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2013年下半年达意隆展会安排

EXHIBITION ARRANGEMENT OF TECH-LONG IN THE SECOND HALF OF 2013

展会名称 Exhibition Description	城市.国别 City Country	参展日期 Exhibition Date
2013年英国伯明翰国际加工及包装设备展览会 The Total Processing & Packaging Exhibition 2013	英国.伯明翰 Birmingham, The U.K	6月4-6日 June 4 to 6
2013年泰国国际加工及包装技术展 ProPak Asia 2013	泰国.曼谷 Bangkok, Thailand	6月12-15日 June 12 to 15
2013年墨西哥国际包装展览会 EXPO PACK MEXICO 2013	墨西哥.墨西哥城 Mexico City, Mexico	6月18-21日 June 18 to 21
第29届巴西国际食品及饮料包装工业展览会 FISPAL TECNOLOGIA 2013	巴西.圣保罗 St. Paul, Brazil	6月25-28日 June 25 to 28
2013年慕尼黑国际饮料及液体食品技术博览会 Drintec 2013	德国.慕尼黑 Munich, Germany	9月16-20日 September 16 to 20
2013年美国国际包装展览会 PACK EXPO 2013	美国.拉斯维加斯 Las Vegas, The U.S	9月23-25日 September 23 to 25
114届广交会 The 114th Canton Fair	中国.广州 Guangzhou, China	10月 October
2013年日本国际包装机械展 Japan Pack 2013	日本.东京 Tokyo, Japan	10月15-18日 October 15 to 18
中国调味品及食品配料展览会 CFE 2013	中国.广州 Guangzhou, China	11月28-30日 November 28 to 30
中国国际饮料工业科技展 CBST 2013	中国.上海 Shanghai, China	11月20-22日 November 20 to 22
第二十六届印尼国际加工包装行业展览会 The 26th ALL PACK	印度尼西亚.雅加达 Jakarta, Indonesia	11月20-23日 November 20 to 23
第9届印度孟买国际塑料展 The 9th Plastivision India	印度.孟买 Bombay, India	12月12-16日 December 12 to 16

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奔跑 在变革的路上...

Running, On The Reforming Road...

世界经济寒流，达意隆海外市场逆市而上


初冬的广州，寒意来袭，持续的冬雨给南方的天空蒙上了一层淡淡的阴霾。此时，南中国最具经济活力的制造业强省——广东不得不放慢了高速增长的步伐，面对全球性投资大幅度减少、产能过剩、库存积压，中国制造业集体陷入了低速增长的困境。在这场全球性的危机中，中国企业如何突围？这不仅是达意隆，同时也是包装机械行业重点关注的问题之一。

2008年的全球性金融危机给达意隆带来更多的是新的思考、新的探索、新的启示。后危机时代，敢问路在何方？公司营销高层迅速理清思路、剖析市场，并提前对国际经济态势以及营销策略做出了科学、合理的判断，得益于正确的战略指引以及营销策略的有效落实，2012年达意隆在经济普遍唱衰的逆市中依旧保持着一定的活力，国外市场较上年有了喜人的增长，初步实现了拐弯处超越。

早在2011年年底，当时国际市场一片低迷，达意隆瞄准时机，在美国成立子公司，将营销网点、售后服务逐渐本土化，从而树立起良好的国际品牌形象。

继而，2012年6月，达意隆在东莞隆重的举行全球代理大会，标志着达意隆海外市场的全面铺开，并逐步形成了以中国市场为依托，加速国际化的新局面。在这摸索过程当中，达意隆明确思路，统一行动。在科研技术方面，对内打破技术同质化的僵局，对外缩小或取消技术贸易壁垒；在品牌推广方面，不断加大力度，通过参加海外展会来撬开当地的市场。

达意隆对国际市场的合理布局为其发展带来了新的契机，全球化经营策略、新的市场开拓模式、本土化的服务将给奔跑在变革道路上的达意隆注入新的动力！

A woman with dark hair in a ponytail is running outdoors. She is wearing a light-colored tank top and dark shorts. The background is a bright blue sky with scattered white clouds. The overall mood is energetic and positive.

Tech-Long goes against the trend in overseas market though world economy feels woozy

The early winter brings little cold to Guangzhou, the continuous winter rains make the southern sky a sense of haze. At this moment, the most economically dynamic strong manufacturing industry province — Guangdong, has to slow down the fast increasing steps. Facing the substantially reduction of global investment, over capacity, and overstocked products, the whole China's manufacturing industry falls into the dilemma of slow growth. In this global crisis, how do Chinese enterprises break the cold environment? This is one of the problems not only Tech-Long, but also the whole packaging machinery industry needs to focus on.

The global financial crisis in 2008 brings new reflections, explorations and inspirations. Where is the future in the post-crisis era? The senior marketing leaders rapidly clear the thoughts, analyze the market and make scientific and reasonable judgment to the trend of global economy and marketing strategy in advance. Due to the correct guidance and marketing strategy, Tech-Long still stays vitality when the atmosphere is down. Tech-Long goes crazy in overseas market, and reaches new achievements.

As early as the end of 2011, the international market was in a recession. On the contrary, Tech-Long grasped the chance and established a subsidiary in the U.S., and gradually localized its marketing network and services, thus establishing a good international band image.

In June, 2012, Tech-Long held General Meeting of Global Agents in Dongguan, which marked the overseas marketing was fully under way, and gradually formed a new situation that relying on the Chinese market and accelerating internationalization. During this process, Tech-Long cleared the thoughts and took action together. In the aspect of scientific research and technology, Tech-Long broke technological homogenization at home, and reduced or cancelled technical barrier to trade; in the aspect of brand promotion, Tech-Long continuously reinforced the overseas exhibitions to crack the local market.

Tech-Long's rational layout of the global market brings new opportunities, and the global marketing strategy, new market development mode, localization of services will inject fresh impetus to Tech-Long on the reforming road.

砺锋三年 同心同行 敢为创新

Striving for three years, working
together and being brave to
innovation

—— 2012年达意隆营销年会暨总结大会胜利召开

—— 2012 Marketing Annual Meeting of Tech-Long
and Summary Conference Successfully Held

经济增速下滑、投资锐减、产能过剩、食品安全问题频发，2012年中国制造业乃至全球企业集体陷入了低增长或负增长的区间。这一年，尽管全球经济遭遇寒流，达意隆却用一组组华丽的数据显示出液态产品包装行业龙头企业的勃勃生机，而这些数据背后彰显出达意隆的高瞻远瞩与适时而变！

12月28日，一场主题为“砺锋三年，同心同行，敢为创新”的会议在中国·肇庆拉开序幕，达意隆营销总监张崇明先生在会上做了总结与展望。

The problems of the slowdown in economic growth, the reduction of investment, over capacity and the repeatedly occurring food safety incidents made Chinese manufacturing industry even the global enterprises all fall into the dilemma of low growth or negative growth in 2012. In this year, although the global economy feels woozy, Tech-Long with a magnificent data showed the vitality of the leading enterprise in the packaging industry of liquid products, and this demonstrates Tech-Long's long-term views and timely changes.

On December 28, a meeting of “Striving for three years, working together and being brave to innovation” was held in Zhaoqing, China. CMO Mr. Zhang Chongming of Tech-Long made the conclusion and outlook.



一场主题为“砺锋三年，同心同行，敢为创新”的会议在中国·肇庆拉开序幕，达意隆营销总监张崇明先生在会上做了总结与展望。

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梳理管理体系，整合内部资源

Arranging management system and integrating interior resources

自2009年以来，达意隆营销总部不断完善管理，调整部门组织架构，整合企业内部资源适应外部环境的高速发展。在奠定改革的基调后，营销总部进行了大刀阔斧的改革：原直属于各事业部管理的项目服务部统一纳入营销总部，职权分明。随后，配件服务部也归入营销总部，树立起高效率、专业化的新形象。

From 2009, in order to face the fast development of the external environment, Tech-Long marketing headquarter continued to perfect management, to adjust department organization framework, and to integrate interior resources. After making the reform decision, marketing headquarter carried out deep reforms: the project service department was brought into marketing headquarter, which had been under each department, and the authority and position are extremely clear. Soon afterwards, spare parts service department was brought into marketing headquarter, and set up a high efficiency and professional new image.

稳中求变，变中求新

Changes among stability, new idea among changes

早在2006年，达意隆就开始关注非饮料领域，对于新市场，公司并没有盲目进入，而是选择等待，终于，契机在2008年出现了，当时国家出台食品安全法则，这在某种程度上为非饮市场的健康发展提供了良好的土壤。这时，蓄势已久的达意隆迅速介入这个新兴市场，从几百万到几千万再到一点几个亿，近几年达意隆在非饮料领域所取得的成绩显著，它逐渐成为了达意隆业绩上新的增长点。

As early as 2006, Tech-Long started focusing on non-beverage fields. The enterprise did not march into the new field aimlessly, but just choose to wait. Finally, an opportunity appeared in 2008. At that time, new regulations about food safety were set, in some extent, the new regulations provided good chances for the healthy development of non-beverage market. At the moment, Tech-Long rapidly involved into the new market. From millions to tens or even a hundred millions, the great achievements in the filed of non-beverage gradually became the new breaks of achievement.

聚焦核心业务，布局全球市场

Focus on core business, arrange the global market

就在达意隆进一步巩固市场，增强竞争力时，公司高层敏锐察觉到管理中存在短期利益与长远发展的突出矛盾，公司高层迅速做出聚焦公司的核心业务的决策。国际方面，随着，国际大客户以及客户数量的迅猛增长，达意隆开始放眼看世界，寻求未来新的增长点，而2011年年底美国子公司的成立以及2012年6月举行的达意隆全球代理大会的胜利召开正是公司近三年来在国际探索上最好的注解。此外，在本土化经营战略的指导下，公司加大对国际贸易合作伙伴的支持力度，尤其对日本、非

洲、韩国等地的支持。一系列的整合过后达意隆终于迎来了2012年国际销售总额增长200%的喜人信息。

达意隆营销总部近年来取得的成绩，源于对公司战略执行到位，在开疆辟土中，达意隆始终坚持以客户为导向，以技术为根基、整合资源、完善管理，不断实现产品差异化、销售网络化、服务个性化、品牌知名名化。

最后，营销总监张崇明先生进一步明确新目标、并鼓励大家再接再厉，勇攀高峰！

In the process of further consolidate the market, and strengthen the core competition, Tech-Long's senior leadership acutely perceived the obvious contradictions between the short-term profit and long-term development, thus they quickly decided to focus on core business of the enterprise. On the international front, with rapid growth of international key clients and other customers, Tech-Long started to take a broad view to the world and sought new growth points. The establishments of the American subsidiary at the end of 2011 and the General Meeting of Global Agents of Tech-Long in June, 2012 were good explanations of the 3-year'exploration of the international market. In addition, under the guidance of localization strategy, Tech-Long strengthens support to the international trade partners, especially to Japan, Africa, Korea and other counties. After a series of arrangement, Tech-Long reached 200% increase of the international total sales in 2012.

The recent years' good performance by Tech-Long Sales Headquarters roots in the proper strategy of the enterprise. During the exploration, Tech-Long always carries out the customer-oriented policy, bases on knowledge and technology, arranges the resources, improves management, and achieves product differentiation, sales network, and personalized services and noted brands.

Finally, CMO Mr. Zhang Chongming further clarified the new target and encouraged everyone to make persistent efforts and scaled new heights.

2012年达意隆营销年会暨总结大会胜利召开
2012 Marketing Annual Meeting of Tech-Long and Summary Conference Successfully Held





爱 传递 Love delivering

这是一种奉献，更是一种胸怀

This is a kind of commitment, but even a lovable heart

她不分种族，超越年龄

Regardless of race, and surpass the age

她因分享而精彩，因梦想而荣耀

Sharing makes her brilliant, dreams give her praise

这就是传递的力量

This is the power of love delivering

爱，需要传递

Love needs to be delivered

爱，在身边传递！

Love is always with you!

心系教育，情暖青塘

Caring the education, warming Qingtang

2013年达意隆爱心慈善行

2013 Tech-Long love charity tour



3月的湖北，雪后的天空灰蒙蒙，这里贫瘠的土地无法积水，裸露的红土随风到处飞扬，通往学校的道路两旁不成型的麦田紧挨着路边，绿油油的小麦倔强探出了头，这一切预示着春天的来临，到处孕育着生机，充满希望……

In March, Hubei's sky is gloomy after snow, the barren soil cannot save the water, and the red dust is blowing everywhere. The untidy cornfields on the roadside grow next to the road towards the school, and the green wheat sprouts stubbornly. The vivid scene shows the coming of the spring and is full of hope.

最美的微笑

小朱，上学前班，父亲年近六旬，身患哮喘病，母亲是精神病患者，家里困顿。

小倪，读学前班，父亲是白血病患者，母亲双腿残疾，行走困难，生活无法自理……

他们是青塘小学中普通的一员，在他们眼中，这所住校制小学就是她们的家。没有明亮的教室；没有温暖的床被；没有齐全的学习用品；更没有心爱的玩具……但这里充满欢乐，充满温暖。在早已被列为危房的教室里，教室中央临时增加的铁柱子暂时缓解屋顶的压力，这根柱子同时也撑起了孩子们读书的梦想。寒夜里，晚自习后，孩子们早早回到寝室，拥挤的寝室搁10张高低床，借着暗黄的灯光，一排整齐的鞋尖一字排开与床底下的脸盆紧挨着，鞋跟处吐出的棉絮依稀可见。他们两人一张床，用这种最为原始方式抵抗大自然。无情的北方在他们冻得通红的脸蛋留下恶狠狠的口子，我们的到来竟让他们忘记了习以为常的痛，一张张脸蛋朝我们傻乐。

次日，我们起了个大早来到教室，整齐的读书声钻过纸糊的的窗户飞向远方，透过窗户一行“学海无涯，学在课堂”标语迅速映入眼帘。课堂休息间的交流校长无意间流露出他的担忧“最近某某学校又出现了学生脚踏事件”，作为负责人，他只能祈祷，除此之外别无办法。

在农村，自然的力量很强，但在成长的过程中，有的生命显得很脆弱，就像山坡上的小树，需要松土、施肥、浇水、修剪方能成为参天大树。



小朱 Xiao Zhu



小倪 Xiao Ni



欢乐溢于言表 Happiness on the faces

The most beautiful smiles

Xiao Zhu is in preschool, his father is almost sixty years old with asthma, and his mother is a psychopath. The family is extremely poor.

Xiao Ni is also a preschool student, her father has leukemia, her mother is disabled and she cannot live by herself.

They are the ordinary students in Qingtang Primary School, and in their eyes, this residential school is their home. Without a bright classroom, warm quilts, enough classroom things, and even treasure toys, however, this school is filled with happiness and warmth. The classroom was identified as a dangerous building which is supported by the iron pillar temporarily to share the pressure of the roof, and the iron pillar also support the children's dreams about learning. After the night class, the children return to the dormitory at the cold night. There are ten bunk beds in this crowded dormitory, the shoes put tidily which are next to the washbasins under the beds. In the dark light, the cotton in the heels can be dimly seen. Two children share one bed, and in such shabby environment they live everyday. The severe north wind blew cracks on their faces, and they are smiling at us when we arrives and they totally forget the pain that they are used to.

The next day we get up early to the classroom, with the bright and ordered reading sound through the window and fly away, the slogan "knowledge is boundless, learning in the class" rapidly appears in our sight. During the break, the schoolmaster unintentionally shows his worries: there is another stampede at one school. However, as the schoolmaster, what he can do is nothing but pray.

In rural areas, nature has a strong power, but in the process of growing, some lives are as fragile as the little tree in the hillside. In order to become a towering tree, they need to loosen the soil, fertilize, watering and trim.

心系教育， 情暖青塘

3月1号，在丹江口市习家店镇领导以及湖北润京水业公司高层的陪同下达意隆爱心慈善小组来到青塘小学，为孩子们送上生活物品以及学习用品。2013年年初，达意隆营销总监张崇明先生率公司高层冒着严寒亲临实地考察并将该校列为捐赠对象。达意隆“爱心慈善行”是2012年发起的，每年都以各种形式为边远贫困学校提供资助，帮助孩子们早日实现读书梦想。

离开青塘小学后，沿着弯曲蜿蜒的山路，达意隆爱心慈善小组踏着坚定的步伐，迈向远方……



班级简陋的办公桌椅



实用多存储空间的办公桌椅

Caring the education, warming Qingtang

On March 1, accompanied with the leaders of Xi Jiadian in Dan Jiangkou city and senior leaders of Runjing Water Company, the Tech-Long love charity group came to Qingtang Primary School to send everyday uses and classroom things. In early 2013, CMO Mr. Zhang Chongming of Tech-Long braved the cold leading the senior leaders to investigate the school and made Qingtang Primary School the donation object. Tech-long "Love Charity Tour" started in 2012, which provides aids by various forms to the poor schools every year, helps many children achieving their dreams to pursue knowledge.

After leaving Qingtang Primary School, on the winding mountainous road, the Tech-Long love charity group walking with firm steps to a bright future.



破旧的木床，快要坍塌的床板



崭新耐用的双层铁架床

捐赠现场 Donation Site



捐赠物资 Donations



以客户为导向 提升服务体系

CLIENT-ORIENTED;
IMPROVEMENT OF SERVICE
SYSTEM



第1天, 25700箱

第2天, 27216箱

第3天, 30704箱

.....

一天跨越一个台阶, 设备产能已
高达102.35%!

On the first day, 25700 boxes

On the second day, 27216 boxes

On the third day, 30704 boxes

....

We reach a higher step of
development every day. The
equipment capacity has
achieved 102.35%!



第1天, 64484箱

第2天, 68745箱

.....

连续一周双线日产量均稳定在
6万箱以上!

On the first day, 64484 boxes

On the second day, 68745 boxes

....

The output of both production lines
has been kept above 60,000 boxes
respectively and continuously
in one week!



以上信息由怡宝OEM整线生产设备项目负责人提供。据统计, 怡宝OEM项目采用的达意隆设备均以
达到日产量超3万箱的高效率。

The above data are provided by the responsible person who is in charge of C'estbon OEM project of whole-line
production equipment. It says that the daily output of the equipment supplied by Tech-Long for C'estbon OEM
project has reached the efficiency above 30,000 boxes per day.



近年来，随着消费者饮水安全、健康意识的增强，人们对健康饮料、饮水的需求持续上升，瓶装饮用水更是呈现出增长率不断翻番的迅猛势头。作为中国饮料市场的核心力量之一，华润怡宝的市场份额不断扩大，其旗下产品“怡宝”在国内华南市场始终以绝对优势占据着中国饮用水行业的领先地位，产品市场占有率连续多年稳居首位，2011年年销量已突破263万吨，近两年更是销量翻番。随着销量的与日俱增，扩大产能成为怡宝的头等大事。2012年，除自行在湖南长沙新建自营工厂外，华润怡宝分别与深圳西满、珠海中富、广州信联、汕头宝花、泉州泉怡等多家企业达成OEM代工合作的项目。作为华润怡宝长期认可的合作伙伴，达意隆的优质设备成为这几个怡宝OEM项目的首选。

从以上项目洽谈起，达意隆就专门成立了怡宝及其OEM厂专属服务团队，该团队主要任务是为项目的售前技术交流、布置方案、厂房规划，设备生产期间的过程控制，设备交付后的工程安装、调试、售后服务等。项目确定后，怡宝及其OEM项目都面临新建厂房，投产时间急等重重困难。据悉，在设备发运到马鞍山西满现场时，现场建筑及配套工程尚未完成，设备无法正常安装。达意隆服务团队与客户积极沟通，提出设备安装与建筑工程交叉施工的措施。同时，现场工程师夜以继日的进行现场设备安装调试与客户现场操作人员培训工作。经过双方共同努力与完美配合，从整线试产调试开始，短短18天时间，整线效率一天跨跃一个台阶，整线效率高达102.35%！而在此之前，重庆中富与广州信联的项目现场，在达意隆全方位、无条件地给予技术支持及工程服务下，其采用的达意隆吹灌旋整线设备均在生产旺季之前安装完毕并达到85%以上的超高产能；广州信联近一个多月来日产量也均在6万箱以上，重庆中富更是创造了10天时间整线安装完成并开始调试的奇迹。在项目的产能报告中客户表示：达意隆“忧客户之忧，抢客户之急，最大化的为客户创造价值”的服务精神，再一次体现出达意隆的卓越品质！

对达意隆而言，“核心竞争力=硬实力+软服务”，在精湛的技术设备身后，“专业化、个性化的服务”也始终是达意隆的服务宗旨，这种服务没有差异性，不分地域性，是任何竞争对手都无法克隆的！“为你而转”的理念也将是达意隆坚定不移的重要发展方向。

In recent years, with the enhancement of drinking water safety and health awareness of consumers, people's demand for healthy drinks and drinking water has risen continuously, and the growth rate of bottled water for drinking has been doubled continuously. As one of core forces of the beverage market of China, Huarun C'estbon continuously enlarges its market shares and its subordinate brand "C'estbon" occupies a leading position in the drinking water industry of China depending on its absolute advantages in the south China market, and its product market shares have ranked in the first place stably for many years. Its sales volume reached 2.63 million tons in 2011 and has been doubled in the recent two years. With the growth of sales volume with each passing day, the capacity enlargement has become a cardinal task of C'estbon. In 2012, Huarun C'estbon reached an agreement on OEM cooperative projects with Shenzhen Simon Group, Zhuzhou Zhongfu Construction and Guangzhou SLZT and so on, in addition that it founded a new self-owned factory in Changsha City of Hunan Province. As Guangzhou Tech-Long Packaging Machinery Co., Ltd. is a long-term partner approved by Huarun C'estbon, its excellent machineries have become the first choice for these OEM projects of C'estbon.

