

Go into geriatric mode



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Zhongce Rubber refers to the world's first echelon

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Zhongce Rubber's future factory rarely sees workers

Some say that the traffic flow on the highway is a barometer of the Chinese economy. As an important consumable component of automobiles, tire companies have felt a strong signal of economic recovery at the beginning of 2023.

"The sales were very good at the beginning of the year, in fact, we really wanted to keep work for the New Year, but considering that the workers have been in Hangzhou for three years, we still have to let everyone go home and reunite." Shen Haoyu, secretary of the board of directors of Zhongce Rubber Group Co., Ltd., bluntly said that "the economic rebound is very obvious", and he gave an example that in the first half of January alone, the sales volume of Zhongce rubber tires in Guangdong Province reached the total sales volume in January last year.

As the largest tire manufacturer in China and the top 10 in the world, in the past few years, Zhongce Rubber has achieved a contrarian trend with digital empowerment and management model reform, and now, in the face of a better market environment and more favorable policies, it is closer to the goal of "producing world-class tires" and "entering the first echelon strongly".

12000,<> tires a day, the factory of the future is "full firepower"

Every time before entering the future factory, Wang Qi, the workshop director of Zhongce Rubber Future Factory, is accustomed to understanding various situations in the factory through the MES system. "Oh, here, the average daily plan, actual completion and completion rate, vulcanization reality, molding reality are all clear." Wang Qi pointed to the MES system screen, in addition to displaying the live situation, the trend of various indicators was also accurately predicted.

"Our high-performance radial tire future factory is a new attempt in 2020, with an investment of nearly 5 million yuan, it is the first batch of 'future factories' in Zhejiang Province, when only 12 in the province were selected." Wang Qi has been with Zhongce for more than ten years, he has experienced the rapid development period and digital butterfly change period of Zhongce, "To be honest, after staying in the future factory for a long time, it is not customary to go to some old factories now." "

Entering the future factory, the reporter really felt what Wang Qi said was "not accustomed" - more than 20 AGV trolleys are shuttling through the production line, such a trolley can carry 1 ton of materials, they can accurately schedule material requirements, and can also adjust task priorities to ensure that urgent tasks are completed first. In addition to intelligent logistics, intelligent production and intelligent detection modules are also working hard in different areas in the future factory, and the reporter stood next to the forming machine and calculated the process of rolling tires from semi-finished products into embryos, about 30 seconds, all in one go.

The racking robot can accurately take out the material, and the stacking robot performs automatic stacking... Compared with the robots that can be seen everywhere, workers are rarely seen in huge factories. At about 3 p.m., there are less than 20 workers in the semi-product process area and the molding process area, and even with the manpower in the vulcanization area and the finished product inspection area, only 40 workers are needed for a shift.

The data shows that the future factory that comprehensively applies new technologies such as 5G, AI, big data, cloud computing, and the Internet of Things has liberated employees from the production line, increased labor productivity by 300%, and produced more than 12000, <> pieces a day.

A few years ago, Wang Qi received a signal from the company level that the order volume had soared, which required the workers in the workshop to actively and quickly participate in the production process. "I myself returned to my hometown Jinhua Chinese New Year's Eve, and when I came back to work on the fifth day of the new year, almost all of the more than 100 production employees of our future factory were assembled on the fifth day of the first year, and the production was particularly smooth.

In the first quarter, 100 investment promotion meetings were held, and the total number of orders increased by 20%

The boom on the production side stems from the "boom" on the sales side - from the current situation, the total number of orders is at least 20% higher than last year.

"Distributors and our own stores are very confident in stocking, and sales are definitely good this year." Sun Zhenwei, deputy general manager of Zhongce Rubber Group's tire sales company, is very confident, saying that in the first quarter alone, 35000,100 stores will hold <> publicity meetings and investment promotions.

Last month, the distributor conference of Zhongce Rubber Group (China) was very lively, dealers arrived in Hangzhou from all over the country, and many people dragged their suitcases to participate in the conference, among which the release of high-end new products attracted attention.

"Like this Chaoyang No. 1 EV PRO high-end new energy tire is our major layout in the new energy field, and it is also another expansion of our high-end tire matrix." From the appearance alone, the Chaoyang No. 1 EV PRO has more mute devices than other tires side by side, in fact, it incorporates a new core patented technology that not only makes noise less, but also achieves stronger grip and improved wear resistance. "We will officially mass produce in April, and from the feedback we have received so far and the usual experience, it will definitely be 'sold out'." Sun Zhenwei said that the group will PK test such high-end products with international brands, and only sell them when most of the data exceeds that of international first-class brands. As the number of new energy vehicles and sales continue to rise, the Chaoyang No. 4 EV PRO will also bring new growth to the company.

Obviously, Zhongce Rubber is no longer satisfied with making the most cost-effective tires, focusing on high-end products, achieving product innovation and upgrading, and improving user product experience, satisfaction and scenario-based application in order to better achieve high-quality development of enterprises.

It is also worth paying attention to the efforts of enterprises in digital marketing. Five years ago, Sun Zhenwei led the team to create the "Zhongce Cloud" App for dealers to place orders online, just this year, Zhongce's Chaoyang Tire entered Douyin and started a live broadcast, facing consumers directly - there is almost no traditional marketing trick of "321 on the link" in the live broadcast room, more is to export tire knowledge and brand advantages to consumers, "To be honest, tires such a cyclical product, consumers buy a very limited number of individual purchases, but we still have to get closer to consumers, let consumers know us better, This is what every brand should do. "

A new factory covering an area of more than 500 acres has been erected and will be put into use this year

Shen Haoyu has been particularly busy since the beginning of spring, and he has to attend seminars for entrepreneurs large and small almost every day.

"We are full of confidence in 2023, supported by not only the surge in orders but also the unprecedented support of the government, the introduction of various favorable policies, we have seen real subsidies and support, and the Qiantang District Government has also given additional incentives to enterprises like us with rising output value." Shen Haoyu revealed that with the support and promotion of the government, the new factory, which was supposed to be put into operation next year, is expected to be powered out by the end of this year.

At present, the new factory positioned as "Future Factory 2.0" has been sprung up, and this new lighthouse factory will be further upgraded on the analysis platform such as intelligent manufacturing, intelligent analysis, and intelligent decision-making, presenting intelligent decision-making throughout the system.

The construction and use of the new plant has revitalized the manufacturing industry, comprehensively improved output efficiency, and for Zhongce Rubber, the change of management mode is also continuing.

"While reducing manpower in the manufacturing process, we have increased investment in technical transformation, product design, inspection, etc., and we now need more back-end engineers and process design engineers to optimize the entire process and process." Last year, Zhongce Rubber went against the trend to recruit people, set up a research center focusing on cutting-edge tire science and basic science, and introduced many domestic and foreign industry experts, Shen Haoyu believes that the current process of Zhongce has been among the best in the country, but to produce world-class tires, more basic scientific research on tires needs to be done.

In fact, the world's major automobile production or automobile consumption countries will have a world's top five tire companies, and China, as the world's second largest car ownership country, currently the best domestic Zhongce Rubber ranks eighth in the world in 2022.

When is it expected to be in the first tier?

"In terms of tire production and tonnage, from the tonnage of rubber consumption, Zhongce is already the third and fourth in the world, and then we continue to optimize the product to make more high-end products, and the price is just around the corner after entering the first echelon." Shen Haoyu analyzed that the development of Zhongce rubber business has the advantage of natural development, and the growth potential is huge, and it will soon enter the first echelon in the world.

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