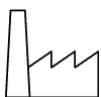




## Shandong New Beiyang Information Technology Co., Ltd (SNBC)

[www.snbc.com.cn](http://www.snbc.com.cn)

Shandong New Beiyang Information Technology Co., Ltd (SNBC) is a high-tech company that was founded by Weihai Beiyang Electric Group Co., Ltd in December 2002. It specializes in research and development, production, sales and service of products for thermo printing, identification and intelligent system integration. The company has established itself as a leading global supplier of ticket printers, scanners, ATMs and packing stations.



### INDUSTRY

Thermo printing, identification and intelligent system integration products.



### NUMBER OF EMPLOYEES

Approx. 2,000



### SITE

Weihai City, Shandong Province (China)

## Challenges

In China, multiple large orders from six major customers in the logistics sector are reasons to celebrate. At SNBC, however, it initially caused a headache. The orders were for the production of automatic packing stations, and the contracts were scheduled to run for several years. The company's in-house sheet metal processing capacity was insufficient, and even contracting out to all nearby contract manufacturers would not have solved the problem. But refusing the order was also not an option, so only one possibility remained: building a new factory.

## Solutions

From the outset of this project, SNBC did not want to do anything halfway. Their vision was for fully

automated production. According to the company, expertise and complete reliability are required to implement this project in the shortest possible time. "Both of these qualities had been demonstrated by TRUMPF many times in our company. We therefore quickly agreed to work with TRUMPF", says Liu Bo, Production Manager at SNBC.



"Our investment in the future has therefore paid off, even though we are only just at the start of our journey into Industry 4.0 with our first factory."

**LIU BO**  
PRODUCTION MANAGER AT SNBC



## Implementation

Using drawings of the packing stations, TruConnect experts first analyzed each individual part of the assembly. Four TRUMPF lasers, two punching machines and three bending machines, as well as the corresponding automation components, were connected to a 126-meter-long STOPA warehouse with 360 storage spaces and two shelf-operating systems. The warehouse is controlled by the TruTops Fab Storage module. It controls all material flows in production and manages warehouse stocks. This ensures the necessary material is always at the right machine at the right time and finished parts are conveyed to the next workstation. Automation has already enabled SNBC to increase its production by around 20 percent. Employees, who were familiarized with the system in several TRUMPF training workshops, have seen a significant reduction in their workloads.



## Forecast

In March 2017, production began exactly in the way Liu Bo wanted. A follow-up project is already being planned. Liu: "The system has only been running for nine months, but we are already approaching the limits of our capacity again, mainly because of the confidence customers have about our production

capabilities. Our investment in the future has therefore paid off, even though we are only just at the beginning of our journey into Industry 4.0 with our first factory.

**Find out more about our products here**



### **Storage systems**

The right storage system improves the flow of materials and ensures smooth production processes. You get better machine utilization and save space, time and money. TRUMPF storage and logistics systems give you a modular system of intelligent storage solutions – compact, efficient and flexible.



[Zum Produkt](#)



### **Software**

From the customer inquiry to the dispatch of the finished part – the TRUMPF software portfolio optimizes your entire production process. TruConnect intelligently combines the software with machines and services for customized Industry 4.0 solutions for your Smart Factory.



[Zum Produkt](#)

