

Scaling High-Capacity Electrostatic Substrates: An Overview of Mingqian Flocking's Operations

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[Guangdong Shunde Mingqian Flocking Co., Ltd.](#) operates as a specialized manufacturer of electrostatic flocking fabrics and functional textile substrates, delivering high-volume production and technical surface finishing solutions across global industrial, consumer packaging, and automotive supply chains.

Company Overview

Founded on May 6, 2008, and formerly known as Foshan Shunde Mingqian Flocking Co., Ltd., Guangdong Shunde Mingqian Flocking Co., Ltd. (operating internationally under the brand name Mingqian Flocking) has maintained an 18-year operational focus on the research, engineering, manufacturing, and distribution of flocked materials. Headquartered in Xingtian Town, Shunde District, Foshan City, Guangdong Province, China, the company is situated within the Pearl River Delta manufacturing hub, providing direct access to textile raw material networks and major maritime export gateways including Guangzhou, Shenzhen, and Hong Kong.

The company owns and operates a 12,000-square-meter production complex equipped with five automated electrostatic flocking lines, two adhesive backing and lamination lines, two embossing and pearling units, and two precision cutting lines. Facilities also incorporate an in-house automated dyeing workshop and a specialized testing laboratory capable of executing four-hour formaldehyde evaluations and chemical safety screenings. Mingqian Flocking maintains a monthly production capacity exceeding 3,000,000 yards, generating a daily output of 100,000 yards and a monthly output value above USD 2.5 million. To support quick-turnaround supply chains, the enterprise holds an in-stock inventory of over 1,000,000 yards across hundreds of standard stock-keeping units (SKUs) available for immediate fulfillment.

Operating under a vertically integrated business model, Mingqian Flocking executes all core manufacturing phases internally without external subcontracting. The operational sequence spans base fabric pretreatment, computerized color matching via a 1,000+ shade Pantone database, water-based acrylic adhesive coating, high-voltage electrostatic fiber deposition (30–50 kV), thermal curing, secondary lamination, embossing, and die-cutting. Research and development is backed by 5% to 8% of annual revenue allocations, a technical engineering team representing 30% of the workforce, and an industry-academia partnership with the School of Textile Science and Engineering at South China University of Technology.

Management and factory processes comply with certified international standards. The facility holds ISO 9001:2015 Quality Management System certification and Global Recycled Standard (GRS) Version 4.0 certification (SGS Scope Certificate SGC-GRC01308-GRS-2026-05R3). Chemical compliance is backed by third-party SGS testing reports confirming full adherence to EU REACH SVHC (253 substances screened under Report CANEC26006555803), EU RoHS 2.0 Directive 2015/863 (Report CANEC26006555801), EU Packaging and Packaging Waste Regulation (PPWR), US TPCH/CONEG heavy metal thresholds, and California Proposition 65 requirements.

Products & Services

Mingqian Flocking produces a wide spectrum of functional, decorative, and technical flocking substrates designed to address structural, mechanical, and visual requirements across diverse end-use sectors.

[Spunlace Flocking Fabric](#) incorporates a nonwoven spunlace base substrate characterized by multi-directional flexibility, high tensile softness, and a smooth tactile feel. Engineered to solve surface abrasion and friction damage in enclosed display enclosures, this material features pile heights ranging

from 0.3 mm to 1.2 mm and a total weight profile between 30 gsm and 200 gsm. It achieves wet/dry color fastness at Grade 4 or above, light exposure fastness at Grade 6, and passes 10-cycle 3M tape peel testing under FAMA standards without fiber detachment. It is utilized primarily for interior linings and exterior coverings in luxury jewelry boxes, eyewear cases, cosmetic packaging, and premium watch enclosures.

[Nonwoven Flocking Fabric](#) utilizes a lightweight, breathable nonwoven backing (30–150 gsm) engineered to optimize production economics while maintaining high pile coverage. Designed to resolve base substrate show-through and adhesive bleed-through in mass-market packaging, it features a 59-inch usable width and accepts hot foiling, silk-screen printing, paper mounting, and self-adhesive coating. The material provides cost-effective surface protection and structural backing for gift boxes, storage containers, industrial dunnage, automotive moisture-absorption panels, and internal appliance dampening inserts.

Knitted Flocking Fabric features an elastic knitted base fabric that delivers structural elongation, seam strength, and soft drape characteristics. Designed to eliminate material tearing during tight-radius wrapping, stitching, or deep-draw forming, it offers pile heights from 0.5 mm to 1.2 mm and color fastness ratings of Grade 4+. Key application scenarios include sewn drawstring pouches, spirits packaging sleeves, tea bags, apparel embroidery embellishments, and upholstered furniture drawer linings.

