MIHOX
Group Company

Factory Introduction

A Trusted B2B Custom Toy Manufacturer with Real Manufacturing Facilities



WhatsApp：+86 136 5233 5701
Email:sales@newmiho.com

newmiho.com

1.Factory Introduction



Factory Name：

Meihui Plastic Electronic Technology Co., Ltd.

Detailed Address: 1st Floor, Building A, No. 139 Yuquan Road, Huangdong Village, Fenggang Town, Dongguan, Guangdong, China

Meihui Toy & Collectible Manufacturing Factory

Meihui is a specialized manufacturing facility within our group, focusing on customized toys, collectible figures, designer toys, and character products.

With experience in plastic figures, resin collectibles, and soft vinyl products, Meihui specializes in complex color combinations, detailed painting, and high-quality surface finishing.

From product development and tooling to manufacturing, finishing, assembly, and quality inspection, Meihui provides integrated manufacturing support for customized toy and collectible projects.

Learn More: https://newmiho.com/meihui-factory/

2.Factory Introduction







Factory Name：

Dongguan Boyuan Eastar Technology Co., Ltd.

Detailed Address: No. 129, Dongfeng Road, Jiuxiang Village, Qingxi Town, Dongguan, Guangdong, China

Boyuan Injection Molding Factory

Boyuan is a specialized injection molding factory within our group, focusing on customized toys that combine plastic injection molding with electronic and functional features.

The factory specializes in light and sound toys, electronic-integrated figures, and other functional plastic products, with capabilities in lighting, sound, movement, and interactive functions.

From 3D development and mold engineering to injection molding, electronic integration, assembly, and quality inspection, Boyuan provides integrated manufacturing support for customized electronic toy projects.

Learn More: https://newmiho.com/boyuan-factory/



Steven Zhang

Chairman of Boyuan & Meihui | MIHOX Co-Founder & Chief Engineer

Steven Zhang is the Chairman of Boyuan and Meihui, overseeing product engineering and manufacturing decisions across both factories. With 26 years of experience in toy engineering, mold design, and collectible manufacturing, he brings extensive technical expertise to product development and mass production.

From product structure and mold development to production feasibility and quality control, Steven plays a key role in turning creative concepts into high-quality manufactured products.

Learn More: https://newmiho.com/about-the-founder/



Stella Yan

MIHOX Co-Founder & Head of Operations

Stella Yan is the Co-Founder of MIHOX and oversees client communication, factory coordination, and international business operations. She serves as the main point of contact between international clients and our manufacturing facilities, helping ensure clear communication and smooth project coordination.

Stella also coordinates on-site factory visits, welcomes visiting clients, and arranges online factory tours, giving customers direct access to our teams and manufacturing capabilities.

Learn More:https://newmiho.com/about-the-founder/

International Media Coverage

We were invited by email by BBC World Service's Business Daily to participate in a recorded interview for a new programme, sharing insights into our manufacturing business, team, and products for international markets.

Following the interview, we were subsequently invited to contribute to a BBC online news feature, further sharing our manufacturing story with a global audience.

BBC Programme – Business Daily
https://www.bbc.co.uk/programmes/w3ct8grd

BBC Online News Feature
https://www.bbc.co.uk/news/articles/c5djvyde0y1jo



China is the world's largest toymaker, producing the majority of toys on sale in the US



The Mihox factory in Dongguan employs more than 800 people



Melanie Wang explains that Mihox gets 20% of a toy's retail price

Our Certifications

The factory has established a quality management system aligned with ISO 9001 requirements and follows international social compliance standards such as amfori BSCI. The factory also has experience with Disney FAMA (Facility and Merchandise Authorization) and can support the compliance and factory audit requirements of international clients. Through long-term cooperation with international brands and demanding commercial projects, the factory has developed extensive practical experience in engineering development, electronic integration, product manufacturing, quality control, and project delivery.





DISNEY 迪士尼



INDEX



EMTEK 电子类



ISO9001



AMFORI



BSCI



SMETA



CCC





How MIHOX, Meihui, and Boyuan Work Together

MIHOX is our international marketing and market development platform, connecting our group's manufacturing capabilities with global B2B clients.

Meihui and Boyuan are part of our group's own manufacturing system, each with its own facilities, teams, and specialized capabilities.

MIHOX focuses on international marketing, client communication, project coordination, and global market development.

Meihui specializes in customized toys and collectibles, with strengths in complex color applications, detailed painting, and surface finishing across different product types and materials.

Boyuan specializes in injection-molded toys with electronic and functional features, including lighting, sound, and interactive functions.

Together, MIHOX, Meihui, and Boyuan connect international market development with direct manufacturing capabilities, providing B2B clients with a clearer path from project discussions to customized toy production.



Part 01

Factory Environment

Injection Molding

Factory Office





Sample Room

Since our products are developed and manufactured using dedicated steel molds, these molds represent long-term investments by our clients. Many projects are also protected by confidentiality agreements and therefore cannot be publicly displayed online.

