

Perfect Welding of Billboards

Technological Advance for Printing Giant thanks to Leister

Visitors to Beijing often report to be deeply impressed by the rapid growth and the prosperity of Beijing. More and more companies have become aware of the enormous potential of this economic hotspot. Due to their efforts to maximize advertising impact for their businesses or one of their brands, billboard advertising has become one of the most important marketing instruments in China. The advantage of billboards is that they, at relatively little expense, attract the attention of a large target audience. Whether it be on large city-squares, alongside business avenues or the highway to suburbia, or wrapped around new buildings: Wherever you turn the eye, you will see billboards, telling the passersby: "Yes – we are here!" RIKON, a big name in Beijing's billboard industry these days, has become aware of the increasing demand on the billboard market a few years ago. Over the last few years, this company has become market leader.

A non-lasting joint

In 2002, RIKON has started to print billboards in Shenyang, the industrial centre of commerce and industry of north-east china. At this point, RIKON simply tried to somehow join the billboard components, with no consideration to the durability of the joint. It was decided to use glue. For some time after installation of the billboards, there were no apparent defects. Just a few weeks later, however, large parts of the billboards had already detached. Most badly affected were the billboards used in north china, where they are exposed to violent, sand-carrying winds during winter and spring time.

Getting rid of glue, approaching hot-air welding

These conditions were quite a challenge to the managing staff. Lu Tao, executive manager of RIKON, approached the problem immediately. To begin with, the staff tested different brands of glue. As this did not lead to any satisfactory results, Lu Tao was not yet ready to give up. At the Plastics Trade Fair Chinaplast in Shanghai, his interest was drawn to the Uniplan E by Leister. The on-site demonstration of the welding process of PVC fabric was convincing: the automatic hot-air tool produced a perfect weld seam. This joining technology presents several advantages: the joint is permanent and of high quality. During the welding process, a guiding roller assures that the weld-seam will always run straight. Whereas the gluing process requires at least two people to carry out the operation, hot air welding is done by only one person. Also, the welding process requires less time than gluing. In conclusion – a highly efficient process.



UNIPLAN E while processing a banner.

Quality pays off

To start with, RIKON bought just one; later on additional UNIPLAN E. Thanks to this professional equipment, RIKON is now delivering PVC-billboards of outstanding quality. Convinced that a good performance may only be achieved by products of topmost quality, Lu Tao shows his enthusiasm: "Our customers are highly impressed by the quality and the optical appearance of the weld seam. Vanke, to name an example, one of the most famous real estate companies in China, now has all his billboards produced by RIKON. During the Olympic Games in Beijing in 2008, the promotion activities of almost every branch of the industries were huge. Thanks to its excellent reputation, RIKON received innumerable orders from those wishing to profit from the Games. In order to process these orders within their deadlines, Lu Tao had to have his staff working in



Banners are omnipresent in China.

three-shift operation. A large number of UNIPLAN E were being used at that time. As all tools were up to the mark, RIKON did not have to face any complaints concerning deferred delivery.

Clean and safe work

After some years of experience with Leister hot-air welding tools, Lu Tao is especially fond of the fact that the workshop stays clean and that his staff is now working in a safe environment. They are no longer harmed by the chemical contents of the glue.

Service performance of Leister distribution partners

The distribution partner of Leister not only provides his customer with outstanding quality products. It is also convincing in terms of service level. Distance? – Not a problem. Feise Plastic Welding and Staking Co. Ltd., the Leister distribution partner working with RIKON, is always ready to support its customer with technical know-how. Lu



Safe and clean working with UNIPLAN E from Leister.

Tao was especially thrilled with the service and training courses provided by Leister. Furthermore, he finds Feise to provide excellent after-sales-service and support, whenever new materials are being used. For checking and maintaining work, the Leister tools are sent to Feise once a year. This helps to eliminate risks due to defect equipment. A close co-operation of supplier and customer is beneficial by all means. Not least because content customers will, thanks to the high quality of the billboards, become loyal customers of RIKON.

Welding works: BEIJING RIKON AD CO., Ltd.
Photographs/wording: Feise Plastic Welding and Staking Co., Ltd.

Huge banners cause a sensation all over the place.



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