



达意隆版权所有 copyright Tech-Long®

广州达意隆包装机械股份有限公司  
Tech-Long Packaging Machinery Ltd

广州总部—生产基地  
Headquarter and Manufacturing Base (Guangzhou)

广州市云埔工业区云埔一路23号  
23 Yunpu 1 Road, Yunpu Industrial Zone Guangzhou 510530  
电话 Tel : (0086 20) 62956888  
传真 Fax: (0086 20) 82266913  
E-mail: market@tech-long.com

上海代表处  
Shanghai Office

上海市闵行区莘建东路58弄绿地科技岛3号楼1011室  
Rm 1101, 3rd building, Green land technology island, 58th  
lane, Zijian Dong Road, Min Hang District, Shanghai  
电话 Tel: (0086 21) 51179162  
传真 Fax: (0086 21) 51179160

成都代表处  
Chengdu Office

成都市二环路南三段15号天华大厦A座905室  
Rm 905, Tower A, Tian Hua Building, No. 15 Nan  
San Duan Er Huan Road, Chengdu  
电话 Tel: (0086 28) 66035128  
传真 Fax: (0086 28) 85120486

# FOCUS TECH-LONG 聚焦達意隆

Special issue : **GLORY** JANUARY . 2011

2011年1月 特刊：辉煌号

达意隆·外部刊物 Tech-Long Magazine

[www.tech-long.com](http://www.tech-long.com)

## 揚帆出航 走向輝煌

Set sail on voyage  
and bound for glory

### VI体系革新，品牌战略升级

——达意隆新企业色彩体系发布

VI system innovation, brand strategy upgrading

—Tech-Long new enterprise color system release

### 大场面彰显大实力

——达意隆闪耀2010中国国际啤酒、饮料制造技术及  
设备展览会

Grand scene highlights abundant strength

—Tech-Long charms the 2010 China Brew &  
China Beverage



# 领跑，路更宽

## Leading To A Broader Way



# 因为有你 Because of you

仅以此文献给为北京展会付出辛勤劳动的你们，因为有你，达意隆才能飞得更高、飞得更远；因为有你，达意隆才能享誉行业、绽放世界。达意隆因你而美！

To dedicate to you who have spared no pains for the Beijing Exhibition. Because of you, Tech-Long could fly higher and farther ; Because of you, Tech-Long could establish prestige in the entire industry and around the world.

Because of you, Tech-Long becomes more beautiful!

风雨十载，我们同舟共济；峥嵘岁月，我们相亲相爱；  
一路欢笑，一路歌。

因为有你，我们孜孜不倦，臻于至善；

因为有你，我们众志成城，开拓创新；

因为有你，达意隆志高，路更宽！

北京展会上，15天的夜以继日，100多人台前幕后的默默耕耘，

你忙碌的身影成为一道独特的“达意隆”风景线；

你迷人的微笑留在北京展会上，留在每一位客户的心中；

这是属于我们的荣耀，他属于你，也属于我，

属于千千万万个关心、支持达意隆发展的你们，

正是你们，在每一个平凡的岗位上，

用汗水与泪水擦亮“为您而转”的理念，

因为有你，成长的道路，我们携手共进；

因为有你，拼搏的岁月，我们昂首阔步；

因为有你，未来的征程，我们勇往直前；

达意隆因你而美，为你而傲！

Decades of trials and hardships have we gone through together;

Years of glories and prosperities have we witnessed in devoted love;

Laughing all along, singing all along.

Because of you, we persevere tirelessly, and improve continuously;

Because of you, we unite as one, and pioneer for innovation;

Because of you, Tech-Long develops lofty ambition and is furnished with broader road!

During the Beijing Exhibition, for 15 full days and nights and among over 100 personnel who work behind the screen meticulously,

You bustled about, having cast a unique "Tech-Long" scene;

Your charming smile lingers in the Beijing Exhibition and in the heart of every customer;

This is a glory for us, so for you and for me,

For my dears who have paid more attention and efforts to the development of Tech-Long,

It is you who have, on your ordinary posts,

Used sweat and tears to irrigate the idea of "running for you",

Because of you, we make progress together in the journey of growth;

Because of you, we stride proudly ahead during the struggling years;

Because of you, we march courageously forward on the route to future;

Because of you, Tech-Long becomes more beautiful and much prouder!





#### 出版说明

Publication details

主办：达意隆市场部

Sponsor : Marketing department of Tech-Long

编委：张颂明、陈钢、张崇明、周桦

Editorial Advisory Board : Zhang Songming,  
Chen Gang、Zhang Chongming、Zhou Hua

主编：杨柳

Chief Editor : Yang Liu

校稿：杨燕

Proof Reading : Yang Yan

电话：(86 20) 62956888

Tel : (86 20) 62956888

传真：(86 20) 82266913

Fax : (86 20) 82266913

电 邮：market @ tech-long.com

E-MAIL : market @ tech-long.com

本刊图片和文字未经允许，不得以任何形式或  
方式转载或使用。

Pictures and characters in this publication  
are not allowed to be reprinted or used in any  
form or way without permission.

特刊：辉煌号

出版时间：2011年1月

Special issue : GLORY

Publication time : JANUARY. 2011

《聚焦达意隆》可通过电话或邮件方式免费索取

"Focus Tech-Long" magazine reservation

Apply freely through call or E-mail

## 目录

# Contents



## VI体系革新，品牌战略升级

### VI System innovation, brand strategy upgrading

#### 达意隆新企业色彩体系发布

Tech-Long new enterprise color system release

##### 08 企业标准色说明

Illustration of enterprise standard color

##### 08 企业辅助色说明

Illustration of enterprise auxiliary color

##### 09 新颜色体系下的企业标识

Enterprise identity under new color system

##### 09 品牌口号诠释

Interpretations of brand slogan

## 大场面彰显大实力

### Grand scene highlights abundant strength

#### 达意隆闪耀2010（第九届）中国国际啤酒、饮料制造技术 及设备展览会

Tech-Long charms the 2010 (the Ninth)China Brew &  
Beverage

11 9月7日，一个行业翘首以盼，为之欣喜若狂的特殊日子；一个达意隆彰显实  
力，大放异彩的重要时刻

September 7th is a special day long wished for and rejoiced in by the enterprise;  
a significant moment for Tech-Long to display its abundant strength and reveal  
its glories.

