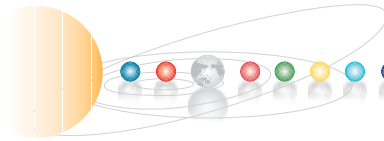


Advantage

Plastics News from Haitian International



We Create and Extend Advantage.



Haitian in USA

Management shares path to success



Haitian in Mexico

A look towards an optimistic future

2012 is the Year of the Second Generation

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2.

Advantage



Dear readers,

You hold in your hands now the 7th edition of Advantage Magazine. We have gotten a lot of response, critical and positive, but all encouraging! Our team will work hard to make this magazine an even more substantial element of our strategy "trust through communication." Please keep on sending us your valuable comments!

Since this is the first magazine in 2012, a view back to 2011 is allowed. On March 20th, our CEO, Mr. Zhang Jian Ming and I announced the results of the year 2011 to the public and to analysts and investors in Hong Kong. We had a tremendous year and were able to maintain our sales at a record level. The net profit has even been slightly increased. And what a year it has been! The economy worldwide, and as a result, consumer confidence, was shaken by the USA and the European debt crisis and by the consequences of the Fukushima nuclear disaster, especially in Asia. The overheated economy in 2010 in China forced the Government to increase austerity measures with regard to interest rates and credit tightening in order to avoid unnecessary investments into capacities which later could have been underutilized. This heavily affected industry in China and it has been felt on our market as well, especially towards the end of the year. However, thanks to our strong position in China, which makes us more and more attractive to multinational companies operating here, and a nearly 18% growth in our export business, we were able to outperform and report a record year again. Alongside increased sales of our strong Mars series, our large tonnage machines and our fully electric Venus series were the best sellers.

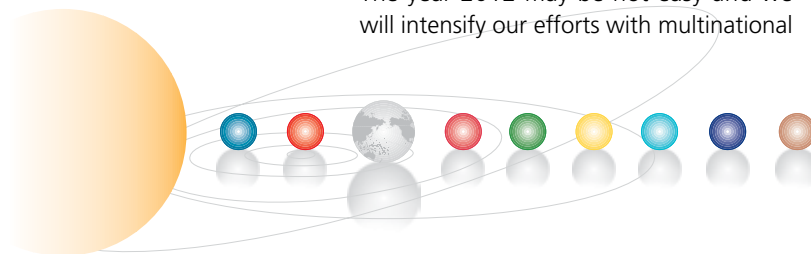
The year 2012 may be not easy and we will intensify our efforts with multinational

companies as well as in our export business. The investments in capacities at Hua Yuan in China, at Zhafir in China and in Germany, and at Hua Yuan in Vietnam, will put us into the position to even better support the business in those regions and to substantially increase exports again. This magazine is devoted to the North American region and together with our partners at Absolute Haitian and Haitian Mexico, we see huge potential for increasing our market share there. We are all excited to be at the NPE exhibition in Orlando in early April and we look forward to interesting and successful meetings.

The year 2012 will also be the year of introduction of the second generation of our bestselling products, Mars, Venus, Jupiter and Pluto. Starting with Chinaplas in Shanghai in April, we will release the first models for the Chinese markets and will then review the schedule of availability for international markets, considering the various safety standards. All the machines have been carefully designed and tested and have integrated new features and developments based on feedback from our customers and the market. The second generation of the Mars will replace the earlier announced Pallas series, since the product name Mars has become so well established in the market with more than 50,000 machines sold.

We are planning to introduce the details on these new products in one of our next issues. I look forward to meeting with you at one of the forthcoming exhibitions or at one of our facilities worldwide. I wish you a successful year 2012!

Sincerely yours
Prof. Helmar Franz



We Create and Extend Advantage.





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Advantage

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Advantage

Absolute Haitian grows in North America

Management shares path to success



Advantage Magazine held a conversation with Glenn Frohring, Mike Ortolano and Nate Smith, the three owners of Absolute Haitian, the distributor of Haitian and Zhafir injection molding machines in the United States and Canada. We wanted to learn how they have been so successful at growing their business during a challenging time in the North American plastics industry.



As Absolute Haitian's sales have grown, the number of team members supporting customers has also expanded.

Gentlemen, since its establishment in 2006, Absolute Haitian has increased sales and market share year after year, even during turbulent times for the plastics industry. What was the opportunity you saw for Haitian that others didn't?

