

无限智能 超越所见
Intelligence beyond vision

美高电气科技有限公司

MAXGE ELECTRIC TECHNOLOGY CO.,LTD.

地址 / 浙江省湖州市莫干山高新区长虹东街299号

Address / No.299 East Changhong Road,Mogan Mountain Hi-tech Industry Development Zone,
Deqing, Zhejiang,China

官网 / www.maxge.com

Website / www.maxge.com

服务热线 /

Tel /

+86-572-8823878 8820808

画册版本 / 2024年12月

Version / December 2024



官方网站
Website



官方微信公众号
Wechat

BRAND MANUAL

MAXGE
Intelligence beyond vision
美高电气

品牌手册

做中国最高品质的断路器



TO MAKE THE BEST QUALITY CIRCUIT BREAKERS IN CHINA

SAFE GREEN SMART

MR·BREAKER

断路器先生

01 企业介绍
Company introduction

- 企业简介
Company profile
- 企业历程
Development history
- 企业文化
Company culture
- 企业荣誉
Company honor

02 企业规模
Company scale

- 数智制造
Intelligent manufacture
- 产品总览
Product overview

03 历史回顾
Company review

- 政企关系
Government-Enterprise
- 行业亮相
Industry debut
- 战略合作
Cooperation
- 慈善活动
Commonweal

目录 CONTENTS



关于美高 About us

美高电气科技有限公司创办于2006年，注册资本5000万元人民币，总部位于浙江省湖州市德清县，是一家集设计、研发、制造、营销、服务为一体的大型综合性高新技术企业。自创办以来一直以专业为导向，致力于终端配电、工控配电和新能源配电等系列产品的设计与制造，以满足用户需求并提供高质量的解决方案。

MAXGE Electric Technology Co., LTD was founded in 2006 with a registered capital of 50 million RMB. Its headquarter is located in Deqing County, Huzhou City, Zhejiang Province. It is a large-scale comprehensive high-tech enterprise integrating design, research and development, manufacturing, marketing and service. Since its establishment, MAXGE has been professionally oriented and committed to the design and manufacturing of a series of products such as low voltage circuit breakers & controlgear for domestic, industrial protection and new energy power distribution, in order to meet user needs and provide high-quality solutions.

美高现有百余名研发人员与近千名员工，配备专业的实验室与检测中心。已获得发明及实用新型专利百余项，软件著作权10项，参与国家标准、行业标准与团体标准的制定。在浙江杭州、湖州及安徽芜湖等地设有共计200亩的现代化的智造基地。目前湖州智造基地车间产线共计四十余条，自动化装配产线、半自动化装配产线、自动检测线覆盖90%以上。



Currently MAXGE has a R&D team of more than 100 personnel and nearly 1,000 employees, equipped with state of the art automatic production lines, CNAS affiliated laboratories and testing centers. MAXGE has obtained more than 100 invention and utility model patents, 10 software copyright, and participated in the formulation of national, industry and group standards. There are over 133,000 square meters of Modern Intelligent Manufacturing Bases in Zhejiang Hangzhou, Huzhou and Anhui Wuhu. The Huzhou factory covers an area of over 33,000 square meters, with a total investment of 500 million RMB. At present, there are 42 production lines in the automation workshops, among which the automatic assembly production line, semi-automatic assembly production line and automatic inspection line cover more than 90%.

目前已获得国家高新技术企业、国家级专精特新“小巨人”、浙江省企业技术中心、浙江省高企研发中心、浙江出口名牌与浙江省数字化车间等众多荣誉。在生产经营过程中，通过ISO质量、环境、职业健康管理体系认证，检测中心荣获国家级CNAS实验室认证。产品以可靠的质量获得CE、CB、VDE、KEMA、TUV、INTERTEK、BV等国际认证，远销欧盟、南美洲、中东、非洲、东南亚等60多个国家和地区。在英国、西班牙、荷兰、香港等地拥有多个分公司，竭诚为全球客户提供优质的产品与服务。

At present, MAXGE has won many honors such as National High-tech Enterprise, National Specialized and Sophisticated "Little Giant", Zhejiang Enterprise Technology Center, Zhejiang High-level Enterprise R&D Center, Zhejiang Export Brand and Zhejiang Digital Workshop. In the process of production and operation, we have obtained ISO9001, ISO14001 and ISO45001 and obtained SGS certifications, and the testing center has won the national CNAS laboratory certification. The products have obtained CE, CB, VDE, KEMA, TUV, INTERTEK, BV, ASTA, EAC, INMETRO certifications with reliable quality, and are exported to more than 60 countries and regions such as the European Union, the South America, Middle East, Africa, and Southeast Asia. We have multiple branches in the United Kingdom, Spain, Netherlands and Hong Kong, and we are dedicated to providing high-quality products and services to global customers.

品牌释义 Brand Interpretation

中文名:美高电气
Chinese Name: Mei Gao

英文名:MAXGE
English Name:MAXGE

美:至善至美
Mei: Pursue Perfection

MAX:致力于最大的
MAX:Maximum

高:高才大德
Gao: Ascend To Virtue

GE:全球电气
GE: Global Electric

企业历程

DEVELOPMENT HISTORY

品牌创立

•2006 Brand Establishment

2006年在温州成立美高电气，创立MAXGE品牌，作为施耐德电气经销商，主营低压电气的制造及出口，并拓展印刷、包装机械及阀门出口业务。2008年开始剥离机械、阀门出口与施耐德电气经销业务，专注低压电气的研发与生产。

In 2006 ,MAXGE Electric was established in Wenzhou and started the journey as a distributor of Schneider Electric PLC, VFD & valves mainly required in printing, packaging machinery & simultaneously engaged in the manufacturing and export of low-voltage electrical products, and expanded the export business. In 2008, the board of directors decided to withdraw the distribution Schneider Electric products and meanwhile focused on its own R&D and production of low-voltage electrical products.

