



**HAITIAN**  
PLASTICS MACHINERY

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**WE CREATE ADVANTAGE**

# STRATEGICALLY POSITIONED.

MANUFACTURING POWER IN CHINA



3 Haitian Guangzhou



4 Haitian Ningxin



1 Haitian Headquarter



2 Haitian Yanshan



5 Haitian Dagang



6 Haitian Daxie

WE HAVE SUCCEEDED IN TRANS-FERRING REVOLUTIONARY IDEAS.

# THE COMPANY.

Success is a matter of competence and visionary power. But there is more than this: the courage to tread on an unknown path; the determination needed to trust one's own strengths; correct timing; plus humility and a bit of luck as well.

Haitian Plastics Machinery Ltd., a subsidiary of Haitian International Holdings Ltd., is a world market leader in the manufacture of

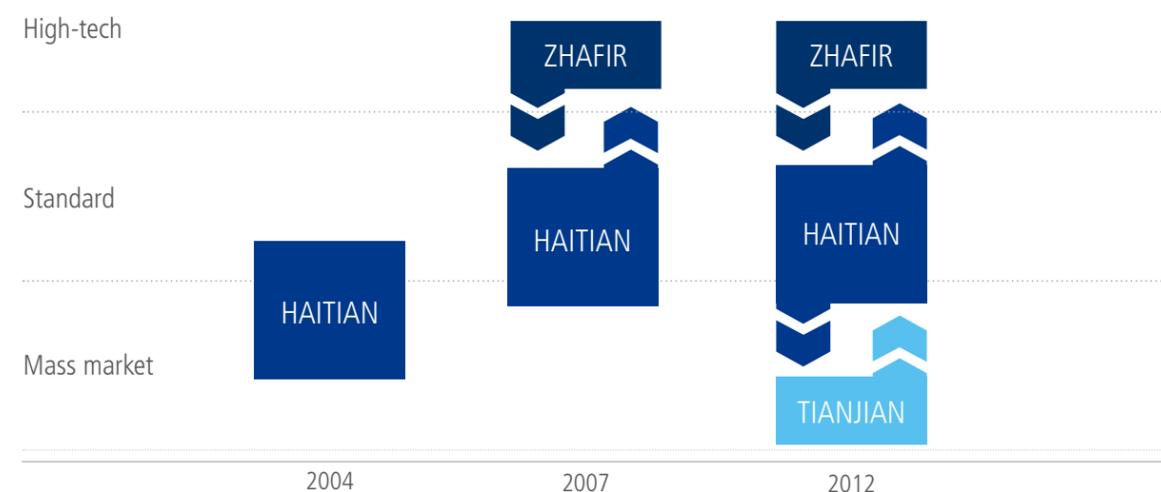
injection-molding machines for standard applications in the medium and top-of-the-line segments of the plastic processing industry. Application-orientated research and development, a range of fair market prices plus sustainable solutions – this is and has been our profession for more than 40 years now.

Our steady focus is on innovative customer solutions for standard applications and the greatest production efficiency on both sides. We do this through the constant search for improvements in our own manufacturing processes, and by using energy-saving and uncomplicated technologies that concentrate on what really counts for our customers: low item costs, high efficiency, and optimal performance data over the long term.

With Haitian International's multi-brand strategy, the whole processing spectrum of the plastics industry is covered. Our differentiated product portfolio offers highly efficient solutions even for the most varied of customer demands, from rapid mass production to the manufacture of the smallest high-precision parts or innovative mouldings with complex shapes.



## The 3-brand-strategy



## Company strategy: clear focus on target markets



## Three brands under one roof

- "Tianjian" machines are tailored to the manufacture of uncomplicated and low-priced plastic parts. These solidly built injection-moulding machines have established themselves in mass markets such as Asia, South America or India.
- The Haitian brand, with its Mars, Jupiter and Iapetus Series, covers all applications in the medium and top-of-the-line standard market segments.
- With all-electric machine designs of the Venus and Mercury Series, our Zhafir premium brand covers all production sectors of the dynamically growing high-tech market. The applications spectrum ranges from the automotive field through to medical technology.

