

SGS



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Website2

CONTACT US

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OPTICAL SHOP DISPLAY CATALOG



ABOUT US

Founded in 2000, ONI Shopfitting Ltd. is a leading manufacturer of retail store fixtures, commercial interior fitouts, and display furnitures in Guangzhou, China. With a team of over 200 employees and a 30,000-square-meter production facility, ONI utilizes advanced manufacturing equipments to produce over 300,000 sets of store fixtures annually, including counters, display shelvings, store joineries, restaurant dining tables, furnishings, and display cases designed for premium product showcases.

After years of dedicated R&D and production, the company has assembled a team of specialized technical personnel and product development experts. Leveraging a dynamic team across R&D, manufacturing, marketing, and after-sales service, we employ internationally advanced production processes and technologies. Mastering multiple rigorous inspection techniques to ensure product precision and quality, we have progressively evolved into a renowned modern integrated manufacturer of display cabinets, display racks, and related products in China.



25 Years
Over 25 years
experience



30,000 m²
More than 3000+
projects per years



220 +
With a team of over
200 employees



3000 +
30,000-square-meter
production facility

DEVELOPMENT HISTORY

• 2025-Strategic Expansion: ONI MENA Team Formed

In 2024, ONI established the ONI MENA Team, This strategic move enables us to better understand and serve the needs of clients in the Middle East and North Africa, marking a significant step in ONI's international expansion strategy.

• 2020-2023-Steady Growth: Serving Global Clients

From 2020 to 2023, we consistently exported high-quality fixtures and shopfitting solutions to clients across Europe, the Americas, the Middle East, and Southeast Asia, reinforcing long-term partnerships and expanding our global footprint.

• 2018-Major Leap: Fully Upgraded Factory

To meet growing global demand for quality and speed, we relocated in 2018 to a newly built, state-of-the-art facility of over 35,000 square meters, over 250 employees, This marked a major milestone in ONI's modernization and scaling efforts.

• 2016-Brand Elevation: ONI Headquarters Established

In 2016, ONI Shopfitting officially established its headquarters in Guangzhou, China. This move allowed us to integrate design, production, sales, and operations under one roof. It marked our evolution into a professional and internationally-oriented commercial environment solution provider.

• 2013-Capacity Expansion: Factory Growth

we significantly upgraded our production capabilities in 2013. The factory was expanded to 15,000 square meters and our workforce grew to 150 employees. We also improved our facilities and management systems.

• 2010-Creative Drive: Design Department Founded

ONI formed an independent Creative Design Team in 2010. This department focused on visual planning and product innovation for commercial spaces. It was a key milestone in our transformation from a traditional manufacturer to a design-driven enterprise.

• 2008-Foundation: Factory Established

In 2008, we established our first production facility covering 5,000 square meters and staffed with 25 skilled workers.

CERTIFICATE

 Quality Management System Certification

 Environmental management System certification

 Occupational Health Management System Certification

 Social responsibility review



Vision: To become the preferred supplier of retail display solutions for our customers.

INTRODUCTION

Company Culture

Our Mission

We exist to empower global retail brands with innovative, high-quality store fixtures that elevate their visual merchandising while optimizing costs and operational efficiency. As dedicated Store Fixture Specialist, we deliver tailored solutions that blend craftsmanship, technology, and sustainability to transform retail spaces into immersive retail brand experiences.

Corporate Vision

To become a global leader among the top 10 store fixture suppliers worldwide, recognized as the go-to partner for retailers seeking cutting-edge design, reliability, and value-driven innovation. We aspire to set industry benchmarks by redefining how retail environments are built, ensuring our clients thrive in an ever-evolving market.

Core Values

Serving customers people-oriented honest and pragmatic lean innovation



Business Philosophy

Treat People with Integrity Quality
is Supreme Profit from Trust

Customer

Customer satisfaction and success is the only measure of our work performance.

Staff

Implement an organizational system that develops from within, Select, promote and reward high-performing employees, Employees are the company's precious wealth, The improvement of staff quality and professional knowledge level is the growth of the company's wealth.

Products

Continuously innovative products are the trajectory of the company's development and product quality and service quality are the lifeblood of the company's development.

Product Brand

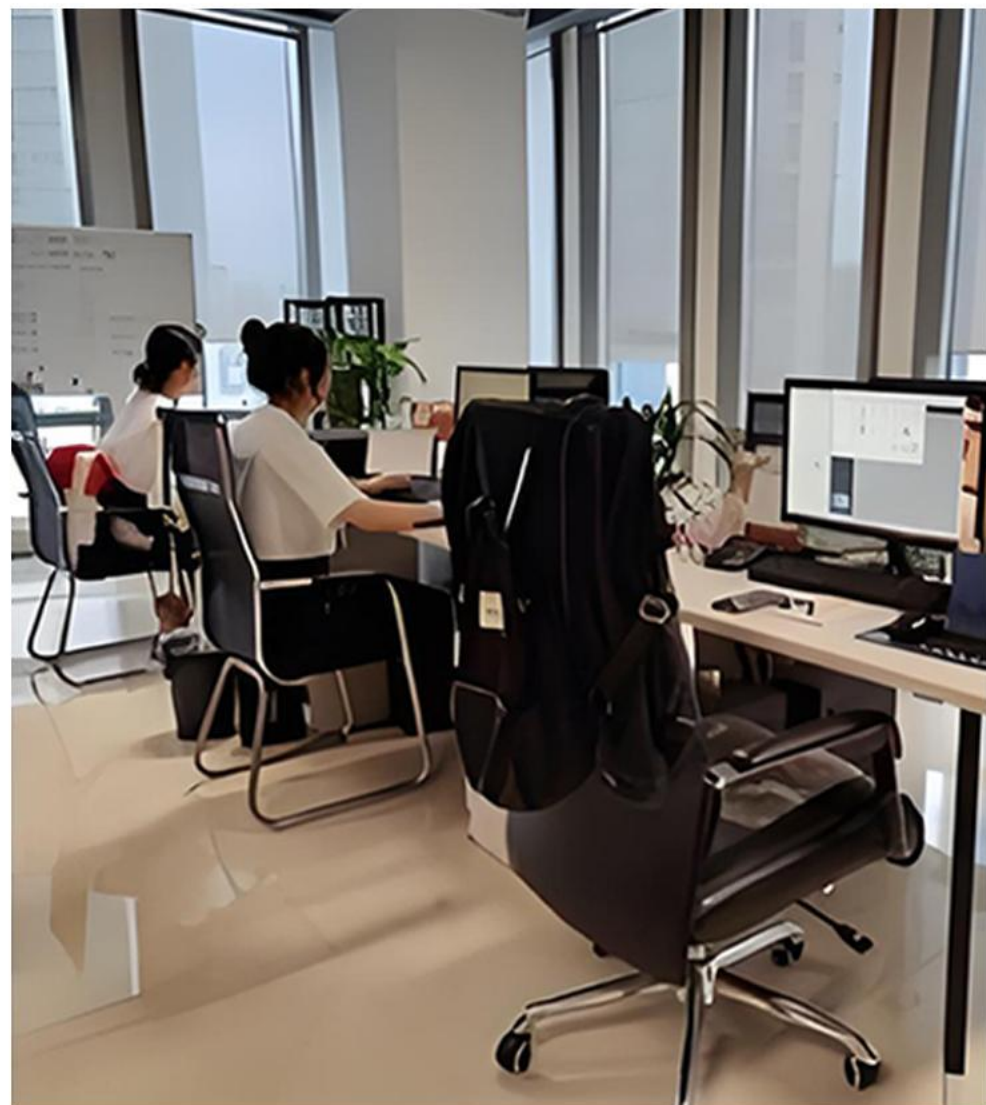
Establish a century-old great cause and build a century-old brand.