##### 14 规模空前、现场签约不断、彰显超强实力

Unprecedented scale, ceaseless contract-signing on the spot, and apparently  
superior strength

##### 16 新形象，新征途，品牌发展新台阶

New image, new journey, and new stage for brand development

##### 17 “为您而转”理念的全新演绎

New deduction of the idea of “running for you”

##### 19 印象达意隆

Tech-Long impressions

##### 25 产品介绍

Product introduction

##### 28 北京展会现场签约、越南市场再创辉煌

Signing contract on the spot in Beijing Exhibition, while making greater  
achievements in Vietnam market







新企业色彩体系在CHINA BREW  
2010的应用标志着达意隆VI体  
系真正进入全面导入阶段！

The application of the new enterprise  
color system in China Brew 2010  
indicates that Tech-Long VIS really steps  
into comprehensive introduction stage !

# VI体系革新， 品牌战略升级

Vi system innovation, brand strategy upgrading

达意隆新企业色彩体系发布

Tech-Long new enterprise color system release

VIS, vision identity system 视觉识别系统，是企业形象识别最直观表现形式，是企业品牌建设与管理中最基础、最重要内容。达意隆品牌经过多年积淀与发展，已经形成一套独特品牌经营价值体系与丰富品牌显性资源，所以CI资源的整合，特别是其中VI体系整合与革新的重要性日益凸显，有的放矢升级品牌战略势在必行。

VIS (vision identity system) is the most direct expression form for enterprise identity, so is it the most essential and fundamental content in the construction and management of enterprise brand. Many years of accumulation and development have furnished Tech-Long with a unique brand management value system as well as abundant brand dominant resources; therefore, the integration of CI resources, especially VI system integration and innovation, becomes increasing important, which requires to escalate the brand strategy imperatively in an organized way.



# 新企业色彩体系发布

## New enterprise color system release

基于品牌战略，并从企业品牌经营角度考虑，2010年9月开始，达意隆毅然开始实施并全面启用以“灰与黄”复色体系为**达意隆主色系**，我们分别称之为“达意隆.灰”与“达意隆.黄”，并辅以“白、绿、橙、黑”企业辅助色系，构建全新的达意隆品牌色彩体系。新vi体系与规范将推进达意隆品牌资源的有效整合，实现品牌传播专业化，为公司品牌战略升级打下坚实基础。

新企业色彩体系中的“达意隆.黄”代表带给万物生机的太阳，寓意积极向上，活力和永恒动感，而“达意隆.灰”则是一种中立的颜色，能透出稳重含蓄，寓意创新与睿智。“达意隆.黄”搭配“达意隆.灰”，能表达出的柔和、典雅之美，寓意“**辉煌**”与积极向上、锐意进取、勇于创新的企业精神。新企业色彩体系在China Brew 2010的应用标志着达意隆VI体系真正进入全面导入阶段。

On the basis of brand strategy, as well as considering from the perspective of enterprise brand management, Tech-Long began to implement and comprehensively utilize the “grey and yellow” dual-color system as the main color system of Tech-Long determinately in September, 2010, which are called “Tech-Long grey” and “Tech-Long yellow” respectively; this main color system, together with the enterprise auxiliary system including “white, green, orange, and black”, constructs the new Tech-Long brand color system. The new VI system and norm would promote the effective integration of Tech-Long brand resources, realize the specialization of brand communication, and lay a solid foundation for the upgrading of the enterprise brand strategy.

In the new enterprise color system, “Tech-Long yellow” symbolizes the Sun that brings much vitality to all creatures, implying proactiveness, vigor and eternal dynamism, while “Tech-Long grey”, as a neutral color, reflects qualities of maturity, innovation and sagacity. The collocation of “Tech-Long yellow” and “Tech-Long grey” can manifest mild and elegant beauty, symbolizing the enterprises spirits of “glory”, proactiveness, entrepreneurship, and innovation. The application of the new enterprise color system in China Brew 2010 indicates that Tech-Long VIS really steps into comprehensive introduction stage.

### 企业标准色说明 Illustration of enterprise standard color

企业标准色总是作为传播材料或载体的基础色和首选色应用。  
The enterprise standard color is always prioritized as the base and preferred color in the material circulation or the carrier.

达意隆.灰 Tech-Long grey



色值/Color value:  
C:0, M:0, Y:5, K:65  
R:119, G:120, B:147

达意隆.黄 Tech-Long yellow



色值/Color value:  
C:0, M:30, Y:90, K:0  
R:253, G:158, B:50



达意隆主色调色带（达意隆.黄过渡到达意隆.灰色带变化示意）  
The Tech-Long main color palette belt (variation diagram for Tech-Long yellow transitioning to Tech-Long grey)

### 企业辅助色说明 Illustration of auxiliary color

企业辅助色是企业色彩体系重要组成部分，是企业主色标准的有效补充。但由于印刷载体或其他客观条件原因，或是基于设计考虑不能在背景上使用达意隆灰或黄色，或因背景本身就是达意隆黄或灰色，可使用黑、橙、浅绿或白色等辅助色替代。

The enterprise auxiliary color is an important component of enterprise color system, so is it the effective supplement of enterprise main color standard. But due to the restrictions of printing carrier or other objective reasons, or to the design consideration that Tech-Long grey and yellow do not suit the background or that the background itself is grey or yellow, the auxiliary colors, such as black, orange, light green or white can be applied.





