

Advantage

Plastics News from Haitian International

A Magazine of Haitian International | Issue 13/2015



COMMUNICATION MEANS UNDERSTANDING OUR CUSTOMER'S NEEDS

A global network with worldwide communication resulting from sales in more than 130 countries.



**NPE2015: THE INTERNATIONAL
PLASTICS SHOWCASE**

March 23-27, 2015 | Orlando, Florida USA

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ACE CUSTOM MOLDING

Starting out strong with Venus II all-electrics in Georgia, USA



DYNAMIC SAFETY

Mars II technology provides Canadian molder with a clean start



GUADALAJARA

Newest tech center opens for Haitian Mexico



EDITORIAL

DEAR READERS, DEAR CUSTOMERS, DEAR COLLEAGUES,

*Advantage Magazine Open House 2014
Chief Editor, Prof. h.c. mult. Helmar Franz
Text: Prof. Franz*



The actual issue of our "Advantage" magazine, which you hold in your hands, is dedicated to the NPE exhibition in Orlando at the end of March. This exhibition is the premier industry event for the Americas in 2015 and we at Haitian are proud to be at this show with a 25 percent larger booth as compared to 2012. Not only larger in space, but also in presenting the positive development which Haitian has achieved in recent years in this so important market region.

Thanks to the outstanding achievements reached by our sales and service partners in the USA and Canada, Absolute Haitian, as well the very positive development with our partners in Mexico, the tremendous work of our team in Brazil running the assembly factory, and the positive work of all our other sales and service affiliates in South America – we have considerably contributed to the success story of Haitian International worldwide. More and more internationally based customers trust us as

a reliable and focused partner for their worldwide operations.

Contributing to this success is innovation in our standard concept of machinery - "Technology to the point," providing customers with what they really need for their application. Based on ever-improving communication and better understanding of essential needs, this focused innovation provides the ground for efficient manufacturing at our workshops, one result being affordable costs for our customers. This puts customers in a favorable competitive position and works efficiently on its part – for us it is a circle of success. However, this all would be impossible without engaged, focused and successful partners in the markets and we at Haitian are very proud and grateful for our dedicated sales and service network in the Americas.

Haitian International will announce its results for the year 2014 on March 27th in Hongkong, so due

to the Stock Exchange Rules we cannot talk much about the specifics of our success beforehand. However, in general, it has been another exciting year in our development. For more details, you may watch the respective announcements.

We expect more than 60,000 visitors to attend NPE 2015 in Orlando and we will be there to understand local needs in the Americas even better and also share our thoughts on new developments in the plastics industry. We are looking forward to using NPE as an excellent platform to exchange views, discuss projects and conclude commercial contracts. We hope to see you there for many interesting and beneficial meetings.

Welcome to our booth!

Prof. Helmar Franz
Executive Director, Chief Strategy Officer,
Haitian International

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The Venus II with a clamping force of 650 t

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INTERVIEW:

NEW: THE VENUS II WITH A CLAMPING FORCE OF 650 T (730 U.S. TONS)

Haitian | Interview with Mr. Fu Nanhong, Head of Development at Haitian International and CEO of Zhafir Plastics Machinery

Technology to the point for sophisticated large precision parts and large thin wall parts in the standard range.



With the new Zhafir Venus II 6500, Haitian International's high tech brand Zhafir Plastics Machinery underlines once more the consistency of its market focus with demand-driven technology to the point. This biggest Venus machine to date is ideal for sophisticated standard applications, for instance in the automotive and electronic industries, domestic appliances, and packaging.

We spoke with Mr. Fu Nanhong, head of development at Haitian International and CEO of Zhafir

Plastics Machinery in Ningbo, about the technical advantages of the VE II 6500.

Mr. Fu, the new Venus II with its clamping force of 6500 k now borders on the big machine sector. What product groups were you and the Zhafir R&D team aiming at during its development?

Mr. Fu: Among other attributes, this new machine

offers a lot of space for the mold with space between tie bars of 1080 x 1080 mm and provides a choice of up to 4 injection units. We designed the VE II 6500 for processors working on larger precision and thin wall parts, like in the automotive, electrical and packaging sectors. Ideally it is for use with standard applications in which high precision is required at low injection speeds. Here, the fully electric machine technology scores points with its high efficiency and excellent accuracy of reproduction.

