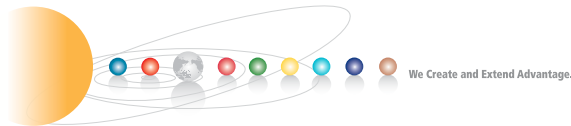


# Advantage

*Plastics News from Haitian International*



We Create and Extend Advantage.



## Made in China

*In discussion with the Quality Manager of Haitian Huayuan*



## Great Opportunity

*The market-oriented Zhafir Venus Series*



## The new brand „Tianjian“

*Focus on specific requirements of a big market*

# Quality & Performance

*Haitian International-- focus on customer benefits*



# Advantage



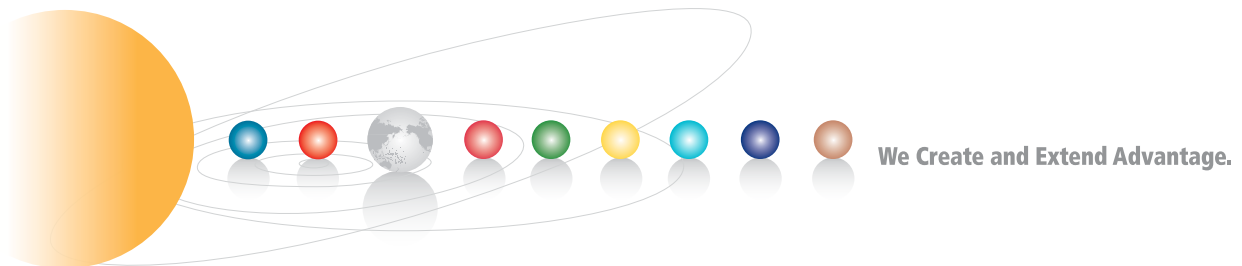
## Dear readers,

So – this now is the start for a new challenge for our brands at Haitian International – a magazine for our customers, partners, investors and employees. We have named it “Advantage” as per our slogan - a value, which we share with all of you. Some may say – “ more paper..” or “ another magazine..” but we still demand something new and different. In times of continuously growing amounts of information we want to create a communication forum, which will not just be translated into different languages, but which will consider the different aspects of Asian and Western culture. It is, because one the largest experience we made in recent years at Haitian is about the huge and unexploited potential for developing business and personal relationships are the mutual understanding of the differences in the cultures. And – business is conducted between people, it requires trust and understanding. Both cultures can offer so much – and one can benefit from the other. This requires lot’s of understanding and consideration, but - and I trust I may tell this after more than 25 years dealing with both cultures and now more than 4 years exiting life in China - it is such a promising, fascinating and not to forget rewarding challenge!

I can promise – our colleagues in China, in Europe and elsewhere around the globe will do their best to meet this challenge with our new magazine “Advantage” and I can assure you, that we all are highly motivated and looking forward to get as much as possible of your valuable advices and opinions.

I hope you enjoy reading,

Sincerely yours,  
Prof. Helmar Franz





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# Advantage

## Impressum:

### Publisher

Haitian International Holdings Ltd.  
Unit 1105 Level 11  
Metroplaza Tower 2  
223 Hing Fong RD Kwai Fong N.T,  
China  
E-Mail: haitian@mail.haitian.com  
http://www.haitianinter.com

### Chief Editor

Prof. hc. Dipl.-Ing. Helmar Franz

### Assistant Editors

He Guangjie, Sonja Troche

### Supported by

Dieter Seifert, Fu Nanhong, Zhu Yuanjie

### Translations

He Guanjie

### Set & print

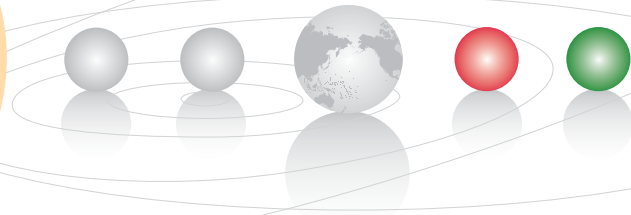
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# Advantage



## HAITIAN

PLASTICS MACHINERY



## We Create Advantage ...

The diversified range of injection molding machines in the Haitian Plastics Machinery portfolio covers all the applications in the standard sector, and strongly observes international quality standards. Haitian Plastics Machinery is looking after more than 30,000 customers worldwide, with over 60 distribution centers serving more than 80 countries and regions.



As an internationally positioned business, remaining firmly rooted within the Chinese culture. Haitian was first established 44 years ago with 100 RMB of starting capital. In over four decades the founders, with their passion, persistence and technological knowledge, have created reliable machine concepts with crucial competitive advantages for the customers in the plastics processing industry. Today Haitian is the largest injection molding machine manufacturer worldwide, in respect of sales volume.

### **The Capital:** Over 40 years experience

Capitalizing on Haitian's over 40 years experience, the company has achieved crucial advantage in know-how and cost-effective production. expertise has enabled Haitian to manufacture innovative standard injection

molding machines in high quantity adapting high quality levels. On a production floor of over 700,000 square metres, a workforce of around 3,500 including more than 200 development engineers are developing and producing over 18,000 machines per year. The trend is rising.