Since the negotiation on the above projects, Tech-Long has founded a special service team for C'estbon and its OEMs. The primary mission of this team is technical communication, layout proposal and plant planning for the project before sales, process control during the equipment manufacturing period, and on-site installation, commissioning and after-sales services after the delivery of equipment, etc. After the project is confirmed, C'estbon and its OEMs all had various difficulties in new plants and mass production time plan, etc. It is reported that the construction and supporting engineering had not been completed and it was impossible to install machineries properly when the machineries arrived at Ma'an shan Ximon. The service team of Tech-Long actively contacted the clients and proposed to carry out the equipment installation and the building construction at the same time. Meanwhile, its engineers on the site carried out equipment installation and commissioning as well as training for operators of the client day and night. After both parties made efforts together and cooperated with each other perfectly, the efficiency of the whole line arrived at a higher level every day in the short 18 days since the trial production and commissioning of the whole line, and the highest efficiency of the whole reached 102.35%! Previously, on the project sites of Chongqing Zhongfu and Guangzhou SLZT, with all-around and conditional technical supports and engineering services of Tech-Long, blow-fill-cap machines manufactured by Tech-Long for the whole lines in the OEM projects of C'estbon were all installed well before the busy production season came and achieved the ultrahigh capacity above 85%. The daily output in the recent one month has been above 60,000 boxes, the installation has been completed and the commissioning miracle has been started. In the project capacity report, the client expressed the service spirit of Tech-Long - "concern what the client concerns, anticipate what the client worries about, and create the maximum value for the client" reflects the excellent quality of Tech-Long again!

For Guangzhou Tech-Long Packaging Machinery Co., Ltd., "core competitiveness = hard power + soft service". Behind the exquisite technical equipment, "specialized and individualized service" is always the service gist of Tech-Long, and such services are neither differential nor regional and cannot be cloned by any competitor! The concept "runs for you" will become the important and steadfast development orientation of Tech-Long.

携手·沟通·共进·共赢

*Hand in hand, communication,
advance together and win-win*

达意隆举行重点供应商沟通会

Tech-Long holds communication meeting
for key suppliers

2012年12月27日下午，质量管理部和采购管理部联合举行了“2012达意隆重点供应商沟通会”。与会人员包括18家外协重点供应商的46名代表、达意隆各生产事业部的技术和工艺品质负责人。参加会议的外协供应商是达意隆的重点合作供应商，采购量较大，产品质量较高，生产能力相对稳定。

会上，出席会议的副总经理张赞明先生、总经理助理吴小满先生、供应管理部副总监钟少非先生、质量管理部经理肖强先后作了重要的发言。

In the afternoon of December 27th, 2012, quality control department and purchasing department jointly held “2012 Tech-Long Communication Meeting for Key Suppliers”. The attendants included a delegation of 46 people from 18 important sub-contractors and technical principals in manufacturing department of Tech-Long. The sub-contractors who attended the meeting were important cooperative suppliers with a large amount of purchase, high quality of the products and a relatively stable production capacity.

At the meeting, important speeches were delivered successively by vice general manager Mr. Zhang Zanming, general manager assistant Mr. Wu Xiaoman, deputy director of supply management department Mr. Zhong Shaofei, and manager of quality control department Mr. Xiao Qiang.



2012达意隆重点供应商沟通会议现场 At the communication meeting

“

供应管理部钟少非副总监：2013年供应管理部策略部署，重点对物料整合

Deputy director of supply management department Mr. Zhong Shaofei: supply management department will plan strategic deployment in 2013, and will focus on the arrangement of materials



2013年达意隆将重点对物料采购进行整合，优化采购计划，降低管理成本，合理高效的与供方合作，有序地完成供应管理工作，以便更好的服务生产与供应商，达到双赢的目的。

In 2013, Tech-Long will focus on the arrangement of material purchasing, and optimize the purchase plan. It aims to reduce the management cost, cooperate with the suppliers rationally and efficiently, and accomplish the operation of supply management orderly, thus to provide better services to the production and suppliers and to attain win-win goal.



质量管理部肖强经理：供应商管理，质量提升是关键

Manager of quality control department Mr. Xiao Qiang: The key point is to promote the quality for suppliers management.



肖经理介绍了达意隆供应商质量管理要求和供应商质量管理的开展思路，并详细讲解了质量异常管理要求、物料特采管理规定、供应商现场评估和审核的要求、供应商考核办法、质量索赔试行方案以及达意隆免检试点方案等细则，明确双方责任和义务。标志着达意隆对规范供应商质量管理和全面提升供应商整体质量管理水平工作正式展开。

Mr. Xiao introduced quality

requirements to Tech-Long's suppliers and the ways of suppliers' quality management. In addition, in order to clear responsibilities and duties of both sides, Mr. Xiao particularly explained requirements of abnormal quality management, the administrative provisions of the special supplies, requirements of field assessment and examination of the suppliers, ways of evaluation to suppliers, pilot programs on quality claims, and pilot programs

on inspection exemption in Tech-Long, etc. This marked the official operation of Tech-Long's criteria on suppliers' quality management and comprehensive promotion of suppliers' quality management standards.



副总经理张赞明先生作总结性发言，强调合作共赢

Vice general manager Mr. Zhang Zanming made concluding remarks and emphasized cooperation and win-win situation.

明确彼此的责任和义务相互尊重，张总要求各部门认真执行供应商管理要求，定期组织召开沟通会议，听取双方意见，改善问题，相互监督，并增加供方沟通和投诉渠道，同时他阐述了2013年采购管理部对供应商整合的目标，以及对考核合格后的供方，实施重点采购、定点、定量的合作方式，提升双方合作地位，保障双方的利益，创造合作共赢的良好环境。

在2012年末，2013年即将来临之际达意隆召开供应商大会，清晰地公司将合作共赢的理念和供应商质量管理方向、目标传递给供应商，同时也将促使供应商在新的一年里自我提升，更好提供更好的产品、更优质的服务。

Mr. Zhang said both sides should clear responsibilities and duties, and

should realize mutual respect. He required each department should carry out management requirements of suppliers, organize communication meetings regularly, absorb suggestions, improve existing problems, supervise mutually, and add more ways to achieve communication and complaint from suppliers. At the same time, he explained the target about suppliers' arrangement by purchasing department. What's more, he also explained cooperative ways with suppliers, to those suppliers who had passed the evaluation, we will adopt the cooperation ways of purchase location and ration to provide cooperative status of both sides, to guarantee mutual benefits and to create a better

environment for cooperation and win-win situation.

At the end of 2012, Tech-Long held suppliers' conference in the coming new year. During the conference, Tech-Long clearly delivered the theories of cooperative and win-win situation, as well as directions and goals of suppliers' quality management to suppliers, and at the same time, Tech-Long encouraged all suppliers achieve self-improvement and provide better products and services in the new year.

Text by: Liu Xianfeng

yiao

依 澳 包 装 机 械

SLM-500

全自动收缩膜套标机

Auto.shrinking Label Sleeving



公司简介

COMPANY PROFILE

上海依澳包装机械有限公司为现代高科技型股份制企业，位于上海浦东新区新场镇沪南公路7541号，是一家专业生产液体包装机械和食品包装机械的企业。公司员工业务素质精良，拥有雄厚的技术力量，具备整体项目的设计开发、生产制造、安装调试、技术培训、售后服务等方面的综合能力。依澳公司以融合世界先进科技，依托雄厚的技术力量，不断开发出技术精良、品质卓越的液体食品包装设备，满足客户的需求。

高品质的产品，优质的服务将是我们一直追求的目标，客户的满意是我们唯一的工作标准！依澳公司愿与各位同仁携手共进，同创包装机械行业的辉煌。

Shanghai Yiao Package Machinery Company is a modern high-tech joint-stock enterprise, lying in No.7541 Hunan Rd, Xinchang Town, Nanhui District, Shanghai. It is an enterprise that can manufacture liquid package machinery and foodstuff package machinery professionally. The workers in our company, owning professional skills, have a comprehensive ability of designing and developing the whole item, manufacturing products, installing and commissioning machines, skills training, after service. Being able to take advantage of advanced technology in the world, relying on abundant technique, Yiao can continuously launch food or liquid equipments with high technology and high quality to meet customer's demands.

High quality products and good service are the things that we are always seeking for. Meeting clients' requirement is the only standard of our work. We are willing to make progress with the people in the same industry hand in hand, and then get glorious achievements in the package machinery field.

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达意隆新厂房

预计于今年10月竣工

New workshops of Tech-Long will be completed in October this year

达意隆新建厂房鸟瞰图 An aerial view of Tech-Long's new workshops



2013年1月31日上午11点45分，达意隆新厂房举行了简单的压桩动工仪式，意味着新厂房工程施工正式全面启动。

2012年3月21日，达意隆参加了广州市国土资源和房屋管理局广州开发区分局举办的云埔工业区YP-K3-4国有建设用地使用权挂牌出让活动，成功竞得该地块国有建设用地使用权。该地块位于云埔工业区观达路以西、云埔一路以北，占地面积18,226平方米，新厂房以现代化先进装配车间的规范为标准，建筑面积近两万平方米，主要包括两大部分，一幢三层的展示大厅以及厂房一幢（局部二层），预计2013年8月前部分交付使用，为确保今年10月份工程全面竣工，目前施工人员正处于紧张施工阶段。据了解，新落成的厂房主要用于公司生产经营，有利于进一步扩大公司产能，增强公司持续发展能力。



新厂房施工进行时 Construction of new workshops

At 11:45 a.m. January 31, 2013, Tech-Long held a simple piling ceremony for new workshops which meant the comprehensive start of new workshops project.

On March 21, 2012, Tech-Long attended the YP-K3-4 of Yunpu industrial district listing transferring state-owned land use activity held by Sub-Bureau of Guangzhou Development Zone of Bureau of Land Resources and Housing Management of Guangzhou, and won the right to use this state-owned construction land. This land locates at the western Daguan road of Yunpu industrial district and northern Yunpu 1 road. The land covers an area of 18226-square-meter, the new factory is designed and planed base on high standards of assembly plant, construction area of nearly 20,000 square meters, including two parts: one three-storey exhibition hall and one plant (second floor is partial plant). Part of the building is planed to put into service before August, 2013. To make sure the fully complete of this project before October this year, constructors are in tension construction stage at present. The new workshops will mainly used for production, which will expand Tech-long's production capability and strengthen its sustainable development.

Information offered by : Liu huilan

美国洛杉矶郡代表团 一行参观达意隆

The delegation from L.A.,
the U.S. visits Tech-Long



代表团成员与达意隆高层合影留念
Members of the delegation take photos with senior leadership of Tech-Long

阳光明媚的三月，美国洛杉矶郡代表团一行七人远赴中国考察交流。2013年3月15日在考察广州期间，代表团专程前往广州达意隆包装机械股份有限公司参观。去年达意隆美国分公司在洛杉矶正式成立，当时洛杉矶当地政府给予了达意隆莫大的支持。值此洛杉矶郡代表团访问中国之际，双方借机相互了解，加深友谊。在听取达意隆公司简介、参观完生产车间后，代表团们对达意隆赞不绝口，特别是对达意隆的研发能力和制造水平给予了很高的评价。最后，代表团纷纷表示将继续支持和协助达意隆美国分公司更好的开拓美洲市场，实现互惠双赢。

In the sunny March, the delegation from L.A., the U.S. of seven people paid a visit to China. On March 15, 2013, the delegation visited Guangzhou, and made a special trip to Tech-Long Packaging Machinery Co., Ltd. Last year, the subsidiary of Tech-Long in L.A. was officially established, and the local government gave great support. During the time, the delegation from L.A. and Tech-Long grasped the chance to understand each other, and deepened friendship. After listening to the introduction of Tech-Long and visiting production workshops, the delegation sang the praises to Tech-Long. They particularly gave a high evaluation to Tech-Long's research and development capacity and manufacturing level. Finally, the delegation showed that they would support and assist Tech-Long's American subsidiary continuously for better exploring American market and achieving mutual benefit and win-win situation.

Text by: Bruce Chen Picture by : Rainmy Chen



在达意隆高层领导的陪同下来宾参观了生产车间
Accompanied by Tech-Long's senior leadership,
the guests visited the production workshop

热烈祝贺达意隆美国子公司 开业剪彩暨揭牌仪式隆重举行

*Warmly congratulate the
opening and inauguration of
Tech-Long American subsidiary*



沐浴着南加州温暖的阳光，广州达意隆包装机械股份有限公司全资美国分公司于2012年11月5日上午10:30分在洛杉矶商业市举行了隆重的剪彩揭牌仪式。

在洛杉矶郡政府、商业市政府、普华永道公司高层及华美银行高层共同见证下，达意隆包装机械股份有限公司张董事长和美国汇丰食品有限公司董事长共同为达意隆美国分公司剪彩，随后张董事长为美国分公司揭牌，整个仪式简洁而隆重。

达意隆美国分公司将以中国母公司为依托，以洛杉矶为中心，建立一个辐射全美洲的零配件销售，工程技术服务以及设备销售于一体的综合服务中心。美国分公司的成立具有重要的意义，它是达意隆在国际化进程中本土化经营的重要一步。



左上图：揭牌仪式现场
The left up picture: At the inauguration

左下图：张颂明董事长与美国分公司张总亲密合影
The left down picture: A Group Photo of Chairman Zhang Songming and General Manager Mr. Zhang from the Subsidiary in U.S.

In the warm sunshine of South California, the wholly-owned subsidiary in the U.S. of Tech-Long Packaging Machinery Co., Ltd. solemnly held the opening and inauguration ceremony in commercial city of L.A. at 10:30 a.m. November 5, 2012.

Under the common witness of L.A. local government, the commercial city government, senior leadership of PricewaterhouseCoopers and East West Bank, Chairman of Tech-Long Packaging Machinery Co., Ltd. Mr. Zhang and Chairman of the HSBC Food Co., Ltd. together cut the ribbon, later on, Mr. Zhang inaugurated the subsidiary. The ceremony is simply and solemn.

The American subsidiary of Tech-Long will mainly rely on China's parent company, make L.A. the marketing center and form a integrated service center that contains the spare parts sales, engineering technical service and equipment sales that covering the whole American. The establishment of the American subsidiary is of important significance, since it is a key step of localized operation of Tech-Long in the process of internationalization.

Text and Picture by : Carter Jia



剪彩仪式现场 At the opening ceremony

达意隆速度 ——与世界同步——

The Speed of Tech-Long
keeps up with the world

达意隆亮相2012（第十届）中国国际啤酒、饮料制造技术及设备展

Tech-Long in CHINA BREW& BEVERAGE 2012



2012年9月19—22日，第十届中国国际啤酒、饮料制造技术及设备展览会首次移师北京·中国国际展览中心。为期四天的展会，达意隆以精湛的技术、国际化的视野再次赢得业界人士的认可。

两年一届的中国国际啤酒、饮料制造技术及设备展览会是亚太地区啤酒、饮料、乳品等液态食品机械及相关领域规模最大、水平最高、最具权威性和风向标意义的品牌展会，在此期间，高端品牌荟萃，精尖技术云集。

达意隆所在的E2馆再次成为了本次展会的一大看点，全馆最大的参展面积，尖端的设备吸引了许多观众前来参观、洽谈。1700多平方的展会面积上，达意隆重点展示了盘式回转型热熔胶贴标机、全伺服盘式回转型热熔胶贴标机、盘式直线型热熔胶贴标机、RJM10C吹瓶机、机器人大桶水码卸桶机、底切膜热收缩膜包装机。先进的设备不仅展示出达意隆的综合实力，同时也彰显出行业领跑者的风范。

RJM10C是达意隆自主研发的新一代吹瓶机，标志着达意隆吹瓶机进入单模2400BPH的新时代。据悉，这个速度是目前世界上最高速度！吹瓶机一直以来是达意隆的核心产品。2002年，面对饮料生产商只能花费巨资从国外引进设备的艰难境况，达意隆敢为人先，率先研制了RJM8全自动旋转式吹瓶机，一举填补了国内在高速吹瓶设备领域的空白，并被评为国家火炬计划项目。2007年，吹瓶机单模达到1400BPH，两年后单模产能提升至1800BPH。经过十多年的改进、升级、创新。达意隆吹瓶机性能实现了一次又一次地跨越，速度也越转越快，达意隆的设备完全可以媲美欧美国家。

作为液体包装行业领先企业，达意隆一直站在行业的前沿，用国际化的视觉审视企业的发展，以科研为驱动力，不断拓宽产品线，开拓新兴市场，不断推动液态产品行业朝着更高、更快、更好的方向发展。



From September 19 to 22, 2012, China Brew & Beverage 2012 first held at China International Exhibition Centre in Beijing. The exhibition lasted for four days, and the sound technology and the international view of Tech-Long again received recognition in this industry.

China Brew & Beverage, which is held every two years, is the best exhibition in terms of scale and the level of professionalism on liquid food machinery, such as beer, beverage and dairy in the Asian-Pacific region, and is the weathervane among the exhibition. During the time, the high-end brands and the top technology all gather here.

With the largest exhibition area of more than 1700-square-meter and the sophisticated equipment of Tech-Long of E2 pavilion, Tech-Long once again became a highlight of this exhibition. In the pavilion, Tech-Long mainly showed its disc-rotary hot melt adhesive labeling machine, full-server disc-rotary hot melt adhesive labeling machine, disc-linear hot melt adhesive labeling machine, RJM 10C blowing machine, barrel palletizer and depalletizer by robot, and shrink wrapper with bottom cutting film. The advance equipment not only shows the strong comprehensive strength, but also expresses the leadership demeanor of the industry.

RJM10C is a new generation of blowing machine researched and developed by Tech-long, which marks the Tech-Long blowing machines enter a period of 2400BPH with single mode. It is reported that this is the highest speed in the world. Blowing machine is regarded as the corn product of Tech-Long all the time. In 2002, domestic drink producers faced severe difficulties and had to spend huge money to buy equipment from abroad, Tech-Long dare to be the first and developed RJM8 fully automatic rotary blowing machine. This machine filled the blank about high-speed blowing equipment in China, and was awarded as National Torch Program Project. In 2007, the speed of blowing machine with single mode reached 1400BPH, and two years later, it reached 1800BPH. For years of improving, upgrading and innovating, the function of Tech-Long blowing machine keeps upgrading, and the speed is faster. The equipment made by Tech-Long can completely compare to such equipment made by European countries.

As the leading enterprise in liquid packaging industry, Tech-Long always stands in the advanced position, and inspects enterprise's development with an international vision. Tech-Long makes the scientific research to driving force, and continues to broaden production lines and explore the new market, and continually pushes forward the liquid production industry to a higher, faster and better development.



与客户的亲密接触 Close contact with customers

第112届广交会达意隆实现完美升级

Tech-Long achieves perfect upgrade in the 112th Canton Fair



2012年第112届秋交会于10月15日正式开幕，这是达意隆首次以品牌展的形式参展，展位面积由上一届的2个摊位18平米普通展区升级为4个摊位36平米的品牌特装展区，在6.1号馆仅有三家企业以品牌展的形式参与，而达意隆的展位位于主干道最显眼的位置，更有利于品牌形象及产品的宣传。本次展位申请炙手可热，各项审核非常严格，鉴于公司的雄厚实力、行业影响力（亚洲最大的液态产品包装设备制造基地，中国饮料包装行业第一家上市公司）以及良好的业绩才得以顺利通过审核。因此，这一次的展出对广州达意隆来说具有非常重大的意义。

On October 15, 2012, the 112th Canton Fair formally opened. In this exhibition, Tech-Long used brand form for the first time. The decorated brands exhibition hall area was 36-square-meter with four booths compared to last session's general hall of 18-square-meter with two booths. In No. 6.1 hall, there were only three enterprises attend the exhibition with brand form, and Tech-Long's booth was in the most obvious position, which was good for broadcasting brand image and products. The application of the booth in this Canton Fair was extremely hot, and every examination was very strict. Due to the solid strength, the influence in this industry (Tech-Long owns Asian largest manufacturing base of liquid products packaging equipment, the first listed enterprises in the field of drinks packaging in China) and outstanding performance, Tech-Long passed the examination. Therefore, this exhibition had significant meanings for Tech-Long.

展位的搭建与布置

此次品牌展位公司采取特装的搭建方式，6.1号馆为大型机械展馆，绝大部分展位都是统一搭建，整体色调为红黑色，达意隆的特装搭建尤为醒目，黄、白色系的搭配彰显出简约、大气的风格。

展会现场除了采用设备现场展示+视频播放介绍的方式外，我们还专门设计了产品展示架，用于展出客户的产品，一来展示我们公司的实力，二来可让客户更加直观地了解。

The design and arrangement of the hall

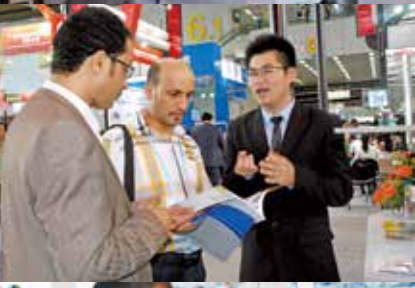
Tech-long adopted a special construction for the brand booth. As a large machine hall, most of the booths in No. 6.1 hall were constructed unified, and the overall tone was reddish black. Tech-Long's special construction was very obvious, and the collocation of yellow and white expressed a simple but

a general style. Excepting the display of the equipment and video introductions, we particularly designed the showing shelves for the products, and this not only showed our enterprise's strength, but also let the customers directly understand the products.

