

Advantage

Plastics News from Haitian International

A Magazine of Haitian International | Issue 20/2018



TAKING TEN YEARS TO SHARPEN THE SWORD

On the hybrid power injection molding technology of JE series

Technology to the point

Read more:



Haitian, an awesome brand



"Right place and Right people" of Kuwe



Partnership Based on Values



Chief Editor, Prof. h.c. mult. Helmar Franz

Haitian International has just announced its financial results for the fiscal year 2017. Due to the strong market demand and further implementation of successful strategies, the company has achieved a record high in all results again. Delivery of more than 35,000 machines, sales revenue exceeding RMB10 billion, export sales around USD439 million and so on—behind all these remarkable figures, are the sustainable efforts made by Haitian and evidence of Haitian’s constant fight to overcome the challenges.

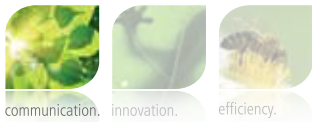
In this edition of “Advantage” Magazine, we would like to share with you the latest innovation achievements based on the strategy of “Technology to the point”. It includes the innovation experience of our Zhafir JE series and also the information about our exhibits in Chinaplas 2018 and NPE 2018. you will also see the interviews with our customers in the USA and Suzhou, China, who share with Haitian. In the section of “Haitian People”, an employee from after-sale service of Haitian Plastics Machinery, will talk about his personal development in Haitian.

In this edition, you can feel our sustainable efforts in innovation based on “Technology to the point” but also our constant improvements in enhancing the communication with our customers and employees. The new factory in India and our new site in Turkey will also be put into operation soon, which again demonstrates Haitian’s focus on investment always for “sustainable growth”. Our determina-

tion and efforts to constantly optimize internal efficiency and provide convenient support and service for our global customers has never been changed.

2018 is an important year for Haitian International to deepen the transformation. Our CEO, Mr. Zhang Jianming, defined this year as the “Efficiency Year” --- We will focus on the improvement of the overall efficiency of the Company and carry out the “High Quality” Strategy, thus pushing our products from “High Cost Performance” to “High Quality”.

The fruitful achievements of Haitian in past 51 years are the strong support for our constant development, and our eternal pursuance and motivation to provide our customers with required technologies to achieve win-win and mutual benefit with global customers. We look forward to meeting you in the coming Shanghai Chinaplas 2018, NPE 2018, and Vietnam Factory Open Day.



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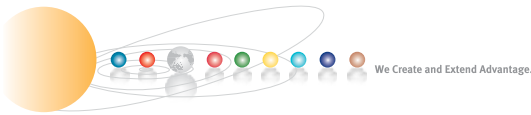
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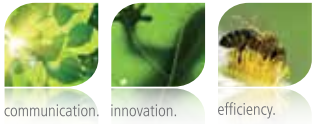
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TAKING TEN YEARS TO SHARPEN THE SWORD

On the hybrid power injection molding technology of JE series



Zhafir JE series officially came into the market in the year 2017. JE is the first hybrid injection molding machine under the Zhafir brand of Haitian International. The electric injection molding technology for large two-plate machines filled the gap in the market, and it has also received the Ringer Technology Innovation Award of 2018 for Plastic Industry in March 2018, as organized by Ringer Industrial Media. We took the chance and held an interview with Mr. Fu Nanhong, the technical director of Haitian International, who kindly shared with us about his experience during the development of the hybrid technology.



Mr. Fu Nanhong

A long way of innovation

It took us more or less 10 years from technical development until its official introduction to the market for the JE series.

“The development of full electric technology, the two-platen technology, the servo drive control system, and the digital technology for high speed bus, has prepared a solid foundation for integration of all necessary resources for further development of the hybrid technology. After ten years of experience and accumulation of information, Haitian has the capability to develop the electro-hydraulic hybrid technology”, said Mr. Fu.

Haitian International has a strong R&D team, with nearly 500 technical engineers. Zhafir Plastics Machinery and Haitian Plastics Machinery have their own independent R&D teams. Two teams are dedicated to their respective technical fields, while maintaining close cooperation. Before development of the hybrid technology, the electric injection molding solution offered by Zhafir and the two-platen servo hydraulic injection technology under Haitian have been both widely recognized by the market. In order to pro-



vide outstanding and reliable hybrid solutions to the market and better service to the clients, some core members from the R&D teams of Zhafir Plastics Machinery and Haitian Plastics Machinery have been carefully selected and further formed the core technical team to take care of the hybrid project. After one year’s hard work, Zhafir JE series was born and introduced to the market.