Market

Sincere cooperation win-win situation develop the most suitable market and strive for the largest share.



TEAM INTRODUCTION



OUR TEAM

OUR TEAM HARD WORKING
HIGHLY MOTIVATED AND EFFICIENT
AND REMAIN COMMITTED TO PROVIDE
THE BEST SERVICE.



PRODUCTION WORKSHOP/EQUIPMENT



Metal Processing



5 Spray Painting House



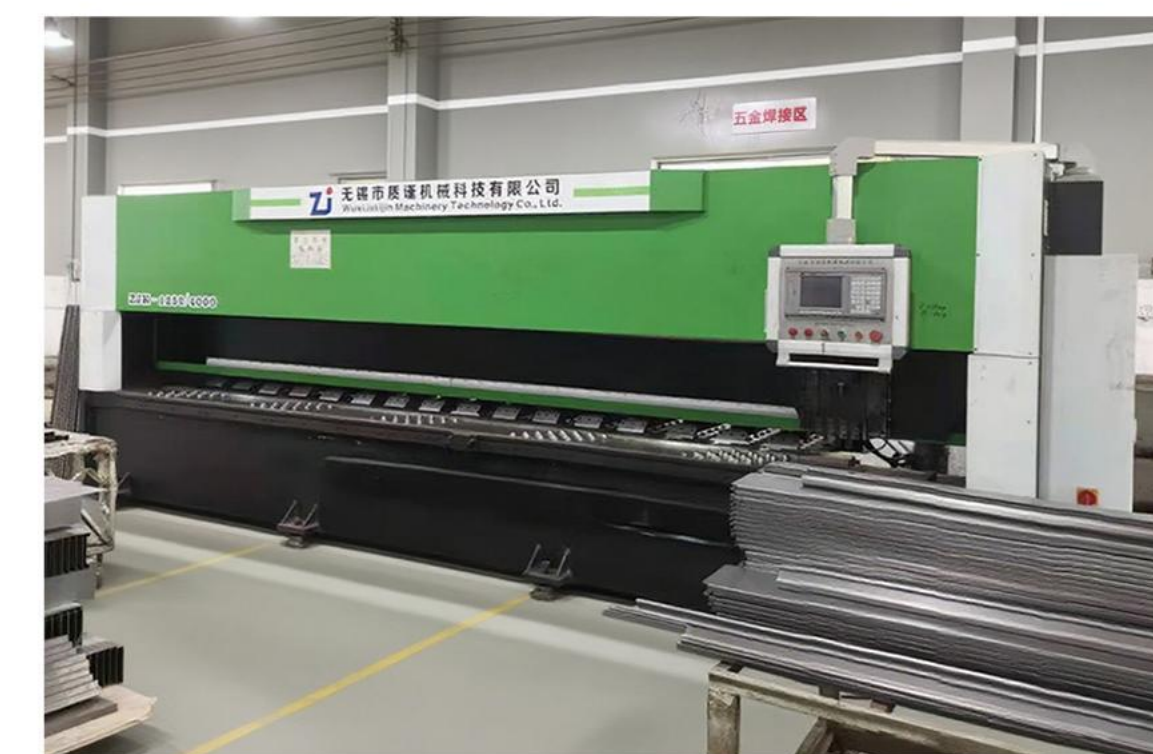
Sanding Production Line



Assemble Workshop



Metal Processing Machines



Joinery Workshop

SERVICE EXCELLENCE

With over 25 years of experience, we have developed unique insights into shop fittings & retailing trends. We like to engage with our clients. We will give initial advice and ideas on how to tackle a project more efficiently, eliminate unnecessary costs and meet tight deadlines.



Retail Shop Layout & Space Planning

- 1.Full spatial planning
- 2.Traffic flow optimization
- 3.Strategic display placement
- 4.Assembly instructions
- 5.3D visualization of layout



Technical Drawing Services

- 1.Electrical layout for display units
- 2.Detailed dimensional plans for contractors
- 3.Reflected ceiling and lighting integration
- 4.Retail design management drawings



Custom Shopfitting Design

- 1. Display solutions: shelving units, cabinets, counters,, display cases, window displays, visual merchandising elements, etc.
- 2.Utilize our extensive resources to customize your needs.

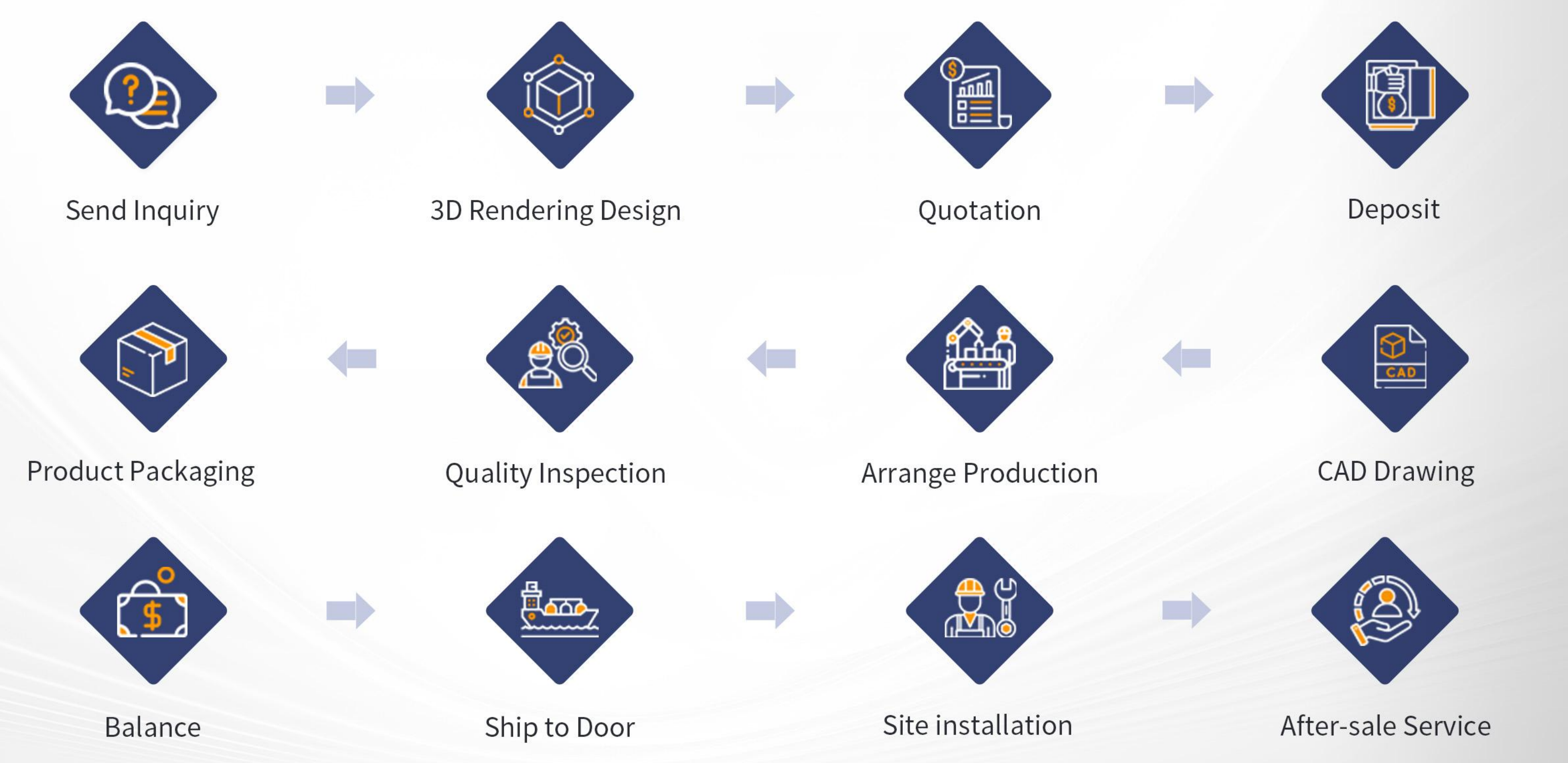


3D Rendering for Shop Interior Design

ONI Shopfitting Design specializes in transforming your project vision into reality through advanced color 3D rendering technology. This enables you to precisely preview the visual impact and spatial ambiance of your products before production begins.