1.0

•2010

2010年搬迁到湖州市莫干山高新区。

In 2010, MAXGE new factory was built in Mogan Mountain of Huzhou Hi-tech Industry Development Zone.



茁壮成长

•2011 Thrive Period

2011年开始对Sigma+和Alpha+两大终端系列产品进行自主设计及研发，并进行模具制造和部件制作，同时开发第一代SGM1系列塑壳断路器。

In 2011, MAXGE began to independently design and develop the two final distribution series products of Sigma+ and Alpha+, and carried out inhouse mold manufacturing and component production, at the same time developed the first generation of SGM1 series molded case circuit breakers.

2.0

•2015

2013年全面导入ISO9001、ISO14001、ISO45001三体系并取得SGS认证。产品成功获得SEMKO、ASTA、TUV、INMETRO、CE等国际权威安全认证。在MCB车间首先推行精益生产和自动化生产模式，取得良好效果。

In 2013, to improve the management efficiency it fully introduced the ISO systems of ISO9001, ISO14001, ISO45001 and obtained SGS certifications. After passing the strict test as per to IEC standards, the products have successfully obtained internationally recognised certifications such as VDE, KEMA, TUV, Intertek, SEMKO, ASTA, EAC, INMETRO, and CE. In the MCB workshop, the lean production and automatic production mode were first implemented, and good results were achieved.



转型升级

•2016 Transformation and Upgrading

2016年开始全面推进自主研发创新，从产品创新、技术创新到管理创新发展，推出全新Sigma+、Alpha+终端产品与SGM3第二代配电产品。

In 2016, MAXGE began to comprehensively promote independent research and development innovation, start from product innovation, technological innovation to management innovation, and launched new Sigma+, Alpha+ series final distribution products and SGM3 series second-generation MCCB.

3.0

•2020

2018年开始导入SAP国际一流ERP系统，从全面精益化、自动化的生产模式发展到数字化，智能化的生产模式。

In 2018, MAXGE began to introduce the world-class ERP system-SAP system, and developed from a fully lean and automated production model to a digital and intelligent production model.



全面转型

•2021 Comprehensive Transformation

2021年开始，扩建芜湖生产基地，并大力开拓内销市场。致力于打造新能源为主的新型电力系统，确定“让电气更安全，更绿色，更智能”的企业使命。

Starting from 2021, the Wuhu production base has been expanded, and the domestic market has been vigorously developed. MAXGE began to devote itself to building a new power system based on new energy, and determined the corporate mission of "making electricity safe, green and smart".

4.0

•2023(2025)

2023年开始全面推进绿色低碳发展模式，涵盖低碳设计，低碳生产，低碳服务等方面，协同供应链与价值链，全面推动低碳环保产业转型升级。

In 2023, the green and low-carbon development model has been fully promoted internally, covering low-carbon design, low-carbon production, low-carbon services, etc., and the supply chain and value chain will be coordinated to comprehensively promote the transformation and upgrading of low-carbon environmental protection industries.



绿色智能

•2026~ Green & Smart

基于中国制造2025的发展理念，美高将通过整合先进的数字技术和物联网技术，实现电气产品的智能化控制和管理，创造绿色、智能的生活方式，为用户提供更多元化、智能化和创造性的解决方案，推动全社会朝着绿色、智能、可持续发展的目标迈进。

Based on the development concept of MADE IN CHINA 2025, MAXGE will realize intelligent control and management of electrical products by integrating advanced digital technology and Internet of Things technology, create a green and smart lifestyle, provide users with more diversified, intelligent and creative solutions, and promote the whole society towards the goal of green, intelligent and sustainable development.