It takes courage and strength for an enterprise to make continuous investment in innovation. The success of JE can also be attributed to the dream and insistence of our CEO, Mr. Zhang Jianming. It is an great achievement that can not easily be completed by the usual methods. Innovation is really an endless journey. Under the guidance of national strategy for “Made in China 2025”, Haitian, following the national strategic development goal, has also adjusted the development direction by following a practical approach. We shift our focus from simply mass production to providing high precision solutions, from cost effectiveness toward high quality. This covers the entire working flow of our company, from R&D, to manufacturing, sales, service and so on. It also extends to the

value chain, including logistics, OPE platform and information and digitalization.

Higher return of investment for the clients is our ultimate pursuit

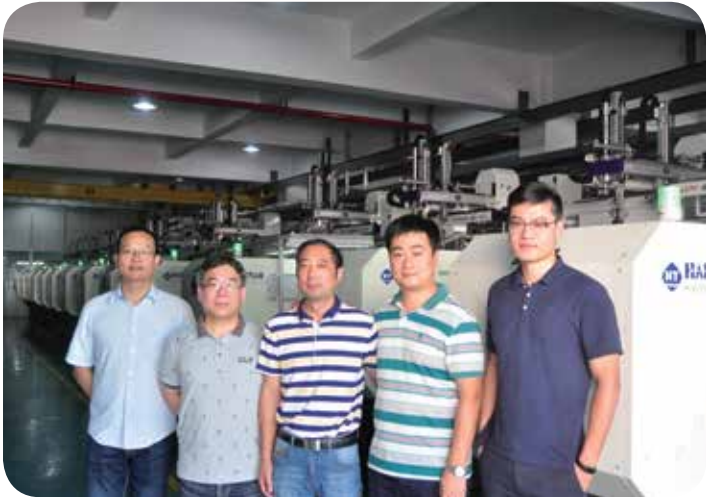
The development of Haitian Injection Molding Machines has been through several stages, including three-platen machines, multi-component machines, two-platen machines, the fully electric machines, and now the hybrid ones. Behind all the sustainable innovation is our constant focus toward the real needs of our customers. It is also a good demonstration about our product strategy of “Technology to the point”.

JE series perfectly integrates the large-scale two-platen servo drive technology and precise electric injection molding technology. It addresses the demand of customers who produce large products while also requiring low energy consumption and precision of the parts. It is an ideal choice for high-end industries, including the automotive, white goods, etc. It has also obtained several patents. The planned clamping force of JE series is up to 33,000kN, which can

meet the special requirement in the production of interior and exterior parts for the automotive industry. Once introduced to the market, it attracted great attention from high-end customers from the automotive industry.

In addition, high quality and efficiency is key for our customers. JE series has outstanding performance which has been designed from the very beginning. The new product, as designed with the concept of modularization, meets the international standards in terms of servo technology, injection precision, energy consumption, compound control action and high efficiency, and also meets the requirements for precision, energy-saving, environmental friendliness and efficiency. It has great advantages in both quality and cost performance, and has attracted the attention of the industry.

“To sharpen the sword takes a decade, as the saying goes. Higher return of investment for our customers has always been the ultimate pursuit for our innovation,” Mr. Fu said, “Haitian will always stay by the side of the customer.”



Haitian team with Mr. Jiang from EUP

HAITIAN, AN AWESOME BRAND

A Visit to Suzhou EUP Electric Co., Ltd.

Mr. Jiang Ming, director of the Safety Equipment Department of Suzhou EUP Electric Co., Ltd., is a loyal fan of Haitian. A Haitian team paid a return visit to EUP on Sep 13, 2017, and visited its injection molding workshop as led by Mr. Jiang. He kept on praising the Haitian team in the meeting: "According to our plan, the preparation of this new workshop was expected to take three months, but we have made it within less than two months. All 55 new machines and accessories are in position, and we can start our new project right now. Haitian is definitely an awesome brand".

