

AXIAL FLUX MOTOR

FACTORY MANUFACTURING

HIGH EFFICIENCY



MAXVEER
SHENZHEN MAXVEER AUTOMATION CO.



ABOUT FENDA

Founded in 1993, Shenzhen Fenda Technology is a global pioneer in industrial production. Across our 4 campuses and 192 assembly lines, Fenda Technology is relentlessly pursuing technological innovation, striving to redefine and reshape the future of manufacturing.



430000M²

Shenzhen Industrial Park



370000M²

Dongguan Industrial Park



227200M²

Zhuhai Industrial Park



4062M²

Vietnam Industrial Park

FENDA BACKGROUND



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R&D CAPABILITY



1,000+

By the end of 2024,
Fenda and its major sub-
sidiaries held 1,184 valid
patents and copyrights.



5.51%

2024 R&D investment as percentage of revenue.



2,000+

Concurrent research projects reached 2,000+ items.





BUSINESS PARTNERS

DECATHLON



MEGVI 旷视

CREATIVE®

wahoo



CEM 华盛昌

Haier



Walmart



keep

Hisense

amazon

TCL

GREE

**orangetheory®
FITNESS**



PHILIPS

阿里巴巴

Yandex



HEALBE



Helen of Troy

harman/kardon

**CHI® FAROUK
CHI' BIOSILK®**

logitech

TESCOM



OVER 32 YEARS OF
MANUFACTURING EXCELLENCE

RIGOROUS QUALITY
INSPECTION

WELL-ESTABLISHED
SUPPLY CHAIN



WHO WE ARE ?

MAXVEER is a holding subsidiary of Shenzhen Fenda Technology. The company's R&D team possesses over 20 years of design experience in the field of new material high-efficiency energy-saving motors, and owns core technologies including independent rare-earth permanent magnet high-efficiency motor technology and control algorithms.



ELECTRIC MOTORS
CONVERT MORE THAN 45%
OF THE WORLD'S ELECTRICITY

BY 2040, THE NUMBER OF
ELECTRIC MOTORS IN THE
WORLD WILL DOUBLE

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INNOVATION IN DESIGN

Nanocomposite Stator Core

Axial Pancake Design

Full Submergibility



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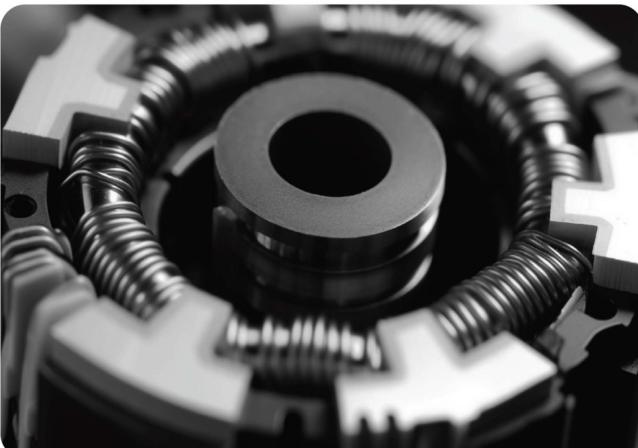


NANOCOMPOSITE TECHNOLOGY

Features:

The motor uses nano-technology-based rare earth composite materials, replacing traditional steel laminates in motors, thereby improving motor efficiency.

The core and windings of a traditional motor



Advantages:

Nano-materials have characteristics such as no hysteresis loss, **no iron loss, no noise, high magnetic permeability, and excellent heat dissipation**, which effectively eliminate magnetic hysteresis losses and enhance motor efficiency.

Up to 80% reduction in mass and weight.

