

Transformation of Oncor Christmas Trees

Oncor Christmas trees used to be the cheapest artificial Christmas trees for the past few decades in the worldwide market since we established our first manufacturing plant in China.

In 1980, our average wages were around RMB40 per month per worker. After 4 decades, we are paying average wages around RMB8,000 per month per artisan.

Since 2005, we have started to reshape our corporate culture by adopting the triple bottom line: People, Planet, Profit. Our original product life was between 5 to 10 years, and we now use the best quality 100% recycled PVC plastic materials and tree parts, to improve our product life to between 30 to 50 years.

We also endure our unique transformation journey through all the hardships, by transforming Oncor brand from the world's cheapest Christmas trees to the world's most expensive and top quality trees in 20 years. We believe that this is the first manufacturer brand's transformation in the human history, from the cheapest to the most expensive, top quality products.

By 2018, the original world's 8 largest Christmas tree factories, except Oncor (3rd largest), had all been closed down, and Oncor finally becomes the World's oldest Christmas tree factory.

The just cause of our company is to build a better world in which people can embrace using Recycled materials more often, Reuse products with longer product lives, and continuously Reduce daily waste, thereby making our planet a better place.

The aspiration of Oncor colleagues is to take root in China for lasting at least 200 to 300 years. We consider success as a result of a sustainable and mutually beneficial business relationship for at least decades, and ideally centuries.

5 Unique Advantages

1 The Top-Quality Christmas Trees

Since 2005, Oncor starts to reshape corporate culture by adopting the triple bottom line: People, Planet, Profit. We endure unique transformation journey through all hardships, by transforming from the world's cheapest trees to the world's most expensive and top quality trees in 20 years.

2 The Most Eco-Friendly Product Worldwide

Oncor brand is rated by international sustainability experts: "Oncor recycled Christmas trees are the most eco-friendly products available in the worldwide market."

3 The Longest Product-Life Christmas Trees

By using the best quality Recycled PVC plastic materials and tree parts, Oncor trees have a world-leading product life of 30 to 50 years or more. Our eco-friendly, disciplined, engaged, and happy artisans are well-trained to hand-make each Oncor tree to a fine art of Christmas tree.

4 Lowest Annual Usage Cost for Consumers

The usage cost of Oncor trees is the lowest in comparison to other artificial Christmas trees, for example:

Other cheap tree retails at \$30
with product life of 5 years = \$6/year

Oncor Basic tree retails at \$60
with product life of 30 years = \$2/year

Other good tree retails at \$90
with product life of 10 years = \$9/year

Oncor Luxury retails at \$200
with product life of 50 years = \$4/year

5 Bring-In The Highest Traffic for Retail Outlets

We creatively supply many free trees to our channel partners for testing unexplored niche market every year. This enables partners to display brand-new trees in their outlets. It helps bring the highest traffic of new consumers, because friends shared photos of Oncor trees to them. Once these new consumers visited the outlet, they usually come back to shop other products as well.