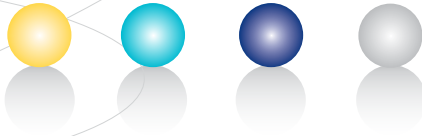
### **The focus:** standard injection molding machines

The main focus of the Haitian brand is on the development and production of high standard injection molding machines. It covers the middle and upper middle sector of applications and focuses on customer benefits like speed, reliability and energy saving. The Haitian Plastics Machinery brand provides the broadest range of clamping forces between 600 kN up to 60,000 kN and specials like multi-color, vertical machines, and two platen large machines.

### **The advantage:** Innovations for an excellent price

Innovation is not only a matter of high performing and high priced machines. Innovation exists in every technology level. The Haitian R&D team actively optimizes our technology with new and innovative concepts at every level. They meet the challenge to create energy-efficient machine concepts for the customers, whilst maintaining cost-effective manufacture. The Haitian machines are designed for the standard sector according to the principle „brilliantly simple – simply brilliant“. The customer immediately gains the benefits of cost-effective machines with high energy-efficiency, simple handling, and minimal maintenance frequency – and at the same time, a high manufacturing quality.

# Advantage



### Haitian Mars Series

600 to 40,000 kN

Energy and water saving solution for applications in the upper standard sector



### Haitian Jupiter Series

12,000 to 60,000 kN

Space-saving, two-platen technology with flexible adjustment of large-size molds



### Haitian Saturn Series

600 to 40,000 kN

Robust, dependable solution with extensive features, possibility to utilise in over 80% of all applications



### Haitian Iapetus Series

1,200 to 30,000kN

Affordable, two-component technology based on the proven Haitian Saturn Series



## TIANJIAN

PLASTICS MACHINERY

## The new brand: Focus on specific requirements of a big market

As a subsidiary of Haitian International Holdings Ltd, Wuxi Haitian Machinery Co., Ltd with its brand "Tianjian Plastics Machinery" covers the simple applications for plastic parts and respectively focuses on the development and production of simple and solid hydraulic injection molding machines for the growing buying power and the mass markets in the densely populated areas in China and India.

### High profit rate for the customer

The facility is located in Wuxi, the central area of Yangtze River Delta. On a production floor of over 51,000 qm, Tianjian is able to deliver about 5,000 machines per year. Tianjian in the Chinese language and culture, means "sky (tian) and sword (jian)".

Born under the sky, favored with sword's



### Tianjian Pluto Series

550 to 10,000 kN

Economically solution for simple applications

courage and zither's heart. Our aim is to offer user friendly and economically attractive machines – simple but excellent.

### Keep it simple

Mr Le Xiaodong, General Manager of Wuxi Haitian Machinery Co., Ltd points out: "Tianjian has inherited the quality and production experience of Haitian Plastics Machinery.

The approach of Tianjian Plastics Machinery is to create a clear market position for this brand, and a broad market acceptance with reliable product quality. A constant and high profit rate for the customers is our main goal. Due to an efficient development process we will offer economically prices while maintaining the high manufacturing quality. Keep it simple – this is our philosophy."

More details: [www.tianjianpm.com](http://www.tianjianpm.com)



*.... we will offer economically prices while keeping the high manufacturing quality ..."*

Le Xiandong, General Manager of Wuxi Haitian Machinery Co., Ltd

# Advantage



**ZHAFIR**  
PLASTICS MACHINERY

## We Extend Advantage ...

Zhafir Plastics Machinery GmbH is currently developing a new generation of all-electric injection molding machines. The premium brand name 'Zhafir' covers all application areas of the dynamically growing high-tech markets. A team of high qualified specialists in Germany and China are networked together for creating innovative and affordable solutions at the same time.

In 2005 Zhafir Plastics Machinery GmbH was established in Germany and in August 2007 integrated into Haitian International Holdings. The Zhafir Team in Ebermannsdorf, Germany, is comprised of highly qualified development engineers from a variety of special fields. With this new daughter company, Haitian International Holdings Ltd. extended its global growth strategy to a multi-brand model. From beginning the subsidiary company, Zhafir, is concentrating on the research and development of all-electric injection molding machines for the high-end applications.

### High level machine technology

This new structure strengthens the position for international competition, because from this time on Haitian International was also offering innovative machine concepts with the highest level of technology for high-end users in the premium sector. Furthermore, with these high-precision machines the Group is extending the competitive advantage for the customers with respect to the highest technological standards and at the same time with highly efficient profitability, as well as with regard to environmentally

### friendly considerations.

Zhafir transfers the innovative technological developments into profitable solutions by using intelligent, standardised production processes. Customers with the highest requirements attain critical competitive advantages through the deployment of Zhafir machines. The research and development engineers in Germany are networked together with their colleagues in China at the same time for creating innovative and affordable solutions. Through this interdisciplinary interchange with respect different market



**„We achieve highest requirements with intelligent solutions.“**

*Prof. h.c. Dipl.-Ing. Helmar Franz,  
CEO of Zhafir Plastics Machinery,  
Executive Director of HTI*

demands in Asia, Europe and America, Zhafir is developing into a driving force for innovation relating to developments in the plastics industry.