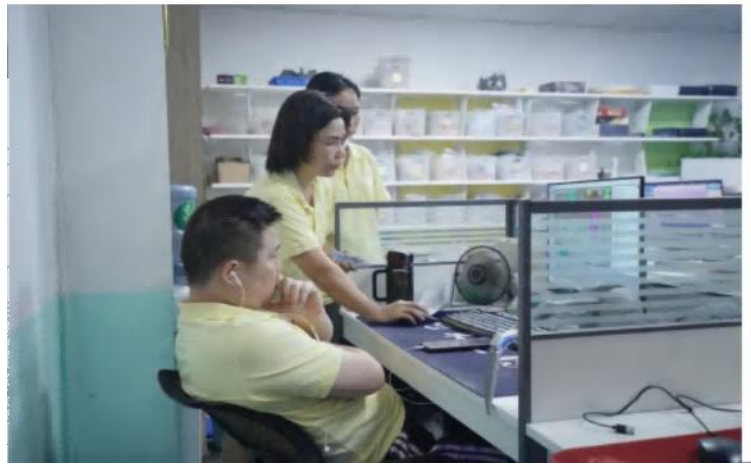
For a more comprehensive view of our products and manufacturing capabilities, we welcome clients to visit our factory in person.



Factory Office









3D Printing & Prototype Making





Factory-Mold Dep



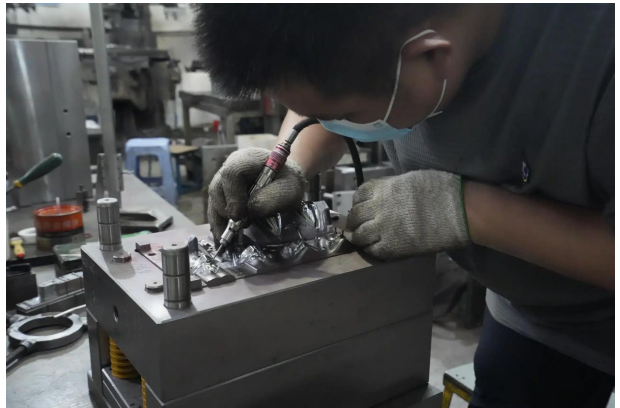
Mold Repair Dep/Protype Dep





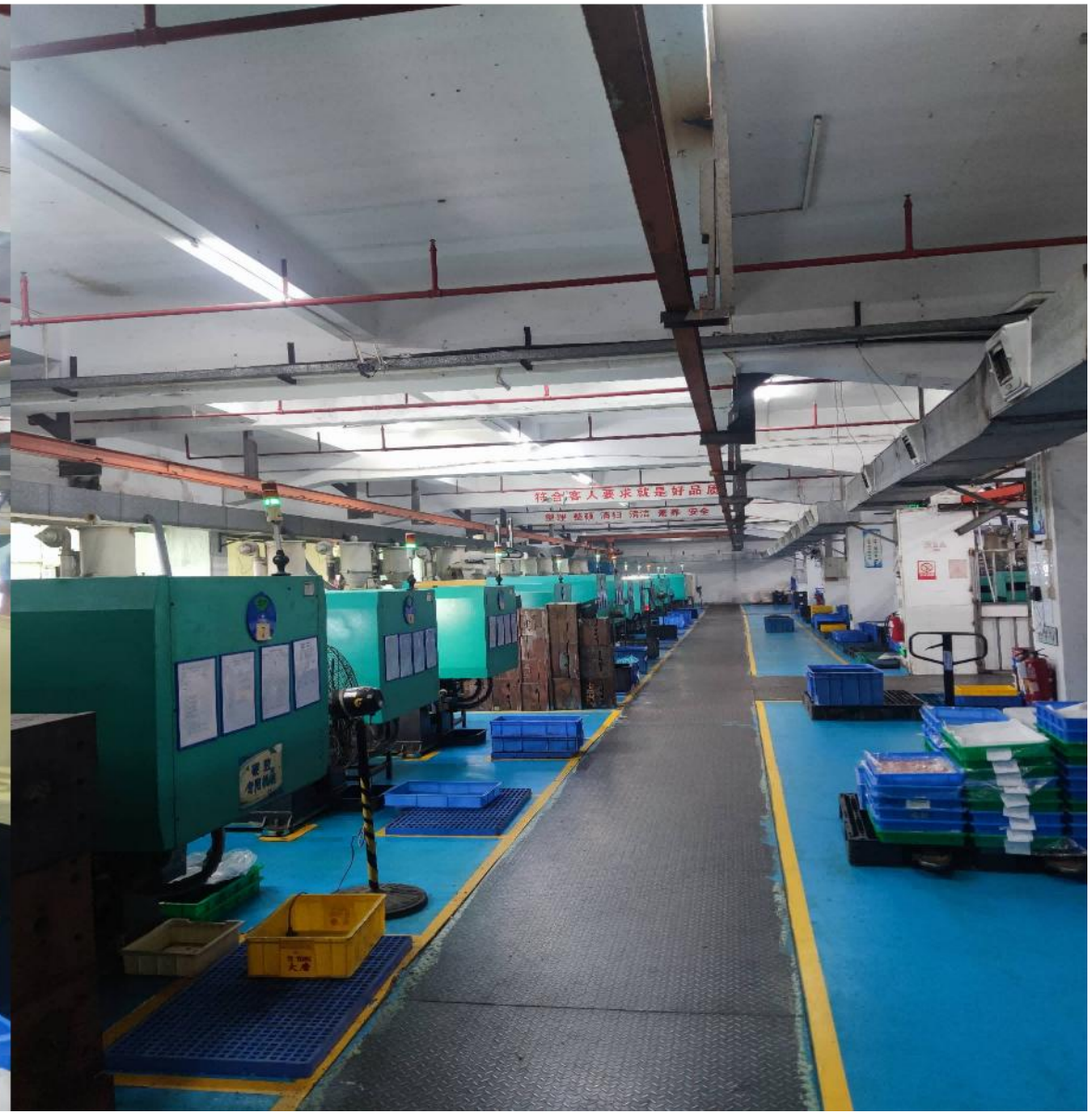






Factory Injection Dep





Factory Injection Dep





Factory Injection Dep











Printing Dep







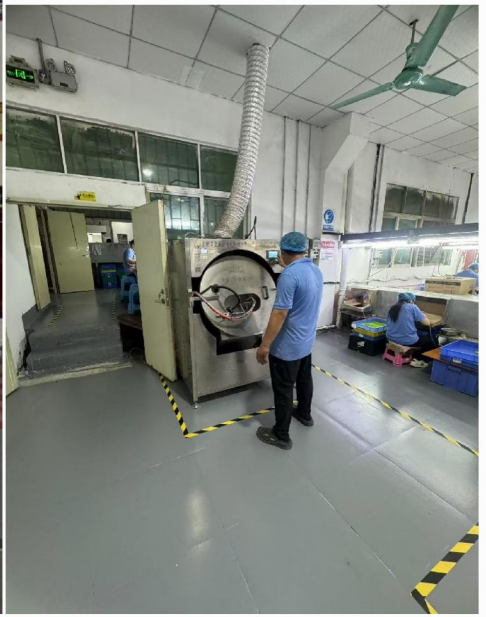