PROJECT PROCESS

Throughout our collaboration, we will maintain close communication with our clients. Any questions or concerns will be promptly addressed to ensure the delivery of products that meet and exceed client expectations.



BUSINESS DISTRIBUTION

The selection by numerous renowned brands stands as a testament to the high recognition of ONI. We will continue to uphold the spirit of professionalism, innovation, and excellence, collaborating with more brands to present more spectacular store displays to the world, ensuring global consumers enjoy successful shopping experiences.

200+

Primary Export Regions

North America: United States, Canada, Mexico, etc.

Europe: United Kingdom, Germany, France, Italy, Switzerland, Sweden, etc.

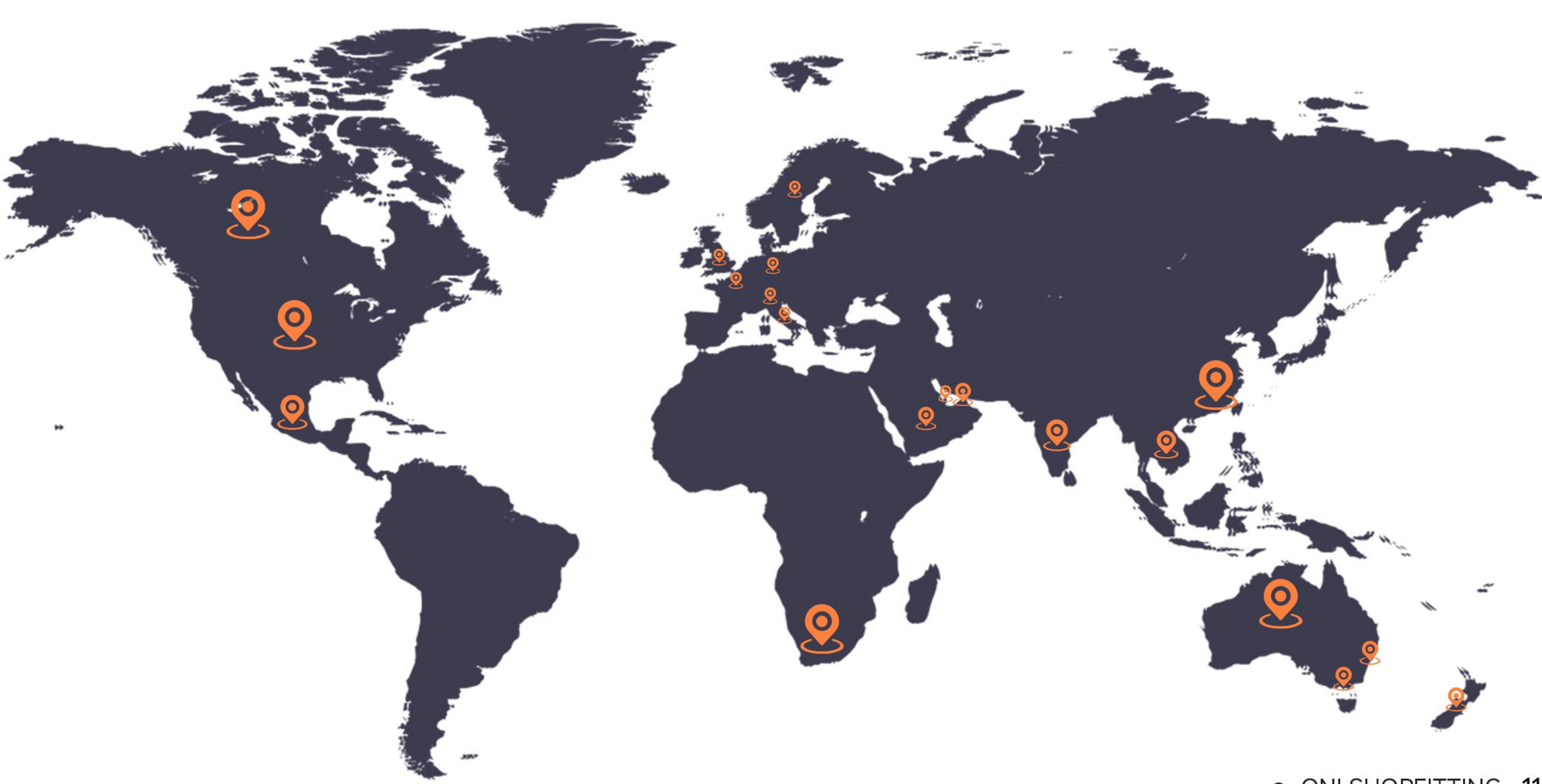
Southeast Asia: Thailand, India, etc.

Middle East: United Arab Emirates, Qatar, Saudi Arabia, Dubai, etc.

Oceania: Australia , Melbourne, Sydney), New Zealand, etc.

Africa: South Africa, etc.

As an international group, we operate two stores in Guangzhou and Hong Kong and have established a strategic alliance with Dubai, dedicated to serving customers worldwide. We consistently tailor our service solutions to the specific needs of different markets and countries, ensuring a successful shopping experience for global customers.



CUSTOMIZED SERVICES

One Stop Service

Employing top talent to create the highest quality, deliver the finest service, and reap the most substantial rewards.

Free Quotation

- 3D generated images - including at least 5 images from different angles.
- 360°Video for one space (add \$199 for second space, if necessary)
- Setting out drawings - Plan & Layout & Elevation
- Joinery Production Drawings



We will give initial advice and ideas about how to tackle a project more efficiently.



We analyze your demand and optimize your space layout to increase customer experience.



With a thorough understanding of the latest design trends, we create incredible designs to suit your space and brand.



Manufacturing at our fully equipped factory in China, we produce top quality fixtures.



We take care of all the logistics to provide you with worry-free, hassle-free delivery.



Our local team of professional installer guarantee customer satisfaction and offer maintenance services if needed.

Our Advantages

Independent R&D

There are more than 30 design and technology research and development talents, and more than 200 independent research and development products every year.

Production Capacity

Our manufacturing facility spans over 30,000 square meters, specializing in counters, display racks, retail joinery, and custom display cases designed for premium product showcases.

Lean Manufacturing

Exceptional quality management capabilities, implementing lean production practices, and certified under ISO quality systems.

Technical Expertise

Our core team brings over 25 years of production experience, driving advancements in intelligent automation technology.

The image shows a modern, minimalist eyewear store. The walls are white with vertical slats and feature large, circular, recessed display fixtures. These fixtures are filled with various styles of sunglasses. In the foreground, a round, light-colored wooden table holds a mannequin head wearing a pair of sunglasses, along with several other pairs of sunglasses displayed on small white stands. The ceiling is white with large, circular, recessed lighting fixtures. The floor is made of light-colored wood. The overall aesthetic is clean and contemporary.

