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2012年下半年达意隆展会安排

EXHIBITION ARRANGEMENT OF TECH-LONG IN THE SECOND HALF OF 2012

展会名称 Exhibition Description	城市. 国别 City Country	参展日期 Exhibition Date	展位号 Booth No.
2012国际食品和饮料加工包装展览会 FISPAL 2012	圣保罗 (巴西) St. Paul (Brazil)	6月12-15日 June 12 to 15	K023
2012泰国包装展 PROPACK ASIA 2012	曼谷 (泰国) Bangkok (Thailand)	6月13-16日 June 13 to 16	D11
2012年墨西哥国际包装展览会 EXPO PACK MÉXICO 2012	墨西哥城 (墨西哥) Mexico City (Mexico)	6月26-29日 June 26 to 29	2740
2012尼日利亚包装印刷展 PROPAK WEST AFRICA 2012	拉各斯 (尼日利亚) Lagos (Nigeria)	9月4-6日 September 4 to 6	35b
第十届中国国际啤酒、饮料制造技术及设备展览会 CHINA BREW AND BEVERAGE 2012	北京 (中国) Beijing (China)	9月19-22日 September 19-22	2B201
第18届伊斯坦布尔国际包装展 18TH INTERNATIONAL ISTANBUL PACKAGING INDUSTRY FAIR	伊斯坦布尔 (土耳其) Istanbul (Turkey)	9月20-23日 September 20-23	待定 TBC
2012印尼包装展 PROPAK INDONESIA 2012	雅加达 (印尼) Jakarta (Indonesia)	10月10-13日 October 10-13	8317
第112届中国进出口商品交易会 THE 112TH SESSION OF CHINA IMPORT AND EXPORT FAIR	广州 (中国) Guangzhou (China)	10月15-19日 October 15-19	待定 TBC
2012美国国际包装展览会 PACK EXPRO 2012	芝加哥 (美国) Chicago (USA)	10月28-31日 October 28-31	7839
中国 (国际) 调味品及食品配料博览会 CFE 2012	广州 (中国) Guangzhou (China)	10月31日-11月2日 October 31- November 2	A264-A269.A295-A300
2012印度国际饮料及液体食品技术博览会 DINKTEC INIA 2012	孟买 (印度) Bombay (India)	11月6-8日 November 6-8	E38
2012第四十届法国国际包装展 EMBALLAGE 2012	巴黎 (法国) Paris (France)	11月22-25日 November 22-25	待定 TBC

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用眼光丈量全球

Tech-Long: Put the globe into your sight!



2012年年初，机械制造行业传来一个振奋人心的新闻，全球最大的混凝土机械制造商，三一重工在总部长沙举行发布会，宣布以26.54亿人民币收购行业内品牌知名度第一的开山鼻祖德国大象公司90%股权，上演了一场“吞象”行动。三一重工在国际化进程中高奏凯歌在某种程度上对中国企业具有重要的借鉴和激励作用。

ICD研究机构日前发布的一份《2011—2012全球包装工业展望：行业动态、市场趋势和机遇、买家开支和采购战略》的调查显示，北美、欧洲以及亚太地区跃升成为了包装行业中增长最快的地区。扩大现有市场、提高经营效率以及推出新产品、新服务成为包装企业未来发展的重中之重。受国际不确定因素影响，企业间的合并、收购将进一步加速，同时由于饱受原材料价格高涨的困扰，企业寻求创新的解决方案迫在眉睫。

In the beginning of 2012, there was good news of machinery industry that the biggest concreting machinery manufacturer Sany Heavy Industry held a news conference and announced the acquisition of 90% stock equity of Putzmeister, the famous German company with RMB 2.654 billion. The successful acquisition of Sany Heavy Industry offers the example for Chinese companies to some extent.

ICD research institute released 2011-2012 Global Packaging Industry Outlook: Industry News, Marketing Trend and Opportunity, Buyer's Expenditure and Procurement Strategy recently showing that the most quickly growing packaging industry is in North America, Europe and Asia-pacific regions. The key points of packaging company development in the future are to extend current market, improve operating efficiency and introduce new product and service. Due to international uncertainty, the merge and acquisition of different companies will accelerate. It is urgent for companies to look for innovative solution to meet the difficulty of heavily increasing raw material price.

聚焦全球市场，强化核心竞争力

Focus on global market, reinforce core competitiveness

达意隆的核心竞争优势在于技术创新。公司拥有国际领先的液态产品包装设备单机及整线实力，并参与行业标准的制定，实现了从“中国制造”走向“中国创造”的转变。得益于液态产品包装市场的自然增长、业务模式的创新及强劲的市场覆盖能力，近几年，达意隆业绩突飞猛进，特别是下游饮料、日化行业的迅速扩张给公司带来了长足的发展空间。全球营销服务网络布局稳步推进，海外市场拓展将在达意隆未来业绩增长中扮演着不可或缺的作用。

The core competitiveness of Tech-Long is technology innovation. The company possesses world-leading liquid product packaging single machines and lines and takes part in industry standard drafting and achieves the transformation from “Made in China” to “Created in China”. Thanks to gradual growth of liquid product packaging market, innovation of business model and powerful market covering, in recent years, the business volume of Tech-Long grows very fast. The quick expansion of downstream beverage and daily chemistry industry offers considerable development space for the company. The global marketing and service network layout are stably carried forward and the oversea market exploration will play an essential role in Tech-Long’s future business growth.

立足本土，放眼全球 Keep a foothold on mainland and take a broad view to the globe

近年来，公司整体实力提升，产品线丰富，（产品涵盖注塑、前处理、水处理、饮料前处理系统、PET吹瓶系列、灌装系列、贴标系列、二次包装设备系列等液态产品包装整线及单机设备）技术研发能力不断增强。除此之外，针对海外市场的销售网络布局、品牌推广、技术与服务人才储备等方面将为达意隆进军国际市场提供坚实的保障。

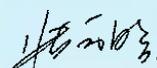
2011年底，达意隆美国分公司的成立对于达意隆而言意义重大，他是达意隆响应市场需求做出的具有探索意义的改变，在华丽转身的背后，我们惊喜地看到“为你而转”在不同民族、各种肤色间的不同解读。在全球经济遭遇寒流的特殊时期，达意隆并没有固步自封，而是放眼全球，展现出中国企业的自信与豪迈。

从公司长期发展的角度来看，达意隆将根据市场变化积极调整企业战略布局，并稳步推进达意隆品牌的国际化、营销服务的本地化，全面采取“来源全球，本土经营”的理念，实现资源、人才、运营、管理、生产的本土化运作，为全球客户提供贴心、及时的服务。全球化、国际化意味着文化的碰撞、交融，沉淀在开放、包容、创新文化基础上的达意隆将在国际化舞台上展示出东方文化的博大精深。

In recent years, the overall strength of the company has been improved, the product line becomes various (including injection modeling, preliminary treatment, water treatment, beverage preliminary treatment system, PET bottle blowing series, filling series, labeling series, secondary packaging equipment series and other liquid product packaging whole line and single machine) and technology R&D capability is enhanced. Moreover, the sales network layout focusing on oversea market, brand promotion, and technology and human resource reservation will provide guarantee for Tech-long entering international market .

In the end of 2011, the establishment of Tech-Long American Subsidiary means a lot to Tech-Long. This event is an explorative change to meet market demand. Behind this change, it is surprised for us to notice different understanding from different nationalities and colors. In the special moment of global economy recession, Tech-Long does not stand still but takes a broad view to the world and shows our confidence.

From the point of company long-term development, Tech-Long will actively adjust strategic layout as per market changing, stably carry forward internationalization of our brand and localization of service and entirely adopt the concept of “Global source, local operation” to achieve local operation of resource, talents, operation, management and production and provide intimate and prompt service for global clients. Internationalization means cultural shock and blending. Based on the company culture of open, toleration and innovation, Tech-Long will reveal the broad and profound east culture.

达意隆董事长: 

Chairman of Tech-Long: Mr. Zhang Songming

大营销时代的新探索

New Exploration in Megamarketing Era

“创新和营销，这是任何企业组织仅有的两个职能”。现代管理学之父彼得·德鲁克曾这样讲过。

达意隆的营销体系在变革中创新，在创新中持续发展，营销内涵也被经营得越来越丰富，我们的营销从Sales变得越来越Marketing，这是理念、观念持续转变的结果，是达意隆在大营销时代不懈探索的结果，也是传统工业产品销售回归营销本质的必然结果。

“Innovation and marketing are the only two functions for any company.” Said by the father of modern management science Peter F.Drucker.

The marketing system of Tech-Long is innovated in transformation and sustainably developed in innovation. The deep understanding of marketing has been expanded. Our sales is changing into marketing, which is the result of transformation of concepts and ideas, the unremitting exploration in megamarketing era and sales of traditional industrial products changing to marketing.

新商业时代下的营销探索

Marketing exploration in new business era

现代营销注重客户体验，并对客户体验实行全方面管理，它不仅包括针对性的销售服务策略、合理的销售网络布局，而且包括全方位整合营销传播策略。众所周知，传统工业产品营销属于组织间营销，涵盖方案、关系、企业高层、样板工程等多种营销方式的特征，所以企业除了突破“传统”的禁锢，还需要对客户的决策链有效把握及整个竞争环境，包括竞争对手的清晰认识与了解。正是基于这种思路，这些年，公司高层不断梳理企业内部价值链和营销管理流程，整合国内外销售网络、市场、工程、服务、配件等一系列资源，实施营销组织变革，建立起以客户需求为导向、企业品牌资产为着眼点的现代营销服务体系，实现了从着眼销售向以客户需求为导向的全营销价值体系转变。

The modern marketing emphasizes customer experience (CE) and the management of CE, which does not only include targeted sales and service strategy and reasonable sales network layout, but also all-around combined marketing and communication strategy. As we all know, traditional industrial products marketing belongs to business-to-business marketing covering the features of plans, relationships, company leadership and sample projects, etc. Therefore, the company should break through the suppress of “traditions” and also effectively grasp decision-making chain of the clients understand clearly the whole competition environment and the competitors. Based on this way of thinking, our company leadership continuously makes inner value chain and marketing procedure clear, integrates a series of resources like sales network home and abroad, market, project, service and accessories, transforms marketing structure, establishes modern marketing system of customer-orientation and brand-objective and achieves the value system transforming from sales-oriented to customer-oriented.

发挥以营销为核心的企业管理联动效应

Develop linking effect of marketing-centered company management

客户需求是企业变革的原动力。营销围着客户转，全员必然围着营销转，这是发展的必然。达意隆经历了持续变革，我们也看到营销职能在企

业内部价值链的龙头牵引地位突出，有力推动企业内部价值链：原料、生产、订单加工、营销、物流、工程、服务等各个环节管理优化与效率提升，例如配件供给与配送响应更快、工程安装效率更高、产品性能与结构优化更贴近市场、生产交货期更及时，以营销为核心的企业管理内涵的牵引与联动效应正在逐步显现，这是现代企业管理良性循环效应的体现。

Customer requirement is the motivation of company transformation. It is inevitable that all the staff take marketing as the center if the marketing staff takes customers as the center. During the continuous transformation of Tech-Long, we find the leading role of marketing function in company inner value chain. Marketing strongly drives optimization and efficiency promotion of the value chain in terms of raw material, production, ordering and processing, marketing, logistics, projects and service. For example, accessory supply and delivery response is getting faster, project installation is more efficient, product performance and optimized structure is closer to the market and production lead time is more prompt. The leading and linking effect of marketing-centered company management is getting more obvious which is the positive cycle for modern companies.

企业营销掌舵者新内涵

The new content of company marketing leader

在经济、信息高速发展的今天，营销发生着翻天覆地的变化。在这场变革中，营销以前所未有的方式给企业带来了巨大的价值。作为企业的重要部门，营销所起到的作用也已经远远超越传统的职能，而在中国传统企业中，首席营销官（CMO）角色的普遍缺失及对营销理解的偏差，某种程度上造成了在战略制定、执行力度层面上出现不同层度的偏差，导致品牌出现有口号、无态度，有传播、无策略无积累的尴尬局面，逐渐影响企业未来的发展轨迹，在这过程中，企业营销掌舵者首席营销官（CMO）——战略制定与实施的灵魂人物，也被赋予新的内涵，

企业高层或董事会在制定企业战略阶段需要听到有关新产品研发与优化、国际化战略、品牌发展战略、现代物流等各方面的声音，需要一个“从消费者中来，到消费者中去”，真正懂消费者，并能高屋建瓴地站在消费者的角度去思考企业未来发展之路的人，首席营销官（CMO）就是这一需求的最好注解。在企业的日常管理中，CMO以管理者的身份与企业董事、总裁进行面对面的对话。CMO除了帮助董事会和CEO及时了解消费者需求、市场信息、竞争对手情报以外，对如何分配资源才能更好满足消费者不同层次上的需求也起到举足轻重的作用。至于在经营策略和营销战略上，由于CMO在品牌管理、传播与沟通、营销情报信息系统建立与管理、产品开发、定价、渠道管

理、制定营销计划和营销执行能力方面占有得天独厚的优势，可以协助各部门共同完成企业的战略目标的制定。

营销无止境，基于营销基础上的生态系统竞争将左右企业未来的发展曲线，致力于打造成为世界级企业的中国制造商只有占领这一战略制高点，才能在激烈的商业环境中掌握主动权，才能屹立于世界民族之林。

With the economy and information developing at high rate, marketing is also experiencing tremendous changing. During the reforming, marketing has brought a big value with unprecedented patterns. As an important department in the company, the role of marketing goes much further beyond other traditional functions. In traditional Chinese companies, the deficiency of Chief Marketing Officer (CMO) and understanding deviation of marketing have caused different levels of bias on strategy making and execution force, which leads the situation of slogan without attitude and communication without strategy, and affects developing path of the company. As the sole role for strategy making and execution, CMO is the leading person of the company and filled with new content.

When making company strategy, the company leadership or board of directors need to know ideas from new product R&D, international strategy, brand development strategy and modern logistics and need a person who is “from the customer and for the customer”, understand the customer and could think about the future development of the company strategically from the customers' point of view. CMO is the best choice for the above requirement. In daily operation, CMO talk to the directors and president as the member of management. Besides finding out customer requirement, market information, competitors' information for the board of directors and CEO, CMO also plays an important role on how to meet requirements of customers at different levels by distributing resource. For business and marketing strategy, CMO has unique advantage in the aspects of brand management, communication, establishment and management of marketing information system, product development, pricing, channel management, marketing plan making and marketing execution, so CMO can assist every department to complete strategy making.

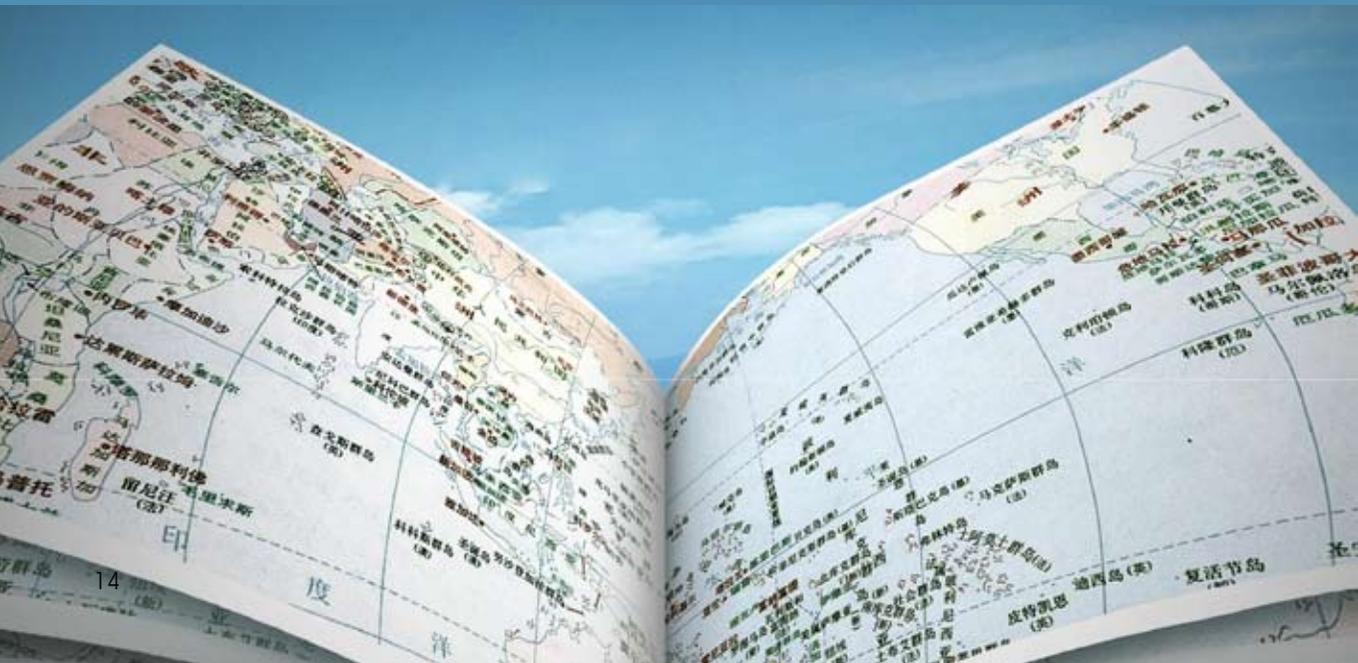
There is no end for marketing. Ecological system competition based on marketing will control the development curves of the company. Only by focusing on the strategic goal of becoming a world-class Chinese manufacturer, can we have the initiative in drastic business environment and stand still in the world.

相互了解，推进合作，共赢未来

Mutual Understanding, Better Cooperation and Win-win Future

——2012年达意隆全球代理大会暨首届国际营销战略论坛胜利召开

2012 General Meeting of Global Agents of Tech-Long and the 1st International Marketing Strategy Forum



6月18至20日，2012年达意隆全球代理大会暨首届国际营销战略论坛在中国·东莞圆满落幕，来自全球各地的近20家代理机构齐聚一堂，在这场主题为“相互了解，推进合作，共赢未来”的会议上，大家畅所欲言，共商合作大计。

国际化是达意隆发展的重要方向，达意隆的国际化征程经历了一个“试水—破解—挺进”的探索过程，从某种程度而言，达意隆的国际化之路是一条伴随着企业综合实力不断增强的发展之路。

June 18th to 20th, 2012 General Meeting of Global Agents of Tech-Long and the 1st International Marketing Strategy Forum was held in Dongguan. Nearly 20 agents from different place of the world got together and shared opinions and made discussion on the topic of “Mutual Understanding, Better Cooperation and Win-win Future”.

Internationalization is the direction for Tech-Long's development. It has experienced the process of “test-break-proceed” during internationalization. To some extent, the way for Tech-Long's internationalization is along with enhancement of company comprehensive strength.



达意隆公司高层与各代理商亲切合影
The leadership of Tech-Long takes photos with the agents

试水国际化试验区 Internationalization Test Site

达意隆成立初期，发展迅猛，业务增长迅速，一方面国内市场取得了前所未有的成功；另一方面，国际市场的开拓处于摸索阶段，虽然公司早就瞄准了国际市场，但鉴于公司自身条件的限制：企业处在成长阶段、销售网络过于单一、品牌知名度不高、服务体系尚未完善、技术水平参差不齐、客户经验欠缺。种种因素导致达意隆的国际化进程并没有想象中平坦，由于过分依赖国内市场，某种程度导致了资源分配不均，特别是在国际市场上的投入不足，出现服务意识薄弱；设备产能不高；区域管理混乱以及客户对公司缺乏了解等问题。对此，公司高层明确了“苦练内功，夯实根基”的发展思路，为国际化进程指明了发展的方向。

Since the establishment, Tech-Long has developed a lot with increasing business volume. On one hand, there has been a big success in domestic market; on the other hand, the exploration of oversea market is still on its way. Although the company paid attention to international market very early, due to the factors like the company is still growing, the over-single sales network, infamous brand, incomplete service system, uneven technical levels and short of customer experience, the internationalization of Tech-Long does not work smoothly. The over-dependent on domestic market has caused problems like uneven distribution of resource, inadequate input to international market, weak awareness of service, low production capacity, regional management disorder and understanding shortage of the customer to the company. Therefore, the company leadership pointed out the development direction with the concept of “practice hardly for internal ability and reinforce the foundation”.

在公司高层的陪同下，代理商们对达意隆进行深入了解
Accompanied by the leadership, the agents take insight to Tech-Long



与会人员合影留念，庆祝活动取得圆满成功
The attendants take photos together to celebrate the success of the event.

破解国际化难题 Work Out International Difficulty

2008年，达意隆的成功上市，成为了公司发展新的分水岭。公司开始就营销方式、组织架构、人才储备等方面进行了变革。在这一策略的指导下，2009年达意隆进行了大刀阔斧的改革、为了配合国际化战略，迅速组建事业部，与此同时，营销总部也做了相应调整，将工程与配件服务部门纳入营销部，实现了对两个部门的一条龙管理模式。随后，东莞达意隆水处理技术有限公司的成立大大增强了公司的整体实力。厂房扩大、产能提升、设备稳定性提高、国家级研发中心的建立以及国内外大客户整线经验的积累，夯实了达意隆国际化的基础。本着“相互了解，推进合作，共赢未来”的发展思路，达意隆开始整合渠道，除了在美国建立分公司外，不断优化代理资源，提升客户响应速度，提高客户满意度。在这过程中，达意隆已获得可口可乐、百事可乐、雀巢、达能、P&G、亨氏、益海嘉里等国际知名企业的一致认可，并成功将品牌触角延伸到水、饮料、日化粮油、医药等领域，不断提升达意隆品牌的国际影响力。今天的达意隆之所以能翘首行业，屹立世界，是因为我们具备精湛的技术、良好的品质、个性化的服务。此外，我们深深知道良好的商誉、有责任、敢担当才能走得更快、更稳、更远。

In 2008, Tech-Long was successfully listed, which marked the watershed of company development. Since then, the company began to make reform on marketing pattern, organization structure and talents reservation. Tech-Long started to make tremendous reform in 2009. In order to fit the internationalization strategy, the company quickly established business unit, adjusted the marketing center, and put project and accessory departments into marketing department to achieve integrated management of the two departments. After that, the establishment of Dongguan Tech-Long Water Treatment Technology Company has strongly strengthened the company. The enlarged workshop, improved production capacity and equipment stability, the establishment of national R&D center and the accumulation of customer experience have strengthened the foundation of Tech-Long. Based on the concept of “Mutual Understanding, Better Cooperation and Win-win Future”, Tech-Long began to integrate the

水饮料 营销管理第一人



导语

在全国知名水饮料企业做到高层的职业经理人不多；
 以上人群中连续专注于水饮料行业16年的更不多；
 以上人群中既从事过销售管理又从事过市场管理的更更不多；
 以上人群中既从事过桶装水管理又从事过瓶装水管理的更更更不多；
 以上人群中与国际、国内知名营销企业合作过的更更更更不多；
 以上人群中连续多年取得近翻倍业绩的更更更更更不多；

 以上人群中熟悉全国水饮料行业状况并与全国不同城市、不同发展状态水饮料企业合作过的水饮料专家就只有本人一位了。

channels by not only establishing subsidiary in USA but also improving customer satisfaction in the way of agent resource optimization and customer response improvement. Tech-Long has attained approval from world famous companies like Coca-Cola, PepsiCo, Nestle, Danone, P&G, Heinz and Yihai Kerry and expanded business to water, beverage, daily chemistry, grain and oil as well as medicine industry to improve the brand influence. Thanks to our exquisite technology, good quality and individual service, Tech-Long is standing still in the world. Moreover, we know profoundly that reputation and responsibility can make us go faster, further and longer.

挺进国际化市场 Enter International Market

历经多年的积累和沉淀，为了更好抢占国际市场，达意隆吹响了进军国际市场的号角，并确定了本土化经营战略，不断加大对外国市场的支持与投入。本土化经营包括销售网络、工程服务、配件服务、技术人才、企业文化等各个方面。对此，达意隆将逐步建立起符合当地的营销服务体系，为广大客户提供快捷的服务；帮助客户降低成本；提高信息处理速度，不断完善客户对达意隆品牌的体验。达意隆的今天与明天离不开各级代理商的共同努力，论坛上，营销总监张崇明先生也明确了公司对代理商的态度：如果代理商在当地具有完善的服务体系，达意隆将会提供更多的配合与支持，这种支持形式多样，包括技术援助、售后维护，甚至是资金的注入等。达意隆愿与社会各界人士一起为一个更大、更强的达意隆而不懈努力。

在国际化的道路上，根植于中国土壤上的本土企业——达意隆用睿智与激情实现着“中国制造”向“中国智制”的典范，演绎着中国品牌迈向国际殿堂的华丽篇章。

For years of accumulation and preparation, Tech-Long starts to enter international market to share the market, confirms local business strategy and increases input and support to international market. Local business includes sales network, project service, accessory service, technical talents, company culture and other aspects. To achieve this goal, Tech-Long will gradually set up marketing service system consistent with local conditions to provide more efficient service to the customers, help the customer to cut down cost, speed up information treatment and continuously improve customer experience of Tech-Long. The success and development of Tech-Long cannot be separated from the co-effort of every agent. On the forum, CMO Mr. Zhang Chongming confirmed the attitude of the company to the agents. If the agent has sophisticated service system locally, Tech-Long will offer more support by means of technology back-up, after-sales maintenance and even capital inflow. Tech-Long is willing to create a more powerful and stronger company together with every member of the society.