Suzhou EUP Electric Co., Ltd., established in 1994, is a Hongkong invested company. It is located in Suzhou High-tech Industrial Development Zone, and is specialized in the design, R&D, production and sale of all kinds of dust collectors. It has an annual production capability of 12 million sets of dust collectors, as well as 25000 tons of plastic parts. The products of EUP's three

subsidiaries -- Chenghe Cleaning Equipment, Delai Electric Appliance and Suzhou Rununion Motivity -- are sold globally to Europe and America.

As an outstanding high and new technology enterprise, EUP attaches great importance to the investment in equipment to enhance their production capacity. The group currently owns 700 injection molding machines, including 600 provided by Haitian. Clamping forces vary from 680 to 8000 kN, covering series of HTF, MA, VE and IA.

According to Mr. Jiang, Haitian has great advantages in machine stability and service, as compared with other brands. Over the years, EUP has been replacing old machines with new ones, and is a big fan of Haitian. He himself is also a good friend of Haitian, and comes to Haitian for purchasing and training almost every year. He said that, "I am quite impressed by the professional spirit of Haitian. Sometimes we are pressed for

time, and Haitian always tries to deliver the machines as soon as possible for us. Haitian Service is always available immediately when we have some problems. So we have no additional worries when using Haitian machines. Another advantage is advantage is the cost performance since, we can get the quality of imported machines at a lower price. It is really a good choice for us.

The relationship between EUP and Haitian goes back to 1985. Mr. Xu Shuliang, currently 71 years old, one of the founders for EUP, was the equipment manager of Suzhou No. 5 Plastic Factory at that time. He purchased 5 injection molding machines with injection volume of 800g from Jiangnan Agricultural Machinery Factory (predecessor of Haitian). From then on, EUP has been keeping using the Haitian injection molding machines. In another workshop we found a 550 horizontal-type machine, the oldest Haitian injection molding machine existing in EUP purchased in 1995. It is really huge in size and old in appearance.

With peeling paint but still good performance, it is used for the production of the shells of electrical appliances. Jiang noted that, Haitian provides them with sufficient after-sale service and maintenance, including the replace of old parts over the years, so that it still runs even after all this time. It is why they are confident with their after-sale service.

EUP launched a new project in April this year to equip its new workshop. Jiang said that, the after-sale staff of Haitian participated in the whole process of installation and debugging as soon as the machines arrived at site. Over 3 after-sale staff were available every day for field operation, which greatly promoted the implementation of

this important project. In respect to the production, Haitian staff always gave some reasonable advice. Mr. Jiang and EUP highly appreciates the efficient support from Haitian service system.

When walking along the beautiful automatic workshop, we saw a row of new injection molding machines laying there in an ordered way and in smooth operation. The white fully electric Zhafir machines at the front are very eye-catching. They are used for the production of small plastic gears, which have high precision requirements. There are few workers in the field, and the degree of automation is quite high. Jiang told us that, in the past, one worker at least was appointed to operate one machine, but to-

day, one worker is able to operate four or five machines. EUP will increase the investment in equipment in the future, and will introduce the intelligent management of molding machines and integrated auxiliaries to further improve the production capacity.

Since the new project has been launched, the products of EUP have been further upgraded. The output is expected to grow substantially as compared to the past. The whole company is very confident about this. We wish EUP a brighter future.

- 1.The oldest Haitian machines at EUP
- 2.Products of EUP
- 3.Workshop of EUP

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“RIGHT PLACE AND RIGHT PEOPLE” OF KUWE

An interview with Chairman Chen of China Kuwe Science & Technology Co., Ltd.

In the auto parts industry, Kuwe is a modern high-tech enterprise with eye-catching performance. The cooperation between Mr. Chen Li, Chairman of Kuwe and General Manager Du of Haitian Yueqing agency has existed for 30 years. Developing from Haitian 30g injection molding machine at the beginning to more than 180 injection molding machines of different sizes, Kuwe is planning to increase the investment in injection molding equipment in the next 10 years, and the total amount will reach 500 sets. The friendship between Kuwe and Haitian has a long history.

“Right Time, Right Place and Right People”

The auto industry is a challenging industry with large volumes and wide ranges involved, which is incomparable to other industries. At the same time, the industry faces the problems and difficulties such as the faster upgrade of automotive design, higher requirements of the consumers on product quality and the reduction in profit of single-piece products.