GLENN FROHRING: We watched the European machinery companies increasingly serve high-end applications with niche technology and cost prohibitive machines and Japanese suppliers focusing exclusively on all-electric machines, which are cost prohibitive in large tonnage presses. It was obvious that general purpose molders in the U.S. and Canada were being neglected and Haitian perfectly matched their requirements. We estimate that a high percentage – as much as 70% of the injection molding market – falls into this category.

MIKE ORTOLANO: When we looked at Haitian machinery, we were impressed with its durable construction and favor-

able game-changing value proposition for the North American market's price position. And Haitian's leadership in energy efficient machine design and its laser focus on all-electric technology was evident to us even in 2006. Now Haitian, and its subsidiary, Zhafir Plastics Machinery, offer a tremendous range of molding machines for North American molders. We believed that with the right infrastructure of sales and support combined with experienced leadership, Haitian would take off in North America. And it did. We have grown sales by 500 percent since we began.

Can you tell us how you connected with Haitian and Zhafir Plastics Machinery? Were you acquainted with Professor Helmar Franz previously?

NATE SMITH: We knew Professor Franz and respected his leadership in the international market place. Our close relationship was instrumental in starting up our U.S. operation smoothly and quickly. Once the

bridge was built, we developed a strong working relationship with our Chinese colleagues such as Haitian Plastics Machinery's International Sales Manager, Zhou Jianhui and Leon Xie, Absolute Haitian's sales engineer who resides in China. In the digital age, communications with the Haitian and Zhafir teams are instant and responses are just as fast.

What was your first big success in the U.S.? Was there a project that gave you momentum?

GLENN FROHRING: Our first major order was negotiated in late 2007 for several Haitian molding machines delivered to Faurecia S.A. in Frazier, Michigan. That established us in the automotive market, which is notoriously price sensitive yet demands performance. The value proposition of Haitian machinery is well-suited to the pricing and quality demands placed on automotive molders. Once we gained the confidence of this large Tier 1 supplier, our success grew quickly.

NATE SMITH: Another milestone was the shipment of our first machine over 1000 tons in 2007. We delivered a 1200-ton molding machine to a custom molder in El Paso, Texas. By 2010, we were regularly selling 1000-ton machines. Our first 2200-ton machine was sold in the summer of 2011 to Toledo Mold & Die, a custom molder and moldmaker in the automotive market. In late 2011, we installed a 2400-ton machine in a customer's plant in Kentucky; their second 2400-ton machine will be delivered this Spring.

How has Absolute Haitian structured its business in the U.S. to keep up with this fast growth?

MIKE ORTOLANO: We operate our After-market Support operations with a combination of direct personnel and personnel from our Absolute-affiliated companies. We supplement that with trained contractor organizations. We have invested in people, inventory, systems and in facilities – two 25,000-square-foot buildings in Worcester, Massachusetts and one new 20,000-square-foot building in Northeast Ohio for a total of 70,000 square feet. We continue to invest in all these areas and will continue to develop our support infrastructure to make sure it keeps up with our sales growth and our expanding installed base of machines.

GLENN FROHRING: And 15 salespeople have now become 15 sales agencies with more than 40 salespeople in the U.S. and Canada.

We understand that you share the strengths of other related businesses under the Absolute name. Tell us about that.

NATE SMITH: We have three businesses. Our used machinery business, Absolute Machinery, is always seeking inventory so Absolute Haitian's sales are aided by our trade-in programs, providing customers with options for their old machines such as reselling to a new user or placement in our warehouse. Our commitment to sustainability led us to establish Absolute Green Energy, offering a wide range of industrial solutions for energy efficiency with renewable energy systems that reduce energy consumption and increase profits.

Our goal is to help customers

reduce energy consumption through their new machinery and their plant design, contributing money to their bottom line. Plus Absolute Machinery recycles their old machines, making us good partners in sustainability.

Very green of you. What are the main themes you see going forward in the market for 2012 and beyond?

MIKE ORTOLANO: Our next major thrust is to increase our share of the all-electric machine market with the Zhafir Venus and Mercury series machines. We've had positive results with the Venus in medical and packaging applications. Its strong performance and cost-effective pricing provides a real competitive advantage for molders. And of course, the tiebarless Zhafir Mercury series offers even more promise especially for molders using new materials made from renewable sources such as biodegradable and bio-based plastics, where separating plasticizing from fill is important.