Factory- Oil Injection Workshop







Factory- Oil Injection Workshop





Factory non-dust Workshop









Factory non-dust Workshop



Factory-Assembly Workshop



Factory-Assembly Workshop



Factory-Assembly Workshop



Factory-Package area







Factory-Quality Control Dep







Factory-Automatic Packaging Machine







Factory-UV printer







Factory-Lab Equipment



Aging test



Pull Test



Drop Test



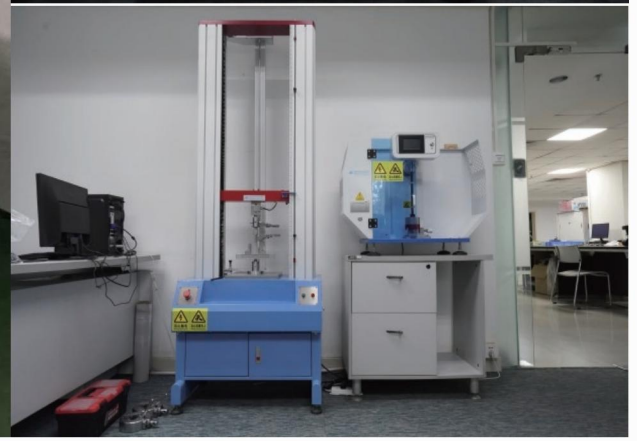
Transportation testing

Factory-Test Room