How to deal with these challenges is what the industry has been thinking about and exploring.

For Kuwe’s success, Chairman Chen says earnestly “It is three points: Right Time, Right Place and Right People”.

Right Time, that is “early”. Kuwe entered into the industry in the early days and focused on the manufacture of auto parts. 20 years ago, due to the incapacity of the original plant to support the development of the enterprise, Kuwe successively invested a lot to purchase the land and equipment. With the rapid development of the auto industry in recent years, Kuwe has developed rapidly and has established a good reputation

in the industry.

“By now, if a new enterprise wants to get into the auto parts industry, it will be harder and harder.”

Chairman Chen felt very lucky that his company entered into the industry earlier.

Talking about Right Place and Right People, it is the conversion with courage instead of the advantageous natural conditions. Yueqing City of Wenzhou, where Kuwe is located features con-

venient transportation and developed logistics, which is very suitable for enterprise development. But the overall standard of living cannot be compared with the first-tier or second-tier big cities, therefore, the local talents are flowing out, and it is a difficult problem to introduce high-end talents from other cities. For example, several years ago, when Kuwe had just entered into the R&D and production of automobile CD multimedia players, advanced technical R&D talents from Shenzhen and Shanghai had been brought on board. However, lots of them left Yueqing finally because of the living environment.

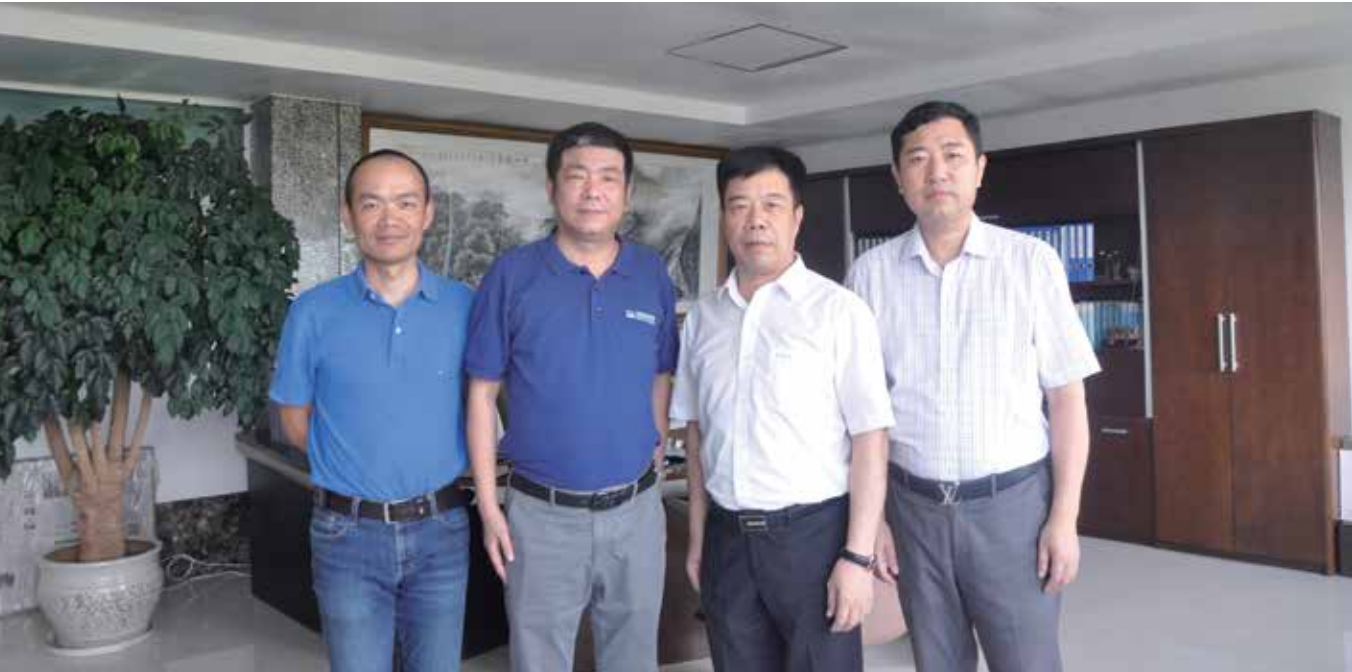
To convert “disadvantage” to “advantage”, you cannot just sit and wait for the thinking to change. Chairman Chen decided to set up a company in the place with talents. He wisely chose Shanghai. Shanghai not only has top talents at home and abroad, but also has the high-level development status of the whole industry driven by SAIC Volkswagen, Shanghai GM and FAW Group. Based on the strong environmental advantage, Kuwe has established an R&D Center in Shanghai, and employed the local talents, and the problem on talent was solved in Shanghai.

