BETLY

COMPANY PROFILE · 2026

Engineering-led PCBA services for *industrial electronics*

BOM & DFM review | Component sourcing
Assembly at our partner factory in Shenzhen

SMT lines 1–3 at our partner factory in Shenzhen

One contact. Engineering *attention*.



SMT placement, material and inspection areas at the partner factory

Shenzhen partner-factory assembly for practical industrial electronics projects.

OUR ROLE

Betly Technology (HK) Limited is a Hong Kong-registered PCBA service company. We coordinate DFM review, BOM optimization and alternate-part sourcing, with assembly at our partner factory in Bao'an, Shenzhen.

OUR APPROACH

First projects begin with clear requirements, component-risk visibility and direct communication. As a new company, we keep first projects low-risk. NDA available on request. Factory visits and video tours are available on request.

FOUNDER

Cindy He | Founder
13+ years in manufacturing export, including PCBA.

LINKEDIN.COM/IN/BETLYCINDY-PCBA

From BOM review to first build

Clear assumptions, component-level lead-time visibility and approved alternatives.

01

BOM & Gerber review

Free initial review within 2 business days: obvious DFM concerns, long-lead parts and possible alternates.

02

Lead-time assessment

Identify components driving the schedule and sourcing options for customer review.

03

Quotation

Target quote within 3 business days of a complete, usable project package. Assumptions and lead-time risks are listed.

04

Build & inspection

Typical production takes 5–7 business days after materials arrive, subject to complexity and capacity; special projects are confirmed per project. First-article inspection records are kept for every first build and shared on request.

PROJECT RANGE

Quantities from single prototypes to production runs are quoted per project.

APPROVAL CONTROL

No component substitution is implemented without written customer approval.

MATERIAL LEAD TIMES

In-stock components typically take 2–3 business days to source; long-lead parts often take 4–6 weeks. The schedule is confirmed after BOM review, and special projects are confirmed per project. Substitutions require written customer approval.

Manufacturing at our partner factory

Assembly and inspection processes at our partner factory in Shenzhen.



SMT lines 1–3 pictured; five SMT lines reported in total



Wave soldering and through-hole assembly area



Component kitting room with access control

5 SMT lines

Lead-free reflow | Wave soldering | Manual THT

Our partner factory operates five SMT lines with lead-free reflow soldering. It also supports wave soldering, manual through-hole insertion and hand soldering.

Quality checks you can see

Inspection coverage is defined per product in an agreed test plan.



First-article inspection and X-ray area at the partner factory

SPI

Solder paste inspection

AOI

Optical inspection

X-ray

Hidden solder-joint inspection

First-article

Initial build verification

FCT

Functional testing when agreed

Aging

Available where required

RoHS / REACH declarations and record-retention details on request. First-article inspection records are provided for every first build; factory visits and video tours are available.

Industrial electronics *applications*

We assess each project against BOM, assembly, test and quality requirements.

01 Robotics & Automation

Motion-control boards, actuator interfaces and industrial controllers.

02 Sensors & Industrial IoT

Monitoring, sensing, data acquisition and connected industrial hardware.

03 Embedded vision & edge electronics

Boards supporting camera and edge-processing systems.



Lead-free reflow soldering lines at the partner factory

Other industrial electronics projects: send us the details and we will assess fit.

Programs requiring ISO 13485, IATF 16949 or AS9100 certification are not currently offered.

Send us your BOM and *Gerbers.*

A complete technical package helps us quote with realistic sourcing assumptions.

FREE INITIAL BOM REVIEW

Obvious DFM concerns, long-lead parts and possible alternates.

CINDY HE | FOUNDER

WITHIN 2 BUSINESS DAYS

07 / 07

WHAT TO SEND

BOM and Gerber files

Assembly drawings and estimated build quantity

Test requirements and pick-and-place data where available

Approved vendor list and restricted components

Desired delivery window

SUPPORT AFTER DELIVERY

One Betly contact handles questions and issues. We target a response within one business day and coordinate investigation with our partner factory. Warranty and remedies are specified in writing per project.

SCHEDULE TRANSPARENCY

We flag long-lead components and share schedule assumptions. No component substitution is implemented without your written approval. Quotation target: 3 business days after a complete, usable project package.

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