During internationalization, Tech-Long, the local company rooted in Chinese land, is creating an example of "Created in China" from "Made in China" for the internationalization of Chinese brands.

邓郁

资深水饮料营销管理专家，水饮料行业
著书第一人，著有：

- 《水饮料企业渠道拓展三十六计》
 - 《桶装水水店效益增长三十六计》
 - 《桶装水水店管理手册》
 - 《桶装水售后服务管理手册》
 - 《水饮料企业质量管理手册》
 - 《水饮料企业岗位考核标准手册》
- （以上宝典目录见达意隆公司官方网站）

1996年至今从事水饮料营销管理工作，曾任职于华润集团怡宝公司、云南大山公司等全国知名水饮料企业，并任职中高层，都取得不俗的业绩，既有理论高度又有丰富的实操经验。

指导过全国上百家水饮料企业，为数千家桶装水水店做过培训

《羊城晚报》、《民营经济报》授予著名“品牌经理人”称号

为以下企业提供营销培训、营销顾问或营销项目合作等服务：

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- 广东屈臣氏食品饮料有限公司
- 东莞市大田米业有限公司
- 湖北三江集团三江泉饮料有限公司
- 湖北武汉钢铁公司武钢人饮料有限公司
- 哈尔滨哈特集团名人食品饮料有限公司
- 东莞金富山泉饮料有限公司
- 东莞津的饮品有限公司
- 江西天久矿泉水有限公司
- 广西巴马活泉饮料有限公司
- 深圳吉福食品配送有限公司
- 梅州九龙山矿泉饮料有限公司
- 湖南常德浪力饮料有限公司

培训课程目录		
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2.《桶装水网络拓展》	2.《瓶装水区域营销管理》	2.《水行业营销人员管理架构与职能、薪酬与考核》
3.《桶装水水店开发与运营》	3.《瓶装水渠道拓展策略》	3.《员工心态的培养与管理》
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6.《桶装水价格体系的制定》	6.《怎样进行瓶装水终端促销（路演）》	2.《怎样制定水行业年度营销计划》
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9.《桶装水单位客户开发流程》		5.《水饮料品牌建设与形象管理》
10.《桶装水水店店面形象管理》		6.《水饮料企业市场调查方法》
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12.《桶装水售后服务管理》		8.《水饮料产品形象管理》
		9.《怎样举办产品上市新闻发布会及经销商联谊会》
		10.《中国高端饮用水情况汇总》

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 ★方式三：水饮料营销项目顾问
 ★方式四：培训授课

业务联系：邓郁 13502808648

创新，企业发展的“永动力”

Innovation, the long-lasting motivation of the company

达意隆荣获可口可乐中国公司授予最佳工艺进步奖

Tech-Long receives the Best Technology Improvement Award from Coca-Cola China



2011年11月22至23日，可口可乐可持续发展供应商峰会在上海总部隆重举行，达意隆获得了可口可乐公司颁发的最佳工艺进步奖，同时成为了液态产品包装行业唯一一家获得这一殊荣的企业，从而进一步奠定了达意隆在可口可乐公司未来发展计划中的重要地位。

作为获得可口可乐认证的整线设备供应商，一直以来达意隆都得到了可口可乐公司高度的认可。近年来，达意隆不断将创新提升到新的战略高度，在加大研发投入的同时，先后得到国家相关部门的大力扶持。达意隆每年都会将占销售额3%-5%的资金用于企业技术创新与研发，致力于帮助客户改善工艺，提高生产效益。早在2010年，达意隆成立了液态产品包装行业唯一一家国家级研发中心，科研实力得到前所未有的提升。在这些大背景下，达意隆迅速填补了中国包装机械行业在国际同类市场中的技术空白，同时成功研发了轻量化吹灌旋一体机，并在可口可乐公司旗下品牌“冰露”纯净水上取得成功。

在发展过程中，达意隆秉承“为你而转”的理念，不断思考如何帮助客户改进工艺、提高效率、降低成本、减少能耗。在着眼技术改进的同时达意隆将目光投向了生活方式的关注，“低碳时代，我们前进”这是达意隆作为一家拥有良好社会责任感对社会做出的积极表率，也是达意隆对推进社会企业可持续发展做出的庄重承诺。

From Nov. 22 to 23, 2011, Coca-Cola Supplier Sustainability Summit was held at the headquarters in Shanghai. Tech-Long received the Best Technology Improvement Award and became the only winner of this award in liquid

product packaging industry. This achievement set the important role of Tech-Long in the development plan of Coca-Cola.

As the approved whole line equipment supplier for Coca-Cola, Tech-Long is highly recognized by Coca-Cola. In recent years, Tech-Long puts innovation at strategic level by enlarging input and receiving support from the government. Each year, Tech-Long will input 3%-5% of revenue into technology innovation and R&D to help the customer to improve technology and production effect. As early as 2010, Tech-Long established the only national R&D center of liquid product packaging industry, which makes the company largely improve research capability. In this background, Tech-Long quickly filled up technological blank in China's packaging machinery industry and developed lightweight bottle blowing-filling-capping combi-block. Tech-Long got success on Ice Dew Clearwater, the brand under Coca-Cola.

In the process of development, Tech-Long uphold the concept of "runs for you" and constantly thinks about how to help customers to improve the process, promote efficiency, reduce cost and energy consumption. Focusing on technology improvement, Tech-Long turns to pay attention to the way of life. "Low carbon era, we are forward" is positive model made by Tech-Long as a company with social responsibility and also the promise to promote social sustainable development.

相关链接 Related links:

“积极乐观，美好生活”——可口可乐公司可持续发展理念 “Live Positively”——the concept of sustainable development of Coca-Cola

2010年4月可口可乐公司正式发布将可持续发展理念融入其业务运营的每一个环节，以推动经济、环境的可持续发展的宣言。

In April, 2010, Coca-Cola formally announced it will put the concept of sustainable development into every segment of business to enhance sustainable development of economy and environment.

绿色收益的真实触摸——达意隆重推出环保轻量瓶 The real image of green profit——Tech-Long launches environment-friendly light weight bottle

2010年4月26日，广州达意隆公司与可口可乐中国公司共同创新研发“冰露”纯净水。冰露环保轻量瓶(550ml)瓶身仅重9.8克，通过降低瓶重，可节省同规格塑料35%以上的使用量，大大降低了塑料产品的消耗，减少了环境污染。以每年10亿瓶“冰露”的基础销量计算，可口可乐“冰露”环保轻量瓶的推出将减少6200吨PET塑料，相当于降低了16400吨碳排放，也相当于新增了262平方公里(101平方英里)的森林。

On April 26, 2010, Guangzhou Tech-Long developed Ice Dew Clearwater together with Coca-Cola. Ice Dew light weight bottle (550ml) only weighs 9.8g. The decreased bottle weight can save 35% usage of plastic with the same specification which largely reduces consumption of plastic products and protects the environment. Take annual sales volume of 1 billion bottles of Ice Dew for example, the introduction of Coca-Cola Ice Dew bottle can decrease 6200 tons of PET which is equal to carbon emission reduction of 16400 tons or 262 square kilometers (101 square miles) forest increasing.



China Supplier Sustainability Summit 2011 2011 可口可乐可持续发展供应商峰会



Shanghai, China
November 22nd, 2011



把握时代脉搏， 构建稳定渠道

Grasp the pulse of the times
and establish stable channel

——达意隆美国子公司正式成立
Tech-Long American Subsidiary is founded

转型背后更多的是睿智与胆识

Intelligence and courage behind the transformation

改革开放三十多年来，经济飞速发展，各行各业方兴未艾，面对错综复杂的态势以及种种不可预知性，达意隆用勇气与坚毅撑起了中国液态包装行业第一品牌的美誉，每次转身的背后达意隆都展现出东方企业的睿智与胆识。在计划经济向市场经济转型时期，以产品为核心，初出茅庐的达意隆用速度实现了第一次转身；随着改革日渐纵深，达意隆适时而变，不断加强技术研发实力，迅速在行业站稳脚跟，并形成规模化生产；21世纪以来，面对市场竞争白热化，达意隆敏锐意识到客户需求的变化，迅速确立以市场为导向，在“一手捉科研，一手捉市场”思想的指引下，达意隆赢得了业界的认可；近年来，多元化的趋势，个性化的发展不断冲击传统的思维，敢问路在何方？果敢、富于创新的达意隆人用勇气闯出了一条独特的达意隆之路。在营销1.0向2.0，3.0时代跨越，考验更多的是一个企业的营销实力，企业间的竞争归咎于品牌力的竞争，从某种层面上而言，客户满意度直接影响品牌忠诚度与美誉度，客户满意度很大层面由服务的优劣决定，为了确保服务的质量建立稳定的渠道显得至关重要。

In the over 30 years of reform and opening-up, China's economy is developing at high rate and each industry is in ascendant. In the face of complicated conditions and unpredictability, Tech-Long establishes the first brand of China's liquid production packaging industry by courage and determination, and shows oriental enterprises' intelligence and insight during each reform. During transforming from planned economy to market economy, centring on the product, Tech-Long successfully achieved the first reform by speed. With the deepening of reform and opening-up, Tech-Long made changes to strengthen technological R&D and stood still in the industry with large-scale production. Since the 21st century with white-hot competition, Tech-Long has been highly conscious of customer requirement changes and established market-orientation. Tech-Long has got recognition in the industry with the guidance of "one hand for scientific research and the other hand for market". In recent years, diversity and individuality continuously impact traditional way of thinking, where is our way out? People of Tech-Long open up a unique way by courage and innovation. To astride from Marketing 1.0 to 2.0 and 3.0, the marketing strength of the company is very important. Competition among companies attributes to the competition of brands. To some extent, customer satisfaction, determined by service quality, directly impacts brand loyalty. It is essential to establish stable channels for ensuring service quality.

构建稳定渠道下的新契机

New opportunity in stable channels establishment

在参与国际化竞争过程中，多年的爬摸滚打，达意隆似乎对渠道建设有了自己更多的见解，稳定的渠道才是竞争制胜的法宝。2011年年底，达意隆再次做出探索，在美国成立全资子公司——达意隆北美有限公司，英文为TECHLONG INC。经营液态产品包装整线、单机设备以及零备件的销售及售后服务。近年，达意隆将海外市场提升到新的高度，不断完善营销网络，加大海外市场的开拓力度。美国分公司的设立有利于开发当地市场，提升达意隆品牌的国际影响力。这是达意隆有序推行“中国制造”向“中国创造”战略转型的体现。

终端渠道下沉，一方面，有利于服务的本土化，提高公司的响应速度，提升客户满意度；另一方面可以使渠道管理朝着规范化、科学化发展。从长远的角度，美国子公司的设立，对达意隆品牌资产起到增强作用，这不仅是企业实力的显示，更是一种信用的体现，在增强客户忠诚度的同时对品牌也起到良好的传播作用。

With years of experience in international competition, Tech-Long has its own understanding of channel establishment. Stable channel is the key for competition victory. In the end of 2011, Tech-Long tried again and established a wholly-owned subsidiary named TECHLONG INC in USA. This company sells liquid product packaging whole lines, stand-alone machine and accessory as well as provides related services. In recent years, Tech-Long highly focuses on oversea market, constantly improves marketing network and intensifies the effort for oversea market exploration. The establishment of US subsidiary will benefit local marketing and international image of Tech-Long. This reflects the strategy reform from “Made in China” to “Created in China” of Tech-Long.

Sinking of terminal channel, on the one hand, is helpful for the localization of the service, improvement the response speed of the company and enhancement of customer satisfaction, on the other hand, can make the channel management toward standardized and scientific development. From a long-term perspective, the establishment of the US subsidiary enhances brand assets of Tech-Long. This is not only the strength of enterprises, but also the reflection of credit. It enhances customer loyalty and also helps with brand communication.

欧美市场分析：

Analysis of EU and US market:

美国，作为全球最大的饮料市场。90年代中期开始逐渐将制造业向外转移，包装机械行业的中心也从美国转移到了欧洲。目前，欧美国家笼罩在主权债务危机的氛围中，随着经济全球化的加剧和高昂的社会成本，美国在传统制造业上的竞争优势进一步丧失。为了确保合理的利润空间，客户开始将更多的目光投向技术和质量迅猛发展的中国供应商。

抓住欧美制造业战略转型这个良好契机，在产品品质、研发能力、价格上占据优势的达意隆开始介入欧美市场，并迅速扩大品牌知名度。公司与宝洁，可口可乐，百事可乐等美国大公司的长久合作经验，为达意隆进军国际市场奠定了良好的基础。

美国子公司的成立有效地解决达意隆服务本土化问题，利用美国在欧美国家中的“明星效应”，扩大达意隆品牌在欧美国家的影响力，实现品牌升级。与此同时，占据美国这一战略制高点，打通南北美市场的通道，辐射欧洲市场，对高端客户起到一定的市场培育作用。

As the largest beverage market of the world, US gradually transferred manufacturing outside the country from the middle of 1990s, so the center of packaging machinery was shifted from US to EU. At the moment, US and EU are in the condition of sovereign debt crisis. The traditional manufacturing industry of US is losing competitiveness with intensification of economic globalization and expensive social costs. To ensure reasonable profit, the US clients get more focused on Chinese suppliers with high quality and outstanding technology. By grasping the sound opportunity of strategical reform of EU and US manufacturing industry, Tech-Long uses its advantage in product quality, R&D capability and price to enter EU and US market and expands brand awareness quickly. The permanent cooperating experience with large US companies like P&G, Coca-Cola and PepsiCo provides a strong foundation for Tech-Long to move into international market.

The establishment of US subsidiary effectively solves the problem of localization for Tech-Long. By using the “Star effect” of US in EU and American countries, Tech-Long expands brand influence and achieves brand upgrade there. Meanwhile, the occupation of US market as a strategic height, getting through North and South American market and radiating EU market have extended the market.



热烈庆祝达意隆第四家子公司 ——新疆宝隆包装技术开发有 限公司正式成立！

Warmly celebrate the establishment
of the forth subsidiary of Tech-Long,
Xinjiang Baolong Packaging Technology
and Development Co., Ltd.



2011年9月2日，广州达意隆包装机械股份有限公司投资的第四家子公司——新疆宝隆包装技术开发有限公司正式成立。

继之前成立几家子公司后，达意隆再次斥资在新疆投资设厂，并引进一条24000BPH碳酸运动饮料生产线，为健力宝生产500ml、560ml、2L瓶装饮料，产品涉及健力宝运动饮料产品及健力宝橙蜜、健力宝柠蜜、香草冰淇淋等风味的瓶装碳酸饮料产品。据悉，厂房于去年10月底正式交付使用，设备的相关安装调试工作也在11月份正式完毕。

2012年2月10日，达意隆前方再次传来喜讯，新疆宝隆试产成功。填补了五家渠市饮料行业的空白，在满足新疆当地对碳酸饮料需求的同时，为当地创造了就业机会，一定程度上解决了劳动力就业问题，有力地促进当地经济发展，同时这也是达意隆响应国家支援大西北建设政策的重要举措。

On September 2, 2011, the forth subsidiary of Tech-Long, Xinjiang Baolong Packaging Technology and Development Co., Ltd. was founded.

After establishing several subsidiaries, Tech-Long invested in Xinjiang again and delivered a production line of 24,000BPH for carbonated sports beverage which produces 500ml, 560ml and 2L bottled beverage for Jianlibao. The products include Jianlibao sports beverage, orange juice, lemon juice, vanilla ice cream and other bottled beverage. It was reported that the workshop was brought into service in October of last year and the installation and commissioning of the devices were finished in November of last year.

On February 10, 2012, there was good news that the trail production of Xinjiang Baolong got success. This has filled the blank in beverage industry of Wujiaqu. It creates employment opportunity for the local society and meets local requirement for carbonated beverage which effectively enhances local economic development. It is also an important measure for Tech-Long to support the development of Northwest China in response of national policy.



Text and Picture by: Fan Rundi



相关链接 Related links :

达意隆第一家子公司【深圳达意隆包装技术有限公司】

The second subsidiary of Tech-Long (Shenzhen Tech-Long Packaging Technologies Co.,Ltd.)

2009年12月12日，深圳达意隆包装技术有限公司在深圳观澜隆重成立，该公司是广州达意隆包装机械股份有限公司与广东太古可口可乐有限公司合作，主要进行可口可乐旗下“冰露”轻量瓶水的生产，年产瓶装饮用水1亿瓶。

On December 12, 2009, Shenzhen Tech-Long Packaging Technologies Co.,Ltd. was founded in Guanlan, Shenzhen. This company is operated in the cooperation of Guangzhou Tech-Long Packing Machinery Co., Ltd. and Guangdong Tai Koo Coca-Cola and produces Ice Dew light weight bottle with annual production of 100 million bottles.

达意隆第二家子公司【东莞达意隆水处理技术有限公司】

The first subsidiary of Tech-Long (Dongguan Tech-Long Water Treatment Technology Co.,Ltd.)

2010年11月，达意隆正式成立全资子公司——东莞达意隆水处理技术有限公司，进一步提高水处理设备的市场拓展能力和生产能力，增强公司水处理设备的竞争力。

In November, 2010, Tech-Long established the wholly-owned subsidiary, Dongguan Tech-Long Water Treatment Technology Company, which further improved market exploration and production capability of water treatment device and enhanced company's competitiveness.

达意隆第三家子公司【合肥达意隆包装技术有限公司】

The third subsidiary of Tech-Long (Hefei Tech-Long Packaging Technologies Co.,Ltd.)

继深圳达意隆包装技术有限公司后，达意隆与可口可乐再次强强联手，2011年6月2日，达意隆在合肥成立了合肥达意隆包装技术有限公司，厂房建筑面积1897m²。投产后公司主要经营包装技术研发及相关信息咨询；生产销售瓶装纯净水、矿物质水，同时兼销售塑料原料及产品。

After the establishment of Shenzhen Tech-Long, Tech-Long cooperated again with Coca-Cola. On June 2, 2011, Tech-Long founded Hefei Tech-Long Packaging Technologies Co.,Ltd. with the workshop of 1897m². After operation, the company mainly deals with packaging technology R&D and information consultancy, produces and sells bottled cleanwater, mineral water and plastic products and raw materials.



达意隆起草的《塑料瓶冲洗灌装旋盖机通用技术条件》和《装箱机》国家标准发布

The national standards of General Technology Condition for Rinsing, Filling and Capping Machine of Plastic Bottle and Case Packer drafted by Tech-Long are released

2011年9月29日，国家质量监督检验检疫总局、国家标准化管理委员会批准发布了《集装箱吊具》等185项国家标准和98项国家标准样品（中华人民共和国国家标准公告2011年第14号），其中，达意隆主持起草的《塑料瓶冲洗灌装旋盖机通用技术条件》和参与起草的《装箱机》均在本次公告中予以批准发布。

GB/T 26995-2011《塑料瓶冲洗灌装旋盖机通用技术条件》国家标准由全国食品包装机械标准化技术委员会（SAC/TC 494）提出并归口，由广州达意隆包装机械股份有限公司、江苏新美星包装机械有限公司、江苏美星饮料机械有限公司、廊坊百冠包装机械有限公司、合肥中辰轻工机械有限公司、合肥通用机电产品检测院等单位负责参与起草，其中达意隆为主持起草单位，张颂明董事长、程文杰总监、宋俊杰副总监、谢棋柏副总监为达意隆主要起草人。此外，可口可乐（中国）饮料有限公司、厦门泽润食品研究所、广东太古可口可乐公司、华南理工大学、福建达利食品有限公司、农夫山泉股份有限公司、西门子（中国）有限公司、四川蓝剑饮品集团有限公司、上海天喔茶庄饮料有限公司也参与了本次标准的起草工作。

《塑料瓶冲洗灌装旋盖机通用技术条件》规定了塑料瓶冲洗-灌装-旋盖机（以下简称“灌旋机”）的术语和定义、型号、型式、基本参数及工作条件、要求、试验方法、检验规则、标志、包装、运输及贮存等要求。本标准适用于用螺纹密封塑料瓶（以下简称“瓶体”）的液体低温灌装、常温灌装、热灌装的回转式灌旋机。本标准主要适用于饮料、调味品等产品的灌装，不适用于带颗粒液态物料、高粘度液态物料的灌装和液态物料的超洁净灌装、无菌灌装。该标准于2011年9月29日发布，2011年12月1日实施。

GB/T 26959-2011《装箱机》国家标准由全国包装机械标准化技术委员会（SAC/TC436）提出并归口。广州市万世德包装机械有限公司、广州达意隆包装机械股份有限公司、江阴纳尔捷机器人有限公司、杭州永创机械有限公司、合肥通用机电产品检测院、华南理工大学等负责标准起草工作。本标准规定了装箱机的术语和定义、型号、型式与基本参数、要求、试验方法、检验规则及标志、包装、运输和贮存等要求。本标准适用于以抓取、推入、裹包、落入和集合套入的方式将物料装入纸箱或塑箱内的装箱机，应用于食品、饮料、医药、日化、电子、炸药等行业。该标准于2011年9月29日发布，2012年1月1日实施。

两项国家标准的发布及实施对于规范行业秩序意义重大，并将在一定程度上提高行业门槛，规范行业竞争状况。

On September 29, 2011, General Administration of Quality Supervision, Inspection and Quarantine of China and Standardization Administration of China approved to release Container Lifting Appliance and other 185 items of national standards and 98 items of national standardized samples (National Standards Notice of PRC 2011 No.14), among which General Technology Condition for Rinsing, Filling and Capping Machine of Plastic Bottle and Case Packer drafted by Tech-Long were approved for release in the notice.

GB/T 26995-2011 national standard General Technology Condition for Rinsing, Filling and Capping Machine of Plastic Bottle is raised by China Food Packaging Machinery Standardization Technology Committee (SAC/

TC 494) for conclusion and co-drafted by Guangzhou Tech-Long Packaging Machinery, Jiangsu Newamstar Packaging Machinery, Jiangsu Amstar Beverage Machinery, Langfang Baiguan Packaging Machinery, Hefei Zhongchen Light Industrial Machinery and Hefei General Machinery Product Inspection Center. Tech-Long took charge of drafting and President Zhang Songming, Director Cheng Wenjie, Deputy Director Song Junjie and Deputy Director Xie Qibo were the major drafters. Moreover, Coca-Cola China, Xiamen Runze Food Research Institute, Guangdong Tai Coca-Cola, South China University of Technology, Fujian Dali Food, Nongfu Spring, Siemens China, Sichuan Blue Sword Drink & Food and Shanghai Tenwow Tea Drink also participated in drafting work.

General Technology Condition for Rinsing, Filling and Capping Machine of Plastic Bottle regulates the terminology, definition, specification number, type, basic parameter, working condition, requirements, testing method, inspection rules, sign, packaging, transporting and storage requirements for rinsing, filling and capping machine (hereinafter referred to as filling-capping machine) for plastic bottles. This standard applies to rotary filling machine for bottles with screw closure(hereinafter referred to as bottle body) in low, normal and hot temperature filling. This standard mainly applies to filling of beverage and flavouring but does not apply to filling of liquid material with granule, of high viscosity, or with ultra-clean and aseptic requirements. This standard was released on September 29, 2011 and put into practice on

December 1, 2011.

GB/T 26959-2011 Case Packer is raised by China Food Packaging Machinery Standardization Technology Committee (SAC/TC 436) for conclusion. Guangzhou Vanta Packing Machinery, Guangzhou Tech-Long Packaging Machinery, Jiangyin Naerjie Robot, Hangzhou Youngsun Pack, Hefei General Machinery Product Inspection Center and South China University of Technology take charge of drafting. This standard regulates the terminology, definition, specification number, type, basic parameter, requirements, testing method, inspection rules, sign, packaging, and transporting and storage requirements. This standard applies to Case Packer which picks up, pushes, wraps, drops and inserts materials to cartons or plastic boxes in food, beverage, medicine, daily chemistry, electron and explosive industries. This standard was released on September 29, 2011 and put into practice on December 1, 2011.

The release and practice of the above two standards are significantly important for regulating industrial order and will improve industry threshold and regulate industrial competition to some extent.