## 新颜色体系下的企业标识 Enterprise identity under the new color system

达意隆品牌标识为图形与文字相结合标识，标识字体经过特殊造型处理。

The Tech-Long brand slogan is a combination of graphs and words, and the fonts of the words undergo special modeling processing.



## 品牌口号诠释 Interpretation of the brand slogan

“为您而转” "runs for you"

“达意隆为您而转” “Tech-Long runs for you”

“为”：有“服务”之意，寓意我们会为客户提供优质、周到、全方位的服务，为员工，寓意以客户利益为中心，并以客户的需求为发展目标，不断提升产品品质。

“您”：表示我们尊贵的合作伙伴，也可以引申为达意隆的全体员工、股东，寓意构建以企业为主体价值共建、共享的理念，充分体现达意隆做为现代企业公民责任意识。

“转”：具有强烈的动感，赋予企业“永不停息”、“活力”、“创新”的意义，并恰到好处地点出了我们的产品是以转动为主导的工作方式，同时给了产品生命的意义，寓意以市场为导向，全员围绕客户转，给予员工与股东价值360°关注。

“FOR”: associated with “service”, the word suggests that we will provide the first-rate, most thorough and comprehensive service to the customers and that we will be committed to customer’s interests and take customer’s demand as our development target, constantly upgrading product quality.

“YOU”: refers to our honorable partners, or to all the Tech-Long staff and shareholders, suggesting constructing the concept of co-construction and sharing with the enterprise as the subject value, and fully reflecting the civic responsibility consciousness of Tech-Long as a modern enterprise.

“RUNNING” indicates vehement dynamism, endows the enterprise with such meanings of “lasting forever”, “vitality” and “innovation”, and properly points out that our products follow the running-dominated work mode, while at the same time brings much life to the products, indicating that is market-oriented and that the entire staff serve customers and pay the staff and shareholders all-round attention.

# 大场面彰显大实力 Grand scene highlights abundant strength

## 达意隆闪耀2010（第九届）中国国际啤酒、饮料制造技术及设备展览会

*Tech-Long charms the 2010 (the Ninth) China Brew & Beverage*

2010（第九届）中国国际啤酒、饮料制造技术及设备展览会（CBB 2010）是由中国联合装备集团公司主办，北京中轻合力机械设备有限公司承办的，于2010年9月7日到10日在北京中国国际展览中心成功举行。

来自80个国家和地区的53736名观众（包括5683名境外专业观众）亲历了CBB 2010这一具有行业风向标意义的亚太地区液态食品行业最大的品牌展览会。在本届展会50000平方米展出总面积里，展位总面积达到28138.25平方米（其中国际展区7529.75平方米，国内展区20608.5平方米），有20个国家和地区的583家（其中国际展商225家，国内展商358家）参展商向业界集中诠释了包含液态最新的采购、生产、包装、物流等快捷有效的解决方案。展品包括液态食品从原料处理到加工制造，从成品储存到灌装封口，从产品包装到下线入库的完整产业链（包括配套技术和设备、仪器仪表和配套件、原辅材料和添加剂、包装材料和容器、商标和防伪标识、工程设计和咨询、媒体信息和服务等）。丰富的展品为专业观众提供了一站式的采购平台。CBB 2010参展商数、展位面积和参观人数分别比上届展会增加18.7%、22.4%和14.9%，再次刷新该展会自1995年举办以来的历史记录。

Sponsored by China National United Equipment Group Co and cosponsored by Beijing Zhongqing Heli Machinery Equipment Co., Ltd, the 2010 (the Ninth) China Brew & Beverage (CBB 2010) was successfully held in China International Exhibition Center in Beijing on September 7-10, 2010.

53736 audiences (including 5683 professional audiences from abroad) from 80 countries have witnessed the CBB 2010, the grandest brand exhibition in Asia-Pacific liquid food industry, playing a significantly leading role in the industry. Of all the exhibition area of 50000 m2, 28138.25 m2 are occupied by exhibition booths (with international exhibition area of 7529.75 m2 and domestic exhibition area of 20608.5 m2), on which 583 exhibiting companies (with 225 international exhibition companies and 358 domestic exhibition companies) from 20 countries or regions have shown their fast and effective solutions in the aspects of the latest purchasing, processing, packaging and logistics of liquid food. Products exhibited include the liquid foods from material processing to manufacturing, from finished product storage to tinning and sealing, from product packaging to warehousing within the industrial chains (including matching technology and equipment, instrument & meter and auxiliary equipment, raw & auxiliary materials and food additives, packing materials and containers, trademark and anti-counterfeiting logo, engineering design and consulting, and media information and service, etc). Abundant exhibiting products have provided a one-stop purchasing platform for professional audience. The number of exhibiting companies, the exhibition area, and the number of visitors have increased 18.7%, 22.4% and 14.9% respectively in CBB 2010 than in the previous term, creating a new historic record unparalleled since the first exhibition in 1995.





9月7日——一个行业翘首以盼，为之欣喜若狂的特殊日子；  
9月7日——一个达意隆彰显实力，大放异彩的重要时刻；

September 7th — a special day long wished for and rejoiced in by the enterprise;  
September 7th —a significant moment for Tech-Long to display its abundant strength and reveal its glories;



在这个全球瞩目的日子里，2010年（第九届）中国国际啤酒、饮料制造技术及设备展会在北京中国国际展览中心隆重开幕，为期4天的展会汇聚了来自全球80多个国家和地区的53736名观众前来参加，展会上群星荟萃：百威英博、青啤集团、华润集团、娃哈哈、可口可乐、百事可乐、汇源等中外知名企业纷纷组团参观，共同见证这一行业盛典。

During these remarkable days, the 2010 (the Ninth) China Brew & Beverage (CBB 2010) was grandly opened in China International Exhibition Center in Beijing; four days of exhibition has witnessed the participation of 53736 audience from more than 80 countries and regions, including lots of Chinese and foreign prestigious enterprises such as: AB-InBev, Qingdao Beer Group, China Resources Group, Wahaha, Coca Cola, Pepsico, and Huiyuan, etc, who have born witness to this grand ceremony.