使命

MISSION

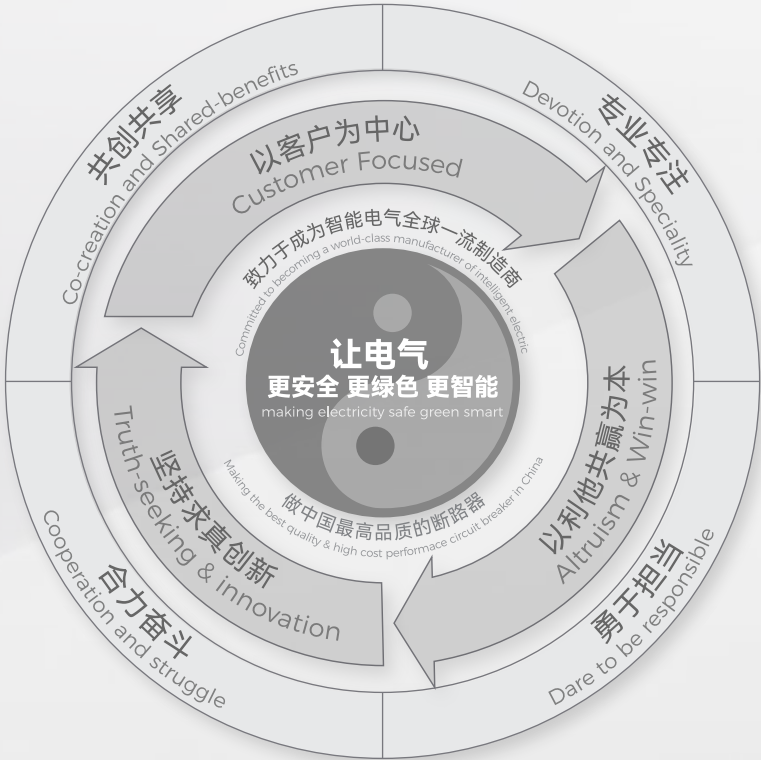
让电气
更安全 更绿色 更智能

■ **SAFE GREEN SMART**

MAKING ELECTRICITY **SAFE GREEN SMART**



愿景
VISION



近期愿景

做中国最高品质的断路器

SHORT-TERM VISION

Making the best quality & high cost performance circuit breaker in China

长期愿景

致力于成为智能电气全球一流制造商

LONG-TERM VISION

Committed to becoming a world-class manufacturer of intelligent electric

核心价值观
CORE VALUE



核心价值观

CORE VALUE



坚持求真创新
Truth-seeking & Innovation



以利他共赢为本
Altruism & Win-win

满足客户需求 Satisfy customers' demands
解决客户难题 Solve customers' difficulties
创造客户价值 Create customers' value

1

获得利益
促进成长
实现梦想
Make benefits
Promote growth
Realize dreams

全体员工
供应商
合作伙伴
all employees
all suppliers
all partners

2

更安全 更绿色 更智能
Safe Green Smart

社会
Society

3

四大基本原则

PRINCIPLE



共创共享 Co-creation and Shared-benefits

秉承「共创共享」的人才理念，美高始终坚持将企业发展成果反哺于并肩奋斗的员工，以多维人才战略，为员工个人价值实现保驾护航。

Adhering to the talent concept of "Co-creation and Shared-benefits", MAXGE always insists on feeding back the achievements of corporate development to employees who struggle side by side, and ensures the realization of employees' personal value with a multi-dimensional talent strategy.

合力奋斗 Cooperation and struggle

人才为根、人才为本，企业的根本来自于一支忠诚企业、合力协作、执行力强的优秀团队。凝聚员工磅礴力量，助力美高新征程。

Talent is the foundation. The foundation of the enterprise comes from an excellent team that is loyal to the enterprise, cooperates together, and has strong execution. Gather the majestic strength of every employee to start the new journey of MAXGE.

专业专注 Devotion and Speciality

美高精于电气领域事业，专注市场需求，拥有专业的核心技术，不断研发最前沿的产品，提供优质的服务保障。做宽度 10 米，深度 100 米的专业制造商。未来也将涉及新能源和基础建设领域扩张美高电气版图。

MAXGE specializes in the field of electrical, focuses on market demand and has professional core technology, continuously develops cutting-edge products and provides high-quality services. To be a professional and dedicated manufacturer of low-voltage electrical products. In the future, MAXGE will also involve the expansion of the new energy and infrastructure fields to expand the company's territory.

勇于担当 Dare to be responsible

美高人在工作中勇于迎接挑战，主动承担责任，面对问题不逃避、不推卸，以积极的态度寻求解决方案，实现个人和组织的目标和价值。

MAXGE people have the courage to meet challenges at work, take the initiative to take responsibility, do not escape in the face of problems, seek solutions with a positive attitude, and achieve the goals and values of individuals and organisations.



战略规划

STRATEGIC PLANNING

- 1 随着“双碳”规划的实施，美高积极响应能源绿色低碳转型将持续聚焦新能源和新基建等新兴领域

With the implementation of the "Dual Carbon" plan, MAXGE actively responds to the green and low-carbon transformation of energy, and will continue to focus on emerging fields such as new energy and new infrastructure

- 2 大力加强在新技术、新产品等关键领域的探索为客户量身打造专业的新能源解决方案

Vigorously strengthen the exploration of key areas such as new technologies and new products, customize professional new energy solutions for customers

- 3 共创安全、智能、绿色可持续的美好未来

To create a safe, green and smart future

致力于成为
智能电气全球一流制造商

COMMITTED TO BECOMING
A WORLD-CLASS MANUFACTURER
OF INTELLIGENT ELECTRIC



企业形象

ENTERPRISE IP IMAGE

一花：莲花 利他之心

One flower (Lotus)

The Heart of Altruism

不忘初心、牢记使命 心心相连、清正廉洁

- Remain true to the original aspiration
- Keep the mission firmly in mind
- Link the hearts tightly
- Be upright and integrity



在佛教中,莲花寓意着圣洁、智慧和涅槃等精神境界,激励人们在纷繁复杂的世界中保持纯净,追求内心的觉醒,不断进步。

莲花与自然、内心的连接,象征企业与员工、客户及社会之间的连接关系。

美高从几个人的小企业发展成目前近 1000 人的专业断路器制造商,付出了数十年的努力。在这期间遇到了不少困难与挑战,从未选择放弃。始终坚持以诚信为基础,以谦逊的态度面对客户,不断突破和创新,最终在行业内脱颖而出。

In Buddhism, the lotus symbolizes spiritual realms such as holiness, wisdom, and nirvana, inspiring people to remain pure in a complex world, pursue inner awakening, and make continuous progress. The connection between the lotus and nature and the heart symbolizes the connection between the company and its employees, customers and society. From a small business with a few people to a professional circuit breaker manufacturer with nearly 1,000 people, MAXGE has made decades of efforts. During this period, MAXGE encountered many difficulties and challenges, but never chose to give up. We always adhere to the basis of integrity, treat customers with a humble attitude, continue to make breakthroughs and innovations, and ultimately stand out in the industry.