Text by: Wang Yannan

知识产权， 市场竞争中的坚盾与利刃

Intellectual property, the
hard shield and sharp
edge in market competition

近期，苹果与HTC间的专利战再次吸引全球的视野，双方鏖战的背后更多的是对市场份额明争暗斗。

在某种程度上，专利对于一些中小企业的影并不大，但相对于国际化企业来说却起到举足轻重的作用。知识产权是企业翘首行业的坚盾，也是挤压同行竞争对手又一利刃。

随着行业升级加速，国际经济形势不明朗，原材料不断攀升，业内竞争激烈，这对上游零部件、生产与制造、物流与服务等整个产业链的竞争能力都提出了更高的要求。液态产品包装行业的竞争也逐渐升级，开始从价格战向技术战、节能战、创新战转变的趋势日渐明显。众所周知，中国虽是机械制造强国，但吹瓶机、灌装机等核心技术的贫乏，无疑制约中国液态产品包装行业未来的发展。在很长时间内，国外企业长期垄断技术，利用知识产权将竞争对手无情的挡在门外。

随着达意隆国际化逐步纵深化，公司意识到知识产权在国际舞台上扮演的重要角色，并不断加大这方面的投入力度。2011年9月14日，达意隆的发明专利“瓶坯加温风流通系统”入选了第十三届中国专利优秀奖。此系统可以有效控制温升速度，保证瓶胚加热的质量。2012年2月21日，达意隆发明的“液体定量灌装装置”荣获广州市专利优秀奖。该发明装置能定量地将液体产品（液体食品、日化产品）自动灌装入非透明罐或瓶等小容器，克服了早期容积式灌装的各种缺点。

近年来，无论是在专利的申请还是商标的注册达意隆都取得新的突破，并逐步建立起技术创新与知识产权战略相融合的有效机制，这将在国际化征程中起到一定的指导意义。

Recently, the patent dispute between Apple and HTC attracts the focus of the world again. The fighting between the two also reflects the infighting for market share.

To some extent, patent does not impact a small or medium sized company a lot, but for international company, patent plays an important role. Intellectual property can ensure its leading role in the industry and make the company win the competition.

Due to accelerated industry upgrade, unclear international economic condition, increasing raw material price and severe competition, the competitiveness of the whole industrial chain for upstream accessory, manufacturing, logistics and service should perform at a higher level. The liquid product packaging industry is also upgrading in terms of transforming from price war to technology, energy saving and innovation war. As everyone knows, China is good at machinery manufacturing but short of core technology of bottle blowing machine and filling machine, which will absolutely restrict the development of China's liquid product packaging industry. For a long time, foreign companies use monopolized technology to leave the competitors far behind.

With internationalization of Tech-Long, the company is aware of the important role of intellectual property and continuously increases investment in IP. On September 14, 2011, the patent of Tech-Long "Bottle preform heating air circulation system" received honorable prize of 13th China Patent Award. This system can effectively control temperature increasing rate and ensure quality of bottle preform heating. On February 21, 2012, "Liquid dosing filling appliance" invented by Tech-Long received honorable prize of Guangzhou Patent Award. This appliance can quantify liquid product (liquid food and daily chemical product) and fill into non-transparent pots or bottles automatically, which overcomes the weak points of volumetric filling.

In recent years, Tech-Long achieves break-through on patent application and brand registration and gradually establishes effective mechanism for technology innovation and intellectual property strategy, which can be the guidance for internationalization.

价值链重构下的微思考

Reflection under value chain reconstruction

达意隆成功开辟“第二战线”，非饮领域业绩不菲

Tech-Long has successfully developed “the second frontline” with outstanding achievements in non-beverage field



2012年2月份以来，达意隆在非饮料领域方面取得不俗的佳绩。分别与益海（周口）粮油工业有限公司签订一台2800瓶/小时称重灌装压盖一体机，接着又与益海（天津）粮油工业有限公司签订一条4000瓶/小时玻璃瓶油灌装整线；随后，迅速与盘中餐粮油签订了一台7000瓶/小时的CPXD6全自动吹瓶机。一组组数据表明达意隆已经成功将产品线延伸到日化粮油方面，新领域的异军突起成为了达意隆业绩新的增长点。

近年来，除了专注于水、饮料领域这一主战线外，达意隆成功开辟了“第二战线”，将业务领域拓展到调味品和日化品行业，不断丰富产品线，降低经营风险。基于在水、饮料行业积累的传统优势，达意隆将中、高速的灌装生产线视为主要的目标市场。在日化领域，鉴于与宝洁等全球知名日化公司进行的长期、稳定的合作，达意隆具备超强的实力与操作平台。至今，宝洁公司每年都会与达意隆就洗发水、洗手液等产品展开合作。日化行业集中了很多的异型瓶、异型盖，以及高粘稠度产品的灌装需求。在满足这些苛刻需求的过程中，达意隆逐步建立起强大的平台，奠定了进军日化用品行业的基础。新兴市场，得益于国家对相关行业的严格监督和支持，以及公司对新兴市场所持有的、敏锐的洞察力。国家相关政策的出台，可以确保市场进入健康发展的轨道、保护包装机械产品的市场价格以及企业的合理利润，避免企业以降低品质为代价而削减成本，维护正常的行业秩序和健康的游戏规则。

作为液态产品行业的领先设备供应商，达意隆为广大客户提供各种设备，从产品层次上讲，吹瓶机、灌装机、包装等设备属于功能性产品，从行业的高度上审视，功能性产品在某种程度上决定价值链的类型，与功能性产品相匹配的效率型价值链能发挥很好的效果，效率型价值链关键在于规模化，规模化在某种程度上加速了产业的集中化，提高行业进入的门槛。因此降低成本，提高生产效率，成为众多企业的关注点。多年的生产经验以及自身具备的研发实力使达意隆在关键零部件生产上掌握主动权，定制化的生产，一方面避免产品库存，另一方面又有助于现金的流通。2012年3月12日，达意隆在广州总部附近取得了18226平方米的土地使用权，主要用于建设新厂房，进一步扩大产能。

随着机械行业进入高速发展阶段，生产制造能力已经逐渐被研发能力、品牌力取代成为企业价值链的关键环节，在价值链解构、流程再造时，摆在企业面前的有两种决然不同的模式，向左转，价值链的重构；向右转，是价值链的整合。价值链解构，企业可以从中选出价值链的关键环节，围绕利润区间，集中资源，聚焦关键点，进一步掌握价值链的话语权，

价值链上的其他节点环节可以采取灵活的外包形式，企业可以利用手头上的资源专心做擅长的事。价值链的整合，将企业内部生产模块化，优化生产环节，提高管理效率。通过并购、自建、合资、兼并等形式控制上下游企业，提高企业整体的协同性。至于选择哪种模式？各个企业应该根据自身的核心竞争力以及外部环境进行综合的衡量。

Since February of 2012, Tech-Long has made achievements in non-beverage fields. Tech-Long signed an integrated machine for weighing filling of 2,800 bottles/hour with Yihai (Zhoukou) Grain and Oil and a whole line for glass bottle oil filling of 4,000 bottles/hour with Yihai (Tianjin) Grain and Oil. After that, Tech-Long signed the CPXD6 automatic blowing machine of 7,000 bottles/hour with Panzhongcan Grain and Oil. A group of data shows that Tech-Long has successfully expanded to daily chemistry and grain oil fields, which has been the new increasing point for Tech-Long's business.

In recent years, Tech-Long not only focus on the main frontline of water and beverage, but also successfully explore "the second frontline" to expand business to condiment and daily chemistry by enriching product line and reducing business risk. Based on the advantage in water and beverage industry, Tech-Long takes medium and high rate filling production line market as the target market. In daily chemistry industry, Tech-Long has super strong ability by cooperating with P&G and other famous companies permanently and stably. Up to now, Tech-Long cooperates with P&G in shampoo and liquid soap every year. The daily chemistry industry needs abnormal shape bottle and closure and filling of high viscosity product. In order to meet the rigor requirements, Tech-Long gradually sets up strong platform to ensure success of entering daily chemistry industry. The emerging market benefits from rigid supervision support from the state and the acute insight of the company. The introduction of related policies ensures the market running in the right track, protects packaging machinery price and reasonable profit of the company, avoids cost reduction for the company by reducing product quality and maintains normal order and rules.

As the leading machinery supplier of liquid products, Tech-Long provides all kinds of machines like bottle blowing machine, filling machine and packaging machine which belong to functional products. From the industrial height, functional products determine value chain type to some extent. The efficient value chain matching functional products has sound effect. The key point for efficient value chain is scale production, which will accelerate centralization of the industry and improve industrial threshold. Therefore, most companies focus on cost reduction and production efficiency improvement. Years of production experience and R&D capability make Tech-Long have the initiative in key accessories production. Customized production can reduce inventory and benefit cash flow. On March 12, 2012, Tech-Long attained 18,226 sqm land-use rights near the headquarters in Guangzhou to construct workshops and expand production capacity.

With the highly developed machinery industry, R&D capability and brand power

have been key links of the company value chain instead of production capability. When restructuring value chain and procedure, there are two different pattern options for each company, one is value chain restructuring and the other is value chain integration. By decomposing the value chain, the company can find out key links in value chain and focus on profit range, resource and key points to attain discourse power. The other links on value chain can be outsourced which will make the company focus on skilled fields. The integration of value chain will modularize production, optimize production links and improve management efficiency. The company can control companies of upstream and downstream by merger, establishment, joint venture and acquisition to improve cooperativity for the whole company. The pattern can be chosen based on individual core competitiveness and outer environment of the company.



达意隆， 让塑料包装提升生活品质

Tech-Long makes the life better by improving plastic packaging

21世纪，包装技术突飞猛进，整个行业发生了翻天覆地的变化。从某种程度而言，达意隆的包装设备可以广泛应用于塑料包装这个特定的产品品类，其中当然有我们熟悉的例如注塑、全自动吹瓶机、灌装、贴标机、膜包机、装箱机等PET瓶单机与整线包装设备。达意隆的设备无论是在设计理念还是生产过程中，始终坚持贯彻产品差异化路线，将高效、自动化、整线解决方案作为区隔竞争对手的利益诉求点，全面提高工厂生产的效率。

In 21st century, packaging technology develops very fast with tremendous changes in the industry. To some extent, Tech-Long packaging machines can be widely used in plastic packing products including the familiar machines like PET bottles single machine and whole line packaging machines of injection molding, automatic bottle blowing machines, filling, labeling machines, wrapping machine and packing machine. The machines of Tech-Long always practice product differentiation in design concept and production process. Tech-Long takes high efficiency, automation and whole line solution as appeal points to differentiate from competitors and improve production efficiency.



WATER-CSD-HOTFILL LINES

追求轻量化和绿色环保

Pursue light weight and environment protection

达意隆的产品设备关注的是塑料包装瓶的轻量化。轻量化作为吹灌旋一体机最大的特点，它的成功研发有力地推动行业朝着环保、低碳、节能方向发展，达意隆也因此成为当时包装领域中唯一一家可提供轻量化瓶型及其整线生产技术的高新企业。

除了塑料包装品的轻量化，达意隆还意识到白色污染严重制约了经济的高速发展，绿色环保已成为各行各业发展的主旋律。从广义上讲，达意隆的“绿色环保”行动包括软、硬环境两方面。

硬件方面，达意隆率先在亚洲推出了550毫升9.8克超轻量瓶，在全球范围刮起了环保低碳风暴。与此同时，达意隆“蜘蛛人”设备动作快捷、准确、速度快，可以大量代替人力、物力。在提高生产效率的同时大大缩减了工厂的生产成本。

软件方面，达意隆提供基于数据全面追踪系统，实现信息沟通的有效性、准确性、畅通性、实时性，帮助企业在日益激烈的市场竞争中建立起自身核心竞争力，不断满足来自生产过程、物流控制、资产管理、讯息追踪和供应链管理 etc 日益增长需求，一方面优化生产管理，提高效率；另一方面避免“信息孤岛”现象，增强信息传播的顺畅度。

Tech-Long highly focuses on light weight plastic bottles. Light weight is the biggest feature of blowing-filling-capping combi-block, the successful invention of which is strongly enhancing the industry toward environment protection, low carbon and energy saving. Tech-Long was the only supplier who can provide light weight bottle and its whole line technology.

In addition to plastic packaging materials of light weight, Tech-Long realizes that the white pollution has restricted the high speed

development of economy and the green environmental protection has become the theme of all walks of life development. From the broad sense, Tech-Long's "green" action includes software and hardware.

For hardware, Tech-Long took the lead in the Asian and launched 550 ml 9.8 g super light weight bottle to make low carbon and environmental protection very popular in the world. At the same time, Tech-Long's "spider-man" equipment is working quickly, accurately and fast which can replace much effort of human and material. The production efficiency is highly improved and production cost is greatly reduced.

For software, Tech-Long provides comprehensive tracking system based on data to realize validity, accuracy, smooth and real-time for information communication, which can help enterprise set up its own core competitive power in the increasingly fierce market competition and constantly meet growing demand in production process, logistics control, asset management, information tracking and supply chain management. On one hand, it can optimize production management and improve efficiency; on the other hand, it can avoid "information island" phenomenon to strengthen information smooth degree.

注重创新 向国际知名企业靠拢

Pay attention to innovation and get close to international famous company

历经多年的发展欧美发达国家在包装行业占据了一定的优势，资金短缺、人才匮乏、技术落后等因素制约着国内设备生产商的发展。近年来，随着市场需求总量不断扩大、科技的日新月异，中国包装行业迅速崛起了类似达意隆这样一些优秀民族企业，他们凭借自身实力逐步实现“代替进口”的夙愿。

达意隆自成立时就非常重视技术创新，每年都会将占企业销售额6%—9%的资金用于进行技术研发和创新。2010年，达意隆更是建立了国家级的研发中心，跻身全国为数不多的800余家国家级研发中心的精英企业之列。国家级研发中心的建立体现了国家对包装机械本土市场及民营高新技术企业的有力支持。研发中心建立之后，达意隆将为业界、客户带来更加丰富的技术创新成果，更好回馈国家和客户，实现国家、企业的双赢局面。

After many years of development, the developed western countries in the packaging industry dominated the certain advantages. The shortage of capital, lack of talent, backward in technology and other factors restricted the development of domestic equipment manufacturers. In recent years, with the total demand market expansion and the rapidly developing science and technology, China packaging industry is rising fast. Excellent national enterprises like Tech-Long gradually realized the long-cherished wish of "take place of importing" with their own strength.

Tech-Long attached great importance to the technical innovation as early as it was established. Each year, the company takes out 6% to 9% sales revenue to technology R&D and innovation. In 2010, Tech-Long established the national R&D center, becoming one of 800 elite enterprises titled with national research centers. The establishment of national R&D center reflected strong support of country for packaging machinery market and local private high-tech enterprise. After the establishment of R&D center, Tech-Long will bring more abundant technical innovation achievements to the industry and customers and better feedback country and customers to realize the win-win situation for the state and enterprises.

不断调整策略 提升品牌竞争力 Constantly adjust strategy to promote the brand competitiveness

塑料包装行业作为一个具有巨大发展潜力的领域，逐渐影响消费者日常生活，其中医药、电子、食品、服装、家电已经成为塑料产品的重要市场，鉴此，达意隆不断调整策略并将品牌触角延伸到包装各个方面，公司旗下设备已经广泛应用于农夫山泉、康师傅、可口可乐、珠江啤酒等国内外知名企业，并获得良好口碑。

经过多年的沉淀，包装行业由成长阶段逐渐向成熟阶段过渡，并开始朝自动化趋势发展。纵观整个产品生产周期，包装系统发挥着不可或缺的作用，一站式全面解决方面将成为未来行业发展的重点，如何有效规划、迅速安装、准确追溯将成为企业发展的重中之重。

As the field with great development potential, Plastic packaging industry gradually impacts consumers' daily life. Pharmaceutical, electronic, food, clothing and household appliances industries have become important markets for plastic products. For this, Tech-Long constantly adjusts strategy and expands brand to different aspects of packaging. Equipments of the company have been used widely for Nongfu spring, Tingyi, Coca-Cola, Pearl River Beer and other famous enterprises home and abroad and got good public praise.

After years of accumulation, packaging industry develops from growing stage to mature stage and now toward automation. Throughout the whole product production cycle, packaging system plays the indispensable role. One-stop comprehensive solution will be the key point in future development of the industry. Effective planning, quick installation and accurate tracing will be the top priorities for the enterprise development.

Reprint from Modern Plastics Industry



WATER TREATMENT SYSTEM



BEVERAGE PROCESSING SYSTEM



INJECTION MOLDING MACHINES



BFC COMBI-BLOCK



BLOW MOLDING MACHINES



FILLING MONOBLOC MACHINES



5 GALLON FILLING MACHINES



LABELLING MACHINES



CONVEYING SYSTEM



PACKAGING MACHINES



HEADQUARTERS (GUANGZHOU)



每一个梦想 都应该飞翔

Let Dreams Fly



达意隆罗定爱心助学之行

Tour of Tech-Long Hot Heart Education Aid



达意隆张崇明先生表示：
慈善事业是一场没有终点的爱心长跑接力，需要持之以恒地传递下去。今后，达意隆将与社会各界企业单位一起，每年以各种形式捐助两所以上山区小学，为更多需要帮助的贫困学校提供帮助。
Mr.Zhang Chongming of Tech-Long indicates that charity is a no-end love relay. It needs our continuous action. Tech-Long will work with social enterprise unit to aid more than two schools every year in the future.

爱心助学——圆孩子们的读书梦

Aid with love---Let children's study dream come true

为深入了解山区学校的办学环境，达意隆张崇明先生亲赴山区小学，现场的环境深深震撼了他：无法想象那破旧的墙壁怎么抵挡四季变换带来的寒热风雨，狭小的房间怎样维持孩子们的学习生活，也许我们只能靠想象，那简陋的厨房是怎么提供孩子们追逐梦想所需的能量，那将近荒废的图书馆怎么承载孩子们对知识的渴望。考察后，在张崇明先生的积极倡导下，一场爱心助学活动在达意隆进行得如火如荼，并先后获得广州隆宝金属制品有限公司、广州市巨航机械设备有限公司、广州一道注塑机械有限公司、东莞市朗信机械有限公司、中东代理Jeni sh以及华运贸易罗国运等合作企业和个人的支持，为了帮助边远山区的孩子们早日实现读书的梦想，大家纷纷伸出援助之手，在此谨表示感谢。

In order to get a deep and comprehensive understand of the remote schools, Mr. Zhang Chongming of Tech-long personally took a tour of observation there. The tough conditions shocked him. He could not imagine how could that klunky wall shelter those kids from heat and cold, wind and rain, how could the narrow room keep so many pupils learning in it. Maybe we can only use our imagination to know how the rough kitchen offer the energy to the dream-chasing kids and how that nearly ruined library carry the children's eager for knowledge. After the tour, an activity of education aid was organized under Mr. Zhang Chongming's active propose. This activity had got great support from those enterprises such as Guangzhou LongBao Metal Products Co.,Ltd.,Guangzhou Juhang Machinery Equipment Co.,Ltd.,UNIQUE Injection

Molding System Co.,Ltd., Dongguang Langxin Machinery Equipment Co.,Ltd., and individuals like Jenish (Middle East agent) , Luo Guoyun (Huizhou Hua Yun Trading Co.,Ltd.) In order to help the children of the remote mountainous areas to achieve the dream of studying at an early date, they all have extended a helping hand. We here acknowledge for their sincere support.

点亮梦想，放飞希望 Light up dreams, set free hopes

当达意隆的爱心使者从车上卸下一箱箱的礼物，孩子们自觉排好队，等待我们派发书包等学习用品和体育用品，当接过我们手上的书包，孩子们露出了灿烂的笑容，几个孩子拿着红领巾跑到我们跟前，认真地帮我们系上了红领巾，一股暖流瞬间涌上心头……

一个孩子还特意跑过来告诉我们，以后再也不用担心上课时雨水飘进来了，也不用担心冬天凉风透过破旧的木门吹进来了，因为前几天有几个叔叔帮他们换上了新的窗户和门，叔叔们的衣服上和我们身上一样，贴着一颗心——孩子指了指我们胸前的“达意隆”心形LOGO说。

随后，在学校老师的带领下我们来到了修葺后厨房，老师们激动不已，一再表示感谢。“以前厨房条件非常差，到处都是黑漆漆的灶灰，连桌椅都没有，现在厨房焕然一新并配备了一整套齐全的厨房设备和餐桌椅，卫生问题也得到明显的改善。”

The children consciously lined up to wait us handing out school suppliers and sports goods, like school bag,etc. when our love angles got off the cars with boxes of gifts. A brilliant smile flashed when they took the gifts and a warm feeling came to our mind when some of them run up to us with red scarf and put on seriously...

A child specially came and told us that they would not worry about the heavy rain and cold wind when having class since some men had replaced the doors and windows. Then he pointed at our prethoracic heart-shape logo of Tech-Long said, "the clothes those repairing person wore were also attached with this heart-shape picture".

Then the teacher showed us the repaired kitchen with excitement and thanks, "The condition of our kitchen was really bad before, there were no table and chair. Everywhere was dark. But now things have changed. We own a new set of kitchen fittings, tables and chairs. The sanitary condition has also been improved."

爱心长跑没有终点 Love Never End

达意隆作为一名良好的企业公民，多年来，在董事长张颂明先生的领导下，秉承着回馈社会的理念，不断践行公益发展理念，这不仅是企业对社会的一份庄严承诺，也是企业本身责任之所在。达意隆将以自身之力，积极推动社会进步。

爱，是一种力量；爱，是一种态度；爱，是一种责任；爱，需要传递。张崇明先生表示“慈善事业是一场没有终点的爱心长跑接力，需要持之以恒地传递下去”。今后，达意隆将与社会各企业单位一起，每年以各种形式捐助两所以上山区小学，为更多需要帮助的贫困学校提供帮助。在此我们向社会发出倡议，并热切期望您的加入，让每一位有公益理想、有爱心的人，都成为推动社会文明和谐发展的贡献者。来吧，伸出您的双手，献出您的爱心，加入到爱心助学的行动中来吧！让我们一起奏响公益事业的最强音，一起播撒爱的种子！

Tech-Long, as a good corporate citizen, always holds the concept of giving back to society and practices the idea of public welfare development under the lead of chairman—Mr. Zhong Songming over the years. This is not only a solemn promise to society but also a responsibility that a company should shoulder. Tech-Long will actively promote social progress by its own force.

Love, is a kind of force; Love, is an attitude; Love, is a responsibility. And Love, needs to be passed on. Mr. Zhang Chongming indicates that charity is a no-end love relay. It needs our continuous action. Tech-Long will work with social enterprise unit to aid more than two schools every year in the future. We hereby sincerely invite more caring enterprises and individuals to participate in this work and to be a contributor for promoting society civilization and harmonious development. Join us! Give us your hands and love! Let us play the strongest melody of programs for public services and spread the seeds of love together!

*Text by: Yi Lixin
Picture by: Lin Rongyan / Rainmy.chan*



捐助前，残破的景象

Before the contributions, we can only see a broken picture

泥泞的校道，斑驳的墙壁，破旧的桌椅，脱落的窗门……

在这简陋、破旧不堪的环境下，

孕育着一个个幼小的梦想，

这群年轻的追梦者

正是罗定市素龙大榄小学及高竹小学的学生们，

他们长大后的梦想是当一名老师，当一位科学家，还有的想成为一名工程师……

Muddy road, crumbling wall, creaking chair and desk, klunky window and door...

Though under the simple and crude environment, the young pupils from Dalan and Gaozhu primary school in Luoding Sulong all have their own beautiful dream, some want to be a teacher, some want to be a scientist, and some of them like to be an engineer...



捐助后，焕然一新

After the donation, a new look shows up

而今，教室明亮了，桌椅变新了，食堂配套升级了，
孩子们的笑声也更加爽朗了……

在这里，我们感受到爱的力量。

在这里，我们看到了希望之光。

伸出你的手，改变就在身边；

伸出你的手，梦想将不再遥不可及；

伸出你的手，用爱照亮前进的方向……

Now, The classroom is bright, Desks and chairs are new, Canteen matching upgrade,

Children's laughter is brighter and clearer...

Here, we feel the power of love.

Here, we see the light of hope.

Give me your hand, change is right here;

Give me your hand, the dream will no longer out of reach;

Give me your hand, to illuminate the way forward with our love ...





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43000不仅是速度，更是起点

——达意隆携手信联智通打造中国最高速饮料生产线

43,000 is not only the speed, but also the start point

Cooperating with SLZT, Tech-Long develops the highest-speed beverage production line in China



“我们卖的不仅是解决方案，更是一种梦想”多年来，达意隆秉承着先进的理念一直兢兢业业，唯实求新，不断满足客户“更快、更安全、更卫生”的需求。每一台机器都是一个梦想，每种梦想都值得我们喝彩。

"We sell not only solution, but also the dream". For many years, Tech-Long upholds the advanced ideas and has been conscientiously and practically to meet customer requirement of "faster, securer, healthier". Each machine is a dream, each dream worths our applause.

信者，联创未来；智者，通成伟业

The honest, creates future; the wise, achieves success

迎着朝阳踏入信联智通新塘厂区，宽敞明亮的车间里一条鲜艳的横幅立刻跃入眼帘“信联——达意隆强强联手，成功打造国内第一条43000 / 小时水线”。设备旁边，日夜奋战在第一线的工程师正忙于设备的安装调试。

这是一个生机勃勃的企业，2011年，信联智通产值超过6亿，为了拓宽网络，扩大生产规模，公司分别在广东的萝岗、黄埔、海珠、新塘、江门，湖南、海南设立生产基地。多年的生产经验以及良好业内口碑使信联智通一举成为华润怡宝的第一供应商，华润怡宝60%以上的瓶以及瓶胚都出自于信联智通的手笔，与此同时信联智通也为海天酱油、屈臣氏、威露士等知名品牌供瓶。

When walking into the Xintang Factory of SLZT with the sunrise, a colorful banner in the capacious and bright workshop immediately jumps out saying "SL and Tech-Long join together to successfully create the first 43,000/hour water line in China". Next to the equipment, the engineers working on the frontline are busy with the installation and commissioning.