“政府搭台，企业唱戏”

广交会副秘书长、中国对外贸易中心副主任刘建军表示，2012年上半年以来，无论是欧、美、日等发达经济体，还是以金砖国家为代表的新兴经济体，经济增速普遍放缓。全球经济下行风险明显增加，中国输入性通胀压力加大，企业在原本外部市场就疲软的需求下更加雪上加霜。由于世界经济仍趋于下行，今后几个月外贸形势仍然很严峻。

对此，国家非常重视，并加强外贸扶持力度。9月中旬，国务院就通过了《关于促进外贸稳定增长的若干意见》。这一被称为“外贸国八条”的扶持政策，具体包括加快出口退税进度，增加对符合条件出口企业的贷款等。



刘建军表示，对于国务院在广交会前推出的促进各种政策，实际上就是希望广交会给中国的企业在出口方面提供诸多便利，提高国际竞争力。企业应积极用好这些利好政策，以提高自身国际竞争力。

从宏观角度来看，外需不振的局面单靠国家政策是难以有根本性扭转的，企业长期生存和发展很大程度要靠自己，通过转型升级和开拓多元化市场才能真正度过寒冬。

“Government provides support and services to enterprises”

Liu Jianjun, deputy secretary general of Canton Fair and vice director of China Foreign Trade Center, indicates that the growth of economy commonly slowed down since the first half year of 2012, whether the developed economies including Europe, the U.S., Japan etc, or the emerging economies as the BRICS. The downside risks of the global economy apparently increased, and China is facing the rising imported inflation pressures, and the situation of Chinese enterprises worsen when facing the weak exported markets. The world economy still trend downward, therefore, the foreign trade situation will be severe in the next months.

The government attaches great importance and strengthens the support of foreign trade. By mid September, the State Council passed the document of Several Opinions on Promoting the Steady Growth of Foreign Trade. The supportive policies are regarded as the “State of eight on Foreign Trade”, which include accelerates progress of export tax rebate and increases eligible export enterprises loans etc.

Liu Jianjun indicates that all the policies made by the State Council before Canton Fair actually provides advantages for export of Chinese enterprises to enhance international competitiveness. Enterprises should make use of these policies to improve self-competitiveness.

From the macro perspective, the weak export situations only rely on the state policies cannot change essentially. By transformation and upgrading and exploring diversified market, the enterprises can achieve long-term existing and development

左图：展会现场人声鼎沸 工作人员热情高涨

The left picture: The crowded exhibition and the enthusiastic staff

展会洽谈情况乐观

近几年来，由于国际金融危机的影响，外贸环境一直不乐观，但达意隆积极采取应对措施，排除一切困难，出口形势逐渐呈现回暖趋势，今年上半年的出口情况也比较乐观。

本届广交会的到访采购商主要来自印度、非洲、中东、等国家，南美、俄罗斯、意大利、法国等国家的到访客户相对较少。由于特装品牌展位、展位位置优势等的影响，展期期间，到达意隆展位参观洽谈的国外采购商数量较上届有了明显的增长。

Optimistic situation of exhibition business

In recent years, by the effect of the global financial crisis, the export environment is not optimistic. However, Tech-Long actively adopts solutions and overcomes difficulties, the export gradually shows warm situation and the export situation is relatively optimistic in the first half of this year.

The purchasers visited this Canton Fair are mainly from India, Africa, and Middle East countries, a few of them are from South America, Russia, Italia, French and other countries. By the effect of the special brand booth, the obvious position, abroad purchasers visited Tech-Long booth apparently increase compared to the last fair.

各级领导勉励达意隆迎难而上，再创佳绩

10月16日上午，广州市政协主席苏志佳先生及各委员一行莅临广州达意隆包装机械股份有限公司展位，对我司实现广东自主品牌、注重自主创新的做法给予了充分的肯定，鼓励我司再接再厉，努力争取在外贸下滑的大背景下实现出口增长突破。

当天，中华人民共和国商务部部长陈德铭在大会副主任、商务部副部长蒋耀平，广东省委常委、广州市委书记万庆良，大会副主任、广东省副省长招玉芳，大会副主任、广州市市长陈建华，商务部部长助理仇鸿等相关领导的陪同也亲临了达意隆展位参观考察，我司董事长张颂明先生向来访领导们介绍了公司的生产、出口等相关情况。陈德铭部长鼓励达意隆抓住政府出台的稳增长政策契机，进一步加大产品自主创新和新兴市场的开拓力度，打造优质产品和品牌，充分利用广交会等平台抓订单，促成交，实现企业出口的长期稳定增长。

此次广交会上，达意隆以良好的形象在大型机械展馆隆重亮相，并获得社会各界的关注。相信在政府的支持以及公司员工的共同努力下，广州达意隆包装机械股份有限公司将借助广交会这个平台走向世界。



中华人民共和国商务部司长王受文博士提前踩点
Doctor Wang Shouwen, Director of Chinese Commerce, visited the booth ahead of Schedule



广州交易团领导来访关心
Leaders of trade delegation visited Tech-Long

Leaders at all levels encourage Tech-Long to face difficulties, and reach new heights

In the morning of October 16, Chairman Mr. Suzhijia and other members of Guangzhou People's Political Consultative Committee paid a visit to the booth of Tech-Long Packaging Machinery Co., Ltd. They fully affirmed our enterprise's practices of achieving self-owned brand of Guangdong province and emphasizing independent innovation, and they also encouraged our enterprise to make persistent efforts and strive for achieving breakthrough of export growth under the decline in exports.

At the same day, with the accompany of Jiang Yaoping, vice director of Canton Fair and deputy minister of commerce, Wan Qingliang, member of Guangdong provincial party committee and party secretary of Guangzhou, Zhao Yufang, deputy governor of Guangdong province, Chen Jianhua, vice director of Canton Fair and mayor of Guangzhou, Qiu Hong, assistant of minister of commerce, and other leaders, Chinese Commerce Minister Chen Deming visited the booth of Tech-Long, Chairman Zhang Songming of Tech-Long introduced the production, export and other relative situations. Minister Chen Deming encouraged Tech-Long to grasp the opportunity of steady growth policy by the government, further strengthen independent innovation and exploration of the emerging markets, make high quality products and brands, fully take advantage of Canton Fair as the platform to sign contracts with customers, and achieve long-term and steady growth of export.

At this Canton Fair, Tech-Long exhibited in the large machine hall with a good image gained wide public attention. With the support of the government and concerted effort of company staff, Tech-Long Packaging Machinery Co., Ltd. will reach out to the world with the platform of Canton Fair.

Text and Picture by : Rainmy Chen



广州市政协主席苏志佳先生及各委员一行在张颂明董事长的陪同下深入了解达意隆
Chairman Mr. Suzhijia and other members of Guangzhou People's Political Consultative Committee gained much knowledge of Tech-Long accompanied with the Chairman Zhang Songming



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商务部部长陈德铭亲临 第112届广交会 广州达意隆展位

鼓励我司：自主研发 技术创新 提高质量

Commerce Minister Chen Deming Visited Tech-Long Booth

Encourage our enterprise: independent
research and development, technological
innovation, improve the quality of products



10月16日，商务部部长陈德铭在大会副主任、商务部副部长蒋耀平，广东省委常委、广州市委书记万庆良，大会副主任、广东省副省长招玉芳，大会副主任、广州市市长陈建华，商务部部长助理仇鸿等相关领导的陪同下亲临广州达意隆包装机械股份有限公司展位，我司董事长张颂明先生向来访领导们介绍了公司的生产、出口等相关情况。

考察期间，陈部长对达意隆注重自主研发、提升自主品牌的做法给予了充分肯定，并对公司研发的“节能减排”产品吹灌旋一体机表现出浓厚的兴趣。在经济发展呈几何级数的中国饮料市场中，提效降耗、节能减排，成为了每家企业管理的重中之重。环保在中国，不仅关乎全球环境，更与企业效益息息相关。作为轻量瓶技术的领先企业，达意隆的这项研发成果对于全球“减少碳足迹”具有重要的现实意义。

最后，陈德铭部长鼓励达意隆抓住政府出台的稳增长政策契机，进一步加大产品自主创新和新市场的开拓力度，打造优质产品和品牌，充分利用广交会平台抓订单，促成交，实现企业出口的长期稳定增长。

On October 16, with the accompany of Jiang Yaoping, vice director of Canton Fair and deputy minister of commerce, Wan Qingliang, member of Guangdong provincial party committee and party secretary of Guangzhou, Zhao Yufang, deputy governor of Guangdong province, Chen Jianhua, vice director of Canton Fair and mayor of Guangzhou, Qiu Hong, assistant of minister of commerce, and other leaders, Chinese Commerce Minister Chen Deming visited Tech-Long hall, Chairman Zhang Songming of Tech-Long introduced the production, export and other relative situations.

During the visit of Tech-Long, Minister Chen fully affirmed Tech-Long's practices of emphasizing independent research and development and promoting self-owned brand, and expressed a strong interest in blowing-filling-capping combi-block, which is energy conservation and emission reduction and researched by our company. With the geometric series development of economy of Chinese beverage market, it is important to raise efficiency and reduce consumption, and carry out the ways of energy conservation and emission reduction. Environmental protection not only relates to the global environment, but also has a close relation with enterprise revenue. As the leading enterprise of lightweight bottle, blowing-filling-capping combi-block has a significant meaning to reduce carbon footprints of the world.

Finally, Minister Chen Deming encouraged Tech-Long to grasp the opportunity of steady growth policy by the government, further strengthen independent innovation and exploration of the emerging markets, make high quality products and brands, fully take advantage of Canton Fair as the platform to sign contracts with customers, and achieve long-term and steady growth of export.

Text and Picture by : Rainmy Chen

实例

Product Running Status



国内实例 Domestic Cases

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信任，源于了解 合作，源于专业

Trust roots in
understanding;
cooperation roots
in profession

——记达意隆在与国际对手竞争的怡宝项目中胜出

Tech-Long successfully obtain the Cestbon projects during the competition with foreign suppliers

“分享·信任，你我的怡宝”一句红遍大江南北的广告词揭开了故事的序幕……

“Share and trust, c'estbon is for everyone”, this famous message starts the story.



信任你我的怡宝 Trust, C'estbon

故事发端于深圳市高新技术产业园区的一家企业——华润怡宝饮料(深圳)有限公司，旗下产品品牌“怡宝”多年来在国内市场上优异成绩使得怡宝成为中国饮用水市场上的领先品牌，特别是在华南地区市场上，其产品市场占有率连续多年稳居首位，2007年销量达到108万吨。自1989年，敢为人先的怡宝在国内率先推出纯净水，是国内最早专业化生产瓶装水的企业之一。除此之外，怡宝是国家质监和卫生饮用纯净水国家标准的主要发起和起草单位之一。怡宝始终严格要求自己，以优于“国标”的生产标准为消费者提供更健康的产品。公司同时被评为中国名牌产品、国家免检产品及中国最具竞争力品牌等，是中国饮料工业十强企业。

The story is started by an enterprise at Shenzhen high-tech industrial zone, Shenzhen Huarun C'estbon Beverage Co., Ltd. One of the products “C'estbon” with the excellent performance in domestic market becomes the leading brand in China's drinking water market, especially in southern China. The market share of C'estbon continuously ranking the first place and in 2007 the total sales volume reached 1.08 million ton. From 1989, C'estbon dare to be the first marketing purified water, and became one of the earliest enterprises that professionally produced bottled water. In addition, C'estbon is one of the earliest enterprises that drafted the national standards of quality supervision and purified water for drinking. Having been strict with the quality, C'estbon has always provided healthier products to customers. Moreover, the enterprise was awarded as the China's top product brand, national exempting from inspection product, the most competitive brand in China, and so on, as well as the top ten enterprises of China's beverage industry.

怡宝的达意隆之旅

C'estbon's tour to Tech-Long

2004年之前的怡宝全部使用国外进口设备，第一次选用国内供应商时便与达意隆展开了愉快的合作之旅：1条30000瓶/小时的瓶装纯净水线揭开了双方的合作序幕，这次历史性的合作发生在2004年。随后不到一年的时间里，双方再次传出喜讯，2条36000瓶/小时的瓶装水线从某种程度上反映出当时的达意隆已经获得怡宝的认可。据不完全统计，2004至今年，怡宝（包括代工工厂）与达意隆签订超过30条生产线，其中单单广州信联（怡宝代工工厂）就从达意隆购入了将近20台吹瓶机，双方合作区域扩大到深圳、广州、江门、河北以及东莞等分公司。信任是合作的基础，也是双方多年来坚守的理念。

Before 2004, the equipment used by C'estbon were all imported from abroad. C'estbon and Tech-Long cooperated pleasantly when C'estbon first chose suppliers at home: in 2004, the significant cooperation of one 30000 bottles/ hour purified water line started the tour. Soon afterwards, less than one year, another good news broadcast: two 36000 bottles/ hour water lines of Tech-Long were recognized by C'estbon. According to incomplete statistics, C'estbon (including its bottling companies) signed more than 30 product lines with Tech-Long, among them, only SLZT (a bottling company of C'estbon) purchased nearly 20 blowing machines, and enlarged the cooperative regions to the subsidiaries of Shenzhen, Guangzhou, Jiangmen, Hubei and Dongguan. Trust is the base of cooperation, which becomes the idea of the two sides.

信任，源于了解；合作，源于专业

Trust roots in understanding; cooperation roots in profession

最近几年，随着消费习惯的转变以及消费者对健康的追求，饮用水市场出现爆炸性增长，其中怡宝的销量更是与日俱增，扩大产能成为了怡宝的头等大事。欧洲主要设备供应商和达意隆同时被列入怡宝的重点考核对象。达意隆在得知客户有购买设备需求后，相关准备工作便紧张有序的开展开来。

“与客户首次接洽确定设备需求是在2012年4月27日”达意隆项目负责人还清晰记得当时的情景，“怡宝要求提供合作客户名单、客户设备的运行状况，吹灌旋、吹瓶机、灌装机、包装机、输送系统等设备的市场占有率，自产设备和外配设备详细情况。在明确客户需求后，根据怡宝的配置要求技术专家团初步确定需要采购36000瓶/小时吹灌旋整线和4000瓶/小时4.5L整线。经过多达5次的修改，一

份令人满意的方案呈现在怡宝高层人员面前。接下来，客户工厂的参观成为达意隆体现超强实力的又一闪光点，7月7日，在项目负责人的陪同下，华润怡宝项目部人员前往长沙中富参观了产能为36000瓶/小时的20模腔吹灌旋一体机，长达3个小时的观察，达意隆设备运行良好。

此次的认证考察，达意隆全方位的展示出自己优良实力，从设备选型、零备件供应、安装团队、质保期、售后服务标准等多方面充分展示出竞争对手无法企及的整合、服务、技术等亮点，在众多欧洲竞争对手中突显出整体优势。在充分了解，综合权衡利弊之后，怡宝义无反顾地选择了信任，选择了达意隆，于9月27日宣布达意隆为华润饮料长沙生产基地项目纯净水生产线成套设备采购及安装工程的中标单位。

In recent year, with the changes of customers' consumption habit and the pursuit of a healthy living, drinking water market is in an explosive growth, and C'estbon's sales volume increasing rapidly, enlarging the products becomes the cardinal task of C'estbon. The main equipment suppliers from Europe and Tech-Long were listed into the important assessment enterprises at the same time. After knowing the requirements of the customers, Tech-Long prepared the related works orderly. "The day for the first time the customer confirmed the equipment requirements is April 27, 2012", the principal of this project clearly remembered the situation at that time, "C'estbon asked us to show the cooperative customers' list, operation information of the equipment purchased by customers, the market share of the BFC Combi-block, blowing machine, filling machine, packaging machine, and conveying system, etc, the detailed information about self-made equipment and bought-out equipment." After knowing customer's requirements, according to C'estbon's configuration requirements, experts preliminarily confirmed to purchase 36000 bottles/ hour BFC Combi-block whole lines and 4000 bottles/ hour 4.5L whole lines. Through the modification for more than five times, a satisfied scheme presented to the senior leadership of C'estbon. Then, the customer's visiting to workshops highlights Tech-Long strength. On July 7, with the accompany of the principals of this project, the staff of Huarun C'estbon project department came to Zhongfu in Changsha and visited 36000 bottles/ hour 20 cavity BFC Combi-block machine, the visit lasted for three hours and the equipment worked well.

This time, Tech-Long completely showed his superiorities that all European competitors cannot own in terms of the equipment selection, spare parts supply, installation team, warranty, after service standards, etc. Meanwhile, Tech-long's overall advantage is proved. After fully understanding and comprehensively weighing the advantages and disadvantages, C'estbon chose Tech-Long without hesitation. On September 27, Huarun C'estbon announced that Tech-Long wins the bidding, who will provide complete equipment and installation project of purified water product line for Huarun C'estbon production base in Changsha.

展未来，前景无限 Look ahead, a bright future

多年来，怡宝稳定的渠道支撑其持续高速增长。今天其销售网络已遍及广东、北京、天津、上海、湖南、福建、广西、四川、重庆、海南、江苏、浙江、香港、澳门等省市及地区，以及东南亚、北太平洋海岛国家。未来5年，华润怡宝将继续努力实现销售网络覆盖全国并向多品类进军，致力成为一家在行业内具有影响力的全国性综合型饮料公司。在这一幅宏伟的发展规划蓝图上，我们似乎看到了双方未来的美好合作前景，每一个网点都是一次契机，非常期待双方的下一次握手！

For years, a stable channel of C'estbon supports its continuous rapid growth. Nowadays, the sales networks are in Guangdong, Beijing, Tianjin, Shanghai, Hunan, Fujian, Guangxi, Sichuan, Chongqing, Hainan, Jiangsu, Zhejiang, Hong Kong, Macao, and other provinces, cities and regions, as well as in Southeastern Asian countries and North Pacific Ocean countries. In the next five years, C'estbon will continue to achieve sales network coverage the whole country and march into other categories, and C'estbon will strive to be a nationwide comprehensive beverage company that have an impact on this field. On this majestic development blue print, we seemingly forecast the bright future of the cooperation. Each network is an opportunity, and the both sides expect the next cooperation.

Text by: Kuang Minqiang





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口碑赢得市场

Good reputation wins the market

达意隆与深圳西满成功签订43200BPH水生产线
Tech-Long successfully signs the contract of
43200BPH water lines with Shenzhen Simon Group

西满与我司双方负责人亲密合照

右二：西满公司总裁柳总 右一：西满公司总经理刘总 左一和左二及左三分别为达意隆项目负责人：齐洪辉，吴海舟(副总监)，汪修军

A group of photo of principals of Simon and Tech-Long

The 2nd from the right: President Liu of Simon, The 1st from the right: General manager Liu of Simon

The 1st, 2nd, and 3rd from the left: Project Principa of Tech-Long, Qi Honghui, Vice Commissioner Jolie Wu, Wang Xiujun





走进深圳西满总部，几栋略显陈旧的楼房散发出西满的浓厚历史气息，从1995年创立至今，西满主要生产经营吹塑、注塑产品，并与怡宝、立白、中粮粮油等长期合作。在生产经营中，西满凭借高质量的产品及优质的服务，赢得客户的信赖。

近年来，在怡宝市场高速扩张前提下，凭借与怡宝良好的合作关系，西满开启与怡宝OEM项目。然而，对于缺乏OEM生产经验的西满来说，解决生产线成为其当务之急。由于对设备供应商了解不全面，所以刚开始西满只考虑采购进口生产线，但当西满得知达意隆已为华润及怡宝的OEM工厂提供了多条生产线时，客户开始对达意隆另眼相看并持续关注，通过一轮又一轮的考察评估，西满了解到，达意隆设备不仅在技术、质量上可以媲美进口设备，在价格、项目经验以及售后服务等环节上更有优势。多方位的认证、评估更加清晰了达意隆在客户心目中的印象，正是这些方面的综合优势改变了西满采购进口设备的初衷。

达意隆就与西满的初步交流可以追溯到2012年中旬，经过长达8个月的“拉锯战”，达意隆人认真的态度及专业的技术深受西满的认可，双方于2012年底达成合作意向，签订了43200BPH瓶装水生产线。然而，机遇与挑战往往是并存的，虽然签订订单，但交货期却非常紧迫，客户要求2013年3月交货，时间紧迫，达意隆负责人迅速组织相关人员前往现场，确定好布局图及技术要求，全力以赴，最终在客户要求时间内顺利完成交货。

此条生产线为西满的第一条OEM生产线，首次合作双方都充满期待。达意隆凭借自己的丰富经验为西满提供优质的设备与服务，力求达到一种双赢的局面。相信深圳西满将在OEM道路上越走越宽，双方的合作也将越来越紧密。



Walking into the headquarters of Shenzhen Simon Group, several slightly outdated buildings emit a strong historical atmosphere of Simon. Established in 1995, Simon mainly products blow molding and injected products, and has a long-term cooperation with C'estbon, Liby and COFCO, etc. During the process of production and management, relying on the high quality and superior service, Simon wins the trust of customers.