一树：菩提树 智慧之树

One tree (Bodhi tree)

The Tree of Wisdom

求知若渴、虚怀若谷 智慧觉悟、自我成长

- “Stay Hungry
- Stay Foolish”
- Be wise and enlightened
- Self-growth and self-motivated

在修行过程中,悟空经历了众多磨难,不断战胜各种妖魔,包括自己的妄念与执着,最终得道成佛。美高无论遇到多大的挑战,从未退缩,保持乐观、豁达的心态,不断寻找新的解决方案。面对不断变化的市场,美高制定新的发展战略,在产品研发和创新投入大量资金与精力,最终产品获得多项国内与国际认证,远销 60 多个国家和地区。

In the process of practice, Wukong experienced many hardships, constantly defeated all kinds of demons, including his own delusion and obsession, and finally became a Buddha. No matter how severe the challenges are, MAXGE never backs down, maintains an optimistic and open-minded attitude, and constantly looks for new solutions. Facing the ever-changing market, MAXGE has formulated a new development strategy and invested a lot of money and energy in product research and development and innovation. Finally, MAXGE's products have obtained a number of domestic and international certifications and are exported to more than 60 countries and regions.

在佛教中,菩提寓意着智慧、觉悟,是修行者追求智慧与解脱的目标。激励人们发扬慈悲心和利他心,为他人带来福祉与帮助。在全球能源转型的背景下,美高洞察市场发展新趋势,积极践行可持续发展理念。研发优化能源管理和使用的电气设备,提供高效、可靠的新能源解决方案,为推动全球能源转型做出积极贡献。

In Buddhism, Bodhi means wisdom and enlightenment, and is the goal of practitioners pursuing wisdom and liberation. It inspires people to develop compassion and altruism to bring benefits and help to others. In the context of global energy transformation, MAXGE has insight into new trends in market development and actively practices the concept of sustainable development. MAXGE is committed to research and development of electrical equipment that can optimize energy management and use, provide efficient and reliable new energy solutions, and make positive contributions to promoting global energy transformation.



一动物：悟空 奋斗之身

One animal (Wukong)

The Spirit of Struggle

永不言败、自强不息 忠诚守信、厚德载物

- Keep going, never give up
- Strive continuously to strengthen oneself
- Be loyal and trustworthy
- Have ample virtue and accommodate all things

企业荣誉

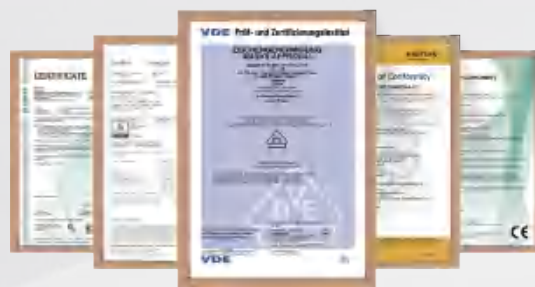
HONOR

全国低压电器标委会副主任委员

Vice Chairman of Circuit breakers and Similar Equipment for Household Use

发明实用新型专利超 100 项

OVER 100 Invention and utility model patents



浙江制造团体标准主导企业

Made in Zhejiang Group Standard Leading Enterprise



国家级专精特新“小巨人”企业

National Specialized and Sophisticated "Little Giant"

国家级标准制定企业

National Standard Setting Enterprise

国家级高新技术企业

National High-tech Enterprise

国家级CNAS 认可实验室

National CNAS certified laboratory

浙江省出口名牌

Provincial Export Brand

浙江省绿色工厂

Provincial Green factory

浙江省企业研究院

Zhejiang Enterprise Research Institute

浙江省高企研发中心

Provincial High-tech Enterprise R&D Center

浙江省企业技术中心

Provincial Enterprise Technology Center

浙江省知识产权示范企业

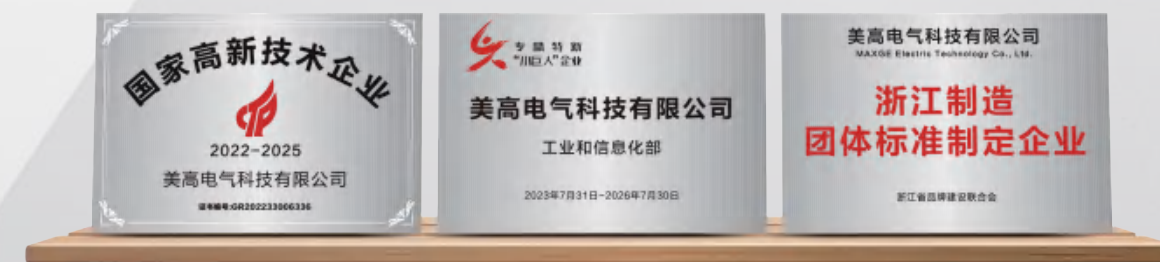
Provincial Intellectual Property Demonstration Enterprise

