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Shantou Hengzhi Trading Co. Ltd.

Delivering Joy. Exporting Excellence.

About Us.

Shantou Hengzhi Trading Co., Ltd. is a global toy export company headquartered in Chenghai, Shantou, China's toy capital. For 15 years, we have supplied innovative, safe, and high-quality toys to retailers, distributors, and private-label brands across 30+ countries.

Backed by one of the world's most advanced manufacturing ecosystems, we combine creative product development, rigorous quality control, and efficient global logistics. Today, we proudly serve over 200+ clients from all over the world.

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Our Vision & Mission

To be a globally recognized toy supplier that enriches children's lives through innovative, safe, and delightful play experiences.

We strive for a few things as a company. They are:



To bring joy to children everywhere through world-class toys that ignite imagination, inspire curiosity, and make learning an adventure.



To empower our clients with flexible, tailored solutions that align with their brand identity, retail strategy, and target market.



To uphold uncompromising standards of safety, regulatory compliance, and product quality, so that every toy we deliver earns the trust of parents, retailers, and children alike.

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Our Core Values.



Integrity & Trust

Our client relationships are built on these two non-negotiables. We are open about our processes, honest about our capabilities, and straightforward in every interaction, and it is that integrity that has earned us the unwavering confidence of our clients



Innovation

We believe the best toys are born from curiosity, creativity, and a genuine desire to delight. That belief drives our ongoing investment in innovative design, new materials, and the kind of forward-thinking product development that keeps children engaged and retailers excited.



Quality First

Quality is non-negotiable. Every toy we bring to market is rigorously developed, tested, and inspected against leading international safety standards. We ensure that every product is as safe as it is enjoyable for the children who play with it.



Customer Focus

Our clients are our greatest asset, and we treat them accordingly. Fast, respectful, and solution-oriented, we pride ourselves on being the kind of partner that responds quickly, delivers promises, and goes the extra mile without being asked.

We offer over **3,000 SKU** across major toy categories





Infant Toy

- ▶ Electric wired music rocking chair, multifunctional dining table rocking chair, etc.
 - ▶ Different bath toys like crocodile, water shark, etc.
-



Outdoor Toy/ Summer toys

- ▶ Water guns, electric space bubble guns, etc.
 - ▶ Different outdoor game sets, including a golf set, a bow and arrow, etc.
-



Boy Toy

- ▶ A variety of classical trains with lights and sound.
- ▶ Construction Machinery.



Girl Toy

- ▶ Girls' accessory set, Nail accessory set, baby dolls, and fashion dolls.
 - ▶ Themed girl watches.
 - ▶ Food toys such as cakes, pancakes, transparent tomato, summer coconut, etc.
-



Musical Instrument

- ▶ Electronic piano, karaoke set, Microphone, singing machines, etc.
 - ▶ Sliding dumb truck with lighting and music, sliding excavator with music and lighting, etc.
-



Wooden Toys

- ▶ A variety of wooden toys like pool tables, nail boards, dolphin ten-grade abacus calculation, etc.
- ▶ Wooden building blocks, fishing boards, puzzles, and letter drawing boards.



◀ Bicycle

- ▶ Curved handle road bikes, off-road bicycles, women's bicycles, etc.
 - ▶ Cartoon strollers in different themes with a BB steering wheel and backrest.
-



◀ Ride on Car

- ▶ A variety of kids' cars in different colours and designs.
 - ▶ Baby strollers made of iron, in different designs.
-

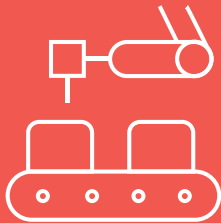


◀ Educational Toys

- ▶ A variety of educational puzzles, Rubik's Cube ball maze, future firearms series, etc.
- ▶ Building blocks, Russian building blocks, Jelly blocks etc.

OEM / ODM Manufacturing

We offer comprehensive OEM and ODM manufacturing services for brands, retailers, and distributors who want a true development partner. Our ODM pathway gives clients access to our own design and engineering capabilities, delivering innovative, shelf-ready products built around their target market and brand identity. Our OEM service ensures precise, confidential production of client-owned designs to exact specifications. In both cases, we manage the full development pipeline, from concept sketches and 3D prototyping to material selection, factory production, safety testing, and branded packaging.



Designing or
produced
components



Brand
assembles
final product



Consumers
receive a
high- quality
product

Production Network

Access to numerous partner factories in the Shantou Region with Scalable Capacity. Each factory has been personally evaluated and continuously monitored by our team for production quality, safety compliance, workforce standards, and operational reliability.

Design Team

Great toys do not happen by accident; they are the result of deliberate, informed design guided by a deep understanding of what children need at every stage of their development. Our in-house design team brings together creative professionals with specialized expertise in toy aesthetics, child development principles, material safety, and international compliance requirements.



