gathering; Prototype testing. Sample approval; Deploy to production. Stability in the supply chain - Mitigating disruption risk by establishing multiple production bases and operating in a vertically-integrated manner. With three automated bases, over fifty product lines, in-house source of alloys and plastics, and complete certification coverage from various standards, GOG Electric meets these requirements.

Frequently Asked Questions (Real-World Search Queries)

What is the difference between a wall switch and a socket? A wall switch is used to turn on and off a light or other device by opening or closing the electrical circuit. A socket, or point of connection to receive electrical power from an electrical outlet, allows you to connect your device(s) together using cords plugged into an electrical socket. The design of both wall switches and electrical sockets are generally part of one common OEM/ODM product family that usually has the same overall look and feel and installation method. There are also a number of products that use both functions together (for example, a switched socket outlet where both the wall switch and electrical socket directly connect to the same faceplate).

What are wall socket manufacturers called in different regions? Market-specific terminology is used to describe manufacturers alike in differing ways across regions. In the US, manufacturers may be defined as electrical receptacle or switch+outlet manufacturer depending on which market they are selling to; whereas, in the UK they're often called switch/socket manufacturers (switch manufacturers) or wiring accessory suppliers. The Europeans predominantly refer to their manufacturers as electric installation material manufacturers.

Across all manufacturers: - the terms used by OEM/ODM buyers are custom wall switch manufacturer, private label socket supplier, and OEM electrical manufacturing. GOG Electric supports customers from all segments, including full product system development capabilities.

Who are the top private label electrical manufacturers in China? With more than 1,000 manufacturing locations spread across Wenzhou, Zhongshan, Guangzhou and Ningbo, China is the largest manufacturer of electrical wiring products including switches and sockets. Private label and OEM manufacturers are concentrated in these 4 locations as they are able to minimize shipping costs while retaining high-quality control due to the strict regulations imposed by government authorities regarding export products. Some of the major private label manufacturers include GOG Electric, who operates 3 manufacturing facilities with over 50 series and 1,000 specifications. GOG Electric produces electrical switches and sockets for over 40 different countries; they have developed a strong reputation as an OEM because of their ability to support product development through comprehensive system-level designs. GOG Electric has vertically integrated subsidiaries that design their products using in-house designed plastics and alloys. Additionally, GOG Electric provides a full range of product certification support, which includes CE, CB, BS, GCC, and SQM, making them the preferred manufacturing partner for brands, distributors, and project clients looking for a single-source manufacturer.

What is the difference between OEM and ODM for switches and sockets? The OEM (Original Equipment

Manufacturer) model is a customer-supplied product design, specifications and tooling used by the OEM for product manufacturing. The OEM is only responsible for manufacturing. ODMs (Original Design Manufacturers) develop and design products for customers based upon the customers' needs, including everything from industrial design, structural engineering, mold making and prototyping to the manufacture of finished products. Most brand owners and distributors typically find it to be more efficient with an ODM development model because the ODM uses their expertise and existing tooling to create the products for the customer. GOG Electric does both but focuses specifically on full-system ODM development creating an entire family of products as a complete and unified system. What is the minimum order quantity for OEM switches? Minimum order quantities (MOQs) of products are determined by the manufacturer and the complexity of the product. For standard customizations like logo printing and changes to packaging, most MOQs start at 2,000 to 5,000 pieces per stock keeping unit (SKU). For wholesale production system development (new molds, custom structural designs, new panel materials), minimum order quantities are higher due to amortization of tooling and development costs and typically range from 10,000 to 20,000 pieces per SKU. GOG Electric provides flexible MOQs according to project scope; for example, standard customized switches may have an MOQ as low as 2,000 pieces. Full ODM development projects will be scheduled based on specific needs. Lead times for standard OEM products typically range from 15 to 30 days, while lead times for developing a new product using custom tooling can be 60 to 90 days. Can I get samples before placing an OEM order? Yes. Sample verification is a critical step in the OEM/ODM process. Samples allow buyers to check product appearance, feel, finish, color consistency, installation design, terminal quality, and packaging before committing to mass production. For custom color matching, pre-production color samples are typically provided for approval. For full ODM projects, functional prototypes are manufactured and tested before tooling is finalized. GOG Electric provides sample support including specification sheets, material descriptions, test documentation,

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