Rayon Flocking blends natural cotton and regenerated cellulose viscose fibers into a skin-friendly, eco-compliant base substrate. Formulated for luxury packaging applications prioritizing natural fiber composition and reduced environmental footprint, the fabric accepts precision gold stamping, embossing, and thermal pressing. It serves as a primary lining material for premium gift boxes, cultural creative packaging, and heritage garment accessories.

Silk Flocking Fabric utilizes a high-luster silk base fabric engineered for top-tier visual presentation and smooth surface reflectivity. Designed for ultra-luxury retail packaging where high optical sheen and fine hand feel are mandatory, it integrates plain velvet, medium pile, or pearl velvet surface structures across a 58-inch width. It is primarily specified by high-end jewelry, watch, and luxury gift box manufacturers.

PS Flocking Sheet integrates an extruded polystyrene (PS) rigid sheet substrate (0.2 mm to 1.0 mm thickness, 400 mm to 800 mm width) directly flocked with dense micro-fibers. Developed to overcome moisture degradation and dimensional distortion in rigid structural inserts, the material is fully compatible with secondary vacuum forming and thermal pressing processes. It is deployed in specialized industrial packaging, moisture-resistant display trays, and rigid electronic component holders.

Pigpel Velvet / Claimond Veins Velvet features a distinct granular, bead-like surface pile created through specialized electrostatic orientation or secondary mechanical embossing. Designed to add three-dimensional texture and elevated tactile contrast to plain packaging surfaces, bead diameters range from 0.3 mm to 1.0 mm. It is widely applied in eyewear cases, horology packaging, and structured gift sets.

Long Pile Velvet exhibits a vertical fiber pile height exceeding 1.0 mm, creating a plush, high-volume surface texture with high light absorption and deep color rendition. Applied across spunlace, cotton-rayon, or knitted bases, it resolves impact and vibration concerns by providing mechanical cushioning. Standard uses include high-end gift box inserts, jewelry display trays, decorative apparel accents, and

appliance vibration-dampening components.

Plain Velvet delivers a uniform, flat surface pile with consistent directional sheen and clear pattern definition. Highly versatile across spunlace, silk, and synthetic backings, it provides an all-purpose lining substrate for gift packaging, pouches, commercial display cases, and general industrial coverings.

Frosted / Embossed Flocking Fabric applies precision thermal or mechanical embossing rolls to create distinct surface relief patterns on flocked substrates. Supported by a standard library of over 13 patterns—including wood grain, snake skin, leopard print, 3D rhombus, cloud motif, polka dot, and bamboo leaf—the line solves brand differentiation challenges by enabling custom-patterned packaging linings tailored to client graphics.

Crushed Velvet achieves a randomized, multi-directional crushed texture that combines decorative visual variance with enhanced wear resistance. Engineered to obscure surface scuffs and handling marks over extended operational lifespans, it is converted into high-end gift packaging linings, automotive interior trim components, and furniture drawer inserts.

Self-Adhesive Flocking Fabric incorporates a factory-applied pressure-sensitive water-based acrylic adhesive layer backed by a protective release liner. Solved downstream assembly bottlenecks by eliminating manual liquid gluing processes, it delivers a peel strength of ≥ 2 N/25mm. The eco-friendly, solvent-free adhesive bonds directly to paperboard, wood, plastic, metal, and EVA foam substrates.

Flame-Retardant Flocking Fabric undergoes specialized chemical treatment to achieve a UL94 V-0 flame retardancy rating, self-extinguishing within 10 seconds without flaming drips. Tested to withstand over 100,000 abrasion cycles and optioned with memory foam composite backings for a 40% improvement in shock absorption, it is engineered for strict safety environments including automotive cabin interiors, HVAC outlet panels, and consumer electronics packaging.

Holland Velvet is a standalone, non-flocked woven velvet substrate offered as part of Mingqian's one-stop textile portfolio. Available in 210 gsm and 280 gsm weights, as well as double-sided construction, it features a full, dense pile designed for soft goods manufacturing including apparel, home bedding, curtains, upholstery, and premium packaging wraps.

Suede / Faux Suede provides a synthetic leather-like surface finish engineered for high abrasion resistance and consistent grain texture. Supplied as a complementary material for integrated sourcing, it serves as a durable lining and exterior wrap for jewelry boxes, travel bags, garments, and architectural display fixtures.

Corduroy features longitudinal raised-rib pile channels, combining classic textile aesthetics with mechanical durability. Available to simplify supply chain aggregation for multi-material programs, it is primarily specified in apparel, casual bags, and specialty package wraps.