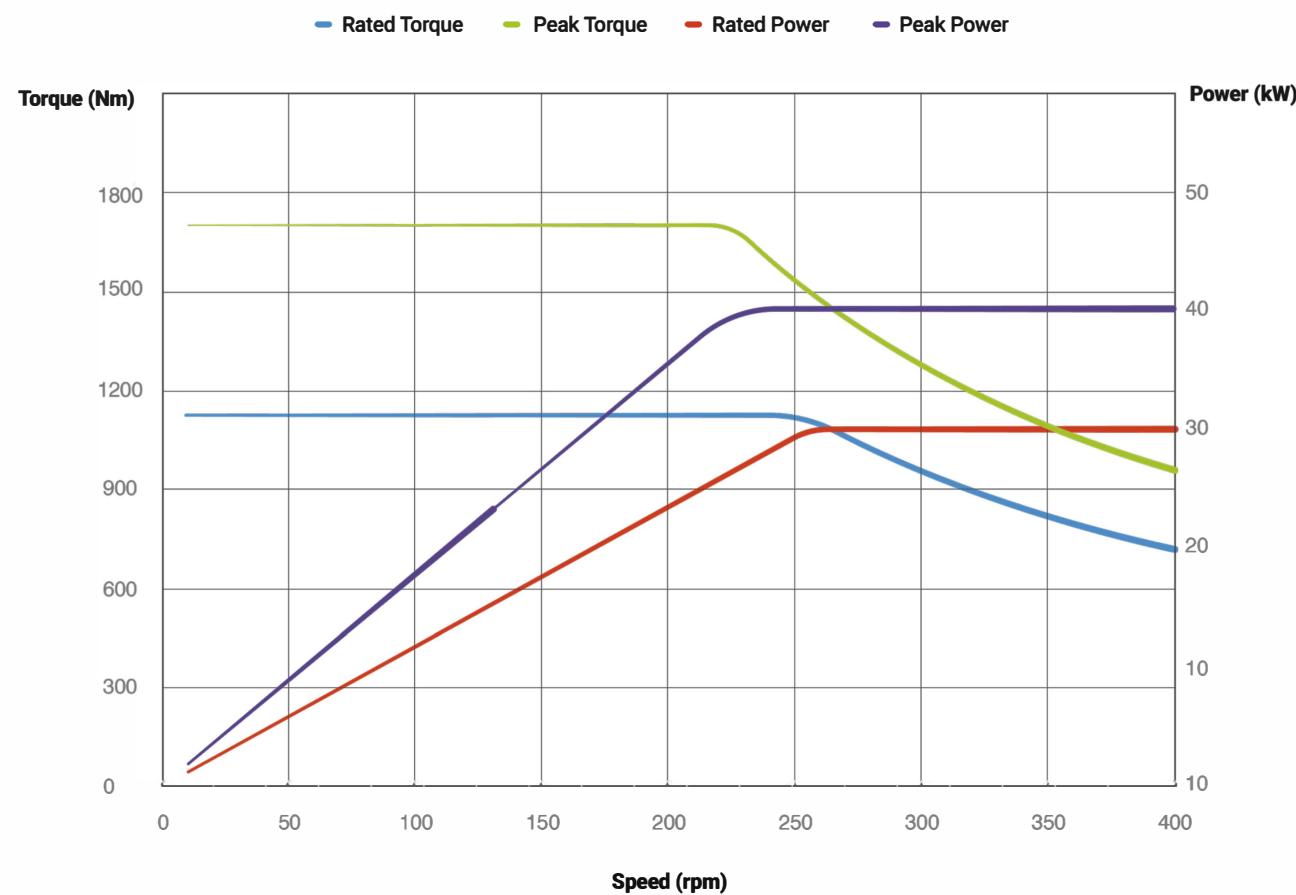
Energy efficiency and power density are significantly increased.

New motor stator (coreless)