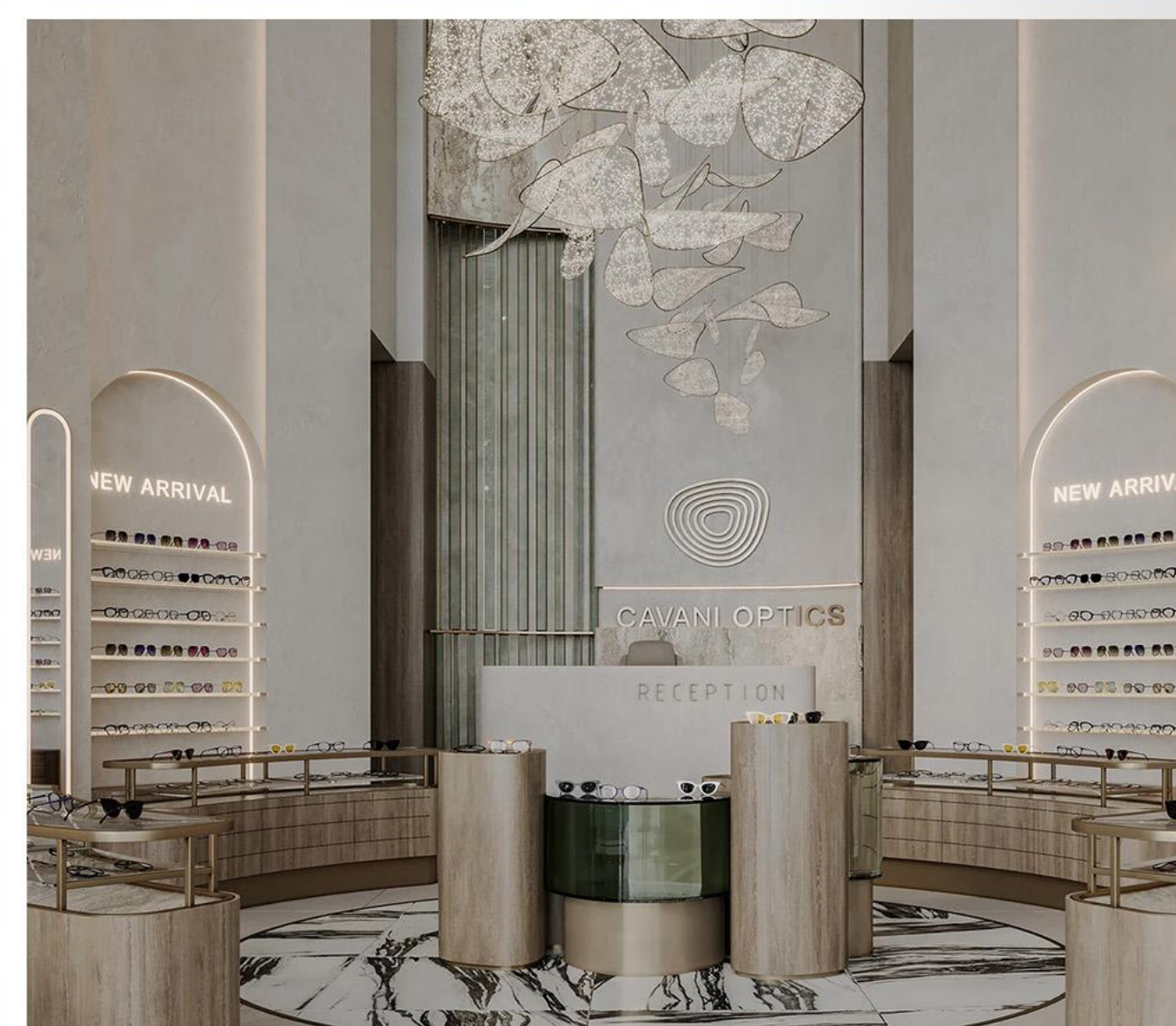
PROJECTS-RETAIL STORE FIXTURE OUR CASE

LENS LUXURY PAVILION

CASE SHOW

successful cases of
Optician's Shop

The display stands for glasses and the display facilities are carefully arranged. Various types of glasses from different brands are neatly displayed in their respective dedicated areas. Coupled with the elegant spatial design, each pair of glasses can fully showcase its unique style.



ARNO OPTIK

CASE SHOW

successful cases of
Optician's Shop



MINIMAL LENS· EYEWEAR SPACE

CASE SHOW

successful cases of
Optician's Shop

The display shelves for glasses and the lighting fixtures (golden chandeliers, track lights) are carefully coordinated. Various pairs of glasses are neatly arranged in the transparent dedicated display area, complemented by wooden elements and clean spatial lines. Each pair of glasses can fully showcase its exquisite texture.





FOREST LENS • NATURAL EYEWEAR AESTHETIC SPACE

CASE SHOW

successful cases of
Optician's Shop

The display cabinets and facilities for glasses have been meticulously planned. Various glasses are neatly arranged in dedicated display areas that combine a sense of order with artistic appeal. The areas are complemented by a fresh green-white color scheme and vibrant green plants, allowing each pair of glasses to naturally convey a unique aesthetic charm.



CASE SHOW

successful cases of
Optician's Shop



CASE SHOW

successful cases of
Optician's Shop

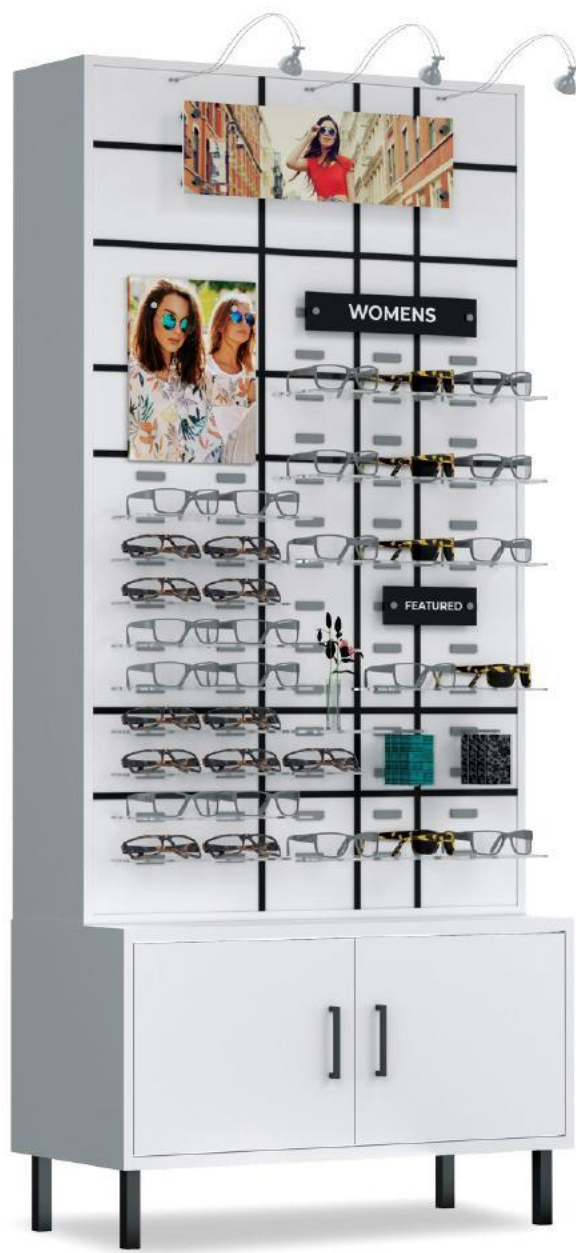


OPTICAL SHOP DISPLAY



EYEWEAR STORE DISPLAY RACK

Eyewear display stands meet all your needs with their unique charm, high frame density, ample storage space, and practical functionality.