一个场馆，2626平方米的面积，堪称达意隆甚至行业历年参展之最。

The exhibition area of 2626 square meters is unparalleled in any previous exhibitions in Tech-Long, not even in the whole industry.

## 规模空前 现场签约不断 彰显超强实力

Unprecedented scale, ceaseless contract-signing on the spot, and apparently superior strength

作为中国液态产品包装设备行业的龙头企业，达意隆当然不会轻易错过每一次展示自己实力的机会。一个场馆，2626平方米的面积，堪称达意隆甚至行业历年参展之最。盛大的规模，精心的布置，震撼的效果，一时间引来了无数观众惊叹的眼神，几天来，达意隆所在的5号馆一直都是人头挤挤。2010年9月7日越南THP集团率在5号馆现场签约5条热灌装生产线，将达意隆展馆现场气氛推向高潮。

超大的展会规模凸显出达意隆过硬的实力、敢为人先的豪迈与自信，从创业初期的代理加工蜕变到目前的自主研发；从立足国内市场到聚焦国际市场，达意隆的每次华丽转身都是综合实力跃上新台阶的最好佐证。

几天来，达意隆所在5号馆一直人头挤挤

For several days, the No. 5 exhibition hall where Tech-Long is located has been full of huge crowds of people.

As a leading enterprise in China liquid product packaging equipment industry, Tech-Long will under no circumstance miss every chance to show its strength. The exhibition area of 2626 square meters is unparalleled in any previous exhibitions to Tech-Long, not even to the whole industry. Grand scale, exquisite layout, and shocking effect have amazed countless audience instantly; for several days, the No. 5 exhibition hall where Tech-Long is located has been full of huge crowds of people. On September 7th, 2010, Vietnam THP Group signed a contract for 5 hot-filling production lines in No. 5 exhibition on the spot, bringing the atmosphere in Tech-Long exhibition hall to a climax.

Grand exhibition scale gives prominence to Tech-Long's excellent strength, pioneering courage and confidence, as well as its metamorphosis from an agent during the early days to independent research and development at present; from being planted on the domestic market to focusing on international market, every gorgeous progress made by Tech-Long has proven to be good evidence for its augmenting comprehensive strength.





# 新形象，新征途，品牌发展新台阶

## New image, new journey, and new stage for brand development

相信参加过本届展会的观众对达意隆记忆犹新，整个展馆以灰、黄为主色调，鲜明的色彩不仅产生强烈的色觉冲击，而且将达意隆的品牌形象完美的呈现出来，气势恢宏给人一种王者风范的感觉，同时在展台创意与设计方面凸现达意隆国际化元素，整体结构新颖，用材环保时尚，新VI体系将达意隆的企业形象完美的呈现出来。

在塑造品牌的道路上，达意隆一直秉承“技术成就品质，品质铸造品牌”的理念，在提高品牌知名度，拓宽品牌内涵的同时不断提高品牌的附加值。在征战国际市场的征途上，达意隆自信地喊出让世界听听来自中国的声音！

It's a strong belief that those who have attended this term exhibition must have a fresh memory of Tech-Long; the dominant colors of the exhibition hall are grey and yellow, the brightness of which not only forges a visual impact but also perfectly displays the brand image of Tech-Long, whose grandeur leaves an impression of majesty in people's heart; meanwhile the exhibition innovation and design give much prominence to the international elements of Tech-Long, equipped with novel over-all structure, fashionable environment-friendly materials, and new VI system, manifesting the enterprise image of Tech-Long perfectly.

On the road of building brand, Tech-Long has been adhering to the concept that "technology achieves quality, while quality forges brand", raising the popularity of the brand and expanding its connotation while at the same time constantly enhancing its additional value. On the road of marching for international market, Tech-Long confidently gives it name for the world to hear the voice from China!



配件展示区/Accessory exhibition area ↑  
会议室/Conference room ↓



前台展示区/Foreground exhibition area

餐饮区/Dining area



# “为您而转” 理念的全新演绎

## New deduction of the idea of “running for you”

一直以来达意隆人始终将企业精神——“为您而转”视为“传家宝”，尽心尽力为顾客提供最专业化、个性化的服务始终是我们一贯的服务宗旨。看，展馆外面，6部印有达意隆标志的VIP客户接送车时刻为您准备着；展区内，专门开辟了洽谈区、自助餐区方便客户，细致、贴心，给人一种宾至如归的感觉。达意隆深知全球客户云集中国北京，它也就是我们的主场。

展会期间，达意隆为客户呈现液态产品工厂全面解决方案，从前端水处理、吹瓶、灌装、贴标到包装全系列产产品，其中公司最新的超轻量环保型吹灌旋一体机与探针式灌装机，赢得满堂喝彩，很多客户慕名前来洽谈。

纵观本次展会，达意隆之所以取得如此傲人佳绩，得益于达意隆始终紧紧围绕“软环境+硬实力=超强的核心竞争力”这一根本做文章，不断地将创新理念贯彻其中。

All along, the Tech-Long has always taken the enterprise spirit of “running for you” as the “hereditary treasure”, while it has always been our service tenet to spare no effort to provide customer with the most professional and personalized service. Look, outside

the exhibition hall, 6 limousines branded with Tech-Long sign are always ready for the VIP customers; inside the exhibition area, special negotiation area and buffet area are set aside for the sake of customer, making the customer feel at home by its meticulousness and intimacy. Knowing China Beijing as the great rendezvous of global customer, Tech-Long sets there as its main market.