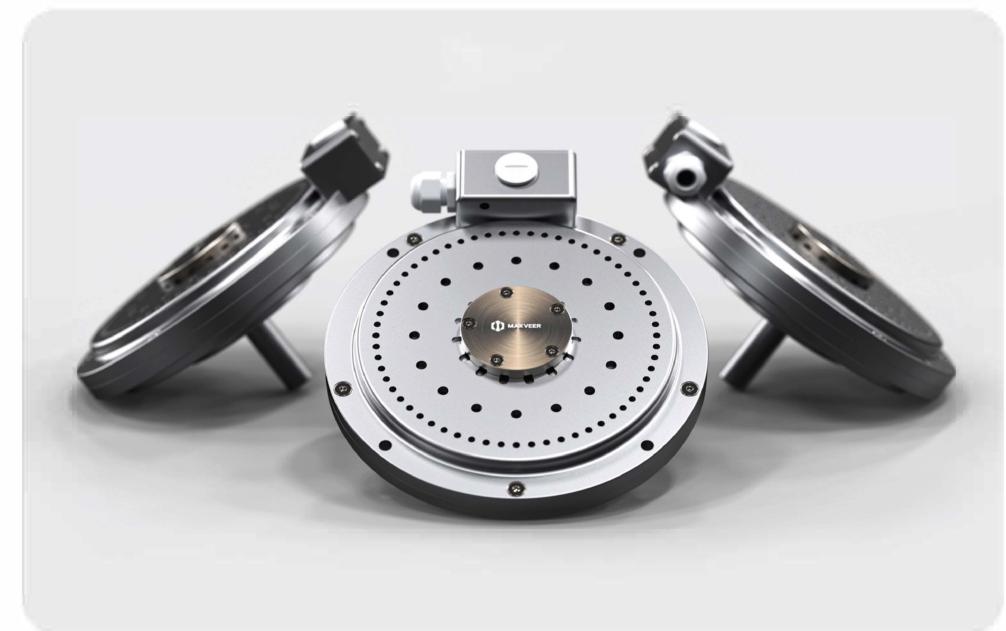




HIGH EFFICIENCY



**ENERGY EFFICIENCY
UP TO 98%**



LOW / HIGH TEMP OPERATION

-40°C ~ 80°C Wild Temperature Range

-40°C

80°C



THIN & LIGHTWEIGHT

COMPACT DESIGN – LESS VOLUME
NON-IRON CORE – LESS WEIGHT



MODULARITY & CUSTOMIZABILITY

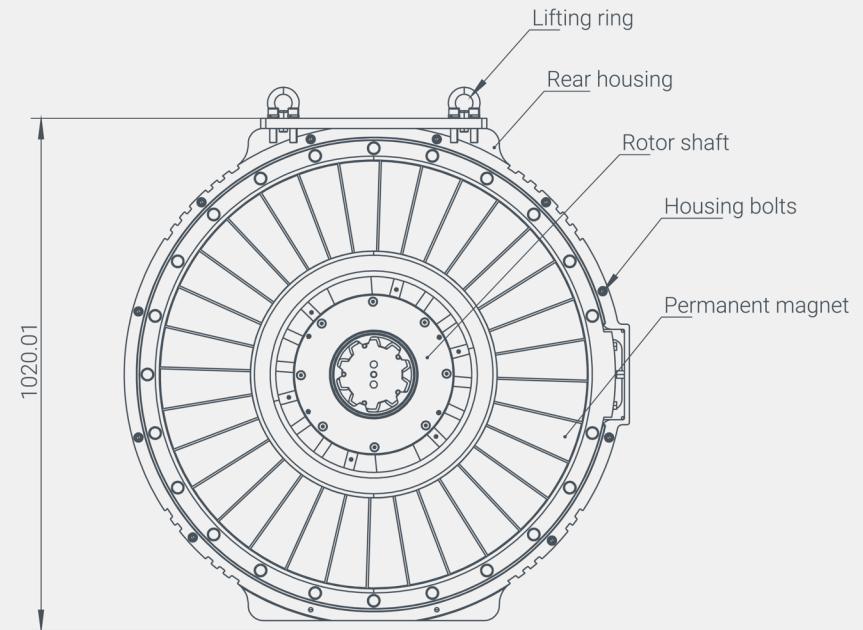
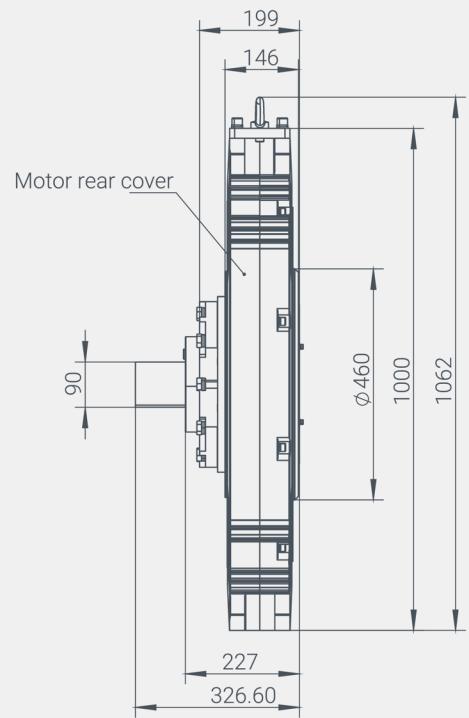
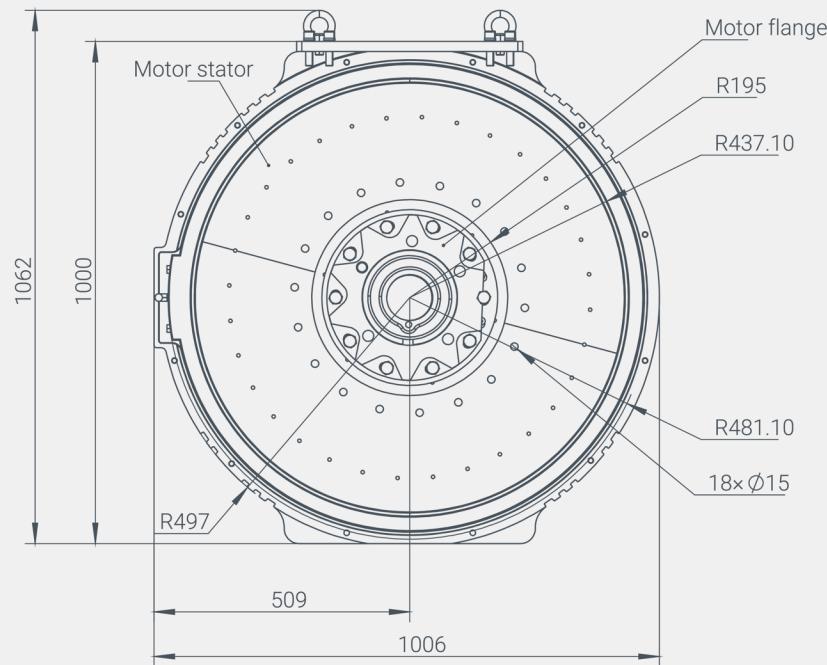
MOTORS ARE MODULAR AND “STACKABLE”
EXPONENTIAL INCREASE IN POWER OUTPUT



OIL WELL MOTOR COMPARISON



OIL MOTOR SIZE COMPARISON



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EASY INSTALLATION

No pulleys or reduction gearboxes required.

No need to modify the machine.

Easy connection and match with the flange.