This is a vibrant enterprise. In 2011, the output value of SLZT exceeded 600 million. In order to broaden the network and expand the scale of production, the company set up production base in Luogang, Huangpu, Haizhu, Xintang, Jiangmen, Hunan and Hainan respectively. Many years of production experience and good reputation in the industry make SLZT become the top supplier of Huaren C'estbon. Over 60% of C'estbon bottles and bottle preforms are from SLZT. Moreover, SLZT also supplies bottles to famous brands like Haday soy sauce, Watson and Walch.

与客户一起成长

Grow with the customers

作为达意隆的老客户，2011年年底，信联智通经过长时间的考察，并结合自身使用设备的实际情况进行科学的评估，最后决定向达意隆采购2条产量为43000瓶/小时、1条产量为36000瓶/小时的吹灌旋整线水线项目，分别安装在新塘和衡山两个分厂，为国内知名品牌“怡宝”纯净水代工。43000瓶/小时的产量这是至今为止中国生产的产量最大的吹灌旋设备。

项目洽谈期间，由于客户长期使用达意隆的设备，对设备的性能以及技术水平有一定的了解。此外，在整线方面，达意隆在国内占据压倒性优势，除了具备较强的整厂设计规划能力外还具备价格、技术、服务等方面的优势。正是这些方面的优势才换回了达意隆与信联智通的再次牵手。这是双方的第11次握手，每一次握手背后都是默契与信任的结晶。43000瓶/小时的吹灌旋设备是迄今为止国产最高产量的吹灌旋设备，如此高产能的吹灌旋设备的推出，标志着达意隆的技术达到另一个高度，在某种程度上具备撼动国际最高水平设备的能力。43000对达意隆来说不仅是速度，更是一个起点，它是达意隆冲出国门走向世界的新起点。

As an old customer of Tech-Long, at the end of 2011, after a long time of investigation and scientific evaluation of current using equipments combining actual situation, SLZT finally decided to purchase 2 lines of 43,000 bottles/hour and 1 line of 36000 bottles/hours BFC Combi-block whole lines from Tech-Long which are respectively installed in Xintang and Hengshan factories and produce water for the domestic well-known brand C'estbon. Production capacity of 43,000BPH is so far the highest production of BFC Combi-block made in China.

During project negotiations, because of the long-term use of Tech-Long equipments, the customer get to know more about the equipment performance and the technical level. In addition, for the whole line, Tech-Long has overwhelming advantage in the country in terms of strong whole factory design, price, technology and service. It is these aspects of the advantages that brings cooperation again to Tech-Long and SLZT. This is the 11th cooperation for the two sides, it's the result of understanding and trust for each cooperation. The BFC Combi-block in 43,000 bph has the maximum yield production in the country. The introduction of this equipment marks another height for the technology of Tech-Long and has shaken the highest level of the equipment in the world. For Tech-Long, 43,000 is not only speed, but also a starting point that makes Tech-Long face the world.

广州信联智通实业股份有限公司

广州信联智通实业股份有限公司成立于2001年，是广东一家以实业投资为主的民营投资控股公司，专业生产饮料、调味品、化妆品、药品等各种包装容器，并集注塑、吹瓶、制盖、灌装等技术于一身的国家级高新技术企业。经过10多年的发展，公司已发展成为拥有包装、饮料、日化产品等三大事业部、子公司多家的集团化企业，称雄华南包装行业，并与华润怡宝、屈臣氏、蓝月亮、威露士、海天味业、中粮福临门、美晨等知名企业结成长期战略伙伴，成为我国PET包装容器行业中最大的生产企业之一，华南地区瓶坯生产制造龙头企业。

主营产品包括四个系列八十多个品种数百个规格，覆盖日化行业洗涤产品、食品行业水、油、调味品、饮料产品等包装。目前，公司拥有各类先进的生产设备近100台，其中引进国外先进全自动线20条，日产量可达：瓶坯1000万支，瓶盖430万个，PET瓶850万支。

信联智通秉承“专业做包装，诚信通天下”的经营理念，将行业尖端技术融入中国人的生活，成为国内PET包装行业的领军品牌代表。公司始终以市场需求为导向，以低碳环保、美观实用为目标，以提供优质的包装服务为宗旨，成为众多名牌产品背后“隐形冠军”企业。

求新求变 勇于创新

信联智通提倡务实严谨，求新求变，用于创新，追求卓越的企业精神，创造出独有的企业文化。

信联智通各厂设备一览表：	List of equipments in factories of SLZT:
1、新塘厂(怡宝OEM厂)：2011年购买3套一出144腔的Husky注胚机，2套一出96腔的Husky注胚机。2011年从达意隆购买了2条43200瓶/小时吹灌旋水线整线	1. Xintang Factory (OEM factory for C'estbon): In 2011, purchased 3 sets of 144-cavity Husky preform injection machine, 2 sets of 96-cavity Husky injection machine, 2 whole lines of Tech-Long 43,200 bottles/hour BFC Combi-block.
2、衡山厂(怡宝OEM厂)：原有2条其他厂家的36000瓶/小时的水线，2010年购买1台达意隆CPXX20吹瓶机。随后，2011年购买1条达意隆36000瓶/小时吹灌旋水线整线	2. Hengshan Factory (OEM factory for C'estbon): there were 2 lines of 36,000 bottles/hour water line from another supplier. It purchased one set of Tech-Long CPXX20 blowing machine. After that, it purchased one line of Tech-Long 36,000 bottles/hour BFC Combi-block whole water line.
3、黄埔厂(总部)：2003-2007四年间购买达意隆5台RJM10吹瓶机，2011年购买1条2000桶/小时达意隆五加仑整线	3. Huangpu Factory (headquarters): from 2003 to 2007, it purchased 5 sets of Tech-Long RJM10 blowing machine. In 2011, it purchased one line of 2,000 barrels/hour Tech-Long 5 gallon line.
4、江门厂：2006年购买6台达意隆CPXX14吹瓶机、2011年购买2台RJM14吹瓶机	4. Jiangmen Factory: it purchased 6 sets of Tech-Long CPXX14 blowing machine in 2006 and 2 sets of RJM14 blowing machine in 2011.
5、海珠厂(琶洲怡宝连线)：2011年购买达意隆1台RJM20吹瓶机	5. Haizhu Factory (Pazhou C'estbon line): it purchased one set of Tech-Long RJM20 blowing machine in 2011.
6、萝岗厂(屈臣氏连线)：2007年购买达意隆1台RJM14吹瓶机	6. Luogang Factory (Watson line): it purchased one set of Tech-Long RJM14 blowing machine in 2007.

相关链接 Related links:

广州市信联智通实业有限公司（下面简称：信联智通）成立于1995年，位于广州市萝岗区云埔工业区，占地23000平方米，投资2.1亿元，工厂建筑面积达40000平方米，是一家专业生产PET、PE、PP等包装容器的企业。

公司创立十多年，在包装行业现已占有宽广的市场。目前，公司先进的生产设备近150台，其中包括国外先进全自动线18条。产量可达：瓶胚640万支/日，各类瓶盖160万个/日，各种规模瓶940万支/日。现拥有产品：四个系列、八十多个品种、数百个规格的系列产品，覆盖日化行业洗涤产品包装，食品行业水、油、饮料产品包装。

凭借自己雄厚的生产实力和良好的信誉度、美誉度和服务水平，赢得了社会各界的广泛赞誉和认可。现在公司产品畅销全国20多个省市，年销售收入近3亿元，是中国PET包装容器行业中最大的生产企业之一。

Guangzhou SLZT Industry Co.,Ltd. (hereinafter referred to as: SLZT) was established in 1995 and located in Yunpu Industrial Zone of Luogang district in Guangzhou covering an area of 23,000 square meters with investment of 210 million RMB. The building area of the factory is 40,000 square meters. It is a professional company producing containers in different materials like PET, PE and PP etc.

The company has been founded for more than 10 years and has a broad market now. At present, there are nearly 150 sets of advanced production equipment including 18 foreign advanced automatic lines. The production capacity can reach bottles preforms of 6.4 million bottles/day, all kinds of caps of 1.6 million/day and all sizes bottles of 9.4 million bottles/day. The current products includes four series, eighty varieties, hundreds of specification products covering washing product packaging of daily chemical industry and water, oil, beverage product packaging of food industry.

With the strong production capability, good reputation and service level, the company attains social praise and recognition. Now the products are popular in more than 20 provinces and cities with annual sales income of 300 million RMB. The company is one of the biggest production enterprises of PET packing container in China.

Text by: Kuang Minqiang

共饮一江水，同谋发展路

达意隆与珠江啤酒集团成功签订7台码垛机

Drink the water from the same river, pursue development in the same way

Tech-Long signs the contract of 7 sets palletizers with Zhujiang Brewery Group



达意隆项目负责人殷晓聪（左三）与珠江啤酒高层领导亲密留影
Project director Yin Xiacong (the 3rd from the left) took photos with the leadership of Zhujiang Brewery

西进东拓，互利共赢 Explore in west and east China and get win-win result

广西珠江啤酒有限公司位于南宁-东盟经济开发区，占地面积约20万平方米，总体规划为年产啤酒40万吨。在“十二五”规划中，珠江啤酒重点部署了以广西为核心的“西进”战略。一直以来珠江啤酒凭借着优良的品质得到广西人民的喜爱，市场销量不断攀升。新项目的投产，不仅实现了珠江啤酒“地产地销”的经营目标，同时有助于进一步拓展云南、贵州、四川等大西南与东盟市场。

在高速发展的背景下，达意隆与广西珠江啤酒开展了首次合作。2010年，2台标有达意隆LOGO的高位全自动码垛机首次进入广西珠江啤酒厂，作为配套一期两条40000BPH高速啤酒生产线，设备可适应膜包、塑箱、纸箱等多种包装方式的堆垛，满足了客户不同层次的需求。其安全、稳定、高效的特点更使得达意隆一举获得客户的认可，并为日后双方在全自动堆垛方面开展合作奠定了基础。

2010年8月18日，珠江啤酒的成功上市揭开了双方合作的里程碑。一年后，河北珠江啤酒向达意隆订购了二期20万吨新增36000瓶/小时高速纯生啤酒玻璃瓶灌装线及配套原有36000瓶/小时高速普通啤酒玻璃瓶灌装线的2套码垛系统；配套二期新增36000罐/小时普通高速易拉罐啤酒灌装线的码垛系统1套。随后，梅州珠江啤酒分装有限公司也向达意隆抛来橄榄枝，先后订购配套新增36000罐/小时普通高速易拉罐啤酒灌装线的码垛系统1套以及配套20000瓶/小时普通啤酒玻璃瓶灌装线码垛系统1套。随着珠江啤酒不断扩厂投资，达意隆设备也将不断进入珠江啤酒各个分厂。

Guangxi Zhujiang Brewery Co.,Ltd. is located in Nanning-ASEAN Economic Development Zone, covering an area of about 200,000 square meters with the overall planning of the annual output of 400,000 tons of beer. In "1025" programming, Zhujiang Brewery deployed "West" strategy with the core of Guangxi. Zhujiang Brewery has attained people's favorite and increased sales volume with excellent quality. The launch of new project

not only realizes the business target of “origin selling”, but also helps with further development in the market of Yunnan, Guizhou, Sichuan and other southwestern regions and ASEAN market.

In the background of high speed development, Tech-Long and Guangxi Zhujiang Brewery started the first cooperation. In 2010, 2 sets of automatic palletizers with Tech-Long logo firstly entered Guangxi Zhujiang Brewery. As the support to the two 40,000 BPH high-speed beer production lines of first phase, the equipment is applied to palletizing of membrane, plastic boxes, cartons to satisfy different requirements of customers. Safety, stability and high efficiency make Tech-Long gain more customer recognition and lay the foundation for the cooperation of fully automatic palletizers in the future.

On August 18, 2010, the success listing of Zhujiang brewery unveiled the milestone of cooperation for both sides. A year later, Hebei Zhujiang brewery ordered 200,000 tons newly added 36000 bottles/hour high-speed draft beer glass bottle filling line, 2 sets of stacking system for original 36,000 bottles/hour high-speed ordinary beer glass bottle filling line and one set of palletizing system for supporting newly added 36,000 cans hour high-speed cans of beer filling line for second phase from Tech-Long. After that, Meizhou Zhujiang Brewery Packing Co., Ltd. also purchased from Tech-Long for one set of palletizing system for newly added 36,000 cans hour high-speed cans of beer filling line and one set of palletizing system for supporting 20,000 bottles/hour of beer glass bottle filling line. With the constant expansion and investment of Zhujiang brewery, the equipment of Tech-Long will also enter each branch factory of Zhujiang brewery.

机遇与挑战 Opportunities and challenges

2012年元旦刚过，达意隆包装事业部再次传来一个振奋人心好消息，广州珠江啤酒股份有限公司总部订购2套高位全自动码垛机，配套两条36000瓶/小时高速纯生啤酒玻璃瓶灌装线。这是达意隆码垛设备首次进入珠江啤酒总部，也是客户订购的第一个国内自主品牌供应商的设备，之前珠江啤酒总部的码垛系统均采用国外设备。这个项目的成功使得达意隆获得与国外知名品牌同台竞技的机会。在很多情况下，机遇与挑战同在，虽然取得订单，但交货期非常紧迫，摆在达意隆面前的困难是：1月15日合同签订，2月20日交货，3月15日前正式投产。从生产制造到安装调试，再到正式投产，这期间还有一个春节假期，整个项目进度留给达意隆只有2个月的时间。时间紧，任务重，为赶进度，达意隆人夜以继日争取时间，最后提前3天交货。随后的相关安装、调试事宜也取得良好的进展，设备最终于3月12日正式投产。一分耕耘，一分收获，达意隆人的辛勤付出换回了客户的满意与信赖。

随着珠江啤酒生产网络的拓展，达意隆将为珠江啤酒提供优质的设备与服务。作为珠江边上的两家公司，达意隆与珠江啤酒的合作前景将一片光明。

Just after the New Year's day of 2012, Tech-Long Packaging Division again spreaded an exciting news that Guangzhou Zhujiang brewery headquarters ordered 2 sets of high automatic palletisers to support two lines of 36,000 bottles/hour high-speed draft beer glass bottle filling line. This was the first time that Tech-Long's palletizer entered Zhujiang brewery headquarters. It was also the first equipment from domestic own-brand supplier

for Zhujiang brewery headquarters which used to apply foreign palletizer. This success brings the opportunity for Tech-Long to compete with foreign brands. In many cases, the opportunity and the challenge are coexisted. Although the company got the order, the delivery date was very urgent. The difficulty in front of Tech-Long was that the contract was signed on January 15, the delivery date was February 20 and Zhujiang Brewery planned to go into production on March 15. From production to equipment installation and commissioning and then to formal production, there would be only 2 months including Spring Festival Holiday. The time was urgent and task was so heavy. In

order to catch up with the schedule, the staff of Tech-Long worked day and night and achieved delivery 3 days before the schedule. Installation and commissioning were going well after that. Finally, the equipment was put into production on 12 March. No pain, no gain. Hardworking of Tech-Long was answered by the satisfaction and trust of customers.

Along with the development of Zhujiang Brewery production network, Tech-Long will provide high quality equipment and service to Zhujiang Brewery. As two companies along the Pearl River, the cooperation prospects for Tech-Long and Zhujiang Brewery will be bright.

Text by: Yin Xiaocong

客户档案 Customer profile:

广州珠江啤酒集团有限公司简介

Brief introduction of Guangzhou Zhujiang Brewery Group

广州珠江啤酒集团有限公司是一家以啤酒业为主体、以啤酒配套和相关产业为辅的大型国有企业，1985年建成投产，啤酒产能从最初5万吨发展到目前的200万吨，其中广州总部以150万吨产能成为全球单厂最大的啤酒酿造中心之一，是我国酿酒行业十强企业、国家环境友好企业。

Guangzhou Zhujiang Brewery Group Co.,Ltd. is a large state-owned enterprise with the main business of beer and related business of beer industry. The factory was established and put into production in 1985. The beer production capacity is growing from 50,000 tons to 2 million tons. The headquarters in Guangzhou, with the production capacity of 1.5 million tons, becomes one of the largest beer production bases in the world. It is one of China's top ten enterprises of liquor-making industry and national environmentally-friendly enterprise.

技术位居中国啤酒行业制高点

Technology ranks the top in China's beer industry

- 拥有国家级企业技术中心和博士后科研工作站，20项技术填补国内空白，在中国啤酒行业中享有“南有珠江”的崇高地位。
- 率先研制推出我国第一瓶纯生啤酒和白啤酒，成为中国首个纯生啤酒示范生产基地。

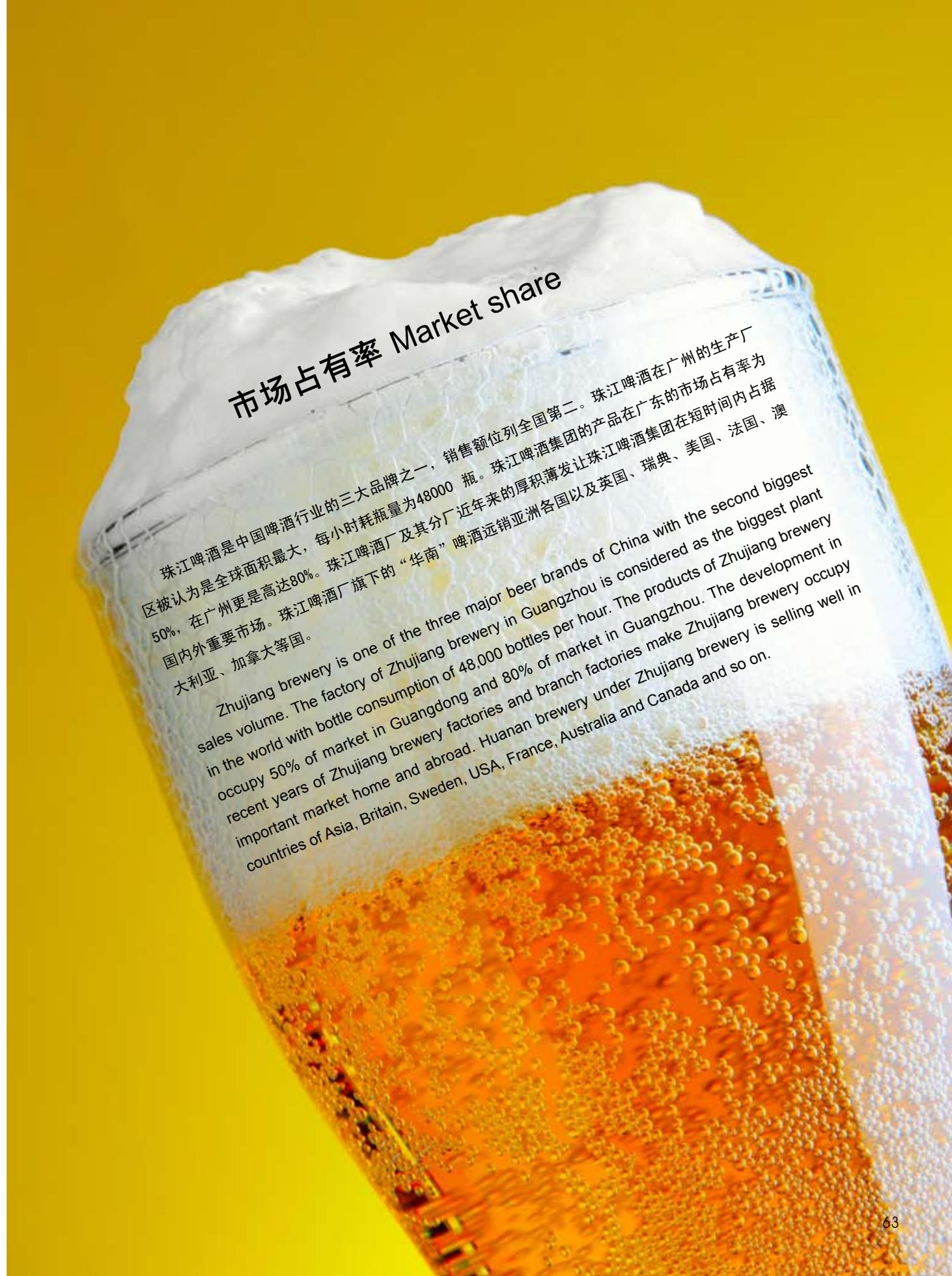
- 研发的错流膜过滤取代硅藻土过滤技术，是我国乃至亚洲啤酒酿造技术的重大突破。
- 2005年底，荣获我国环保领域的最高荣誉——国家环境友好企业，是我国工业企业环保标杆企业。
- 珠江啤酒是我国第一家将污水处理产生的沼气回收发电、余热用于制冷的啤酒企业，该项目成为我国啤酒行业第一个入选联合国清洁发展机制（CDM）项目。
- It has a national enterprise technology center and postdoctoral research stations, 20 items technology filling domestic blanks and enjoys the high position of "Pearl River in the South" in China's beer industry.
- It takes the lead in launching the first bottle of draft beer and white beer in our country and becomes the first demonstration production base of Chinese draft beer.
- Research and development of cross flow membrane filtration which replaces diatomite filter technology is the significant breakthrough of beer brewing technology in our country and even Asian.
- By the end of 2005, the company won the highest honor in the field of environmental protection in China, the National Environmentally-friendly Enterprise and became China's benchmarking enterprise for environmental protection of industrial enterprise.
- The Zhujiang brewery is the first beer enterprise who uses biogas generated from sewage disposal for power generation and waste heat for refrigeration. This project has become the first selected programme to the U.N. Clean Development Mechanism (CDM) project in China's beer industry.

总部经济建设为幸福广州添砖加瓦

Headquarters economic development contributes to the happy life of Guangzhou

珠江—英博国际啤酒博物馆于2009年5月份试运行，该博物馆集“啤酒美食、文化创意展览、休闲娱乐观光”为一体。珠江·琶醍啤酒文化创意艺术区是接待国内外游客、传播岭南文化新旅游点及广大市民休闲消费的开放性社区，成为传播珠江啤酒品牌的重要平台，也为发展第三产业奠定了坚实的基础，加快促进企业转型升级。

The Pearl River-Britain International Beer Museum trial ran in May 2009. The museum integrates "beer food, culture creative exhibition and leisure tourism" into one. The Pearl River and Pati beer culture creation area is to receive tourists at home and abroad, spread new tourist spots of Lingnan culture and become the open community for general public leisure consumption as well as an important platform for Pearl River Beer. It sets up solid foundation for the development of the third industry to promote the transformation and upgrading of enterprises.



市场占有率 Market share

珠江啤酒是中国啤酒行业的三大品牌之一，销售额位列全国第二。珠江啤酒在广州的生产厂区被认为是全球面积最大，每小时耗瓶量为48000瓶。珠江啤酒集团的产品在广东的市场占有率为50%，在广州更是高达80%。珠江啤酒厂及其分厂近年来的厚积薄发让珠江啤酒集团在短时间内占据国内外重要市场。珠江啤酒厂旗下的“华南”啤酒远销亚洲各国以及英国、瑞典、美国、法国、澳大利亚、加拿大等国。

Zhujiang brewery is one of the three major beer brands of China with the second biggest sales volume. The factory of Zhujiang brewery in Guangzhou is considered as the biggest plant in the world with bottle consumption of 48,000 bottles per hour. The products of Zhujiang brewery occupy 50% of market in Guangdong and 80% of market in Guangzhou. The development in recent years of Zhujiang brewery factories and branch factories make Zhujiang brewery occupy important market home and abroad. Huanan brewery under Zhujiang brewery is selling well in countries of Asia, Britain, Sweden, USA, France, Australia and Canada and so on.

用服务赢得信赖

Service gains trust

达意隆与湖南辣妹子成功签订2条24000瓶/小时饮料生产线

Tech-Long signs the contract of 2 sets of 24,000 bottles/hour beverage production line with Hunan Lameizi Foodstuff

湖南辣妹子食品有限公司，顾名思义，主打产品辣椒酱，为了扩大产品线，近年来逐渐介入饮料领域，公司年总产值达到二个亿左右，在湖南当地拥有三个分厂，本项目是湖南沅江其中的一个分厂。

第一次拜访湖南辣妹子食品有限公司，由于刚上了饮料线，当时客户并没有再次立项的消息。之前的饮料线客户交付第三方运作，因此也留下不少隐患：首先在吹瓶机的甄选方面，客户选择了不知名的半自动吹瓶机，问题比较多；其次，整线配置也存在一些不合理之处。这对辣妹子管理层而言是一种挑战。虽然一开始错失良机没能参与客户的项目，但后来客户多次邀请达意隆技术人员前往生产现场诊断，面对错综复杂的现状，技术人员真诚、负责任地指出了其中不合理之处，并做了力所能及的调整，由于配置方面的硬伤，起到的效果也是有限。由于之前客户选择的那些设备供应商缺乏售后服务，后来客户又多次求助，就在我们忙于联络供应商解决售后服务时令人意想不到的事情发生了。

The main product of Hunan Lameizi food Co., Ltd. is pepper sauce. In order to expand product line, in recent years it gradually intervenes in beverage industry. The annual output value reaches 200 million or so. There are three branch factories in Hunan. The project is for the branch Hunan Yuanjiang Factory.

