



To Find New Drivers of Growth

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The Brief of Hengjiu Chain Group



- Established in 1953.
- Products: Steel & Plastic Chain, Chain Equipment.
- The Turnover is 130 Million Euro.
- 1750 Employees.

Production Bases Map



Chain Samples



Segmenting, Targeting, Positioning



- 1、 STP: To be the leader in specific segment market.
- 2、 Innovations on Products, equipment & Management.

1 , Automatic line for Forklift Chain



2 , PTCM system for Flat Top Chains



3 , New Assembly Way of Pintle Chain



4, Using Robot and Automation Technology in Manufacturing Process.



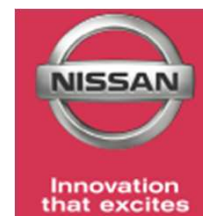
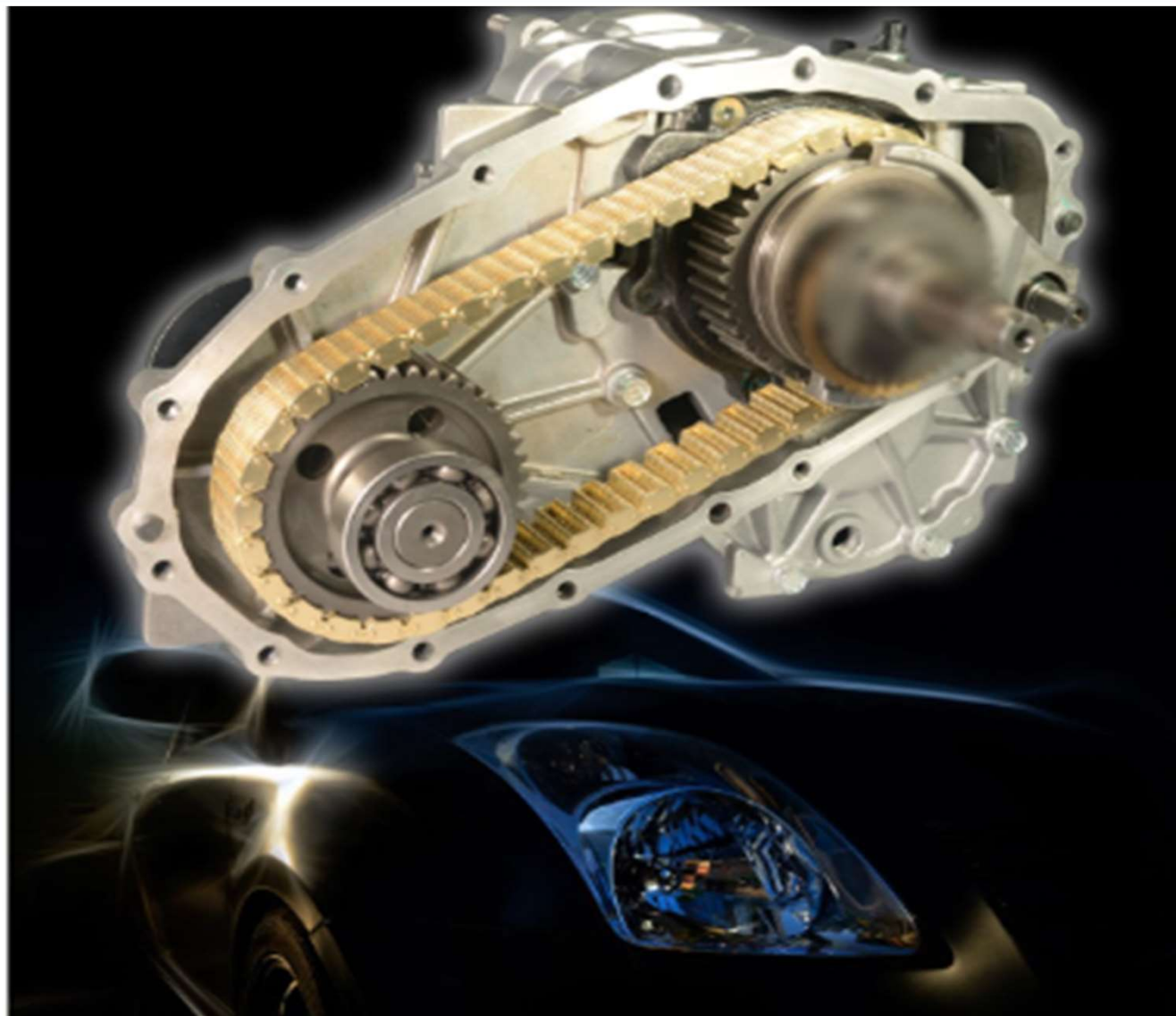
Positive Results by Equipment Innovation.

- The Production Efficiency.
- Responding is Faster.
- Labor Intensity is Lower.
- Working Condition is Safer.
- Successful cases in Segment Market.

Chains for Window Opener



Chains for Automotive Transfer Case



Chains for Brew & Beverage Industry



Chains for Glass Bottle Industry



Innovation builds new drivers of growth.

Welcome you visit our booth at Hall 24 Stand D47.

Thank you very much.