Car interior part made of PP with leather IMD with the Venus standard function "compression molding"



Machine type	VE 6500II-3350
Application	automotive interior
Screw dia	80 mm
Material	PP
Cavity	1 cav
Part size	800*200 mm
Weight	360 g
Cycle time	50 s

The Venus is technology to the point for standard packaging parts



Machine type	VE 6500II-3350
Application	large container
Screw dia	80 mm
Material	PC
Cavity	1 cav
Part size	250*250*320 mm
Weight	1800 g
Cycle time	23 s

Are there any initial results yet for applications that specifically profit from this increased performance?

Mr. Fu: Yes, there are already some. We came across one clear example in the automotive sector just last week. We tested an interior part made of PP and decorated in leather using the IMD process for a prestigious automotive supplier in China. Up until then, the customer had been producing on hydraulic machines and there had always been precision problems with low-pressure injection.

Thanks to the Venus's "injection compression" standard function and its highly accurate clamping unit, we were able to regulate both temperature and pressure with high precision.

What other fields of application can the big Venus serve perfectly as well?

Mr. Fu: I think, generally speaking, the bigger Venus can suit many fields of application that are closely correlated to high expectations in terms of precision and surface quality, for example, white goods, large-volume packaging, or standard packaging with high-cavity moldings such as standard caps or IML packaging containers.

Are there any specific results from this?

Mr. Fu: Yes, for example we ran a mold test with a container made of PC for the vegetable compartment in the refrigerator. Previously, the customer had been using a servo-hydraulic 9,000 kN machine for production, achieving a cycle time of 75 seconds. The first calculation made with the VE6500II/3350 already resulted in a reduction down to 25 seconds.

Thanks to the parallel movements and the highly dynamic Venus clamping unit, after a few test cycles we finally ended up at 23 seconds. That's a reduction of more than 70% (smile). In addition, there were some other positive test results too, for example in energy values, in repeatability, in surface quality, and many more. The customer promptly ordered the new Venus.

How do things look regarding the integration of robots and automation?

Mr. Fu: We have already completed a great number of projects with applications linked to upstream and downstream automation. Here too, the focus is less on absolute high speed cycle times and much more on precision injection. In the packaging sector, the smaller Venus models have already firmly established themselves in the market. When integrated into efficient automation, the big VE II 6500 should be very attractive to many processors for applications in the automotive sector.

When is the big Venus available?

Mr. Fu: In China, immediately. For the international market, it will be ready including all safety requirements in different markets for operation around the second half of 2015.

Are there plans to expand the Venus upwards?

Mr. Fu: Yes, there are. To be specific, a VE II 10000 (1,124 U.S. tons) is already under development. The prototype will be revealed later this very year.



"The new VE 6500 is appealing to U.S. customers with packaging and container applications that require independent or simultaneous function to reduce cycle time. We already have meetings scheduled at NPE with our packaging customers who can see that 650 metric ton (730 U.S. ton) all-electric machines will offer them considerable advantages."

Glenn Frohring, owner, Absolute Haitian



CUSTOMER STORIES:

BRAND LOYALTY IN CUSTOM INJECTION MOLDING

Haitian | Interview with Rob Smith,
Director of Business Development at PROVIDENCE PLASTICS



**"First and foremost,
quality and reliability"**

*Rob Smith, Director of Business
Development, Providence Plastics*

From left to right: Director of Operations Carlos Nelli / General Manager Don Carlos Nelli / Director of Business Development Rob Smith

Don Carlos Nelli migrated from Uruguay in the late 60's to build a solid reputation in the used machinery market throughout Mexico. At the hands of Carlos Nelli Garcia, the family's oldest son, the business transitioned in 1989 to the injection molding market. In 2006, Rob Smith joined the venture and opened an engineering and sales office in San Antonio, Texas, in order to create new growth opportunities.

Haitian has witnessed PROVIDENCE PLASTICS' growth since year 2005, when the company decided to try its first Haitian machine for their Monterrey facilities. Since then, an additional 9 Haitian machine cells have been installed, including their most recent acquisition of one 1200-ton machine from the Jupiter II Series, together with one Haitian Hilectro Servorobot.

This is a good example of two companies, customer and supplier, that became business partners and helped each other grow. Now, PROVIDENCE PLASTICS has become one of Haitian's reference customers in Monterrey.

