



品质创造价值 科技启迪未来
Creating Value with High Quality
Inspiring Future with High-Tech

Basic information



- Founded in Shipu town, Ningbo city in **1992**
- Total assets: **USD100million**
- Total area: **50,000m²**,
Construction area: **40,000m²**

Basic information



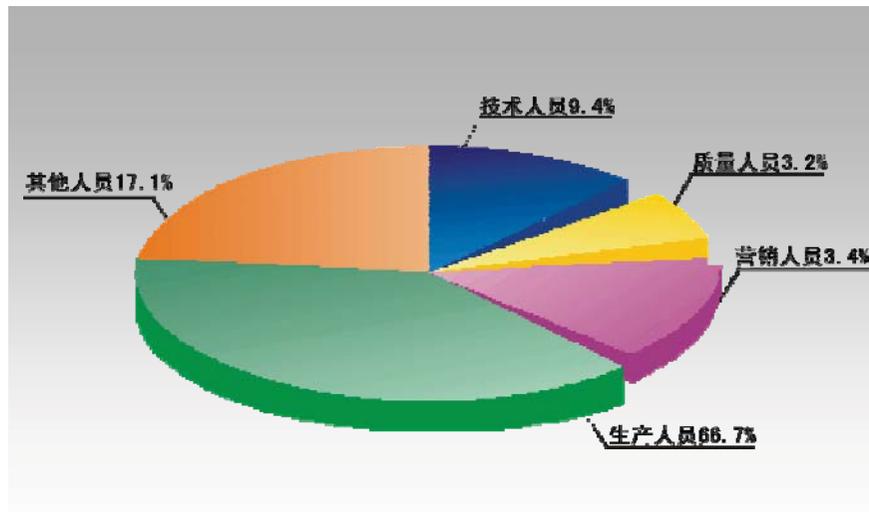
- Having become one of the largest manufacturers & suppliers of elevator components in China
- Achieving annual turnover of around **USD250million** in 2011

Basic information



- Recognized as one of TOP500 Chinese mechanical companies for many years
- The state's most important new high-tech enterprise
- A vice president unit of China Elevator Association
- Certified as China well-known trademark

■ Employees Distribution



Total employees: 958

- 91 persons for technician
- 33 persons for sales
- 639 persons for production
- 31 persons for QC
- 164 persons for others



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■ Products Portfolio



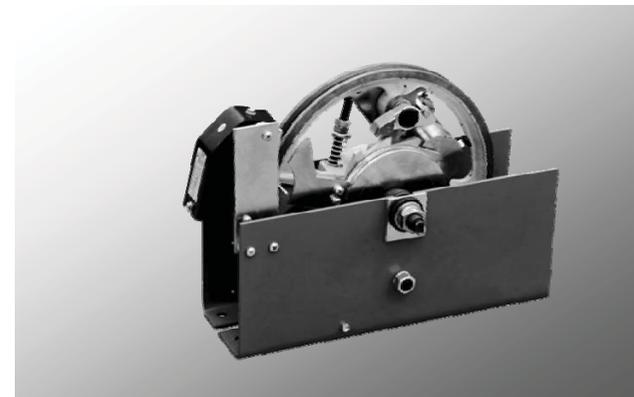
Door System Series



Traction machine series



Cabin series



Safety components series



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Door system series



PMS Car door operator

- The earliest and largest professional manufacturer of elevator door system in China.
- Maintaining No 1 market share in China for many years, annual output of car door operator & landing door devices in year 2011 was around **100,000** units & **1 million** sets separately.
- With complete specifications for 2CO, 2SO, 4CO, 3SO, 6CO, width opening covering from 700-4000mm
- Types of car door operator have PMS, VVVF and DC



■ Traction machine series



Gearless traction machine

- Having strong R&D and production capability for gearless traction machine, annual output was **11,000** units in 2011
- With complete specification, including 1: 1 and 2: 1
- Capacity from 320 to 2000Kg, speed range from 0.4 to 4.0m/s



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Cabin series



Luxury cabin for
passenger elevator

- Having strong R&D and production capacity for cabin, annual output was more than **5,000** units in 2011
- With various design, e.g. painted, hairline and decoration cabin etc..
- Load: 320~5000Kg, Speed 0.4~4.0m/s



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■ Safety components



Over-speed governor

- Safety components including over-speed governor, tension device, safety gear, rope brake and guide shoe etc..
- Annual output for governor was **115,000** units in 2011, and keep No.1 market share in China for many years.
- Over-speed governor has been selected by Otis Global Sourcing System