During the exhibition, Tech-Long shows the overall solutions to the liquid product factory, with a series of products ranging from water treatment, bottle blowing, bottle filling and labeling to packaging. The enterprise's latest over-light environment-friendly *blower-filler-capper monoblock* and probe-type filling equipment won a warm applause, drawing countless customer to negotiate.

Reviewing this exhibition, the reason why Tech-Long has made such remarkable achievements is that it constantly adheres to the principle of “soft environment + hard power = overwhelmingly strong core competitiveness” and constantly inserts innovative concept into it.



展区内，专门开辟了洽谈区、自助餐区方便客户，细致、贴心，给人一种宾至如归的感觉  
Inside the exhibition area, special negotiation area and buffet area are set aside for the sake of customer, making the customer feel at home by its meticulousness and intimacy.



## TECH-LONG RUNS FOR YOU!



展馆外面，6部印有达意隆标志的VIP客户接送车时刻为您准备着

Outside the exhibition hall, 6 limousines branded with Tech-Long sign are always ready for the VIP customers.



展会中，部分工作人员合影 / Photo of part of the staff during the exhibition







# 印象◎达意隆

## Impression. Tech-Long

### 见证达意隆的成就和快速成长

### Bearing witness to the achievements and fast growth of Tech-Long

*The ChinaBrew Show did an excellent job of displaying the wide range of packaging equipment that is made in China. The show covered the full range of machinery; from state-of-the-art equipment such as Tech-Long's latest ultra-thin PET bottle blow molder to simple, low-cost replacement parts. There were a number of exhibits with products of interest for us and certainly for everyone else attending the show.*

*The Tech-Long exhibit, actually an entire exposition hall that you occupied, was certainly the most impressive one I have ever seen at a trade show. It was a superb demonstration of the range of products and capabilities that Tech-Long can provide to its customers. Watching your blow molders in operation was quite impressive. It was also a very comfortable location in which to conduct business.*

*This presentation highlighted the advancement in Tech-Long's product line. It was a pleasure for us to show this equipment and your company to our U.S. customers. Meeting with your people enabled our customers to understand Tech-Long's commitment to its customers' satisfaction, performance and success. I am sure that this show will ensure Tech-Long's continued achievements and growth.*

中国啤酒饮料展极大程度的展示了中国制造设备的精良。这个展会涵盖了所有的设备，包括达意隆的超轻量瓶设计产品和低成本替换件。我们对非常多参展的产品都非常有兴趣，而且相信这些产品对其他来参加这次展会的人也非常有意义。

达意隆展台占据了一整个展馆，这是我参加过的展会中印象最深刻的一个展台。达意隆利用这个展台重点的展示了他们能够提供给客户的一整套产品和能力。你们转动着的吹瓶机非常吸引人注意！

这次展会显示了达意隆在生产线方面的先进生产力，对于我们来说，我们非常愿意在美国将你们的产品推荐给我们的美国客户。与你们的员工会面，使我们的客户能更好的了解，达意隆会为了达到客户满意度、生产效率和客户的成功所作出的不断努力。我确信，这个展会将会延续达意隆的成就和快速成长。

美国Bevcorp公司总裁：Mr. Don Albert

Mr. Don Albert, President of Bevcorp from USA



## “中国制造”的“全球性”解决方案 “Global” solutions “made in China”

*It was incredible this year to see how well many of the China OEM's have matured, whether technology, quality, and in presentation of capability. This was complimented by the shift of European OEM at the show who have shifted their manufacture of their product lines to China, driving both OEM groups toward "best in class" productivity, and creating increased customer value. The aspect of China supply as a option for manufacturing is no longer a China only solution but in fact a "Global" one. In order to succeed in all markets, China OEM's must be brought into the mix in order to win in a extremely competitive market place by delivering "best cost", and best value for our customers.*

今年参加这个展会看到那么多的中国生产企业逐渐成熟，无论在科技，质量还是展现出来的能力都让人觉得非常不可思议。不少的欧洲企业已经将他们的生产基地转移到中国，将欧洲和中国的生产集团推向了“最高级别”的生产力，同时也创造了不断提升的客户价值。中国制造已经不再是“中国性的”解决方案，而是一个“全球性的”解决方案。为了能够在所有的市场上取得胜利，中国生产企业应该与市场全方位融合以求在非常严峻和竞争激烈的市场上提供“最佳成本”策略，同时提供最优质价值给客户。

美国百事可乐全球采购副总裁：金豁达  
Vice President MRO, PepsiCo Global Procurement  
Mr. Jim Costa

## 新颖，亲切，震撼！ Original, amiable, shocking!

啤酒饮料展是国内知名的品牌展览会，备受行业内人士的高度重视，参展企业为了展示自身的形象，投入了大量的人力和物力。历年来，啤酒饮料展一直是食品专业展览会中单个展位最大的展览会。本届展会上，单单十多家企业就占用展场面积的1/4，使参观者犹如走进生产车间，让人记忆犹新，而作为中国液态产品包装设备行业的龙头企业——达意隆每次亮相都聚焦了整个行业的眼光，这次在国展五号馆的表现更是可圈可点。

走进达意隆所在的五号馆，给人的感觉就是新颖，亲切，震撼！

首先是新颖。踏入展馆就像步入庆典会场，参观者宛如受邀参加庆典嘉宾，这一切同喧闹的展会会场形成了巨大的反差，使参观者身心得到彻底的放松。

穿过迎宾门，展现在眼前的是视野开阔的洽谈大厅。布局合理，摆放整齐的洽谈桌显得整洁，气派，旁边还精心准备了自助餐，人性化在此时此刻得到完美的诠释，让人感到十分亲切！