Display Rack
LED-illuminated display cabinet with a light-colored full-door storage base and adjustable shelves



Display Rack
LED Light-Up Display Frame with 4-Drawer Storage Base



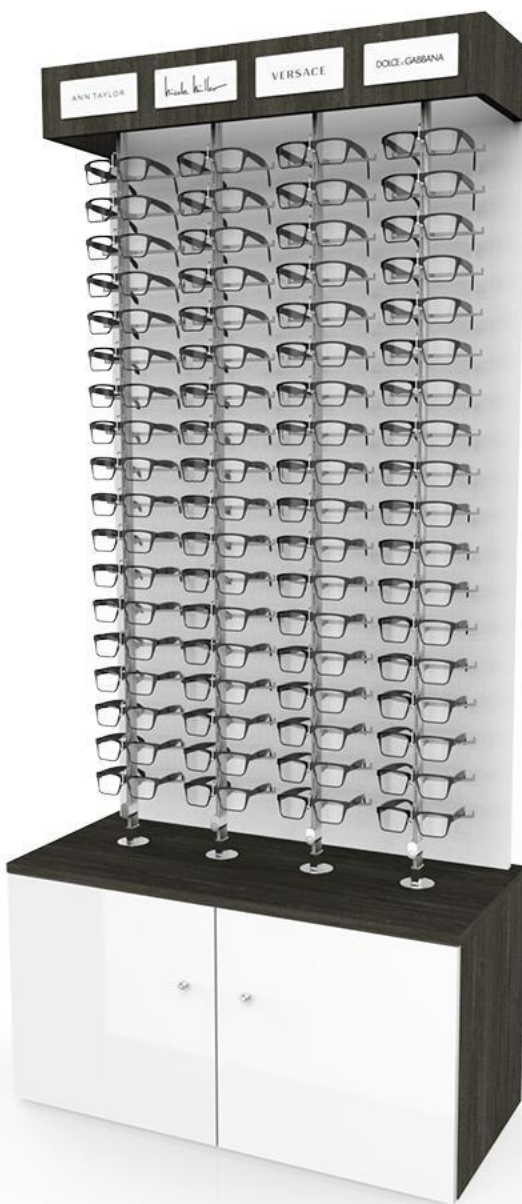
Display Rack
LED lighting display cabinet with glass safety doors and full-height storage base



Display Rack
LED-illuminated display cabinet with recessed frame, featuring glass safety doors and four drawer-style storage bases.



Display Rack
LED Lighting Low-Profile Frame Display



Display Rack
A display stand featuring 72 optical panels, enhanced with contrasting accents that add a modern touch while maintaining an elegant appearance.



Display Rack

White exterior with a bright white display panel. Multiple colors and wood grain patterns are available for selection.



Display Rack

The top and bottom brackets will securely fix the display stand to the wall.



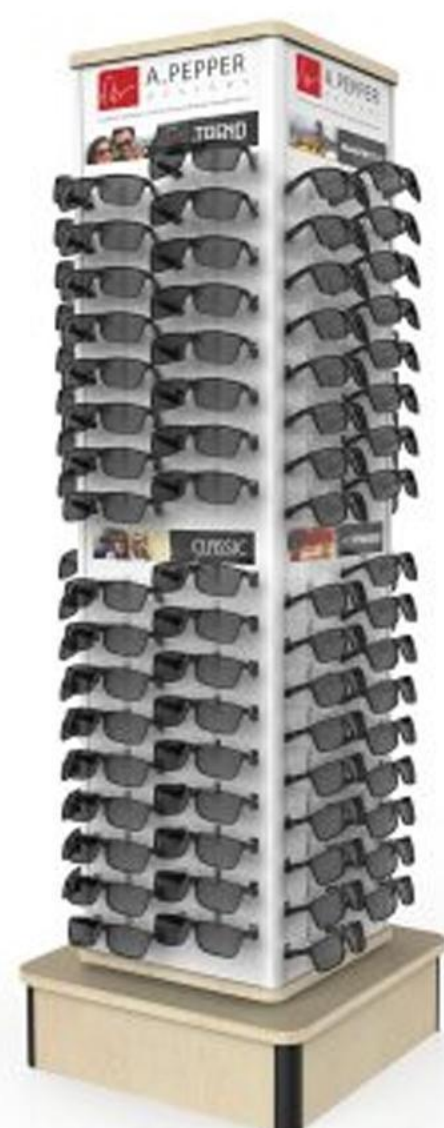
Display Rack

The device can accommodate up to 36 pairs, even the largest sunglasses frames.



Display Rack

This retail display stand for sunglasses is designed to seamlessly integrate functionality with visual appeal.



Display Rack

Wooden sunglasses display stand. The sunglasses are placed in front of the white display panel.



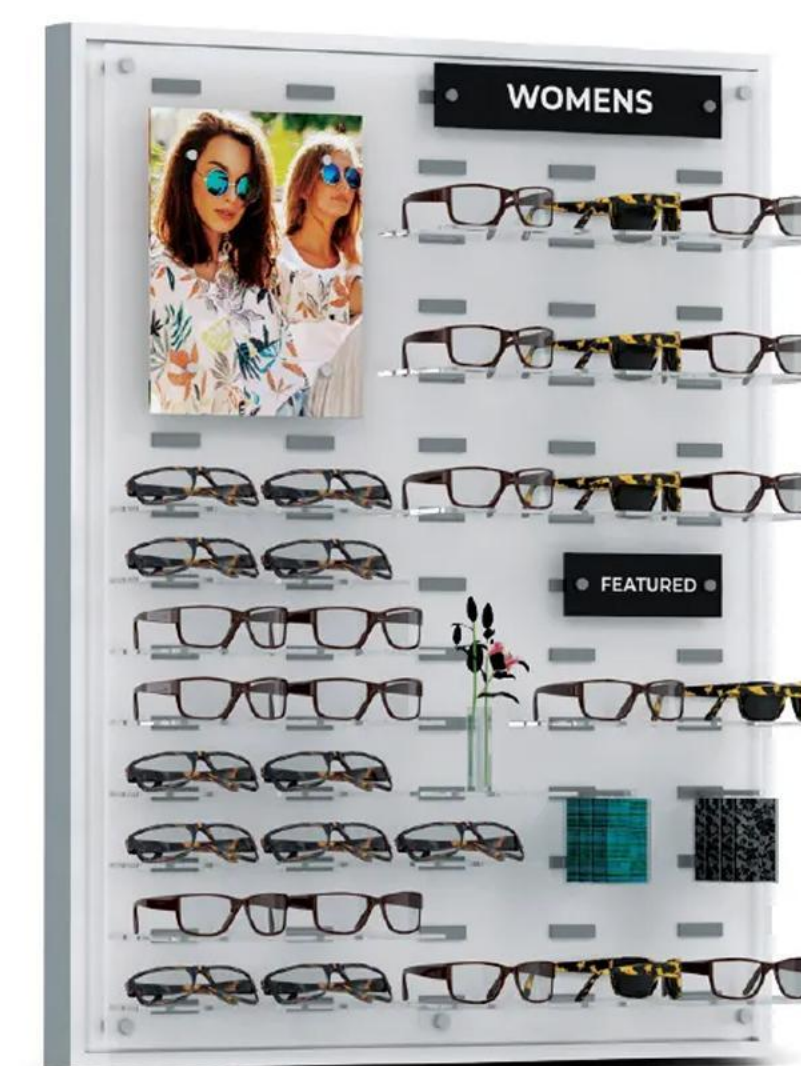
Display Rack

Sturdy and durable, with a striking appearance and a replaceable lamp head.



Display Rack

The wall panel display stand is available in 4 different sizes.



