Goldenfield was established in 2003. The company is a rapidly growing importer and wholesaler of giftware and household products in Melbourne metropolitan.

The company's main imports include personal care products such as liquid hand soaps, perfumery, essential oils, cosmetics, hair lotions and cleaning, polishing, and laundry products. Giftware like party wigs and natural looking wigs, mirror ball, vase, artificial flower, gift box, gift ribbon. And Kitchenware including place mats, table covers, sandwich bags, freezer bags, scented kitchen trash bags and all assortments of kitchen tools. Also a wide variety of quality stationary, party ware, hardware tools, and general household products.

Since 2006, the company started to import clothing and footwear. A series of seamless underwear (Amber brand) for men, ladies and kids was on the Australia market.

The company's main target is to import quality, novel products for daily use by people everywhere. Goldenfield is always on the forefront than others.