湖州市政府质量奖

Huzhou Government Quality Award

浙江省信用管理示范企业

Provincial Credit Management Demonstration Enterprise



System certification by **SGS**
ISO9001 ISO14001 ISO45001



数智制造

INTELLIGENT MANUFACTURE

■ 研发中心 / R & D CENTER



■ ACB生产线 / ACB AUTOMATIC WORKSHOP



■ MCCB生产车间 / MCCB AUTOMATIC WORKSHOP



数智制造 INTELLIGENT MANUFACTURE

■ RCBO生产车间 / RCBO AUTOMATIC WORKSHOP



■ MCB生产车间 / MCB AUTOMATIC WORKSHOP



■ RCCB生产车间 / RCCB AUTOMATIC WORKSHOP



数智制造

INTELLIGENT MANUFACTURE

■ 模具车间 / MOLD & TOOLING WORKSHOP



■ 注塑车间 / INJECTION MOLDING WORKSHOP



■ 冲制车间 / STAMPING WORKSHOP



数智制造

INTELLIGENT MANUFACTURE

■ 电磁脱扣器车间 / MAGNETIC RELAY WORKSHOP



■ 点焊车间 / SPOT WELDING WORKSHOP



■ 数字信息化车间 / DIGITAL INFORMATION WORKSHOP

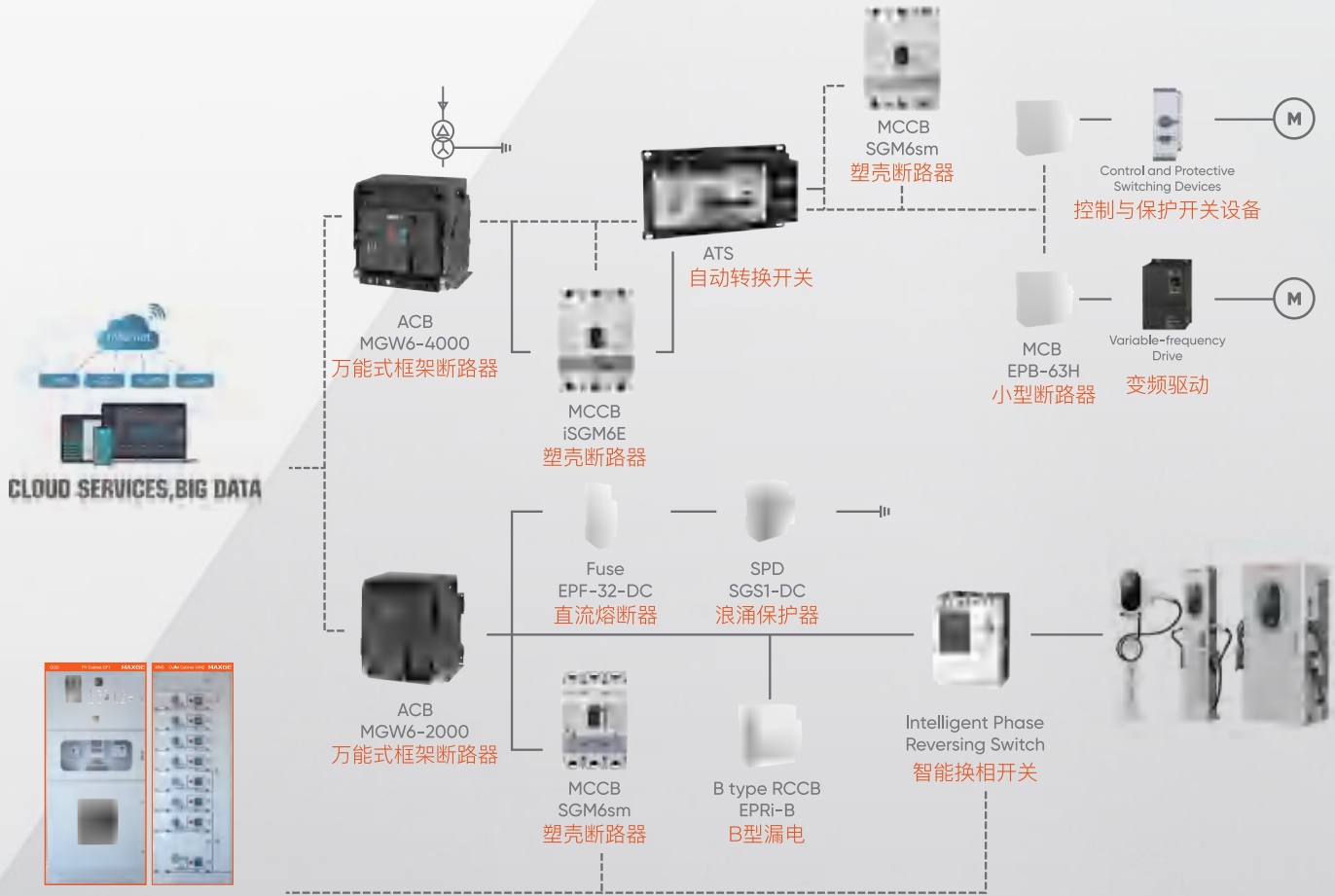


配电产品
DISTRIBUTION ELECTRIC



■ 万能式框架断路器 / ACB ■ 塑壳断路器 / MCCB

解决方案
SOLUTION



云平台
CLOUD PLATFORM

一级配电
LEVEL 1 DISTRIBUTION

二级配电
LEVEL 2 DISTRIBUTION

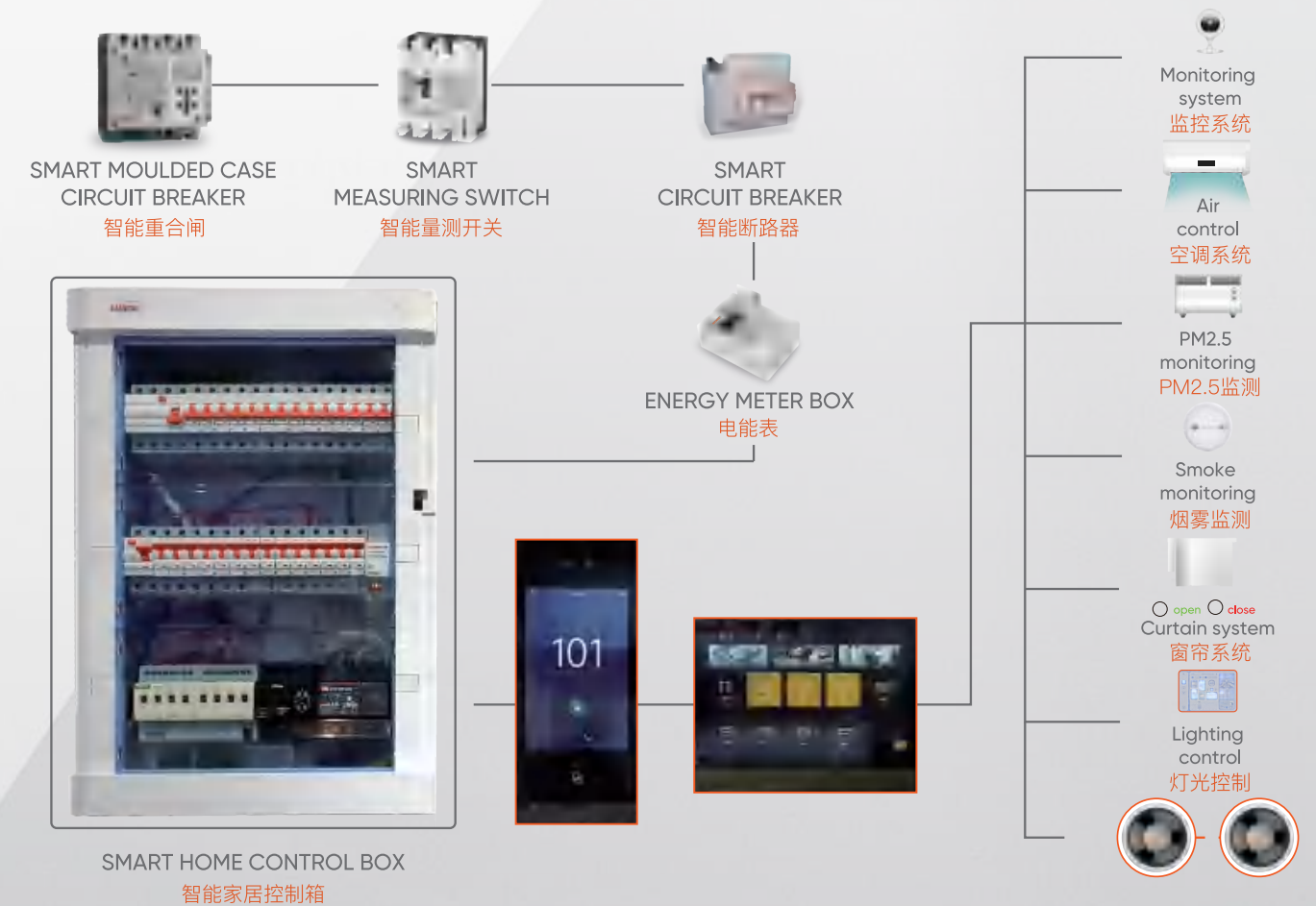
三级配电
LEVEL 3 DISTRIBUTION

终端产品 HOUSEHOLD PRODUCT



- 配电箱 / Distribution box
- 漏电保护器 / RCCB RCBO
- 电弧故障保护器 / AFDD
- 微型断路器 / MCB
- 隔离开关 / Isolator