参观过达意隆展馆的观众相信都会被展馆的恢弘气势、鲜明色彩所折服，现场效果无比震撼！

纵观整个展馆，从达意隆身上，我们可以强烈感受到中国的企业正在逐步摆脱初级卖产品的束缚，向着做品牌的层面发展。达意隆的展位布局不仅展示了强烈的品牌意识，同时更是展示达意隆的企业文化内涵的一扇窗口。

参加了很多展会，也见过多种多样宣传形式，但是，达意隆这次的精彩演示给我留下了难以磨灭的印象：人性化，用心去交流，润物细无声！期待着两年后的啤酒饮料会，达意隆再给我们一个惊喜。

祝达意隆品牌誉满全球！

*As a domestically well-known brand exhibition, Beer & Beverage exhibition is highly valued by personnel inside the industry; to display their images, the exhibitors devote lots of labor, material and energy. Over the years, the Beer & Beverage exhibition has always been the biggest exhibition among the professional food exhibitions. During this exhibition, slightly more than ten exhibitors have*

*already occupied one quarter of the entire exhibition area, making visitors feel as if entering into a manufacturing shop, and letting them have a fresh memory until now. As the leading enterprise in China liquid product packaging equipment enterprise, Tech-Long has cast it every appearance into the highlight of the vision of entire enterprise. Its performance in the No. 5 exhibition hall is especially remarkable.*

*Once you step into the No. 5 exhibition hall where Tech-Long is located, the impression you'd have is that it's original, amiable, and shocking!*

*Firstly, it's original. The exhibition hall is like a celebration assembly room, and visitors stepping into it feel as if being invited as celebration guests, all of which has formed a sharp contrast with the boisterous exhibition hall, having all the visitors relaxed body and soul.*

*Across the Yingbin Door, it is the negotiation hall which can provide you a broader vision. The properly-structured and well-organized negotiation tables are neat and magnificent, beside which buffet is carefully prepared; humanization has been interpreted to a perfect extent, making people feel quite at ease!*

*It's strongly believed that those having attended the exhibition would undoubtedly be impressed by the exhibition's grand momentum and glowing colors. The spot effect is incomparably shocking!*

*viewing the entire Tech-Long, we can strongly feel on Tech-Long that Chinese enterprises are gradually shaking off the shackles of primary selling products and steadily developing for the brand level. The exhibition layout of the Tech-Long not only displays its strong brand consciousness but more importantly provides an access to exhibiting the enterprise cultures of Tech-Long.*

*Having attended lots of exhibitions and been familiar with various forms of publicity, yet I am only left with lasting impression by the excellent presentations of Tech-Long: humanization, communication by hearts, and the imperceptible influence! We are expecting Tech-Long to give us another surprise in the Beer & Beverage conference two years later.*

*Wish Tech-Long brand could enjoy worldwide prestige!*

《食品工业科技》杂志社 总编辑：张铁鹰  
Science and Technology of Food Industry, editor in chief: Zhang Tieying



## 达意隆整体亮相CBB，为业界留下了出众的印象

## The overall appearance of Tech-Long in CBB has left the industry with remarkable impression

作为国内领先的啤酒、饮料装备生产企业，达意隆突出、集中地展示了其迎合全球发展趋势的创新技术及先进的解决方案。今年，达意隆公司创新推出了震撼业界的9.8克轻量瓶，引领了啤酒、饮料行业低碳发展的潮流。可以看出，在今年的CBB2010展会中，有关低碳、环保的清洁生产、包装技术的新理念，已经成为了达意隆公司亮相的重点主题。在全球业界倡导清洁生产、低碳包装等一系列与环境友好相关的行业趋势的当前，达意隆公司此次的高调亮相是中国本土企业先进的技术研发实力以及强劲的潮流引领实力的切实证明。现场，达意隆公司展位观展人群络绎不绝，充分证明了这一国内业界翘楚企业在行业中的领导地位。

值得注意的是，此次达意隆公司分多个区域、多个角度、全方位地展示了公司完善的产品线，以及在不同领域中的最新技术发展动态，这更加方便观展人群迅速地了解达意隆公司的领先技术和独特的企业文化。

同时，我们希望达意隆公司能在今后的参展过程中，能够更优化展会区域的划分，充分展示不同展区的功能。假如达意隆公司能以主题展示的方式，分块展示公司先进、丰富的技术和概念，那将会是一道靓丽的风景线。

最后我们真诚地希望，作为国内领先企业达意隆公司，能够在今后的发展过程中，不断引领行业的发展趋势，推广新技术，并将这些先进的概念、技术，以与众不同的手段，展现于行业的各大盛会中。

*As a leading domestic beer and beverage equipment manufacturing enterprise, Tech-Long gives prominence to its development of innovative technologies and advanced solutions in line with the global development trend. This year, Tech-Long Corporation innovatively launched the 98 gram light weight Container which shocks the industry sphere, riding the tide of low-carbon development fashion in beer and beverage industries. Obviously, during*

*the CBB 2010 exhibition, new concepts of low-carbon, environment-friendly cleaner production and packaging techniques have become the highlighted key themes of Tech-Long Corporation. Under the situation that industries around the world are advocating a series of environment-friendly enterprises trends, such as cleaner production and low-carbon package, etc., the high-key appearance of Tech-Long Corporation is a tangible proof of the advanced technology research & development ability and the strong tide-leading strength of China's domestic enterprises. Crowds of people visited the exhibition area of Tech-Long Corporation, fully demonstrating the leading role this distinguished enterprise has played in domestic industry.*