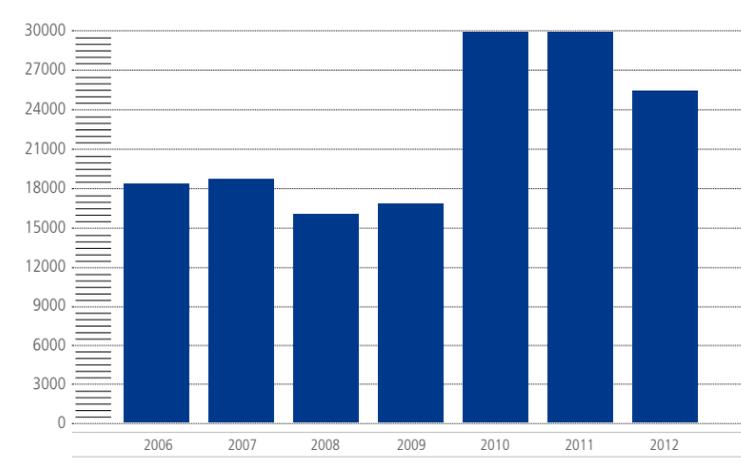
WE HAVE INCORPORATED OUR VISION INTO A CONCEPT.

# OUR HISTORY.

Haitian was first established with 100 RMB of starting capital. In over four decades the founders, with their passion, persistence and technological specialist knowledge, have created reliable machine concepts with crucial competitive advantages for the customers in the plastics processing industry. Haitian is not only a company name. Haitian, in the Chinese language and culture, means "sea (hai) and sky (tian)". Right from the beginning we have incorporated our vision into this concept. For us, water typifies dignity – it stands for the diversity of technological potential. The sky, on the other hand, knows no limitations – it allows every imaginable step forward. Over the last four

decades this ideal has always been the motivation for us to invest a great deal of energy and capital into our product improvement. Today Haitian enjoys an excellent image worldwide as a brand name. On the one hand, our quality, high-grade machines fulfill the requirements for precision and profitable efficiency demanded by our international customers. And on the other hand, Haitian is valued for its customer-oriented and comprehensive service. In this tradition, we will also be a reliable partner for our customers, as well as a good employer for our employees.

Delivered machines



- Total area coverage 987,624.91 qm
- Production area 484,887.00 qm
- Total employees 4,500
- Total production output 22,000 machines in 2012
- Total revenues 1,019 million USD in 2012
- Total export revenues 307 million USD in 2012

Facts

**1966** MR. ZHANG JINZHANG ESTABLISHES HAITIAN WITH 100 RMB OF STARTING CAPITAL IN NINGBO | 1

**1972** DELIVERY OF THE FIRST INJECTION MOLDING MACHINE (30G INJECTION VOLUME) | 2

**1984** REGISTRATION OF THE BRAND NAME 'HAITIAN' | 3

**1989** EXPORT OF THE FIRST INJECTION MOLDING MACHINE

**1994** HAITIAN BECOMES THE NO.1 FOR SALES VOLUME WORLDWIDE, AND STILL HOLDS THIS POSITION TODAY

**1998** ESTABLISHMENT OF A JOINT VENTURE WITH THE DEMAG PLASTIC GROUP, MUTUAL DISSOLUTION IN 2005

**2001** OPENING OF HAITIAN HUAYUAN MIDDLE EAST (HAITIAN TURKEY)

**2004** HAITIAN BUILDS THE LARGEST-EVER ASIAN INJECTION MOLDING MACHINE OF ITS TIME, WITH 40,000 KN CLAMPING FORCE

**2005** ENERGY-EFFICIENT OPERATING TECHNOLOGIES ENLARGE THE PORTFOLIO

**2006** HAITIAN INTERNATIONAL HOLDINGS LTD. HAS THEIR INITIAL PUBLIC OFFERING, AND IS LISTED ON THE MAIN BOARD OF THE SEHK (STOCK EXCHANGE HONG KONG) | 4

**2007** OPENING OF HAITIAN HUAYUAN SOUTH AMERICA | 5

**2008** OPENING OF 2 TECHNOLOGY CENTER IN CHINA SOUTH AND EAST

**2009** COMMISSION OF HAITIAN TECHNOLOGY IN NINGBO (FACTORY 11) | 6

**2010** HAITIAN'S MACHINE OUTPUT EXCEEDS 30,000 UNITS  
HAITIAN EUROPE RELOCATE TO GERMANY | 7

**2011** OPENING OF THE MANUFACTURING HALL IN VIETNAM

**2012** INTRODUCTION OF MACHINE GENERATION 2 | 8



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**Leadership is a commitment**

The success of the plastics processor is of pivotal importance to our approach at Haitian. As the Planets have orbital reliance on the Sun, we have branded our products with the same customer commitment. With consistent customer focus we became a world leader in the injection molding machine industry.