APPLICATIONS - CNPC

Our products



Traditional Motor





REAL APPLICATION

Oil Well Introduction:

Location: Daqing, China

Downhole Depth: over 4,000 meter

Operation Temperature: -40°C ~ 35°C

Working Environment: Harsh Environment

Pumpjack Quantity: 100,000+



SAVE COSTS, CREATE VALUE

\$16,000+

Reduced Labor
Services Cost

\$16,800+

Saved Pulley Replacement
Cost per Year

\$13,000+

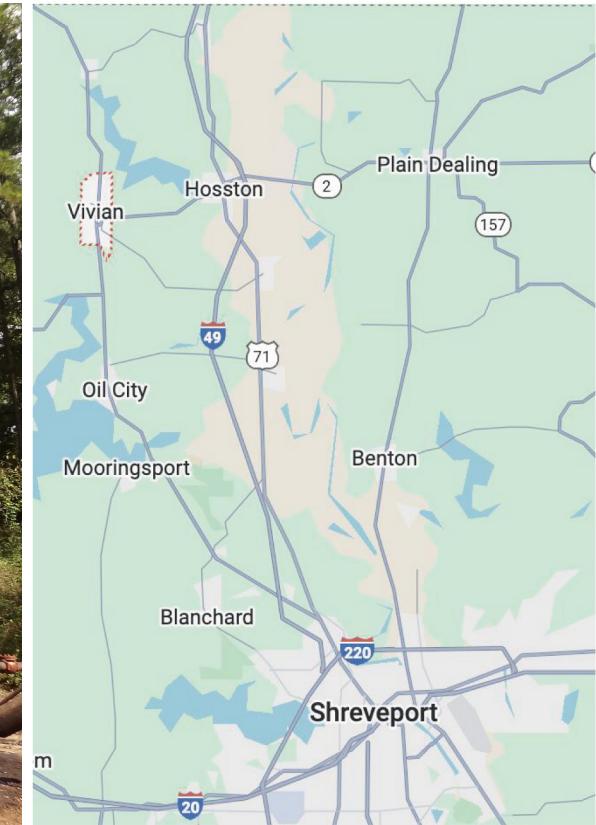
Improved Production
Value per Day



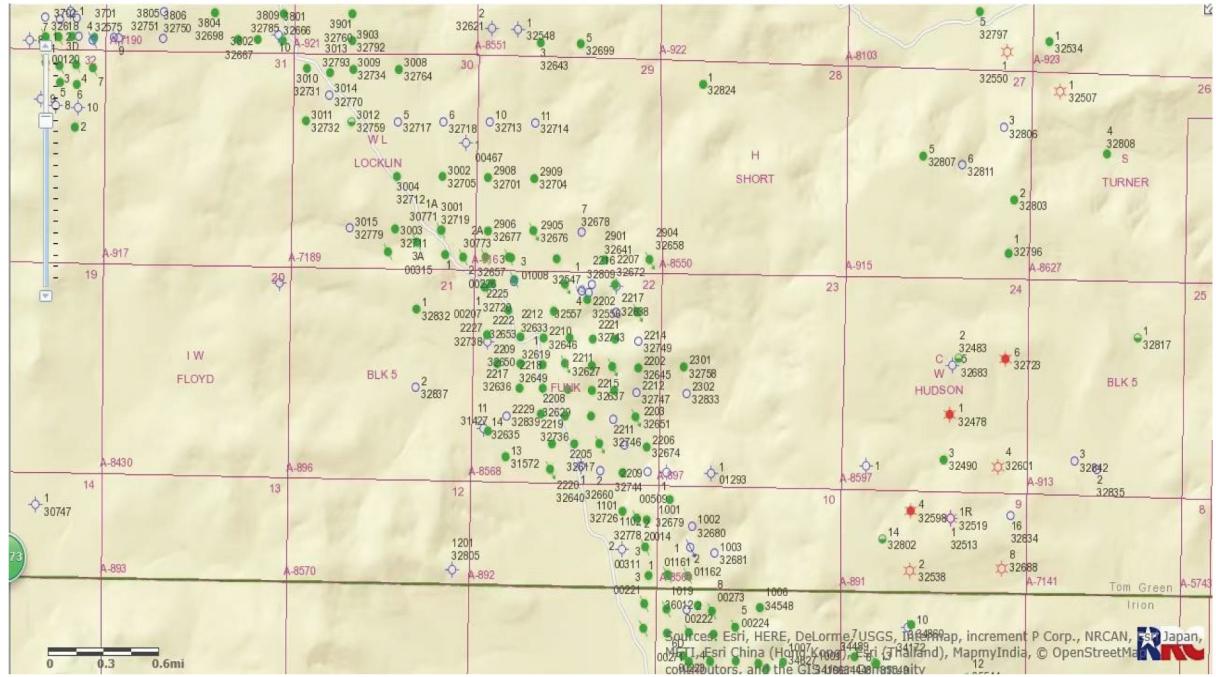
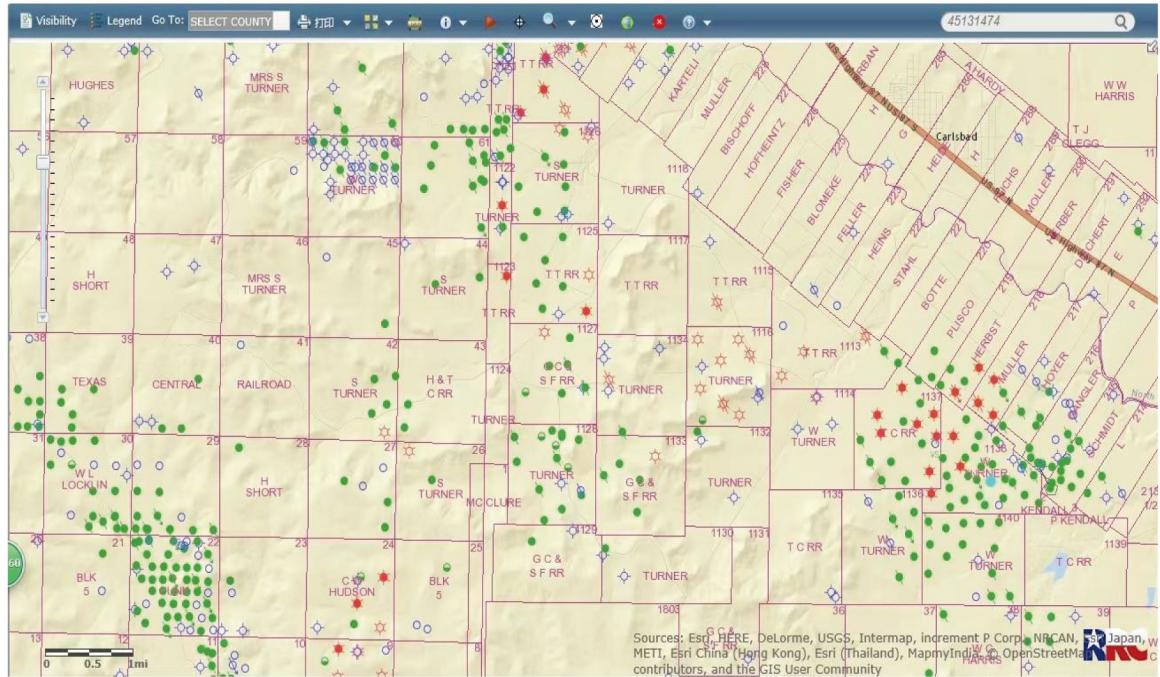
BEFORE & AFTER