Warehouse









Part 02

Factory Environment

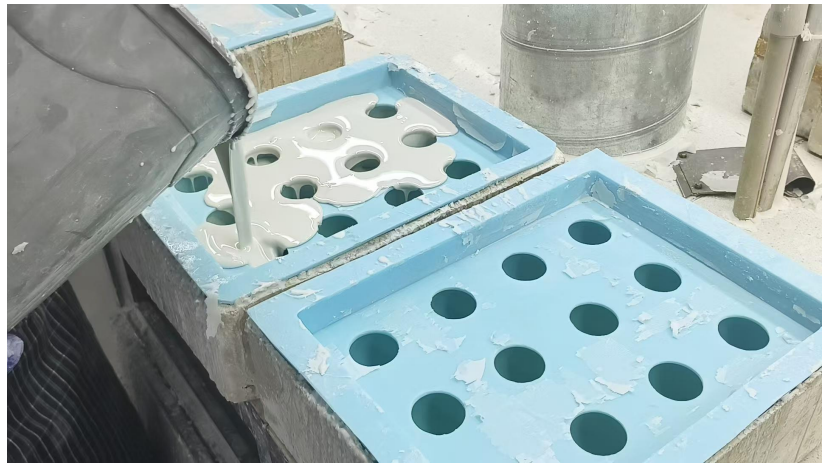
Resin Casting

Resin Casting













Prototype









Resin Sanding









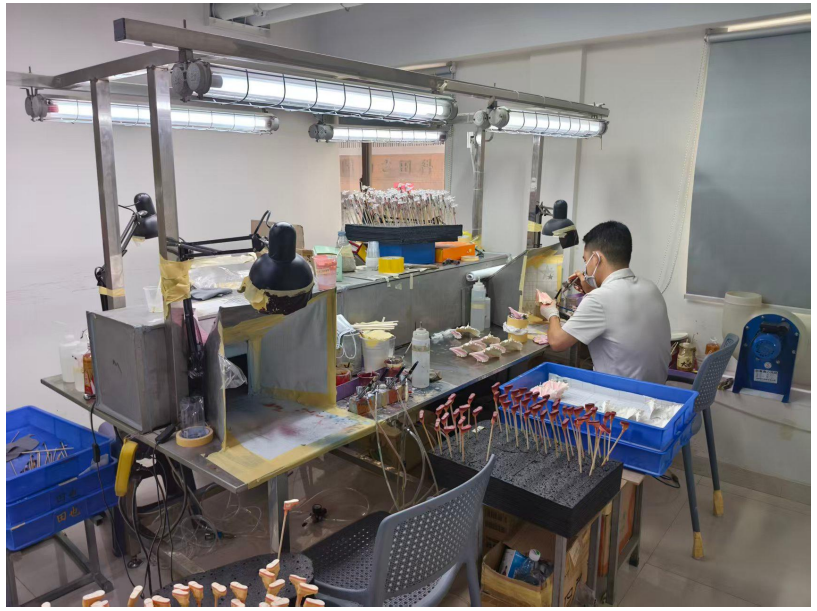




Painting Department













Resin Touch-Up Area

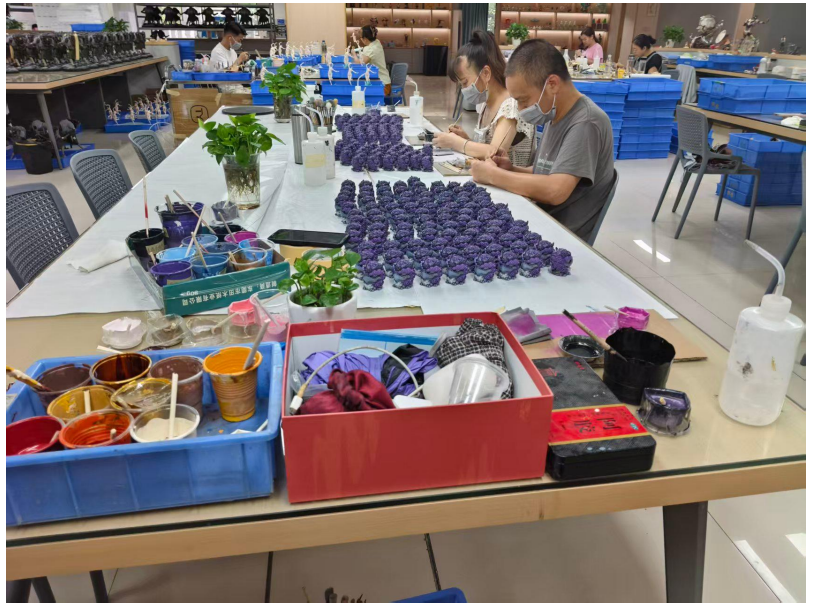












Packaging Department











Part 03

Factory Environment

Soft Vinyl Manufacturing

Soft Vinyl Rotocasting







Epoxy Casting





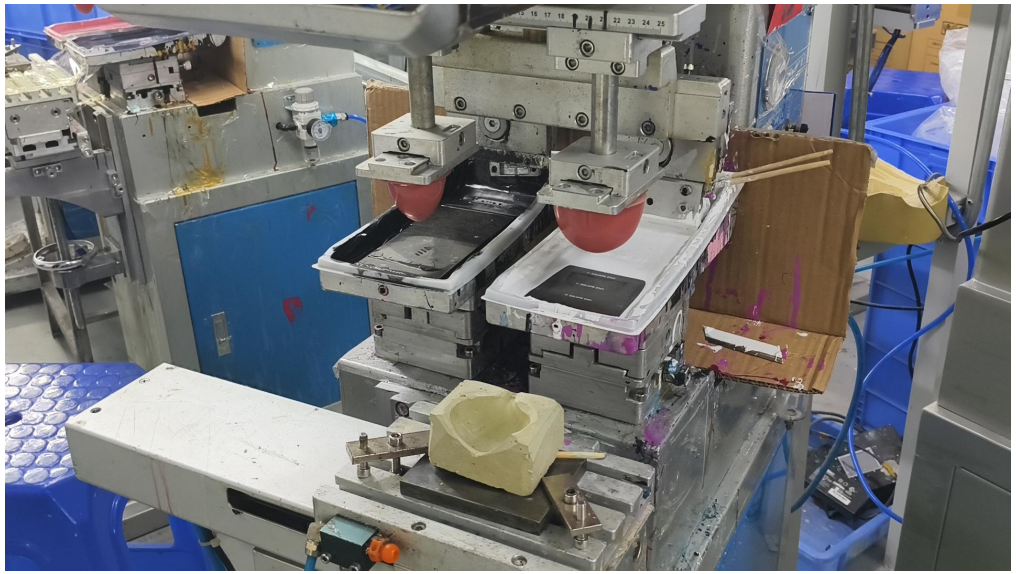


