

**Excellent performance comes
from expertise**

From better to best, Tech-Long keeps a great ambition in mind



TECH-LONG

Headoffice (Guangzhou, China)

23# YunPu 1 Road YunPu Industrial
Zone, Guangzhou
Tel: (0086 20) 82266888
Fax: (0086 20) 82266288
E-MAIL: market@tech-long.com

Dubai Office

Tel: 00971 4 2869111
Fax: 00971 4 2869222
E-MAIL: sure@emirates.net.ae

Landon Office

Tel: 00440 208-813-5513
Fax: 00440 208-848-4713
E-MAIL: iscor@aol.com

Japan Office

Tel: 0081 463-33-2118
Fax: 0081 463-33-2118
E-MAIL: peteyfuku@hotmail.com

U.S.A Office

Tel: 001 843 851 3217
Fax: 001 843 871 7803
E-MAIL: dkamon@worldmfg.com

copyright Tech-long®

FOCUS TECH-LONG 聚焦達意隆

Vol. **3** Mar. 2005

Quarterly publication of Tech-Long

www.tech-long.com



Headlines

• A dream without bounds - P1

Products

• RJM 16 fully automatic rotary
PET bottle blowing machine - P3

Market information

• The first-time handshake with a
Bangladesh company - P5

Views

• Tech-Long aiming at global
beverage packing market through
low-cost operation - P6

Database

• Cooperation between two giants
of the industry - P7

Company Culture

• Love is borderless - P9

Trade fair express

• Interpack 2005 is to be held in
Dusseldorf, Germany on April
21-27 - P9

Observation

• All-rounded services of Tech-Long
in internet - P11

Express

• Milestones for Danone & Tech-
Long - P13

Industry Dynamics

• Organized by China Beverage
Industry Association and other
organizations, Chinese beverage
equipment enterprises will visit
Munich Expo in September - P14


TECH-LONG
Runs for you!



A dream without bounds

The PET bottle blowing technology keeps improving

In packing for liquid foodstuff, PET bottles play a critical part and have been widely applied in containing drinks such as water, fruit juice, tea and milk, as well as medicines and cosmetics. Therefore, PET bottle blowing machines have an enormous market potential.

The development of PET bottle blowing machines in China has gone through two major phases: semi-automatic bottle blowing machines and fully-automatic bottle blowing machines. The R&D personnel have accomplished one achievement after another by adopting the ever developing bottle blowing technology in the development of PET bottle blowing machines.

We will give a brief introduction to the history of bottle blowing machines by looking at the present situation of bottle blowing machines in China.

Semi-automatic bottle blowing machine

The semi-automatic bottle blowing machines employ the structure of two machines in one casing, being simple in structure and highly reliable in performance. By adopting perfect PET processing technology, more flexibilities and conveniences are given to the equipment. Reliable temperature control function makes pet bottle temperature setting more accurate and makes the material distribution in the process of pet bottle blowing more reasonable. In this way, bottle quality is ensured and production cost is reduced. To meet various demands from customers, Tech-Long never gives up the production of semi-automatic bottle blowing machines. This model has the feature of low-cost and high reliability and so enjoys great popularity among users. Presently, the models of semi-automatic bottle blowing machines made by Tech-Long include CP18, CP22 and CP24, as well as heating machines JW20 and JW22. They have formed a complete series of the production lines.



CP series semi-automatic bottle blowing machine

CP series have strong mold locking force, adjustable between 5 tones to 30 tons. They are convenient in installation and there is no need to make adjustment in mold thickness. Security is ensured and mold is protected by adopting the method of mold mounting with low pressure and mold locking with high pressure. High pressure purge valves made in Germany and Japan are used, with the purging pressure reaching 3.0MPa. It has the feature of high mold mounting and mold dismounting speed, stable operation and is free of any vibration. In order to ensure reliable performance and long application life cycle, most of the components adopted products of famous brands such as PLC, operating panels made in Japan and intermediate relays made in Malaysia.

The heating machines coming together with CP series semi-automatic bottle blowing machines are JW series semi-automatic heating machines, applicable to heating for pet bottles with length within 150 mm and thickness reaching 4.5 mm.

JW series heating machine

JW series adopt the techniques of frequency variable adjusting speed and even rotating heating. The special screw protective function can prevent any deformation from occurring on the screws. The eight-session independent temperature control function can perform pet bottle temperature control, automatic pressure regulating and automatic temperature control. It has stable performance and so can ensure consistent pet bottle heating. The frequency transformers are made in Japan, ensuring good satiability and endurance of the machine.

During the whole process of production with semi-automatic bottle blowing machines, manpower is required. This has caused some impact on production efficiency, production cost and product sanitation. On the other hand, fully-automatic bottle blowing machines have fully utilized the mechanical functions and have greatly improved production efficiency and reduced production cost. Compared with semi-automatic bottle blowing machines, the foodstuff safety in fully-automatic bottle blowing machines have been greatly improved and so are more suitable for large-scale mass production.



Tech-Long RJM 16 fully automatic rotary bottle blowing machines

A good command of market demand with ever developing bottle blowing technology

RJM 16 is a representative of high speed operation of Tech-Long RJM series bottle blowing machines. Its high speed and high efficiency will bring customers with more choices in models and production line selection, giving customers a down-to-earth realization of cost and efficiency. The launch of RJM 16 is a new starting point for RJM 16 series as well as a foundation for RJM 18-RJM 20-RJM 24. At present, this model is still under the assembling process and is expected to be launched to the market in August 2005. Compared with the first generation fully automatic rotating bottle blowing machine RJM 8, RJM 16 has made breakthrough in the mechanical performance of the machine.

Heating is performed with pet bottle upside down, with bottle mouth and heating head protected by cooling water to prevent deformation in mouth.

Reflecting layer is coated on the back side of the infrared heating lamp tube to improve heat efficiency. The distance between each lamp tube and the pet bottle can be adjusted independently for energy-saving.

The heating lamp box can be turned outwards for 90° for convenient replacement of lamp tubes

Fast replacement is available for heating head according to type of the pet bottles, without the need to disassemble the whole piece of heating chain.

The infrared temperature detector can measure temperature in different parts of the machine and provide feedback to the control system for automatic or manual adjustment, so as to obtain optimal temperature curve for the pet bottles.

Reasonable double cam structure and mold mounting and mold dismounting rail can be designed with the help of optimal mechanical analysis.

Stretching cylinder and mechanical rail make the pet bottle stretching proportion more reasonable.

The rotating mold locking structure reduces the noise caused by mold mounting and mold dismounting.

The mold blowing station has good compatibility to make mold replacement fast and convenient.

The bottom mold installing fast replacement mechanism can rapidly replace bottom mold after air coming in.