In recent years, with the rapid marketing expansion and good cooperation with C'estbon, Simon started the OEM project with C'estbon. However, not having enough OEM experience of Simon, to resolve the production lines became its urgent task. Because of incomplete understanding with equipment suppliers, Simon only considered to purchase the imported production lines in the beginning. After knowing Tech-Long has already provided several production lines to the OEM factories of Huarun and C'estbon, Simon paid attention to Tech-Long. After passing many investigations and assessments, Simon has known the advantages of Tech-Long's equipment in the aspects of technology, quality, price, project experiences and after services. With various authentications and assessments, the client clearly understood the good reputation of Tech-Long. All the comprehensive advantages have changed Simon's decision to import equipment.

The first communication between Tech-Long and Simon can trace back to middle of 2012. For eight months "seesaw battle", the serious attitude and professional technology of Tech-Long were approved by Ximam, and 2012 they signed the contract of 43200BPH water lines. However, chances and challenges existing at the same time. Although the contract was signed, the delivery date was extremely urgent, and the clients required delivering the equipment in March, 2013. The principals of Tech-Long quickly organized related personnel to confirm the layout and the requirements, and they made their best to deliver the equipment on time.

This production line is the first OEM production line of Simon, and the two sides look forward to the first cooperation. Relying on the abundant experiences of Tech-Long, they provided superior equipment and services to Simon Group and tried to reach a win-win situation. We believe that Simon will have a bright future on OEM, and the two sides will have a close cooperation.

相关链接：Related links:

西满集团主导业务注塑、吹塑处于行业领航者地位，公司以科研创新、绿色环保为理念，拥有国际先进国内一流的全自动注塑、吹瓶生产线，拥有行业资深的吹瓶注塑工程师和技术研发团队，以精湛的技术和优质的服务为客户专业生产各类饮用水瓶、碳酸饮料瓶、食用油瓶、工业油桶、洗涤化妆品瓶、医药瓶等塑料包装制品。2002年通过ISO9001：2000国际质量体系认证，2010年顺利通过改版审核，取得ISO9001:2008国际质量体系认证，2008年获得QS食品生产许可证书，产品达到国际质量标准。



准。

十几年来依托遍及深圳、广州、北京、天津、郑州、马鞍山、上海、成都、五台山、衡阳等大中城市的分公司以及集团总部的优秀运输、支撑服务网络，稳定服务于华润怡宝、立白集团、中粮集团、益海嘉里、上海和黄白猫、达能益力、乐百氏、农夫山泉、壳牌统一、合兴、香港南顺、浪奇、台湾徐福记、中石油、中石化、纳爱斯、英国BP等众多名牌企业，被客户引为金牌合作伙伴与最具价值的关键供应商。

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Simon's dominant businesses are feeding molding and blow molding which rank the top position in this field. Simon's concepts are scientific research innovation and environmental protection, and it has the advanced production lines of full-automatic feeding molding and blowing bottle, as well as the senior engineers and research teams in the fields. With the superior technology and services, Simon provides all kinds of drinking water bottles, carbonated soft drink bottles, edible cooking oil bottles, industrial oil drum, cosmetics bottles, medicine bottles, etc. In 2002 Simon passed authentication of ISO9001: 2000 international quality system certification, and in 2010 through revised audition and accepted ISO9001: 2008 international quality system certification, and in 2008 gained QS food production certification, therefore, the products of Simon reached the international quality standards.

For decades, supported by subsidiaries in Shenzhen, Guangzhou, Beijing, Tianjin, Zhengzhou, Maanshan, Shanghai, Chengdu, Wutaishan, Hengyang, etc, and superior transportation and service networks from headquarters, Simon provides stable services to Huarun C'estbon, Liby Group, COFCO, YHK Group, Shanghai Hehuang Whitecat Co., Ltd, Danone Yili, Robust, Nongfu Spring, Shell, Hop Hing, Lam Soon, Lonkey, Taiwan Hsu Fu Chi, CNPC, Sinopec, Nice, BP, etc. Simon is regarded as golden partner and most valuable supplier.

新市场，新起点

New market, new start

达意隆与隆力奇签订一条5000BPH漱口水生产线
*Tech-Long signs the contract of a 5000BPH
mouthwash production line with Longrich Group*



自2012年2月达意隆成功开辟“第二战线”以来，达意隆就已经和宝洁、益海嘉里、亨氏、蓝月亮、海天等知名企业紧紧联系在一起。在取得良好发展的同时，达意隆并没有放慢高速增长的步伐，相反，公司集中精力加大在日化领域的拓展。

依托于与宝洁、蓝月亮、好来化工等知名日化企业成功合作经验，得益于企业在科研方面地持续投入，今天的达意隆技术实力毋庸置疑。进一步开疆拓土，成为了达意隆市场最大的诉求点。

江苏隆力奇生物科技股份有限公司是目前国内规模最大、技术力量最先进的日化产品、养生保健品的研究、开发和产销基地。公司拥有员工总数一万余名，26年来健康、稳定发展，今天的隆力奇已经成为民族日化行业的领军品牌。

隆力奇智能化新工厂，是隆力奇近年来高速发展的综合体现。今年年初，隆力奇计划新建一条5000BPH的漱口水生产线，原计划采用直线式灌装机，在得知达意隆为宝洁等顶尖企业提供过数量众多的高速灌装设备以及为好来化工提供过类似的生产线后，客户改变了最初的想法，开始与达意隆进行深入的接触，后来，经过2个月的多次技术交流和方案调整后，客户最终将项目交给达意隆。

日化行业与消费者日常生活息息相关，在国内外经济增长缓慢的情况下，扩大成为经济的高速发展的主要驱动力，在这种利好形势下，日化行业将前景无限，相信日化行业的介入将为达意隆的稳定发展开辟另一片天！

From February, 2012, Tech-Long successfully explored the “second market line”, and tied closely to P & G, YHK Group, Heinz, Blue Moon, Haitian and other well-known enterprises. Tech-Long continued developing at top speed and focused on the exploration in the field of daily chemicals.

Relying on the successful cooperation experiences with P&G, Blue Moon, Hawley & Hazel Chemical, and other well-known daily chemical enterprises, and continuous investment on scientific research, now Tech-Long's technical strength is undoubted. Further exploring this market is the key task of Tech-Long.

Jiangsu Longrich Bio-Science Co., Ltd. has the largest scale and the most advanced daily chemical and health products bases domestically for researching, developing, producing and selling. The company has more than ten thousand employees. After 26 years healthy and stable development, now



Longrich becomes the leading brand in the daily chemical field in China.

The new intelligent workshops of Longrich are a comprehensive show of the recent high development. Earlier this year, Longrich planned to establish a 5000BPH mouthwash production line, and decided to use linear filling machine. By knowing Tech-Long had provided several high speed filling machines for P&G and other top enterprises, even the similar line for Hawley & Hazel Chemical, the client changed his initial decision and started to conduct deep contact with Tech-Long. After 2-month technical communications and scheme adjustments, the client finally chose Tech-Long.

Daily chemical industry has closely related to customers daily life, in the condition that the slow growth of economy at home and abroad, expansion becomes the main driving force for high speed development of economy. Under this good situation, daily chemical industry has a bright future, and we believe daily chemical industry will bring a stable development for Tech-Long.

江苏隆力奇生物科技股份有限公司位于隆力奇生物工业园内，园区占地2000余亩，东临上海，北接常熟，南连苏州。隆力奇成都生产基地坐落于成都经济开发区，年产化妆品2万吨，产值约5亿元，从而进一步巩固隆力奇在西南市场的主导地位。公司主要经营的有化妆品、家用洗涤品、养生保健产品、家具、房地产、物流等八大系列1000多个品种。

江苏隆力奇生物科技股份有限公司是目前国内规模最大、技术力量最先进的日化产品、养生保健品的研究、开发和产销基地。公司拥有员工总数一万余名，其中大学生、研究生、博士生和专家的比例超过35%。企业发展26年来，始终健康、稳定地向前发展，成为今天民族日化行业的领军品牌。

Jiangsu Longrich Bio-Science Co., Ltd. locates in the Longrich bioindustry zone with an area more than 2000 mu, neighboring Shanghai in the east and Changshu in the north and Suzhou in the south. The Chengdu production base of Longrich is in economic development zone of Chengdu, and the annual cosmetic production is 20000 tons with output value of five hundred million yuan, which enhancing the leading position of Longrich in southwestern market. Longrich mainly operates 8 series products over more then 1000 varieties, including cosmetics, household cleaning products, health care products, furniture, real estate, and logistics.

Jiangsu Longrich Bio-Science Co., Ltd. has the largest scale and the most advanced daily chemical and health products bases domestically for researching, developing, producing and selling. The company has more than ten thousand employees, among which the percentage of undergraduates, graduates, doctors and experts is more than 35%. After 26 years healthy and stable development, now Longrich becomes the leading brand in the daily chemical field in China.

Text by: Korson Guo



质量精湛 信誉至上



宁波嘉德轻工机械有限公司

我公司是专业生产啤酒、饮料、罐头、牛奶等设备厂家，设备包括输送线、输箱线、纸箱胶带成型机、螺旋输送机、啤酒瓶美容机、连续垂直提升机、卸垛机等，技术力量雄厚，多年来形成了科研、设计、设备制造以及生产等工业体系。产品畅销全国各省市及东南亚地区，深受国内外用户的赞誉和青睐。本公司始终本着“质量精湛，信誉至上，服务第一”的经营宗旨，我们诚挚地欢迎新老客户前来洽谈，光临惠顾。



螺旋输送机

螺旋输送机适用及特点：

设备适用于各规格的箱子和瓶子的输送，采用防滑链板，进出口方向和高度由客户需求定制。



纸箱（胶带）成型机

纸箱（胶带）成型机产品特点：

设备外形美观大方，制造工艺良好。操作、调整和维护简便快捷，机器有良好的自身安全保护功能，如过载保护和安全门等，单机设备生产能力： ≤ 40 箱/min，纸箱规格根据客户需求。



卸垛机（易拉罐、玻璃瓶）



Z型连续托盘提升机

厂址：浙江省象山县工业示范园区西谷路356号
联系人：林海
手机：13906840220
电话：0574-65720289 65780718
传真：0574-65780798

邮编：315700
E-mail: nbjd@jiadejx.com
nbjd@vip.sohu.com
Http: www.nbjdqq.com

事无巨细，悉究本末

Be specific and be professional

上海雀巢项目的启示

The inspirations of Shanghai Nestle project



在经历长达三个月的技术细节讨论之后,2012年的3月,上海雀巢终于携手达意隆在厚厚的合同上签下了合作协议书。据项目负责人透露,这次合作主要集中在52吨水处理设备上。在这个项目上,客户所指定选用的品牌都是国际品牌——海诺威的UV灯、E+H的流量计、赛特诺斯的过滤器、阿法拉伐的阀门、GE的反渗透膜等等,这些品牌很多都是达意隆在水处理项目上面的首次合作,为了按期、按质完成这个项目,在充分听取客户的需要后,项目小组还特意制作了3D图纸,并就细节方面和客户进行一一地讨论,有时候针对管路的具体走向,大家纷纷各抒己见,寻找最佳方案,充分体现出双方的做事风格:没有最好,只有更好。

3D图纸的制定仅仅是项目的开始,接下来,紧张、忙碌成为生产过程中的主旋律。水处理项目小组每周都会与生产部门进行及时的沟通,从设计到计划,从项目到采购,从生产到质检,将碰到的问题集中起来在每周的项目进度会议上讨论、解决。通过这种有效的沟通,更好地了解每个环节的具体进展。在实际工作中,一旦发现问题,各个部门都会积极响应,例如在罐子的制作过程中,质检小组发现一个管子外表面存在刮花的现象,刚开始将根源归结于材料的原因或者是在运输途中刮花的,后来经过多层检测后排除了以上种种原因,问题的根源在于卷板的时候由于板材与地面接触造成刮花现象,原因找到后,生产部第一时间探讨解决方案,为项目争取了宝贵的时间,也避免了材料的浪费。

设备运输到客户厂区后,达意隆特意挑选了经验丰富的工程师接手项目安装工程,在安装过程中,客户也是派专人一对一跟进。类似这样的一些细节雀巢非常重视,严格按照流程走,每天的早会都根据前一天的工作情况进行总结,从安全,进度,工艺各个方面来查找问题,避免返工,经过45天的装配,达意隆工程师以优异的表现出色的完成任务,并获得了雀巢亚太区总部技术部的高度认可。

在高标准、高强度下雀巢水处理项目取得圆满成功,这不仅仅是一次技术上考验,更是一个团队成熟与否的体现,这些不辞劳苦奋战在第一线的达意隆人用精益求精的精神捍卫了达意隆设备高品质、高技术的高端形象,同时展示出达意隆人团结一致,不畏艰难的良好精神面貌。





After three months detailed discussion, in March 2012, Shanghai Nestle finally joined hands with Tech-Long and signed cooperation agreement. It's said by project principals, this cooperation mainly focused on 52 tons water treatment equipment. All brands appointed by the client were international brands, such as Hanovia UV lamp, E+H flow meter, Sartorius filter, Alfa Laval valve, GE RO membranes, etc, and most of these brands firstly cooperated with Tech-Long on water treatment. In order to complete this project on time and guarantee the quality, the project team specially made 3D drawings, and made detailed discussion with the client. They often expressed their own opinions to a perfect plan, sometimes, they discussed about the direction of pipelines. This fully embodied their work style: no best but better.

3D drawings were just the beginning of this project, the tension and busy production became the theme in the next processing. Water treatment project team communicated with production department every week, from design to schedule, project to purchasing, and from producing to quality testing, they discussed and resolved every problems in the meeting every week. By the efficient communication, they mastered project progress of each step. In actual work, once there were problems, every department would make quick response, for example, in the process of making tanks, quality testing team found the outside surface of one pipe have scratches, and the reasons were rooted in material or transportation, but after several testing, they excluded the mentioned reasons, they found the scratches were made when the plate touched the floor. After finding the reason of this problem, production department discussed and resolved the problem, and saved precious time for the project and avoid the waste of the materials.

After transporting equipment to client's factory, Tech-Long specially picked seasoned engineers to install the equipment, and during installation process, client let special workers to follow installation. Nestle highly focused on details, strictly followed the processes, and summarized the performance of former day in morning meeting, as well as checking problems on safety, processes, techniques, etc, and avoiding rework. After 45-days installation, engineers from Tech-Long accomplished the project with an excellent performance, and received highly recognition by the Asia Pacific headquarters of Nestle.

With high standards and strength, Nestle water treatment project achieved complete success. It was not only a test of technology, but also reflected a mature team. The diligent project team members and other staff at Tech-Long tried their best to present Tech-Long's image of high quality and superior technology, at the same time, they showed the spirit of solidarity and brave.

Text by: David Huang

20年铸就 加林 品牌

20 Years of Brand Since 1993

ABOUT JIALIN:

珠海市永隆加林饮水机有限公司：成立于1993年，是中国最早制造聪明盖的生产厂，一直将“促进饮用水产业健康发展”视为己任，秉承“与客户共同进步”的理念。加林拥有多条全自动生产线，年产聪明盖能力达2亿多个，可以提供一次性顶穿盖、热封聪明盖等多款多色5加仑瓶盖和38盖及48盖供客户选择。

本着创新、优质、专业和诚信的精神，加林赢得了雀巢、可口可乐、达能、屈臣氏和怡宝等国际国内各大知名水厂的信赖和支持。

As one of the first and biggest manufactory of 5 gallon caps in China, Zhuhai yonglong jialin watercooler co., Ltd. was founded in 1993. We have a number of automatic product lines and the annual output to reach 200million pieces. We can supply kinds of caps: One piece cap, Two piece cap with single stick label, 38mm or 48mm 4L to 5L caps, to satisfy with ours customers.

Because of constant innovation, good quality, professionalism and integrity of spirit, We win lots of order from many famous water factories all over the world, such as Nestle, Coca-cola, Danone Group, Watsons, C'estbon, etc.

加林与世界一流企业在一起 Co-operation With World-class Beverage Company



JIALIN 5 or 3 Gallon Series of Products

5G cap with label



One Piece Cap



Two Piece Cap



Short 1 Piece Cap



5G or 3G Bottle



New Products: 38mm or 48mm Caps, Preform, Handle and Water Dispenser for 4L to 6L Bottle

38mm cap



48mm cap



4L or 6L PET preform



4L or 6L PET handle



New Water Cooler



ZHUHAI JIALIN PACKAGING PRODUCTS CO., LTD
ADD: 13 Pingdong Rd. 4, Nanping Science &
Technology Industry Garden, Zhuhai, China.

Tel: +86 756 8821146
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Http: // www.5galloncap.com.cn; www.jialincap.com



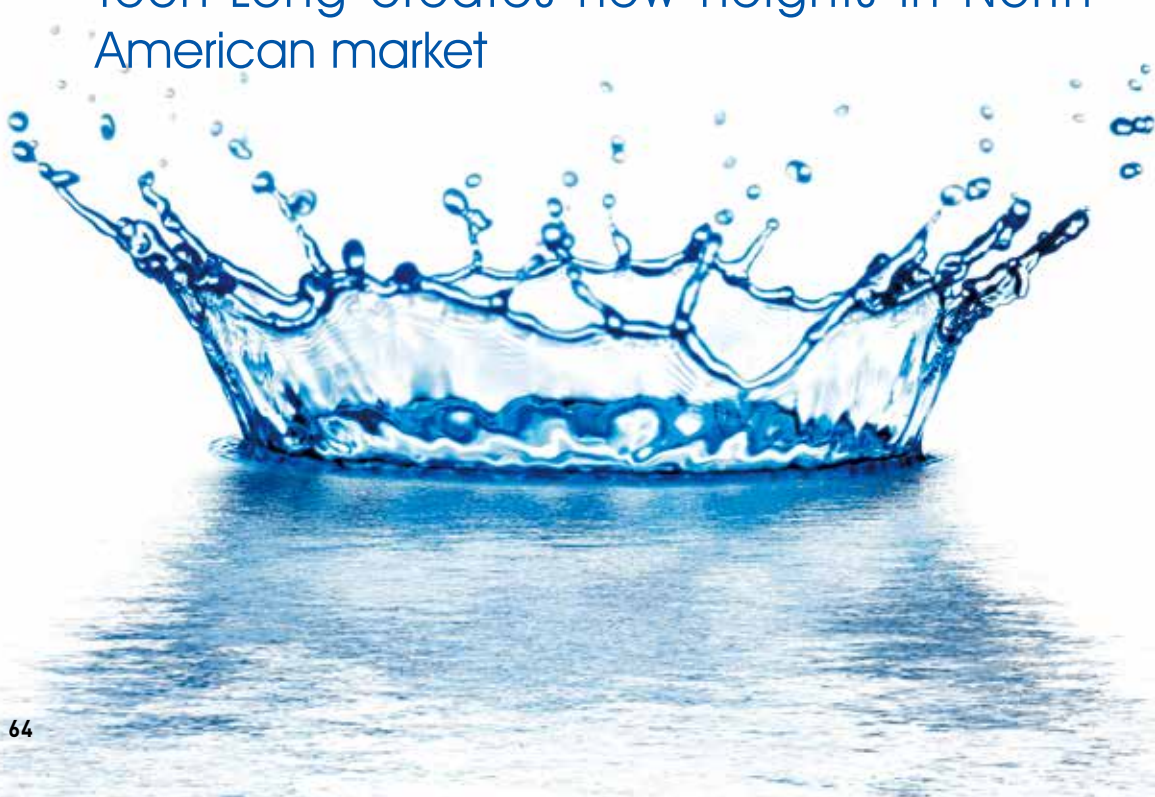
直面需求 客户不再犹豫

*Facing demands
directly, customers are
no longer hesitating*



达意隆北美市场再创佳绩

Tech-Long creates new heights in North American market





枫川：来自5000米冰川上的礼物

温哥华矿泉水（加拿大）企业有限公司是世界领先的纯天然冰川矿泉水生产企业，旗下品牌来自加拿大落基山脉，这里有终年积雪的山峰、茂密的针叶森林、宽广的山谷、清澈的溪流，是人类最后一片净土。海拔近5000米的冰川，孕育出了来自千年冰川雪山的优质加拿大枫川矿泉水。温哥华矿泉水（加拿大）企业有限公司不仅给全世界带去5000米雪山的礼物，也给全世界带来更健康的生活方式。由于优越的纯度和口感，富含天然矿物质和氧气等优势，使其产品独具魅力，也使枫川品牌成为世界同类豪华水中的佼佼者。大自然的馈赠给枫川这个品牌注入了新的生命力，使其成为健康、活力的象征。

2012年11月“redleaf”公司计划扩大生产规模，开始在全球寻觅优秀供应商。客户在行业内多方了解后与达意隆取得联系。并于11月15日首次踏上对达意隆的考察之路。客户之前使用的是进口设备，因此对中国供应商的考验非常谨慎、挑剔，前后一共考察了4次。多次洽谈，多次在加、中两国的往返，终于促成双方在2013年1月签订合作意向。