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■ Equipment / Facility for production



With over **300** sets of advanced equipments for production, such as:

- German Vertical Single Spindle Turning Center
- Swiss laser cutting machine



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Equipment / Facility for production



- Japanese Digital Controlled Puncher, Bending machine
- American Automatic Spray and Painting Line



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■ Equipment / Facility for testing



Surveying machine with three coordinates

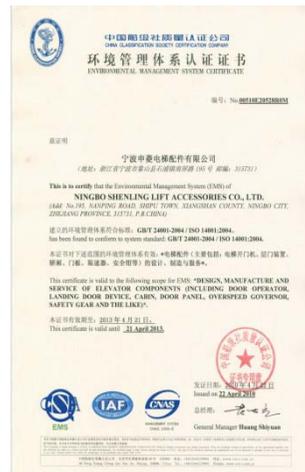
Company setups products testing center, have surveying machines with three coordinates etc..

- Testing unit for traction machine
- Surveying machine with three coordinates



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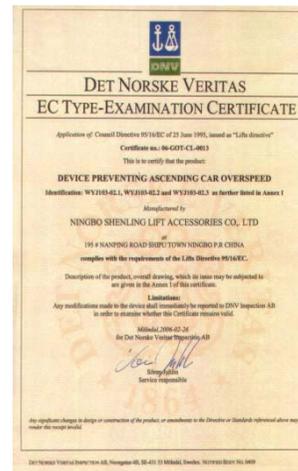
Quality Management



- Has been certified with:
- International Quality System ISO9001
- Environment Management ISO14001
- Health & Safety Management system OHSASI8001

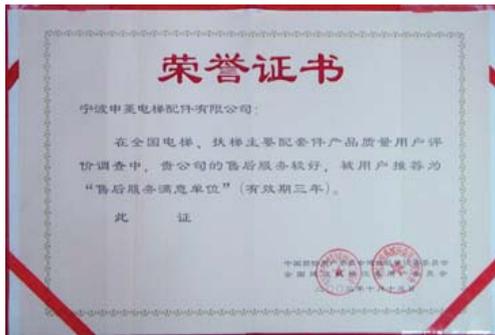


Quality Management



- CE certification for Door system, Traction machine, Governor, Buffer & Safety gear
- Fire rated door certification issued by German TÜV

Quality Management



- Company was appraised by China Quality Association Users' Committee as "Enterprise with Excellent after-sales Service"
- Door system, Speed governor, Buffer etc produced by the company also have been appraised as "The Most Satisfied Products" for 10 times.



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Marketing

Domestic sales:

- Have total **15** sales office in China, including Shanghai, Shuzhou, Beijing, Guangzhou, Chongqing & Shenyang etc..covering more than **20** provinces.