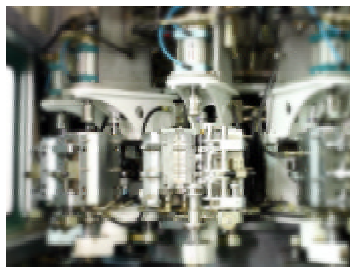
Parameter of RJM 16 fully automatic rotating bottle blowing machine

型号 TYPE	RJM16	
吹塑站数量(PCS) Blowing Moulds	16	
出瓶高度(mm) Bottle Height	1500	
主电机功率 (Kw) Motor Power	7.5	
红外线灯管功率(Kw) Infared Lamp Power	3+2.5	
装机总功率(Kw) Total Power	421.5	
理胚机电机总功率(Kw) Unscrambler Motor Power	1.67	
红外线灯管电压(V) Infared Lamp Voltage	400	
低压工作空气压力(bar) Low Air Pressure	6-8(10max)	
高压工作空气压力(bar) High Air Pressure	35-40	
高压空气流量(m³/min) High Pressure Air Flow	普通瓶(0.6L) Normal Bottle Size	20
	热灌瓶(0.5L) Hot Filling Bottle	35
模具冷却水温度(°C) Mould Cooling Water Temperatuer	8-12	
模具冷却水流量(°C) Mould Coolong Water Flow Rate	7-8	
瓶子最大容积(L) Max.Bottle Volume	2.5	
生产率(BPH) Capacity	普通瓶(0.6L) Normal Bottle	24000
	热灌瓶(0.5L) Hot Filling Bottle	16000
主机外形尺寸 (LxWxH) (mm) Outer Size Of Blowing Machine	4580X4262X3600	
加温机外形尺寸 (LxWxH) (mm) Outer Size Of Heater	5453X1276X2450	
模身油温机功率(Kw) Mold Oil-Heater Power	100	
底模油温机功率(Kw) MOLD BASE OIL-HEATER POWER	40	
理胚机外形尺寸 (LxWxH) (mm) Unscrambler Outer Size	6200X3070X3895	
总重量 (T) Total Weight	29	

NOTE: Capacity of 350ml bottle is 17000-19000BPH.

Fully-automatic bottle blowing machine

Fully-automatic bottle blowing machines are widely applied in packing for drinks, cosmetics and medicines due to their safety, sanitation, low-cost in production line, small size, high production efficiency and easy maintenance.



Fully-automatic bottle blowing machines can be put into two categories: rotating machines and stepping machines. Stepping machines are widely applied in production for bottles with small capacity, multiple specifications and low production volume, including packing for medicine, cosmetics and foodstuff. It can also blow bottles of various materials such as PET, PEN, PP and PC. Compared with stepping machines, the advantages of rotating machines is that the production capacity per machine is large and they are capable of performing continuous bottle blowing and bottling, not requiring supplementary equipment. Therefore, the investment in equipment is reduced, the space required by equipment of unit production volume is decreased and the investment in capital construction is minimized. Due to the excellent performance of the rotating bottle blowing technology, 85% of the bottles in the beverage industry are made by using two-step rotating bottle blowing machines, with the proportion of application in other industries increased year by year.

Tech-Long has been dedicated to the development of fully-automatic bottle blowing machines and has been working to improve their performance. It has gone through three phases including semi-automatic, stepping and rotating, and by year 2002 it has successfully launched the RJM series fully-automatic rotating bottle blowing machines. The production capacity of RJM 10 (III) fully-automatic rotating bottle blowing machines has been increased from 1200 pieces per cabinet per hour to 1500 pieces per cabinet per hour. Compared with the first generation, the improved RJM 10 (III) possesses more advantages, which are described below:

I.The driving power of the machine is increased

The main purpose of increasing the driving power of a machine is to increase production volume and to ensure machine stability. The main motor of RJM 10 (III) adopts decelerating products with helical gears made by SEW in Germany. The bearings for the principal shaft are products of famous Chinese brands. High-precision rail-type robotic arms are used on condition that the machine precision is not decreased. From RJM 10 (III) up, main conveying wheels are equipped with imported independent overload protection torque limiting devices, which will make adjustment more convenient, increase machine loading capability and provide better protection for machines.

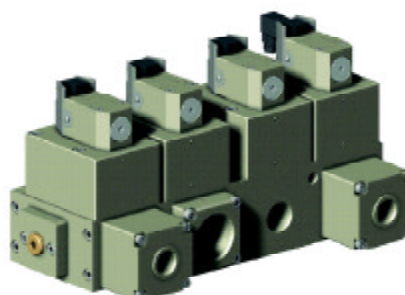
II.Improved blow and stretch bar system

The improved stretching bar system can effectively control the speed of stretching,making the pet bottle stretching proportion more reason



Appearance look of Tech-Long RJM 10 (III)

High-pressure blowing valves made by EugenSeitzin, Switzerland



able and making theevenness of the bottle wall thickness meeting customer requirements. The application of high pressure purging valves made by Eugen Seitz in Switzerland, imported pressure relief valves of famous brands, safety valves, new-type waste gas recycling cir-

cuits and compressed air recycling can bring more values to customers.

III.Improved fan cooling control function

The temperature control air circulating system has improved the thermal regulating techniques of the pet bottles and the location and power distribution of the infrared heating lamp tubes. The bottle blowing quality is improved and the scope of application is expanded because the infrared temperature detector can measure the surface temperature of the pet bottles any time. If necessary, the rotating speed of the fan can be adjusted to make the temperature on the body and on the mouth of the pet bottles reach the pre-set level. In unit-type heating system, the heating lamp box can be turned outwards for 90° for convenient replacement of lamp tubes. Application of coated heating lamp tubes can increase the heat availability by 20-30%

IV.Improved overall performance

Separate manual oil supplementing function is changed to partial concentrated lubricating function, and mold of small capacity is changed from integrated type to fast replacing type (mold sleeve and mold nest), making replacement more convenient. The cooling water pipe joint is changed to fast replacing joint. The rotating mold locking structure reduces the noise incurred from the mold mounting and mold dismounting, giving it a better look.

PLC made by Allen Bradley, U.S.A



IIV.Electrical control system

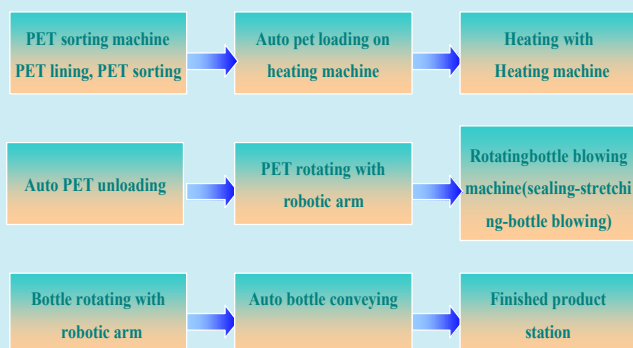
Powerful industrial personal computer is used in the machine. Through the touch screen, comprehensive monitoring is implemented on the bottle blowing pressure, mold temperature, production capacity and safety of the machine, ensuring stable heating of the pet bottles, avoiding any influence from the change of the ambient temperature. PLC is changed to PLC and control

module made by Allen Bradley in the United States. The method of communication is improved, increasing the speed of response in the system from 0.01 second to 0.001 second. All interfaces in the circuit are fast plugging type, and major electrical components are imported products of famous brands with CE approval.

Trend of development

Tech-Long believes that there is no bound for imagination, and so the development of bottle blowing machines will never stop. RJM12, RJM14 and RJM16 have been launched, and RJM20 is under development. The trend of development is one single machine combining the function of blowing, bottling and capping, integrating bottle blowing machine and three-in-one bottling machine. The trend of development is multiple models, high efficiency, high production volume, energy-saving, power-driven and intelligent network diagnosis.

Text by Wuhai Nie, Mukee
Graphic by Mukee



PET preform loading

PET preform with packing removed are put in a container. Then the conveying belt lifts the PET preform to the sorting station. After that the PET preform are arranged on the rail and are sent to the machine by their own weight. The PET preform sorting is carried out in accordance with international standard. The whole process of sorting is controlled automatically, with high efficiency and without any damage done to the PET preform.

Intermediate mold sleeve, mold base heating (or cooling), cooling for embedded components on bottleneck.

For optimal bottle blowing quality and maximum production efficiency, cold bottling bottles (600 ml) can reach 24000 bottles/hour, hot bottling bottles with crystal mouth can reach 18000 bottles/hour.