核心竞争力，直面客户担心

——客户不再犹豫！

据悉，双方本次合作主要涉及瓶装矿泉水生产线及4000瓶/小时5升矿泉水生产线。其中瓶装吹灌旋设备以56000瓶/小时产能设计，在电气、材料配置以及机械设计理念都运用的当今最先进，以回报客户对达意隆的信任。

客户首次采购中国设备就选择了达意隆，主要有几个方面的原因：首先，达意隆品牌的知名度、严谨的生产管理以及苛刻的品质控制都在客

户第一次考察后留下了深刻印象；其次达意隆公司技术及时更新，与全球知名企业的广泛合作使得技术始终与世界尖端保持同步。从服务便捷省心方面考虑，达意隆美国公司的开设，仿如一支强心针，让客户定心，不再犹豫！服务快速响应可以为客户减少维修、生产成本。

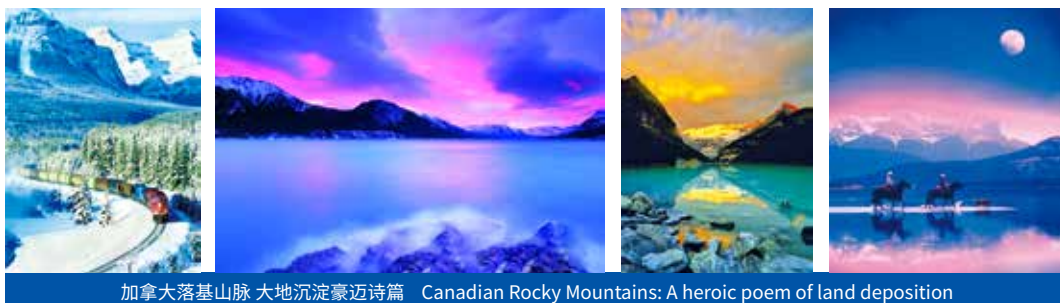


贴合客户需求，为你而转！

——让客户满意！

加拿大厂房租赁、人员开支费用大，如何科学的利用工厂空间，节约劳力，成为客户的心头大患。12月3日，带着考察设备布局的目的，客户参观了信联增城厂、广州可口可乐，实地核实达意隆设备是否节能、节源。中国设备供应商提供的生产线需要的操作工人数是不是和他们使用的欧洲设备一样？配套的能源会不会造成超额生产？……通过了客户的严格审查，达意隆设备的良好性能彻底打消了客户心中的种种疑虑。接着，客户又提出加拿大当地有严格的认证体系要求，这主要集中在安全方面，测试的内容涵盖温度、高电压测试及其他耐用性、安全测试，针对组件的技术缺陷的仿真测试等等。这个并没有难倒达意隆，在此之前公司曾与美国宝洁、美国汇丰客户有过类似的合作，无论是CE、CSA亦或世界最权威的UL认证，达意隆都有着丰富的经验。

扫除客户种种顾虑后，达意隆更加坚定了进军加拿大市场的步伐，为迎接北美市场写下浓妆淡抹的一笔。



加拿大落基山脉 大地沉淀豪迈诗篇 Canadian Rocky Mountains: A heroic poem of land deposition

Redleaf: a gift from glacier of 5000 meters

Vancouver Water Enterprises (Canada) Co., Ltd. is the leading enterprise in the field of pure natural glacier mineral water. Its brand nestled next to Rocky Mountains, which is the last pure land in the world, with mountains covered by snow all the year, thick coniferous forest, broad valley and clear streams. The glacier with the elevation of 5000 meters breeds Redleaf mineral water with high quality. Vancouver Water Enterprises (Canada) Co., Ltd. not only brings the gift from glacier of 5000 meters, but also brings a healthy lifestyle to the world. The superior purity and taste, rich minerals and oxygen make the products with a unique charm, and Redleaf is becoming the leading brand in this field of the world. The nature injects new vitality to Redleaf that is the symbol of health and energy.

In November, 2012, Redleaf planed to enlarge the production scale, and started to search preeminent suppliers in the world. After comprehensive understanding, the client contacted Tech-Long, and inspected Tech-Long on November 15. The client used imported equipment before the contact, and they were extremely prudent and picky to Chinese suppliers, and they all inspected for four times. After several negotiations, and travel back and forth between the two countries, both sides finally singed the contract

in January, 2013.

Having the core competence, and facing demands directly, customers are no longer hesitating.

It is reported that the cooperation of the two sides are mainly revolved into bottled water line and 4000 bottles/ hour 5L mineral water production lines, among which the 56000 bottled/ hour BFC Combi-block used the most advanced technology on electric, materials and design concept to return Redleaf's trust on Tech-long.

There are several factors that the clients chose Tech-Long when they first purchased Chinese equipment: first, the popularity of Tech-Long, the prudent production and management and strict quality control impressed the client for their first time inspection; second, Tech-Long updates technology in time, and keeps pace with the world top technology with a broad cooperation with world renowned enterprises. Considering the convenient services, the establishment of subsidiary in American making the clients chooses Tech-Long without hesitation. The quick responses of services can reduce maintenance and production cost for clients.

Runs for you!- satisfying clients.

The expenditure of Canadian workshops lease and personnel is large, and how to scientifically take advantage of workshops space and to save labors is the key task for the client.

厂房实景 The workshops



On December 3, aiming at inspect equipment layout, the client visited SLZT in Zengcheng factories and Coca Cola in Guangzhou factories, to inspect whether the equipment from Tech-Long was energy saving. Whether the operators of the production lines provided by Chinese suppliers were the same with the European equipment that they used? Whether the matched energy sources caused excess production? Through the strict inspection by the client, Tech-Long's equipment with the good performance completely eliminated the doubts of the client. Then, the client suggested the strict certification system requirements in Canada which mainly focused on security, and the tested contents covers temperature, high voltage, its durability and safety, and simulation test on technical defects of parts. Due to abundant experiences and cooperation with clients form American P&G, and HSBC, Tech-Long successfully passed various tests, such as CE, CSA and UL authentication.

After eliminating the doubts of the client, Tech-Long strengthened the determination to march into Canada, and laid foundation for exploring the North American market.

Text by: Jolie Wu

精诚所至，金石为开

Absolute sincerity will move a heart of stone

达意隆与沙特阿拉伯Tania水厂成功签订
又一条36000BPH吹灌旋整线

Tech-Long signs the contract of another 36000BPH
BFC Combi-block whole line with Tania Water
Company of Saudi Arabia



Tania水厂是Dossari家族管理的一家企业，于2004年在沙特阿拉伯Al-Kharj市建成投产，发展迄今，已成为沙特阿拉伯利雅得五加仑桶装水行业发展最快、规模最大的公司之一。

Tania公司与达意隆的合作可以追溯至2007年的秋交会。当时，达意隆销售团队首次和穆罕默德先生及苏维尼先生会面，Tania公司正在寻找替代欧美同类高速PET瓶灌装线设备的供应商。经多次磋商和技术论证，达意隆最终从众多供应商中脱颖而出，成为Tania的指定供应商。双方签订了14000BPH的PET瓶灌装线项目整线交钥匙合同，并在此后数年一直保持良好的合作关系，设备的质量和达意隆的设计力量均获得客户的认可。

Tania Water Company is one of the enterprises that managed by Dossari, and was established and put into operation in Al-Kharj city of Saudi Arabia in 2004, now it is one of the fastest development and largest scale companies in the field of 5-gallon bottled water industry in Riyadh, Saudi Arabia.

The first cooperation of Tania and Tech-Long can date back to Canton Fair 2007. At that time, Tech-Long's sales teams first met Mr. Mohammed and Mr. Showimy, and Tania was searching the supplier for replacing the Western equipment of high speed PET bottle filling lines. After several times negotiations and technological verifications, Tech-Long stood out from the suppliers, and became the nominated supplier for Tania. Both sides signed a turnkey contract of PET bottle filling whole line of 14000 BPH, and for years, the two sides kept good cooperative relations, and the quality and design of Tech-Long equipment were reorganized by the client.



客户用穆斯林最高习俗热情接待达意隆高层
The client warmly entertained the senior leadership of Tech-Long with the highest level of Muslim custom





Tania公司已通过TUV的ISO9001质量管理体系，HACCP及SASO的认证，并且是亚洲瓶装水协会和国际瓶装水协会的会员企业。

Tania Company has been certified through ISO9001 quality management system of TUV, HACCP and SASO, and Tania is the member enterprise of Asian Bottled Water Association and International Bottled Water Association.

2012年初，Tania公司计划上一条36000BPH吹灌旋整线。初选过滤后，该项目的竞争对手剩下包括达意隆及欧洲的数家知名品牌设备供应商。不久，在得知某供应商已中标该项目后，达意隆团队仍不舍不弃，销售人员直接飞往沙特，向客户阐述达意隆在轻量瓶技术的优势以及与可口可乐等国际大品牌合作的丰富经验。就在这时，情况发生了转变，俗话说得好“精诚所至，金石为开”，达意隆的诚意最终感动了客户，客户同意暂停这个项目，并当场约定回访达意隆。

一个月后，客户如约到访达意隆。在经过一系列参观达意隆供应给国际知名饮料品牌的高速生产线后，客户完全认可了达意隆在高速生产线上的技术实力。特别是在长沙一个为某国际知名饮料品牌代工的饮料工厂时，默罕默德先生透过参观通道，观察达意隆36000BPH吹灌旋设备的运转，一看就是将近一个小时，最终朝达意隆陪同人员笑了笑并竖起了大拇指。

随后，双方再次坐到一起，就该36000BPH吹灌旋整线项目进行深层次的沟通。当时，Tania公司实际已准备向之前中标的沙特供应商支付订金，而且厂房已按照该供应商的设计进行建设。达意隆集中公司技术骨干，为客户量身定做轻量瓶方案，并在客户现有厂房基础上提供优化的设备布局和物流通道设计，结合对达意隆设备的一贯良好使用经验，最终Tania公司决定将该项目交给达意隆。

与Tania水厂在该项目的携手合作，对达意隆在沙特阿拉伯乃至整个中东市场有着深远的战略意义。感谢Tania水厂及默罕默德先生和苏维尼先生对达意隆的一贯支持，相信双方的友谊将历久长青，再次预祝Tania水厂在未来再接再厉，再创辉煌！

At the beginning of 2012, Tania Company planed to purchase a 36000BPH BFC Combi-block whole line. At initial selection, the competitors were several well-known suppliers in Europe and Tech-Long. Soon, after knowing some supplier won the bidding of the project, the team of Tech-Long still not gave up, and the salesman directly flew to Saudi Arabia, and explained the advantages of Tech-Long lightweight, the rich experiences and cooperation with international big brands such as Coca cola. The situation has changed, as an old saying goes: "Absolute sincerity will move a heart of stone", the sincerity of Tech-Long finally touched the client, and the client agreed to suspend the project and decided to visit Tech-Long on the spot.



One month later, the client visited Tech-Long on time. By visiting a series of production lines that provided to international well-known beverage brands, the client totally recognized Tech-Long's technical strength on high speed production lines. Particularly, in a bottling company for one international well-known beverage brand in Changsha, Mr. Mohammed visited the operation of 36000BPH BFC Combi-block for almost an hour, and finally smiled and gave the thumbs up to the accompanied persons.

Soon afterwards, the two sides had a deep communication about 36000BPH BFC whole line project. At that time, in fact Tania Company prepared to pay a deposit to the supplier that won the bidding, and the workshops were constructing according to the supplier's design. Tech-Long focused technical backbones to design scheme of lightweight bottle for the client, and proposed optimized equipment layouts and logistics channels based on the existing workshops. Combining the good using experiences of Tech-Long's equipment, Tania Company finally decided to deliver the project to Tech-Long.

The cooperation with Tania Water Company has a significant strategic meaning in the market of Saudi Arabia and even the whole Middle East area. We appreciate the support from Tania Water Company and Mr. Mohammed and Mr. Showimy, we believe the friendship between the two parties will last forever, and we wish a prosperous future to Tania Water Company.

Text and Picture by: Calvin Liao



积跬步至千里，
积小流成江海

**Many a little
makes a mickle**

—记达意隆与墨西哥大可乐的首次合作

The first cooperation of Tech-Long and Mexican Big Cola





印象.大可乐

Impression Big Cola

大可乐集团总部位于秘鲁，是一家集生产、销售一体化的跨国集团。大可乐集团隶属于西班牙ATIC投资集团公司，集团在秘鲁、墨西哥、厄瓜多尔、哥伦比亚、巴西、委内瑞拉、印度、印度尼西亚，泰国等地建有自己的工厂。其主要产品涵盖碳酸饮料、果汁、水、啤酒、茶饮料、功能饮料、运动饮料等。大可乐主要品牌为“BIGCOLA”，口号是让所有人都能喝得起可乐，在价格上比可口可乐、百事可乐更具优势，是所有同类碳酸饮料品牌中价格最低的一款，因其口感独特而深受消费者喜爱，尤其是在南美洲，因天气炎热，碳酸饮料的需求量非常的大，其市场前景一片看好。

The headquarters of Big Cola Group is located in Peru, and it is a transnational group for production and sales integration. Big Cola Group affiliates to Spain ATIC Investment Group Company, and has workshops in Peru, Mexico, Ecuador, Columbia, Brazil, Venezuela, India, Indonesia and Thailand. The main products cover carbonated drinks, juice, water, beer, tea drinks, functional drinks, sports drinks and so on. The major brand is "BIGCOLA", and the slogan is that everybody can afford Cola. Comparing to Coca Cola and Pepsi, Big Cola has an advantage on price, and it has the lowest price among the same carbonated drinks. With the special flavor, Big Cola is very popular among consumers. The demand for Big Cola is very large, especially in South America due to the hot weather, and it has a prosperous market.

积跬步至千里，积小流成江海 Many a little makes a mickle

古语曰：“不积跬步，无以至千里，不积小流，无以成江海。”达意隆与大可乐之间的合作并非一蹴而就，历经了无数次的讨论、沟通、参观才促成双方的这次握手！

达意隆首次接触墨西哥大可乐可追溯到2007年，由于在高速生产线以及融资形式上欧洲设备更具优势，并且当时达意隆技术还没成熟，做不了3.3L PET瓶子的吹瓶机，因此，客户选用了欧洲设备。

2007年，双方高层间的接触极为紧密，达意隆参观了大可乐在秘鲁、危地马拉、厄瓜多尔等地的工厂，并向工厂的管理者介绍达意隆及设备的情况。2010年，大可乐开始在中国寻找最好的整线设备供应商。不久，参观达意隆的计划被正式提上议事日程，在参观完达意隆国内设备以及达意隆设备在秘鲁百事，厄瓜多尔百事的运行情况后，客户一致认为达意隆具有丰富的热灌装经验，并对达意隆拥有与众多国际客户合作的项目经验及工程服务经验大为称赞。

2011年4月，大可乐的技术团队一行8人再次前来达意隆参观，并进一步参观了长沙百事的24000瓶/小时果缤纷灌装生产线。9月份，达意隆董事长在秘鲁大可乐总部与该集团的老板举行了亲切的会面，这次会晤为双方的合作奠定了坚实的基础。后来在我们的热情邀请下，客户在2012年6月再前来达意隆参观，并重点参观了广州怡宝、武汉天喔，参观结束后，大可乐集团的老板非常满意，并表示说要完全按照天喔的设计方式来购买设备。

As an old saying goes: “Step after step the ladder is ascended.” The cooperation between Tech-Long and Big Cola is not a sudden, for several times discussion, communications and visits, the two sides can join hand together.

The first contact of Tech-Long and Mexican Big Cola was in 2007, at that time, the technology of Tech-Long was not mature, and could not product 3.3L PET bottle blowing machine, but the European equipment is advantageous on high speed production lines and financing forms, therefore, the client chose European equipment.

In 2007, with a close contact between each sides' senior leadership, Tech-Long visited Big Cola's factories in Peru, Guatemala, Ecuador, etc, and introduced Tech-Long's equipment to factory administrators. In 2010, Big Cola started to find the best whole line equipment supplier in China. Soon, the client planed to pay a visit to Tech-Long. After visiting the domestic equipment of Tech-Long and the equipment operation of Pepsi in Peru and Ecuador, The customers all consider Tech-Long has abundant experience in Hot Filling, and the client praised the cooperation with many international clients as well as the abundant service experiences.

In April, 2011, a delegation of eight persons from Big Cola technical team visited Tech-Long, and paid a further visit to Pepsi's Tropicana 24000BPH production lines in Changsha. In September, Chairman of Tech-Long met with the boss of Big Cola Group at Peru Big Cola headquarters, and the meeting laid a solid foundation to the cooperation. Afterwards, we warmly invited the client, and they visited Tech-Long again in June, 2012, and they mainly visited Guangzhou C'estbon and Wuhan Tenwow. The boss of Big Cola was very satisfied with the visit, and said to purchase the equipment according to Tenwow's design methods.

在与全球包装行业巨头交锋中达意隆成功获得“入场券” Tech-Long win the “ticket” in the competition with global giants of packaging industry

虽然目前双方已经签订了合约，但其中的曲折，达意隆项目负责人至今仍历历在目。2012年9月，达意隆应邀参加了在迈阿密举行的面对面讨论，与会人员包括欧洲的其他供应商。客户在供应商选择上，非常小心谨慎。10月，在完全没有预兆的情况下，客户再次邀请我司前往西班牙参加会议。从通知当天距离会议正式举行只有3天的时间，中间还隔着一个周末，时间紧迫，困难重重。最终，通过多方通力协作，我们在客户要求的时间前抵达会议地点，为自己争取到一个难得的机会。会桌上，竞争异常激烈，在与全球行业包装巨头的正面交锋中，达意隆扬长避短，充分发挥自身优势，经过层层讨论，验证，最终获得客户的信赖，在客户赞许的眼神中，我们看到了包装行业的未来，看到达意隆前进的力量。会议总共进行了5天，其中达意隆就占用了宝贵的2天时间。最终达意隆凭借着专业的技术成功拿到了2条24000瓶/小时的热灌装生产线和1条24000瓶/小时的吹灌旋水线的入场券。

Although the two parties have signed the contract, the project principals of Tech-Long still remembered the difficulties clearly. In September, 2012, Tech-Long attended the face-to-face discussion in Miami, so did other European suppliers. The client was very prudent in choosing the supplier. In October, without warning, the client invited us to attend meeting in Spain. There are only three days to start the meeting after we got the information, and there were a weekend during the three days, the time was very urgent and full of difficulties. Finally, by cooperation, we reached the meeting place ahead of time, and won a good opportunity for us. The competition was very fierce in the meeting. Facing the global giants of packaging industry, Tech-Long made best use of the advantages and bypassed the disadvantages, after several times discussions and confirmations, Tech-Long finally received the trust by the client. In the eyes of the client, we saw the future of packaging industry, and the strength of going forward. The meeting lasted for five days, and Tech-Long occupied the precious two days. Finally, by professional technology, and flexible financing plan, Tech-Long won the ticket of two 24000BPH hot filling production lines and one 24000BPH BFC combi-block water line.



SWOT分析法：

SWOT Analysis Method:

S 优势 S: Strength

超强的研发实力；丰富的整线经验以及与国际大品牌合作累计的经验；设备性价比高；快速的服务响应速度以及良好的团队协作精神；从整体性能衡量，达意隆设备更具性价比。

Strong strength of R&D; rich whole line experiences and cooperating experience with international big brands; high cost-effective of equipment; quick responses of service and good team work spirit; Tech-Long equipment is more cost-effective measuring the whole performance.

W 弱势 W: Weaknesses

融资方面，欧洲设备供应商拥有自己的融资公司，运转更为娴熟，欧洲企业的加入使竞争更加白日化。

In the aspect of financing plan, European suppliers have their own finance companies, the operation is more skilled, and competition with European enterprises is fiercer.

O 机会 O: Opportunity

相关研究调查报告显示，含气饮料市场出现了低速增长、负增长的趋势。相反，果汁、茶饮料、功能饮料等健康产品增长势头良好，热灌装和无菌灌装市场上的发展潜力巨大。另外，达意隆最新推出的吹灌旋技术很好的满足了市场的需求，25条吹灌旋生产线在可口可乐全球工厂稳定运转，超过百条的热灌装线在全球运转为达意隆树立起更专业、更国际化的形象。其次，欧洲设备价格高、维护成本贵。

According to related survey report, carbonated drink market appears low-growth and negative growth. On the contrary, juice and tea drinks, functional drinks and other healthy production present a good development. Hot filling and sterile filling have a huge potential in the market. Besides, the new BFC combi-block technology by Tech-Long greatly fulfils market demanding. 25 blowing-filling-capping production lines operate steadily at the global factories of Coca-Cola. Over one hundred hot filling lines set a more professional and international images for Tech-Long. And the European equipment' price and maintenance cost are relatively high.

T 威胁 T: Threats

信贷危机的冲击造成很多工厂无法向银行申请到贷款，开始收缩业务，减少设备的采购量，尤其是减少新项目的立项。为了获得订单，某些企业甚至采用降价的策略。

The impact of credit crisis making many factories failed to apply for loan, and they started to contract businesses, and reduce purchase amount, especially for the new projects. In order to receive orders, some enterprises conduct lower price strategy.