GLENN FROHRING: We had a tremendous year in 2011 and anticipate excellent results in 2012. On top of the market's recovery, this is the year for NPE2012, the triennial international exposition that drives a lot of machinery purchasing in North America. In our booth 1573, molders will see the Haitian Mars and the Zhafir Venus in action, as well as meet the Zhafir Mercury, which is being introduced to U.S. and Canadian molders at this show.

It seems that your belief back in 2006 that Haitian and Zhafir injection molding machines would be welcomed by North American molders was exactly right. Congratulations on your success.

NATE SMITH: We have a strong technical partner in Haitian International. We have confidence in our team. And the North American marketplace is more robust now than it has been in nearly eight years. Absolute Haitian is just getting started. Wait until you see how fast we grow in the next decade!

Adv



- Worcester, Massachusetts
- Cleveland, Ohio
- Chicago, Illinois

- The plastics industry is the third largest manufacturing industry in the United States
- The U.S. plastics industry employs more than 876 thousand
- The U.S. plastics industry creates more than \$341 billion in annual shipments
- When suppliers to the plastics industry are considered, there are 1.4 million workers and total shipments grow to \$417 billion
- There are more than 16,632 plastics facilities in the United States
- The U.S. plastics industry had a \$16.2 billion trade surplus in 2010

Statistics from The Society of the Plastics Industry



VISIT US:
01 / 05. - April 2012
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Advantage

Paramount Group gains advantage in dairy industry

Venus Series offers molder the right value proposition

Running lights out on second and third shifts with just 2 associates managing the first shift, their Venus machines run parts until production is complete. Then they shut down automatically and patiently wait in stand-by mode until their human partners return on Monday to restart the machines, purge the barrel, and shoot 10 shots. Then it's back to running production.



Left to right: Robert Jergens, Premier Equipment Sales, and Trent Thompson, Plant Manager.



The Paramount Group is currently running three Venus machines.

The U.S. Food and Drug Administration (FDA) maintains a tight rein on the safety and quality of milk products produced by American dairy herds with aggressive testing, reporting and analysis. The compliance requirements for the dairy industry are demanding to say the least. But it isn't the farmers alone that are held up to stringent standards.

Absolute HAITIAN's customer The Paramount Group, located in Alexandria, Ohio, USA, injection molds the food-grade, leak-proof vials used for sampling milk at dairy farms and dairies throughout the U.S. The manufacturing process for the single-use vials must be highly managed to meet the requirements posed by the FDA and earn

the confidence of Paramount's dairy product customers.

At the same time, the cost to manufacture the disposable vials has to remain low, so as to not burden the farmers, co-ops, and food producers with high, repetitive costs. And the competitive environment is aggressive for The Paramount Group.

"On the one hand, we must maintain an FDA-inspected plant with all of its restrictive requirements. We sought to eliminate the use of oil wherever possible," said Trent Thompson, West Alexandria Plant Manager. "On the other hand, agriculture is a very competitive end market and we simply have to keep our overhead costs

low. The economy of late has made this a monumental task. We thought all-electric injection molding machines would be too expensive."

Venus provides the solution

Here's where the Zhafir Venus all-electric machines solved the challenge for The Paramount Group. The management team was introduced to the concept of "all-electric at the right price" in a meeting with Glenn Frohring, President of Absolute HAITIAN. At first the team was skeptical that they would be able to purchase all-electric machines at nearly the same price as many hydraulic machines on the market. Frohring was able to prove to them otherwise with

Advantage



Disposable vials are used by the dairy industry for testing required by the U.S. Food and Drug Administration.



The Paramount Group's customers include dairy farmers as well as processors of dairy products.

savings of nearly \$50,000 in the purchase of the new equipment.

"We are now running our four-cavity molds on three Venus 1200-300H all-electric injection molding machines," said Thompson. "And our main objective has been met. The elimination of hydraulic oil is keeping our plant cleaner."

Application challenges

The molding of the dairy industry containers posed challenges that the Venus machines were more than able to meet. The containers must be made in a cleanroom environment and are molded using a "sterile by process" method (not requiring a

second round of sterilization). The closure application includes a living hinge and the cap is closed and hermetically sealed during the mold cooling process; no human hands can ever touch the cap.