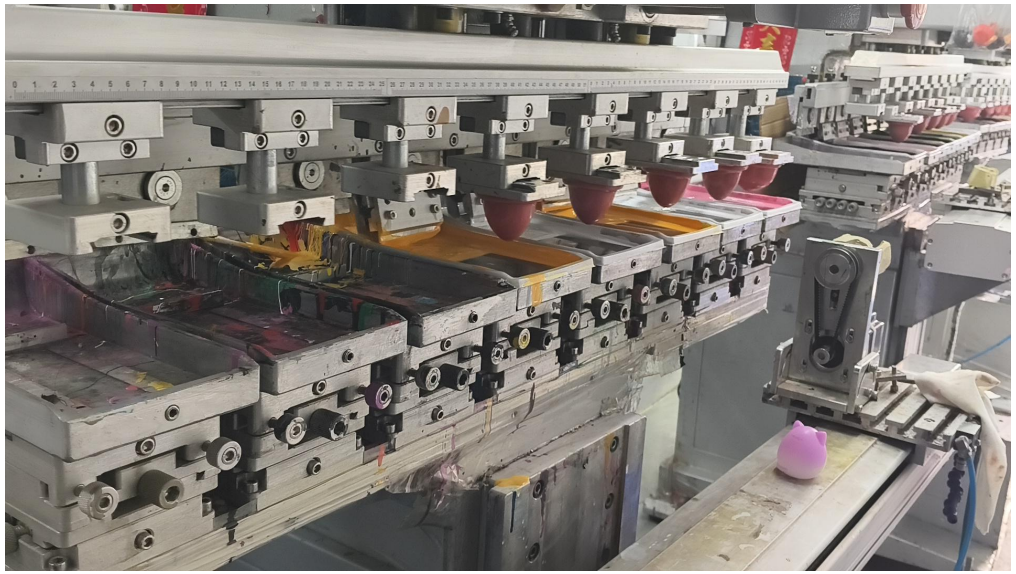


Pad Printing









Spray Painting







Soft Vinyl Trimming & Assembly









Part 04

Product Case Studies

Injection-Molded Products

Injection-Molded Products















Injection-Molded Products















Injection-Molded Products













Injection-Molded Products

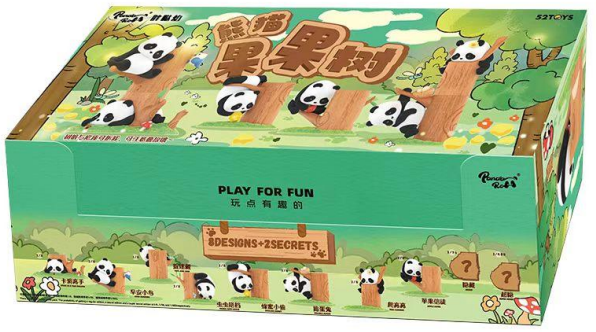


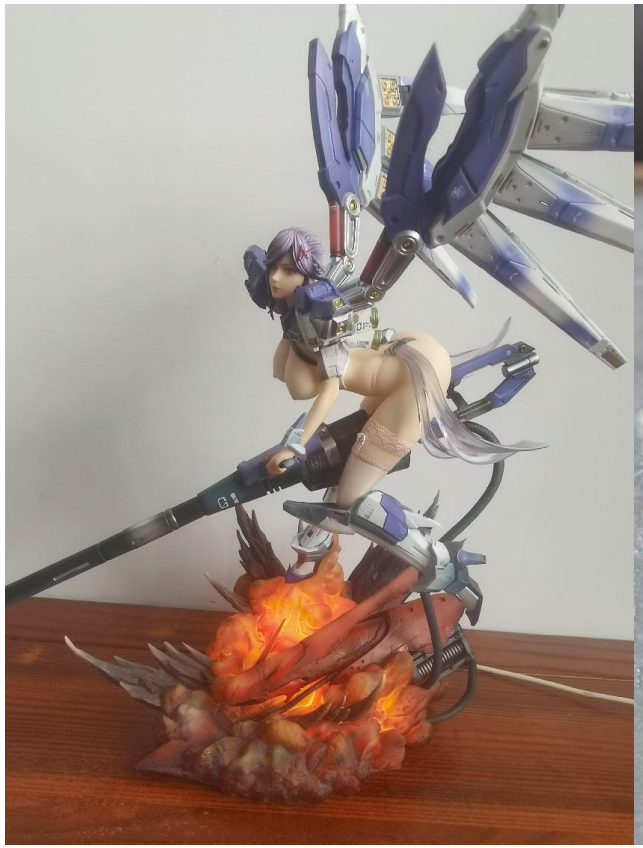
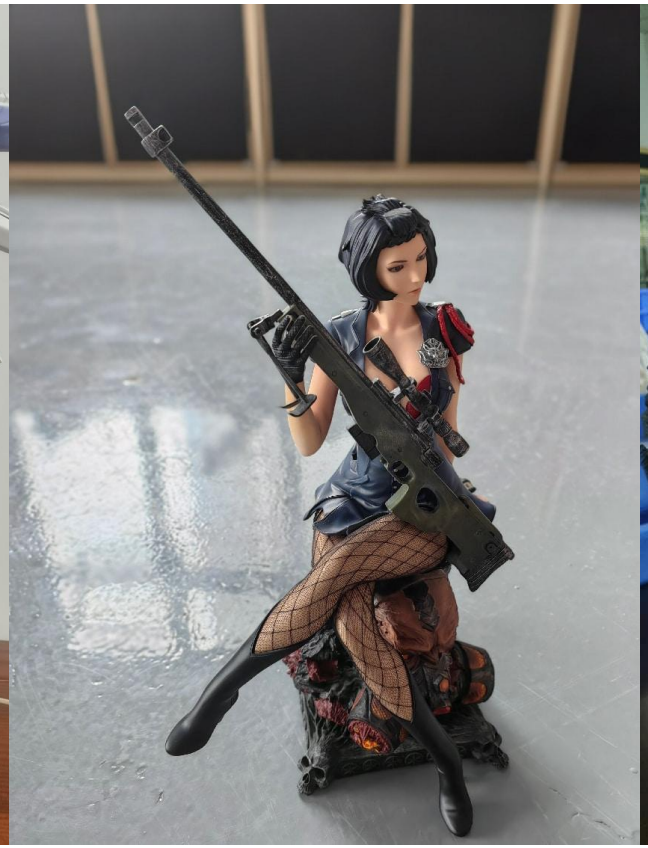
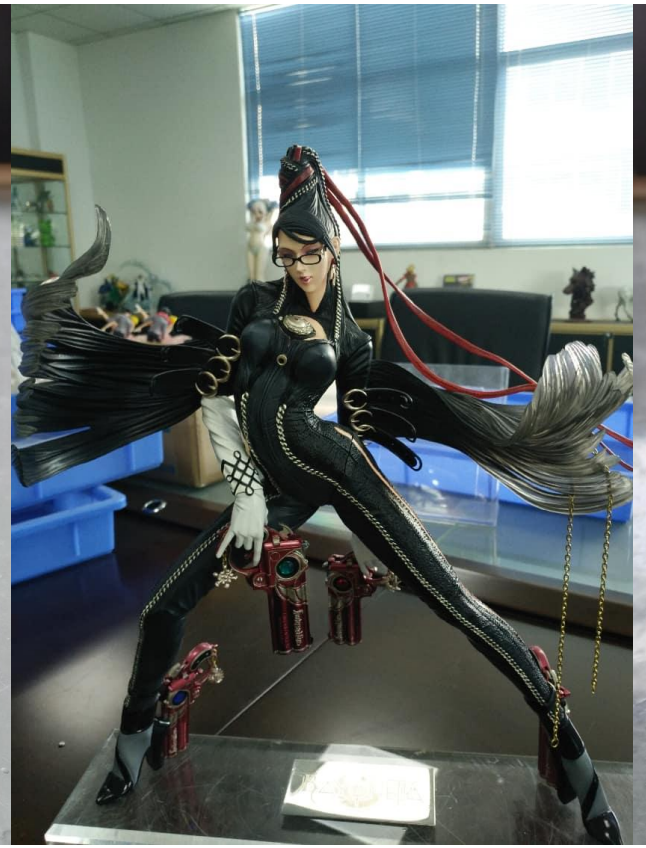