Text by: Nicholas Song

苏州市天龙板业净化设备厂

The company 公司·简介

本公司是吴江市计划委员会首批批准成立的专业生产空气净化设备及承建空气净化工程、手术室等项目的企业，拥有国内领先的生产设备及生产技术，主要承建大面积洁净厂房、空调系统制作和各种生物洁净室及配套制作各系列高效过滤器、风淋室、医用净化工作台、高效过滤保温送风口、医用洁净层流罩、空气自净器等产品，且拥有生产轻质隔热夹心彩钢板、手工夹心彩钢板及其他彩钢板的专业流水线。

本公司拥有雄厚的工程技术力量和经济实力，承揽电子工业、化工机械、医疗机械、化妆品、医药制剂、外科手术室、食品等行业的大面积空气净化厂房的设计、生产、安装、调试、技术改造等一条龙服务。

本公司在率先通过ISO9000国际质量标准的基础下，以国际质量标准为指导，不断建立和完善质量管理体系，力求质量和效益再上一个台阶，持续满足客户需求是我们永恒的追求



空调机组



传递窗



风淋室



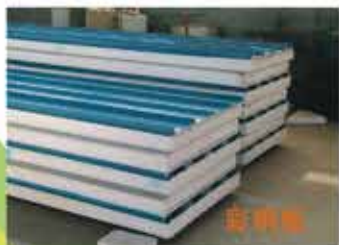
洁净层流罩



高效送风口



FFU



彩钢板



洁净手术室辅助产品



过滤器



手工板

联系人：饶忠林

手机：13358016666

18028803333

座机：0512-63338195

传真：0512-63338195

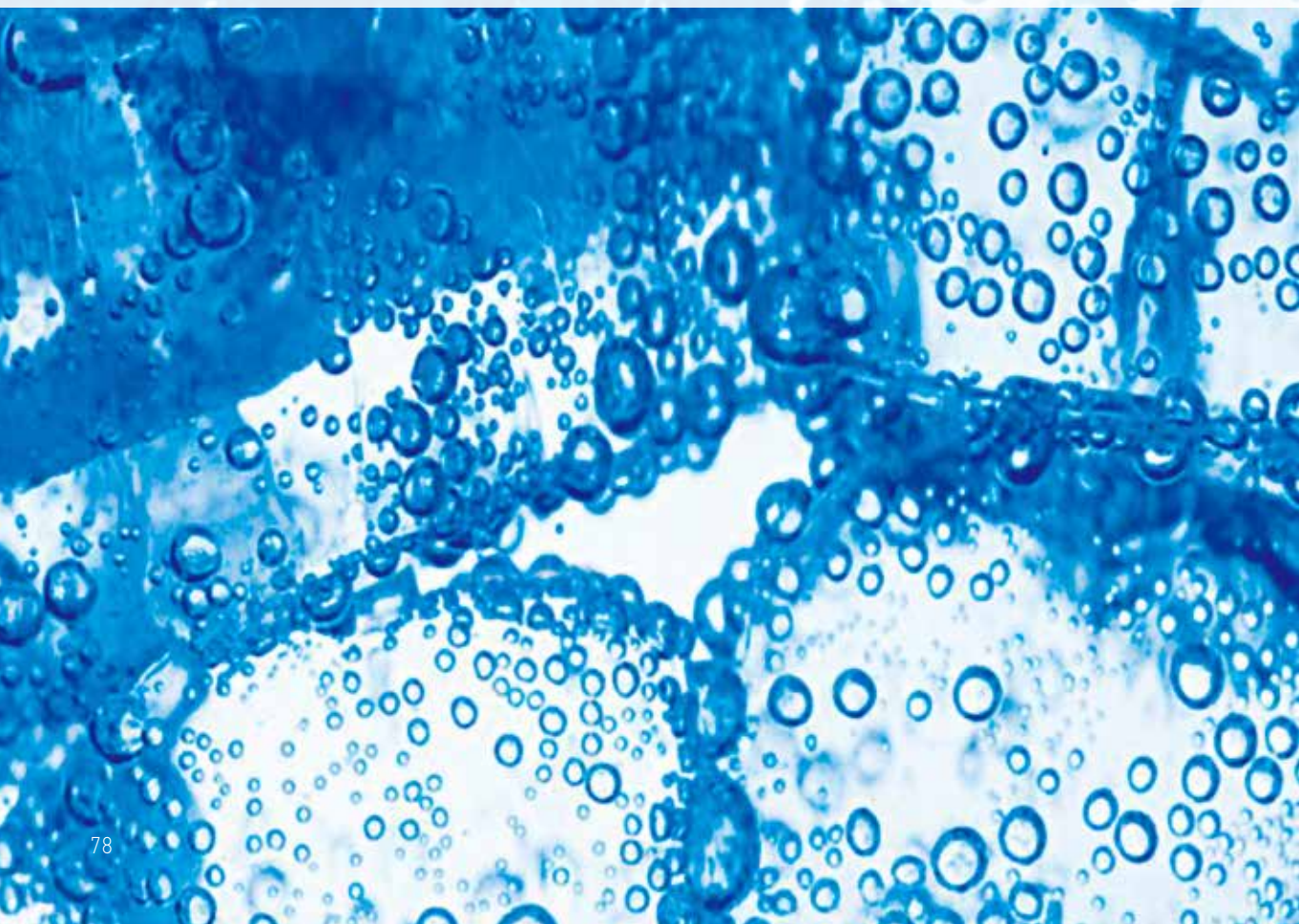
E-mail: tljh6666@163.com

索马里的春天

Spring in Somalia

达意隆与索马里可乐首次展开合作

The first cooperation of Tech-Long
and Somalia Cola





索马里国徽
National emblem of Somalia

索马里，拥有非洲最长的海岸线。摩加迪沙，索马里首都，一个历史悠久的城市，500多年前，中国明朝伟大的航海家郑和曾经两次远航到这个神秘的国度，将中国的文化传播到这里。后来，多年战火不断，经济迟迟得不到发展，迄今为止，百物萧条，百废待兴。

Somalia has the longest African coastlines. Mogadishu, the capital city of Somalia, has a long and profound history. More than 500 years ago, Chinese great navigator Zhenghe in Ming dynasty had sailed to this mysterious nation for twice, and had spread Chinese culture here. Afterwards, Somalia is bearing continuous wars and the economy would not develop, and the country is in depression and needs to be constructed.

索马里的旖旎风光 The lovely scenes of Somalia



首都
The capital of Somalia



索马里的另一个称谓“骆驼之国”则体现了该国悠久的骆驼文化
Another title “country of camel” shows the long and profound camel culture of Somalia



索马里的儿童
Somalia children



索马里，拥有非洲最长的海岸线
Somalia has the longest African coastlines



索马里可乐与我司双方项目负责人在摩加迪沙客户工厂内的亲密合照
A group of photo of Somalia Cola and our principals in Mogadishu factory

索马里可乐，成立于2004年，多年以前由欧洲人经营，采用欧洲设备，如今，该设备已经被废弃，可乐公司退出，全权委托索马里人OEM经营。

2012年初，索马里可乐主要投资人Isse先生和厂长Mohamed来到达意隆进行参观，初次到访，便对达意隆先进的现代化加工设备深深吸引，并高度评价了达意隆的技术研发和生产能力。期间，客户还先后参观了广东太古可口可乐、深圳达意隆等使用达意隆设备的可乐代加工厂，一系列的参观下来，达意隆这个品牌在客户心中留下了深刻的印象：性价比高、设备稳定。

技术讨论期间，客户依然采用可乐公司的标准检验达意隆设备，由于之前与一直与可口可乐保持紧密的合作，在这些方面达意隆已经驾轻就熟，最终以过硬的技术实力和优质的售后服务赢得了客户的信任，为接下来的商务谈判奠定了非常坚实的基础。其后，达意隆的项目负责人飞赴吉布提，与索马里可乐其他七名股东及投资者进行广泛的交流，并详细展示了达意隆的实力和技术优势。谈判过程充满变数与曲折：起初，客户中的几名股东坚持要上欧洲设备，在了解达意隆在世界、中国等地区设备的运行情况以及技术概况后，情况发生了变化，他们都不约而同地将票投给了达意隆。最终，凭借高性价比、技术实力和优质服务，达意隆在与数家强劲的欧洲设备竞争对手的比拼中脱颖而出，最终与客户签订了一条12000bph含气吹灌旋的灌装整线，并且包括冰水系统、空压机系统等外配设备。这是继坦桑尼亚3条线项目后，短短几个月内，达意隆在东非碳酸饮料市场又一次重

大突破！这也是达意隆进军世界可乐系统的又一次成功典范！同时，这个案例也表明，达意隆和世界一流设备的差距正逐渐缩短，市场竞争力得到前所未有的提升！

2012年底，达意隆项目负责人再次飞赴摩加迪沙进行实地考察，仔细了解当地安全形势和工厂现场情况，确保现场安装调试工程师的安全和设备安装调试的顺利进行。相信，在客户和达意隆的共同努力下，这个项目一定会取得圆满成功，索马里饮料市场将迎来一个更美的春天！

Somalia Cola was established in 2004, and was managed by European for years ago, and adopted European equipment. Now, the equipment was abandoned and Cola Company withdrew, and Somalis OEM was authorized to manage the company.

In the early 2012, the main investor Mr. Isse of Somalia Cola and factory director Mr. Mohamed visited Tech-Long. For the first time, they were attracted by Tech-Long's advanced processing equipment, and highly praised Tech-Long's R&D capacity. During the visit, the client successively visited Cola contract manufacturer factories of Swire Coca-Cola in Guangdong, and Shenzhen Tech-Long that use equipment from Tech-Long. After a series of visiting, the client had a vivid impression of Tech-Long with its high cost-effective and stable equipment.

In the technical discussion, the client still examined equipment of Tech-Long adopting Coca-Cola's standards. Due to the close contact with Coca-Cola, Tech-Long was very skilled of that, and finally won the trust of the client by strong technical strength and superior after service, and laid a solid foundation to the following business negotiations. After that, the project principals of Tech-Long flew to Djibouti and wildly communicated with other seven shareholders and investors of Somalia Cola, and showed Tech-Long's strength and technological advantages in details. Many difficulties filled in the discussion: at first, several shareholders insisted to use European equipment, but after knowing equipment operation and technology of Tech-Long both at home and abroad, they changed their minds and all chose Tech-Long. Finally, by the high cost-effective, technical strength and superior services, Tech-Long stood out from many strong European competitors, and signed a contract of one 12000BPH BFC Combi-block whole line, including chilled water system and air compressor system. This is another breakthrough of carbonated beverage in east African market after the three whole lines project in Tanzania after a few months. This is a successful model of marching into the world Cola market. At the same time, it indicates that the gap between Tech-Long and the top equipment of the world is shortening, and the market competitiveness unprecedentedly reaches a new level.

At the end of 2012, the project principals of Tech-Long flew to Mogadishu again and paid a visit, they knew about the security situation there and workshops and made sure the safety of engineers during installing and debugging. We believe that under the joint effort of the client and Tech-Long, this project will be a completed success and the beverage market of Somalia will meet a brighter spring.

Text and picture by: Frankie Pan

中国吹灌旋设备 首次进入印尼市场

China's BFC Combi-block first marches into the Indonesia market

达意隆与Tanobel公司签订两条18000BPH吹灌旋水线整线

Tech-Long signs the contract of two 18000BPH BFC
Combi-block whole lines with Tanobel Company



印度尼西亚共和国，简称印度尼西亚或印尼，为东南亚国家之一，由上万个岛屿组成，是全世界最大的群岛国家，疆域横跨亚洲及大洋洲，别称“千岛之国”。印度尼西亚由太平洋和印度洋之间17508个大小岛屿组成，其中约6000个有人居住。印度尼西亚处在环太平洋地震带中，是一个多地震的国家，海岸线长3.5万公里。

印尼是典型的热带雨林气候，年平均温度25—27℃，四季区分不明显。北部受北半球季风影响，七八九三月降水量丰富，南部受南半球季风影响，十二月、一月、二月降水量丰富。

印尼人口总数为2.35亿人口，是世界第四人口大国。人口众多加上气候火热，当地人喜欢各式各样的饮料，因此，水、饮料市场潜力巨大。

印尼PT.SARIGUNA PRIMATIRTATabnobel公司是一家主要矿泉水和纯净水生产的企业，公司旗下的"CLEO"和"ANDA"水品牌在印尼市场具有很高的知名度。

Indonesia, officially the Republic of Indonesia, is a country in Southeast Asia Oceania, Which consists by 17508 islands, about 6,000 of which are inhabited. It is the world's largest island nation, known as "Thousand Island country." Indonesia sits on the "Pacific Ring of Fire" and is a country prone to earthquake disasters, with 35000 kilometers coastline.

Indonesia has a typical tropical rainforest climate with an average annual temperature of 25 to 27°C, without distinct seasons. Affected by the monsoon winds in the northern hemisphere of the north part, the rainfall is abundant in July, August, September and March; affected by the monsoon winds in the southern hemisphere of the south part, the rainfall is abundant in December, January and February.

Indonesia has a population over 235 million people, and is the world's fourth most populous country, with the large population and hot weather, the local people enjoys all kinds of drinks, therefore, water and beverage market have a huge potential.

Indonesian company PT.SARIGUNA PRIMATIRTA Tabnobel mainly produces mineral water and purified water, and its water brands CLEO and ANDA are very popular in Indonesian market.



关于Tanobel (About Tanobel)

Tanobel是由Tan和Novel演变而来。Tan是从公司的创始人的姓氏Tanoko而来，Mr.Tanoko致力于为广大消费者提供高品质的饮料产品。Nobel是公认为指产品最高品质和令人满意的客户服务体系。Tan和Nobel组合在一起巧妙地传递出公司将诺贝尔品质的产品和服务提供给广大的顾客的理念。

Tanobel is evolved from Tan and Noevel. Tan is the family name Tanoko of company's founder. Mr. Tanoko is dedicated to provide high quality beverage products for customers. Noble is publicly acknowledged as the best quality and satisfactory service system for customers. The combination of Tan and Nobel delivers the idea that providing superior products and services of Nobel to customers.



达意隆与Tanobel的首次接触可以追溯到2012年4月份的上海国际橡塑展，当时在达意隆的展位上，客户简单做了询问。该客户在印尼拥有十家工厂用于生产高品质的饮用水产品，为了满足当地市场的需求，客户决定一次性购买两条18000BPH吹灌旋线整线。在得知这一消息后，行业内设备供应商纷纷与Tanobel取得联系、报价，其中不乏想采取低价取得订单的厂商。面对各方面激烈竞争，达意隆项目负责人沉着应战，各个击破，最终，达意隆公司以其优质的机器、良好的服务，成功拿下了两条吹灌旋整线项目！“在整个项目进展中客户甚至没有来达意隆参观，他们认为达意隆的设备做得好，客户只是在工厂验收时象征性的来到达意隆”项目负责人透露道。

达意隆与Tanobel的合作意义重大，它不仅是达意隆在印尼市场上的一个样板工程，同时也是首家中国饮料设备厂商进入印尼吹灌旋领域。今后Tanobel公司必定会继续加快发展步伐，达意隆也将继续与Tanobel公司保持紧密的合作，相信双方将会相互支持，共同发展，共创辉煌！

The first contact of Tech-Long and Tanobel could date back to the Chinaplas at Shanghai in April, 2012. At that time, the client simply inquired Tech-Long in the hall. The client has ten factories for producing high quality drinking water, in order to satisfy the local market, the client decided to purchase two 18000BPH BFC Combi-block whole lines. Equipment suppliers all contacted Tanobel and quoted price to Tanobel, and some suppliers wanted to get the order at low price. Facing the fierce competition, the project principals of Tech-Long calmly managed the situation and defeated the competitor one by one, and finally Tech-Long won the two BFC Combi-block whole lines with superior equipment and good services. According to the principals of this project, “the client even not visited Tech-Long in the progress of the project, they believe that Tech-Long’s equipment is good enough to symbolically pay a visit during factory acceptance.”

The cooperation between Tech-Long and Tanobel has a significant meaning, and it is not only an example of Tech-Long in Indonesia market, but also the first Chinese beverage equipment company marching into Indonesia blowing-filling-capping field. In future, Tanobel will speed up development step, and Tech-long will continue to keep close contact with Tanobel. The two sides will conduct mutual support and development way for a bright future.

Text and picture by: Oscar Feng



Tanobe公司领导（左）与达意隆项目负责人冯劲斌（右）亲密合影
Photos of Chairman Mr. of Hermanto Tanobel (left) and project Principal Feng
Jinbin of Tech-Long (right)

企业长廊

Enterprise Story



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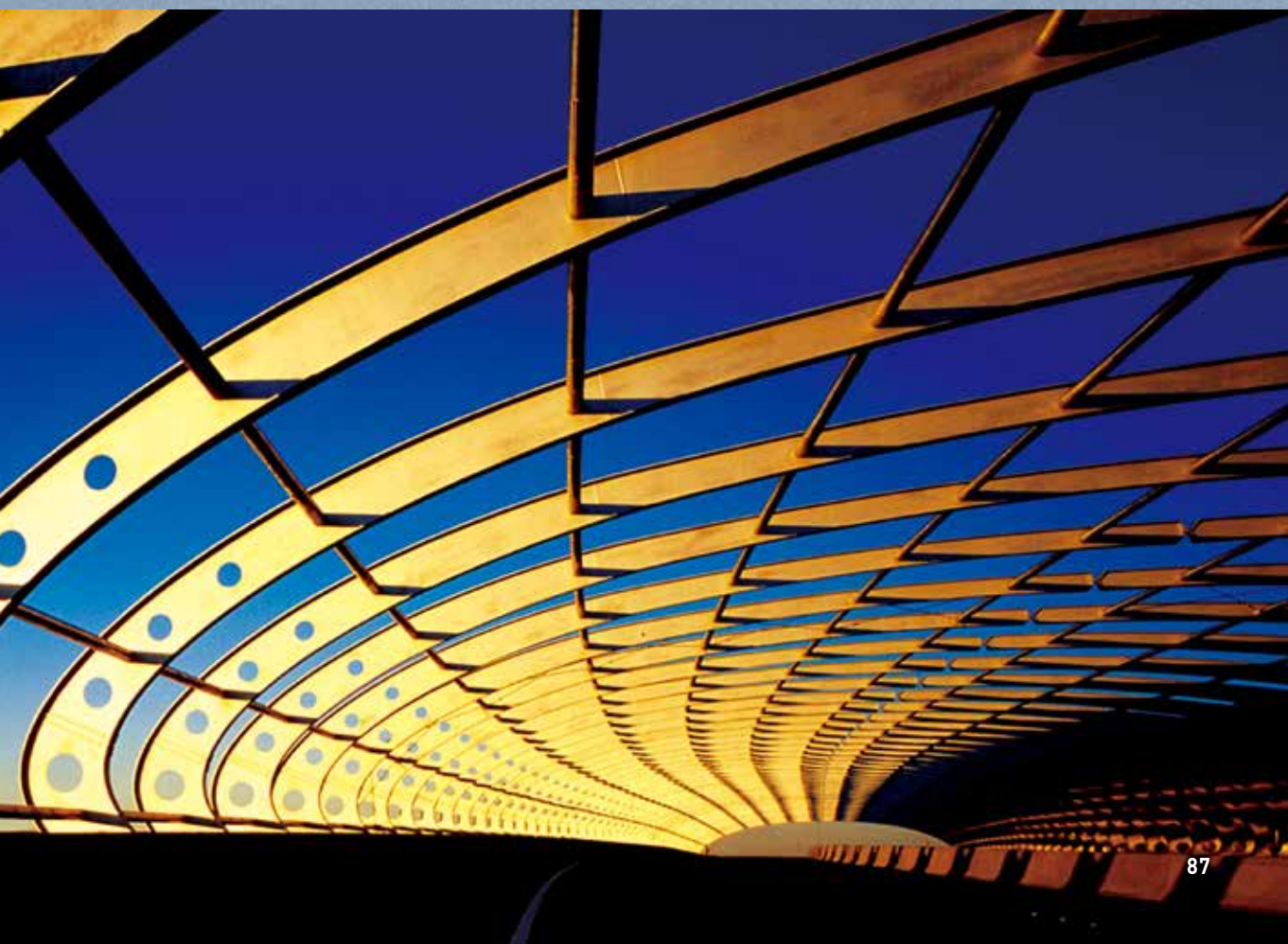
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The First “National and local joint engineering research center” of this industry settles in Tech-Long

2012年11月16日，国家发展和改革委员会在深圳举行授牌表彰大会。会上，发改委宣布了《关于2012年国家地方联合工程研究中心（工程实验室）的批复》（发改高技[2012]3098号），由达意隆申报的“饮料包装成套设备国家地方联合工程研究中心”获批成立，这标志着达意隆在获得行业首家国家认定企业技术中心后，又成立了行业首家“国家地方联合工程研究中心”。

国家地方联合工程研究中心是依托企业、科研院所或高校等设立的研究开发实体，加快促进经济发展方式转变和结构调整，提升区域产业创新基础能力，为促进产业结构调整和培育战略性新兴产业提供技术支撑的重要举措。

饮料包装机械行业经过近30年的发展取得了一定的成就，但在技术创新与制造水平上还落后于国际先进水平，一些关键技术亟待解决。作为行业龙头企业，达意隆在自身较好的技术研发、成果转化能力和基础设备配套条件的基础上，通过建设“饮料包装成套设备国家地方联

合工程研究中心”来完成一系列行业关键共性技术研究，为解决液体（包装饮料）包装机械制造业发展的瓶颈问题提供共性技术支持。

当前，中心的近期目标 and 中期目标已经明确，我们将按照发改委的有关要求认真实施，完成一批具有自主知识产权的技术成果，形成一批具有国际先进水平和有市场竞争力的技术产品，完善人才培养机制、增强技术辐射能力、推动产学研有效结合，组织重要技术标准的研究制定，提高行业技术水平和企业自主创新能力，推动行业向柔性化和智能化方向发展，在我国饮料包装成套设备的创新方面发挥更加重要的行业引领和示范作用。

On November 16, 2012, China's National Development and Reform Commission held awarding meeting in Shenzhen. In the meeting, the NDRC declared the “The approval of national and local joint engineering research center (engineering laboratory) in 2012” (NDRC



Hi-Tech No. 3098, 2012), the application of Tech-Long's "National and local joint engineering research center of beverage packaging complete equipment" was established, which indicated that after the approval of the first national enterprises technology center, Tech-Long established the first "National and local joint engineering research center".