"The sophistication of the engineering found in our Venus molding machines was appropriate for our needs," indicated Thompson. "They are repeatable and able to handle the unique aspects of our mold design. Our process is proprietary and has some unusual requirements that the Venus all-electrics handled gracefully." Thompson indicated that the benefits went beyond easier cleanroom molding and the expected energy savings. "Our four-cavity mold is running a 15 percent faster cycle

time on the Venus machines," indicated Thompson. "And that is a benefit to our bottom line."

With customers the likes of Sorrento and Kraft, as well as regional and local dairies, The Paramount Group is now molding to both meet the needs of its customers and maintain profitability. "It is critical that our dairy farmer customers trust that the vials they use from us are sterile and do not affect the outcomes of their testing. They get paid based on the quality of their milk and we make sure our vials never impact their results," said Thompson.

Advantage

American Autocoat finds success with Haitian Mars Series

High quality parts are the key to success.

American Autocoat provides unequalled painted parts and assemblies to customers in the automotive and household appliance industries. They have mastered the geometry of difficult-to-paint parts with finishing excellence, giving their customers the confidence to design without limits.



Left to right: James Warkentien, Senior Mold Process Technician and Richard Rogers, President and Chief Operating Officer, American Autocoat

North American Tier 1 and Tier 2 automotive suppliers looking for Class A body color finishes on plastic and composite parts and assemblies turn to American Autocoat, a young, dynamic organization located in Hudsonville, Michigan. American Autocoat offers solutions for molding, color application, finishing and assembly on interior and exterior trim components, primarily for the automotive industry, but also for consumer goods manufacturers and other industries. Designed from the ground up with the latest technologies and fully automated processes, the results are an efficient process environment that optimizes energy and controls waste.

American Autocoat moved into the injection molding of automotive components to support their strategic business plan. "To finish well, you have to begin the part with the finish in mind," said Richard Rogers, President and Chief Operating Officer. "We were frustrated with the amount of time and energy that was wasted on parts that were not molded properly for Class A high gloss finishes. Our goal was to control the quality of the molding and improve the efficiency of the entire process."

While American Autocoat is known for its high-end finishes, the automotive industry is price driven. "If you don't have a re-



"Our goal was to control the quality of the molding and improve the efficiency of the entire process."

Richard Rogers, President and Chief Operating Officer



The addition of the Mars machine cell expanded American Autocoat's capabilities to include superior-quality, energy-efficient and environmentally sensible injection molding services.

ally good price, then you don't belong in the business," said Rogers. The company needed molding machines that delivered performance but at a low cost to ensure their competitiveness. Rogers learned that other companies were using Mars molding machines successfully with more than five years of reliable performance and took a serious look.

He found the right solution when American Autocoat bought two 427-ton Haitian Mars injection molding machines. "In a word, our servo electric/hydraulic Mars presses provided us with value," said Rogers. "We obtained efficient machines at a very competitive price, giving us an advantage against competitors."

The results? The Mars is delivering a stable and repeatable process within tight process tolerances, which is what is needed for painting Class A finishes. "Our customers recognize that we are able to produce quality parts with repeatability and stability. This gives us confidence to mold good products, shot after shot, day after day," indicated Rogers.

What does James Warkentien, Senior Mold Process Technician for American Autocoat think? "The Mars is user-friendly and extremely quiet. The software is easy to use with pages that are simple to navigate. There's a lot of room to work around the clamp and frame, which makes it convenient to run lines and add auxiliaries. These machines are work horses and they are fast," said Warkentien. Are they energy efficient? According to Rogers, "We estimate that our hybrid Mars machines use 75% less energy than a full hydraulic machine."

Another point of satisfaction for Rogers and Warkentien is the relationship with Absolute Haitian. They credit sales representative Mark Vliem for understanding their needs and gathering data to make sure the Mars was the right solution for them. Rogers said, "Mark is technically qualified and spoke our language. He really knows this industry, as does Glenn," (Glenn Frohring, President of Absolute Haitian). "From a service and technical support standpoint, Absolute Haitian is in our facility on a regular basis, ensuring that we remain satisfied. When we have questions, they are addressed right away," said Warkentien.

"Recently, we met a strategic goal to diversify our business by landing a new program with a household appliance maker, working on a high-end laundry application. We're running a mold that this customer had previously run in-house and they could see we ran less scrap than they did. They knew we could do a better job with the program than they could in-house and wished they had our Mars machines," concluded Rogers.