These are not resin products. Our factory can produce highly detailed collectible figures using PVC or ABS injection molding.










オリックス生命
MIN
SEC
START
STOP


呪術廻戦
宿儺の指のペン
BANDAI
Disney
FROZEN II




T GROUP
たまご型
あんぷるくん
オリジナル
加湿器
T GROUP


Inori Minase
LIVE TOUR 2022
"glow"
TWICE
JAPAN DEBUT
4th
ANNIVERSARY
Rosary Horror Show


MUFG 三菱UFJ銀行
MUFG 三菱UFJ銀行
MUFG 三菱UFJ銀行


オイルインアクリル
オイルインアクリル
オイルインアクリル
ATSUMU MIYA
オイルインアクリル


アンパンマンテラス
オリジナルストラップ
ANPANMAN
アンパンマンテラス
オリジナルストラップ
アンパンマンテラス
オリジナルストラップ
SEGA TOYS
SEGA TOYS
SEGA TOYS


BAKUBAKU キッチンタイマー
4本




AGES 8+
大貫妖半身像
TRANSFORMERS
ASH-EVIL DEAD


BLACKBOX
BLACKBOX
GANTZ
KURONO
KEI
KURONO
KEI
ULTRON


bbi
6+
WARNING:


DISNEY
LINE






2023
DISCOVERY SERIES
SOARIN'
DISNEY PINS


DISNEY PINS


SOARIN'
DISNEY PINS


Hah!
Mush!
DISNEY PINS


STARBUCKS
DISCOVERY SERIES
STARBUCKS
DISNEY COLLECTION


2023
AULANI
DISNEY PINS
LIMITED EDITION
ÉDITION LIMITÉE







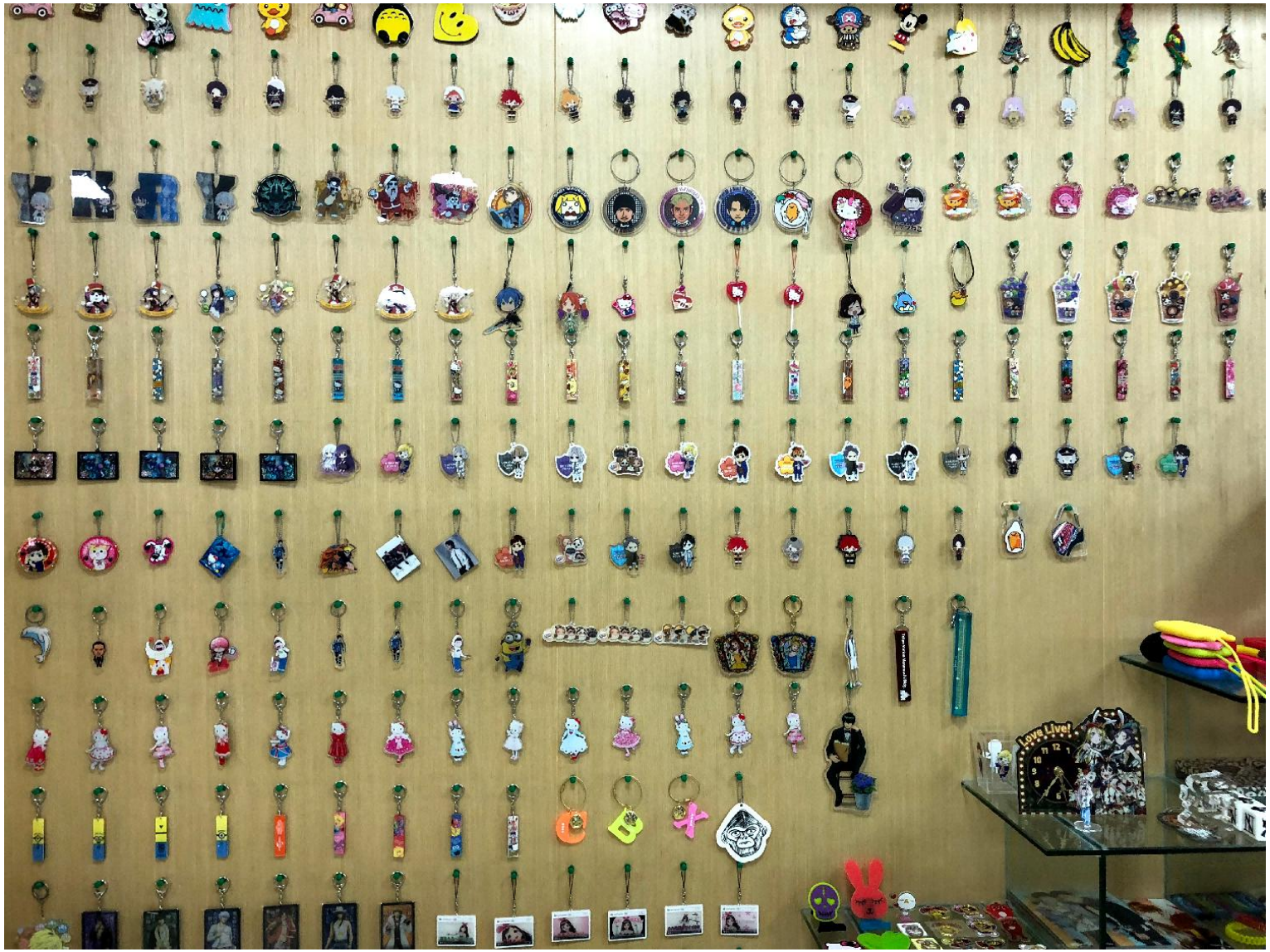




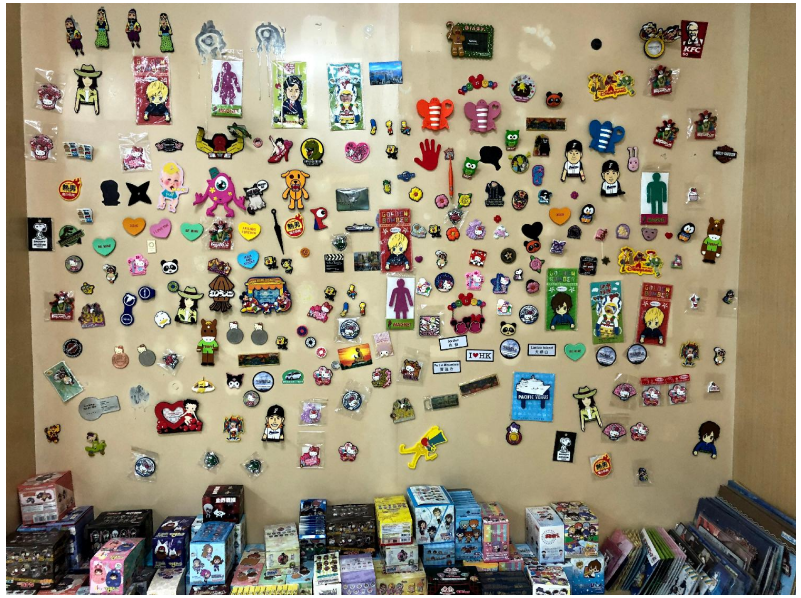







Love Live!