APPLICATIONS-SHREVEPORT, LOUISIANA



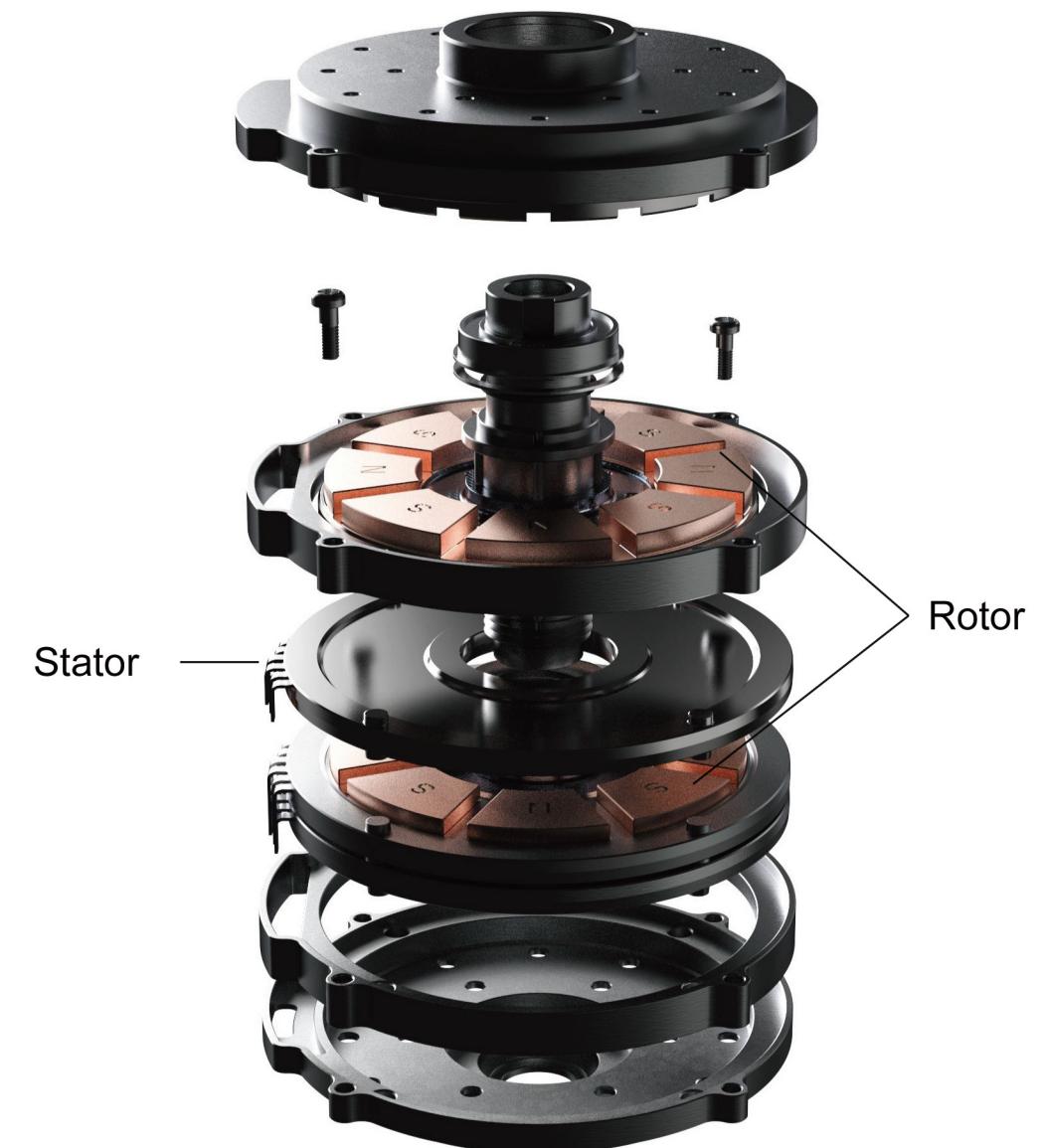
VIVIAN, LOUISIANA PUMP JACK MAP



WHAT IS AN AFM?

A BREAKTHROUGH IN ELECTRIC MOTOR DESIGN
DRASTICALLY INCREASING ENERGY EFFICIENCY,
PERFORMANCE, AND RELIABILITY.

- Magnetic flux parallel to axis of rotation (shaft)
- Pancake design with smaller “footprint”
- Modular “stackable” design
- Improved energy efficiency
- Simplistic design with less wear on components



TECHNICAL PARAMETERS

Rated Power	Gearbox Type	Gearbox Output (Nm)	Speed Ratio	Stroke Times	Motor Speed (RPM)	Rated Torque (Nm)
75 kW	14-89KNm-D	89,000	39.7	4	159	4,510
75 kW	14-89KNm-D	89,000	39.7	5	199	3,608
75 kW	14-89KNm-D	89,000	39.7	6	238	3,007



OUR IMPACT



ENERGY SAVINGS

- IMPROVED EFFICIENCY RESULTING IN ENERGY SAVINGS
- **30%+** (compared to traditional permanent magnet synchronous motors)



ENERGY SAVINGS

Better lifetime efficiency for the whole system.

Upgrading to NEMA Super Premium not only future-proofs your installation, it improves the performance of your overall system. Replacing older motor systems with more efficient ones does carry an initial financial cost, the long-term savings over the lifetime of the application far outweigh the cost of the purchase. In fact, the initial investment can often be paid back in as little as one to three years.

Over the lifetime of variable torque applications such as fans and pumps, the majority of the cost comes from the energy used to run the motor.