In 2018, Kuwe purchased 200mu land in Hangzhou, and a modern plant for producing high-end precision auto parts is under construction and is planned to be put into production in the second half of the year.

Co-development with suppliers

The first batch of electric injection molding machines purchased by Kuwe was Zhafir electric injection molding machines. And 12 more precision injection molding machines will be purchased in accordance with the planning of the Hangzhou plant as a result of the good experience the company had in using 23 sets of Zhafir electric injection molding machines. Kuwe has very strict requirements on equipment, as good equipment is essential to the good products. The ambition of Kuwe is that, “Our products shall reach the quality that others can’t. We should constantly improve the production process to get the best competitive power of the products”. Based on this, Kuwe is not satisfied with the traditional hydraulic machines, and has been exploring the application of intelligent production and electric injection molding machine in the auto industry.

For suppliers, Kuwe attaches great importance to the idea of “common development”. There are two plastic products supporting enterprises, and the bosses used to be the technical backbone of the Kuwe mould department, and had good technical reputation in the auto industry. Later they left Kuwe and established their own business and, instead of suppressing them, Kuwe gave them the opportunity to seek cooperation. “Since all suppliers are aware of our requirements on quality, we also know such suppliers well, and finally, due to the establishment of co-operation based on matching value, both sides have achieved good development. This is a positive result”.



Haitian team with Chairman of Guowei



Workshop of Guowei

PARTNERSHIP BASED ON VALUES

An Interview with Specialty Manufacturing Company's John Ray

A family-owned company founded in 1900 in the St. Paul, Minnesota area, the Specialty Manufacturing Company makes metal and plastic valves, hydraulic couplers, dental components, and chemistry equipment for commercial and residential pools and spas. Customers are primarily from industries needing customized flow control products such as automotive, water purification, and medical, beverage and chemical dispensing. The company's capabilities span a wide spectrum encompassing machining, stamping, injection molding and assembly that enable Specialty Manufacturing to custom-design products and manufacture them for their clients.

We spoke with Production Manager John Ray from the company's White Bear Township injection molding facility where in-house mold design, fabrication and on-site mold repair take place.



Production Manager John Ray appreciates the user-friendly characteristics of the KEBA 2880 control system on the Mars II Series

Q. We understand that SMC has three facilities. How many are involved in injection molding?

A. Right now, we have 24 injection molding machines at two of our facilities. There are 18 machines located here in White Bear Township that are dedicated to our flow control products and six more machines in Granite Falls, Minnesota where our Specialty Dental division is located. The machines run from 50-ton models to 500 tons. We like having more than one location with molding capability so that we have back up in case something should happen at one facility

or the other – a kind of risk management tool. The valves we make, typically 3 inches and under, are used in sanitation systems, water systems, beverage and chemical dispensing systems and so forth. We specialize in what most companies don't want to build – shorter production runs rather than large commodity runs, hence our name. With about 2,800 customers, no one customer constitutes more than 3 percent of our business. It gives us latitude in navigating industrial business cycles.

At the heart of Specialty Manufacturing are its customization capabilities that enable our cus-

tomers, to ask, "What if we do this?" At that point, we partner to innovate, create and deliver solutions that make "this" the best possible experience.

Q. Are there unique challenges for the company's production schedules in the specialized or customized valve market segment?

We have our challenges. Quick turnaround for most of our customers is essential. We manufacture orders as quickly as one day and usually in three days. Sometimes we ship the same day.



Specialty Manufacturing Company differentiates from other injection molding companies by serving customers with customized design and fast turnaround.

A customer can start a new project just by visiting our website and using our online tools to design a valve unique to their application. We'll have it produced in three weeks or less. That is a measurable goal we hold ourselves to.

Q. Those strict production demands must impact your machinery requirements. We understand that you are using Haitian Mars injection molding machines at the White Bear Township facility and Haitian Saturn machines in Granite Falls. How did that come to pass, and do they measure up?