*It worth noting that this time, Tech-Long Corporation has displayed its perfect product line respectively by way of multi-regions, multi-angles and multi-positions, as well as the latest technological developments in different regions, making visitors more conveniently and quickly informed of the advanced technologies and unique enterprise cultures of Tech-Long Corporation.*

*Simultaneously, we hope that in future exhibition Tech-Long Corporation could perfect its categorization of the exhibition area, thus fully demonstrating the functions of different exhibition sections. It would be an idyllic scene if Tech-Long Corporation exhibits its products in units of themes and displays the Corporation's advanced and rich technologies and concepts in different arranged areas.*

*Finally, we sincerely hope that, as a leading domestic corporation, Tech-Long Corporation could constantly lead the development trend in its industry, promote new technologies, and present these advanced concepts and technologies to various grand ceremonies in distinctive ways in its future development.*

《现代包装》杂志社 主编：任勇  
Modern Package, editor in chief: Ren Yong

## CBB 2010达意隆表现卓越

## During CBB 2010, Tech-Long has remarkable performance

2010（第九届）中国国际啤酒饮料、制造技术及设备展览会期间，达意隆公司在整个5号展馆展示了大模腔旋转式吹瓶机、探针式灌装机、吹灌旋一体机、纸包机和贴标机等各种大型先进设备，众多专业观众在5号馆驻足参观、了解和询问。

开幕式当天下午，众多媒体和专业观众在达意隆展台见证了达意隆与越南THP集团签约售出5条饮料热灌装整线的历史时刻。

CBB 2010期间，达意隆公司醒目的展台设计、最新产品的演示和企业文化的展现不仅向业内人士展示了中国企业的良好形象和快速发展的实力，同时也显示了中国企业赶超世界先进水平的决心和能力。

*During the 2010 (the Ninth) China Brew & China Beverage (CBB 2010), Tech-Long Corporation has exhibited in the entire No. 5 exhibition hall various large-scale advanced equipment, such as big-cavity rotary bottle blowing machine, probe-type filling machine, blower-filler-capper monoblock, case-wrapping machine and labeling machine. Numerous professional audiences have stopped about to visit the No. 5 hall for understanding and inquiry.*

*In the afternoon of the opening ceremony, numerous media and professional audience have witnessed the historical event of Vietnam THP Group to sign a contract for 5 hot-filling production lines with Tech-Long Corporation.*

*During the CBB 2010, Tech-Long Corporation's striking booth design, its demonstration of latest products as well as the revelation of enterprise cultures not only display the good image and rapid development strength of Chinese enterprises, but also reveal the determination and ability of Chinese enterprises to catch up with and surpass advanced world level.*

《酒、饮料技术装备》杂志社 记者：丁广业  
Wine and Beverage Technology Equipment, reporter:  
Ding Guangye



# 产品介绍 Product Introduction



CHINA BREW & BEVERAGE 2010展落下帷幕。达意隆以庞大参展阵容参与了此次展会，参展展品几乎覆盖液态产品包装全系列设备，吹瓶、灌装、吹灌旋一体机、包装及贴标五大系列产品最新技术成果得到全方位呈现。

CHINA BREW & BEVERAGE 2010 had been over successfully. In the exhibition, Tech-long demonstrated all series products covering all products for liquid product factory including blowing, filling, blowing-filling-capping, packaging, labelling machines.



## DCGS14-24000吹灌旋一体机 DCGS14-24000Blow-Fill-Cap Monobloc

产品介绍 / Introduction:

DCGS14-24000吹灌旋一体机主要由二步法吹瓶机、瓶输送星轮、灌装机和封盖机四部分组成，中间免去了风道、冲瓶等多个环节，真正实现了吹灌旋的一体化，从而降低了启动能耗、减少了占地面积，节约了设备成本，并且使产品免受中间环节的污染，是一种从瓶胚直接到瓶装饮料的创新吹灌旋一体设备。

DCGS14-24000 blow-fill-cap monobloc is mainly composed of two-step blow molding machine, bottle transfer starwheel, filling machine and capping machine; it eliminated air conveyor, rinser as well as other several links and really realized integration of blowing, filling and capping, thus reduced startup energy consumption and floor space, saved cost, and prevented product contamination in intermediate links. It is an innovative blow-fill-cap monobloc directly from preform to bottled drinks.

## DRDS20探针式灌装机 DRDS20 Probe-Type Filling Machine

产品介绍 / Introduction:

设备采用了电子探针液面感应控制技术和重力微负压灌装技术，利用液位探针精确感应灌装液位，安装速度控制阀控制物料灌装速度，在保证液位的精确性的同时实现了高速化热灌装，其灌装速度可达36000瓶/小时，液位精确度控制在 $\pm 2\text{mm}$ 范围内。设备可适用于茶、果汁、牛奶、运动饮料和含纤维状果肉饮料等产品的热灌装。

Electron probe liquid-level induction and control technology as well as gravity micro-negative pressure filling technology are adopted for this equipment; liquid-level probe is used to accurately induce filling liquid level and speed control valve is fixed to control filling speed of materials, which not only ensures accuracy of liquid level but realizes high speed hot filling; its filling speed can reach 36000 BPH, and accuracy of liquid level is controlled to  $\pm 2\text{mm}$ . This equipment applies to hot filling of tea, fruit juice, milk, sports drinks, fibrous pulp drinks as well as other products.