Belief in our core values is paramount, as is a sincere appreciation for the trust of our customers and the support of our competent partners and investors supported by the continuous diligence of all our staff.

An important reason for our success is that we have pursued and lived our vision in every detail – to offer technology of premium quality at affordable prices. We have continually questioned our thinking and actions through our communication with all market partners and other involved parties. We work on creating innovation – whether it is big or small, and constantly strive for perfection and the highest efficiency with our own manufacturing. This is equally true for machine performance on the customer's premises.

We continue to maintain this policy with competent expansion. Everything we do is intended to place our customers in a position to overcome challenges profitably and sustainably. With this promise we shall enjoy success together in the future.

**Secure growth through stability**

We are committed and motivated to maintain Haitian's leading market position. It is now necessary to combine tradition with an eye on the future, to protect stability and secure future growth. In Far Eastern philosophy, Bamboo is synonymous with toughness and strength which maybe the best symbol for this effort. No other plant combines endurance with flexibility, lightness with robustness, in such an impressive way. When used as framework it provides enormously high stability, even in typhoons. Likewise, Haitian is also steadfast and constant to all its customers and partners, with reliable support in all situations.

Another comparison: Bamboo can be found in many countries around the world due to it's dynamic growth and adaptability to local environments. Likewise for Haitian, the dynamic development of our global manufacturing and service network is a logical progression. We use all of our collective knowledge and experience in new research projects for the benefit of our market partners and customers anywhere in the world.



**Knowledge with understanding, learning for improvement**

**COMMUNICATION.**

Our machine and solution concepts have reached a secure design status for specific market and customer requirements. For mutual inspiration, we continually pursue information between all market partners to gain perspectives, understand trends and fulfill customer desires to create a stronger than ever influence on our product design.

- :: Communicative networking in all directions
- :: International exchange with regard to markets and trends in Asia, Europe and America
- :: Interdisciplinary cooperation in R&D for new, demand-oriented solutions

**Innovative thinking is thinking in terms of the customer**

**INNOVATION.**

Whatever the future may bring, we will be ready for it, with machines that do exactly what our customers really need, and with innovative technologies, new peripheral interfaces, and new possibilities for processing the materials of the future.

- :: Innovative machine design for the premium segment
- :: High engineering for the latest, application-oriented technologies
- :: Intensive process development for new materials

**Clear cost advantages open new opportunities**

**EFFICIENCY.**

Standardized highly developed machines, provide a higher return on investment at lower unit costs. Our highly efficient overall concepts bring clear cost advantages and open new opportunities – all with the option of optimising one or the other, ad hoc or in the future.

- :: Machines with increased efficiency and energy savings
- :: Production-cost advantages from reduced unit costs
- :: Competitive advantages gained from the highest levels of performance and precision

**LEADERSHIP HAS MANY DIMENSIONS** OUR MISSION:

# MANUFACTURING POWER IN CHINA.

LEAN PRODUCTION.



Haitian Beihua



Haitian CNC



Haitian CNC



Haitian flexible manufacturing shop



Haitian screw processing



Haitian heat treatment



Haitian boring machine



Factory 11, Ningbo:  
FACTS ...



- :: Location: Yanshan, Beilun, Ningbo
- :: Production area: 124,000 m<sup>2</sup>
- :: Commissioned: May 2009
- :: Workforce: around 380 employees
- :: Production output: around 100 machines per week
- :: Annual production output 2012: 5,000 units