We have a technician, Jim Huberty, who has 37 years on the job. He was familiar with Haitian machines and recommended them. In 2008, we started with the hydraulic Saturn models. When the servo-hydraulic Mars II Series came along, your regional sales manager, Bob Tymcio, recommended we move to those models for their machine enhancements and significant energy efficiency. We did so in 2015. We immediately liked the features on the Mars II. It's rugged, holds up and is energy efficient. The servo-valve technology gives us significant energy savings and the shop is a lot quieter. Our old hydraulic machines create quite a bit of heat and noise. We'll be replacing those with quiet Mars machines soon. Since we don't do large production runs, we may change molds in a Mars II machine up to five times a day. We do mold changes three times a day on average. These machines perform consistently from one project to the next, which is critical in meeting our customers' need for fast turnaround.

Another advantage is the intuitive design of Haitian's KEBA 2880 control system. The touch screens make it easy to train people because they're used to their smart phones. Machine operators see quickly what is happening in the process. We rarely need to take time to fiddle with optimizing the process. The programming is so easy to use, we are up and running fast. Even our novice operators can jump in and come up to speed quickly. We like where we are now with these machines. We put in a mold and make good parts.

Q. In your experience, what do you believe makes a valuable injection molding machine? Has the Mars Series lived up to your strict production requirements? Is Industry 4.0 a part of

your equation for a good machine?

A. Before Industry 4.0, we need durability and dependability. If I or my team need to spend time fixing irritable machine breakdowns, that's downtime and lost money for us. Second, the machine must be repeatable, that is, we need tight process control. Our guys are happy with the Mars Series machines ability to meet these requirements. Did I mention the Mars II come at a very fair price point? That is also important to us.

From a manager's standpoint, technology developments along the lines of Industry 4.0 do provide value. For instance, remote monitoring via the KEBA 2880 control offers definite advantages. Using the machines' remote start-up enables us to get the production started immediately upon arriving for a shift. We remotely stagger the start-ups to eliminate energy spikes and avoid paying peak energy prices. We use remote production to run 24 hours six days unattended at night and on weekends. It's something to come in on a Monday morning and find hundreds of thousands of parts made with the Mars machines standing quietly by once their production run is complete.

I use a fisheye camera and my cell phone to monitor the plant during off hours, watching machine signals to see which machines are running, which have completed their assignments or if any are in caution mode or have shut down due to variability. Ten years ago, we ran 24/6 but had to fully staff the plant. Now we're saving on costs but still meeting tight customer deadlines.

In the future, I'd like to see implementation of enhanced cell phone connectivity so that we receive outbound alerts when there's a machine or production issue during a lights-out production shift. Maybe that's next.

Q. Specialty Manufacturing is a family-owned company. Can you tell us a little bit about the culture here? Is it a good fit with the culture at Haitian's U.S. sales and service partner, Absolute Haitian?

In 2017, SMC was named one of the 50 best mid-sized companies to work for in Minnesota by the Minneapolis Star Tribune. We were ranked #1 among all 150 recognized companies in providing benefits. From the first day on the job, our team members become part of our family. The company is

in its fourth generation of family ownership with great-granddaughter Heidi Sandberg McKeown as chairman and her husband, Daniel McKeown, as President. You can remove this sentence if you need more room. We take pride in the fact that we have never lost money in its more than 110 years in business. Our financial stability coupled with the fact that we are family owned and have long-term, tenured employees, really distinguishes The Specialty Manufacturing Company.

It's important to us to work with a company that shares our values. Absolute Haitian has field service technicians that are good guys who fit right in here nicely. When we call in for help, an actual person answers the phone, not an answering machine. We talk with knowledgeable people who are good at troubleshooting. When we need a part, Absolute Haitian had parts ready to deliver. We call it "Minnesota nice." Absolute Haitian has got it.



SMC specializes in flow control products including ball valves, check valves, needle valves and miniature valves as well as strainers, filters and pressure controls, many of which are used in water flow applications.