Display Rack

A display stand made of laminated Lucite wall panels



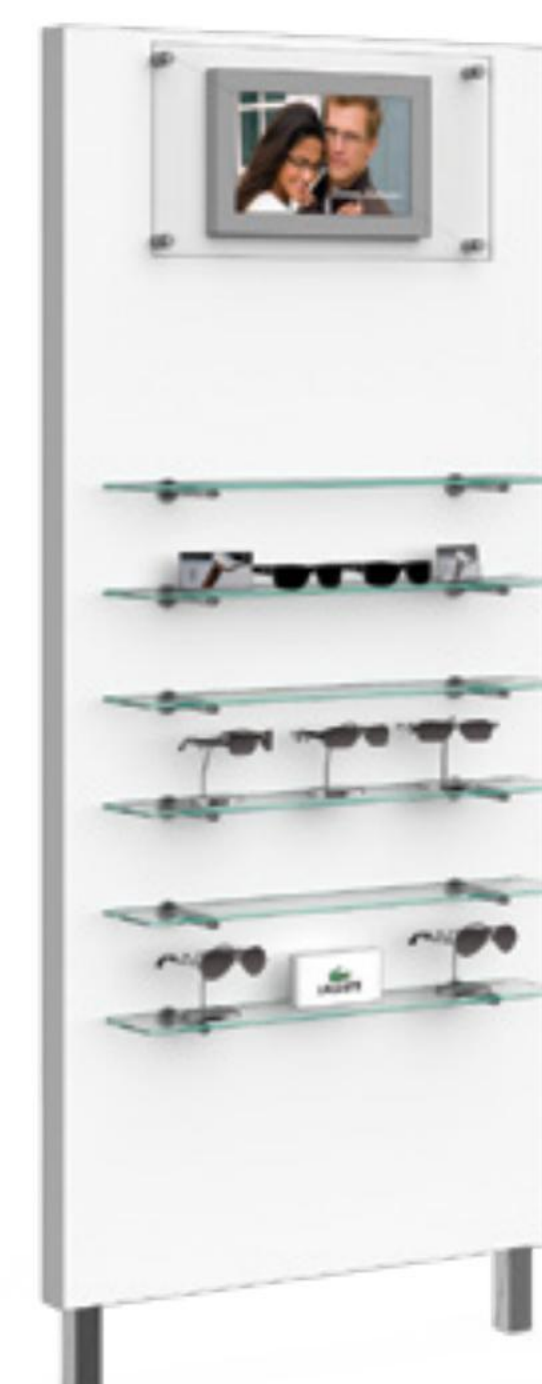
Display Rack

The base ensures smooth rotation of the device. It can accommodate up to 36 pairs of sunglasses.



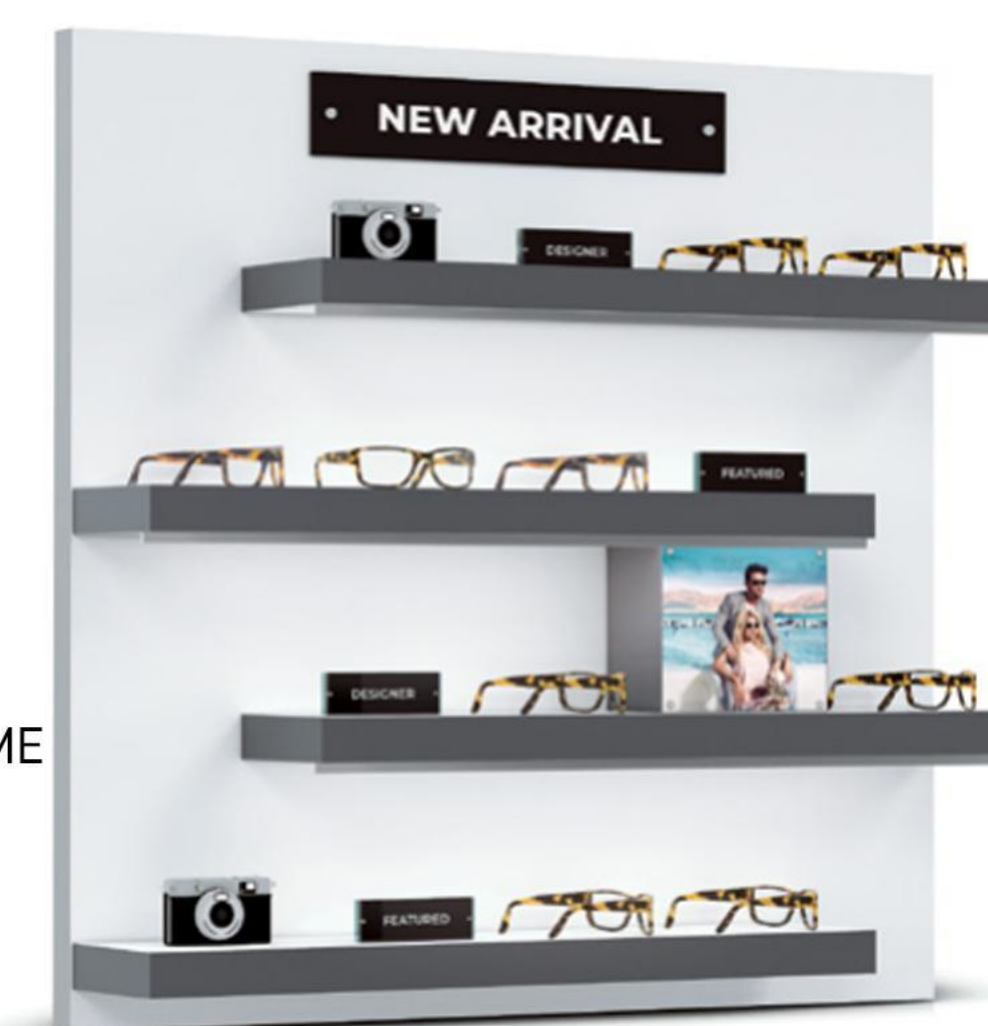
Display Rack

The design combines clean, modern lines with playful curves.



Display Rack

MODA GLASS SHELF FRAME
DISPLAYFrame display with glass shelves



Display Rack

Wall mounted frame display with 4 floating shelves and an acrylic signage



Display Rack

Custom eyeglass frames with transparent acrylic shelves deliver a seamless visual experience.



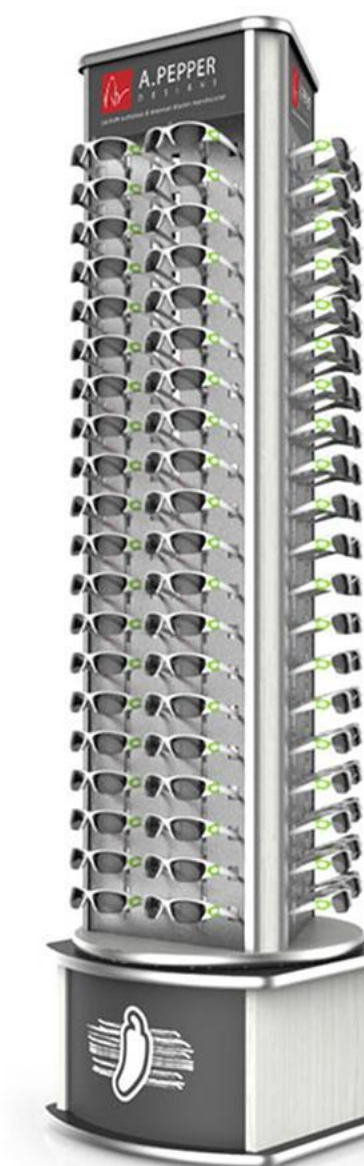
Display Rack

Custom eyeglass frames with transparent acrylic shelves deliver a seamless visual experience.