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Advantage

Haitian in Mexico

A look towards an optimistic future

Haitian Mexico is positioned to take advantage of growth and investment in key plastics industry end markets such as automotive, electronics, and consumer products. With warehousing for aftersales parts, technical staff for service, a 24/7 call center for support, and top quality Haitian and Zhafir machines, the picture is bright.



High potential country

For about a decade it's been common to listen and read about the BRIC countries, China being one of them, as the world's emerging countries with the highest growth potential. In a dynamic world like ours, the prestigious magazine Foreign Policy has recently proposed the conception of a new group of countries which, given the current conditions, are expected to shake the world's economy during the next 50 years. Mexico is part of the TIMBI, and it is joined by Turkey, Indonesia, Brazil and India.

This might be a bit surprising, but it's fairly true. Despite Mexico's major challenges as a nation, it is one of the countries receiving the largest amounts of foreign direct investment – hard to find a better example than what has happened within the automotive industry. Thanks to substantial



Haitian Mexico Staff in Monterrey

Japanese, North American and European flows of capital into the country, Mexico will jump from being the ninth global automotive manufacturer to the sixth or fifth in just over three years.

Haitian in Mexico

Aware of Mexico's potential as an economy and as a manufacturing country, during the past ten years Haitian has doubled efforts in this market. The Ningbo-based company has now been able to position itself as a leading and preferred supplier, not only within the small and medium companies, but also among widely recognized multinational firms, with which every time becomes more popular.

Regardless if it's house appliances, toys, consumer products, automotive or industrial applications, a large number of compa-

nies in Mexico choose Haitian for offering the best value proposition available. Almost 900 installed machines (180 of them only during 2011), and over 300 satisfied customers back Haitian's strong presence across Mexico. Headquartered in Mexico City, Haitian has understood how important it is to be nearby its customers. This is why a warehouse and new offices are being opened around April 2012 in Queretaro, in order to better look after Haitian equipment installed in the Bajio region (Central Mexico).

Joining our long-time working warehouses in Mexico City and Monterrey, this acquisition increases the availability of spare parts and experienced Haitian technicians in the entire country. Haitian machines are as trustworthy as they can get. Not sitting back, staff in Mexico ensures uninterrupted and optimal production cycles through

Advantage



● *Headquarter: Mexico City*

Like the rest of North America, the year 2011 was marked by aggressive growth in the plastics industry for Mexico. According to the Mexican industry association Anipac, the plastics industry grew 10 percent to over \$20 billion in 2011. The sector includes about 4,200 processors and accounts for 3 percent of Mexico's gross national product. With 165,000 plastics industry jobs and anticipated growth of 9% in 2012, industrial investment resulting from plastics could reach \$1.8 billion in the coming year.

Mexico has the second largest national economy in Latin America and plastics manufacturing plays a major role in key export products. The automotive industry has a long history in Mexico and currently, nine automotive OEMs (GM, Chrysler, Ford, Honda, Toyota, BMW, Mercedes Benz, Volkswagen and Nissan) have design, parts production and assembly here.

Mexico is the world's leading manufacturer of televisions, earning it the title "Television Capital of the World" within the electronics industry. Manufacturing for other electronics devices such as mobile phones, computers and game stations has made Mexico the second largest electronics exporter to the U.S.

The plastics industry in Mexico is marked by optimism for the future. Last year, more than 6 million metric tons of plastic were processed. The excitement is to see how high it will surely grow.

El Angel de la Independencia (The Angel of Independence) is one of the most recognizable landmarks in Mexico City.

scheduled preventive services and a 24/7 remote troubleshooting Call Center. Critical spare parts are constantly increased in our warehouses according to the amount and type of machines which are sold in the country; this offers customers the peace of mind that they deserve. Service staff grows and gets stronger year after year: the frequent exchange of Mexican and Chinese technicians has allowed them to be more efficient in terms of machines set-up and preventive services, making sure that Haitian presses will keep operating under optimal conditions.

The acquisition cost of capital equipment has been typically very high. This makes the return of investment period long and risky, and doesn't offer much flexibility to renew equipment. These conditions have forced several small and medium Mexican firms to buy used machines, and big North American corporations to ship their old machines to their Mexican subsidiaries with the implied disadvantages that all this brings: reduced productivity, high maintenance costs and low energy consumption efficiency.

Nowadays Haitian offers an alternative scenario: new machines with certified com-

ponents, innovative technology, proved productivity and low energy consumption levels. All this at a fraction of the price – something that only the largest manufacturer of plastic injection molding machinery could achieve: the best cost-value ratio in the market.