## CPXD6吹瓶机

### CPXD6 Blow Molding Machine

#### 产品介绍 / Introduction:

CPXD6是我司自主研发的CPXD大模腔旋转式吹瓶机系列产品之一,采用了目前国际最先进的制瓶技术。该设备自动化、智能化程度高,性能稳定,生产效率高,相同产能体积小,成本低,产能可达6000瓶/时。特别适合产能大的大瓶形的吹制,能在保证产能的基础上最大的为客户节约了成本。

The most advanced bottle making technology in the world is adopted for CPXD6, one of CPXD large-cavity rotary blow molding series products independently developed by Tech-Long. This machine has high degree of automation and intelligence, stable and reliable performance, high production efficiency, the same capacity but smaller volume and lower cost, with capacity of 6000 BPH. It specially applies to blowing and making of large bottle with high capacity, and saves cost for customers to the large extent based on capacity assurance



## ZB60纸包机

### ZB60 Wrap Around Packer

#### 产品说明 / Description:

ZB60作为新一代纸包设备,在各项技术环节上有了全新的突破—先进的贝加莱控制系统使运行更加稳定;独立的伺服驱动使设备更加智能化;多纸、缺纸检测装置实现了自动化补给;多级密码控制更有利于维护人员的操作和管理。

As a new generation of cardboard wrapping equipment, ZB60 achieved new breakthroughs in various technology links —advanced B&R control system made running more stable; independent servo drive made equipment more intelligent; cardboard overload & missing detection devices realized automatic supply; multi-level password control is more helpful for operation and management of maintenance personnel

Text by : Tech-long Zhou Hua



2010年9月7日,在北京举行的中国国际啤酒、饮料制造技术及设备展览会(CBB 2010)上,达意隆与越南最大的啤酒、饮料生产企业之一THP集团举行了盛大的5条热灌装整线的现场签约仪式,再次引起了行业的轰动。

At the China Brew and Beverage 2010 (CBB 2010), 2010, a grand site signing ceremony launched on September 7 ,2010 for purchasing 5 hot filling lines was held by Tech-Long and THP Group(one of the largest brew and beverage manufacturers in Vietnam), which amazed the whole industry.

## 北京展会现场签约

### 越南市场再创辉煌

Contract Signing in Beijing Exhibition,  
Remarkable Record in Vietnamese Market

达意隆再次与THP集团签订了5条28000BPH整线  
signed the contract again with THP Group for 5 28000BPH product lines



达意隆于09年与THP集团签订了3条28000BPH热灌装整线，至今已经顺利完成安装调试并已正式投产。设备的顺利高速运行以及现场工程人员敬业的服务态度，得到了客户的高度肯定与赞赏。

2010年，这注定又是一个再创辉煌的一年。为了将来自身更好更快地发展，THP集团新购了一块面积达130公顷的土地，将建造一个全新的、现代化的饮料企业。随着THP集团近几年的快速发展，集团旗下饮料在越南市场所占份额越来越高，为满足市场的需求，THP集团决定今年再次新购5条热灌装整线。

诸多同行得到消息后纷纷争相与THP联系、报价，其中不乏想以低价取得订单的厂商。最终，达意隆公司以其优质的机器、优秀的服务以及多年双方良好的合作关系，成功拿下了这5条热灌装整线！

9月7日下午3点，在北京举行的中国国际啤酒饮料制造

技术及设备展览会（CHINA BREW & BEVERAGE 2010）上，达意隆与THP集团在5号展馆现场举行了盛大的5条热灌装整线的签约仪式，再次引起了行业的轰动！至今，达意隆与THP集团合作的整线已经多达15条！

达意隆与THP集团从04年便开始合作，至今已有6年。这么多年来，在源泉博公司总经理李成联先生的大力支持下，达意隆与THP集团相互发展，相互学习。08年达意隆已经成功上市，至今在中国市场的饮料行业中一直处于领先地位，而THP集团已经成为越南最大的饮料生产企业，这些都离不开双方的理解与合作。

今后THP集团必定会继续高速发展，在越南市场占有率越来越多的份额，成为越南饮料市场崛起的巨人！达意隆也必将继续与THP集团合作，相互支持，相互发展，共创辉煌！



In 2009, Tech-Long has signed a contract with THP Group for purchasing 3 28000BPH hot filling lines which have been successfully installed, tested and formally put into production, with the equipment stability and engineering staff's dedication highly praised by the clients.

It's destined that the year 2010 is again an year full of great achievements. For further development, THP Group has newly procured a land with 130-hectare for the foundation of a brand-new and modern beverage enterprise. The recent years witnessed the rapid development of THP Group with its beverage brands grabbing more and more market shares in Vietnamese market. Therefore, to further meet the needs of the market, THP Group decided to purchase 5 hot filling lines this year.

Hereafter, many peer discussions concerning the product quotation of THP emerged, among which are some manufacturers intending to secure the order with an relatively low price. Eventually, Tech-Long was succeeded in purchasing the expected 5 hot filling lines due to its high-quality machines, quality services and its multi-year good partnership with THP.

At 3 pm, September 7, the CHINA BREW & BEVERAGE2010 held in Beijing saw the grand signing ceremony for purchasing 5 hot filling lines, hosting

by Tech-Long and THP Group in the No.5 exhibition hall, having amazed the whole industry. Until now, the cooperative product lines of Tech-Long and THP Group already total about as many as 15.

Starting to cooperate with each other from the year 2004, now, Tech-Long and THP Group have maintained the close relationship for almost 6 years during which mutual development and interactions were achieved under the great support from Mr. Li Chenglian, the general manager of Top-Well Company. Later, the year 2008 showed us the successful listing of Tech-Long in the market, which paved the way for its leading role in China's beverage market today. Meanwhile, THP Group has already become one of the largest brew and beverage manufacturers in Vietnam. It is not difficult to imagine that without the understanding between the two sides, nothing above would be possible.

Undoubtedly, THP Group will have its further rapid development, grabbing more market shares in the Vietnam market and becoming the emerging giant in the Vietnam beverage market. Moreover, with mutual support and development, Tech-Long will continue to cooperate with THP Group, together striving for the brilliant future.

Text by : Tech-long Oscar.Feng