### Teamwork in every time zone

The exchange of knowledge between Ebermannsdorf and Ningbo is facilitated by means of the most modern communications technology and a regular, personal interchange in both directions. The next Zhafir machine generation is emerging with full consideration of global customer requirements through the personal ex-

change between high qualified and experienced German and Chinese specialists.

### Sales & Service network

The integration of Zhafir into Haitian International has helped to extend this logistic support for our customers to a decisive scale: Our steadily growing sales & service network of highly qualified specialists can react to individual and industry-specific requirements with special configurations and customization, and implement these directly at the customer base.

### A vision takes shape

Zhafir is focusing on all-electric solutions. With its basic model „Zhafir Venus Series“ the team optimized the former „HTD“ range and extended the advantages up to an economical and precise machine. Since the product launch in May 2008 there are delivered out about 200 units in over 20 countries so far. The latest innovation is presented by the „Zhafir Mercury Series“. At the moment it is in development and test phase. There are around 15 engineers from Germany and China working on it. First results have shown that the Mercury promise to become a high speed machine of first level with a lot of new solutions implemented driven by the desire to integrate customer benefits. It's going to be interesting.



# Advantage



### Zhafir Venus Series

400 kN - 4,100 kN

All-electric solution with the best price-/performance ratio

# Advantage

## „Quality is a Value in Itself“

In discussion with Mr. Dieter Seifert, the Quality Manager of Haitian Huayuan

“Made in China” is still associated with “cheap” or even “unreliable”. Haitian International has already set itself the target to change this prejudice for many years. Defined quality checks during and after the machine assembly assure a high degree of customer’s satisfaction. All the machines leaving the workshops daily are carefully checked and certified.

### What does “Made in China” mean for Haitian International?

**MR. SEIFERT:** “Made in China” has changed significantly in recent years. Of course, quality awareness inevitably changed due to the growth in export business. Although the common prejudice that China is the country of “low Quality” remains in the minds of some people, many Chinese Manufacturers could prove to the contrary in recent years. Haitian International has set itself the target to change this prejudice. At the K 2007 we have proven without a doubt that our machines can absolutely compete with European made products in terms of quality and performance. However, we can still provide a price advantage to our customers because we say quality is a value in itself and not related to price.

### Products without or inadequate certifications made in Asia are repeatedly causing negative headlines in Europe.

**MR. SEIFERT:** Unfortunately there are still too many products from China that are exported with insufficient or incorrect certificates. This is probably a result of the wrong assumptions of a few Asian manufacturers who certify them for the TÜV. We, as a matter of fact, see this as our commitment to our customers. They have the right to expect from us that our machines meet the relevant international standards awareness training.

### How do you assure the certification according to the rules?



*The quality assurance of Haitian International covers the entire manufacturing process of an injection molding machine.*

**MR. SEIFERT:** First of all it has to be clear, that only the machine manufacturer is responsible for a correct certification and the delivery of certified machines. We want to be sure that we can fulfil the requirements of all harmonised standards involved in a CE-certification.

### Does that mean the TÜV has only an advisory function in this process?

**MR. SEIFERT:** Correct. The TÜV (German Technical Inspection Agency) is an internationally recognized technical advisor and a “Notified Body”. In cooperation with TÜV Shanghai we ensure that our machines really fulfil the requirements of the CE Machine Di-

rective. The cooperation starts already during the design and development process stage. This is absolutely essential since the requirements and harmonised standards are very complex. The actual CE-certification is only the second step.

### Would you help us with the term “Machine Directive”?

**MR. SEIFERT:** The Machine Directive defines the requirements for the CE-certification of a machine. It is important to keep yourself always up-to-date. The CE directive “98/37/EG” for instance will expire on 28.12.2009. After that date the “Directive 200642/EG” will be effective. On top of that there are still some national requirements, such as from VDE or



BG in Germany, as well as customer's internal safety requirements. It is therefore absolutely necessary to have a close cooperation and communication with our customers.

### How do you and your team keep track with this situation?

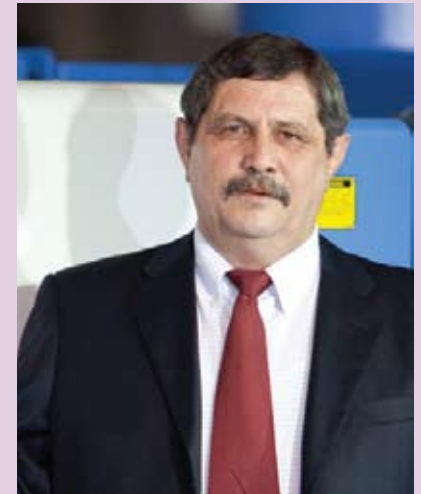
**MR. SEIFERT:** This is indeed very complex and one of our biggest challenges in quality control. We keep ourselves up-to-date with permanent training and qualification of our team members as well as a close communication with TÜV in Shanghai. We are permanently optimizing this continuous learning process. Furthermore, every "incident" will be evaluated and transparently recorded to assure a permanent process of improvement

### Have there ever been problems with the certification?

**MR. SEIFERT:** Yes, we've occasionally had problems. In particular with international customers, purchasing machines locally in China and then relocate them later, for instance to Europe. One has to know that there are different safety standards for different regions and the machines are made and certified for that region. In USA for instance the UL-standard is obligatory instead of the European CE-Standard. Of course we can assist our customers with this relocation. We simply have to know about it.