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„Made in Mexico“

Advantage

Olan de Mexico and its sustained success

Steady growth of this packaging company is supported by the high quality of Haitian equipment and the growing presence of Haitian Mexico

One of Mexico's most reputable and innovative companies is a leader in the packaging space for the cosmetics and pharmaceuticals industries. They are also a loyal customer of Haitian Mexico.



From left: Fabian Benitez (Plant Manager), Narciso Lugo (Sales Director), Ricardo Reyes (Mold Shop Chief), Francisco Ocampo (Plastic Injection Chief)

Getting to know Haitian Plastics Machinery

Plastic injection processes have always played an important role within Olan de Mexico, but nowadays they're even more significant. When Olan de Mexico and Haitian Plastics Machinery had their first contact in 2000, Olan had at that moment no more than 15 plastic injection machines from different manufacturers such as Negri Bossi, Boy and Jon Wai.

After getting to know the Haitian brand and all of its advantages – cost, productivity and efficiency – Olan de Mexico's management decided to write an initial purchase order for three units. Very soon, this order would be modified into only one machine.

"We didn't know Haitian Plastics Machinery nor its machines, so at that time we preferred to wait to see the machines actually working before making any bigger investment", evokes engineer Mr. Narciso Lugo, Sales Director.

"We knew that Haitian was the way to go"

However, all doubts soon came to an end. "About four months after we started producing with our first Haitian machine, we didn't hesitate anymore. We knew that Haitian was the way to go", says Mr. Lugo, who is a key team member and has assisted Olan de Mexico through its development for over 38 years.

There are not many family-owned companies that can stay alive successfully for long periods; when second generations take control of the businesses, it often happens that both core values and competitive advantages are lost. That hasn't been the case for Olan de Mexico.

Founded in 1959 by Jaime Olegnowicz and Rosemarie Anchipolovsky (whose last names were combined to create the OLAN name), the organization started in central Mexico as a small producer of valves and atomizers for industrial purposes. The company that began more than 50 years ago with a team of seven people under the name of Atomizadores de Mexico, is today

a corporation employing a staff of over 330 and a key player among atomizers, sprays, valves and dose-dispensers manufacturers, products which are mostly employed in the cosmetics industry.

Even though there may not be many companies manufacturing the same products that Olan de Mexico produces, there are Mexican firms that do import components and assemble them into similar products. Moreover, there's strong competition with finished goods coming directly from China, Europe and the United States; many of them, however, haven't been as successful due to either low quality, or lack of competitive prices.

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Growing together

The relationship between Haitian and Olan de Mexico increased immediately; single orders of two to four machines were being placed regularly. At the time, Olan experienced one of the fastest growing stages in its long history. Starting from year 2006, the manufacturer was successful in opening foreign markets such as Argentina and Colombia; the US market would come later.

Almost 12 years after the first acquisition of a Haitian molding machine, the Ningbo-based firm continues as Olan's preferred supplier. At the time of writing, 37 out of the 42 machines owned by Olan are Haitian.

Olan de Mexico looks after the needs of direct-selling companies in the cosmetics industry such as Avon, Arabela, Jafra, and Stanhome, among others. These firms and the products they handle demand not only innovative designs, but also the highest quality in production materials and, as is obvious, the highest precision when it comes to injection processes.

The price and performance of its plastic injection molding machines, combined with the availability, expertise and customer-oriented mindset of the post-sale service staff, has helped Haitian to position itself as Olan de Mexico's top machinery manufacturer, significantly contributing to its customers' satisfaction and to business expansion.

Olan de Mexico has designed and produced dispenser pumps, atomizers, sprayers, valves, caps, covers and compact cases for 42 years.



2012 is the year of the second generation

A conversation with Fu Nanhong about the new machine Generation 2

5 years after introduction of the „Planet Machines“ Saturn, Mars, Jupiter, Venus and Pluto, Haitian International presents its next generation of these successful series. Thanks to the excellent business strategy of the Group, the R&D departments could concentrate on developing a lot of new features. In line with the customer feedback of the last 5 years Haitian, Zhafir and Tianjian present at Chinaplas really customer driven results.

It was a big technological step, as Haitian International in 2007 introduced their „Planetary Series“ and replaced their HTFW and HTFX series. How did this change affect the approach of your engineers?