RJM 16 fully automatic bottle blowing machine is equipped with complete mechanical and electrical protection devices to ensure personnel safety and stable operation of the equipment.

Personnel safety –

Totally enclosed structure is adopted in the equipment and reliable safety door system is equipped to ensure personnel safety.

Equipment safety –

The mold mounting protective device adopts the mechanical and electrical method to prevent damage done to equipment when problem comes up during mold mounting. The mold locking protective device also ensures safety of mold and mold supporter through mechanical and electrical method. The mold base protective device and mold dismounting device perform double positioning testing to prevent mold dismounting or mold base from falling off during high speed operation. The sealing protective device adopts multiple point testing techniques to provide maximum protection to the safe operation of the robotic arm and the stretching system. The bottle unloading testing ensures the safe operation of the pet bottle loading robotic arm and the mold.

Man-machine interface with touch screen: Touch screen with pop-up menu ensures simple and fast management on the machine, which is easily understood by operators. Graphics, icons, and colors applied in the interfaces have been selected meticulously. During the operation of the equipment, the parameter of the bottle blowing such as pet bottle heating temperature, pre-blowing time and blowing time can be revised any time.

Text by Wuhai He, Jay
Graphics by Shuang Gu



The robotic arm adopts the cam rod structure, which is simple, synchronized and with good coordinating capability.

Temperature regulating

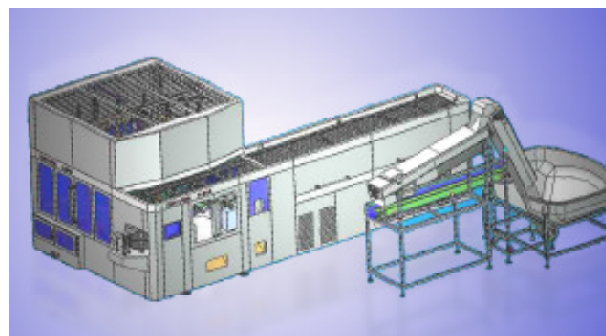
Pet bottles go by the heater located at the star wheel continuously. The pet bottles are rotating at regular speed and are receiving even heating while going through the heating zone. Infrared heating with silicon controlled rectifier is adopted. Temperature of each layer of infrared lamps can be controlled independently, with testing function for burned out lamps available. Air flow in heating zone and bottleneck protection device are reasonably arranged to provide pet bottles with optimal temperature curve and to prevent bottleneck from being affected by heating. If necessary, automatic temperature regulating function is available with the help of infrared temperature detector. The temperature of heating for pet bottles is displayed on the touch screen.

Bottle stretching and blowing

The cam structure accurately controls the mold mounting and mold dismounting. The simple and strong mold structure makes mold replacing fast and convenient. The special mold locking and pressure increasing system can control the bottle blowing parameter for each cabinet through the touch screen. The machine also possesses good trouble detecting function. The special structure of the purging head ensures high reliability for sealing operation under different purging pressures. The innovative bottle blowing control method greatly increases the rate of qualified products.

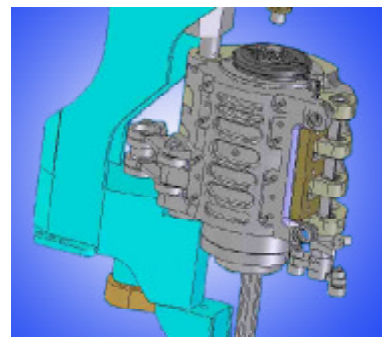
Discharging of finished bottles

Upon completion of the bottle blowing process, the robotic arm will take the bottles out of the mold. The bottles will receive quality inspection. Uncompleted bottles will be rejected automatically and will not be sent to the conveying belt. In this way, the continuity of production is ensured. The bottles can be unloaded from the conveying belt and stored in the warehouse or receive on-line bottling.



Three-dimensional view of RJM 16 machine

The mold supporter has greatly improved production efficiency and reduced production cost. The mold temperature is regulated by temperature regulator of the constant temperature heater. The designing and material selection of the mold supporter has gone through a complicated process.



Mold supporter

The infrared heating system is divided into eight zones, with each one independently controlled. The stepped regulating on voltage of the infrared heating tube is realized through FX2N-4AD module and Tech-Long man-machine interface. In this way, temperature on different parts of the pet bottles can be controlled. The air inducing device can prevent cross ventilation and so is beneficial to stabilizing the heating environment and to improving heating efficiency. The wind cooling and water cooling device can prevent bottleneck from repetitive heating.



Heater

The first handshake with Bangladesh a company

The news about the opening ceremony for Tech-Long equipment launching into production is published on the front page of the local newspaper in Bangladesh. In the photograph is the Minister of Health of Bangladesh (middle), Mostafa (first from left), the General Manager of Haolu Company of Bangladesh, Mr. Qin (second from left), the Deputy General Manager of China National Machinery Import and Export Corporation and Chen Gang (first from right), the Vice President of Tech-Long, are present at the opening ceremony.



Haolu project between Tech-Long and Bangladesh

The Haolu project is an international cooperation project between Tech-Long and Haolu Foodstuff and Beverage Co., Ltd. (referred to as Haolu hereafter). This is also a made-in-China turn-key project, the first Tech-Long production line in Bangladesh, as well as a sample project in the local market with great significance.

As early as the second half of year 2003, initial intention of cooperation has been formed on a turn-key project of 10000 BPH water production line between Haolu and Tech-Long. The contract was signed at the end of 2003.

In April 2004, the production line arrived at customer plant, with Tech-Long engineers coming along to check the amount of parts. In August 2004, the production line launched into production and new products came off production line, with marketing promotion activities carried out in the local market. In the second half of October 2004, when late autumn arrived in Guangzhou while Bangladesh was still in hot summer season, two people from the International Business Department and Engineering Department of Tech-Long were sent to Bangladesh for the Haolu Project, carrying out test running for the production line. From mid October to the end of December 2004, the Tech-Long engineers had conducted comprehensive and in-depth training to all operators from the plant, and had provided assistance to Haolu Company in equipment maintenance.



General Manager, Mr. Mostafa (Right, 1) and another board member from "HAOLU" company and Vice-president Chen Gang (Left) At Opening Ceremony



Technicians from Tech-Long take part in a promoting activity at a local exhibit

-ration were invited by Haolu Company to attend the opening ceremony. The success of this project is of great significance to the beverage industry in Bangladesh. Besides senior officials from the Bangladesh government such as the Minister of Health, the officials from the Chinese embassy in Bangladesh had also attended the opening ceremony. Heavy media coverage had been made by local television stations and newspaper agencies. People from beverage circles in Singapore, Italy and Britain had also attended this ceremony. By the first half of January 2005, the production line had passed acceptance testing and had gained favorable comments from customer. The turn-key project was successfully handed over to customer.

This project has gone through many difficulties from start to the end. The progress of this project has been affected by incidents such as stand-down in the month of fast in Muslin region, power cut caused by strikes, unstable power supply, shortage of standard components in the local market, variation in quality of detergents, low competence in labor force and limitation in communication efficiency. In May 2004, when the bounding wall had not been built around the plant, the Tech-Long engineers worked night and day to check and count the parts of the equipment, make plan for installing location and prepare for water and power supply. June is a season of flood and epidemic, the engineers went on working in spite of illness, giving priority to benefit of Tech-Long. On the eve of Chinese lunar New Year of 2005, the Tech-Long engineers arranged training courses for operators and lab staff despite of the festival to be celebrated. The debugging engineers of this project had successfully implemented the operation principle of creating value to customer whole-heartedly. Every member in the project team was affected by their enthusiasm, belief and attitude of meeting challenge. Friendship was established among them. When the project was completed and the Tech-Long engineers were saying farewell, they were reluctant to part with each other. That was really a touching scene.