### How to you ensure that the machines made at Haitian and Zhafir are fully compliant to the CE requirements?

**MR. SEIFERT:** Our quality assurance covers



**DIETER SEIFERT** has been the Quality Assurance Manager at Haitian Huanyuan since 2006. Inspection and optimization of the quality of the entire manufacturing process and the country-specific certifications of the export machines are counted among his areas of responsibility. Through his activity as Senior Service Engineer and Technical Advisor at Demag Plastics Group he has operated on the international stage and accumulated experience in Egypt, South Africa, Malaysia and Germany amongst other places. There are currently 19 qualified employees in his team.

the entire manufacturing research and development as well as process of an injection molding machine. It begins with the use of CE certified components are checked at goods arrival. There are also specified intermediate checks during assembly. All machine functions are then checked during a test run. Every machine has to complete a dry cycle test run for 5000 to 10000 cycles, depending on the machine size. After the test run has been completed a final acceptance test is carried out which includes again all functions as well as the visual appearance of the machine. Only after all that a machine will leave our factory.

### So everything is in good order?

**MR. SEIFERT:** Of course not. Quality control is and will always be a dynamic process. The challenge is to achieve a continuous improvement in cooperation with our customers and agents. We want to create a good basis for a high qualified sales talk by providing an intensive training about regional and operational standards for our sales force.

**Mr. Seifert, thank you very much for the open and interesting conversation.**



All functions as well as the visual state of the machine are inspected again in a concluding final inspection. Only then can the machine leave the factory.



We always keep up to date via continuous employee training and an intensive exchange of knowledge with the TÜV branch offices.

# Advantage

## „Sharpen the Tools and be Different ...“

In discussion with Mr. Zhu, the Deputy General Manager of Oyu Plastic Ltd.

This sentence means if a craftsman wants to do his job perfectly, he should sharpen the tools before starting his work. For Mr. Zhu, the General Manager of Oyu Plastic Ltd., means this, that a company should be perfectly prepared before they want to do their work. Oyu Plastic Ltd. is one of the superior molding and tooling manufacturers in China with locations in Shenzhen and Guangzhou.

**Mr. Zhu first of all thank you for this invitation. We see a very smart company with advanced machinery equipment all around.**

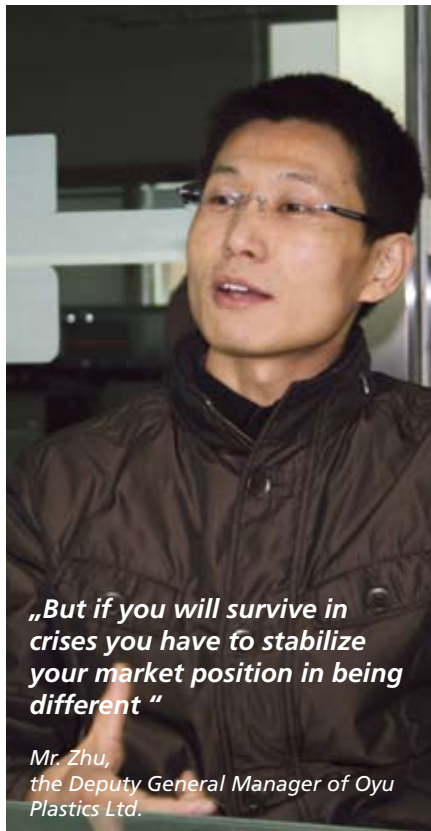
**MR. ZHU:** Yes, we are cooperating with Haitian since more than 8 years and we have over 40 injection molding machines in our production hall and mainly from Haitian. The range of clamping force is from 600 kN to 3,800 kN, We bought the machines in two times. The first time 20 and the second time we bought 22 machines. Half of them are the new Haitian Mars Series.

**What is your customer target group?**

**MR. ZHU:** We are producing high-tech products with a part weight from 0.1g to 1,800g and provide tool designs according to our customers stringent requirement. Oyu Plastic has well known customers like Panasonic or Foster. A wide range of products for the communication industry like parts for Bluetooth and mobile phones and consumer products.

**You have really big customers with high requirements. How can you assure a continuous production quality?**

**MR. ZHU:** I can say high quality equipment is the basic for developing high quality products. Our engineers in the design and technical department are always working on product solutions with additional features. We pay attention to every aspects and production steps. Good products and a good service are two necessary points. If



you reach this goal, your sales people will have the confidence in the market. This makes us possible to have chance to cooperate or re-cooperate with the customers.

**Back to your production floor. We are proud that most of your injection molding machines are from Haitian. You bought two times a big number. What was the reason to go with Haitian?**

**MR. ZHU:** Before we make a plan to buy

machines, we are making a market research. We have many proposals in our purchasing list. First of all, we will consider about the trust to a brand. Latest technology, reliable service and a provident company strategy. We are testing the machines in keeping an eye on points like easy operation, energy saving, reliability. And of course the price-/performance ratio. Haitian is the market leader for years. The brand has an excellent image.