Specialty Manufacturing Co. Facts

- Vertically integrated valve manufacturer
- Established in 1900; still family-owned today
- ISO-certified since 2009
- CAD/CAM, product design support, lean manufacturing and PPAP quality services
- Supplier to food and beverage, water, agriculture, HVAC, dental, fire protection and automotive customers, among others
- Proprietary, web-based product configurator to fast track customized valve design

WELCOME TO CHINAPLAS

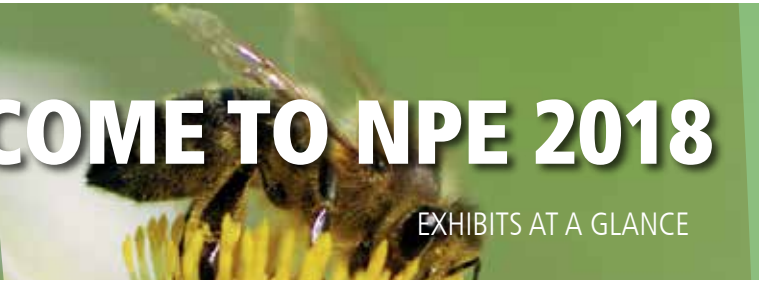
EXHIBITS AT A GLANCE



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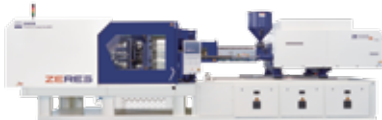
WELCOME TO NPE 2018

EXHIBITS AT A GLANCE



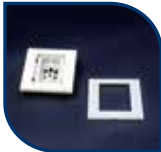
CHINAPLAS EXHIBITS AT A GLANCE

NPE2018 EXHIBITS AT A GLANCE



Zhafir Zeres Series

Machine type..... ZE2300/830
Application..... Switch panel
Part weight..... Base 23.3g/panel 8.7g
Cavity Base x4+Panelx4
Material ABS
Cycle time Base 12S/Panel 10S



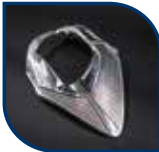
Haitian Mars IIS Series

Machine type..... MA3600 II S/1250h
Application..... Milk tea cup with IML
Part weight..... 13.5 g
Cavity 8
Material PP
Cycle time 8 s



Zhafir Jenius Series

Machine type..... JE6500/3350
Application..... Automotive tail-lamp frame
Part weight..... 145g
Cavity 2
Material PC
Cycle time 70 s



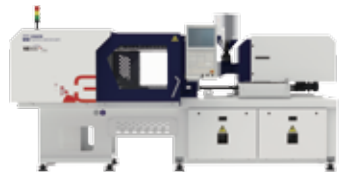
Haitian Mars III Series

Machine type..... MA1900III/570
Application..... Housewares tumbler
Part weight..... 90 g
Cavity 2
Material TRITAN™ copolyester
Cycle time 70 s



Zhafir Jenius Series

Machine type..... JE6500/3350
Application..... Kia automotive grille
Part weight..... 640 g
Cavity 1
Material PP
Cycle time 60 s



Zhafir Venus III Series

Machine type..... VE900III/210
Application..... In-dwelling needle body
Part weight..... 4 g
Cavity..... 8
Material TRITAN copolyester
Cycle time 10.5 s



Zhafir Zeres Series

Machine type..... ZE4500/1400
Application..... Beer growler carrier
Part weight..... 386 g
Cavity 1
Material PP
Cycle time 35 s



"WORK IS A KIND OF GROWTH"

Report on Liu Song, Leader of Northeast Service Group of Haitian After-Sale Service Center

Liu Song has been appraised as the Excellent Staff of After-Sale Service for many years. The evaluation on him from the department leaders and colleagues is: smart, hard-working and strong sense of responsibility.

The same as all the ordinary Haitian employees, Liu Song, dressed in a blue uniform, is not eye-catching in the crowd at the first glance, but he has devoted himself to the hard work and continuous growth in 18 years at Haitian Plastic Machinery and which has aroused the strong sense of feeling and value in his heart.



From fitter to after-sale service

Born in 1981, Liu Song, after graduating from high school, was enrolled by Haitian No. 5 Plant as a worker in the assembly workshop. Three years later, he was dispatched to the East Zhejiang Service Center in Cixi, and worked for more than ten years as the after-sales service technician. At first, he worked following the master, later, he began to work independently, however, after arriving at the client's factory, he failed to repair the machine due to lack of technical skills, and of course the client was not happy. Liu Song made up his mind that he had to be qualified since the company offered him such a good chance. He studied hard and finally comprehended all kinds of drawings in the instructions of the injection molding machine. Gradually, he worked more and more smoothly. In this way, Liu Song grew up from worker into a technician for the maintenance of the complete machine system such as electric delete, hydraulics, circuit and relevant processes.