Mr. Smith, as a custom injection molding company, the selection of your injection molding machinery is a strategic decision. Which factors do you consider when making a choice?

Smith: First and foremost, quality and reliability. We would not be in business long if our machines can't produce in-spec parts and have the ability to deliver on-time - every time. Second, ROI and pay back.

Isn't it too risky to be vested so much in one single brand?

Smith: Well I would say that in 10 years we have only had a few minor issues and in all these instances Haitian has bent over backwards to solve the problem even when the warranty is up. The fact that most of the parts that could go bad are off-the-shelf spare parts gives us peace of mind. Haitian has a spare parts stock in Monterrey for those parts that aren't.

It has been our experience that machine sellers make a lot of their profit on selling spare parts and repair services. So what seems risky to me is to have, let's say, four different brands where none of them would probably feel loyal to us because we show no loyalty to them.

In this scenario when a machine goes down we would feel like we are at the mercy of the machine supplier. They have a monopoly on the spare parts. Again with Haitian it is not this way - you have



From its location in the industrial capital Monterrey just two hours south of the U.S. border, Providence Plastics provides injection molding, tool design / fabrication, value-added post-mold operations and assembly.

options that are competing for your business for spare parts. We feel this is healthier and averts risk.

When customers visit your facilities they realize that Haitian is your main machinery supplier. Do they feel comfortable with that?

Smith: To begin with our focus with our new customer is to show them how our systems will ensure them on-time and quality parts every time they order. Haitian is only one part of this equation. We do not sell injection molding machines - we sell precision parts. When potential customers see the types of parts that we manufacture and the customers we have serviced for years, frankly most of them do not care what brand of machine we use. With that said we are not naive about the general perception that Chinese machinery is inferior to American, Japanese and European brands.

When the question comes we explain the benefits of partnering with Haitian: 1) we have had almost no issues in 10 years, 2) they have spare parts and a technician in our city so service is fast and better than some of the other top brands, 3) a new Haitian machine is much more reliable than a 15-year-old top brand so we have more up time, 4) In Mexico it is hard to get a loan for used machinery and usually you have to provide additional collateral - for new machines it is much simpler, 5) Less debt leverage

because the machines are paid off faster, 6) Haitian is the largest supplier of IM machines in the world and a leader in IM technology.

What has been your strategy to maintain sustainable growth in the recent years?

Smith: Don't lose customers and get new ones. I say this jokingly because it is pretty obvious but I truly believe in fundamentals. Offer value and service consistently and you will grow.

Since we are talking about machinery how does Haitian play into the picture of your growth?

Smith: As mentioned before 1) faster pay backs 2) less debt 3) more up time and 4) less costly to repair and maintain. One amazing advantage of Haitian in Mexico that I have not touched on is that they have a constant supply of machines 500 tons and lower coming to port once a month or every 15 days. So our sales guys are confident that if we don't have capacity we can get it in the short run. The confidence Haitian Mexico gives us translates into closing more deals.

A couple of years ago a customer called us on a Friday afternoon and said, "Hey, we are having problems with another supplier and we need to send you work for a 25-ton machine.

Do you have capacity?" We did not have availability but after checking with Haitian Mexico we told the customer that we could have a machine delivered and installed in a few days. They absolutely could not believe it. Long-story-short on Monday the machine was installed and Tuesday we were approved and making parts. This was a slam dunk for us - when our customer has an urgent need who are they going to call?

You had the chance to visit the Haitian facilities in Ningbo last year. What was your impression?

Smith: Very impressive. I see why they have taken over the market in the last decade. You can see they have a serious commitment to innovation. Additionally because of their size they can compete in different niche markets - high speed, high precision, standard injection and low-cost-low-spec molding. They truly have a machine for pretty much every need at different price points.

If you are making buckets it is hard to make money with the most precise and expensive machine on the market. They also understand if you're making airbag components that precision is a must. This gives us confidence that when we diversify into new markets our machine partner will be able to offer us the best solution.



NPE 2015, BOOTH #W3683

EXHIBITS NPE 2015

Haitian Mars² Series



67 - 4,400 U.S. tons

ENERGY EFFICIENT SERVO-HYDRAULICS

Haitian Mars II Series

The Mars II Series provides high value to customers with energy efficient servo-hydraulics, repeatable accuracy, and precision, balanced with an economic purchase price. The Mars II is flexible, making it suitable for a large number of applications in a wide range of end markets. More than 120,000 machines have been sold the world over.