When first visited Lameizi, there is no news from new customer about the project because the beverage line was just applied. The

customer used third party operation for drink line delivery before, so there were many hidden troubles. Firstly, for the selection of blowing machines, the customer chose the unknown semiautomatic blowing machines which caused lots of problems; secondly, there were some shortcomings for the whole line configuration. This was a challenge for management team of Lameizi. Although Tech-Long lost the opportunity to participate in customer's project, then the customer had invited Tech-Long's technical personnel to detect on production site for several times. Facing the complex situation and the sincere technical staff, the technical personnel responsibly pointed out a few unreasonable points and made some adjustment. Because of the allocation shortcomings, the effect is limited. Because the former equipment suppliers were lack of after-sales service, the customer asked for help. When we were busy contacting suppliers for after-sales service, the unexpected things happened.

用速度建立优势，
减少客户的选择成本

Establish advantage by speed and reduce choosing cost for the customers

“新项目六七月份刚投产，中秋节前客户又有意向上新线了，当时我们都非常诧异。”当时的情景达意隆项目负责人记忆犹新。



辣妹子系列饮料

得知这一信息后，公司领导第一时间从福建飞往湖南和客户进行讨论，通过全方位的介绍及专业性的技术解答，使客户对达意隆有了一个整体的认识。再加上之前累积下来的良好印象，项目进展得很快，鉴于之前的教训，客户态度非常明确，要用国内最好的设备，并要求尽快投产。面对这种情形，达意隆没有丝毫迟疑，果断出击。“当时我们的想法就是利用速度来获得优势，足够快的速度让竞争对手没有反应的时间，从而掌握主动权”。随后，在达意隆的热情邀请下，一支四人组成的技术考察团迅速到达达意隆，他们用三天的时间对达意隆进行科学、细致的评估。在项目负责人的陪同下他们分别参观达意隆总部；前往东莞达意隆水处理有限公司深入了解前处理的工艺流程；第二天考察团又参观了达意隆一些客户厂房。在短暂的时间里，达意隆每一位工作人员身上展现出来的那种专业、谦逊和负责任的态度再次获得客户的认可，当天考察团就向他们公司重点推荐达意隆的设备。

一切进展得很顺利，国庆期间客户要求达意隆起草合同，双方利用假期沟通商务条款。合同最终签订的是2条24000瓶/小时饮料生产线，包括前段的前处理到后面的码垛机。

"As soon as the new project was put into production in June, the customer was intended to launch new line before the Mid-Autumn festival, which made us very surprised." Tech-Long project director still has a clear image of that scene.

Learned about the information, the company leaders fled from Fujian to Hunan to discuss with the customer immediately.

Through comprehensive introduction and professional technical solutions, the customer had a whole understanding of Tech-Long. Additional to the previous good impression, the project was moving quickly. Considering previous lessons, the customer clearly showed that they needed the best domestic equipment and begin production as soon as possible. Facing this situation, Tech-Long took decision without any hesitation. "We were thinking of using the speed to get advantage and make other competitors have no time for reaction, and then we can get the initiative". Later, Tech-Long warmly invited a technology delegation of four members to visit Tech-Long quickly. They used 3 days to evaluate Tech-Long in a scientific and specific way. Accompanied by the heads, they visited Tech-Long headquarters, got a deep understanding of process flow before treatment in Dongguan Tech-Long Water Treatment Co., Ltd. and visited some customers' workshop of Tech-Long in the second day. In a short time, the professional, modest and responsible staff of Tech-Long again won the customer approval. At the same day, the delegation highly recommended Tech-Long equipments.

Everything was going well. During National Day period, customer required Tech-Long to make contract. Both parties took the holiday to negotiate business terms. Finally, the two sides signed two lines of 24000 bottles/hours drink production line including pre-water treatment and palletizer.

Text by: Huang Yuzhi

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辣妹子食品股份有限公司成立于1998年，是由湖南友谊阿波罗股份有限公司、远大空调有限公司等股东共同投资注册的集农副产品深加工和销售为一体的股份制企业。

公司按照供应链体系经营，秉承为客户提供延伸服务的理念，精心打造强大的品质管理团队，从进料、制程、成品、出运全过程中为客户提供质量保证，在按照GAP

建立了100000亩原料基地的同时还建立了完善的质量安全保证体系，按国际市场的要求通过国际认可的第三方认证保证，包括ISO9001:2000、HACCP、FDA及KOSHER等认证。公司联合湖南省农业大学共同制定了《辣椒素测定及辣度表示方法》、《辣椒及辣椒制品的辣度感官评价方法》两项标准，于2007年12月正式成为国家标准，为辣椒制品的生产和销售的标准化开创了先河。

辣妹子食品股份有限公司作为全国农产品加工示范企业，采用全新的管理机制，在产品品质、科技含量、队伍建设、人才培养等方面实行与国际全方位接轨，同时充分发挥大股东在生产、科研、管理、人才、营销网络各方面的优势，立志于追求国际食品生产最高品质，通过产业经营和资本运营，使公司成为一个经典的、人文的百年企业。

Lameizi Food Co.,Ltd. was established in 1998 and jointly invested by Hunan Friendship Apollo Co.,Ltd. Broad Air-conditioning Co., Ltd. and other shareholders. It is a joint-stock enterprise combining production and sales of agricultural and sideline products.



The company operates according to the supply chain system, takes idea of providing extension services to customers and makes a strong quality management team. It offers

quality insurance to the customers from material filling, processing, finished product and shipment. It established a 100,000 unit of raw material base in accordance with GAP and also built up a perfect quality safety guarantee system. According to the requirements of the international market, the products pass third party accepted authentication including ISO9001:2000, HACCP, FDA and KOSHER authentication. Together with Hunan Agricultural University, the company created two standards of Capsaicin Measurement and Spicy Level Indication Method and Sensory Evaluation Method of Chili and Pepper Products which became national standard in December of 2007 and started precedent of the production and sales of hot pepper products.

As the agricultural products processing demonstration enterprise, Lameizi Food Co., Ltd. adopts new management mechanism and meets international standards of all-round in terms of product quality, science and technology content, team construction and cultivation of talents. It gives full play of advantage of big shareholders in production, scientific research and management, personnel and marketing network. The company pursues the highest quality of international food production to make the company a classic and cultural enterprise of one hundred years through industry management and capital operation.

达意隆首次携手金牛盖瑞 进军饮用水市场

Tech-Long enters the drinking water market in coordination with Jinniu Gary

成立于2005年8月的哈密金牛盖瑞乳业有限公司隶属于哈密长河集团公司，并在2006年9月正式投产运行。该公司是哈密地区唯一一家乳制品加工企业，同时也是当地农业产业化重点龙头企业之一。

Established in August 2005, Hami Jinniu Gary Dairy Industry Co., Ltd. is affiliated to Hami Changhe Group Corporation and was officially put into operation in September 2006. The company is the sole dairy product processing enterprise in Hami region and also one of the key leading enterprises for local agricultural industrialization.



金牛盖瑞董事长韩总（右）与达意隆项目负责人李友华（左）亲切合影

A group photo of Chairman Han from Jinniu Gary Company (right) and Li Youhua from Tech-Long Company



长河集团金牛盖瑞乳业二期工程扩建项目
2nd-phase expansion project of Jinniu Gary Company

哈密金牛盖瑞乳业有限公司——当地一张著名的“名片”

Hami Jinniu Gary Dairy Industry Co., Ltd.——a famous local “business card”

公司旗下产品线非常丰富，拥有“康美晨”“盖美瑞”系列全脂奶粉、纯牛奶、乳饮料、酸奶、奶酪、无水黄油等产品。自主品牌“康美晨”已经占领哈密地区本地市场。“盖美瑞”品牌在吐鲁番、乌鲁木齐地区已经打开局面，并已经远销河西走廊至兰州。委托加工的“阿尔曼”牌纯牛奶已经占领南疆全部、北疆部分地区，得到广大穆斯林群众的认可和赞誉。近年来，公司业务蓬勃发展推动了哈密地区奶牛养殖业的迅速发展，为当地的经济建设作出了突出的贡献，并逐渐成为哈密地区一张著名的“名片”。

The company has a wide range of excellent products, including “Kangmeichen” and “Gaimeirui” series of full-fat milk powder, pure milk, milk drinks, yogurt, cheese and anhydrous butter products. Its self-owned brand “Kangmeichen” has occupied the local market of Hami region. “Gaimeirui” has opened the markets of Turpan and Urumqi, and has been sold far to the Hexi Corridor and Lanzhou. Its “Arman” brand of milk, which is processed on commission, has occupied the markets of south Xinjiang and parts of north Xinjiang, winning the recognition and praise by the majority of Moslems. In recent years, the flourishing business of the company has promoted the rapid development of the dairy industry in Hami region and made outstanding contributions to

local economic development, and the company itself has gradually become a well-known “business card” in Hami region.

品牌升级促成双方首次合作

Brand upgrade facilitates the first collaboration between the two sides

通过一系列的资本运作后，哈密长河集团成功并购哈密金牛盖瑞乳业，并于2012年进行了一次全面的产品质量升级换代工程。如何更好地引进先进技术设备，扩大生产与销售、布局市场成为了客户急需解决的问题。在这个建设面积30000平米，投资总额1.38亿的项目中涉及到两个新上项目：水线和热饮料生产线。作为液态包装行业领先企业——达意隆一开始就引起了客户的关注，初步的沟通过后，客户决定深入工厂对达意隆进行实地的考察。超强的加工能力、领先的技术、良好的服务以及的市场占有率，在充分论证、综合评估以及实地考察完后，达意隆凭借着超强的实力以及30多条吹灌旋整线项目经验给了客户极大的信心，随后双方顺利签订了一条24000BPH的轻量瓶水线吹灌旋及国内第一条8000BPH热线饮料吹灌旋。

After a series of capital operations, Hami Changhe Group successfully acquired Hami Jinniu Gary Dairy Industry Co., Ltd.; and in 2012, it conducted a comprehensive product quality upgrading project. It then becomes a pressing issue for our client to introduce advanced technology and equipment, expand production and sales, and make a better layout

品质铸就品牌

加林®

5加仑瓶盖，还是加林好！始于1993年

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，在企业管理、市场营销、产品开发、技术提升等方面长期合作。加林拥有多条全自动生产线，年生产聪明盖能力达1.5亿多个，是中国最大规模的5加仑瓶盖专业制造厂。可以提供普通聪明盖、防伪盖、一次性顶穿盖和热封聪明盖等多款多色5加仑瓶盖供客户选择。

Zhuhai yonglong jialin watercooler co., Ltd was founded in 1993. As one of the first 5 gallon caps manufacturer in China, Jialin be ways position itse lf on active participant in a beverage industry and along with the beverage industry growth. Jialin has been to "promote the healthy development of domestic water " mission and upload idea of common progress with the enterprise philosophy.

We start into a long and mutually beneficial cooperation in enterprise management, marketing, product development and technical upgrade etc. There are a number of automatic product lines and the annual output reaching 150 million pieces. As one of the biggest manufacture of 5gallon caps in China, we can supply kinds of caps: Non-spill cap, Top pop disc cap, One piece cap and cap with a single stick label to satisfy with our customers.

一、净化车间、设备先进：净化生产车间，注塑、加芯盖、加垫和热封整套生产流程实现机械自动化。

Purification workshop and advanced equipment: Injection, Insert plugs, Linnners and heat-sealing is done by automated machines the entire production process in the purification workshop.

二、专利技术，不断创新：加林专心致力于聪明盖的开发、研究和生产。加林首倡的热封聪明盖，并推出顶穿密封盖，短身顶穿密封盖等专利新品，为桶装水的食品安全和品质保证及成本节约提供新的技术保障。

Patented technology and constant innovation: We have been dedicated to 5 gallon caps development, research and production. First advocated manufacturing 5 gallon caps in China and provides new patented products such as one piece caps, short body caps top pop disc caps etc. This is new technology guarantees bottled water safety, quality and cast saving

三、标准、测试严格：严格的质量管理体系保证了加林聪明盖优良品质。

High standards and strict testing: The strict ISO program ensures our 5 gallon caps excellent in quality..

四、食品级全新材料：全新材料，品质如一。加林聪明盖通过了美国FDA的食品卫生认证。
Food-grade PE materials: New food-grade materials and good quality, we have passed the test of certificate of FDA

本着创新、优质、专业和诚信的精神，加林赢得了乐百氏、怡宝、屈臣氏、雀巢和可口可乐等国内国际各大知名水厂的信赖和支持。

Because of constant innovation, good quality, professionalism and integrity of spirit. We have won order from many water factories all over the world, such as Danone, Coca-cola, Cestbon, Watsons etc.



热封聪明盖



顶穿盖



聪明盖



DS顶穿盖



F聪明盖



支装水盖

珠海市永隆加林饮水机有限公司 ZHUHAIYONGLONG JIALIN WATERCOOLER CO.,LTD
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E-mail:lzy2008@21cn.com Http://www.watercooler.cn 域名: 加林.com和5galloncap.com

of the market. Two new projects are involved in this project with a construction area of 30,000 m² and a total investment of 138 million yuan: a water line and a hot beverage production line. In the very beginning, Tech-Long, as a leading enterprise in the liquid packaging industry, attracted the attention of our client. After preliminary communicaitons, the client decided to pay a site visit. The findings are that Tech-Long has superior processing capabilities, leading technologies, good services and a large market share. After adequate discussions, comprehensive evaluation and field investigations, the client was fully convinced of Tech-Long's superb strength and experience in over 30 blowing-filling-capping line projects. Afterwards, the two sides successfully signed agreements on a light-weight bottle blowing-filling-capping line and China's first 8,000BPH hot beverage bottle blowing-filling-capping line.

国内首台热灌装吹灌旋一体机

China's first hot blowing-filling-capping machine

据项目负责人介绍，作为达意隆在西北市场上的新客户——哈密金牛盖瑞乳业是行业内近年来西北地区本土企业投资最大的项目之一，该公司也是西北地区第一家使用吹灌旋的本土企

业，金牛盖瑞的成功对西北市场具有良好的培育作用。无论是能耗、场地、人工还是生产效率方面，吹灌旋一体机都较传统机型有了很大提高，特别是水线轻量瓶的应用直接给客户节省了25%的原材料成本，从某种程度上极大提高了产品在市场上竞争力。本次达意隆推出的热灌装吹灌旋一体机开启了国内热灌装领域吹灌旋一体机的先河。

According to the introduction by the project leader, Hami Jinniu Gary Dairy Industry Co., Ltd., a new client for Tech-Long in the northwestern market, has invested one of the largest projects among local enterprises. It is also the first company in northwest China to use the blowing-filling-capping line. The success of the company has set a good example for the northwestern market. Compared to traditional machines, the blowing-filling-capping machine shows improvements in energy consumption, floor space, labor cost and production efficiency. To some extent, the competitiveness of products is greatly improved. Tech-Long's blowing-filling-capping machine has turned over a new page in the history of domestic application.

Text and Picture by: Li Haiping



加工车间
Processing workshop



注塑车间
Injection workshop



品质检测室
Testing room

共创、共荣、共享

Co-creation, co-prosperity and sharing

达意隆为雀巢提供2200桶每小时超洁净五加仑整线

Tech-Long provides 2,200 barrels per hour ultra-clean 5 gallons line for Nestle



总部设在瑞士日内瓦湖畔沃韦 (Vevey) 的雀巢公司，始创于1867年，是世界最大的瓶装饮用水公司及食品制造商。公司拥有138年悠久历史，最初以生产婴儿食品起家。2010年，公司在全球拥有500多家工厂，28万名员工，年销售额高达909亿美元。雀巢水业务是雀巢公司的重要业务单元之一，同时也是全球领先的饮用水品牌。

Headquartered in Vevey on the shores of Lake Geneva, Switzerland, Nestle was founded in 1867 and it is the world's largest bottled water producer and food manufacturer. The company has a long history of 138 years; originally it was involved in the production of baby food. By the year of 2010, the company has over 500 factories around the world, and 280,000 employees; its annual sales volume is as high as \$ 90.9 billion. Water is one of the major businesses, and Nestle is also the world's leading brands of drinking water.



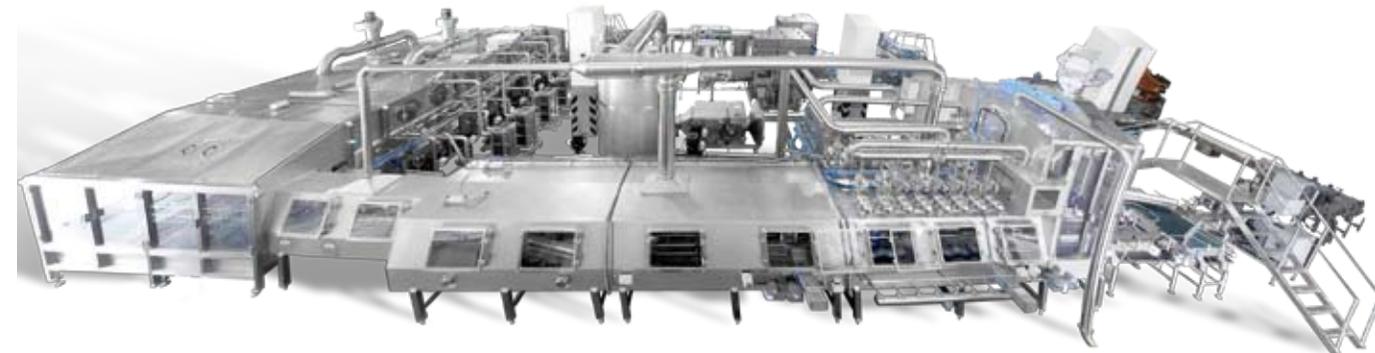
达意隆同雀巢的结缘始于2007年，当时雀巢通过多轮严格的考察评估最终选定与达意隆合作，签订了一条900桶每小时的五加仑定量灌装生产线。近年来，随着雀巢部署了新的战略，公司不断加大在水业务方面的投入，面对这一大好形势下，达意隆再次牵手雀巢，为其提供高效优质的设备生产线，为双方接下来的合作奠定基础。

雀巢此次订购的2200桶每小时的五加仑生产线将安置在越南Hung Yen，主要用于生产雀巢旗下的“La Vie”品牌饮用水，该品牌的饮用水在越南当地市场的占有率稳居第一。

对于这个项目，达意隆从始至终都非常重视，投入专门的力量参与项目的设计，最终出台的技术方案也让客户倍感满意；该五加仑生产线设备按照超洁净设计要求，采用定量灌装技术，灌装区域达到万级正压洁净空气，保证了生产区域的净化要求，同时配备的机器人码垛机，更是应客户特殊要求，首次应用了横向式码垛方式，提高了整线的生产效率及自动化程度。

同雀巢的紧密合作使达意隆设备的设计水平得到进一步的提升，达意隆凭借多年的丰富经验也有效地帮助雀巢改进了生产工艺及流程，达到一种双赢的局面。一直以来，达意隆始终坚持共创、共荣、共享的原则与客户共同成长、荣辱与共、共创美好明天！

The cooperation between Tech-Long and Nestle started in 2007; after many rounds of rigorous inspection and evaluation, Nestle ultimately selected Tech-Long as its partner; both sides signed an agreement on a five-gallon bottling production line which can produce 900 bottles of water an hour. In recent years, as Nestle has deployed new strategies, it constantly increases investments in the water business. Under this favorable situation, Tech-Long decides to provide Nestle with an efficient



2200桶每小时超洁净五加仑生产线
Ultra-clean 5-gallon production line with the capacity of 2,200 barrels per hour

and high-quality equipment production line, which will lay a foundation for our follow-up cooperation.

This time, the five-gallon production line with the capacity of 2,200 bottles per hour will be placed in Hung Yen, Vietnam and used to produce Nestle's "La Vie" brand of drinking water. The brand always occupies the first place in the local market share.

Tech-Long has attached great importance to this project since the very beginning and dedicated special staff to participate in project design. And the client feels satisfied with the final technical solutions; in accordance with the ultra-clean design requirements, the five-gallon production line adopts the use of dosing filling technology, and the filling area can ensure class 10K clean positive-pressure, which guarantees the purification of production areas. In addition, robotic palletizers are provided. Furthermore, upon the special requirements of the client, horizontal palletizing is applied for the first time. Thus, production efficiency and the degree of automation are enhanced.

The close cooperation with Nestle has enabled Tech-Long to further enhance its level of equipment design. In the meantime, Tech-Long's rich experience over the years has effectively helped Nestle improve its production technology and flow. Always abiding by the principle of common creation, prosperity and sharing, Tech-Long will grow together with its clients, share weal and woe, and create a better tomorrow!

Text by: Bruce Chen



在越南，这水，说贵不贵，说不贵却也精贵。

你看，在中国买一瓶1.5L的依云，22元；在日本买一瓶1.5L的依云，11元；在越南买一瓶1.5L的La Vie，3.5元（7000盾），确实不贵。为啥精贵？去找一下资料，才知道，越南这个国土狭长的国家，人均月收入是20美金，一瓶水，倒是人家半天所得；再看看滚滚湄公河那浑浊的泥沙，心想一下，实是得来不易。

In Vietnam, the water cannot be said expensive, but it is extravagant.

In China, a 1.5L bottle of Evian costs 22 yuan; in Japan, the price is 11 yuan; in Vietnam, a 1.5L bottle of La Vie costs 3.5 yuan (7,000 Vietnamese dong). It is not really a high price. But the water is extravagant. In Vietnam, the per capita monthly income is 20 dollars. A bottle of water is equivalent to half day's income. And if we take a look at the muddy water in Mekong River, we will understand the bottled water doesn't come easy.



行走 在国际品牌中的 中国企业

The Chinese company among international brands

达意隆携手亨氏全面进军调味品领域

Cooperating with Heinz,
Tech-Long marches toward condiment market

一句“在您身边的婴儿营养专家”您会想起谁？没错，她就是全球无数父母心目中的第一品牌——亨氏，她是全球最大的婴儿米粉和瓶装食品的生产制造商之一。多年以来，她给全球的婴儿带来了无数的欢乐与微笑。

Which brand would you think of when hearing the expression “an infant nutrition expert by your side”? Yes, Heinz, the top brand in the eyes of countless parents around the globe. It is one of the largest manufacturers of baby rice powder and bottled food. Over the years, it has brought joy and smile to infants around the world.



第一道酱油原汁
鲜活健康好味道

时间定格在2002年儿童节，亨氏全资收购了广州市美味源食品有限公司、广州市美味源食品厂和番禺金唛食品厂三家企业。亨氏为此专门成立了一家新的全资企业——

亨氏（中国）调味食品有限公司，公司旗下产品涵盖酱油（生抽、老抽酱油）、蚝油、调味酱、调味汁、调味粉、调味油、醋类等七大系列。2011年，亨氏确定了进军调味领域战略，随后便紧锣密鼓开始了扩张的第一步——扩大企业生产规模。在综合评估国内几家酱油生产商的设备后，亨氏毫不犹豫选择了达意隆。客户的这个重要决定源于对达意隆的综合实力、良好的口碑以及丰富的整厂经验的认可。



亨氏这个项目有5条生产线，包括从卸垛到灌装到装箱的全过程，项目技术要求高，从每条生产线的那本厚厚的RFQ资料里面就可以看出客户对这个项目的重视程度，为

确保项目的顺利进行，客户还特意外请了一个国外的项目团队，严格把关设备质量。在项目初期客户就将灌装这个环节列为本项目的关键点，并提出了很多严格的要求例如材料选型、焊接等卫生要求。达意隆提供的三台灌装机中有两个是电磁流量计式灌装，这是第一次使用洁净平台的底板架，这种底板架的加工周期相当长，对机加而言是个不小的挑战，特别是其中那台六合一设备，总长度达到了8米左右，超过了之前宝洁灌



装设备的尺寸，加工复杂而繁琐，安装也很困难，从5月初开始安装，工作人员每天加班加点力求按时完成任务。

虽然早在几年前，凭着敏锐的市场洞察力达意隆已经早早进入了调味品领域，不过业务相对集中于灌装单机。这次亨氏酱油生产线全线的项目对达意隆而言具有重要的意义：一方面，提高了达意隆品牌在国际上的知名度以及影响力；另一方面，对促成公司内部产品结构调整及完善产品类型起到了很大的推动作用。相信在不久的将来达意隆将在调味市场上找到新的蓝海！

Back into 2002, Heinz took full ownership of Guangzhou Meiweiyuan Food Co., Ltd., Guangzhou Meiweiyuan Food Factory and Panyu Jinma Food Factory. Following that, Heinz (China) Flavoring Co., Ltd., a new wholly-owned company, was established. Its products fall into seven series, including soy sauce (light soy sauce, dark soy sauce), oyster sauce, bechamel, baste, seasoning powder, seasoning oil and vinegar. In 2011, Heinz launched a strategy of entering the flavoring market, and soon it started the first step of its expansion by enlarging the production scale. Having evaluated the equipment of several domestic manufacturers of soy sauce, Heinz selected Tech-Long without any hesitation. This important decision stems from its recognition of Tech-Long's comprehensive strength, good reputation and rich experience in whole-plant equipment. Heinz's project has five production lines, covering the entire process from destacking to filling and to packing. And the technical requirements are high. From the substantial volume of RFQ information for each

production line, it can be seen that the client attaches great importance to the project. In order to ensure the smooth implementation of the project, Heinz also hires a special project team from abroad to keep strict control of equipment quality. The client decides filling as a key point of this project and puts forward a lot of stringent requirements on material selection, welding, etc. Two of the three fillers provided by Tech-Long adopt the use of electromagnetic flowmeter filling. And the bottom structure with a clean platform is used for the first time. The structure requires a long production cycle, which poses a great challenge. In particular, the six-in-one equipment has a total length of 8 meters, which exceeds the size of the equipment customized for Procter & Gamble Company. Its production is complex and cumbersome, and its installation is also difficult. Installation begins as early as May, and our staff work overtime every day to strive to finish the task on time.