解决方案 SOLUTION



工控产品

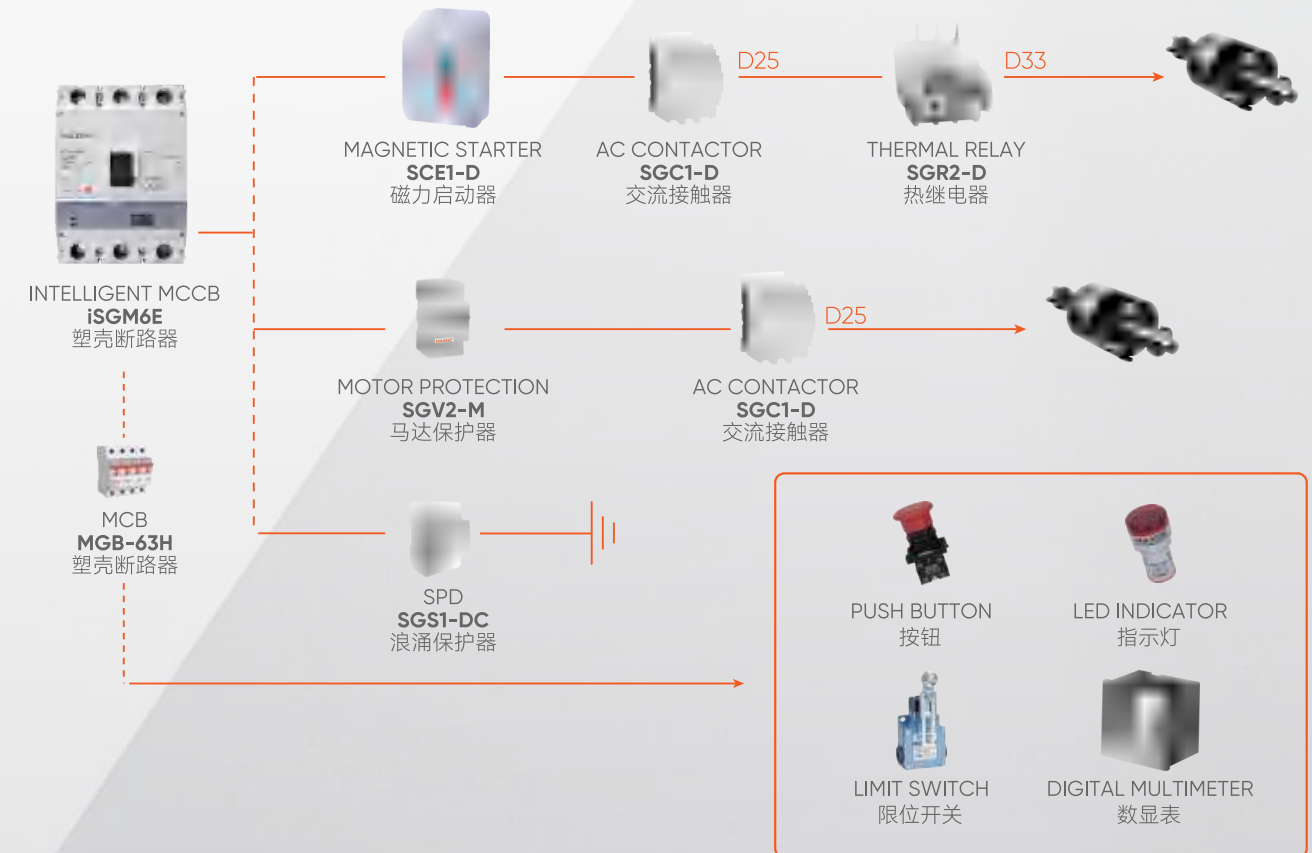
INDUSTRIAL PRODUCT



- 热继电器 / Thermal relay
- 熔断器 / Fuse
- 限位开关 / Limit Switches
- 马达保护器 / Motor protection
- 小型接触器 / Mini contactor
- 按钮&指示灯 / Push Button & LED Indicators
- 交流接触器 / AC Contactor
- 磁力启动器 / Magnetic Starter