Every bit of progress is from the pursuit of heart. "I'm very eager to develop my career life. Constantly enrich and improve myself, which makes me feel the value and meaning of work." Liu Song said.

In 2013, Liu Song was dispatched to the Changchun Office of Haitian Plastic Machinery and began his work and life in Northeast China.

As the leader of the Northeast Service Team, Liu

Song's main work is to coordinate the after-sale service work of several offices such as Changchun, Shenyang, Dalian and Jilin, and support the sales work of the offices, and carry out information feedback and communication between headquarters and offices.

"After-sale service is not only machine repair, but also the communication-oriented work."

For many people, after-sales service personnel are those carrying a toolbox to provide on-site service, fix the machine as soon as possible, and do not need too much communication. That's not true. Liu Song said. First, the communication between the after-sale service technician and the client is very important. For example, after repairing the machine, it is necessary to give some notes and tips to the customers about the maintenance, preventive measures and replacement of parts of the machine, so that the maintenance frequency of the machine can be reduced. However, in early stage, dealing with Northeast people, was not easy for Liu Song. "There is a difference between the way of communication between the Northern people and the Southern people, and the Northern people are straight and tough, and sometimes more explanation, more confusion," Mr. Liu said with a smile, "sometimes it is so awkward that we spend so much time to explain and they still cannot understand".

Sincere service, customer first

The current success of Haitian Plastic Machinery is absolutely inseparable from the well reputed after-sale service. "Excellent quality, efficiency and sincere service" is the shared value among Haitian's service team throughout the world. In order to protect the good reputation for the Haitian brand and implement our service philosophy of "Customer First", thousands of service staffs, regardless of the holiday and festivals, are travelling between the factories of clients, and had to depart once receiving the repair request by telephone, and couldn't leave until the machine was repaired. It is common for them to work by the light of the moon and the stars.

As the responsible person of the local after-sale offices, Liu Song is very self-disciplined.

In the Changchun office, the daily work of Liu Song is like this: from 7:30 a.m. to 8:30 a.m.,

a meeting with the staffs of the office to collect feedback and summarize the work of the previous day, and further allocating the tasks for the day. After 9 a.m., driving off to the KA clients. Northeast China is home to heavy industry, and the clients of Haitian Plastic Machinery include the KA customers such as suppliers for FAW-Volkswagen. Such clients are usually supported by Liu Song himself. The daily work of Liu Song also includes the monthly after-sale summary meeting, maintenance skill training, statistical analysis reports on parts replacement within the responsible area, new machine commissioning and servo transformation support, and renovation of old machines...

Being specialized in after-sale service for many years, Liu Song has become accustomed to the way to work of being available at client's call. Once, at two o'clock in the morning, Liu Song was wakened up by a telephone call from a state-owned company, and was told that a big machine was down. Because the repair technician of the office could not fix it, the client was very concerned about possible delay of production. He then got up and went to client immediately. After working for 3-4 hours, the machine was recovered to normal, and the client was deeply grateful.

It is just one small case among lots of similar stories. Because of his sincere care for the customers, he also maintains a good personal relationship with a lot of customers, and he often spends time with them playing sports, going fishing and so on.

Colleagues know him very well and he is such a man who is emotional and passionate about life. In his apartment rented in Changchun, it is very clean and neat. However, as living in Changchun alone, he misses his family most. His child is still small. He felt very guilty sometimes when the kid was sick but he was not at home. Of course, the happiest thing is to get back home and see his wife and child once every two months. Short holidays are always spent in sweetness and warmth.

Life, for all Haitian service technicians like Liu Song, is like you pay something but you are also growing and exceeding expectations.

"If you cease to struggle, you cease to live," said Liu Song with his eyes shining.





Headquarters of Haitian International



Mold Testing Center of Zhafir Plastics Machinery



Haitian Plastics Machinery Automation Lines



Proximity to customers create advantage

Because of the permanent availability of important customer services, replacement parts and service features, our customers are always able to develop clear competitive advantages and to use them lucratively, both now and in the future.

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