Tech-Long, with keen insight into the market, entered the field of flavoring several years ago; however, its business is relatively concentrated in fillers only. Therefore, the project of Heinz soy sauce production lines has a great significance to Tech-Long: on one hand, the fame and influence of Tech-Long is enhanced in the international area; on the other hand, a great impetus is given to the company's internal adjustment of product structure and product types. It is believed that, in the near future, Tech-Long will embrace new opportunities in the seasoning market!

Text by: David Huang

领“鲜”闯未来 “Freshness” leading into the future

达意隆携手美国汇丰食品开拓美国市场
Tech-Long explores American market
with Huy Fong Foods USA.

“除了新鲜，我们没有任何的秘诀”这是美国汇丰食品老板成功的秘诀，为了达到“新鲜”，他要求所有的辣椒从采摘到进入加工环节不超过两个小时，并且不添加水和任何的色素，辣椒酱里面的水份完全来自新鲜红辣椒自身，由此可见汇丰对品质的关注度有多高。就是在这样严格的要求下，经过层层筛选之后客户最终将目光投向了达意隆，并一口气从达意隆订购了六条生产线，这也成为了达意隆打入美国市场的一个良好契机。

在接收到客户这个订单后，达意隆非常重视。鉴于辣椒酱的流动性较差，对速度的要求也比较高，750ml产品需要达到18000BPH的产能，因此我们选择了正压灌装。在设计阶段，由于项目的重要性及时间的紧迫性，为了尽量避免安装后期出现任何一点问题，项目相关负责人决定利用三维图纸来检测二维图纸不能甄别的相关零件的匹配问题，严格的排除，再三的检查过后才将图纸下发给物料供应部门制作。在物料回货过程中，由于涉及到的是新机型，很多的零件都是第一次加工，难度比较大，而且客户要求UL认证，对物料的要求也比较高，在种种压力下，公司各个物料供应部门顶住压力，迎难而上，确保了物料的顺畅回货。

2012年新年刚刚过，紧张的气氛弥漫在整个车间，三台60头的灌装机同时启动，生产人员正干得热火朝天。经过一个月的埋头苦干，设备安装顺利完成。为了方便客户减少现场的调试，最终与客户协商，用黄原胶来测试设备(黄原胶又名黄胶，汉生胶，是一种天然的胶凝剂，在液体饮料主要用来增稠、混悬、提高感官质量)，接下来，碰到的问题是如何调配，买回来的胶是粉末的，应该加多少的配比才能调成和辣椒酱类

似的粘度？后来，经过一次又一次的反复尝试终于调出合适的粘度，并成功模拟客户现场进行测试。由于前期做好了充足的准备，客户三月份来工厂验收设备，最终满意而归！

2003年，华裔太空人卢杰带着汇丰的“是拉差香甜辣椒酱”登上了国际太空站，让卢杰这个名字响彻全球，也让全世界的人知道了汇丰公鸡酱这个品牌。相信在不久的将来，达意隆也会随着汇丰公鸡酱而为更多海外企业所熟知！

“Our secret is no other than freshness”. Freshness is the secret of success for Huy Fong Foods Inc. For this purpose, the boss of the company requires that the duration from picking up peppers to processing them should not exceed two hours, and no water or pigment could be used. The water in its chili sauce comes from only the red peppers. From this, we can see how much attention Huy Fong has given to quality. Under such stringent requirements, after repeated rounds of selection, Huy Fong finally decides to order six production lines from Tech-Long. This has also become a good opportunity for Tech-Long to enter the U.S. market.

Tech-Long takes much count of these orders. In view of the poor mobility of chili sauce and its high demand on speed, 750ml bottles of products need the capacity of 18000BPH. Therefore, we chose positive-pressure filling. At the design stage, due to the importance of the project and the urgency of time and in order to prevent problems from arising in follow-up installation, relevant persons in charge of the project decided to use three-dimensional



drawings to detect the matching of associated parts which cannot be solved by two-dimensional drawings. After strict elimination of problems and repeated checking, the drawings were finally provided to material supply departments. As the equipment is of a new type, many spare parts are made for the first time. Thus the difficulty is huge. In addition, the client requires UL certification, which put high demands on materials. Facing various kinds of pressure, material supply departments of our company did not retreat and they dealt with the difficulties with full confidence. In the end, the smooth supply of materials was ensured.

Just after the New Year's of 2012, a tense atmosphere pervaded the entire workshop. Three 60-head filling machines were started in the meantime, and the production was in full swing. After one month of hard work, equipment installation was successfully completed. In order to facilitate site commissioning, after consultations with the client, it was decided to use xanthan (also known as yellow gum or

xanthan gum, which is a natural gelling agent used to thicken the liquid, create suspension, and improve the sensory quality) to test the equipment. The next problem is how to formulate the testing fluid, because the gum is in powder form. What kind of proportion can arrive at the viscosity similar to that of chili sauce? After repeated attempts, we got a suitable viscosity and we successfully simulated site commissioning. Thanks to these preparations, the client was quite satisfied when they came to our factory in March to test the equipment.

In 2003, a Chinese astronaut Lu Jie landed on the international space station, bringing “Sriracha chili sauce” together with him. His name is heard around the world, and the world also knows Huy Fong's rooster sauce. It is believed that, in the near future, Tech-Long will also come to be known by more overseas companies!

Text by: David Huang



相关链接 Related links

是拉差香甜辣椒酱 Sriracha chili sauce

是拉差香甜辣椒酱是一种在美国加州生产的辣椒酱。是拉差是泰国春武里府的一个小城。最早泰国是拉差辣酱是是拉差当地餐馆用在海鲜菜肴的辣椒酱。目前美国市场上最常看到的是拉差辣椒酱，是汇丰食品公司生产的是拉差香甜辣椒酱，目前是拉差香甜辣椒酱已经被美国市场广泛接受，有许多用途，甚至有鸡尾酒用它调味。

Sriracha chili sauce is a kind of chili sauce manufactured in California, USA. Sriracha is a small town in Chonburi Province, Thailand. The sauce was first used in local restaurants of Sriracha to eat with seafood dishes. The Sriracha chili sauce most commonly seen in the U.S. market is produced by Huy Fong Foods Inc. Currently, Sriracha chili sauce has been widely accepted by the U.S. market. It has many uses; sometimes, it is even used as a flavoring for cocktails.

起源 Origin

祖籍广东潮州的越南华侨陈德自80年代中期在南加州柔似蜜市创办汇丰食品公司。生产的产品中最知名与最大宗的就是是拉差香甜辣椒酱。在2009年，他们生产的是拉差香甜辣椒酱将近3万吨，产值超过5000万美元。他们用的红辣椒产于墨西哥和加州文图拉县。

In the mid-1980s, Chen De, an overseas Chinese of the Vietnamese nationality whose ancestral home is Chaozhou, Guangdong Province, founded Huy Fong Foods Inc. in Rosemead City of Southern California. Its most well-known product, with the largest sales volume, is Sriracha chili sauce. In 2009, they produced nearly 30,000 tons of Sriracha chili sauce, and the output value reached over 50 million U.S. dollars. The red pepper they use is produced in Mexico and Ventura County in California.

公鸡商标 Rooster trademark

由于陈德生肖属鸡，是拉差香甜辣椒酱瓶上商标是一只公鸡，因此是拉差香甜辣椒酱常被称为公鸡酱

Because Chen De was born in the year of rooster, the trademark on the bottles of Sriracha chili sauce is a rooster. Thus, the sauce is often referred to as the rooster sauce.

汇丰食品公司生产的是拉差香甜辣椒酱
Huy Fong Foods Inc. produces Sriracha chili sauce

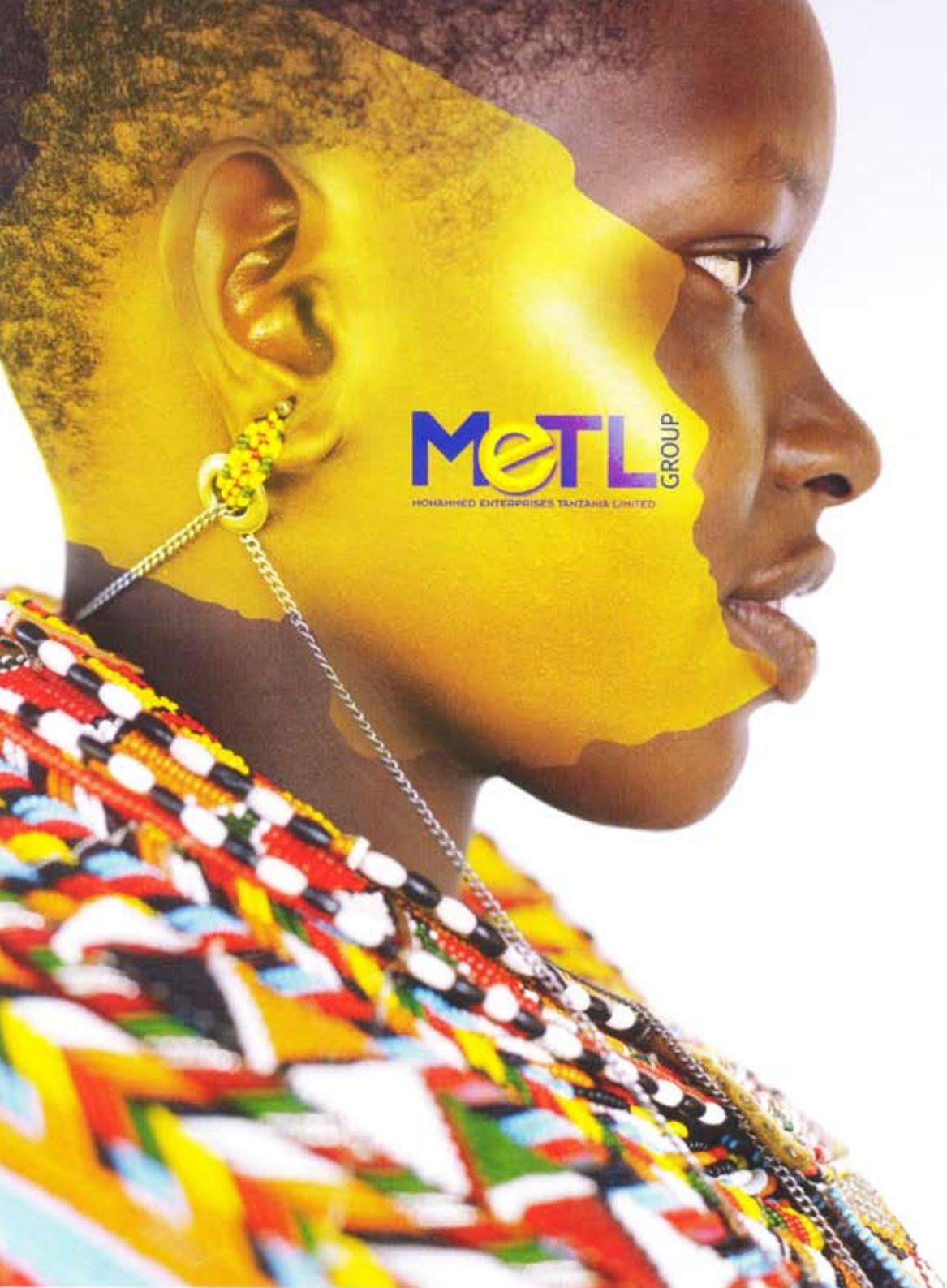


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MeTL GROUP
MOHAMMED ENTERPRISES TANZANIA LIMITED

搭上开往东非的“地铁” Catch up the “metro” to East Africa

达意隆与METL公司成功签订3条含汽整线吹灌旋
Tech-Long signs 3 whole lines of CSD Blowing-
filling-capping Combi-block with METL

AONE与我司双方项目负责人在达意隆亲密合照。
左二：METL企业集团主席Gulam
右一：Aone公司总经理兼厂长CB Reddy
右二和左一分别是：达意隆项目负责人尹峰和潘毅鹏

A group photo of project leaders from AONE and Tech-Long
Second from left: Gulam, president of METL Group
First from right: CB Reddy, general manager and factory
director of AONE
Second from right and first from left: Yin Feng and Pan
Yipeng, persons in charge of the project from Tech-Long



达累斯萨拉姆（Dares Salaam）在斯瓦希里语意为“平安之港”，是坦桑尼亚前首都，第一大城市和港口，全国经济、文化中心，东非重要港口，达累斯萨拉姆区首府，该市终年绿色，环境优美，零星点缀着保存较为完整的西式及阿拉伯式古建，是“海上丝绸之路”沿线城市。我国明代郑和下西洋曾经到过这里的沿海地区。同时这里也是北京奥运会火炬传递途经的唯一非洲城市。现在这个城市的人口增长非常快：已然是一个具有六百万人口的大城市了。

AONE进行了项目洽谈。METL企业在当地拥有众多业务，除饮料以外，还涉及纺织、房地产、金融、农业食品等领域。目前，企业员工达到20000人，产值占坦桑尼亚全国GDP的4%。作为坦桑尼亚的最大的饮料公司之一，AONE生产包括瓶装水、盒装水和果汁等饮料，占据当地饮料市场30%的份额，实力非常雄厚。旗下品牌主要包括Maisha, Masafi, PRIDE, JUST CHILL等，为了扩充市场，增加市场份额，客户有意向达意隆采购多条含汽饮料整线。此前，METL的高层曾多次到访达意隆，并先后参观了深圳达意隆，广州太古可乐等。一系列的技术交流下来，达意隆凭借着良好的硬件设施和过硬的实力赢得了客户的信任，双方最终签订了3条24000瓶/小时的

2011年夏天，为了开拓海外市场，达意隆不远千里来到了这片历史悠久的圣地，拜访了当地最大的家族企业METL（Mohamed Enterprise Tanzania Limited），并与其旗下的全资子公司

- | TRADING
- | AGRICULTURE
- | MANUFACTURING
- | ENERGY AND PETROLEUM
- | FINANCIAL SERVICES
- | MOBILE TELEPHONY
- | INFRASTRUCTURE AND REAL ESTATE DEVELOPMENT
- | TRANSPORT AND LOGISTICS
- | DISTRIBUTION

MeTL GROUP
MOHAMMED ENTERPRISES TANZANIA LIMITED
THE PEOPLE'S BRAND

含气吹灌旋整线。项目签订后，达意隆上下非常重视，营销总部各级领导和各事业部负责人多次碰头召开项目进度会议，及时了解落实项目的各项细节，确保项目有序进行。“虽然，交货时间紧迫，但通过公司上下通力合作，相信达意隆能够圆满完成任务。”达意隆项目负责人介绍。

这个项目刷新了达意隆非洲客户一次性采购设备数量的纪录，与此同时，这也是迄今为止，达意隆在非洲地区最大的含气吹灌旋项目，作为非洲地区的标杆工程，搭上这趟“地铁”，达意隆的品牌影响力可以迅速传播到整个东非乃至非洲市场，让更多非洲客户了解达意隆，信赖达意隆。

Dares Salaam, in Swahili, means “safe harbor”. As the former capital of Tanzania, it is the largest city and port, economic and cultural center, an important port of East Africa, and the capital of Dares Salaam District. The city is kept green all year round and has a beautiful environment. It is sporadically dotted with well-preserved ancient Western and Arab buildings, as it is a city along the “Maritime Silk Road”. In the Ming Dynasty, Zheng He visited coastal areas around this place. Moreover, it is the sole city in Africa where the Beijing Olympic torch has travelled. Now the city’s population grows fast; the number has already reached six million.

In the summer of 2011, in order to open up overseas markets, Tech-Long travelled long distance to this time-honored city and visited Mohamed Enterprise Tanzania Limited (METL), the largest local family firm. Tech-Long also had business talks with AONE, its wholly-owned subsidiary. In the local market, METL is engaged in various business fields, including beverage, textile, real estate, finance, and agricultural food. Currently, it has a staff of 20,000; its output

value accounts for 4% of Tanzania’s national GDP. As one of Tanzania’s largest beverage company, AONE produces bottled water, boxed water, juices and other drinks, and occupies 30% of the local beverage market. Its brands include Maisha, Masafi, PRIDE and JUST CHILL. In order to expand markets and increase its market share, the client intended to purchase from Tech-Long several complete production lines for carbonates drinks. Previously, the senior management of METL paid visits to Tech-Long on several occasions, and investigated Shengzhen Tech-Long, Guangzhou SCCHK, etc. After a series of technical exchanges, Tech-Long won the client’s trust by virtue of its good infrastructure and excellent strength. The two sides finally signed an agreement on 3 blowing-filling-capping production lines for carbonates drinks with the capacity of 24,000 bottles per hour. Tech-Long attached great important to the project. Leaders of the marketing department at all levels and the persons in charge of business divisions convened many meetings to keep abreast of the details of project progress and ensure its orderly implementation. Tech-Long’s project leader said that, “Although time is pressing, I believe Tech-Long will successfully complete the task due to our concerted efforts.”

This project has set a new record in the one-time purchase of equipment by African clients. So far, it is also Tech-Long’s largest blowing-filling-capping project in the African region. Being a benchmark project, it will help Tech-Long get on a “subway” to extend its brand influence throughout East Africa and the whole African market, so that more African clients will get to know and trust Tech-Long.

Text and Picture by: Frankie Pan

达意隆与株式会社日燃 再次携手，市场反映良好

Tech-Long' another cooperation with Japan Gas Appliance with sound market response



株式会社日燃成立于1984年（昭和59年），以燃气用具制造为主，涵盖燃气用具、燃气气瓶、酒精燃料等领域，是日本唯一一家自行研发、生产燃气器具、燃气气瓶的企业。株式会社日燃以日本总公司为中心，在日本拥有5个营业事务所、4个生产基地、研究所和物流中心，在中国设有3个独资分公司。株式会社日燃自创建至今已有28年的历史，一路走来，本着“独一无二”的精神，不断迎合时代和客户需求。从制造固体燃料赚取第一桶金后，为谋求更大发展，株式会社日燃将产品线拓宽到保冷剂、卡式便携炉、便携炉气瓶、保温加热燃料、清洁剂等领域制造，作为拥有超强研发实力的知名企业，在满足顾客需求的同时不断扩大制造领域。除此之外，公司还进军食品服务行业，汇聚了面向业务、家庭等多方面的产品系列，在市场上受到顾客的好评。

近年来，矿泉水（Mineral Water）日益受到社会的广泛关注。在日本，矿泉水已被看作具有保健机能的饮料来销售。株式会社日燃着眼未来，将矿泉水事业作为新的开发项目，于2007年4月设立了“尾濑工厂”，并成功创立了“尾濑湧水（尾瀬の湧き水）”的矿泉水品牌，迈出了进军矿泉水市场的第一步。株式会社日燃的尾濑湧水采自“尾濑之乡片品湧水群”，从地下深层

直接采水，无加热杀菌处理，除过滤、沉淀、有机膜处理外，不进行任何过度加工，保留了矿泉水中原有的矿物质成分，而且尾瀨湧水的PH值极其接近人体PH值，使矿物质更容易被人体吸收，相比同类产品口感更加润滑清爽。基于这些原因，“尾瀨湧水”系列产品自上市以来，在日本市场上赢得了极好的反响。目前，株式会社日燃的“尾瀨湧水”系列产品已涵盖了日本国内各大酒店、旅馆、饮食店等，前景令人期待。

2009年，一台RJM6全自动旋转式吹瓶机揭开了达意隆与株式会社日燃间的合作序幕。自此，达意隆正式进军日本市场，自吹瓶机在日燃投入生产以来，效率和质量得到日本客户的一致好评。随着日燃瓶装矿泉水的销售量不断攀升，株式会社日燃随既在“尾瀨工厂”周边增设了“尾瀨第二工厂”。2011年底，日燃高层两度造访达意隆，除了订购了RJM6吹瓶机之外，还订购相关的灌装设备。该批设备预计将于2012年5月运至日本客户工厂并投入使用。

众所周知，日本是一个机械工业高度发达的国家。达意隆与日本客户的深度合作，某种程度上反映了达意隆的设备质量和售后服务已经获得日本客户的认可，同时也吹响了达意隆进军日本市场的号角。

Established in 1984 (Showa 59), Japan Gas Appliance Co., Ltd. is mainly engaged in the manufacture of gas appliances, and it also covers such fields as gas appliances, gas cylinders, and alcohol fuel. It is the sole company in Japan that develops and produces its own gas appliances and gas cylinders. Headquartered in Japan, the company has 5 business firms, 4 production bases, research institutes and logistics centers. In China, it has set up 3 wholly-owned subsidiaries. With a history of 28 years, the company always keeps abreast with the times and customer needs in the spirit of “being unparalleled”. Earning its first bucket of gold by manufacturing solid fuels, the company has broadened its scope of products to refrigerant, portable cassette stove, portable stove cylinder, insulation heating fuel, cleaning agents, etc. As a well-known company with powerful R & D capabilities, it meets customers’ demands while expanding its field of manufacturing. In addition, the company also marches into the food service industry, launching products that are oriented towards businesses and families; therefore, it is highly praised by customers.

In recent years, mineral water has gained increasing concern from the society. In Japan, mineral water is taken as a kind of drink with the health function. Bearing the future in mind, Japan Gas Appliance Co., Ltd. takes mineral water as a new project for development; and it set up the “Oze Factory”

in April 2007 and created the brand of “尾瀨の湧き水”. Thus it has taken the first step towards the mineral water market. The water is collected from deep underground in “尾瀨の郷片品涌水群”, and will go through no pasteurization treatment. Except filtration, sedimentation and organic film processing, no excessive processing will be adopted. Thus the original minerals are retained in the mineral water. Furthermore, the PH value of the water is very close to that of human body, so that the minerals can be easily absorbed by the body. Compared to similar products, the mouthfeel is more exquisite and suppler. For these reasons, the series of products has won excellent recognition in the Japanese market. Currently, the products are sold in major hotels and restaurants in Japan. Its prospect is promising.

In 2009, a RJM6 fully automatic rotary blowing machine opened the prelude of cooperation between Tech-Long and Japan Gas Appliance Co., Ltd. Since then, Tech-Long has entered the Japanese market. After the blowing machine is put into production, its efficiency and quality have won the praise of the Japanese client. As the sales volume of bottled mineral water keeps increasing, the company established a “Second Oze Factory”. In the end of 2011, the high-level management of Japan Gas Appliance Co., Ltd. visited Tech-Long twice, and ordered RJM6 blowing machine and relevant filling equipment. The batch of equipment is expected to be delivered to Japan in May 2012 and put into use.

As we all know, Japan has a high degree of mechanization. The depth of cooperation between Tech-Long and the Japanese client reflects, to some extent, that Tech-Long’s equipment quality and after-sales service have been recognized by the Japanese client. The horn for marching into the Japanese market has been sounded.

Text by: Cynthia Chang



企业长廊

Enterprise Story

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同心 11, 同成 12

达意隆璀璨12周年迎春晚会隆重举行

One heart, one success

Tech-Long's 12th anniversary & spring party is solemnly held

八方雄达意奋发，“隆”腾虎跃谋大业，2012年1月8日，达意隆12周年迎春晚会庆典活动在公司休闲广场隆重举行。公司各级领导、嘉宾和员工齐聚一堂，欢庆这一难忘的时刻。

本场晚会围绕着“传承、至诚、启程”的主旋律，并分《风雨兼程，勇创辉煌》、《有你有我，共享精彩》、《载梦飞翔，创新未来》三大篇章进行全景色的展示，将达意隆人良好的精神面貌以及对未来的憧憬展示得淋漓尽致。

晚会一开场，公司董事长张颂明先生、副董事长陈钢先生简短而振奋人心的致辞揭开了晚会神秘的面纱。紧接着，精彩的舞蹈、歌曲、小品轮番登场，现场欢呼声、笑声此起彼伏。其中舞蹈《好汉子》、《爵士舞》和歌舞《青春纪念册》使现场掀起了一波又一波的高潮。看，那优美、婀娜的舞姿；听，那动人、婉转的歌喉，凝聚出达意隆人对美好新生活的无限向往。舞台剧《非诚勿扰》在结合风靡全国的相亲节目——《非诚勿扰》的基础上，巧妙的将达意隆元素融合为一体，独特的造型，插科打诨的风格将晚会推向最高潮。晚会进行过程中还穿插了颁奖环节，在肯定成绩的同时鼓励大家再创佳绩。与此同时，晚会上还准备了抽奖环节，特别是最后大奖的派送更是再次引爆全场，现场1000多人顿时成了欢乐的海洋，大家高举手中的酒杯共祝愿达意隆明天更加辉煌！



这是一首振奋人心的凯歌；这是一副充满憧憬的画卷；这是一段青春洋溢的岁月；这是一场激情荡漾的晚会；在这个属于达意隆人的舞台，让我们迎着新年的晨曦，吹响新年的号角，开启达意隆新时代！

Strenuous efforts from all levels help Tech-Long fly higher in its undertaking. On January 8, 2012, Tech-Long's 12th anniversary & spring party was solemnly held in the company's Leisure Square. Company leaders at all levels, guests and staff gathered together to celebrate this memorable moment.