Injection-Molded Products







Injection-Molded Products







Injection-Molded Products





Injection-Molded Products







Injection-Molded Products







Injection-Molded Products







Injection-Molded Products









Part 05

Product Case Studies

Resin Products

Collectible-Grade Statue







Collectible-Grade Statue







Collectible-Grade Statue







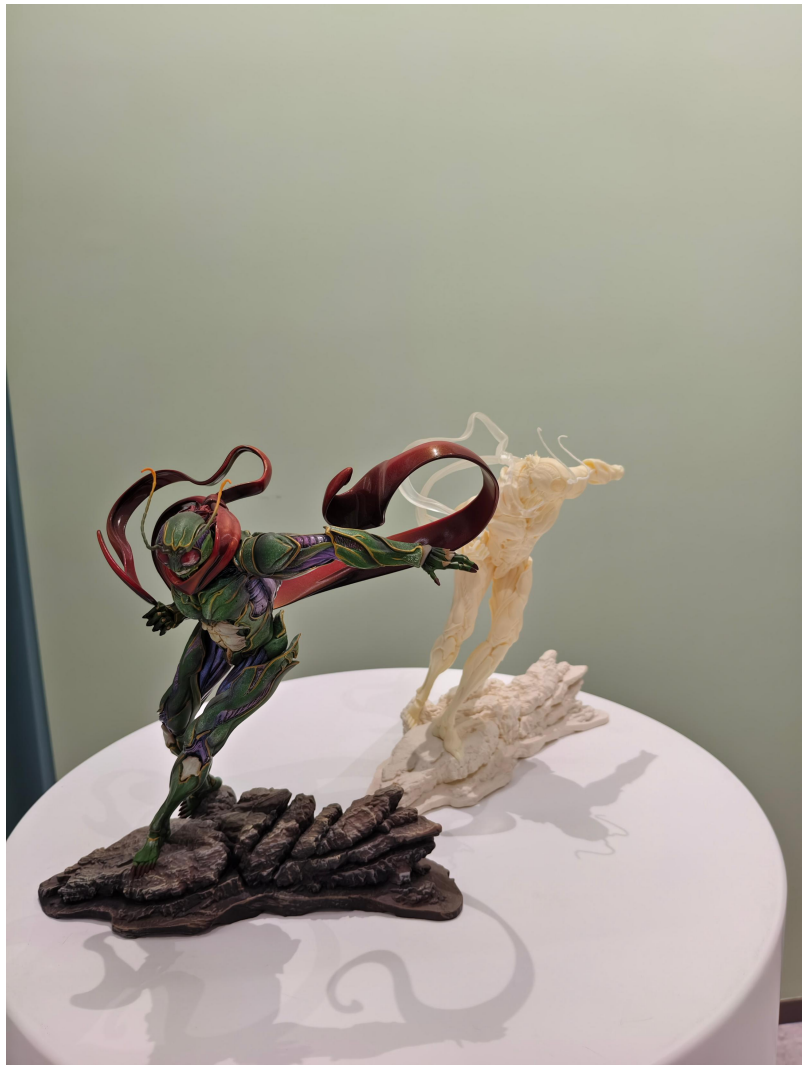
Collectible-Grade Statue





Collectible-Grade Statue







Collectible-Grade Statue







Blind Box Resin Figures





Blind Box Resin Figures





Blind Box Resin Figures





Cultural & Creative Resin Products