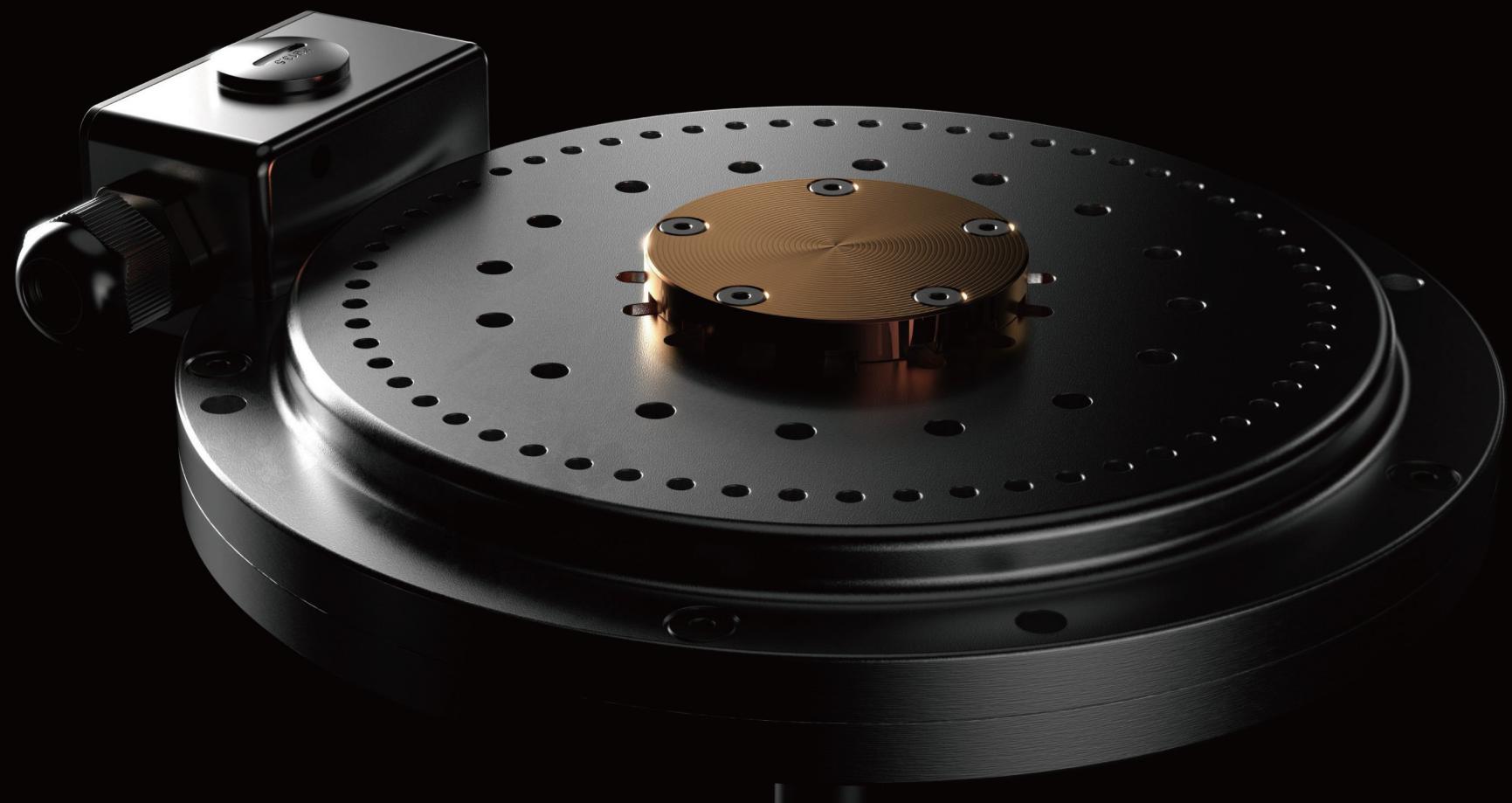


WHAT ABOUT THE FUTURE?



FUTURE OF ENERGY

Maxveer AFMs can be adapted to various industrial applications