This is the true reflection of principle of Tech-Long: "Run for you". The project is not a large one, but the spirit of cooperation and the professionalism shown in this project can be of great significance.

Text/graphics by Harry



Many potential customers are inquiring about Tech-Long equipment at the exhibition booth in China Drinktec 2005.

Tech-Long has been the focus in the South China beverage exhibition

International Convention & Exhibition Center. This event was organized by Adsale Exhibition Services Ltd., China Foreign Trade Center and China National Packaging Corporation, co-organized by Guangzhou Exhibition Company of China Foreign Trade Center.

The exhibition booth of Tech-Long located in Hall 1B had attracted much attention from visitors home and abroad, renown beverage enterprises such as Coco-cola, Zhujiang Beer, Kingway Beer, Want-Want Group, Heinz Group, Danon Yili, Lee Kum Kee (Hong Kong), Yeo Hiap Seng (Guangzhou), as well as renown daily chemical enterprises such as Colgate and P&G. There were also many visitors with projects on hand coming from Australia, Japan,

Russia and Argentina. All those potential customers had shown great interest in the equipment of Tech-Long. Some of them had come to visit the factory of Tech-Long and had got a thorough understanding of Tech-Long.

Presently, Tech-Long is displaying its made-in-China competency to the whole world.

Text/graphics by Kent



Marketing personnel and sales representatives of Tech-Long in the exhibition



Great success made by Tech-Long in expanding international market

The export volume of Tech-Long in year 2004 had been record high, with the total amount reaching USD 7.56 million, converted to RMB 62.45 million. By February 2005, the sales volume had reached USD 5.65 million, converted to RMB 46.67 million. It indicates that great success has been made by Tech-Long in expanding the international market.

by Amy

Re-structuring of region division for domestic sales of Tech-Long

According to the market situation in China, the region division for domestic sales was restructured, which were categorized into four major regions: North China, East China, West China and South China. The restructuring has increased the efforts given to services within each region. After the adjustment, the work of sales representatives will become more efficient.

by Mukey

Tech-Long is working to be a first class brand in the world

In year 2004, with the development of the International Sales Department of Tech-Long, great achievements were made in the field of international sales, with the sales volume reaching 145% of that in year 2003. Tech-Long products had successfully entered the market of 45 countries and regions in Europe, Asia, Middle East, Africa and Australia.

Take Middle East and Africa for example, Tech-Long took part in Propak held in South Africa and GulfPack held in Middle East. In GulfPack, Tech-Long was awarded with the Presidential Golden Cup for best exhibition booth, laying a solid foundation for expanding the market in these two regions.

Tech-Long has always kept the ambition of developing Chinese high-tech industry in mind. It keeps up with the latest development abroad and never stops making innovation. The company invites specialists from Europe, the United States and Japan. The bottling and bottle blowing technology have been constantly up-

dated and new products keep coming up, becoming strong competitor for many famous foreign brands. Ever since the first CSD bottling line was accepted by Coco-cola, the Tech-Long CSD bottling lines had rapidly entered the market in the United States, Bangladesh, Azerbaijan and Russia.

With the expansion of the market share of Tech-Long, the competitors of Tech-Long have been changed from domestic manufacturers, to Taiwanese manufacturers and Korean manufacturers. Nowadays Tech-Long is faced with more direct competition from well-known manufacturers in Europe. This has set higher requirements on Tech-Long. We believe that with the upgrading of the overall strength of Tech-Long, Tech-Long surely will be able to compete with those world class brands.



In GulfPack held in Dubai in September 2004, Tech-Long is awarded with the Presidential Golden Cup for best exhibition booth. Luo Wenhai(left), the General Manager of International Sales Department and Jinesh Jain (right) from Tech-Long's distributor Sure International L.L.C. Company are jointly receiving the golden cup from the chairman of the organizing committee of the exhibition.

Text/graphics: Paul

Cooperation Between



Close cooperation between Tech-Long and Zhongfu Group

Zhuhai Zhongfu is one of the largest PET bottle manufacturers in China, possessing the latest technology and the most comprehensive production equipment. It is a bottling plant supplying service for two beverage giants in the world, Coco-cola and Pepsi-cola, as well as a supplier of foodstuff and beverage plastics packing for major beverage manufacturers in China. The annual production capacity for PET CSD bottles, mineral water bottles, purified water bottles and distilled water bottles is 5 billion pieces, and the annual production capacity for PET pet bottles is 4 billion pieces.



ON February 16, 2005, the first working day for Tech-Long after the Chinese New Year, exciting news came from the Sales Department of South China Region that the plants of Zhongfu Group in Lanzhou, Changchun and Taiyuan had signed contracts with Tech-Long respectively for 18000BPH-30000BPH small bottling line. Zhongfu Group is the largest OEM enterprise in China for Coco-cola, the largest beverage packing enterprise in China. By now, Zhongfu Group has purchased 20 bottling production lines from Tech-Long, making Tech-Long gain a more secure position in the Coco-cola system. Looking back on years of cooperation with Zhongfu, it is an extraordinary experience full of hardship, with Zhongfu Group providing Tech-Long with great support.

First-time cooperation in 2003

In year 2002, Tech-Long supplied the first bottling water production line and five-gallon production line to Shanghai Shenmei. That was the first time that Tech-Long equipment had obtained approval from the Coco-cola system. After that, the Agreement of Strategic Partnership was signed with Swire Coca-cola, laying a solid foundation for the Tech-Long equipment to be accepted by the OEM enterprises of Coco-cola.

In year 2003, the water bottling contract was signed between Zhongfu and Coco-cola. Altogether there were five equipment suppliers getting involved in the competition for this order. Led by Zhang Chongming, the General Manager of South China Sales Department, a plan was made for the competition on many aspects such as proposal preparation, on-site presentation and technical presentation. In December, after many rounds of negotiation between Zhongfu and Tech-Long, the tender for five production lines out of total six was won by Tech-Long, including the 30000BPH bottling water production line, which was the smallest bottle and the largest production capacity of Tech-Long at that time.

All-rounded cooperation in 2004

Year 2004 is a year of all-rounded cooperation between Tech-Long and Zhongfu, as well as a critical year of tribulation. South China Sales Department of Tech-Long regards Zhongfu as a key customer and person

nel were specified to follow up the Zhongfu project. Within the company, all departments are cooperating very well to make equipment and spare parts available within the shortest time possible so as to ensure launch of production. Regarding communication with customer, both the Sales Department and the Engineering Department will coordinate with Zhongfu headquarter and the plants in a prompt way to solve all kinds of problems coming up. The engineers from the Engineering Department will always overcome any difficulty to accomplish tasks successfully. The services provided by Tech-Long have gained favorable comments from customer. Finally, the Tech-Long equipment is approved by Zhongfu and Coco-cola.

May 2005 is the busiest month for Tech-Long. The production lines made by us were installed in plants in Qingdao, Xinjiang, Changsha and Zhengzhou at the same time.

Production line installed in Qingdao plant of Zhongfu Group is the first line made by Tech-Long. This is the most important one and is of great significance. The production line is used in producing Binglu brand and Shuisenhuo brand purified water. As newly launched product, customer sets a very high standard for equipment installing and debugging. During the process of installing, Qingdao Coco-cola had been sending personnel to inspect the site of installing and to raise suggestions. The Tech-Long engineers made adjustment according to suggestions raised by Zhongfu Group and Coco-cola, with two major changes made on the production layout. In the end, the Qingdao project was approved by customer and Tech-Long people were greatly encouraged.