**You mentioned customers like Panasonic. They are big players in Japan. You didn't have any problems with Chinese equipment?**

**MR. ZHU:** We know, Chinese brands are always regarded as “low quality”, but this situation is proven not correct in recent years by many good Chinese companies. I believe Haitian is one of them. After the testing, Haitian machines' performance is pretty good in energy saving, stable performance compared with the other exported machines. Once some Japanese customers visited our workshop, they were amazed a Chinese machine can produce such perfect products. So they said they also wanted to have a try! And the Panasonic institute visited us, the same situation happened. China is developing. They need and must change their point of view.

**You decided to buy the energy saving Haitian Mars Series. Is this issue an important point for your company?**

**MR. ZHU:** Energy is very expensive in

# Advantage



Altogether there are over 40 high equipped Haitian injection molding machines from 600 to 3,800 kN

China. That's why we need to take care of this important issue. We haven't make detail measure and comparison with the Mars machines but our power consumption was obvious reduced and the precision has been improved a lot compaired to hydraulic machine concepts. If you have an efficient production, you will be competitive and successful. Especially in times like now.

**You mean in times of economic crisis? How do you deal with it?**

**MR. ZHU:** In my opinion, everything has its positive side. I taken part in a lot of bad

times in my career. Of course including this economic crisis now. I think first of all we should sit down and find the reason, why we stopped here and what's the problem. Can we change something in our own structure and thinking? We adjust our management philosophy, maintain the customer resource, train our employees and focus on new innovations.

**Sounds like an easy plan.**

**MR. ZHU:** Of course not easy. But if you will survive in crises you have to stabilize your market position in being different to

your competitors. In my company, I believe quality, price, delivery time, cooperation with the customers are the most important points. If a company can combine these four points perfectly, the success is sure. In these points, quality is the life, price is the motive power, delivery is the insurance, and cooperation is the guarantee for the further business.

**Mr. Zhu, the editorial team wants to thank you for this open discussion.**



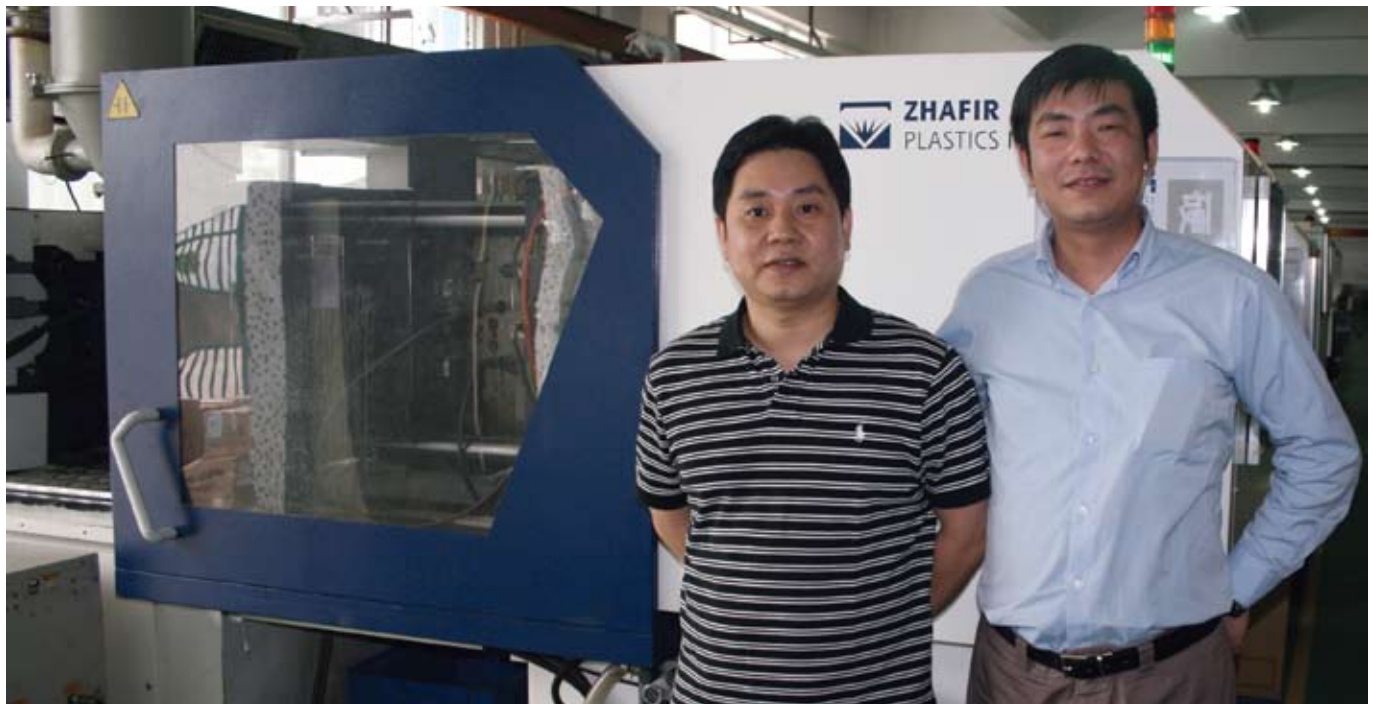
Oyu Plastic LTd is producing a wide range of products for the communication and consumer industry

# Advantage

## “Our Strategy: Looking - Testing - Buying one”

In discussion with the Board Chairman of Ssun Holding, Mr. Kou Xuewen

Ssun Holdings Co.,Ltd. is a leading high-tech enterprise in the manufacturing industry of China. It headquarters in Shenzhen of Guangdong Province and provides product designing and manufacturing solutions for the global customers. On more than 40,000 square meters production floor 1500 people are working with various processing equipments, high precision molding and testing equipments mainly from Europe and Japan.