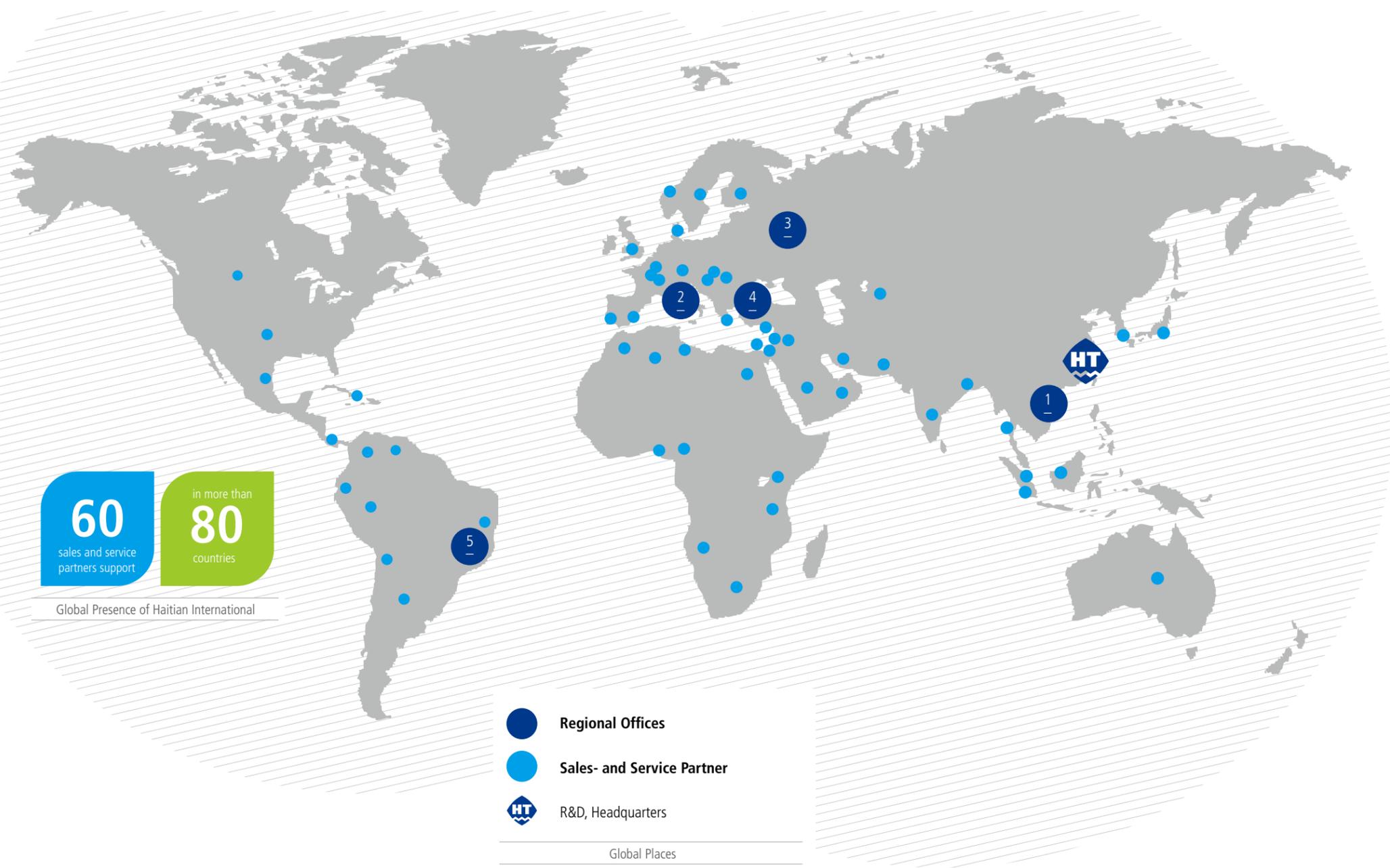
# MANUFACTURING POWER INSIDE.

## EXPERIENCE SINCE MORE THAN 40 YEARS

Haitian injection-molding machines and technology components are currently manufactured at eleven locations, depending on the construction series, category of clamping force and customer specifications. For this we have automated production lines and well motivated employees, in a total production area of about 500,000 m<sup>2</sup>. Our lean organizational structures, efficient operating procedures and ultra-modern equipment guarantee the high production efficiency and fle-

xibility with which we are able to meet customer needs on attractive terms, with proven quality yet in the shortest possible time. Our newest "factory 11", Haitian Technology in Ningbo, China, is currently our largest and most productive plant. Injection-molding machines with hydraulic or servo-controlled drives are manufactured here. Production focuses on the medium and larger categories of clamping force of the new Mars II Series.