In May, another six production lines were also installed and debugged in plants of Zhongfu Group in Shengyang, Changsha, Xi'an and Chengdu. The 24000BPH small bottle production line in Shengyang had a short lead time, and the time given for debugging was also very short. Colleagues from the Production Department worked overtime to ensure on-time delivery.

Problems kept coming up during the process of installing and debugging for Shengyang project. The management level of Tech-Long immediately sent the best technical staff to Shengyang. With assistance from Zhongfu, all problems were solved in the end, and the quality of this project was ensured.

In the second half of year 2004, Tech-Long successfully sold another five production lines to plants of Zhongfu in Zhongshan, Haikou and Beijing. This owed to.

Tech-Long people's highly responsible working attitude and expertise.

At the beginning of 2005, Tech-Long signed a contract with Zhongfu for 18000 bottles/per hour small bottle bottling production line in plants in Changchun, Taiyuan and Lanzhou, as well as 600 buckets/per hour five gallon production line in Lanzhou plant. Besides, there are other projects under negotiation. Presently, the cooperation with Zhongfu on fully automatic bottle blowing machine is going to be started. In year 2005, the cooperation with Zhongfu will be further strengthened.

Text by Youhua Li
Graphics by Mukke

Giants of The Industry



Tech-Long and Coco-cola are making advancement together



Coco-cola is the biggest beverage company in the world, with more than 110 years' history. It is the No. 1 beverage brand, as well as the leader in sales volume in the beverage market. Coco-cola came to China market more than 70

years ago and had become a symbol of American culture among Chinese people. Nowadays, Coco-cola has become a well-known brand in China, and China has become the fifth largest market for Coco-cola.

The success achieved by Coco-cola has been well talked about, but we shall learn more from what it has been planning, implementing and seeking in China. The localization strategy of Coco-cola is meaningful for us.

Localization in purchasing, a new strategy of Coco-cola

Product quality is the most critical consideration in equipment purchasing. As the leader in the beverage industry, its requirement for selection of equipment and raw materials is quite stringent. Coco-cola has selected Tech-Long among all those suppliers for Tech-Long's advantage in technology and its potential of development.

In year 2000, Swire Coco-cola (Hong Kong) Co., Ltd. established cooperation with Tech-Long for 46 ton RO water treatment equipment. Ever since then, Tech-Long started cooperation with Shanghai Shenmei Coco-cola Co., Ltd., Hangzhou Zhongcui, Dongguan Coco-cola and Guangdong Swire Coco-cola in packing equipment including water treatment, rotating five-gallon bottling machine, small bottling machine and CSD bottling machine. Compared with imported equipment, Tech-Long equipment is more than 1/3 cheaper. This will greatly reduce the amount of investment of the beverage enterprises. Then the profit margin of the enterprise will be increased. Coco-cola knows well about the advantages of localization in purchasing. It can shorten the lead time to a great extend, and suppliers can provide faster services.

The policy of diversified development of Coco-cola has given Tech-Long boundless business opportunities

With the trend of diversified development, Coco-cola is aiming at other categories of soft drinks based on CSD. By now, new products

such as Tian Yu Di, QOO water or juice drinks have been launched to the market and have enjoyed great popularity. The rapid diversified development of Coco-cola products has given Tech-Long enormous business opportunities. Tech-Long equipment has been widely applied in many Coco-cola plants and OEM factories, such as bottling platform, conveying system, sugar workshop, UHT, cooling channels and other auxiliary equipment. This has given Tech-Long much space in rapidly improving manufacturing technology and services.

The strict requirements of Coco-cola have facilitated the sustainable development of Tech-Long

An enterprise will have no sustainable development without technological innovation. The strict requirement of Coco-cola in technology, quality and services has greatly facilitated the growth of Tech-Long. The successful development of the first 30000 bottles/hour CSD bottling production line for Coco-cola system indicates that the product composition of Tech-Long has been further improved and Tech-Long has entered the field of CSD bottling equipment manufacturing from high-end technology and high-end market. The cooperation with Coco-cola is a milestone to Tech-Long. The development of 36000 bottles/hour small bottle bottling production line indicates that Tech-Long is keeping in line with the international level in beverage bottling equipment.

Introduction and cultivation of human resource have been included in the long-term strategy for both Tech-Long and Coco-cola. Tech-Long has learned many valuable experiences from Coco-cola in human resource on the aspect of management staff, technical staff and sales staff, with great progress made already. On the aspect of development and designing, Tech-Long has been referring to the leading designing principle of Coco-cola and introduced CAM and PDM designing software from EDS Company. This has made Tech-Long designing develop from two-dimensional to three-dimensional, upgrading the developing and designing capability of Tech-Long to a higher level.

Making advancement together

The Coco-cola's strategy of joint development has strengthened the competitiveness of Tech-Long. On January 1, 2004, Tech-Long and Swire Coco-cola signed the Agreement of Strategic Partnership, which is a new starting point for the cooperation of Tech-Long and Coco-cola. The two companies will make greater progress together

*Text by Mandy
Graphic by Mukke*

Love is borderless

Tech-Long people donated over RMB 90 thousand to refugees in Indian Ocean tsunami



On December 26, 2004, a disaster came to Indian Ocean. A large scale tsunami occurred due to the strong earthquake in this area. The result is disastrous, causing more than 400 thousand casualties and leaving thousands of people homeless. Those helpless eyes on the TV screen are so touching.

The tsunami is ruthless, but love is borderless.

The whole world is offering assistance to people in the disaster area to help them rebuild their home land. On January 10, 2005, an emergent donation meeting was held in Tech-Long.

All Tech-Long people were donating to refugees of the tsunami. Everyone was expressing their love in their own way.

The love is from China, the love is from Tech-Long. Internationalism is fully expressed in this incident. Very soon, the amount of donation had reached RMB 92391.80.

The donation is full of love and blessing of Tech-Long people and was transferred to Guangzhou Red Cross.

*Text by Echo
Graphics by Mukke*



Exhibition Express

Main Exhibits planned to attend in 2005

	Date	Place	Name	Venue	Organizer	Other information
1	4.15-21	Guangzhou, China	The 97th China Export Commodities Fair	Guangzhou International Convention & Exhibition Center	Ministry of Commerce, ChinaGuangdong Provincial Government	Exhibiting area: 18M2 Booth: 261D 41-42
2	4.21-27	Düsseldorf, Germany	Interpack 2005 International packing machinery, packing and candy machinery exhibition	Düsseldorf, Germany Exhibition Center	Düsseldorf Exhibition Organization	Exhibiting area: 20M2 Booth: 17C-51D
3	7.26-29	Shanghai, China	ProPak China 2005 The 10th China International packing and printing exhibition/International medical science exhibition/International beverage and brewage production and liquid processing technology exhibition	Shanghai Hall No. 6 and No. 7 of New International Expo Center	Hong Kong Exhibition	To be advised
4	8.16-18	Beijing, China	China International beverage technology exhibition CBST 2005	Beijing, China International Exhibition Center	China Beverage Industry Association	Exhibiting area: 144M2 Booth: Hall No.8, A109
5	9.12-17	Munich, Germany	Drinktec 2005 The 10th Munich international beverage and liquid foodstuff technology expo	Munich, Germany New International Exhibition Center	Munich Expo Group	Exhibiting area: 100M2 Booth: B5-139 Exhibiting equipment: RJM14 fully automatic rotating bottle blowing machine
7	10.15-21	Guangzhou, China	The 98th China Export Commodities Fair	Guangzhou International Convention & Exhibition Center	Ministry of Commerce, ChinaGuangdong Provincial Government	To be advised
8	10.26-29	Beijing, China	China international foodstuff processing and packing machinery exhibition China Foodtech 2005	Beijing, China International Exhibition Centre	China Packing and Foodstuff Machinery General Company	To be advised

★ The 97th China Export Commodities Fair is to be held on April 15-21 in Guangzhou Yizhou International Convention & Exhibition Center. The booth of Tech-Long is 41-42 in Hall 261D.