Left: Mr. Kou Xuewen, Board Chairman of Ssun (left) with the Zhafir sales manager of South China, Mr. Shen Hong (right)

When China reformed the economic and opened up their policy, thousands of Chinese people went to Guangzhou and Shenzhen to earn money. They carried their dreams with belief in their mind. Mr. Kou was one of them and now he is the board chairman of Ssun Holdings Co.,Ltd., which was established in 1995. “I was 17 years old in 1987 when I came to the economic zone Shenzhen. No money. No experience and with a salary of about 4 RMB for one day. When I saved the first 10,000 RMB, I began to cooperate with my friends to start up our

own business.” Mr. Kou remembers.

Now Ssun is a leading high-tech enterprise in the manufacturing industry of China. Located in Shenzhen of Guangdong Province, Ssun provides high engineered product development like mold designing, manufacturing and post-processing services like pad printing, assembling etc. Ssun is focusing on high precision molding and delivers mainly global customers. They run high tech applications like thin-wall molding, PVD, bi-component molding, etc.

On a production floor of over 40,000 qm, more than 100 injection molding machines in 6 halls with clamping forces from 900 to 2,500 kN are producing on a high level for big brands like Sony, Sony Ericsson, Perlos, Lenovo, Huawei and a lot of OEMs more. 10,000 square meters of it are for dustless clean room production for spray painting and assembling. The plastic parts covers the industries telecommunication, computer, consumer, healthcare and automobile products.

# Advantage



*Ssun is a leading high-tech enterprise in the manufacturing industry of China*

## Cost saving without impacting on the product quality

To face the international requirements and to stay competitive, Ssun Holdings Ltd. has to keep a close eye on cost saving without impacting on the product quality. In 2008 Mr. Kou and his Team decided to try two Zhafir Venus Series.

He points out: "We already have 78 Haitian machines and we are very satisfied with them. When I heard about the new brand "Zhafir", I was very curious about this strategy. We are waiting for such a machine a long time! We already have experience with 12 all-electrical machines in our production halls. Of course we were skeptic with the new Venus. Every customer has the same strategy: Looking – testing – buy one or two machines for first trials and comparisons. After that testing phase there are only two ways: stop or buy more. When we test a new machine, we keep our full attention to aspects like performance, delivery time, service and of course price."

After 6 months test phase in Shenzhen, Mr. Kou confirms "We run the machine without any big problems. The energy saving compared to our hydraulic machines was more than 40% and the precision compared to the all-electrical machines were excellent. We appreciate the high level machine technology: European components and the clever combination of Chinese and German engineering performance. "

A final look to the large area of Ssun shows six building with a very well structure. New production halls are already under construction. Mr. Kou mentions: "Here I am coming back to my roots. Most of the employees in my company are from Sichuan. My hometown is still not very well developed and I try to do something for it. When we are talking to each other, we are using the Sichuan local language. It makes me feel amiable. Last year, more than 800 employees were layed off. Now the economic comes back and I pleased them to come back to Ssun. Maybe some of them have the same dreams like me when I was young. I hope I can give them opportunities to let their dreams come true, you know, it is really not an easy experience but makes you never ever forget about it."



*10,000 square meters of it are for dustless clean room production for spray painting and assembling*



*Top: Shell of a mobile phone, PCIABS, produced on a VE 1200/210h*

*Left: Back cover of a mobile phone, PCIABS, produced on a VE 900/210h*

 **ssun**



# Advantage

## A Great Opportunity! The market-oriented Zhafir Venus Series

Under discussion with Mr. Fu Nanhong, the Deputy General Manager of Zhafir Ningbo.

**ADVANTAGE:** As we know Zhafir Plastics Machinery is a subsidiary of Haitian International Holdings Ltd. The 2007 acquisition was an important step into the two-brand strategy of the group. Please tell us about the focus that Zhafir has and the target group?

**MR. FU:** Allow me to go into some greater detail with this. When I came to Haitian 9 years ago I had the task of integrating a servo system with an electric injection molding machine. A real challenge because at that time Haitian had more than 30 years of experience with hydraulic injection molding machines but if anything, the construction of all electric machining concepts was still untouched territory. From 2000 to 2005 we built 2 prototypes with numerous tests. The HTD series was produced from these, a cost-effective machine that was to serve the lower technical application segment. At that time the competitive situation turned out to be very tough. So the aim was to design a competitive machine, which also measured up to high European standards.

