

Brief Introduction

Maxel Industries was established in 1999 as a manufacturing concern. We have our own plant in Tangxia, Dongguan, that is specialised in the production of state-of-the-art aluminium fishing reels. Because of the need for diversification and clients' requirements, a marketing branch was set up in 2001 and since then we have been providing a comprehensive range of fishing tackles. Besides, we also invest extensively in toolings for fishing reels, fishing lures and other products. We co-operate with leading makers in the industry for OEM manufacturing of fishing tackles in general.

The purchasing team of Maxel has over ten years' experience in the merchandising and servicing of fishing tackles. We are very well connected in the industry, that which allows us to enjoy smooth working relationships with partners and bring our expertise to bear, so that our clients can benefit from superior quality, best possible prices and on time delivery.

Knowing that diversity and innovation are important for success in the industry especially for medium to small practitioners, we have a team of designers and product development specialists to cater to their needs. We have a track record in coming up with new concepts, and bringing new and exciting products onto the market.

Our company name Maxel denotes maximum vitality, and our logo symbolises openness and prosperity.

So let us be your partner, whatever your fishing needs!!!