★ International packing machinery, packing and candy machinery exhibition is to be held on April 21-27 in Düsseldorf Exhibition Center, Germany

We welcome all customers, old and new to our exhibiting booth.

Through low-cost operation

Tech-Long is aiming at the global beverage packing market

After experiencing the a period of highly competitive situation in the field of purified water and mineral water in China at the beginning of the twentieth century, the PET bottling beverage industry in China had entered a new era of development: tea drink, fruit juice and sports function drink. Through constant exchange with craft brothers and as well as customers home and abroad during the period of 1999-2004, Tech-Long had made great progress in bottling technology (negative pressure bottling, gravity bottling and isotonic bottling), PET bottle blowing technology (pet bottle heating-stretching-blowing) and techniques in beverage pre-treatment process (tea drink-fruit juice drink-sports drink). At the same time, domestic beverage factories are turning to made-in-China equipment from imported equipment. Gradually, Tech-Long equipment had been approved and accepted by Chinese beverage factories.

With the accomplishment of production lines in Jiangxi Runtian, Shandong Jiufa, Danon Robust and Swire Coco-cola, Tech-Long had gained more experiences in production line engineering and process designing. With the advancement of customer competence, the ideas of Tech-Long people are changing. "Runs for you" has become the goal and corporate culture of Tech-Long. Five years ago, Tech-Long was still a small manufacturer making five-gallon bottling machines with small production capacity, but now it has developed into a professional packing machinery enterprise. It is one of the few manufacturers in the world capable of supplying fully automatic beverage production lines from bottle blowing to box packing and stacking and providing integrated technology in engineering technology. The three-in-one machine combining blowing, bottling and capping with complete intellectual property right will be launched to the market. This technology was still regarded as a concept a few years ago, but now it had been realized in the latest models of Tech-Long.

The global beverage industry is facing a highly competitive environment, and low cost operation has become a goal for all multi-national companies. More and more attention is given to Tech-Long. Coco-cola, Pepsi-cola, Danon Group and San Mingual Group have sent their top management to Tech-Long for inspection.

To cope with the strategy of low cost operation in the world, Swire Coco-cola signed the Agreement of Strategic Partnership with Tech-Long in December 2003 to give priority to Tech-Long in equipment purchasing. The successful installation and operation of Tech-Long 30000BPH CSD bottling production line in Guangzhou Coco-cola and Hangzhou Coco-cola have given more confidence to customer in the strategy of localized operation. To cope with the global product strategy of Danon Group, Danon

signed the Agreement of

Strategic Partnership with Tech-Long in March 2005, to make use of Tech-Long's advantage in product composition, human resources and designing capability, and to bring more direct benefits to Danon. In September 2003, Danon Robust ordered two 21000BPH PET hot bottling production lines for "Pulsing" brand. This is Danon's first attempt in the field of hot bottling beverage products, as well as the first attempt in purchasing hot bottling production line. In the following two years, the "Pulsing" brand had achieved extraordinary success in China market and had totally changed the structure of beverage market, which is dominated by tea drink and fruit juice drink. Danon's success has also changed its direction in the global beverage industry.

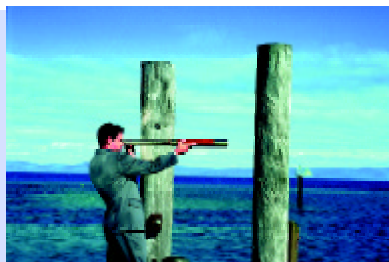
In February 2005, Danon became shareholder of AQUA Group in Indonesia, and ordered another two 28000BPH "Pulsing" production lines. For the first time, Danon used Tech-Long RJM 10 fully automatic rotating bottle blowing machine to perform consecutive bottle blowing and bottling. This is only the first step in Danon's global strategy.

With the increase of Tech-Long's brand recognition in the global market, direct competition with European packing equipment enterprises becomes inevitable. More and more overseas buyers find that Tech-Long can meet their demand. This is best proved from many successes in tendering by Tech-Long's excellent performance in equipment and quality services. Tech-Long is bringing a brand new experience to the global beverage packing industry with its integrated technological advantage in bottle blowing, bottling and packing.

Tech-Long – Made in China!

Text by Johnson

Graphics by Hakim



All-rounded service of Tech-Long in internet — Tech-Long website construction



With the development of internet around the world, we have come to an era of information. Internet can be accessed almost everywhere in our society. The characteristic of web economy is its fast access to information, bringing enterprise with enormous business opportunities.

The emerging of internet has changed the conventional model of product purchasing, and has provided customers with more efficient and comprehensive services. The interactive nature of internet empowers user with the capability of fast response, and can get rid of the artificial barriers in conventional commercial model. As a result, a fair market environment will come into being, without geographical restriction and capable of reducing operational cost.

The website of Tech-Long is the internet trademark, an on-line brand of Tech-Long Company, as well as part of the intangible assets of the company. It is a window for Tech-Long CI and cooperate culture, expanding the Tech-Long's service network around the world.

The website of Tech-Long www.tech-long.com was built in 2002. At the beginning, due to Tech-Long's lack of professionals in this field, Jinke Network Company provides the website space as well as the service for website construction.

To cope with the strategy of globalization for Tech-Long, the website had gone through a reconstruction in March 2005. A brand new website is presented to people around the world.

Highly efficient database is used for the administration of the new website, with the objective of fast and prompt access to background and products of Tech-Long by people all over the world. Based on three major aspects of company operation, i.e. product inquiry during pre-sales service, excellent proposal for customer during sales process and follow-up services for after-sales, the website provides customers with a quick access to first-hand information about the industry and about Tech-Long through sufficient information and clear navigating guiding.

The main columns of Tech-Long website include: [About us](#), [News](#), [Products](#), [Service & support](#), [Human resource](#), [Forum](#), and [Contacts](#). There are also video clips about customer case study, providing customers with information about product application.

In Tech-Long website, every consideration is given to customers' way

of browsing and actual needs. The basic style of the website is based on VI of Tech-Long, with green color and grey color as the basic tone. Green color represents appetency and stability, while grey color represents Tech-Long machinery. The design of the website gives browsers a feeling of freshness and certain degree of strain, the website division is clearly-cut while full of vigor and the arrangement of text and graphics are in good order, providing browsers with visual enjoyment on the basis of fully presenting the contents. By keeping to the principle of priority given to customer, there are feedback function and quick searching function on every web page. In this way, an interactive relationship has been established between Tech-Long and its customers, with customers' comments and questions received and responded in a prompt way.

Website columns

About us

This column consists of five parts: **Company profile**, **Cooperate culture**, **Organization chart**, **Reviews** and **Commonweal**. You just feel like arriving at Tech-Long headquarter, looking around the environment of Tech-Long such as R&D center and workshops. You may have a better understanding of the belief of Tech-Long: "Runs for you"

News

This column consists of four parts: **Newsletter**, **Special reports**, **Tech-Long Magazine** and **Marketing activities**. The latest news about the industry and news about Tech-Long and exhibitions will be published in this column. From Tech-Long Magazine you can feel the team work and partnership among Tech-Long people, as well as the technical strength of the company.