Centering around the main theme of "inheritance, sincerity and new journey", the evening party was divided into three chapters: "Get on the journey with winds and rains to bring back brilliant achievements", "You and me enjoy resplendence", and "Carry dreams and create a better future". The party fully and vividly displayed the good mental outlook of Tech-Long's employees and their vision for the future.

In the beginning of the evening party, Chairman Zhang Songming and Vice Chairman Chen Gang delivered brief but inspiring speeches. Following that, wonderful dances, songs and comedies were performed on state. The audience cheered and laughed. "The Good Guy", "Jazz Dancing" and "Youth Commemorative Album" raised one climax after another. The beautiful and graceful dances and the appealing singing voice were a condensation of Tech-Long's yearning for a better new life. Imitating the dating program "You Are My Only" which has swept across the country, a stage play called "Only the Astounding Survives" included Tech-Long elements; the bizarre garments of performers and the comic lines pushed the party to its climax. Prize-giving was also intersected with songs and dances. The purpose was to affirm past achievements and encourage the creation of new heights. Moreover, a lottery with special presents was prepared, and the biggest award became the spotlight of the evening. People indulged in saner delights. Everyone made a toast to the brilliant future of Tech-Long.

This is an exciting triumph; this is a picture full of longings; this is a period of youthful years; this is a passionate party. On this stage which belongs to Tech-Long, let us greet the New Year's dawn, ring the bell of the New Year and open a new era of Tech-Long!



商务部考察团莅临达意隆参观考察

Delegation from Ministry of Commerce visits Tech-Long

2011年11月8日下午，由商务部外贸司及欧洲、非洲等八国驻华大使及参赞、商务部新闻办、机电商会、轻工商会、纺织商会等商务部领导和中央电视台、中国日报等媒体代表组成的商务部调研团成员一行20余人，在商务部外贸司高志强处长以及省外经贸厅、市外经贸局等领导的陪同下，莅临达意隆参观调研。

当天，在达意隆高层领导的陪同下来宾参观了检测中心及生产车间。经过详细的座谈，来宾对达意隆的发展概况、生产规模、技术特征及

产品应用等情况有了进一步的了解。在此期间，高处长提出了2011年商务部“外贸商品质量提升年”活动要求。本次活动商务部特别邀请外宾参观国内具有代表性的先进外贸企业，希望借机促进各国间的经济往来。张颂明董事长表示达意隆将尽自身最大的努力，为各国经济的发展贡献一己之力，共同推动世界经济的发展。

In the afternoon of November 8, 2011, a delegation of about 20 people, including leaders from the Department of Foreign Trade



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



张颂明董事长致辞
Chairman Zhang Songming delivered a speech



张颂明回答记者及参会代表提问
Zhang Songming answered questions from reporters and members of the delegation



座谈会现场
At the symposium



欢迎晚宴现场
At the welcome dinner

of the Ministry of Commerce, ambassadors and counselors to China from eight countries in Europe and Africa, leaders from the Information Office of the Ministry of Commerce, the Electrical Chamber of Commerce, the Light Industry Chamber of Commerce and the Chamber of Textiles as well as media representatives from CCTV, China Daily, etc., paid a visit to Tech-Long, with the accompany of Director Gao Zhiqiang from Department of Foreign Trade of the Ministry of Commerce and leaders from the Provincial Department of Foreign Trade and Economic Cooperation and its municipal bureau.

On that day, accompanied by Tech-Long's senior leadership, they visited the testing

center and the production workshop. After detailed discussions, the guests had a better understanding of Tech-Long's development, production scale, technical features and product applications. In the meantime, Director Gao introduced the requirements of the Ministry of Commerce to build 2011 into "a year of export quality improvement". The purpose of the Ministry inviting foreign guests to representative foreign trade enterprises was to to promote economic exchanges between China and these foreign countries. Chairman Zhang Songming said that Tech-Long will do its best to contribute to the national economic development and promote the development of world economy

Text by: Wang Yannan
Picture by: Rainmy.chan

国家重点产业振兴和技术改造 专项检查组来达意隆检查调研

Special investigation group of national key industry promotion and technology improvement visits Tech-Long

2011年11月11日，由中央纪委驻工信部纪检组郭炎炎组长带队的专项检查组一行9人，前往达意隆检查了公司2009年承担的国家重点产业振兴和技术改造项目“高黏度流体灌装设备建设项目”。本次专项检查由国家发展改革委、工信部、监察部、财政部联合成立，更是2009年实施

国家专项以来首次以四部委名义对广东省进行检查。省市领导也对此次专项检查给予了高度重视，广东省经济和信息化委员会蔡勇副主任、广州市经济贸易委员会赵小穗主任、广州经济技术开发区庄凡夫副区长及省市区经贸部门及发改部门领导陪同参加了此次调研。



达意隆高管领导陪同项目检查组及省市领导详细参观了检测中心、机加车间及装配车间，并重点察看了非饮料灌装装配车间，检查组还现场观摩了正在调试运转的高黏度灌装机。之后，检查组从决策行为、建设实施、资金管理等方面系统检查了项目实施情况。

检查结束后，郭炎炎组长肯定了达意隆发展成果和项目实施情况，希望达意隆能够再接再厉，继续加大技术改造力度，为全国的产业结构优化升级做出积极努力。

On November 11, 2011, Guo Yanyan, the head of the Discipline Inspection Team at the Ministry of Industry and Information Technology dispatched by CPC Central Commission for Discipline Inspection, led a delegation of 9 people to Tech-Long to investigate its “highly-viscosity fluid filling equipment construction project”, a state key industry revitalization and technology transformation project undertaken by the company in 2009. The special inspection group was jointly established by the State Development and Reform Commission, the Ministry of Industry and Information Technology, the Ministry of Supervision and the Ministry of Finance. And it was the first time that they had inspected Guangzhou Province since 2009. Leaders at the provincial and municipal levels attached great importance to the inspection. Cai Yong, deputy director of Guangdong Provincial Economic and

Information Technology Commission, Zhao Xiaohui, director of the Economic and Trade Commission of Guangzhou City, Zhuang Fanfu, deputy head of Guangzhou Economic and Technical Development Zone, and other leaders from economic and trade departments and the development and reform commission also participated in the investigation.

With the accompany of Tech-Long’s senior leadership, the inspection team as well as provincial and municipal leaders visited the testing center, the machining workshop and the assembly workshop, and had a close look at the non-beverage filling assembly plant. In addition, the inspection team observed the site where the highly-viscosity fluid filling equipment was under commissioning. Afterwards, the team checked project implementation from such area as decision-making behavior, construction and implementation, and financial management.

After the inspection, Guo Yanyan affirmed Tech-Long’s development results and project progress, and hoped that Tech-Long will continue to intensity technological transformation and make positive efforts toward the optimization and upgrading of the national industrial structure.

*Text by: Wang Yannan
Picture by: Rainmy.chan*

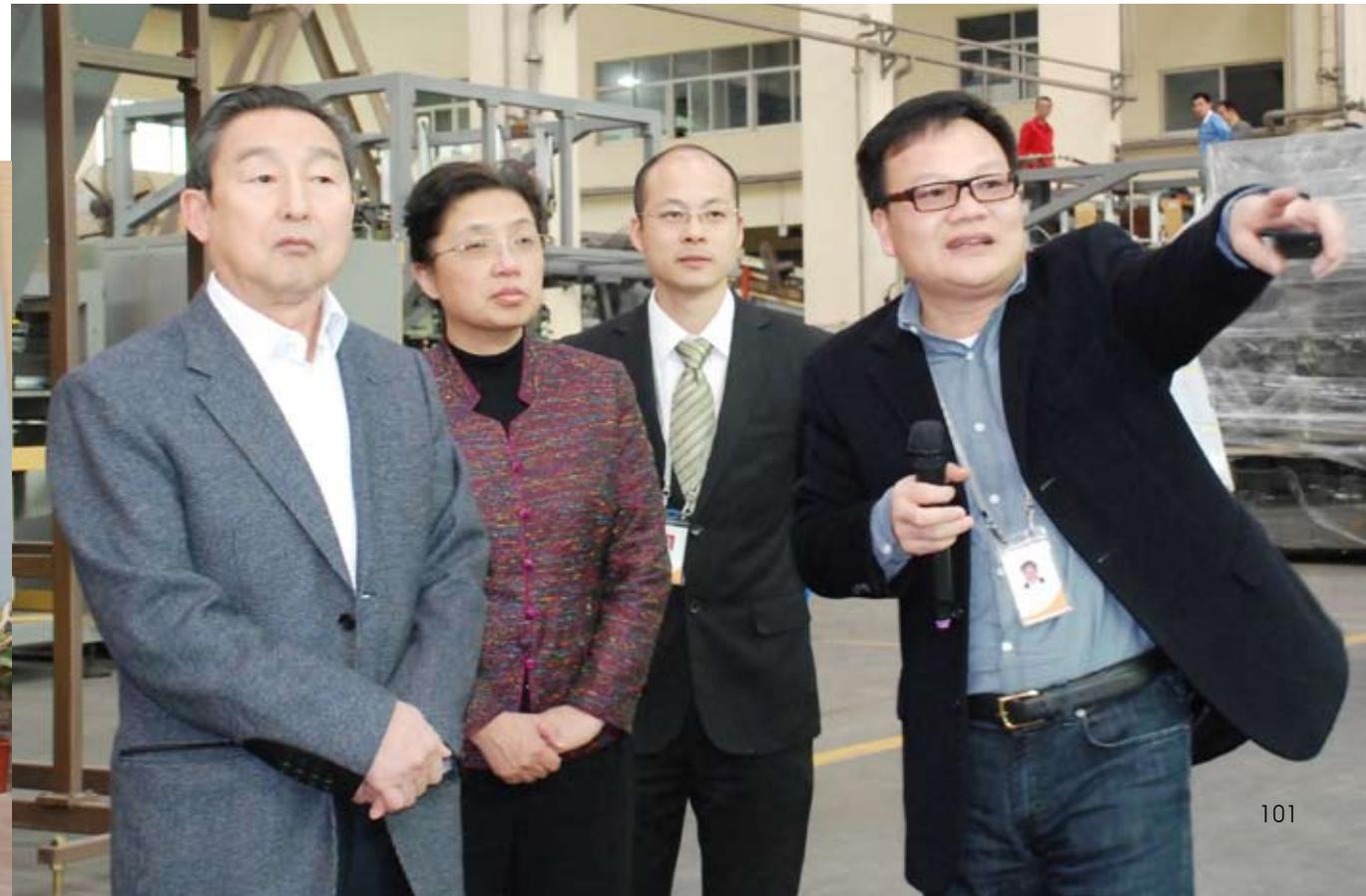
全国人大财经委员会工作组 莅临达意隆参观调研

The working group from Finance and Economy Commission of National People's Congress visits Tech-Long

2011年12月15日，由全国人大财经委员会彭小枫副主任委员带队的全国人大常委会专题调研组莅临达意隆，对达意隆2009年承担的国家重点产业振兴和技术改造项目“高黏度流体灌装设备建设项目”展开考察。省人大、省经信委、省发改委等领导陪同参加了此次调研。公司高管领导陪同项目检查组及省市领导详细参观了检测中心、机加车间及装配车间，重点察看了非饮料灌装装配车间，并现场观摩了正在调试运转的高黏度灌装机。随后，调研组还详细了解项目实施情况和公司经营情况。

On December 15, 2011, a thematic research group from the NPC Standing Committee led by Peng Xiaofeng, deputy director of the NPC Financial and Economic Committee, visited Tech-Long to investigate its “highly-viscosity fluid filling equipment construction project”, a state key industry revitalization and technology transformation project undertaken by the company in 2009. Leaders from the provincial People's Congress, the provincial Economy and Informatization Commission and the provincial Development and Reform Commission participated in the study tour. With the accompany of Tech-Long's senior leadership, the working group as well as provincial and municipal leaders visited the testing center, the machining workshop and the assembly workshop, and had a close look at the non-beverage filling assembly plant. In addition, they also observed the site where the highly-viscosity fluid filling equipment was under commissioning. Afterwards, the working group learned about project process and the company's operation.

Text by: Wang Yannan
Picture by: Rainmy.chan



公司荣誉 Company Honor

达意隆通过广东省2011年第一批高新技术企业复审

Tech-Long passed the review of the first batch of high-tech enterprises of Guangdong Province in 2011

根据《高新技术企业认定管理办法》和《高新技术企业认定管理工作指引》的有关规定，我司顺利通过广东省2011年第一批高新技术企业复审。

According to relevant provisions of the Management Methods on High-tech Enterprise Certification and Guidelines on High-tech Enterprise Certification and Management, our company successfully passed the review of the first batch of high-tech enterprises of Guangdong Province in 2011.

我司“减量化环保技术在饮料包装机械装备的应用及其产业化”课题列入2011年度广东省重大科技专项项目

The “Application and Industrialization of Decrement Technology to Beverage Packaging Machinery” project of our company was listed as one of the major scientific and technical project of Guangdong Province in 2011.

近日，我司“减量化环保技术在饮料包装机械装备的应用及其产业化”项目被列入广东省重大科技计划项目。从09年开始，达意隆就针对可口可乐技术需求开展了减量化技术的研发及应用，并成为国内首家有能力研制减量化吹灌旋一体机的企业。

Recently, the “Application and Industrialization of Decrement Technology to Beverage Packaging Machinery” project of our company was listed as one of the major scientific and technical project of Guangdong Province. As early as 2009, according to Coca-Cola’s technical demands, Tech-Long began to conduct the research and application of decrement technology and became the first company in China with the capability of producing decrement blowing-filling-capping machines.



我司荣列“2011年国家火炬计划重点高新技术企业”

Tech-Long is included in the “Key High-tech Enterprises of the National Torch Program in 2011”

近日，国家科技部公布了2011年度国家火炬计划重点高新技术企业评选结果，达意隆荣列其中。本次“国家火炬计划重点高新技术企业”荣誉称号的获得，是对我司高新技术产业转化能力的充分认可，也必将为我司在继续提升自主创新能力、发挥示范带动作用、引领高新技术产业跨越发展提供强有力的支撑。



Recently, the Ministry of Science and Technology announced the results of “High-tech Enterprise Selection for the 2011 National Torch Program”. Tech-Long was on the list. The honor was a full recognition of the company’s application of high-tech technology to industrial use; and the company will continue to enhance its capability of independent innovation, play a leading model role, and lead high-tech enterprises to realize leap-forward development.

达意隆被认定为“广东省战略性新兴产业骨干培育企业”

Tech-Long is recognized as “The Backbone Enterprise of Guangdong Province in Strategic and Emerging Industries”

2011年底，达意隆被认定为第二批“广东省战略性新兴产业骨干培育企业”。本次成功当选广东省战略性新兴产业骨干培育企业，将继续推动我司抓住发展机遇，在战略性新兴产业领域取得更大的成绩。

At the end of 2011, Tech-Long was included in the second batch of “The Backbone Enterprise of Guangdong Province in Strategic and Emerging Industries”. This honor will motivate the company to continue to seize development opportunities and make greater achievements in the field of strategic and emerging industries.

“全自动轻量化瓶吹灌旋一体机”入选2011年广东省自主创新产品

“Automatic Lightweight Blowing-filling-capping Machine” is selected as a domestically innovated product of Guangdong Province in 2011

在广东省科学技术厅公布的2011年广东省拟认定的自主创新产品名单中，我司研制的“全自动轻量化瓶吹灌旋一体机”成功入选，成为继薄膜包装机、吹瓶机、热灌装机之后第四个被认定的自主创新产品。

In 2011, Tech-Long’s “Automatic Lightweight Blowing-filling-capping Machine” was selected on the list of domestically innovated products which was released by Guangdong Provincial Department of Science and Technology. It became the fourth recognized product of Tech-Long after the membrane packaging machine, the blowing machine and the hot filling machine.

Text by: Wang Yannan



技术与加工

Technology and Processing

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Enjoy the power of green

Tech-Long launches PHR series labeling machine

轻量瓶节能型旋转式吹瓶机的优化

Optimization of lightweight, energy-saving, rotary blowing machines

达意隆公司生产的轻量化节能型旋转式吹瓶机和轻量化节能型吹灌旋一体机，经可口可乐和百事可乐等公司20多条生产线的应用，质量稳定，生产效率达到90%以上，节能效果显著。轻量化节能型旋转式吹瓶机是今后包装机械的发展方向。

Having been applied to over 20 production lines of Coca-Cola, PepsiCo and other companies, the lightweight, energy-saving, rotary blowing machines and the lightweight, energy-saving, blowing-filling-capping machines manufactured by Tech-Long have the features of stable qualities, a high production efficiency of 90% and significant energy-saving effects. These blowing machines represent the future development orientation of packaging machinery.

一、理坯部件 Parts of preform sorting

轻量瓶坯质量轻、瓶口薄和高度低，瓶子结

构要能满足加注液氮等技术要求。理坯时要注意保护瓶坯，防止瓶口碰伤、擦伤或挤压变形，为加热和吹瓶工序创造良好的条件。

在满足一定产量的情况下，驱动电机由变频器控制送坯、提坯和理坯，速度合理匹配，防止出现坯多或坯少现象。坯量过多，会增大提坯阻力，增加提坯电机负载，过早磨损提升带，损坏挡坯条；坯量过少，供坯量不足，影响提坯效率。坯斗的储坯量不宜过多，由检测开关控制一定的储坯高度，超过设定高度值，电机停止送坯，低于设定值，送坯自动开启；提坯速度要适当，坯量过多容易相互挤压，多余的瓶坯拥堵理坯通道，经打坯轮排除后，由回坯通道返回料斗。如果回坯量较大，瓶口和坯身容易磕碰和擦伤，影响加热和吹瓶质量。见图1。

Parisons of lightweight bottle have light weight, thin bottleneck and a low height. Their structure shall meet the technical requirements of liquid nitrogen filling, etc. While sorting preforms, preforms should be protected avoiding bottleneck bumps, abrasions, or

deformation, so as to provide a good condition for heating and blowing.

When certain production output is met, the frequency converter will control the drive mote in the process of parison transport, uplift and sorting. The speed shall be reasonable so as to prevent an excessive or insufficient amount of parisons. An excessive amount will increase resistance and add to the load of the motor, and correspondingly the uplift belt will be prematurely worn and the parison stop bar will be damaged. An insufficient amount will affect the effects of parison uplift. The parison bucket shall not keep too many parisons, and the detector switch will control the height. If the height is above the predetermined value, the motor will stop sending parisons; if the height is blow the predetermined value, the sending of parisons will be automatically started. The speed of sending shall be appropriate. Too many parisons will result in mutual extruding and the congestion of the parison passing channels. After disqualified parisons have been eliminated, the remaining ones will get back to the hopper via the returning channels. If the amount of returning parisons is huge, their bottleneck and body will easily get bumped or scratched, thus affecting the quality of heating and blowing. See Figure 1.



图1. 轻量坯理坯部件
Figure 1. Parts of lightweight parisons

二、加温头部件 Components of heating head

加温头是带动瓶坯加温的重要部件，由芯轴、插接头、涨片和O型圈等零件组成；加温头由加温链带动，公转过程中，芯轴自传而带动瓶坯旋转。见图2。

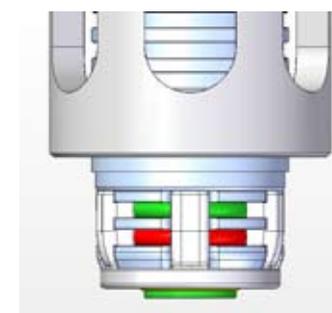


图2. 加温头
Figure 2. Heating head

为防止进坯过程中插伤瓶口和加热过程中瓶口变形，2925型轻量化瓶口优化设计了加温头部件。见图3。

1. O型圈的压缩量要适当，压缩量大小直接影响插坯的力度；力度较大时，插坯和脱坯困难，且容易插伤瓶口；力度较小时，旋转时容易掉坯，影响生产效率。
2. O型圈可上下布置，下端O型圈的硬度比上端稍低一些，有利于引导加温头插坯。
3. 涨片表面及棱角要作抛光处理，防止棱角、锐边或毛刺划伤瓶口；有划痕时，瓶盖密封效果不理想，易出现漏气或漏水现象。
4. 由于热量传导，涨片与瓶口接触面积不宜过大，涨片材料可选用塑料，并增加加温头散热面积，减少瓶口受热变形。

Heating head is an important component for heating parisons; it consists of a central spindle, a connection peg, a piston piece and an O-shaped ring. Driven by the heating chain,

the heating head will revolve, and the central spindle will rotate with the parisons on its own axis. See Figure 2.

In order to prevent bottleneck damage or deformation during the heating process, the heating head components of the 2925-type lightweight bottles are optimized. See Figure 3.

1. The amount of compression of the O-shaped ring should be appropriate, as it will directly influence the force of inserting parisons. If the force is too strong, parison insertion and extraction will be difficult; if the force is too weak, parison will fall off during rotation and the production efficiency will be affected.

2. O-shaped rings can be arranged both at the top and the bottom. The thickness of O-shaped rings at the bottom is slightly lower than those at the top, which will help parison insertion.

3. The surface and edges of the piston piece shall be polished to prevent sharp edges, corners or burrs from scratching the bottleneck; if there are scratches, the cap sealing effect is not ideal and gas or water leakage will happen.

4. Due to heat conduction, the contract area between the piston piece and the bottleneck shall not be too huge. Plastic can be used to increase heat dissipation and reduce bottleneck deformation.

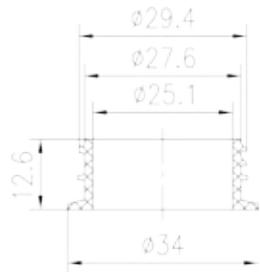


图3. 2925型轻量化瓶口
Figure 3. 2925-type lightweight bottleneck

三、瓶口冷却 Bottleneck cooling

瓶坯在加热过程中，由于热量传递和辐射，易引起瓶口温度过高而变形，可采用风冷或水冷的方式保护瓶口。风冷由风机吸取自然风或空调冷风，直接吹拂到加温头部件上，对瓶口进行冷却；水冷由冷水机提供 $\leq 20^{\circ}\text{C}$ 的循环冷却水，通过瓶口两侧水道，降低瓶口区域的环境温度，同时阻止了热风上行。为保护轻量瓶口，风量大小和温度要能调节，冷却水压力、温度和流量要匹配好，以防管路出现冷凝水。同时，由于加热过程和风循环中产生热风，为防止加热金属零件和瓶口，热风抽出环系统要保持良好的工作状态，抽风量依吹瓶工艺而调整，防止热风向上流动。见图4。

During the heating process, because of heat transfer and radiation, temperature will rise in the bottleneck and cause its deformation. Air or water cooling can be used to protect the bottleneck. During air cooling, the air blower will blow the natural wind or cool air from the air-conditioner to the components of heating head and cool the bottleneck; during water cooling, the water chiller will provide $\leq 20^{\circ}\text{C}$ circulating cooling water, and the waterways at both sides of the bottleneck will reduce the environmental temperature while preventing the hot air from going up. In order to protect lightweight bottleneck, the wind volume and the temperature shall be adjustable. And the pressure, temperature and flow of the cooling water shall be matched, so as to prevent the occurrence of condensate water in pipelines. Meanwhile, as hot air will be produced during heating and wind circulation, the hot air extraction system shall maintain a good working condition, to prevent the heating of metal parts and bottlenecks. The volume of air extraction shall be adjustable to prevent the hot air from going upward. See Figure 4.