**ADVANTAGE:** So Haitian International therefore made the decision to purchase Zhafir?

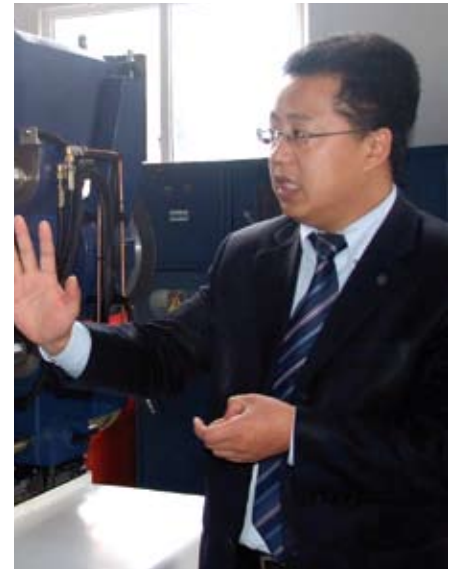
**MR. FU:** Exactly. The acquisition of Zhafir in 2006 was precisely the right strategy for Haitian International. A two-brand strategy, serving both the standard market and the higher segments too. All of the potential for designing a machine, which is technically suitable for the standard in Europe and which can maintain a position against the Japanese competition with regard to price, was open to us in combination with our new German colleagues. Haitian International is now in a position to cover the entire market with Haitian and Zhafir. From standard up to high tech.

**ADVANTAGE:** Do you consider the Japanese machine manufacturers are your biggest rivals?

**MR. FU:** Correct. If we contemplate the upper user segment it is the Japanese who have command over the fully electric market. The European designs were unable to push through for a long time because they are too expensive to manufacture. On the one hand the Japanese are able to fall back on over 25 years of experience and on the other hand they also offer an attractive price-performance ratio. They are dominating the Chinese market and are also very strong in North America. But we are not afraid of responding to them with our Venus series. The performance of our drive concept is absolutely comparable, the comprehensiveness of the technical equipment above the standard usual in the market and our machine design are compact and reliable.

**ADVANTAGE:** Energy conservation is THE theme worldwide. How does Zhafir stay abreast of this?

**MR. FU:** When compared with hydraulic machines the all electric designs have higher energy efficiency per se. Tests on other electrical designs at the client's site have shown that the Venus consumed up to 20% less energy and consequently was the "test winner" multiple times. This is attributed first and foremost to the improved kinematics and the dynamic motion sequence in the machine. However, we do not simply limit our development to the saving of electricity and water, instead we rather optimize all resources. This begins with the purchase price already. The unbeatable price-performance ratio of the Venus helps our client towards more room for maneuvering and makes him more competitive. Or let's take the precision factor. High-dynamic acceleration and an ejector accuracy of 0.01 mm guarantee a higher molded part quality, fewer rejects and consequently more efficient production.



**„Fast acceleration in the injection phase is important for the high quality of parts.“**

**ADVANTAGE:** The Zhafir Venus series excels as a result of high acceleration amongst other things. Please explain the importance of this.

**MR. FU:** The absolute speed affects the cycle time and is naturally a significant factor, for example, with the production of packaging parts. More-over, achieving fast acceleration in the injection phase is important for the high quality of parts. Once you have hit the peak it is then a case of keeping the pressure and the speed constant for as long as possible. The customer can only see the reality in a directly measurable comparison. And this is where our Venus has scored very well for a long time.

**ADVANTAGE:** Service is still an important buying decision in addition to product quality. What does Zhafir have to offer here?

**MR. FU:** Around 200 machines were sold around the world in 2008 alone. Of these

50% in exports. It wasn't done with that alone. We were focusing on global sales and service through technical trainings and engineering support for the higher demands of the market long before the Zhafir Venus series was brought onto the market. Unlike the Japanese competition we are able to offer processors complete, real-time service by using our manufacturing plants in China and Germany, a nationwide network and highly qualified experts around the globe.

**ADVANTAGE: How may we visualize the engineering-performance portfolio at Zhafir?**

**MR. FU:** At the moment there are 40 highly qualified development and application engineers working at Zhafir in Germany and in China. The interdisciplinary exchange and the resulting synergetic effects in development provide us with an excellent platform for reacting to the respective demands of the market. Through close co-operations with premium producers of tools and partners in automation in Europe and Asia we meet the customer needs directly "at the source" and implement them in their entirety. Depending on the requirement and the budget of the client. At the same time we perceive ourselves to be both a partner and a consultant. Since essentially no one understands his immediate market and his product as well as the customer himself. From Zhafir we offer him our best machine technology of the day, the remainder is configured and optimized individually.

**ADVANTAGE: What infrastructure does Zhafir offer for trials from a technical application point of view?**

**MR. FU:** Here in Ningbo we are in a position to provide our clients with almost all classes of

clamping force for their tool test. This makes us as flexible as possible. Furthermore, we are positioned "on site" through our regional offices in Europe, America and Asia with customer oriented application centers. In addition our newest tech center was opened at the start of 2009 in Guang Dong Donguan and Shanghai Wujang. The client has the option of performing tool tests at any time on over 1,600 sqm of space and on the nine 600 to 20,000 kN machines currently installed.