Products

In this column, eight categories of products are presented in separate web pages, with detained technical parameters and on-line presentation of case study for all those products. To truly meet customer demand, a comment system is set up for each product, so that Tech-Long can improve the products according to customer requirements.

Service & support

This column includes comprehensive service networks, reasonable solution for customer at pre-sales stage, and installing and maintenance service at after-sales stage. In the zone of spare parts and stocked products, customer can search for needed parts quickly from a spare part inventory worth of more than RMB10 million, ensuring customer benefits.

Human resource

This column describes the support and opportunities provided by the company on training and development, and welcome highly competent candidates to join Tech-Long.

For convenience of browsing by overseas customers, website in other language versions is available, showing Tech-Long's principle of providing all-rounded services to customer around the world.

Website reconstruction is only the first step of E-commerce strategy. According to the most popular searching practice home and abroad as well as comparison made on the statistics obtained from different internet portals, Tech-Long has chosen to cooperatewith the most influential searching engines such as Yahoo, Google and Alibaba, making more customers to access our website.

Tech-Long website is a window for customers to learn about our company, as well as a bridge for communication and customer services. In time to come, we will keep on working to make progress with our customers and try our best to create greater value for customers with Tech-Long products.

Text/graphics by Richard, Tech-Long

Implementation of PDM in Tech-Long

Improving product design efficiency

In the concept of industrial engineering integration, CAD (Computer Aided Design) had realized highly integrated function for CAD/CAE/CAPP/CAM in the nineties of the twentieth century. Apart from that, in order to implement effective management and information sharing on data of product design, graphics and blueprint, PDM (Product Data Management) emerged basing on CAD/CAM technology.

PDM is a new technology applied in the field of enterprise information, with product as the core part. It integrates all information and procedures related to products so that product data, graphics and blueprints can be accessed and shared by all users according to their specific need in a fast and convenient way. As a result, the time of response to the market required by product design and development is greatly shortened.

As one of the top 20 equipment manufacturing enterprises in Guangdong Province, with joint efforts made by Tech-Long PDM implementation team and EDS Guangzhou, the Tech-Long PDM project was accomplished in January 2005. According to testing carried per criteria specified by both parties, the PDM system is running fairly well.

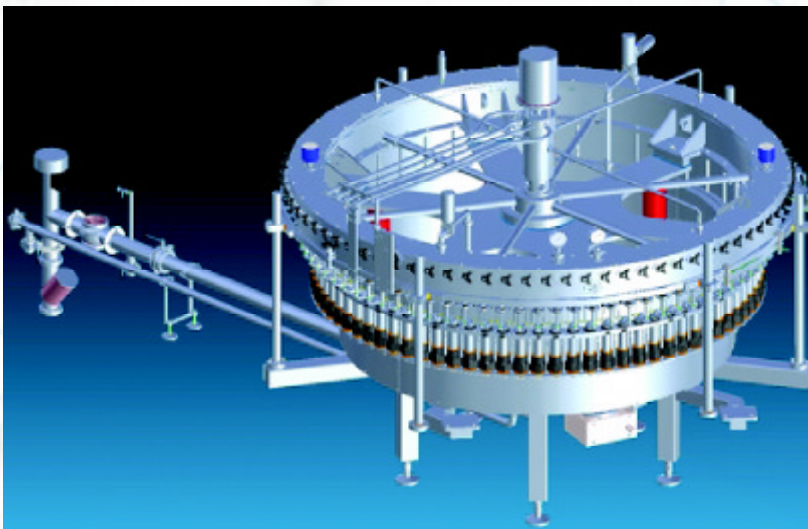
- By integrating closely with the three-dimensional software Solid Edge, designers can store data in PDM as soon as the task is completed on three-dimensional platform even without starting PDM. At the same time, three-dimensional component models of the standard components inventory can be retrieved from PDM during the designing process, and has become a supplementary tool for designing.
- Construction of enterprise resource inventory and product model inventory. Through PDM coding management function, design standardization can be realized.
- Realization of amendment control and version management. A version management mechanism can be made to ensure data

according to needs of the company, appropriate amendment and accuracy, consistency and traceability. In this way, data updating is ensured and data can be accessed by the whole enterprise in a prompt way.

- Relativity analysis for data searching. Searching is done according to all kinds of parameters such as materials and material coding. In this way, all required data in the product cycle can be traced. Through this searching function, the designing engineer can learn about the situation of application for parts and documentation in a convenient manner.
- Product configuration management can make product design become systematic. The application of product configuration can maximize the varieties of products by using minimum amount of spare parts. Products can be defined in an accurate manner, repeated designing for parts can be prevented, level of repeated application of parts is increased, fundamental platform for product knowledge accumulation and sharing is provided, cycle of designing is shortened, product quality is improved, and product developing capability is increased systematically.
- Valid interface with material coding in ERP is supplied. Coding is done to standard components and outsourcing components in PDM, filing is done to standard components and outsourcing components through the management function in PDM, and standard components and outsourcing components are under good control. BOM, as the origin of the technical center, provides ERP with interface through management function of PDM and various third-party software interfaces. Thus the exclusivity of material coding is ensured.
- Security for product data is improved. Different access levels to data can be set up according to different responsibility of the each designing engineer so as to ensure the security and completeness of the data.

The initial application of PDM has achieved good result, but there is still a long way to go. In the future, we will implement the principle of management on product development life cycle in PDM system so as to implement management on all product data and processing procedures in the process of product planning, designing, experimenting, trial production and mass production. The PDM system will be upgraded from a file management system focusing on spare parts to a product development life cycle management system focusing on process. In this way, product designing efficiency and enterprise competitiveness can be improved.

Text/graphics by Terry Zhang



Products are designed by using three-dimensional software Solid Edge and added to PDM database after being assembled.

Milestones for Danone & Tech-Long



- Sept.1999** – Shenzhen Danon Yili Mineral Water Co., Ltd. ordered Tech-Long 600BPH five-gallon bottling production lines
- Mar.1999** – Guangdong Robust Group ordered two 450BPH five-gallon bottling production lines
- Mar.2000** – Guangdong Robust Group ordered five 450BPH five-gallon bottling production lines
- July.2000** – Guangdong Robust Group ordered one 900BPH five-gallon bottling machine and water treatment system
- Mar.2001** – Robust Company of Danon Group ordered two 900BPH five-gallon bottling machine and water treatment system
- Oct.2001** – Robust Company of Danon Group ordered four 450BPH five-gallon bottling production lines
- Oct.2001** – Hangzhou Wahaha Foodstuff & Beverage Co., Ltd. of Danon Group ordered twelve sets 12-head independent capping machines to be used in capping for lactobacillus drinks
- Nov.2001** – Hangzhou Wahaha Foodstuff & Beverage Co., Ltd. of Danon Group ordered one 450BPH five-gallon bottling production line
- Sept.2002** – Robust Company of Danon Group ordered two PET hot bottling production lines with production capacity of 350BPH, 600ML. “Mizone”, Danon’s first attempt in hot bottling drink, and the hot bottling production line is the first one it purchased. In the following two years, “Pulsing” achieved great success in China market, bringing total change to the Chinese beverage market which is dominated by tea drinks and fruit juice drinks.
- Dec.2002** – Robust Company of Danon Group ordered one 1200BPH five-gallon bottling production line and water treatment system
- Jan.2003** – Robust Company of Danon Group ordered one 1200BPH one-gallon bottling production line and water treatment system
- Sept.2003** – Robust Company of Danon Group ordered one 2800BPH hot bottling production line
- Jan.2004** – Hangzhou Wahaha Foodstuff & Beverage Co., Ltd. of Danon Group ordered one 3000BPH five-gallon bottling production line
- July.2004** – Senior engineer Pierre Parize from headquarter of Danon Group in France came to Tech-Long to inspect RJM 10 fully automatic bottle blowing machine.
- Sept.2004** – Senior engineer Pierre Parize and Gilles Bertheol from the headquarter of Danon Group in France came to Tech-Long to perform testing on RJM 10 fully automatic bottle blowing machine
- Jan.2005** – Jean-Claude Vidal, Industrial Supervisor in Danon Asia-Pacific, Pierre Parize, senior engineer from headquarter of Danon Group in France, Feng Lei, General Manager of Technical Department from Robust Company of Danon Group, and Adjiwibowo Suharso, manager of Technical Development Department from AQUA Group in Indonesia, holding company of Danon Group, came to visit Tech-Long. Strategy partnership was established between Danon and Tech-Long.
- Feb.2005** – AQUA Group in Indonesia, holding company of Danon Group, ordered two 28000BPH “Mizone” production lines, and used Tech-Long RJM 10 fully automatic rotating bottle blowing machine in consecutive bottling for the first time.