- 1 Regional Office South East Asia**


  - :: Located in Binh Duong Province, Vietnam
  - :: Sales and service organisation
  - :: Manufacturing site with 6,600 m<sup>2</sup>
  - :: 80 m<sup>2</sup> application center for mold tests
- 2 Regional Office Europe**


  - :: Located in Nuremberg, Germany
  - :: Sales and service and technical support for 20 European distributors
  - :: 250 m<sup>2</sup> application center for mold testing
- 3 Regional Office Russia**


  - :: Located in Moscow, Russia
  - :: Sales & service organisation
  - :: Application center for mold testing
- 4 Regional Office Turkey**


  - :: Located in Istanbul, Turkey
  - :: Sales and service organisation
  - :: Manufacturing site with 2.220 m<sup>2</sup>
  - :: Application center for mold testing
- 5 Regional Office South America**


  - :: Located in Sao Paolo, Brazil
  - :: Sales & service organisation
  - :: Manufacturing site with 4,600 m<sup>2</sup>

OUR CUSTOMERS GET CLEAR COMPETITIVE ADVANTAGES.

# GLOBAL NETWORK.

### Proximity to customers create advantage

As a subsidiary of Haitian International Ltd., we are part of a continuously expanding support network around the globe. There are currently 60 regional sales and service centers for customers in over 80 countries. In cooperation with the experts and service partners of the Haitian Group, we are not only able to react speedily to new market and sector requirements, but also to implement individual equipment

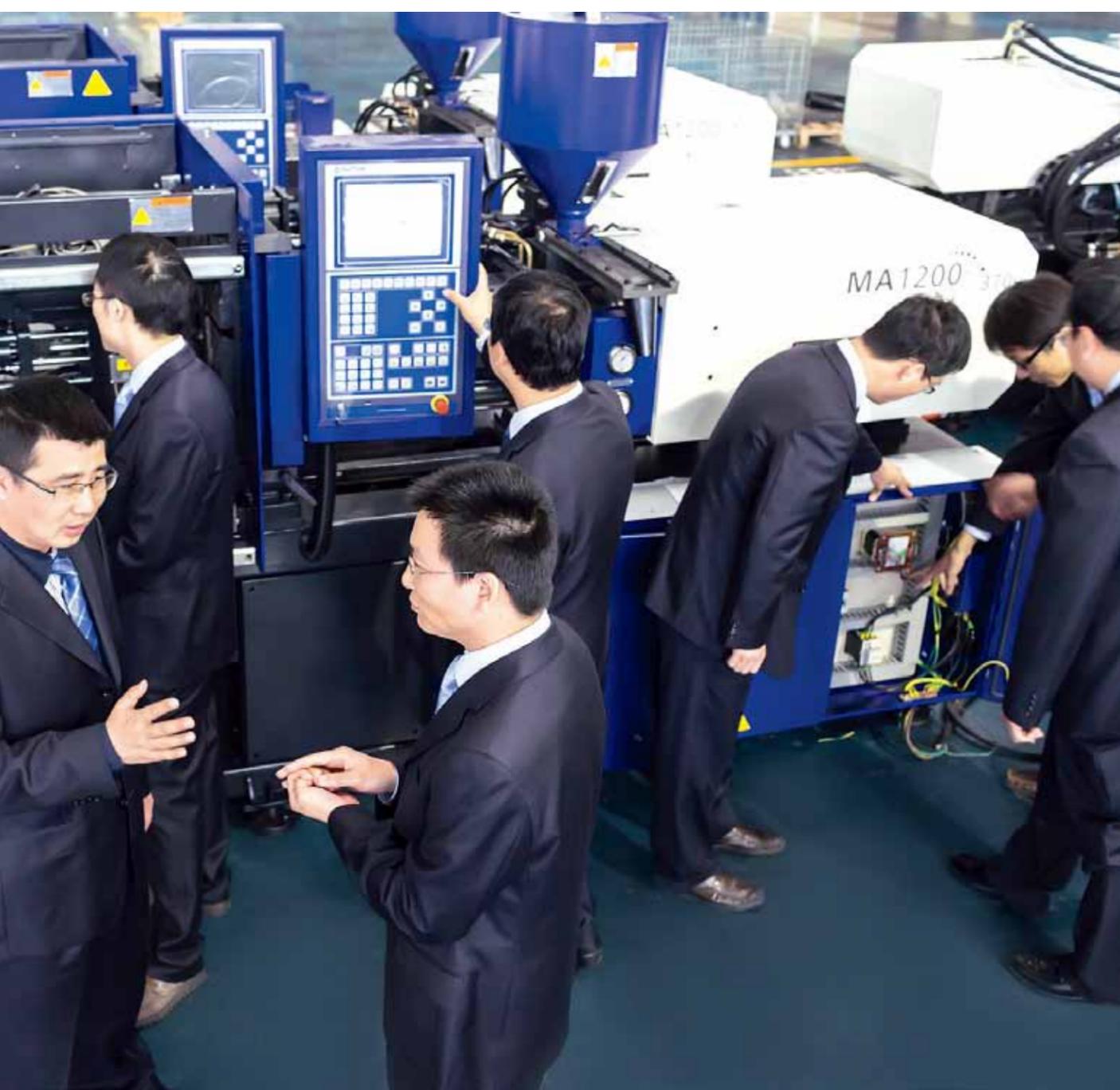
features, certifications, and new application levels for our customers on site. Because of the permanent availability of important customer services, replacement parts and service features, our customers are always able to develop clear competitive advantages and to use them lucratively, both now and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