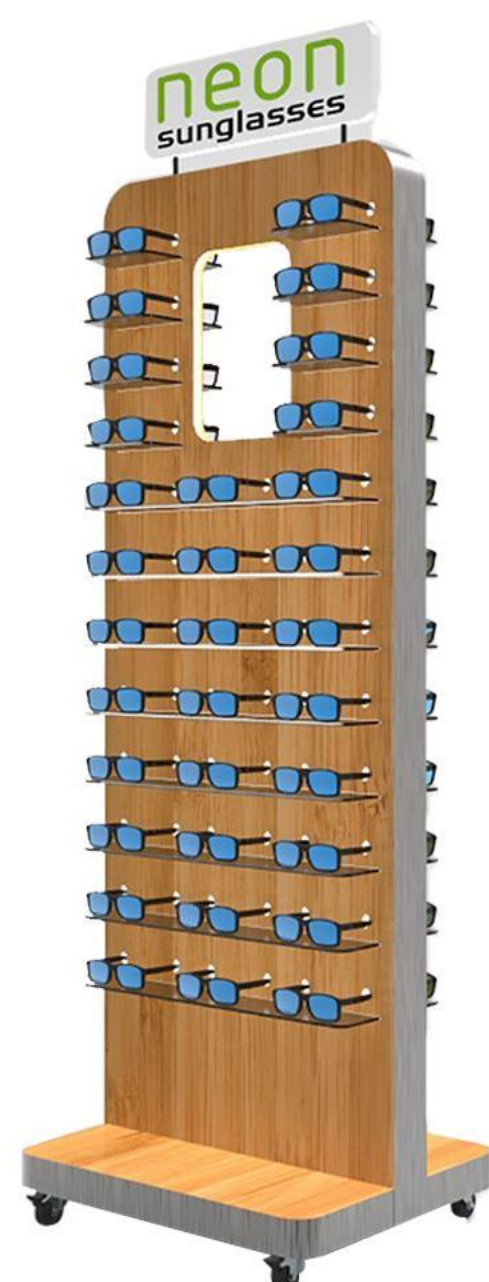
Display Rack

The rotating turntable at the top of the display stand allows consumers to easily browse both sides.



Display Rack

The display stand features a rotating top and an arched base.



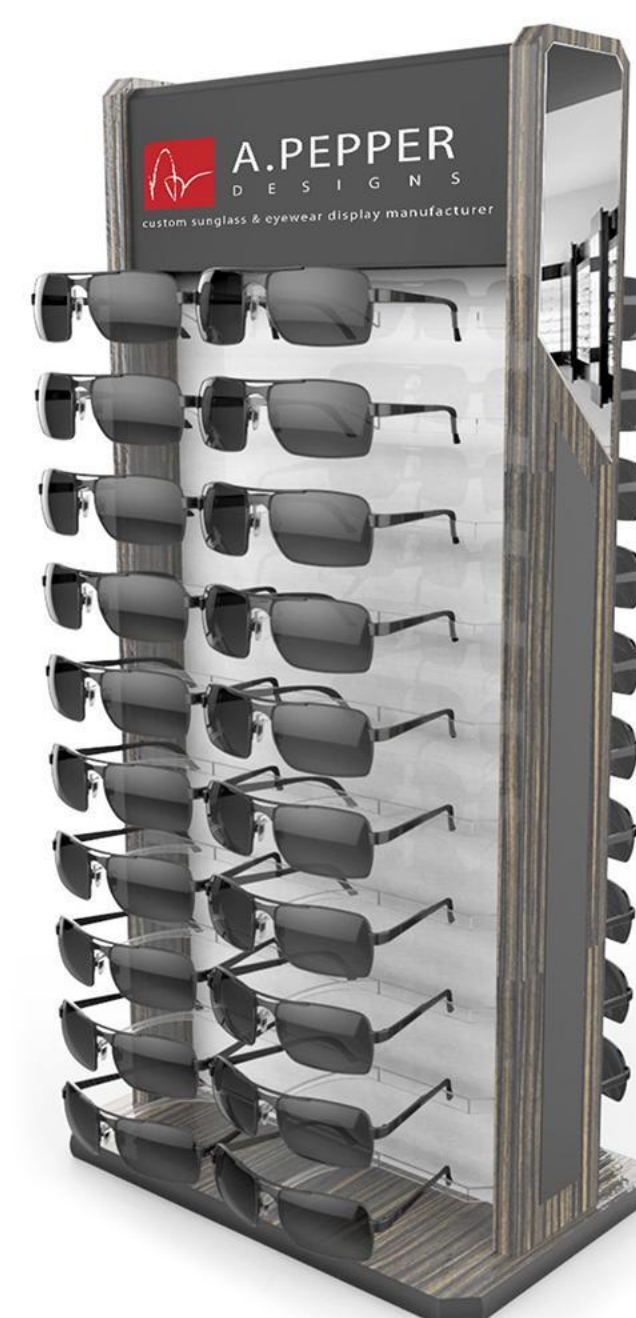
Display Rack

The sunglasses display stand is free-standing and mobile, allowing you to easily move it wherever you need. This protects your floors while offering convenient access.



Display Rack

Metal sunglasses display stand with rotating base—each side showcases your products.



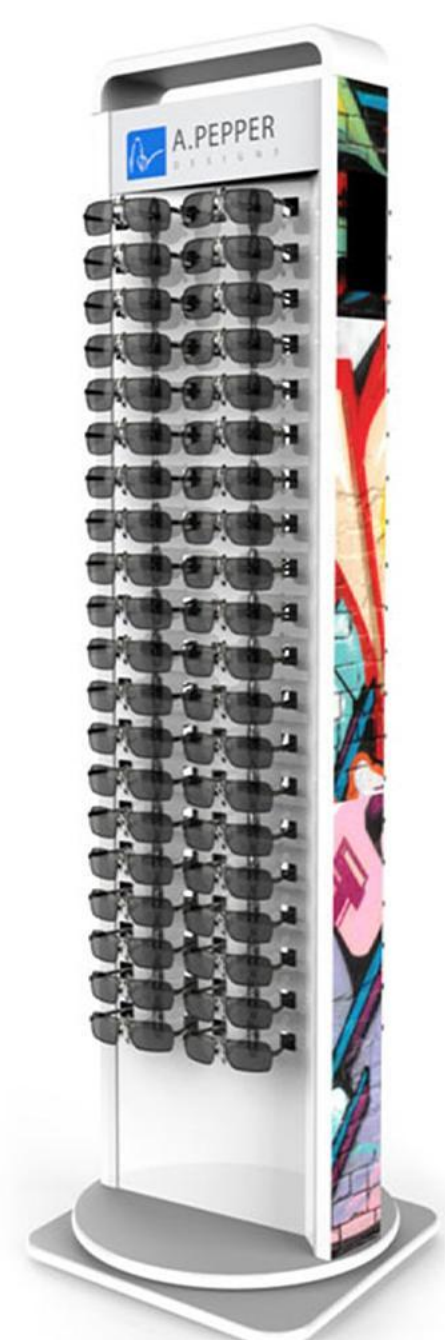
Display Rack

The crossbars at the top of both sides provide an excellent display space for your company's brand.



Display Rack

Featuring large-sized beams and bright white partitions, it provides a clean display space for your products and signage.



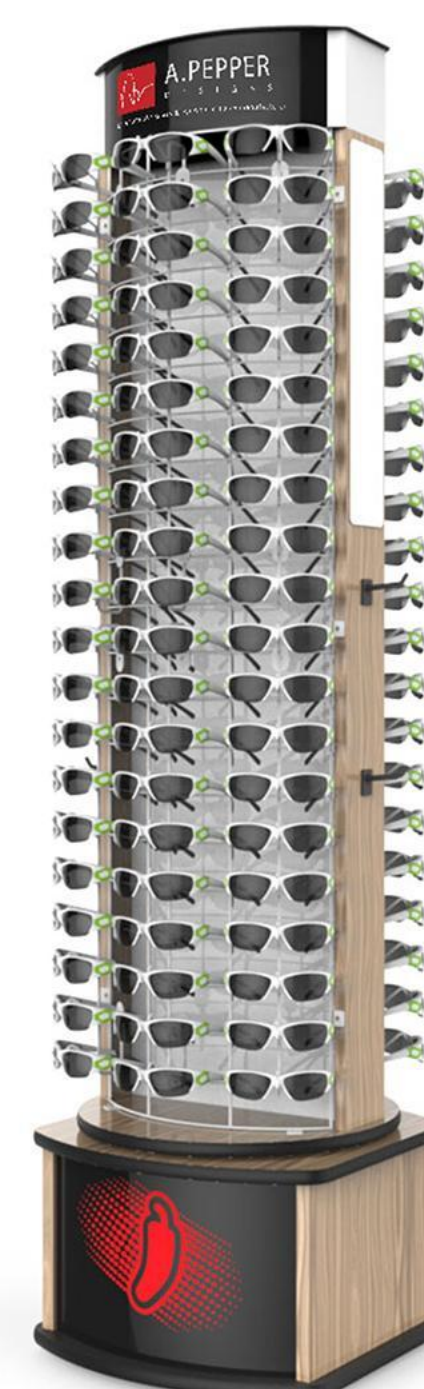
Display Rack

Features a removable cross for easy brand promotion. Large mirrors and optional accessory hooks can be added to the side rails.



