The 11th China National Games were held in mid-October 2009 in the city of Jinan, capital of Shandong province. These games were China's most important sporting event after the 2008 Summer Olympics. To enhance its competitiveness, the Shandong provincial government produced an action plan to benefit sustainable development. In view of its position as the location of the China National Games, the administration of Jinan itself decided to invest in infrastructure and the appearance of the city.

Concentrating on key competence
Xin Da’an Pen Hua Co is a business specialising in the production of advertising banners. Since its foundation in 1997, its management has been striving to work with the latest equipment and materials. Its strategy is always geared towards its main area of expertise, the production of advertising banners, with the company’s overall aim being to provide a perfect presentation for the promotional material of its clients.

Hot air solves the problem
It managed good results in the printing of the banners, but then encountered problems joining them. The banners consist of several tarpaulins which have to be attached together after printing. It transpired that the glued joins often did not hold for long. In order to secure a clear competitive advantage, the improvement of the connections and therefore of the lifespan of the banners was made a top priority. The company was made aware of Leister by contacts in the advertising banner business. Staff were able to see the quality of the welding seam and the welding speed for themselves during a demonstration of a UNIMAT V hot air welding machine from Leister. Operated by just one worker, the machine can weld up to ten metres of tarpaulin a minute at over 500°C.

Adaption to processes
However, the new joining technique required minor adjustments to existing processes. In order to match up the banners accurately in the region of the welding seam, they must now be printed a few centimetres over the edge and overlapped for welding. It was also necessary to find an ink which both adhered well to PVC and could also be processed with hot air. The creation of the hanging arrangement had previously required a lot of work. But now, using the UNIMAT V, the ends of the banners could be welded at top speed by just one employee. The hem cord is then laid on the edge, the edge is folded automatically and welded with the UNIMAT V. This is simple, practical and saves time.

A competitive advantage and increase in customers
Xin Da’an has now seen a growth in both customers and turnover thanks to its outstanding welding quality and prompt delivery times. As if that were not enough, word of its success quickly got around. The government decided to support the promotional campaign for the National Games with a large number of advertising banners. Moreover, the highway from the airport to the city centre was decorated with welcome banners. This was a huge job which needed to be completed in a short time. Xin Da’an was commissioned to produce these banners by the government – with the instruction to treat the project as a political duty which needed to be given the highest
priority. Construction firms, among many others, took the opportunity to promote their businesses far and wide with the advertising banners.

Commenting on his success, the Managing Director said, “Xin Da’an is continuing to focus on its key business. This ensures our healthy growth. The Leister UNIMAT V is a fundamental support for us.”