解决方案

SOLUTION



MECHANICAL EQUIPMENT INDUSTRY SOLUTIONS

光伏产品

PHOTOVOLTAIC PRODUCT



■ 光伏汇流箱 / Combiner box

解决方案

SOLUTION

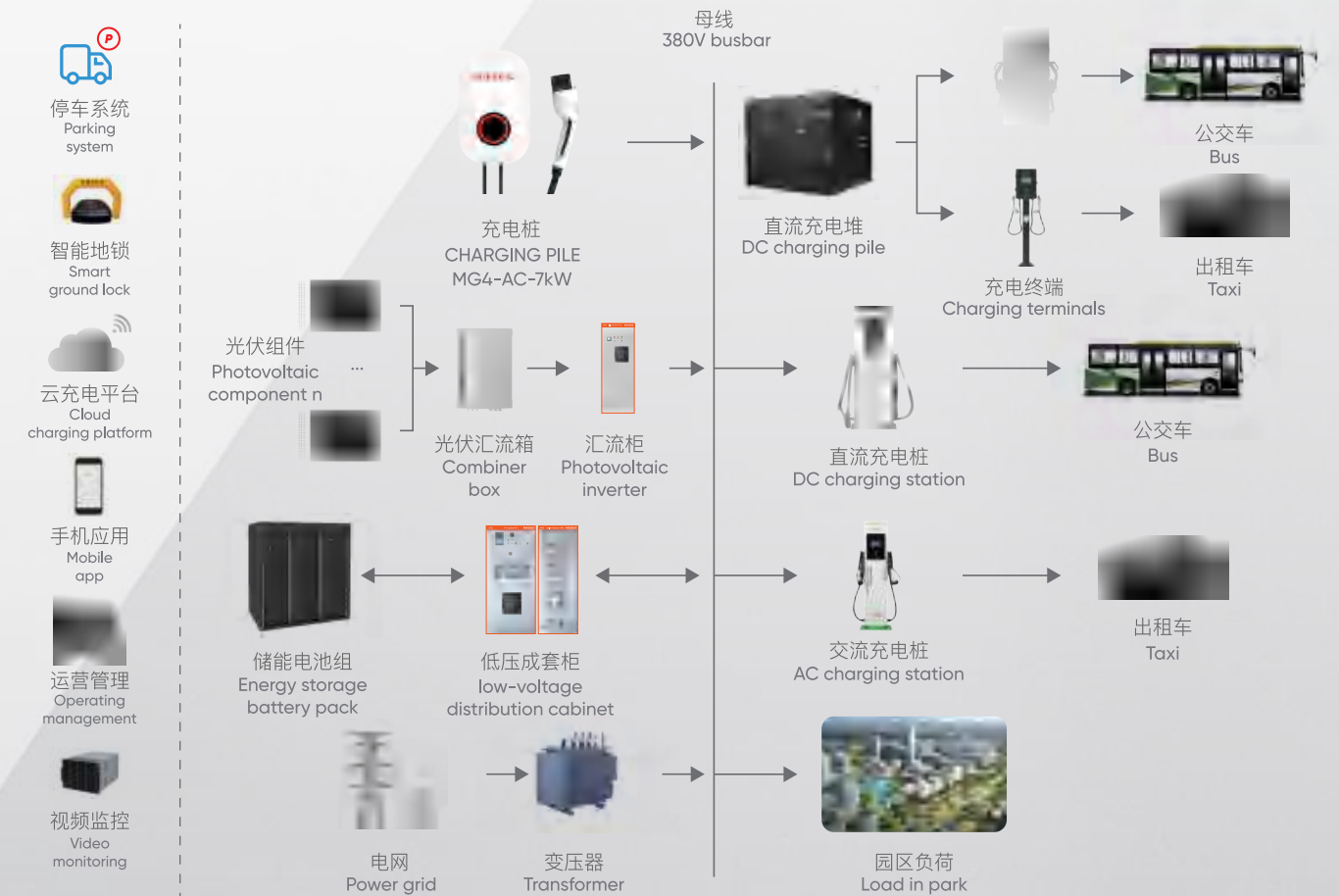


充电桩产品 CHARGING STATION



■ 便携式 / Portable ■ 壁挂式 / Wall-mounted ■ 集成式 / Integrated

解决方案 SOLUTION



政企关系

GOVERNMENT-ENTERPRISE

深度建立合作关系，获取行业发展趋势，有效推动产业转型升级。

To establish in-depth cooperative relationships, obtain industry development trends, and effectively promote industrial transformation and upgrading.



战略合作 COOPERATION

美高积极寻求战略合作伙伴，增强企业核心竞争力。

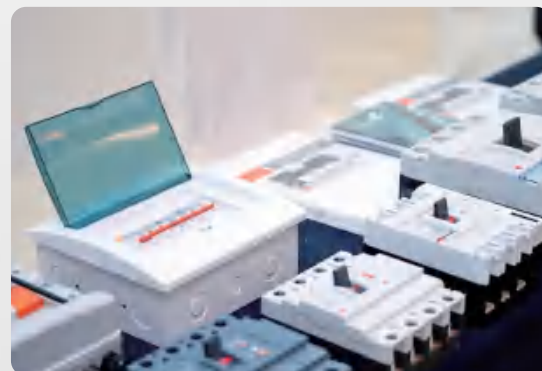
MAXGE actively seeks strategic partners to enhance the core competitiveness of the company.



行业亮相

INDUSTRY DEBUT

美高电气积极参加行业会议与业内展会，向世界展示中国智造实力。
MAXGE Electric actively participates in industry conferences and exhibitions to demonstrate China's intelligent manufacturing capabilities to the world.



美高慈善

COMMONWEAL



关爱员工 心怀故乡 守望相助 共创幸福

Caring for employees & cherishing hometown
Help each other & create happiness together

每年暑期，都有一大批孩子从家乡来到德清与父母团聚，为了使家长安心，小朋友们开心，公司每年都会开展“同享一片蓝天，共兴一方热土”小候鸟暑期公益课堂活动，该公益课堂自开办以来，得到员工的一致好评。

Every summer vacation, a large number of children come from their hometowns to Deqing to reunite with their parents. In order to make parents feel at ease and the children happy, the company carries out the "Share the blue sky and prosper together" Little Migratory Birds summer charity class activity every year. Since its inception, this charity class has been well received by employees.

成立美高电气鸿志公益基金

MAXGE Electric Hongzhi Charity Fund was established

“扶贫先扶智”，彭苏富先生，深知教育的重要性，为此特别设立了“美高鸿志公益基金”，依托基金会设立单项教育资金，帮助当地贫困学生和优秀学子。

“扶贫先送岗”，有稳定的就业，才会有稳定的收入。此次同心同行活动，我司特别带来了普工，仓管，质检等几十个工作岗位。

“助力先送暖”，彭苏富先生在临行前，特地去探望当地我司员工的家属，带上公司深切的慰问。

"Poverty alleviation first supports intelligence." Mr. Peng Sufu knows the importance of education. For this purpose, he specially established the "MAXGE Hongzhi Charity Fund" and relied on the foundation to set up individual education funds to help local poor students and outstanding students.

"Poverty alleviation first provides jobs." Only with stable employment can we have stable income. MAXGE specially brought dozens of jobs such as general workers, warehouse keeper, and quality inspector.

"Help comes first and warmth comes first." Before leaving, Mr. Peng Sufu made a special trip to visit the families of our local employees and brought the company's deepest condolences.

积极捐资幸福阜溪公益基金

Actively donate funds to the Happy Fuxi Charity Fund

早在2017年幸福阜溪公益基金成立之初，彭先生就代表公司认领了美高电气定向资助单项基金，定向奖励德清县秋山中心学校的优秀学生及优秀老师，定向资助德清县秋山中心学校的品学兼优但家庭困难的学生。

三年来，共资助了困难学生56位，表彰了品学兼优的学生461名和“双十佳”教师52位。

As early as 2017, when the Happy Fuxi Charity Fund was established, Mr. Peng initiated the **MAXGE Electric targeted funding** for individual funds on behalf of the company. Targeted rewards are given to outstanding students and teachers at Qiu Shan Central School in Deqing County, and targeted funding is given to students with excellent academic performance but poor family backgrounds at Qiu Shan Central School in Deqing County.

In the past three years, MAXGE Electric has funded a total of 56 needy students, commended 461 students with excellent academic performance and 52 "Top Ten" teachers.

一直以来，彭苏富先生认为公益慈善应是可持续发展的生态，不仅满足我们对爱和信仰的渴求，不只是为了帮助别人，更是让自己意识到世界需要我们的存在。正是这种大爱追求，美高电气科技有限公司全体员工在彭先生带领下，才会积极投身公益，实现守望相助，共创幸福与美好。

Mr. Peng Sufu has always believed that charity should be a sustainable development ecosystem, which not only satisfies our desire for love and faith, not only to help others, but also to make ourselves aware that the world needs our existence. It is this pursuit of great love that, under the leadership of Mr. Peng, all employees of MAXGE Electric are actively participate in public welfare, realize mutual help, and create happiness and goodness together.