TECHNOLOGY BROUGHT TO THE POINT

# OUR PRODUCTS.

Everywhere costs continue to spiral rapidly and our customers increasingly have less scope for their business. Prices for raw materials are rising. In many countries, energy is becoming the critical cost factor. This is why efficient overall concepts are rated so highly at Haitian. Purposeful solutions, as an answer to the growing cost pressure. "technology brought to the point" is our motto here, concentrating on

the inherent strong points of the injection-molding technique: greatest possible efficiency in the manufacture of standard parts, speed with large production quantities, repeat-accuracy precision. And not least of all: a quick return on investment. At the same time, we consciously combine innovative solutions with standard components and on fair terms.



## Haitian Mars<sup>2</sup> Series

**The optimised master of efficiency.**  
Clamping force from 600 to 40,000 kN

The new Mars II Series contains various ingenious innovations for even more stability, precision and process efficiency. The new clamping unit with optimised servo-hydraulic technology reduces production cycles while simultaneously increasing energy efficiency. A convenient control system offers numerous possibilities for evaluating individually, and for optimising the productivity of the whole system.

SOLD MORE THAN  
**73.000**



- :: New clamping unit for more stability, precision and efficiency
- :: Optimised platen design for centralised force transmission to the mold
- :: Better toggle system kinematics for faster mold movements and dry-cycle times reduced by 25%
- :: Energy-saving drive concept with patented "Mars-Technology"
- :: Tuned injection unit (new twin cylinder) for smooth injection and screw movements
- :: Latest KEBA control for easy usage on the touch-screen, including analysis of energy consumption and cycle



MARS-TECHNOLOGY INSIDE

## ENERGY-SAVING



# Haitian Jupiter<sup>2</sup> Series

The space saving solution for the future.  
Clamping force from 5,500 to 66,000 kN

The innovative Haitian Jupiter Series offers numerous options for the future. Typical are the two specially designed clamping plates and large mold open strokes that give the processor access to an unusually broad process spectrum for the most varied applications, e.g. in fields in the automobile sector, the packing industry or production of household goods.



FOR LARGE PARTS



MARS-TECHNOLOGY INSIDE

## ENERGY SAVING



SPACE SAVING SOLUTION

## TWO-PLATEN



- :: Enhanced clamping sizes for a broader application possibilities
- :: Big improvements in machine design and usability
- :: Energy-saving drive concept with patented "Mars-Technology"
- :: Latest KEBA control for easy usage on the touch-screen, including analysis of energy consumption and cycle
- :: Parallel lock nut operation ensures fast and accurate response
- :: Large moving platen ensures high platen rigidity during movement with increase mold weight loading. Reduced platen vertical movement for long core molds.
- :: Four short stroke mold break cylinders for accurate mold height control with closed loop position feedback, ensures the mold is clamped with parallel movement.
- :: Highly rigid injection unit guidance which is separated from the screw guidance for complete independence of injection movement.