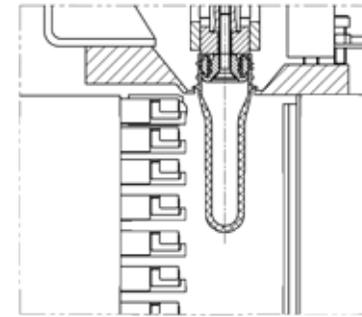


图4. 轻量瓶口冷却部件
Figure 4. Lightweight bottle cooling unit

四、红外线灯管 Infrared lamp

红外线灯管以辐射红外线方式加热瓶坯，坯温控制于 95°C - 120°C 。灯管同时产生的可见光和其它光线，加热效率低，消耗了大部分能量，还加热了加温头等金属零件，引起瓶口变形，需采取水冷或风冷等保护措施。

GE公司提供色温为2400K的红外线灯管波长和能量关系图，由图中看出波长800-1500nm范围具有较高的能量密度，为瓶坯加热的理想区域。见图5。

选择红外线灯管时，除了考虑灯管功率和发热效率等性能指标，还要考虑灯管能否产生较多能量的短波红外线，以快速穿透坯壁加热瓶坯，缩短加热时间，从而降低能量消耗。

Infrared lamps heat the parisons in the form of infrared radiation; the temperature will be controlled between 95°C - 120°C . The lamps will produce visible light and other lights; its heating efficiency is low. Most energy will be consumed, while the heating head and other metal parts are heated, causing the bottleneck to deform. Water or air cooling and other protective measures should be taken.

GE Company provides a figure to show the relation between wavelength and energy for infrared lamps with a color temperature of 2400K. From the figure, it can be seen that the energy density is high when the wavelength is

in the range of 800-1500nm, which is ideal for heating parisons. See Figure 5.

When selecting infrared lamps, in addition to lamp power, heat efficiency and other performance indicators, we have to consider whether the lamps can produce more powerful short-wave infrared rays, so that the rays can quickly penetrate through the walls to heat the parisons, shorten the heating time and reduce energy consumption.

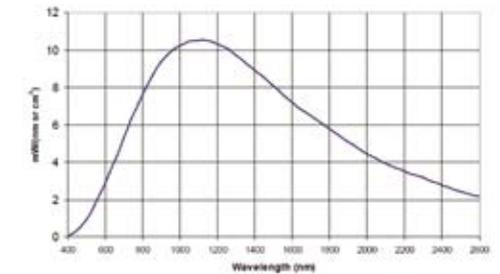


图5. GE公司2400K波长与能量曲线
Figure 5. GE Company's 2400K wavelength and energy curve

(图上的wawvlenggh翻译为波长(纳米)，mw/(nm sr cm²)翻译为在多少纳米范围，每平方米范围的能量为多少毫瓦)
(In the figure, wavelength is shown in the unit of nanometer; mw/(nm sr cm²) means how many milliwatts of energy can be got for every nanometer or square centimeter)

五、吹瓶单元 Bottle blowing unit

吹瓶单元是控制吹瓶工艺的关键部件，由高压电磁阀组和封口气缸组成。高压电磁阀组控制预吹、高压吹和排气等吹瓶工艺，封口气缸控制吹瓶时封口，形成一个密闭的空间。早期高压电磁阀组和封口气缸分开安装，由高压气管连接，管路长，死区气体量大，同时阀的响应速度和吹气时间长，不利于高速吹瓶需要。为提高产量和减少死区气体，电磁阀组和封口气缸形成一个整体，方便安装又缩短了吹瓶时间。由于死区气消耗了高压气体，尽量减少阀组和气缸结构的死区气空间，为节能创造条件。例如，产量24,000瓶/小时，瓶子容积0.55L，吹瓶气体压力

3.0Mpa, 如果死区气减少0.01L, 高压气消耗量可减少0.12立方米/分钟。

Bottle blowing unit is a key component for controlling the blowing process; it consists of a high-pressure solenoid valve and a sealing cylinder. The high-pressure solenoid valve controls pre-blowing, high-pressure blowing, air exhaust and other processes. The sealing cylinder will seal the bottleneck to form a closed space. Previously, the high-pressure solenoid valve and the sealing cylinder were installed separately, and were connected by high-pressure pipes. However, the pipes were long and the volume of the dead zone gas was huge; thus, the response speed of the valve was slow and a long time was needed for blowing. In order to improve yield and reduce the dead zone gas, the solenoid valve and the sealing cylinder have to form a unit, so as to make installation easy and reduce the blowing time. As the high-pressure gas will be consumed in the dead zone, the space of the dead zone shall be minimized to save energy. For example, if the production amount is 24,000 bottle/hour, the bottle volume is 0.55L and the blowing gas pressure is 3.0Mpa, then if the dead zone gas can be reduced by 0.01L, the consumption of high-pressure gas will be reduced by 0.12 m³/minute.

六、使用高压气回收 Use of high-pressure gas recovery

高压气回收是排气之前回收瓶内部分高压气体, 由高压回收气阀控制, 回收的气体经减压和过滤, 压力0.8Mpa-1.3Mpa进入稳压罐用于预吹; 压力0.6Mpa-0.8Mpa进入分配体用于各种气缸动作。经理论计算或气体流量计测量, 可节省15%~30%的高压空气消耗, 回收气量与产量、瓶子容积、气体压力和吹瓶工艺等因素有关; 在满足需要的情况下, 多余的回收气体可输送到机

外使用, 也可用于二次增压产生高压气体, 减少空压机能量消耗。例如, 产量24000瓶/小时, 瓶子容积0.5L, 吹瓶气体压力3.0Mpa, 如果使用高压气回收, 回收气量计算为3.2立方米/分钟。

High-pressure gas recovery refers to the recovery of part of the high-pressure gas in the bottle before air exhaust. This process is controlled by the high-pressure recovery valve. After decompression and filtration, the recovered gas with a pressure of 0.8Mpa-1.3Mpa will enter the buffer tank for pre-blowing, and the gas with a pressure of 0.6Mpa-0.8Mpa will enter the distribution tank to perform various cylinder movements. According to theoretical calculations or the measurements of the gas flowmeter, 15%~30% of the high-pressure gas can be saved; the volume of recovered gas is decided by the amount of production, bottle volume, gas pressure and blowing processes, etc.; as long as demands can be met, the excess gas can be used outside the machine for secondary pressure boost to reduce the energy consumption by the air compressor. For instance, if the production amount is 24,000 bottle/hour, the bottle volume is 0.5L and the blowing gas pressure is 3.0Mpa, if high-pressure gas recovery is used, the recovered gas volume will be 3.2 m³/minute.

七、优化瓶坯加热工艺 Optimization of the parison heating process

瓶坯加热工艺直接影响吹瓶质量, 依据瓶坯和瓶型情况, 合理设置加温工艺参数, 对节能降耗十分重要。瓶坯温度由红外线传感器采集, 与坯温设置值形成闭环控制, 可自动调节红外线灯管输出功率, 从而控制加热炉温度。同时, 加温炉的热量与灯管开启数量和风循环参数设置相关。为优化加热工艺, 前炉区的灯管电压尽量设

置在80%以上, 提高加热效率; 后炉区的灯管电压设置在20-60%, 可通过开关灯管来调节温度, 充分发挥红外灯管的能效, 起到节能降耗的作用。

The parison heating process directly affects the blowing quality; it is of great importance for energy saving to make a reasonable decision on heating parameters according to the type and situation of parisons. The parison temperature will be collected by infrared sensors, and a closed-loop control will be formed against the parison temperature. The output power of the infrared lamps can be automatically adjusted, so as to control the temperature of the heating furnace. In the meanwhile, the heat quantity of the furnace is related to the number of lamps turned on the wind cycle parameters. For the purpose of optimizing the heating process, the lamp voltage of the front furnace shall be set above 80% to improve the heating efficiency, while the lamp voltage of the back furnace shall be set at 20-60%. The temperature can be adjusted by turning on or off the lamps. the role of infrared lamps can be brought into full play and energy saving can be realized.

八、使用轻量瓶 Use of lightweight bottles

2010年达意隆公司和可口可乐联合推出550ml轻量化水瓶, 瓶子质量由16g调整为11.8g, 原材料节省了4.2g, 占比26.25%。

吹瓶气体压力降低, 减少了高压气体消耗量。例如, 水线产量24,000瓶/时, 原来吹瓶气体压力3.5Mpa, 高压气消耗量12立方米/分钟; 采用轻量瓶坯, 吹瓶气体压力2.8Mpa, 高压气消耗量9.6立方米/分钟, 耗气量减少20%。

瓶坯加热能量消耗降低了。以12组加热灯箱为例, 每组安装6只灯管, 灯管装配总功率为186 Kw, 生产550ml水瓶, 产量24,000瓶/小时, 相

同条件下测量瓶坯加热能耗, 16g瓶坯加热能耗为102Kw, 11.8g瓶坯加热能耗为78Kw, 能耗降低了23.5%。

In 2010, Tech-Long and Coca-Cola jointly launched a 550ml lightweight bottle. The bottle's weight was adjusted from 16g to 11.8g. The raw material was saved by 4.2g, accounting for 26.25%.

If the blowing gas pressure lowers, the energy consumption of the high-pressure gas will be reduced. For example, if the production amount is 24,000 bottle/h and the original blowing gas pressure is 3.5Mpa, then the high-pressure gas consumption will be 12 m³/minute. If lightweight bottles are used, the blowing gas pressure will become 2.8Mpa, then the high-pressure gas consumption will be 9.6 m³/min and the gas consumption will be reduced by 20%.

The energy consumption for parison heating is reduced. Take 12 sets of heating light boxes for example. For each set, 6 lamps will be installed and the total assembly power will be 186 Kw. Suppose 550ml bottles will be manufactured and the production amount is 24,000 bottle/hour. Under the same conditions, the energy consumption for heating 16g parisons is 102Kw, and that for 11.8g parisons is 78Kw; therefore, the energy consumption is reduced by 23.5%.

Text and Picture by: Song Kuiwei

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——达意隆重推出PHR系列贴标机

Tech-Long launches PHR series labeling machine

长期以来，低碳与环保一直是包装行业炙手可热的话题，发达国家和地区相关法律法规要求全面采用易降解的新型环保材料，在某种程度上加速了设备的更新换代，顺应行业发展趋势，达意隆重推出盘式回转型热熔胶贴标机（以下简称PHR），为包装行业注入了一股清新的气息。

全新的PHR系列较传统的套标机在环保、性能方面提升了一个档次。（下面以30000瓶/每小时的设备为例）。从以下的几个维度可以清楚看出PHR在工厂可持续性发展上发挥着不可替代的作用。首先，在标签的选择性上，PHR对标签的材质基本没有要求，可以采用opp、pet等多种材质标签。设备使用厂家可以根据自身情况随意选材；而套标机更多受设备的工作原理以及产品包装后的外观的限制，必须采用热收缩性良好的标签材质，标签材质的可选型较低。其次，在环保性方面PHR所用标签材质，属易降解的新型环保材料；而套标机所采用的热收缩材质的标签因在环保方面的不足在发达国家和地区被严格限制使用。第三，在标签价格上，PHR可以减少标签在产品上的包装面积，从而降低单个产品包装标签的消耗；相对套标机至少可降低单个产品50%的包装面积。就包装面积相同的标签而言，因材料价格和加工费用的不同，套标标签普遍要比贴

标标签价格高1.57到3.75倍。最后，在运行消耗上，热熔胶贴标机装机总功率为27kw，运行总功率为18KW。而相对传统的套标机而言，如果要达到30000瓶/小时的产能，需要配置两台套标机，每台设备总功率约为35kw。

鉴于在可持续性、低成本、高效率以及外观上的出众优势，达意隆PHR系列贴标机将成为化妆品、食品、酒、饮料、调味品、化工行业的新宠。

For a long time, low carbon and environmental protection have been the hot topics in the packaging industry. Relevant laws and regulations of developed countries and regions require the full adoption of new environment friendly materials that are easily degradable. To some extent, this accelerates the upgrading of equipment. In compliance with industry trends, Tech-Long introduced to the market its disc-rotary hot melt adhesive labeling machine (hereinafter referred to as the PHR), adding a breath of fresh air to the packaging industry.

Compared to traditional labellers, the new series of PHR machines is better in

environmental protection and its performance. (Let's take the equipment with the capacity of 30,000 bottle/hour for example). The following angles will help us see the irreplaceable role of PHR in the sustainable development of the factory. Firstly, as for the selection of labels, PHR has no requirement on the material of label; OPP, PET and many other kinds of materials can be used. Equipment users can make their own choice according to practical circumstances. However, on the other hand, sleeve labellers are constrained by their operating principles and the appearance of product packages. Therefore, only those materials with good heat shrinkable properties can be used, and there is a limited range of material selection. Secondly, as for environmental protection, labels for PHR machines are made of new environment friendly materials that are easily degradable. On the other hand, sleeve labellers must use materials with good heat shrinkable properties, which is not conducive to environmental protection; thus

the use of sleeve labellers is strictly controlled in developed countries and districts. Thirdly, as for the price of labels, as PHR can reduce the packaging area of labels by 50%, the use of label material on each product will be lowered. On the same packaging area, considering material price and processing expenses, the price of labels for sleeve labellers is 1.57 to 3.75 times higher than that of labels for PHR. Fourthly, as for operation consumption, the total installed power of PHR is 27kw and its operating power is 18kw. However, if the production amount of 30,000 bottle/hour has to be reached, two traditional sleeve labellers must be put in use, and each has a total power of 35kw.

In view of its sustainability, low cost and high efficiency, Tech-Long's PHR series of labeling machines will become a new favorite in cosmetic, food, wine, beverages, condiment and chemical industry.





市场动态

Market News

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Status quo of Indian food machinery industry

印度食品机械产业现状

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印度是世界上人口最多的国家之一，也是经济发展最快的国家之一。2010年，印度的人口总数已达到11.7亿，预计到2025年至2030年，将超过中国一跃成为世界人口最多的国家。印度GDP在2010年为1.37万亿美元，排在美国（14.8万亿美元）、中国（5.36万亿美元）、日本（5.27万亿美元）等国之后，位列世界第12位。2012年，印度GDP增长率为7.4%，2010年至2015年的年增长率预计可达8%左右，如果这一发展速度能持续下去，到2020年，印度GDP总值将超过法国、英国和意大利，跃升为世界第五经济大国。

随着人口增多，经济发展和消费水平提高，印度食品市场的规模近些年来也在迅速扩大。2004年度（本年4月1日——次年3月31日，下同）印度食品市场规模为1560亿美元，2009年度增为2500亿美

元，增加了近1000亿美元，增幅为60%。预计到2014年度，食品市场规模将再增加近1000亿美元，而为3450亿美元，增幅达38%，年均增长7%。加工食品在印度食品市场上的份额，今后将不断提升，印度加工食品市场规模2009年度为1210亿美元，占印度食品市场的48%。到2014年度，加工食品销售额将增至1970亿美元，占印度食品市场的比例将提高到57%。印度食品的进出口增长势头强劲。出口额由2005年度的41亿美元增至2009年度的73亿美元，年均增长15.5%。进口额由2005年度的22亿美元增到2009年度的60亿美元，4年间增长了近3倍，年均增幅达28.5%。

India is one of the world's most populous countries; it is also the one with the fastest economic development. In 2010, India's total population has reached 1.17 billion; it is expected that, by 2025-2030, it will surpass China and become the world's most populous country. India's GDP in 2010 was \$1.37 trillion, ranking the 12th after the United States (\$ 14.8 trillion), China (\$ 5.36 trillion), Japan (5.27 trillion U.S. dollars), etc. In 2012, India's GDP growth rate is 7.4%. Its annual growth rate for 2010-2015 is expected to reach about 8%. If this pace of development can be sustained, by 2020, its total GDP will exceed France, UK and Italy, and it will emerge as the fifth largest economy in the world.

Along with population increase, economic development and consumption growth, the size of the Indian food market is rapidly expanding in recent years. In the year of 2004 (from April 1 to March 31, the same below), the size of Indian food market was \$ 156 billion; in 2009, it was \$ 250 billion, recording an increase of 60%, nearly \$ 100 billion. It is expected that, by 2014, the size of the food market will be increased by nearly \$ 100 billion (38%) to \$ 345 billion, and the annual increase rate will be 7%. The share of processed foods in the Indian food market will continue to be increased. In 2009, the scale of processed foods was \$ 121 billion, accounting for 48% of India's food market. By 2014, the sales volume of processed foods will grow to \$ 197 billion, and its proportion will be raised to 57%. India's food import and export business has good momentum of steady growth. The export volume has increased from \$ 4.1 billion in 2005 to \$ 7.3 billion in 2009, with an average annual growth of 15.5%. The import volume has increased from \$ 2.2 billion in 2005 to \$ 6 billion in 2009, with an increase of nearly 3 times in four years and an average annual increase of 28.5%.

表1 印度食品市场规模 Table 1 Indian food market size

单位：亿美元 Unit: 1 million US dollars

类别 Category	年度 Year	2004	2009 (右列为加工食品) (Processed food on the right)		2014	2009—2014 年均增长 Annual growth
乳制品 Dairy products		280	440	210	620	7%
包装食品 Packaged food		60	90	90	150	10%
饮料 Drinks		40	70	70	100	7%

资料来源：日本贸易振兴会

Data source: Japan External Trade Organization

印度食品机械市场规模2004年度为10.9亿美元，2009年度增到19.1亿美元，年增长12%。预计到2014年度将增至35.1亿美元，2009年度至2014年度间的平均年增长率为13%。饮料加工机械占1/7，乳制品加工机械和包装食品加工机械各约占1/8，其他各种食品机械占的份额都很小。

In 2004, India's market size of food machinery was \$ 1.09 billion; in 2009, it increased to \$ 1.91 billion, with an annual increase of 12%. It is expected that, by 2014, it will increase to \$ 3.51 billion, and the average annual growth rate between 2009 and 2014 will be 13%. Beverage processing machinery will account for 1/7, dairy processing machinery and packaged food processing machinery account for respectively 1/8, and other types of food machinery account for a very small share.

表2 印度食品机械分类市场规模

Table 2 Classified market scale of Indian food machinery

单位：百万美元 Unit: 1 million US dollars

类别 Category	年度 Year	2004	2009 (右列为所占比例) (Proportion on the right)		2014	2009—2014 年均增长 Annual growth
			2009	比例		
饮料 Dairy products		170	273	14%	418	9%
乳制品 Packaged food		91	241	13%	737	25%
包装食品 Drinks		138	221	12%	472	15%

资料来源：日本贸易振兴会

Data source: Japan External Trade Organization

印度是世界最大的牛奶生产国，2009年度的牛奶产量为1.15亿吨，乳制品市场规模为440亿美元，其中未加工乳为230亿美元，加工乳为120亿美元，乳制品为90亿美元。加工产品比例为48%，到2014年度预计将达61%。加工产品大比例的上升，意味着乳制品加工机械市场也将大幅增长。在2004年度至2009年度间，印度乳制品加工机械规模由0.92亿美元增到2.41亿美元，年均增长21%，预计到2014年度将增至7.37亿美元，2009年度至2014年度均增长25%。在印度全部食品机械中，乳制品加工机械市场规模的增长速度是最高的。所占比例将由2009年度的12.6%上升到2014年度的21%。

India is the world's largest milk-producing country. In 2009, its milk production was 115 million tons and its market size of dairy products was \$ 44 billion, in which the size of raw milk was \$ 23 billion, that of processed milk was \$ 12 billion and that of dairy products was \$ 9 billion. The proportion of processed products accounts for 48%; by 2014, it is expected to reach 61%. The substantial increase in the proportion of processed products signifies that the market of dairy

processing machinery will also have rapid growth. From 2004 to 2009, the scale of dairy processing machinery increased from \$ 92 million to \$ 241 million, with an average annual growth of 21%. The scale is expected to reach \$ 737 million by 2014, and the increase rate during 2009 and 2014 will be 25%. In all kinds of food machinery, the growth speed of dairy processing machinery is the fastest. And its proportion will be raised from 12.6% in 2009 to 21% in 2014.

表3 印度乳制品加工机械分类市场规模

Table 3 Classified market scale of India's dairy processing machinery

单位：百万美元 Unit: 1 million US dollars

类别 Category	年度 Year	2004	2009	2014	2009—2014 年均增长 Annual growth
牛乳 Cow's milk		45	167	509	25%
乳制品 Dairy products		47	75	228	25%
合计 Total		92	241	737	25%

资料来源：日本贸易振兴会

Data source: Japan External Trade Organization

随着高学历家庭的增多，收入增加，生活方式和饮食习惯的变化，以及女性工作者越来越多，包括方便食品等在内的包装食品逐渐进入普通家庭，并得以迅速发展。包括食品市场规模2004年度为60亿美元，2009年度增到90亿美元，增幅为50%。预计到2014年度将增为150亿美元，增幅将达67%，年均增长11%。

印度包装食品加工机械市场同样也在快速增长，销售额由2004年度的1.38亿美元增到2009年度的2.21亿美元，增幅为60%。预计2009年度至2014年度的年均增长率将达16%，2014年度的销售额将为4.72亿美元。

饮料加工机械在印度食品机械市场上也占有重要地位。2004年度至2009年度，其销售额由1.7亿美元增到2.73亿美元，年均增长10%。2014年度预计达到4.18亿美元，但2009年度至2014年度的平均增长率将仅为9%，低于印度食品机械市场平均增长率。由于增长速度较低，所以其占有率也有所下降，由2004年度的15.6%分别降到2009年度的14.3%和2014年度的11.9%。红茶加工机械和果汁加工机械的销售额，在印度饮料机械市场所占份额最大，2009年度分别为38%和16%。今后红茶加工机械增速将仅为5%，其实从份额到2014年度将下降为32%。果汁加工机械的年增幅将为15%，2014年度的

市场份额将上升到20%。饮料加工机械销售额在2004年度和2009年位居第二位，到2014年，乳制品加工机械和包装食品机械销售额都将超过饮料加工机械。

印度食品机械出口额近年来增长很快，2005年度为3.49亿美元，2008年为9.05亿美元，年均增长37%。2009年度受到世界金融危机和国际市场下挫影响，其出口额略减为8.9亿美元，减幅为1.4%。冷却和杀菌装置出口额最多，2009年度为2.5亿美元，占全部出口额的28%。中国是印度食品机械的最大出口市场，2009年度其出口额占到总出口额的13%，其次分别是美国占7%、阿尔及利亚占5%以及阿联酋、阿曼、韩国、沙特、尼日利亚、奥地利等国。

与出口额相比，印度食品机械的进口额更大一些。2005年度至2009年度，印度食品机械进口额由5.7亿美元增至13.4亿美元，增长了136%，年均增长24%。中国是印度进口食品机械的最大供应国，2009年进口额为3.22亿美元，占全部进口额的24%。从德国的进口额为1.66亿美元，占12%，从美国的进口额为1.65亿美元，占12%，其次是意大利、韩国、奥地利、法国、泰国等国。

With an increasing number of highly educated families, a growing income, changes in lifestyle and eating habits, and more female workers, packaged food such as convenience food has gradually entered ordinary households and gained rapid development. In 2004, the market scale of packaged food was \$ 6 billion; in 2009, it increased to \$ 9 billion, with an increase of 50%. It is expected that, by 2014, it will be increased by 67% to \$ 15 billion, representing an average annual growth of 11%.

Rapid growth can also be seen in the Indian market of packaged food processing machinery; its sales volume has increased from \$ 138 million in 2004 to \$ 221 million in 2009, with an increase of 60%. It is expected that, from 2009 to 2014, the average annual growth rate will reach 16% and the sales volume in 2014 will be \$ 472 million.

Beverage processing machinery also occupies an important position in the Indian food machinery market. From 2004 to 2009, its sales volume increased from \$ 170 million to \$ 273 million, with an average annual growth of 10%. In 2014, it is expected to reach \$ 418 million. However, from 2009 to 2014, the average annual growth rate was only 9%, which is lower than the average growth rate of Indian food machinery market. Due to the low growth rate, its share has also declined from 15.6% in 2004 to 14.3% in 2009 and 11.9% in 2014. The sales volume of black tea processing machinery and fruit juice processing machinery has the largest share in the Indian beverage machinery market; in 2009, it was respectively 38% and 16%. In the future, the growth rate of black tea processing machinery will only be 5%; in fact, its share will be drop to

32% by 2014. The annual growth rate of juice processing machinery is 15%; in 2014, its share will increase to 20%. The sales volume of beverage processing machinery ranked the second in 2004 and 2009; by 2014, the sales volume of dairy processing machinery and packaged food machinery will exceed that of beverage processing machinery.

In recent years, Indian food and machinery exports increased rapidly; in 2005, the sales volume was \$ 349 million and in 2008, it grew to \$ 905 million, with an average annual growth of 37%. In 2009, due to the world financial crisis and the collapse of international markets, its export volume was reduced to \$ 890 million, with a decrease of 1.4%. The export volume of cooling and sterilization equipment was the highest, and in 2009, it was \$ 250 million, accounting for 28% of all exports. China is the largest export market for Indian food machinery, and in 2009 the export to China accounted for 13% of the total, which is followed by the United States (7%), Algeria (5%), the United Arab Emirates, Oman, South Korea, Saudi Arabia, Nigeria, and Austria .

Compared to exports, India's food machinery imports are greater. From 2005 to 2009, the Indian food machinery imports increased from \$ 570 million to \$ 1.34 billion, with an increase of 136% and an average annual growth of 24%. China is the largest supplier of India's imported food machinery; in 2009, the import volume was \$ 322 million, accounting for 24% of the total. Imports from Germany amounted to \$ 166 million, accounting for 12%, and those from the U.S. amounted to \$ 165 million, accounting for 12%, which is followed by Italy, Korea, Austria, France, Thailand and other countries.

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