Machine type	MA2800 II/1350
Application	cut flower bucket
Part weight	86 grams / 3 ounces
Cavity	1
Material	polypropylene
Cycle time	15 seconds



Haitian Jupiter² Series



506 to 7,425 U.S. tons

TWO-PLATEN SERVO-HYDRAULICS

Haitian Jupiter II Series

The success of the Haitian Jupiter II servo-hydraulic two-platen injection molding machine has led to the introduction of new, smaller model sizes and new wide-platen options for molders.

Machine type	JU6500 II/4500
Application	automotive engine cover
Part weight	1,178 grams / 41.55 ounces
Cavity	1
Material	polypropylene with 20% talc
Cycle time	33 seconds





Zhafir Zeres Series



44 to 259 U.S. tons

NEW ELECTRIC SERIES WITH INTEGRATED HYDRAULICS

Zhafir Zeres Series

The Zeres displays all the advantages of electric injection-molding technology: precision, energy efficiency, independent parallel movement throughout the whole cycle, and, not least, easy maintenance. Servo-electric drives for injection, dosing, and mold movement ensure a high level of dynamics. In addition, integrated hydraulics for minor movements makes the Zeres ideal for applications with core pull or standard precision parts.

Machine type	ZE 1200/300
Application	donation box
Part weight	131 grams / 4.62 ounces
Cavity	1
Material	crystal styrene
Cycle time	35 seconds



Zhafir Venus² Series



44 to 730 U.S. tons

ALL-ELECTRIC HIGH PRECISION

Zhafir Venus Series

The strongest sales driver for the Zhafir brand continues to be the Venus Series. The "p" version of the second generation of Venus machines is specially designed for the manufacture of packaging and mass-produced packaging components.

Machine type	VE3800 II/p 1700
Application	bottle cap
Part weight	72 grams / 2.54 ounces
Part weight per cap	1.5 grams / .05 ounce
Cavity	48
Material	high density polyethylene
Cycle time	4.5 seconds





CUSTOMER STORY:

ALPHA COMM ENTERPRISES LAUNCHES U.S. MANUFACTURING

Haitian | Interview with Jad Daye, President and Michael Heuwetter, Senior Director of Manufacturing, Alpha Comm Enterprises, Inc

Production floor features Zhafir Venus II all-electric molding machines.



Michael Heuwetter was happy to get his hands on the four new Zhafir Venus II machines delivered to ACE Molding's recently opened plant in Lawrenceville, Georgia.

Alpha Comm Enterprises, Inc. is a leading provider and distributor of wireless accessory solutions for the mobile marketplace. The company offers an extensive range of private label products, programs, cost models and partnership options for communications carriers such as Cricket Wireless and MetroPCS. The company has distribution centers in Lawrenceville, Georgia and Montebello, California, as well as engineering, manufacturing and QC teams in Shenzhen, China.

Now, Alpha Comm has launched U.S.-based manufacturing for molded products in Lawrenceville,

leveraging 18 years of manufacturing expertise. The company is offering a suite of custom molding capabilities and services that include product design, manufacturing, packaging and sales through its new division, ACE Custom Molding.

According to Jad Daye, President of ACE Custom Molding and Alpha Comm, life cycles for products related to the mobile industry are lasting four to six months instead of two to three years. Product lead times as well as end-of-life product management motivated the decision to manufacture in the U.S. "Handsets are coming to market faster and product

"Launching a new molding facility is a challenge. The smooth start-up we experienced with the Venus II machines gave us one less thing to worry about."

Michael Heuwetter, Senior Director of Manufacturing for ACE Custom Molding

cycles are continually shrinking," said Daye. "Our goal was to have just in time manufacturing to accelerate the delivery of quality products so our customers can respond to consumer demand and optimize company sales."

ACE Custom Molding, which is led by Senior Director of Manufacturing Michael Heuwetter, is initially launching production and manufacturing of cell phone cases and other components for the telecommunications industry. The company's initial molding machine order included 4 new 135 ton Zhafir Venus II all-electric machines with high speed injection and high pressure capabilities from Absolute Haitian.

