

What is the meaning of **OEM / ODM service**?

An **original equipment manufacturer**, or **OEM**, manufactures products or components that are purchased by another company and retailed under that purchasing company's brand name. **OEM** refers to the company that originally manufactured the product. When referring to automotive parts, **OEM** designates a replacement part made by the manufacturer of the original part. **Greenview Technology** has a long term experience with OEM orders. We have references all over the world.

An **original design manufacturer (ODM)** is a company which designs and manufactures a product which is specified and eventually branded by another firm for sale. Such companies allow the brand firm to produce (either as a supplement or solely) without having to engage in the organization or running of a factory. **ODMs** have grown in size in recent years and many are now sufficient in size to handle production for multiple clients, often providing a large portion of overall production. A primary attribute of this business model is that the **ODM** owns and/or designs in-house the products that are branded by the buying firm. This model is especially used in international trade, where a local **ODM** is used to produce goods for a foreign company which sees some advantage in the transaction, such as low labor inputs, transport links or proximity to markets. This is also used where local ownership laws possibly prohibit direct ownership of assets by foreigners, allowing a local firm to produce for a brand company for either the domestic market or export. **Greenview Technology** can be helpful to set up ODM facilities.