Cultural & Creative Resin Products













Cultural & Creative Resin Products













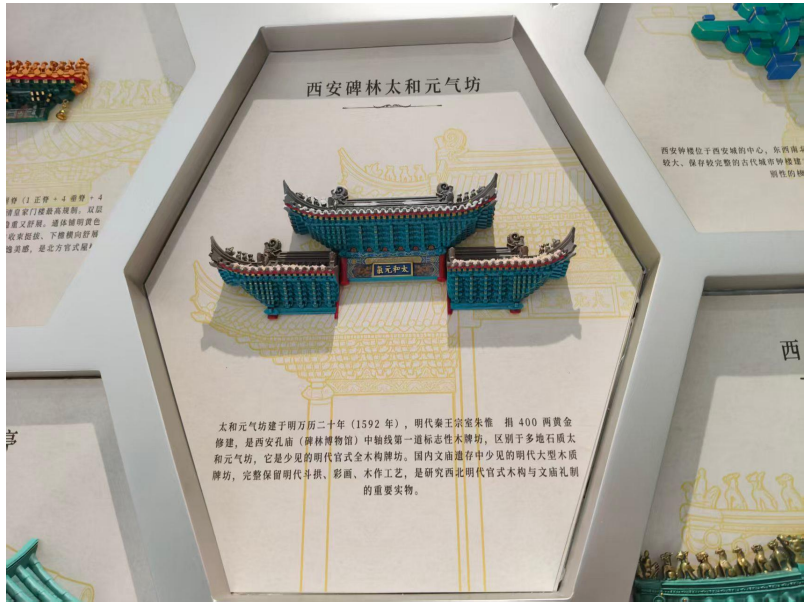
Cultural & Creative Resin Products







Cultural & Creative Resin Products









Medieval Cultural Resin Products













Medieval Cultural Resin Products







Part 06

Product Case Studies

Soft Vinyl Products

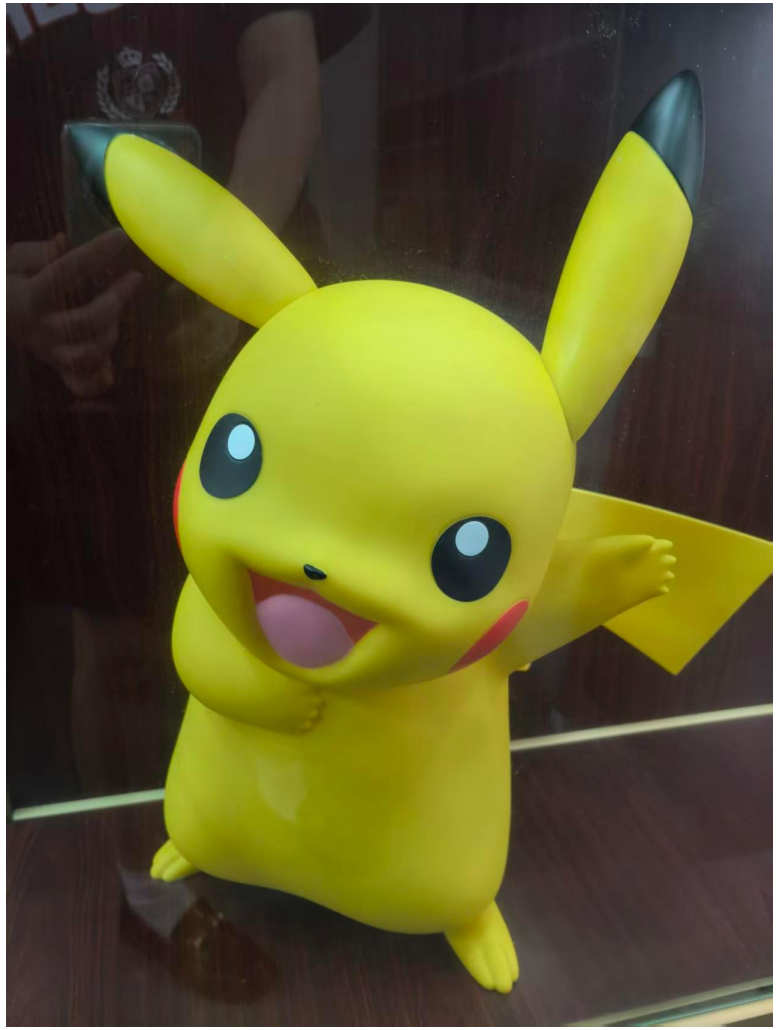

KARL LAGERFELD








KARL LAGERFELD










BROOKS BROTHERS











MIHOX
Group Company

Thank You for Watching

A Trusted B2B Custom Toy Manufacturer with Real Manufacturing Facilities



WhatsApp：+86 136 5233 5701
Email:sales@newmiho.com

newmiho.com