SUBMERSIBILITY

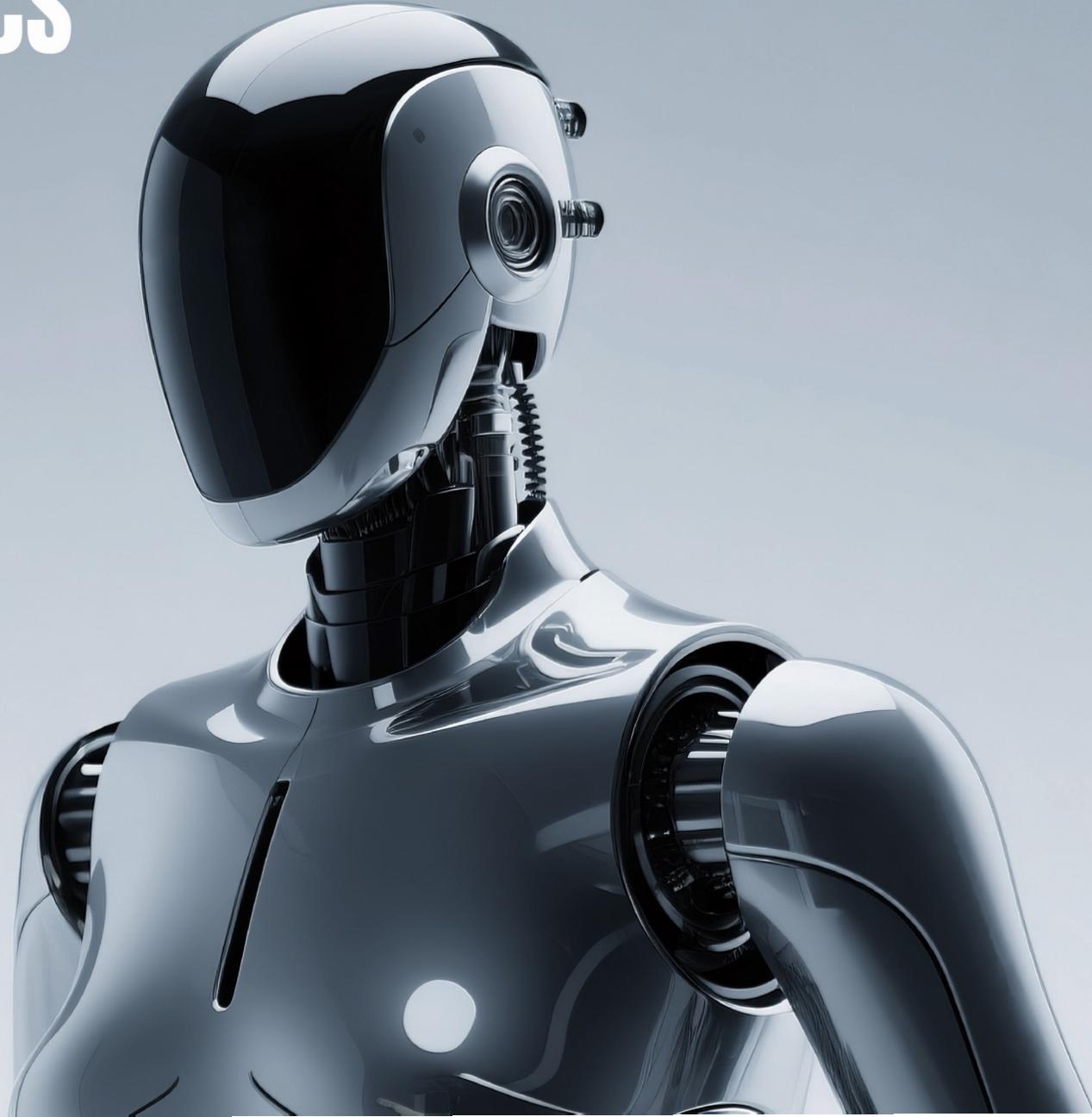
Motor is fully operational under water
Ideal for water treatment and water pumps