Text by Johnson

Industry Dynamics

Organized by China Beverage Industry Association and other organizations, Chinese beverage equipment enterprises will visit Munich Expo in September

Munich Beverage and Liquid Foodstuff Technology Expo is held every four year, and the 2005 event is to take place on September 12-17, 2005 in the New Munich Exhibition Hall in Germany.

To cope with the globalization of world economy and to introduce the Chinese brewage, beverage and milk product equipment enterprises to the international market, organized by Wine and Beverage Magazine and Beijing China Light Industry Heli Machinery Co., Ltd., brewage, beverage and milk product equipment enterprises in China will take part in the Expo.

The Munich Expo has attracted a lot of attention from the world. Many suppliers and buyers in developing countries will be gathering in this Expo. This activity is greatly beneficial to the development of Chinese beverage equipment enterprises.

Source: Wine and Beverage Magazine

Kirin Company will increase its share in San Mingual brand to 20%, the major brand in its product composition

At the beginning of this year, Kirin Company purchased 117.43 million San Mingual B shares, with total value of USD 115 million, equal to 4.12% of the total investment in San Mingual B shares. As a result, the Japanese company is holding nearly 20% of the shares of this Philippine company. According to San Mingual, the largest foodstuff and beverage company in Asia, Kirin Company is purchasing shares from the retirement plan of San Mingual.

It is said that Kirin Company regards San Mingual as the best business partner, which is playing the part of business expansion in this area as well as coordination between these two parties.

Analysts think that this transaction is beneficial for Eduardo Cojuangco, chairman of the board of San Mingual, to go on with the control over the company. Some years ago the company was faced with threats from government's fight for ownership of shares.

This transaction is also helpful for San Mingual to expand its operation in Australia. The shares held by Kirin beer in this region include shares of the brewer Lion King.

Source: China Brewage Industry Special Publication of March 20

Partnership established between Mengniu and CHR HANSEN

On February 1, 2005, an agreement was signed between Inner Mongolia Mengniu Milk Product (Group) Co., Ltd. and Denmark CHR HANSEN Co., Ltd., the No. 1 supplier of industrial bacterial inoculums and enzyme. The agreement was signed in the factory newly built by Mengniu Group in Tongzhou, Beijing. Strategic partnership has been established between both parties in R&D, application and new product development related to probiotics. The acidophilus milk product series of Mengniu are upgraded to a new level, supplying consumers with healthy probiotics milk. According to the agreement, CHR HANSEN Company will supply Mengniu Group with a newly developed product LABS probiotics, which is suitable for the digestive system of Chinese consumers.

Mengniu Group will become CHR HANSEN Company's most important business partner in China.

Source: China Foodstuff Industry of February 2005

"Sudan I" aroused heated discussion and tough measures are required for safety issue on foodstuff

Foodstuff security issue caused by "Sudan I" had become the most frequently discussed topic in conference of People's Congress and Chinese People's Political Consultative Conference. In fact, the severity of situation of poor quality foodstuff and its harm done to consumers, no matter it was exposed or unexposed, is far more serious than expected.

On March 9, Industrial and Commercial Bureau of Sichuan Province conducted a sampling inspection on bean powder sold in large and medium scale department stores and super markets in cities including Chengdu, Mianyang and Nanchong. The result of inspection reveals that the quantity of disqualified bean powder with severe quality problems accounts for 86.7%, an astounding and worrying result.

Source: China Industrial and Commercial Times

Tech-Long will exhibit in Munich Beverage and Foodstuff Technology Expo held in September 2005

Going to the global market has long been a goal of Tech-Long. In order to expand the international market in a more aggressive way and promote Chinese beverage packing equipment to the overseas market, Tech-Long is going to take part in the 10th Munich International Beverage and Liquid Foodstuff Technology Expo to be held on September 12-17 2005.

Tech-Long has taken up a 120 square meter exhibiting booth and will be exhibiting an RJM series fully automatic rotating bottle blowing machine, performing on-site demonstration on consecutive bottle blowing.

Source: Marketing Department of Tech-Long

Nestle liquid coffee will cooperate with Coco-cola to open up the beverage market

Nestle has given up its liquid coffee products and will focus on power coffee. The production and sales of liquid coffee will be responsible by Coco-cola. Recently, the packing for liquid coffee has been changed and the manufacturer is Coco-cola, but the brand remains as Nestle.

In an interview, person in charge of Shengyang Office of Nestle said that the production and sales of liquid coffee products had been transferred to Coco-cola, but the brand name of Nestle remained the same. Nestle is expecting a successful operation by Coco-cola.

For the cooperation between two giants in this industry, professionals engaged in this industry had expressed their opinions. Although Nestle brand has a good recognition in the market, it has more advantage in bagged coffee power. Coffee drink and coffee power belong to two totally different categories, and the operation in marketing is quite different from each other. Coco-cola possesses rich experience in production and marketing of liquid drink. The object for this cooperation is for Nestle to regain the coffee drink market through Coco-cola's advantage in the market sector of liquid drink.

Source: Shengyang Daily

PET bottling for wine in Europe approved

More and more PET bottle wine come to the European market and had gained acceptance from part of the consumers. Result of testing shows that basically PET bottles can prevent oxygen penetration with approximate one year storage. Result from testing with 2 liter bottles shows that less than 10PPM oxygen penetration is detected from controlled merchandise shelf. This value is far more below the value of 500PPM under normal storage condition.

Besides, the mold expense for producing small quantity of glass bottles is almost ten times of that for PET bottles, and customers have little choice in shape and color for the bottles. The minimum quantity of PET bottles can be 50 thousand pieces. When the annual quantity is several million pieces, the mold expense can be very low, with the total being 10 to 13 thousand US dollars.

Source: China Packing Association

Beverage OEM project of Zijiang Company made new progress

The construction project of Ningbo Ziquan Beverage Industrial Co., Ltd. invested by Zijiang Company was duly completed. The company will start trial production in February 2005.

It was learned that Zijiang Company has successfully finished the exported foodstuff sanitation registration in recent days and had possessed the qualification for foodstuff and beverage export. The production of the company is bottling for non-carbonated soft drink for Coco-cola.

In the future, with the launch of production of beverage OEM projects of the company and the increase of brand recognition, PET bottles and caps of Zijiang Company will have new sales channels.

Source: Shanghai Security Daily