There was an enormous change since 2007. The well-established brand in China Haitian with the Series Saturn, Mars and Jupiter, was suddenly able to cover suddenly cover nearly 80% of all applications, both in the domestic market, as well as overseas. The competitive environment has changed dramatically. Suddenly we were involved in projects that had been offered so far only to the „big brands“ in Europe. With the all-electric Venus – our high-tech brand Zhafir – we were extremely competitive with the previously undisputed leaders in Japan.

And this is also reflected in the sales figures of the past 5 years. Since 2007 the numbers have almost doubled.

Yes, exactly. Since then, e.g. over 50,000 units of energy-saving Haitian Mars Series have been delivered. The all-electric „Zhafir Venus Series“ has already sold more than 1,000 machines. In 2010, Haitian Inter-

national was for the first time the market leader in numbers and turnover. That was an incredible result.

For the Group 2012 is the year of the second Generation. Sounds like a powerful and dynamism time. What we have therefore to be expected?

A lot. Certainly, the development of all our production lines since their launch was a continuous improvement process. Thanks to the excellent business strategy during the crisis period of 2010/2011 we had a clear focus and therefore the resources for R&D have been set. We were very successful with our whole product range and we became a real market leader. This allowed us engineers to work on the complete product line setting up our „Generation 2“ another milestone. We watched the market trends and very carefully listened to our customers above all. They gave us valuable and comprehensive feedback, which in turn was the basis for our development work. The teams of Haitian, Zhafir and Tianjian made in my opinion an excellent job.

When can we expect the Generation 2 in the market?

Traditionally, we always start in the domestic market. The new generations of the series, Mars, Jupiter, Pluto and Venus will be presented at this year's Chinaplas. Then they will be available in the most common sizes. In parallel, we will complete the clamping forces and our export company Huayuan will make the machines ready for worldwide distribution. Experience has shown that we need around 1 year for this period. Our goal is to present all updated series at the next K-show 2013 in Germany.

And what about the testing phase?

The testing phase is already completed more or less. Over 100 units of the series Mars, Jupiter and Venus were already installed 1-2 years ago at more than 20 customer bases. The results were evaluated, analyzed and incorporated into the turn which we operate. That was very exciting for us and new experience. We are proud to say that the Generation 2 has been developed in line with our customers and their requirements.



“Our products now are customer driven more than ever before.”

*Fu Nanhong,
Chief of R&D
Haitian International*

This sounds like really market-ready products

You are right. E.g. for the Mars Series we fundamentally changed the toggle system. With the help of a German engineering company, we succeeded in improving the kinematics, so that the movements are much faster and at the same time extremely harmonious. The test results are

very encouraging. More precision and dynamics, and thus 25% less dry cycle time. Our pilot customers are happy ...

What can we expect from the “all-electrical section” at Zhafir? According to all reports, the Venus Series is on the way to being accepted?

Yes that is true. At least for the traditional all-electric focused markets in Asia. But also overseas, the Venus is gaining in popularity. The extremely competitive price-performance ratio has more than satisfied 200 customers so far. Nearly 1,000 units were sold. But nevertheless, no other series was so under observation as Venus. We produced thousands of mold tests and comparisons with the market leaders from Japan and Europe. We collected lots of ideas for improvement from the motivated Zhafir engineers, and also from our customers. Thus a new generation of Venus, which can provide many real customer benefits.

Can you give us some examples?

Sure. The optimized injection unit with the result of 20% better acceleration. Enhanced functions in the software and control, a much more compact machine design with a lot of space for powerpacks and auxiliaries. And last but not least the pivoting injection unit for a quicker screw change and easier maintenance.

But also the two-platen Jupiter promises a lot of significant changes.

The Jupiter Series probably made the biggest step. Changes in the clamp design will satisfy customers. With this series we expect a lot of nice projects in future. So we worked very hard to upgrade the Jupiter in the direction of the main players. Control of the tiebars is now decentralized. This allows us to achieve more precision and more flexibility in terms of mold height. The dry cycle time was shortened dramatically, and our proven “Mars technology” is now standard. By the way, we could reduce oil consumption by more than 30% of Jupiter.

Do you have a short summarizing for us?

As I said, I am very pleased with the results of all series. The Generation 2 promises improvements in performance and ergonomics that have arisen in large part based on customer requirements. I would say that the Generation 2 is much more customer oriented than all series before. For us engineers it is an excellent basis for future innovations. And they will come soon. Promised.

Thank you very much for this interesting conversation.



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