The national and local joint engineering research center is a R&D entity relying on enterprises, scientific research institutions and universities. It aims to accelerate the transformation of economic development mode, promote the capacity of regional industry innovation, and provide technical support for promoting industrial restructuring and cultivating strategic emerging industry.

For 30 years development of beverage packaging machinery industry, it received certain achievements, however, the technical innovation and manufacturing still far behind the top technology in the world, and some key technology needs to be revolved. As the leading enterprise in this field, on the bases of a relative sound R&D status, the capacity of achievement transformation and infrastructures, Tech-Long will achieve several key technology

researches by establishing "national and local joint engineering research center of beverage packaging complete equipment", and provide common technology support for solving the bottleneck problems in liquid (beverage packaging) packaging industry machinery.

At present, the center's short-term goal and medium-term goal are clear. We will serious implement the requirements according to NDRC, complete a series of technological achievements with independent intellectual property rights, produce a series of technical products that reach advanced world standard and have market competitiveness, consummate talents cultivating mechanism, strengthen technical radiating capacity, promote effective combination of firms, universities and research institutes, organize formulation of important technical standards, improve technical level and enterprise independent innovation ability, drive the industry into a flexible and intellectual way of development, and play a leading role in domestic beverage complete equipment field.

Text by: Wang Yannan Picture by: Deng Ruili

国家知识产权局宫剑虹处长 一行前往达意隆调研

Gong Jianhong, the department head of State Intellectual Property Office, conducts research in Tech-Long

近日，由中国国家知识产权局机械部包装处宫剑虹处长带队的8人知识产权调研组到达意隆进行了知识产权的调研工作，总经理助理吴小满负责接待了宫处长一行，公司高管和技术骨干人员全程陪同。

调研组参观了检测中心、机加车间及各事业部装配车间，随后在培训中心召开了调研会。会上，调研组人员对专利的定义、管理模式及如何运用专利文献等问题作了精辟的论述，就达意隆的研发人员在知识产权上遇到的问题也进行了详细的解答。



宫剑虹处长在调研会上发言
Chief Gong Jianhong spoke in the
Meeting of Research



宫剑虹处长在调研时肯定了达意隆在知识产权上的工作，并希望达意隆能够再接再厉，做好技术研发及知识产权保护工作，为我国的知识产权工作做出更大贡献。

Recently, a delegation of 8 people from intellectual property research group, led by the department head Gong Jianhong of machinery department from State Intellectual Property Office visited Tech-Long, general manager assistant Wu Xiaoman received the delegation, and the senior managers and technical backbone accompanied them throughout the whole visit.

The research group visited testing center, machining workshops and each department's assembly workshops, and held a research meeting at training center. In the meeting, the personnel from research group made incisive discussion to definition of patent, management mold and how to use patent documentation, and explained problems on intellectual properties faced by Tech-long researchers.

The department head Gong Jianhong confirmed Tech-Long's work on intellectual properties during the visit, and encouraged Tech-Long to make persistent efforts and do a good job on R&D and intellectual properties protection, and made more contribution to our country's intellectual properties.

*Text by: Deng Ruili and Bian Yanchao
Picture by: Rainmy Chen*

国内第一条36000瓶/小时 11.8克轻量瓶整线成功验收

The first whole line of 36000 bottles/ hour of 11.8g lightweight bottle in China have been accepted successfully

2012年9月10日，达意隆第一条36000瓶/小时11.8克轻量瓶整线在长沙中富公司正式签字验收。

该生产线主要设备包括轻量化吹灌旋一体机、膜包机、码垛机、输送系统，标准产能为36000瓶/小时，合同目标是24小时运行效率达到85%。实际验收效果获得了客户的一致认可和好评：24小时整线最高产能达到785000瓶，效率达到91%，整线废品率为0.5%，其中，8小时整线最高产能达到了286000瓶，效率达到99.3%。

长沙中富是珠海中富实业股份有限公司与CVC亚洲瓶业有限公司合资开办的现代化包装产品供应企业，专为可口可乐和百事可乐提供饮料外包装服务。这条生产线于去年9月签约，今年投入安装调试，现运行顺利，正式投产。

此前达意隆轻量化整线多为24000瓶/小时的产能，这是第一条36000瓶/小时的整线。该线高效验收表明达意隆的技术水平上升到一个新台阶！

On September 10, 2012, Tech-Long's first whole line of 36000 bottles/ hour of 11.8g lightweight bottle was officially accepted by Changsha Zhongfu Company.

This production line mainly includes BFC Combi-block machine, shrink wrapper, palletizer, and conveying system. The production capacity is

36000BPH, the operating efficiency of 24 hours is 85% set on the contract. The effect of whole line acceptance was high approved and praised by the client. The highest production capacity of 24 hours could reach 785000 bottles, and the efficiency was 91%, and the defective rate was only 0.5%, among which the highest production capacity of 8 hours could reach 286000 bottles with an efficiency of 99.3%.

Changsha Zhongfu is a modern packaging products enterprise that was jointly ventured by Zhuhai Zhongfu Enterprise Co., Ltd. and CVC Asia Bottles Co., Ltd., and specially provides beverage outer pack for Coca-Cola and Pepsi. This production line was signed in September last year and has already in the process of installation and debugging this year, the operation works well and officially puts into production.

Before then, lightweight whole lines of Tech-Long mostly are 24000BPH, and this is the first whole line of 36000BPH. The high efficiency of this line indicated the technological level of Tech-Long reached a high stage.

Text by: Huang Liming

优化订单管理 实现科学生产

Optimizing order management and achieving scientific production

近年来，得益于液态包装行业的高速增长，达意隆的生产规模不断扩大，产能的提高同时也引发了客户订单与企业内部生产之间的矛盾，这种现象随着客户生产旺季而更为突出。为了更好地平衡生产与需求间的矛盾，进一步梳理原料采购、订单计划、合同管理、客户信息管理之间的关系，2012年10月，营销总部不断优化组织架构，将订单管理归入旗下，实现了科学化管理。

科学、完善的订单管理一方面有利于了解公司当前月可供货源的数量，特别是对核心产品可供应数量能提供详细的信息，同时能够清晰判断出不同季节对产品销量的影响。同时订单管理还可以通过对历史数据的整合掌握客户的采购数量和特点，根据市场销售动态和库存情况，结合公司的营销策略、品牌的发展趋势，实事求是地预测辖区内的需求量，提前做好采购、安排生产。

另一方面，企业可以随时跟踪订单的完成情况，结合客户动态、库存情况及货源供应情况，发掘潜在客户和客户的潜在需求，为新营销策略的制定、新产品的研发提供了科学的依据。与此同时，通过对订单的管理，企业可以摸清熟悉辖区内各生产商的经营状况，掌握客户的特征、动态变化、品牌结构、数量等资料，了解本辖区内新增户信息。

In recent years, benefited from the rapid growth of liquid packaging industry, production scale of Tech-Long is continuously extending. However, the improvement of production capacity also triggered contradictions between customer orders and internal production of enterprises, this phenomenon is extremely obvious in peak production seasons of the clients. In order to balance the contradictions between productions and needs, and further manage the relations

of raw material purchase, orders planning, contract management and customer information management, in October, 2012, the marketing headquarters optimized organization structure, integrating order management department to achieve scientific management.

On the one hand, scientific and impeccable order management can help the company know monthly supplies quantity, particularly provide detailed information of core products supplies quantity, and clearly estimate the influences of different seasons to products sales volume. At the same time, by managing the old statistics, order management department can master the client's purchase quantity and characteristics. According to market dynamics and inventory status, and combine the company's marketing strategy and the brand development tendency, matter-of-factly forecast regional quantity demand, and make purchases ahead of schedule and plan production.

On the other hands, enterprises can track order performance at any times, by combining client dynamics, inventory and supply sources status, and exploring potential clients and potential needs of clients, order management provides scientific basis for planning new marketing strategy and researching new products. Meanwhile, relying on order management, enterprises can have a familiar knowledge of operating state of regional manufacturers, and master clients' characteristics, dynamic changes, brand structures, and the amount, and know new clients' information in the region.

技术与加工

Technology and Processing



96 达意隆4000瓶/小时4.5L洗瓶灌装旋盖一体机横空出世

The launch of Tech-Long's 4000BPH 4.5L Rinser-Filler-Capper monoblock



达意隆4000瓶/小时4.5L洗 瓶灌装旋盖一体机横空出世

The launch of Tech-Long's 4000BPH 4.5L Rinser-Filler- Capper monoblock

近年来，中国社会正逐步进入小康社会，随着生活水平的提高和生活理念的改变，消费者对生活饮用水的质量的要求越来越高，传统的采用自来水煮开饮用的观念也开始转变，纯净水这种快捷并优质的水产品已经受到越来越多消费者的接受，并成为他们日常主要生活饮用水。消费需求市场不断扩大，要求生产能力相应提高，因此，不断提高效率及单机产能，满足客户需求，成为饮料设备生产企业争取市场的关键因素。

In recent years, Chinese society is entering into a well-off society, with the improvement of living standards and the changes of living concept, customers requirements for drinking water quality is higher. The traditional concept of boiled running water has changed, and the superior purified water products are attracting more and more customers, and are becoming the main drinking water in daily life. The enlarging of consumer demand market asked the improvement of product ion capacity, therefore, continuous increasing efficiency and single machine production capacity and satisfying customer demand becomes the key factor for beverage equipment enterprises to capture market.

目前国内4.5L洗瓶灌装旋盖一体机的单机产能都是在2000瓶/小时左右，除碳酸饮料外的水供应商为了满足水市场需求，只好增设设备，然而增设设备占地且运营成本高。在这种市场前提下，达意隆高速4.5L洗瓶灌装旋盖一体机的推出受到市场的追捧。

作为饮料包装机械行业的领先供应商，达意隆在致力于为用户提供优秀的饮料、水灌装设备的同时，积极研发更高速的灌装机。2012年末，公司成功研发出4000瓶/小时高速4.5L洗瓶灌装旋盖一体机，并成功应用于生产。

At present, the single machine production capacity of 4.5L Rinser-Filler-Capper monoblock is about 2000BPH in China, water suppliers excepting carbonated beverage suppliers have to add equipment in order to satisfy the market demands, but the operating cost is relatively high and more room is needed. Under this condition, the launching of 4.5L Rinser-Filler-Capper monoblock attracts the market.

As the leading supplier in beverage packaging industry, Tech-Long is committed to provide superior drinks and filling machines, at the same time, Tech-Long is researching and developing faster speed filling machine. At the end of 2012, Tech-Long successfully developed 4000BPH high speed 4.5L Rinser-Filler-Capper monoblock, and put into production.



4.5L高速洗瓶灌装旋盖一体机主要结构及特点

4.5L洗瓶灌装旋盖一体机又名“一加仑洗瓶灌装旋盖三合一机”，结合了小瓶水灌装设备及五加仑灌装机的特点，在2000瓶/小时一加仑灌装机的基础上，新开发了集洗瓶灌装旋盖一体的高速三合一灌装机，该设备包括传动系统、24头洗瓶机、24头灌装机和8头旋盖机。

进瓶采用螺旋传动分瓶进瓶，螺旋传动采用万向节连接带动螺杆传动，依次输送瓶子进入星轮，星轮护瓶和形板托瓶方式传输，连接洗瓶灌装旋盖机，适用多种瓶型。

传动系统整体由齿轮传动，包括万向节传动、1号进瓶星轮传动、洗瓶传动、2号出瓶星轮传动、灌装传动、3号灌装出瓶传动、4号旋盖星轮传动、5号出瓶星轮传动、中间传动1/2和主传动，主电机传动齿轮与主动轴连接采用涨套连接，采用SEW减速器变频控制，星轮传动下部配有过载保护装置，保证星轮传动无错位。

洗瓶机主要由导轨支架及防护罩、排放管路、支撑座、进水管路、防转支撑、直齿轮m6z1686旋转架部件、导轨及防护罩、开夹导轨、洗瓶夹、分水盘、内冲洗管路、外冲洗管路，以及密封件、紧固件等组成。支承座固定在大底板上，支撑着整个洗瓶机；下圆板固定在支承座上，而导轨支架及防护罩则固定在下圆板上，起支承导轨以及挡水、接水、防护等作用；轴与齿轮、上圆板等固定在一起，依靠轴承支持在支承座上作旋转运动。冲洗水从进水管下部进水，分别进入夹瓶头和喷水管，对瓶内外进行冲洗。

灌装机主要由中心静座、中央分配器、灌液桶、灌液管、上转盘、灌液阀、托瓶装置、支撑环回转座、固定座、齿轮以及密封件和紧固件组成。

旋盖机主要由升降装置、主轴座、防转装置、护瓶装置、卡瓶口装置、旋盖头、旋盖臂、围板、旋转座、润滑装置、调速装置、分盖器、理盖器、限位检测装置、及密封件紧固件等组成。



Main structures and characteristics of Rinser-Filler-Capper monoblock

4.5L Rinser-Filler-Capper monoblock also known as “1-Gallon Rinser-Filler-Capper monoblock” combined the characteristic of small bottle filling machine and 5-Gallon filling machine. On the base of 2000BPH 1-Gallon filling machine, the company developed the filling machine with rinsing, filling and capping. This machine includes drive system, 24-head bottle rinser, 24-head filler and 8-head capper.

Bottles enter into the machine respectively by the work of screw dive. The screw drive uses coupling causing the work of screw shaft, and successively delivers the bottles to star wheel. The device uses star wheel bottle protection and shaped plate protection to deliver the bottles, and connects rinser-filler-Capper machine, and is used for kinds of bottle shapes.

Drive system wholly adopts gear drive, including coupling drive, No. 1 bottle-in star wheel drive, rinsing bottle drive, No. 2 bottle-out wheel drive, filling drive, No. 3 bottle-out filling drive, No. 4 capping wheel drive, No. 5 bottle-out wheel drive, middle drive and main drive. The main motor drive gear connects the main driving shaft by the locking assemblies, and

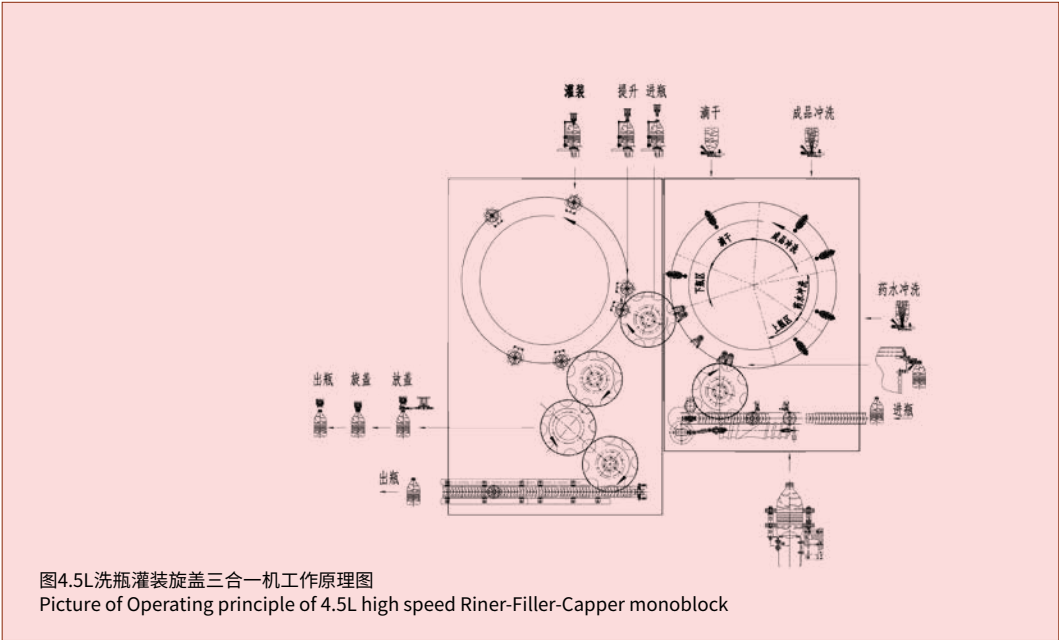
adopts SEW gearbox control. At the bottom of wheel drive has overload protection device to guarantee accurate position of wheels without misalignment.

The Rinser is mainly composed of rail brackets and protective cover, discharger pipe, supporting seat, suction culvert, anti-rotating supporter, spur gear of m6z1686 swivel mount parts, guide rail and protective cover, clip-open guide rail, bottle washing clamp, water diversion plate, internal flushing line, external flushing line, sealing elements and fastener. The supporting holder is fixed on the frame to support the whole rinser. The bottom round plate is fixed on supporting seat and the rail bracket and protective cover is fixed on the bottom round plate that has the effects of water retaining, water collecting and protection. The shaft, gear and upper round plate are fixed together, and run on the supporting seat with the help of bearing. Rinsing water is from the bottom of water inlet pipe, and respectively enters into bottle clip and spray pipe, and rinse the inside and outside bottle.

The fillier is mainly composed of central seat, central distributor, liquid filling tank, liquid filling pipe, upper rotary table, filling valve, bottle supporting device, supporting ring seat, fixing seat, wheel gear, sealing elements and fastener.

The Capper is mainly composed of lifting device, spindle seat, anti-rotating device, bottle protecting device, bottle neck device, capping headset, capping arm, coaming, rotating seat, lubrication device, speed adjusting device, cap distributor, cap sorter, level inspector, sealing elements and fastener.

4.5L高速洗瓶灌装旋盖一体机工作原理



工作原理：

本设备由输送链将瓶送至螺旋输送器，经螺旋输送器依形板由1号星轮把瓶传至冲洗机夹瓶机构，夹瓶机构夹持瓶颈依冲洗机导轨运转作180°翻转，使瓶口朝下，对瓶内外进行冲洗，在瓶子内部和外部，使用氯水(或清水)进行第一道冲洗，停止瓶子内部冲洗，使瓶口朝下的瓶子内部的清洗剂倒空，使用清水继续进行瓶子内部的第二道冲洗，然后进入滴干区，滴干，依导轨作180°翻转，使瓶口朝上，灌装瓶依形板通过2号星轮传至灌装机输出。这样就完成冲洗全过程。

2号进瓶星轮将瓶子送入灌装机，托瓶装置随导轨托瓶上升，顶开灌装阀开始灌装，灌装采用微压灌装原理，灌装时，产品由液体管路经中央分配器进入灌液桶，灌液桶内建立一定压力后可进行灌装，并随主体等一起同步旋转；瓶到达灌装区结束点时，托瓶装置随导轨托瓶下降，

灌装阀关闭灌装结束，瓶随3号星轮送入封盖部分。这样就完成灌装全过程。

3号星轮将瓶子送入旋盖机，有瓶检测灯亮，盖由理盖器后经下盖槽传至分盖器；分盖器将已经整理成同一方向的盖分成一定间隔，阻盖气缸开始放盖，旋盖头在凸轮作用下下降抓盖，抓盖后继续下降压在瓶口上，在齿轮带动下，旋盖头绕自身轴线旋转将盖拧紧在瓶口上，并保持恒定的旋盖力矩，旋完后，旋盖头开始上升，压盖头与盖子脱离，旋好盖的瓶子由星轮带出旋盖机至4号星轮。这样就完成旋盖全过程。

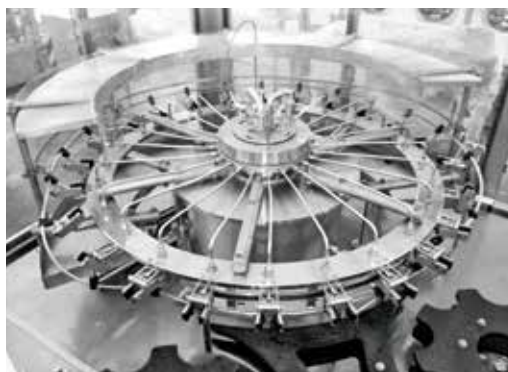
本设备技术先进，设有多处卡瓶、过载等保护装置，性能可靠，工艺流程科学，食品卫生条件满足食品卫生国家标准，生产自动化程度高，操作简便，是各生产厂家首选的理想灌装设备。

Operating principle of 4.5L high speed Rinser-Filler-Capper monoblock

Operating principle:

This equipment operates like this: conveying chain delivers bottles to screw conveyor, and deliver bottles from No.1 star wheel to bottle washing gripper by the shaped plate, and the bottle gripper grips the bottleneck and rotates 180 degree by guide rail of bottle washing machine, and puts the bottle mouth downward and rinses the inside bottle. Using chlorine water or clear water to rinse the inside and outside bottle for the first time, then stop washing the inside bottle, and empty the liquid of the bottle, and use clear water to start the second time rinsing of the inside bottle. After that, the bottles enter into dryer zone, and rotate 180 degree and let the bottle upward and bottles are transported to filler by shaped plate. By doing this, the equipment finishes the whole process of rinsing.