Display Rack

Custom nose pad supports, the display stand also features a spacious storage base for holding spare inventory.



Display Rack

The top of the double-sided display stand rotates on its base, allowing customers to easily browse the frames.



Display Rack

Large mirrors are mounted on both side rails, with optional hooks available. The spacious storage area beneath the display stand allows for easy access to your merchandise.

EYEWEAR STORE DISPLAY STAND

The wooden display case and the transparent glass display facilities are carefully arranged. Various pairs of glasses are presented in an orderly manner within a dedicated area that combines a sense of order with artistic appeal. Each pair of glasses can fully showcase the trendy style.





EYEWEAR STORE DISPLAY CABINET

Eyewear display cabinets fully meet your needs with their distinctive charm, high-density frame design, ample storage space, and practical functionality.



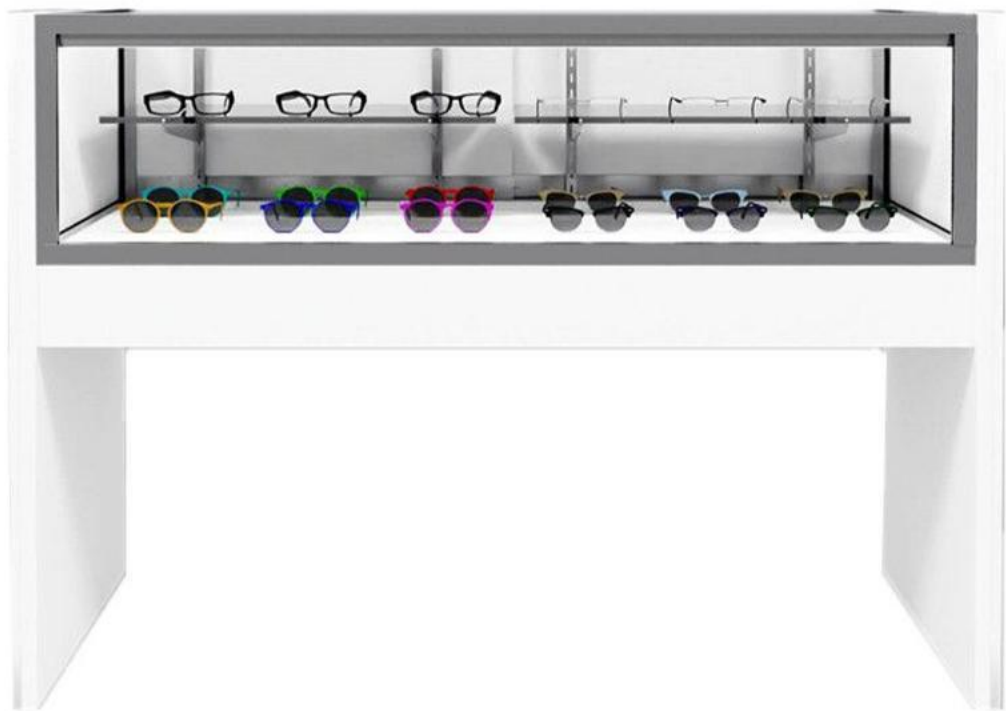
Display Cabinet

Display Tray Cabinet with Glass Countertop and Pull-Out Fabric Trays



Display Cabinet

Custom Eyewear Cabinet featuring interior LED lighting for enhanced luxury appeal



Display Cabinet

Ideal for retail eyewear stores



Display Cabinet

Semi-Visual Corner Display Unit for optical shop interior design



Display Cabinet

Retail Sunglasses Display Racks and Eyewear Showcases



Display Cabinet

Premium Stainless Steel Sunglasses Display Cabinet with Wooden Display Unit



EYEWEAR STORE DISPLAY TABLE

Eyewear display table fully meet your needs with their distinctive charm, high-density frame design, ample storage space, and practical functionality.



Display Table

Waterfall table available in varying widths and depths.



Display Table

Pedestal Table with 9 elevated stands and 5 removable clear acrylic Display Cubes.



Display Table

Communal Mmunal Table Wieh Frame Risers



Display Table

Freestanding unit with glass top showcase.



Display Table

Includes glass top and pullout fabric trays.



Display Table

Glass top frame tray showcase storage base

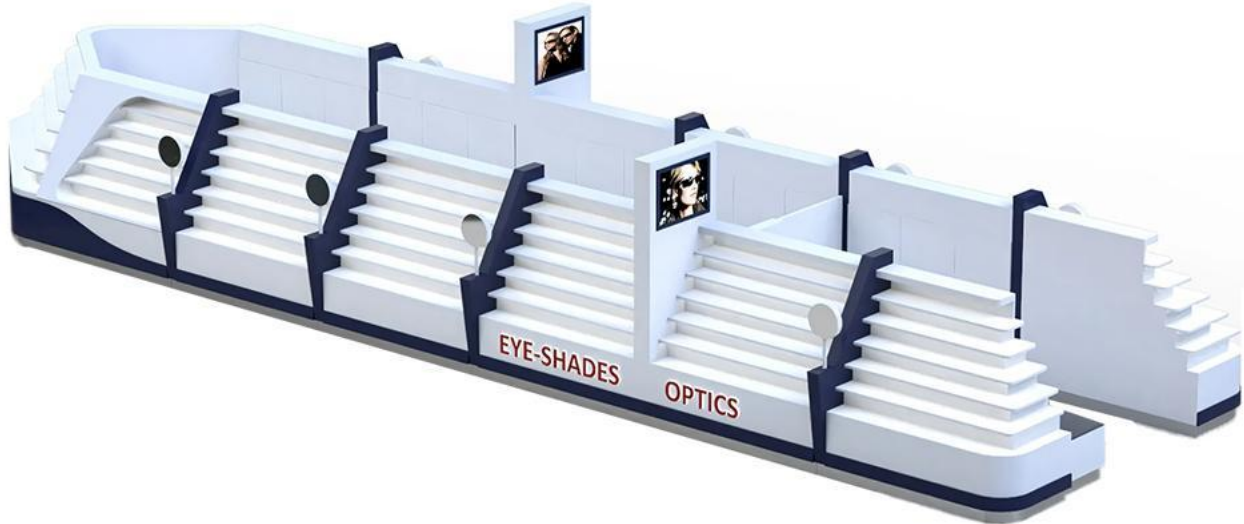


SUNGLASSES DISPLAY KIOSK



Sunglasses Kiosk in Shopping Mall

Eyewear store kiosk



Boat-Shaped Sunglasses Display Kiosk

Eyewear store kiosk



The Ultimate Eyewear Kiosk Experience!

Eyewear store kiosk



Mini Wooden Sunglasses Kiosk

Eyewear store kiosk



Sunglasses Display Kiosk

Eyewear store kiosk



Luxury Sunglasses Kiosk

Eyewear store kiosk

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OPTICAL SHOP FIXTURE

**Start your
Customized Plan**

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