**ADVANTAGE: The Zhafir Venus series has been on the market since 2007. What successes can be listed so far?**

**MR. FU:** In the early stages the market was very cautious. If you have established yourself as a standard supplier – as was previously the case for Haitian International – and you then want to serve new segments through an additional premium brand you first have to create trust. Trust in the product and in sustainable expertise. The Japanese competition has a long tradition in the all electric machine business and can offer established knowledge. Haitian International was completely aware of this and demanded the patience and persistence necessary. We installed test machines at our existing Haitian customer sites and by doing so accumulated valuable expert knowledge. In this way we could be certain that we did not develop beyond the market and that we developed a lasting qualitative concept. In the meantime we have quite a few regular customers for our hydraulic machines here in China, who use our Venus for their more sophisticated molded parts. This shows us that we trade strategically and in a market oriented way.

**ADVANTAGE: To conclude would you please let us know your opinion about**



Zhafir Venus Series 400 kN to 4,100 kN - the energy saving all-electric solution



Mr. Fu Nanhong is the Technical Director and Deputy General Manager of Zhafir Ningbo. He studied at the DaLian University of Technology in the Liaoning province. His final bachelor issue was mechanic and electric with the focus on servo drive systems. At that time, his later career as a drive expert became shape. In 2000 Mr. Fu Nanhong started to work for Haitian in the engineering department to develop the first all-electric machine in the company. 7 years later, the Zhafir Venus Series was ready to sell and Mr. Fu became the Deputy Manager of Zhafir Ningbo.

**the financial and economic crisis. How do you see the situation specifically for Zhafir?**

**MR. FU:** No business can remain unaffected by the current global economic situation. Those of us here in China now are also experiencing an unprecedented crisis but one which also has prospects. If we think about the sales market of a Venus, then 3/4 of the all electric machines are sold in Asia, including Japan and China. However, many of the smaller operations did not survive and closed their doors overnight. The remaining operations – mostly in the high tech area – appear to be cautious if we consider new investments and confidence in the sector is severely reduced. This is where we assess our product strategy. In order to create trust and sustainability we are using an extreme economic machine solution, outstanding performance and excellent service to assure the market.

**The ADVANTAGE editorial staff is thankful for the open and interesting conversation.**



Haitian Plastics Machinery manufacturing halls in Ningbo, China



Zhafir Plastics Machinery manufacturing hall in Ningbo, China

## Accessible support around the globe

We look after more than 30,000 customers worldwide, with over 60 distribution centres serving more than 80 countries and regions. Through the permanent availability of services and spare parts, we create crucial competitive advantages for all our customers worldwide.

Haitian International Holdings Limited  
Unit 1105 Level 11  
Metroplaza Tower 2  
223 Hing Fong RD Kwai Fong N.T,  
China  
E-mail: [haitian@mail.haitian.com](mailto:haitian@mail.haitian.com)

Zhafir Plastics Machinery GmbH  
Jubatus-Allee 8  
92263 Ebermannsdorf  
Germany  
E-mail: [contact@zhafir.com](mailto:contact@zhafir.com)

Ningbo Zhafir Plastics Machinery Co., Ltd.  
No. 37,Laosan Road, Beilun, Ningbo,  
P.R. China 315800  
E-mail: [contact@zhafir.cn](mailto:contact@zhafir.cn)

Haitian Plastics Machinery Group Co., Ltd  
No. 32 Jiangnan middle road, Xiaogang,  
Beilun, Ningbo,  
P. R. China 315821  
E-mail: [haitian@mail.haitian.com](mailto:haitian@mail.haitian.com)

Ningbo Haitian Huayuan Machinery Co., Ltd  
Export processing zone, Fuchun middle road,  
Beilun district, Ningbo,  
P.R. China 315800  
E-mail: [inter-sales@mail.haitian.com](mailto:inter-sales@mail.haitian.com)

Wuxi Haitian Tianjian Machinery Co., Ltd  
No. 97, Xixie Road, Shuo Fang,  
High Technology Developing Zone,Wuxi  
P.R. China 214000  
E-mail: [lxd@mail.haitian.com](mailto:lxd@mail.haitian.com)

### South East Asia:

Haitian Huayuan Machinery Southeast Asia  
Office  
112 My Kim I,P.Tan Phong,Q.7,Phu My  
Hung,TP.HCMC,  
Vietnam  
E-mail: [info@mail.haitianasia.com.vn](mailto:info@mail.haitianasia.com.vn)

### Europe:

Haitian Europe S.R.L.  
Trav. Di Via Caduti del Lavoro 7  
25046 Cazzago S.M.(BS)  
Italy  
P. Iva 03334770231  
E-mail: [info@haitianeurope.com](mailto:info@haitianeurope.com)

### South America:

Haitian Huanyuan South America Comercio De  
Maquinas Ltda.  
Av. Bernardino De Lucca ,128  
CEP:18132-295  
Sao Roque-SP  
Brazil  
E-mail: [xiang@haitian.com.br](mailto:xiang@haitian.com.br)  
[xiang@mail.haitian.com](mailto:xiang@mail.haitian.com)

### Turkey:

Haitian Huayuan Middle East International  
Trading Co., Ltd.  
Alkop San Sit B.6 Blok 8  
Buyukcekmece, Istanbul  
Turkey  
E-mail: [seasky600@vip.163.com](mailto:seasky600@vip.163.com)

### Russia:

Haitian Russia  
Office 506, Stroenie 4, Volokolamskoe shosse  
116, Moscow 125371  
Russia  
E-mail: [info@haitian-russia.ru](mailto:info@haitian-russia.ru)