



Continuous Ink Jet Shanghai Xinhualou Case study

Shanghai Xinhualou saves time and money with the 1000 Line.

Shanghai Xinhualou Food Co. was founded in 1851 and is one of China's time-honored brands. They are famous for Western and Chinese pastries, steamed breads, cakes, Zongzi, cured meat and fish, and especially moon cakes. Besides the domestic market, Xinhualou exports products to the USA, Australia and many other countries and regions.



For more than 10 years in a row, the Xinhualou moon cake has led the domestic market in both output value and sales volume. Also, for several years in a row, the Xinhualou moon cake has become the only moon cake brand of Shanghai to rank among the "Top 10 Moon Cakes of China," becoming one of the few enterprises in China's moon cake manufacturing industry that has won the highest award. The increased demand for their products has put pressure on Xinhualou to increase their production output and created a need for higher productivity on their manufacturing lines.

"The 1000 Line has helped us meet our growing production goals by keeping our lines running."

Ms. Zhang Ting, Equipment Supervisor of the Production
Engineering Department

Xinhualou decided to replace its older Continuous Ink Jet coding systems in order to find a solution to keep up with its production demands. Xinhualou had never used Videojet equipment before but had heard of Videojet through their brochures. They decided to bring in a Videojet sales engineer to learn more about the new 1000 Line. Thoroughly impressed with its new features, Xinhualou decided to purchase two of them to install on their lines.

Ms. Zhang Ting, Equipment Supervisor of the Production Engineering Department, is very pleased with the operational improvement they have gotten with the 1000 Line. "As our production volume increases, it is critical that we improve our operational efficiency in order to meet our daily production targets. Our older printers were just not up to the challenge. They would go down two to three times per week and sometimes for a half day at a time. That was just unacceptable. We have seen a dramatic change with the 1000 Line. They hardly ever go down which allows us to keep our lines moving."

The 1000 Line has been engineered to maximize the uptime of a production line. The CleanFlow™ printhead with an auto cleaning function and positive air delivery is the most advantaged printhead in the market today. By reducing ink and dust buildup that can cause traditional ink jet printers to shut down, this unique printhead requires less cleaning and enables longer runs without intervention. In addition, the 1000 Line allows Xinhualou to run longer between preventative maintenance activities and schedule maintenance time appropriately based on their production schedule.

The reduction in downtime in their line has led to tremendous savings for Xinhualou. Each time Xinhualou shuts down the line to perform preventative maintenance on their printers, they are paying each of the employees that work on the line for idle time. Also, Xinhualou is not able to produce additional products during this time, potentially costing the company additional revenue.

A thorough analysis by Xinhualou has determined that they generate \$25,000 of incremental revenue per month on each line with the 1000 Line printer.

Another big benefit seen by Xinhualou is how easy the printers are to use. The 1000 Line printers feature a highly intuitive interface to streamline daily functions. It displays all of the printer operation information and even displays exactly what you are printing on the screen. According to Ms. Ting, "Our codes consist of a production date, expiration date and occasionally food additives. This means that we typically change the code on each line multiple times per day. The printers are very user-friendly. Changing messages on the printer is very easy to do."

"We are excited about working with Videojet to help us get there."

Xinhualou does not currently have any plans to buy new printers or expand their production facility. However, when they do, Videojet will certainly be part of their plans. "We are hoping for continued growth for our company but will need support from our partners," says Ms. Ting. "We are excited about working with Videojet to help us get there."



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