Thinking long-term, ACE Custom Molding's facility is built to house 13 machines plus automation equipment. "We went with the best we could buy as almost everything in our business requires finished TPE, TPU, polycarbonate and other challenging



The newly delivered Venus II is currently running a mold for TPU gel cases for mobile phones. The new factory has room for future Venus machines.

materials," said Heuwetter. "We have a complete assembly line and secondary operations. Plans are underway for clean room capabilities in the future," Daye added.

Why all-electric? And why Zhafir Venus II?

"We evaluated other injection molding machines," noted Daye. "We ended up partnering with Absolute Haitian because our manufacturing partners have Haitian machines in Asia. Now we have complete and total flexibility regarding tooling – we can run the tool in the U.S. or in Asia." The competitive pricing of the Venus Series and the faster lead time on delivery were also keys to the decision.

Why all-electric? According to Daye, energy savings is just the start with the Venus II Series. "The machines are cleaner and quieter. The efficient cycle times and high precision the Venus has delivered is critical when it comes to meeting our customers' expectations," said Daye. "For instance, when molding gel

cases from TPU for mobile devices, color matching to meet the carrier's Pantone color is critical. Variation is not acceptable in this very competitive market, where the carriers have to be able to differentiate themselves to the consumer. This is not a problem when molding with the Venus machines."

"Going forward, we believe the Venus II will enable us to diversify and serve other market segments," Daye said. "We are pursuing partnerships with companies in the electronics, automotive, medical device and telecommunications industries, taking advantage of our ability to create customized programs for OEMs from design, molding, and assembly to warehousing and shipping/fulfillment."

Working with the Absolute Haitian team eases the challenge.

According to Daye, Absolute Haitian's sales representative, Don Walmsley, made the process of specifying and purchasing new machines for a

start-up facility seamless and painless. "I'm not sure how long he's been in the industry, but Don is very knowledgeable. Don did more than just sell us machines. He helped us identify resources and consultants along the way. (Editor's note – Don has been in the injection molding industry for more than 40 years.)

Heuwetter, who has significant experience in the injection molding industry as well, knows real experts from pretenders. "When the new machines arrived, Absolute Haitian's service engineer, Butch Kauffman, thoroughly checked out the new machines from end to end, more so than any other start-up I've seen. Every step of the way, whether it's been questions about electrical schematics or integrating auxiliaries, Absolute Haitian's had the answers to help me. Since we are starting up a whole new facility, which has its challenges, having their support has been fantastic."

MEXICO EXPANSION:

HAITIAN SERVICE AND TRAINING CENTER GUADALAJARA

Haitian | Mindful of customer needs, Haitian Mexico embarks on a strategy to support customers



With the opening of a third Service and Training Center in Guadalajara, Haitian Mexico confirms its commitment with customers and the Mexican plastics industry.



The new Service & Training Center that recently opened in Guadalajara is just one of seven facilities that are open or planned for Haitian Mexico.

Businessmen and large multinationals in the Mexican plastics sector all agree on this: the presence of a solid service platform that guarantees an undisturbed continuity in production is just as important as having a top quality injection machine. Everyone that evaluates alternatives for investing in molding

machinery should make sure that the manufacturer has a tangible after sales service support.

Mindful of customer needs, Haitian has been busy developing Mexico's most robust service structure for a plastics injection machinery manufacturer.

Today's fierce competition forces companies to respond very quickly; Haitian understands and makes sure to be physically close to its customers.

In late 2014, a third Haitian Service & Training Center was opened in Guadalajara in order to serve



"Our Service & Training Centers are critical for the success of our customers."

José Barroso Oliva, Director General, Haitian Mexico

Mexico's western states. The Guadalajara Service and Training Center is part of a group of seven facilities planned across Mexico, of which Mexico City and Queretaro have already been built. The rest are in the short term pipeline, mostly for Northern Mexico.

Every Haitian Service & Training Center has a sales office, a spare parts warehouse and a training classroom where customers are taught how to get the most out of their machines. These sessions are scheduled twice a month and are complemented with hands-on training using one or two injection molding machines that are always available.

Customers in Guadalajara are already experiencing the benefits of having a Service & Training Center in the area. "I've already sent my production and maintenance supervisors to Haitian's courses. During the Open House last October I could also see the spare parts warehouse; I haven't made use of it, but it certainly brings me peace of mind," said Roberto Urrea from Plastitrim. "Haitian is no doubt the best cost-performance plastics injection molding machine in the Mexican market. When you complement that with an after-sales structure that includes spare parts availability, as well as some of the best service engineers in the country, you realize that Haitian's value proposal is quite hard to beat."