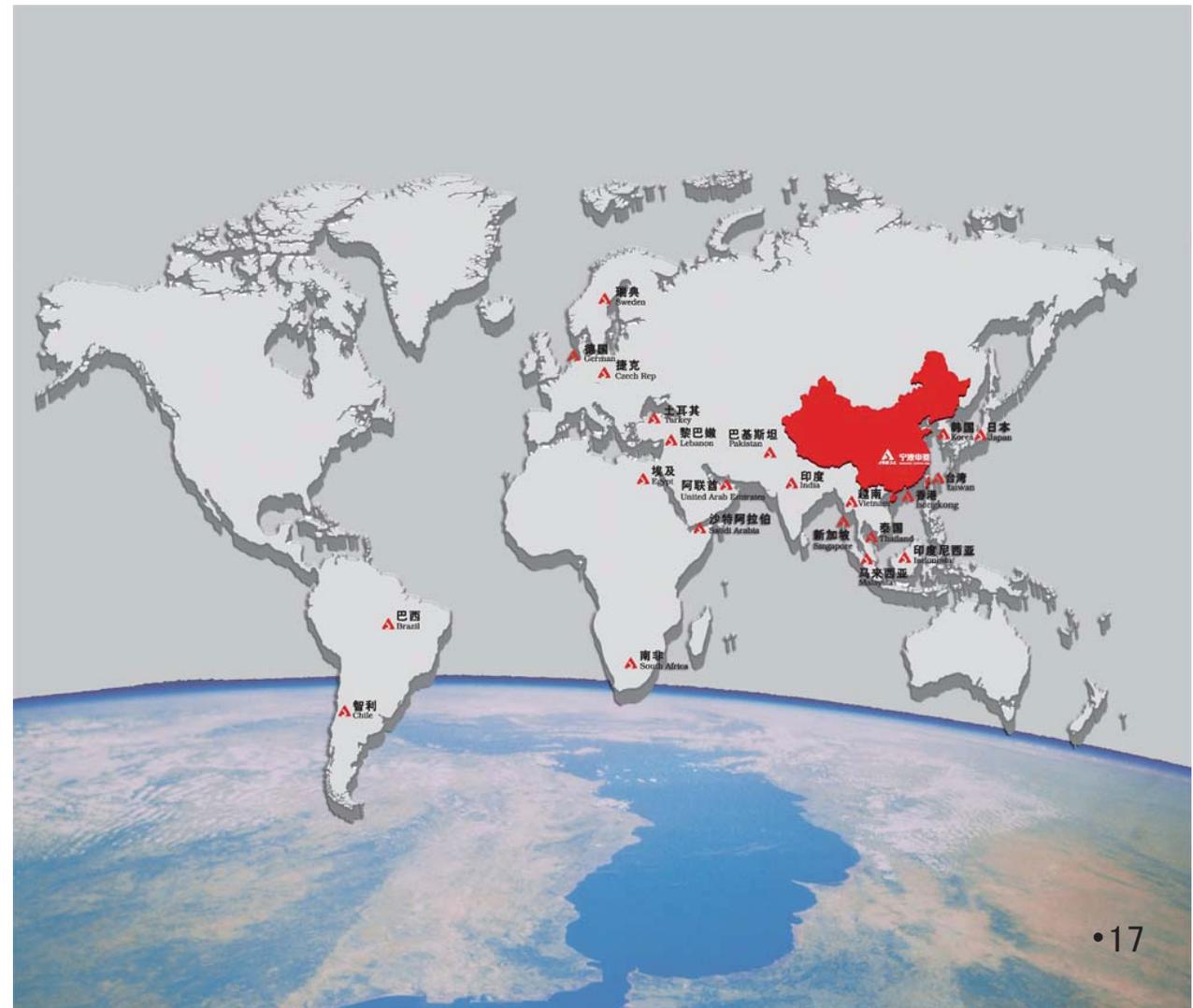


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Marketing

Overseas sales:

- Its products are also exported to Europe, Asia-pacific and the Middle East, covering more that **30** countries



Selected Key Accounts



- Having established good business relationships with many international & local famous elevator companies, such as Shanghai Mitsubishi, KONE, OTIS, ThyssenKrupp, Fujitec, Mitsubishi Electric, GiantKONE & SJEC.

Brief Introduction of NBSL Shanghai New Factory



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- Total investment: USD40million
- Located in Shengang Rd, Songjiang district, Shanghai
- Total area: 80000 m²
- Construction area: 51000 m²
- To be put into operation partially since the Feb. of 2012



Functional positioning of new factory

To be the headquarter of NBSL, integrating the functions of R&D, sales & marketing, operation, production, customer service and logistics.

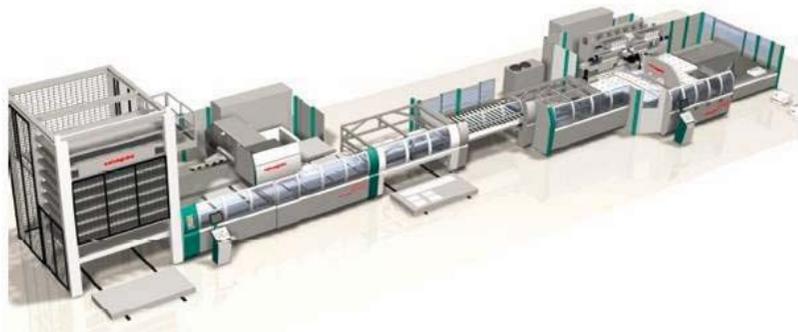
Staffing

No	Category	persons	Remark
1	Technician	68	Mainly transferred from Ningbo factory
2	Sales	50	
3	Production	217	Key position holders transferred from Ningbo factory, the others are to be recruited locally
4	QC	15	
5	Others	80	
Total		430	

State-of-the-art Workshop



SALVAGNINI sheet-metal automatic production line imported from Italy





Products & capacity of new factory

Products	Unit	2012	2013	2014
Car door operator	Set	30000	50000	80000
Landing door device	Set	600000	700000	800000
Door panels	Set	200000	300000	400000
Cabin	Set	2,000	5,000	8,000
Traction machine	Set	10,000	23,000	34,000

Thanks for your attention!