Certifications

All products comply with global safety and quality standards:



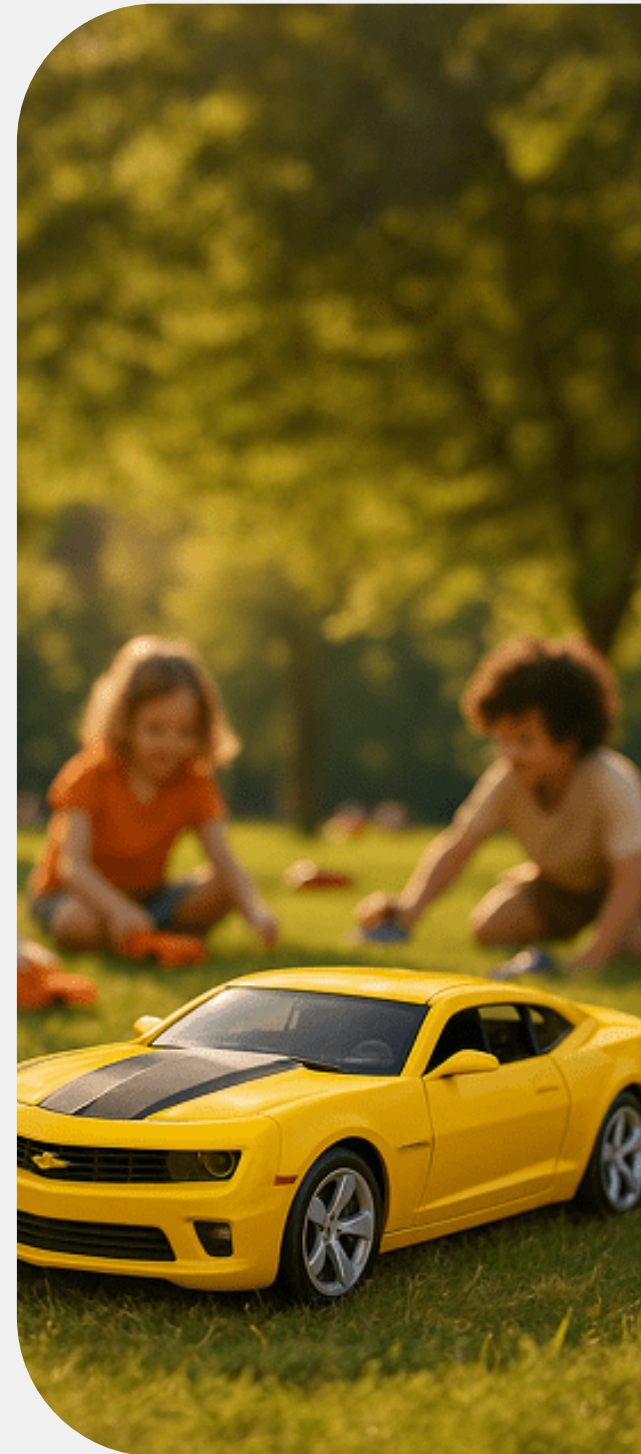
Quality Assurance

We follow a strict multi-stage inspection process that begins with raw material evaluation and continues through production, packaging, and final shipment. To maintain transparency and global credibility, we also welcome independent third-party quality inspections from internationally recognized agencies such as SGS, TUV, and Intertek.



Logistics Support

With extensive export experience to more than 30 countries, we provide comprehensive logistics support to ensure smooth and timely delivery. Our team assists with every stage of the shipping process, including documentation, customs clearance, warehousing coordination, and international freight management.



Why Choose Hengzhi?



- ▶ We have over **15 years of international trade experience** in toys.
- ▶ We are located in **Shantou, China's toy production hub**, meaning we have access to many partner factories.
- ▶ Our Professional team is fluent in English and experienced in B2B negotiations.
- ▶ We've been in long-term cooperation with clients in **Europe, the Middle East, Southeast Asia, North America**, and more.
- ▶ We have Flexible MOQ and private labeling options for retailers.

Key Clients & Partners

Regional toy distributors across the GCC and EU



Let's Work Together

We are open to partnerships with retail groups, licensing brands, and global distributors looking for a manufacturing partner they can genuinely depend on. From expanding your toy line and sourcing licensed products to building a private-label range from scratch, Hengzhi Trading delivers creative, scalable solutions backed by 15 years of industry expertise.



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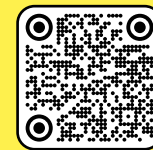
Delivering Joy. Exporting Excellence.

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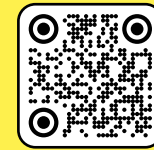
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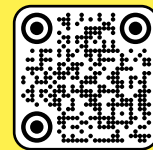
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