No. 2 bottle-in star wheels transfers bottles to the filler, and the bottle supportive device ascends along with the bottle supportive guide rail, and opens the valve to start filling. The filling adopts micro-pressure filling principle. In the process of filling, the products enter into liquid filling tank through central distributor by liquid line, and when the pressure in filling tank reach to a point, the filling starts, meanwhile, the tank rotates synchronously. When the bottles reach to the end of filling zone, the bottle supportive device along with the bottle supportive guide rail to descend, and the filling valve finishes work, the bottles were delivered to capping part by No. 3 star wheel. By doing this, the equipment finishes the whole process of filling.



No. 3 star wheel delivers the bottles to the capper, and the lights for bottle detector turn on if there are bottles, and caps are delivered to cap distributor by cap chute. Cap distributor arranges the cap at same direction with certain distance, the resistance cap cylinder starts to release caps, the capping headset descends and grips the caps by cam, and it continues descending after gripping the caps and presses on top of the bottles. With the action of gear, the headset rotates by its axle and tightens the cap, and keeps a certain screw torque. After capping, the headset starts ascending, and the cap chuck breaks away from the caps. The capped bottles are delivered to No. 4 star wheel by star wheel. By doing this, the equipment finishes the whole process of capping.

The equipment has the advanced technology, and sets several proactive devices for blocking and overloading. The equipment has a reliable performance and scientific technological process, and the food hygienic condition reaches the national standard. In addition, the degree of automatic production of this equipment is high and the operation is simply, it is the ideal filling machine for all manufacturers.

设备创新及优点

1、洗瓶机、灌装机和旋盖机头数相比2000瓶/小时机型，洗瓶机和灌装机头数增加8个头，旋盖头增加2头，单机产能提升一倍至4000瓶/小时。

2、洗瓶机分水盘改变以往从上部软管进水及防转，改用从底部进水硬管连接，结构美观，全硬管连接，密封性好且卫生，分水盘增加气压，水气压共同作用于分水盘，增强其密封性能。

3、洗瓶工艺由原来一道冲洗，改为两道冲洗，一道药水冲洗，一道成品冲洗，冲洗效果较以往更干净。

4、托瓶升降装置，整体结构优化，采用法兰轴承代替滚珠轴承，且增加水润滑装置，降低滚轮与导轨的摩擦，提高滚轮使用寿命。

5、灌装阀进水结构及排气结构改变，从阀体旁边进水，成品水充满整个灌装阀，采用瓶口密封，滴干少，提升灌装效率，排气从中间排气回流，排气量大，避免气体与水混合在一起，造成排气不畅。

6、中央分配器

采用中央分配器集进水、排水和CIP冲洗一体式结构代替进水装置和回流装置，其结构简单，整体结构优化，降低因内部结构多，造成二次污染源。

7、进水方式采用底部进水经过分配器，由分配器至旋转灌装桶上，较以往上部进水通过进水装置至旋转灌装桶上，其密封性好，且其防转稳固，整体结构美观和卫生。

8、CIP装置

CIP冲洗系统，自动化控制，智能清洗灌装内部管道，降低人工成本，提升生产效率。

9、灌装机整体采用中央分配器结构，结构优化，增加导轨润滑系统、CIP装置等多个辅助装置，提升整机的使用性能。

10、旋盖机结构完善，安装盘由原来焊接件改用铸件结构，铸件结构避免焊接过程中焊接变形，提高其加工精度，提升整机配合精度，优化整机性能。

11、下盖槽采用板式结构，美观大方，提高盖槽强度，避免盖槽变形卡盖，盖槽在原来剔反盖装置基础上增加自动剔除装置，反盖自动剔除，不需要停机人工取反盖，提高整线效率，且避免人工取反盖造成盖子二次污染。

12、瓶型托架结构，采用整体式结构，方便加工和安装，另托架开多个工艺孔，降低材料成本，且方便设备维修和清洁。

13、防转装置采用方管焊接连接板结构，制作简单，成本低。

Innovations and advantages of the equipment

1. Compared with the model of 2000BPH, the rinser and the filler add 8 heads, and the capper add 2 heads, the production capacity doubled to 4000BPH.

2. Water diversion plate of the rinser used to inject water from the upper flexible pipe and has the function of anti-rotating, but now injecting water from the bottom by hard pipe, the structure is beautiful, and connects by hard pipe, and the sealing is sound and healthy. Water diversion plate increases air pressure, and the water pressure and air pressure jointly act water diversion plate with a strong sealing.

3. There are two processes of rinsing, one is medicine rinsing, and the other is product rinsing, the effect of rinsing is cleaner than that of one process rinsing.

4. Lifting device of bottle supporting optimizes the whole structure, replaces ball bearing by flange axle bearing, and adds liquid lubricating device, reducing friction between the roller wheel and the guide rail, improving service life of roller wheel.

5. The water feeding structure and exhausting structure of filling valve have

changed. To inject water aside the valve body, the finished product water fills the whole filling valve. To seal and dry the bottle, the filling efficiency is increased. The backflow of exhaust is from the middle, and the amount of exhaust is large, thus avoids the combination of gas and water, which causes air vent clog.

6. Central distributor

Adopting central distributor integrated of injecting, draining and CIP rinsing to replace the old feeding device and backflow device. The structure is simple and optimized to reduce the secondary pollution sources from complicated interior structures.

7. The water feeding pattern adopts bottom feeding. The distributor delivers the water to rotating filling tank. Compared to the former feeding water from the upper to filling tank, the new pattern has sound sealing, stable anti-rotating and a beautiful and healthy structure.

8. CIP device

CIP rinsing system adopts automatically control system and cleans the interior pipe automatically. This device reduces labor cost and improves production efficiency.

9. The filler wholly uses central distribution structure, and optimizes the structure. The machine increases guide rail lubrication system, and CIP device to improve the usability of the whole machine.

10. The capper structure is improved.

The assembly plate adopts casting structure to replace the old weld assembly. Casting structure avoids the welding distortion in welding process, and improves working accuracy, which improving the whole coordinate accuracy and optimizing the performance of the machine.

11. The cap chute adopts plank frame,

with an elegance appearance, which improves the strength of cap slot and avoids distortion and blocking the cap. On the base of the original reversed cap filter device, the new machine adds automatic ejecting device, and picks out the reversed cap automatically, and no more needs to stop the machine and pick the reversed caps by people. The new device improves the efficiency of the whole line, and avoids secondary pollution of picking the reversed caps by people.

12. The bottle bracket adopts the whole

pattern structure and is easy to produce and install. The bracket with several auxiliary holes reduces the cost of material and is easy to maintain and clean.

13. The anti-rotating device adopts square

tube welding connection plate structure, and the production is simple and the cost is low.

Text and picture by: Wu Xilin

4000瓶/小时4.5L洗瓶灌装旋盖设备为广州达意隆包装机械股份有限公司独立自主研发的新产品，主要运用于大瓶水灌装，此设备的研发成功，填补了公司在4.5L大瓶水高速灌装技术上的空白。

4000BPH 4.5L Riner-Filler-Capper monoblock is a new product that independently researched and developed by Tech-Long Packaging Machinery Co., Ltd. The device is used to big bottle filling, and fills the blank of high speed filling technology of 4.5L bottle in the company.



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市场动态

Market News



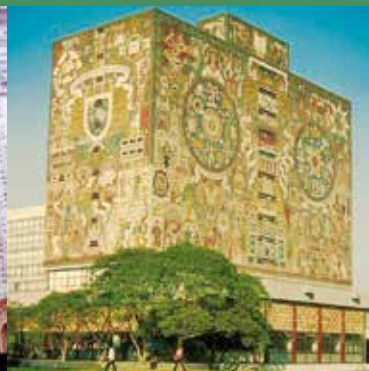
106 墨西哥：美洲的“陆上桥梁”

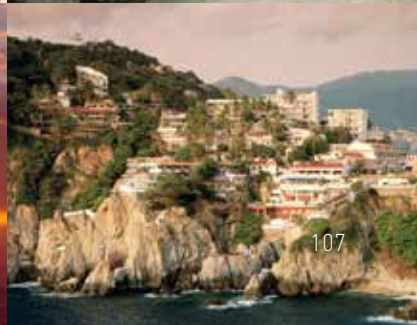
Mexico: “The land bridge” of America



墨西哥 美洲的“陆上桥梁”

Mexico: “The land bridge” of America







一、墨西哥简介

墨西哥位于北美洲的南部，介于美国与危地马拉之间，国土面积约197万平方公里，其中六分之五是高原和山地，平均海拔为2300-2500米，最高海拔为海拔5,700米。全国总人口约1.3亿，其中印欧混血人种约占60%，印第安人后裔占30%，欧洲人后裔占9%，官方语言为西班牙语，居民中92.6%信奉天主教，3.3%信奉基督教新教。国家GDP总计为1.154万亿美元，在整个拉美地区位列第三，仅次于巴西和阿根廷，人均GDP为10153美元。

由于地形关系，墨西哥气候复杂多样。高原地区终年温和，平均气温10—26℃，主要体现在昼夜温差，西北内陆为大陆性气候，沿海和东南部平原属热带气候。大部分地区分旱（10月至4月）、雨（5月至9月）两季，雨季集中了全年75%的降水量。墨西哥城白天的年平均气温为25℃—27.7℃，相对比较热，而晚上比较冷，是典型的高原盆地气候。

二、墨西哥文化与经济

墨西哥是美洲文明古国，曾蕴育了玛雅、阿兹特克、托尔特克、奥尔梅加和特奥蒂华坎等古印第安文化。玛利雅奇音乐和萨巴特奥舞蹈融合了西班牙和印第安音乐舞蹈的特色，成为墨西哥独特的民族艺术形式。墨西哥已有21处古迹被联合国宣布为“人类文化和自然遗产”。

墨西哥是世界能源和矿产大国，工业门类齐全，石化、能源、矿业、冶金和制造业较发达。原为农业大国，加入北美自由贸易协定后农业生产受到冲击，严重萎缩，主要种植玉米、高粱、小麦、大豆、水稻、棉花等，剑麻产量居世界前列。全国牧场占地面积7900万公顷，饲养牛、猪、羊、马、鸡等，畜产品部分出口。服务业90年代以来，发展非常迅速，占到国内生产总值的70%。墨西哥旅游资源丰富，在世界旅游业排名第八。交通运输业较发达，以公路交通和航运为主。

三、墨西哥饮料市场简介

由于属于热带气候，墨西哥的气候非常的炎热，对于饮料的需求也非常大。在整个拉美地区，墨西哥在饮料市场上的地位非同一般。我们从可口可乐最大的代工厂FEMSA的市场布局就可以看出，在其拉美地区35家工厂中，就有14家是设在墨西哥。

墨西哥饮料市场发展时间比较早，种类也相对比较齐全，主要包括含气饮料、水、果汁饮料、茶饮料、功能饮料等，其中含气饮料所占的份额最大，主要包括碳酸饮料、含气风味水和含气果汁饮料三种。随着人们对健康重视程度的提高，水、果汁饮料、茶饮料的增长要远远高于含气饮料的增长速度，尤其是茶饮料，存在很大的发展空间。另外一方面功能饮料的增长则相对比较稳定。

1、含气饮料：主要是易拉罐和PET装，少量



的玻璃瓶容器。一是碳酸饮料，品牌主要包括可口可乐旗下多个产品、百事可乐旗下多款产品、大可乐BIG COLA、红可乐RED COLA、PENAFIEL的DIET RITE COLA等；二是含气风味水，主要品牌有可口可乐CRISTAL、百事可乐PERRIER、达能LEVITÉ、PENAFIEL的ACQUA和CANADA DRY(代工)；三是含气果汁饮料，主要品牌包括可乐的DEL VALLE、达能的BONAFONT CON JUGO、PENAFIEL的CRUSH、SQUIRT、JUMEX的FRUTASTICA、VIGOR、大可乐的PULP等。

2、水：主要包括瓶装水和桶装水。当地市场上主要品牌为：可口可乐的CIEL、VICTORIA、SMART WATER等，百事可乐的H2OHL和EPURA，雀巢的STA.MARIA、PUREZA VITAL等，达能的BONAFONT AGUA MINERAL、BONAFONT AGUA NATURAL、GARRAFONT、PENAFIEL的PENAFIEL，大可乐的CIELO等。

3、果汁饮料：主要为PET瓶，易拉罐和玻璃瓶。包括可口可乐的DEL VALLE、BEBERE、TROPI FRUT、CLAM CLUB、FLORIDA 7等，百事可乐的MANZANITA SOL、TROPICANA等，达能的BONAFONT、PENAFIEL的ORANGINA、JUMEX的AMI、PAU PAU、JUMEX LIGHT、JUMEX CHISPAZO、JUMEX MAS、JUMEX SOIA、JUMEX、UNICO FRESCO、SUPER FRUTAS、MI PRIMER JUGO，大可乐的BIG FRUTALES、CIFRUT、BIG CITRUS、FRUTI QUEKO等。

4、茶饮料：主要为PET瓶，玻璃瓶，及易拉罐容器。包括可口可乐的FUZE TE、雀巢的NESTEA、百事可乐的LIPTON、PENAFIEL的SCHEWEPPE和SNAPPLE、NATUREL TE、JUMEX的ARIZONA、大可乐的自由茶FREE TE、COOL等。

5、功能运动饮料：主要为易拉罐和PET瓶。可口可乐的POWERADE、百事可乐的GATORADE、PENAFIEL的VENOM ENERGY、JUMEX SPORT、

JUMEX的MONSTER(代工)、大可乐的SPORADE、VOLT等。

四、墨西哥的非饮料市场简介

在非饮料产品方面，墨西哥的市场也是非常引人注目，而且相比饮料市场，其主要的市场份额非常的集中，几乎都被几个领导地位的品牌所占据。

1、啤酒：在墨西哥最大的啤酒生产厂家为CORONA，而且出口多个国家和地区，第二就是VICTORIA，其他的品牌所占份额非常小。

2、乳制品：牛奶制品主要是LALA和APURA两个品牌，雀巢拥有其旗下的多个品牌，但是主要是颗粒状产品，而且以儿童为对象较多。

3、日化产品：主要包括洗涤用品，主要有宝洁，联合利华，ALEN, GONGAL, INNOVADOR等当地一些品牌。

4、调味品：主要有辣椒酱：亨氏、美国汇丰、MEGA、COMERCIAL MEXICANA、TAMAZULA等；番茄酱：CLAMATO、JUMATO；酱油：亨氏等其他当地一些品牌。

I. Mexican introduction

Mexico is in the southern area of North America, and locates between the U.S. and Guatemala, with a geographical area about 1.97 million square kilometers, among which the five sixths are highlands and mountain lands. The average elevation is 2300 to 2500 meter, and the highest elevation is 5700 meter. The total population is 0.13 billions, among which the rate of India-European is about 60%, the rate of Indian descendants is 30%, and the rate of European descendants is 9%. The official language is Spanish. The 92.6% of the residents believe in Catholicism, and 3.3% believe in Protestantism. The GDP is 1.154 trillion US dollars, and ranks the third place in the



whole Latin America after Brazil and Argentina. Per capital GDP is 10153 US dollars.

The climate in Mexico is complicated due to topography. The climate in highlands is mild all the year with an average temperature of 10 to 26°C, which reflects in temperature differences between day and night. Northwest inland is continental climate, and the coastal region and the southeast plain are tropical climate. Most of areas have dry seasons (from October to April), and rainy seasons (from May to September), the amount of precipitation is 75% of the whole year during rainy seasons. The average temperature during the day in Mexico City is 25 to 27.7°C, and is relatively hot, however, it is cold at night, and this is the typical plateau basin climate.

II. Mexican culture and economy

Mexico is a country with an ancient civilization in America, which cradled the ancient Indian cultures, such as the Maya, the Aztec, the Toltecs, the Olmecs, and the Teotihuacan. Mariachi music Zapateado dance fused Spanish and Indian characteristics, and became a special national art of Mexico. There are 21 historical sites in Mexico are declared to be “human cultures and natural heritage” by the UN.

Mexico is a large energy and mining country, and has a complete industry. The petrochemical, energy sources, mining, metallurgy and manufacturing industries are relatively developed. It was originally an agricultural country, after joining the NAFTA, the agricultural production was impacted. The main plants are corn, sorghum, wheat, soybean, rice, cotton and etc, and the sisal hemp amount ranks high in the world. The area of meadow is 79 million hectares by raising cattle, pigs, sheep, horses, chickens and so on, part of the animal products exporting to other countries. The service industry developed very fast from 1990s, and occupies 70% of GDP. Mexico has an abundant tourism resource, and ranks eight in world tourism industry. The transportation industry is relatively developed, and the main transportation ways are the road traffic and shipping.

III. Introduction of Mexican beverage market

Due to the tropical weather, Mexico is very hot, and the need for beverage is huge. In whole Latin American beverage market, Mexico is in a highly

unusual position. From the marketing layout of the biggest Coca-Cola's contract manufacturer FEMSA, there are 14 factories in Mexico, and the total factories in Latin America are 35.

The development of Mexican beverage market is relatively early, and the types are relatively complete, including carbonated beverage, water, juice drinks, tea drinks, and functional drinks and so on, among which carbon dioxide drinks occupies the largest shares. The carbon dioxide drinks comprising carbonated drinks, carbon dioxide flavor water and carbon dioxide juice drinks. With the improvement of the emphasis on health, the growth of water, juice drinks and tea drinks is highly above carbon dioxide drinks, and tea drinks especially have a huge development potential, in addition, the growth of functional drinks is relatively stable.

1. Carbon dioxide drinks: PET bottle, zip-top can and a few glass bottles. First, carbonated drinks. The main brands of carbonated drinks include several brands from Coca-Cola and Pepsi, BIG COLA from Big Cola, RED COLA from Red Cola, and DIETRITE COLA from PENAFIEL. Second, carbon dioxide flavor water. The main brands include CRISTAL from Coca-Cola, PERRIER from Pepsi, LEVITÉ from Danone, and ACQUA and CANADA DRY(contract manufacturer) from PENAFIEL. Third, carbon dioxide juice drinks. The main brands include DEL VALLE from Coca-Cola, BONAFONT CON JUGO from Danone, CRUSH and SQUIRT from PENAFIEL, FRUTASTICA and VIGOR from JUMEX, and PULP from Big Cola, etc.



2. Water: bottled and barreled water. The main brands in local market: CIEL, VICTORIA, SMART WATER from Coca-Cola, H2OHL and EPURA from Pepsi, STA.MARIA, PUREZA VITAL from Nestle, BONAFONTAGUA MINERAL, BONAFONT AGUA NATURAL and GARRAFONT from Danone, PENAFIEL from PENAFIEL, CIELO from Big Cola, etc.

3. Juice drinks: PET bottle, glass bottle, and zip-top can. DEL VALLE, BEBERE, TROPI FRUT, CLAM CLUB and FLORIDA 7 from Coca-Cola, MANZANITA SOL and TROPICANA from Pepsi, BONAFONT from Danone, ORANGINA from PENAFIEL, AMI, PAU PAU, JUMEX LIGHT, JUMEXCHISPAZO, JUMEX MAS, JUMEX SOIA, JUMEX, UNICO FRESCO, SUPERFRUTAS, MI PRIMER JUGO from JUMEX, BIG FRUTALES, CIFRUT, BIGCITRUS, FRUTI QUEKO from Big Cola, etc.

4. Tea drinks: PET bottle, glass bottle, and zip-top can. FUZE TE from Coca-Cola, NESTEA from Nestle, LIPTON from Pepsi, SCHEWEPES and SNAPPLE from PENAFIEL, ARIZONA from NATUREL TE and JUMEX, FREE TEA and COOL from Big Cola, etc.

5. Functional sport drinks: zip-top can and PET bottle. POWERADE from Coca-Cola, GATORADE from Pepsi, VENOM ENERGY and JUMEX SPORT from PENAFIEL, MONSTER from JUMEX (contract manufacturer), SPORADE and VOLT from Big Cola, etc.

IV. Introduction of Mexican non-beverage market

In the aspect of non-beverage market, Mexican market is very noticeable. Compared with beverage market, the main market shares are very focus, and are almost occupied by a few leading brands.

1. Beer: the largest beer manufacturer is CORONA, and export to many states and regions, the second largest is VICTORIA, and other brands share is very small.

2. Dairy products: the main dairy products are



LALA and APURA, and Nestle has several its brands and the main products are granular and aimed at kids.

3. Daily chemical products: the main washing products are P&G, UNILEVER, ALEN, GONGAL, INNOVADOR and other local brands.

4. Condiments: the main chili sauce are: HEINZ, American HSBC, MEGA, COMERCIAL MEXICANA, TAMAZULA and so on. Ketchup: CLAMATO, JUMATO; Soy Sauce: HEINZ and other brands.

Text by: Nicholas Song



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斯里兰卡，印度洋夕阳下的降旗仪式（摄影者：洪峰）

Sri Lanka, Flag lowering ceremony in the sunset of the Indian Ocean (Photographer: Hong Feng)



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