Market & Clients

Mingqian Flocking exports over 15% of its annual production volume to more than 30 countries across North America, Europe, Southeast Asia, South Asia, and the Middle East. The enterprise maintains stable supply arrangements with over 200 international and domestic client organizations across diverse manufacturing categories.

In luxury packaging, the company's materials are integrated into supply chains serving global fashion

and cosmetics brands including Dior, Gucci, Chanel, Louis Vuitton, Hermès, Fendi, Bvlgari, Yves Saint Laurent, SK-II, and Swarovski. For instance, in a long-term luxury packaging program, Mingqian supplies custom 0.3 mm ultra-dense black spunlace-based nylon flocking fabric to Dior perfume gift box manufacturers, meeting Pantone $\Delta E \leq 0.5$ color tolerances and enduring 100,000-cycle abrasion testing.

In the jewelry and horology sectors, clients include Chow Tai Fook, Chow Sang Sang, Luk Fook Jewelry, Lao Feng Xiang, Pandora, and Omega. To serve silver jewelry packaging requirements, Mingqian developed an internal anti-tarnish quality control protocol. This system restricts free reactive sulfur content to below 5 ppm, controls aqueous extract pH between 5.5 and 7.5, strictly limits water-soluble chloride ions, and subjects every production batch to accelerated silver coupon corrosion testing to guarantee zero oxidation, spotting, or blackening during enclosed long-term storage.

In consumer technology, home appliances, automotive, and industrial sectors, Mingqian supplies materials to Dyson, Gree, Midea, Hisense, BYD, GAC Group, Geely, Great Wall Motors, and Volkswagen. Commercial projects include supplying UL94 V-0 flame-retardant flocking fabrics combined with memory foam layers for smart appliance packaging protection, nonwoven-based low-sulfur dampening fabrics for Gree air conditioning air outlets, and automotive-grade sun visor and armrest fabrics for BYD electric vehicle cabin interiors.

Quality verification across all commercial lines is maintained through a four-stage quality assurance system:

Incoming Raw Material Inspection: Spectrophotometric and chemical screening of all base fabrics, fibers, dyes, and acrylic adhesives.

In-Process Production Monitoring: Real-time online checks of electrostatic field voltages, adhesive coating weights, oven temperatures, and inline spectrophotometric color checks every 100 yards.

Finished Product Testing: Laboratory batch testing covering color fastness (Grade 4+ wet/dry, Grade 6+ light), 100,000-cycle rub resistance, 3M tape adhesion, 4-hour formaldehyde screening (internal threshold ≤ 75 ppm), and carcinogenic azo dye testing (≤ 30 ppm across 22 regulated aromatic amines).

Pre-Shipment Spot Audits: Final sampling ensuring batch-to-batch color deviation $\leq 3\%$, overall factory defect rates below 0.5%, and on-time shipment compliance above 98%.

Vision

Mingqian Flocking centers its long-term strategic plan on eco-friendly material innovation, digital process automation, and functional material diversification.

To align with global ESG frameworks and incoming European environmental directives—such as the EU Packaging and Packaging Waste Regulation (PPWR)—the company is expanding its GRS-certified product offerings. R&D initiatives aim to increase recycled fiber content to 30% of total production by 2026, transition entirely to zero-VOC water-based acrylic systems, and advance commercial development of bio-based flocking substrates engineered to achieve complete degradation within 180 days under industrial composting conditions.

Manufacturing facility upgrades prioritize smart factory digitalization. Mingqian Flocking is deploying AI-

assisted optical visual inspection systems along its continuous flocking lines to elevate real-time surface defect detection accuracy to 99.9%. Integrated Enterprise Resource Planning (ERP) and Manufacturing Execution Systems (MES) are being deployed to digitalize production scheduling, track raw material batch origins, and optimize thermal energy recovery across drying chambers.

Furthermore, technical research continues to expand the functional scope of electrostatic flocking into anti-static (10^6 to $10^9 \Omega$) electronics packaging compliant with MIL-STD-1686, conductive fiber integrations, and antimicrobial surface treatments incorporating nano-silver agents achieving over 99% bacterial inhibition.

Closing

Through 18 years of focused development, Guangdong Shunde Mingqian Flocking Co., Ltd. has established a vertically integrated manufacturing infrastructure capable of meeting rigorous technical, environmental, and volume demands. By combining high-capacity electrostatic flocking lines with stringent chemical compliance screening, precise anti-tarnish engineering, and customizable surface finishing services, the enterprise remains a structured technical partner for industrial and decorative packaging supply chains worldwide.



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