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HUMANOID ROBOTICS

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RENEWABLE ENERGY

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WEIGHT BEARING DRONES

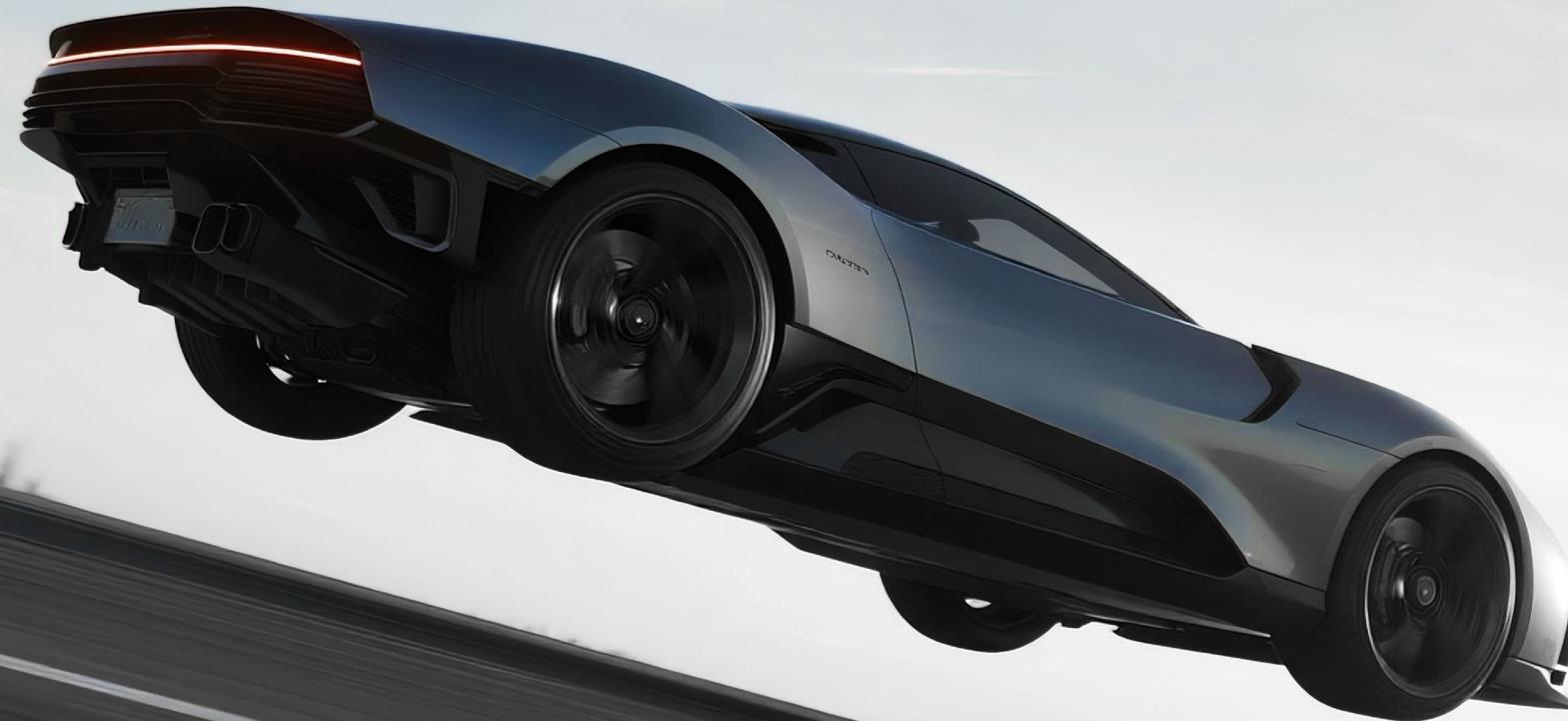
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WHEEL HUB MOTOR



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