Jalisco is well known worldwide for being the hometown of the famous tequila. Nevertheless, driven by growth in the cosmetics, electronics, appliances, pharmaceuticals and other important sectors, the plastics industry in Mexico's second largest city is definitely also flourishing. The good news is that Haitian Mexico is ready to support it.

CUSTOMER STORY

A SOLUTION FOR START-UPS

Haitian I Q&A with Dynamic Safety International's President, Claude Roberge



The Mars II Series offers the right value proposition for DSI.



The new machine bay at DSI includes a Mars II 900 (101 U.S. tons), a Mars II 1200 (135 U.S. tons) and two Mars II 3200 (360 U.S. tons) machines. Absolute Haitian also arranged for automation on the the two larger machines.

Dynamic Safety International (DSI) is a Canadian company that designs and manufactures Personnel Protective Equipment for the work environment. Much of what they design must be certified to standards established by CSA in Canada and ANSI in the U.S. The company recently added four new Haitian Mars II injection molding machines and associated auxiliary equipment to bring more of its manufacturing in-house.

The company is led by President Claude Roberge. We had the chance to catch up with him after delivery of the new Mars machines.

Give us a little of the background of DSI.

DSI was launched in 2009 when several other manufacturers in this market reduced their footprint in the Personnel Protective Equipment industry. After five years, we have facilities in Laval, Quebec and Mississauga, Ontario, we have nine product lines and we're up to 60 employees.

In our industry, quick delivery is a must. When an order comes in, it ships the same day. Each year, we introduce 15 to 20 new products or design improvements to similar products on the market. High quality manufacturing is a must. Personnel Protection Equipment is all about people. We have to give our customers comfort and fit. For instance, a hard hat has to stay on the users head but it has to be

comfortable. If it isn't, the worker won't wear it. It has to be light and it has to look good.

DSI had been using contract molders to manufacture some of our product line but I always had the goal to bring that molding in-house. We've been growing at a 30% per year rate. We own the tooling and the testing equipment. After two very profitable years, we decided to take the next step and run our own molds.

Did you think about purchasing used machines just to get started?

I believe in having the most efficient, effective



equipment available. To me, that means new. If the equipment is too old for the previous owner, then it is too old for me. But that doesn't mean that costs of the molding machines weren't a great concern to us. Flexibility is a must.

How did you decide to purchase Haitian Mars II Series machines?

The contract molder we were working with had our molds in Haitian Mars. When we decided to purchase new machines, we spoke to them about their experience. They had a lot of success with the Haitian Mars machines and no problems running our molds. When I was with my previous company, we had 16 molding machines in operation.

We started with German-made machines. The technology was advanced but the cost of spare parts and repairs was very high. Then we switched to Japanese molding machines when those manufacturers came of age. Now it's the time for Chinese-made machines. Ten years ago, I wouldn't have considered a molding machine brand from China but Haitian's reliability is predictable and their technology is state-of-the-art. We worked with a consultant, Roger Biron, who oversaw the development of the project, helping us lay out the machine bay and chose suppliers. As we expected, the servo-hydraulic Mars machines are running these same molds successfully, reproducing the same results. Not only are the cycles reproducible, we have found the Mars to be energy efficient and they run quietly. We've easily integrated

them with robotics. We're molding safety helmets and anticipate producing 300,000 hats per shift per machine per year at our current order level.

What does the future hold for DSI now that you have begun molding your own parts?

The strengthening of the U.S. dollar by 15 to 20% opens the door to export opportunities for us. We're looking at exporting to South America. Our capacity for helmets alone is 600,000 units per year. We know we can count on the Mars machines to run 24 hours per day, 7 days per week, producing helmets and safety accessories of all kinds. These machines will be a big part of our growth.



Haitian Plastics Machinery manufacturing hall in Ningbo, China



Zhafir Plastics Machinery manufacturing hall in Ebermannsdorf, Germany



Zhafir Plastics Machinery manufacturing hall in Ningbo, China

Proximity to customers create advantage

Because of the permanent availability of important customer services, replacement parts and service features, our customers are always able to develop clear competitive advantages and to use them lucratively, both now and in the future.

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