

Leister gives banner advertising manufacturers a new path forward in China

Perfectly welded mega posters

In China and other Asian countries more and more enormous billboards advertise a wide variety of products and services. There are various ways of joining individual, overlapping sheets: They can be sewn, glued or even welded with hot air. The company Blue Space, located in Xiamen, China, has historically used glue but has now opted for welding during execution. The advertising professionals at Xiamen Blue Space were introduced to this technology and convinced by the advantages of welding with hot air. Although presenting some initial skepticism, they do not regret this move. Leister's UNIPLAN E hot air welding machine has removed all doubt; the employees of Xiamen Blue Space are enthusiastic.

The skepticism has disappeared

When introducing a new technique, it is not a simple task to convince production and sales staff with new technology. This also holds true with the professionals at Xiamen Blue Space. Prior to the introduction of the new technology, such questions were asked as: "Will this method outperform the current adhesive technology that is already fast," "Is there a danger of the whole mega poster being destroyed by this bonding method," "Is the welding process of PE and PVC sheets with hot air welding machines stable enough to provide adequately tight seams," "Will the welding machine have a long enough service life, despite relatively high welding temperatures and permanent wear?" The UNIPLAN E has made believers of all those in doubt through its reliability.



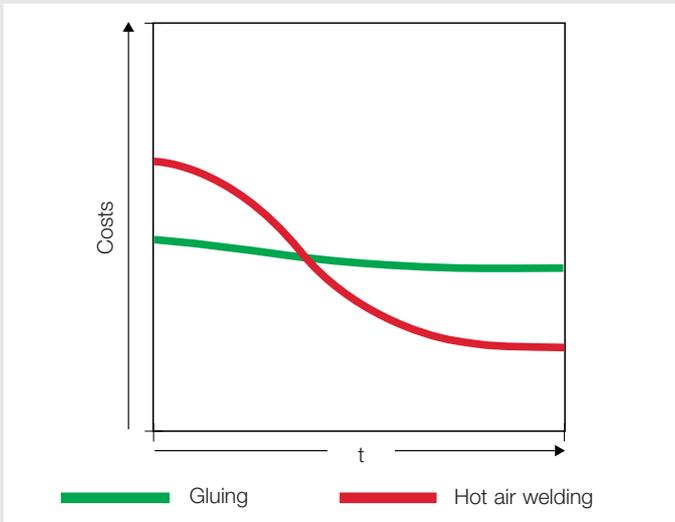
Megaposters welded together out of two-meter sheets.

After six-months in use at Xiamen Blue Space, it is now clear: Overlap welding with hot air is far quicker than the use of adhesives. The weld strength and, moreover, the quality of the manufactured mega poster is vastly improved. Customers are more than satisfied with the supplied mega posters. Despite permanent wear, the UNIPLAN E does its job as reliably as it would on its first day in use.

Higher motivation and job performance

Xiamen Blue Space is the only ISO certified mega poster manufacturer in the city. Although ISO certification is not required in China, high-quality standards are still mandatory. These standards made crucial for management to identify





The higher investment costs for welding technology as opposed to gluing are paying off very quickly.

the appropriate production staff in charge of designing the overlap welding with the new device, that is to say, with the new technology.

After initial skepticism and a short familiarization phase, they quickly warmed to the new technology. Now they can no longer imagine working without the UNIPLAN E. There are several reasons for this: Their work is becoming much easier, cleaner and faster. Handling adhesives and the problematic vapors are no longer an issue. Through increased productivity, the staff workload has been

reduced allowing for better resource planning. To keep staff motivation high, Mr. Chen, the managing director of Xiamen Blue Space, regularly organizes internal competitions, where work quality and speed are assessed.

Longevity required

Ultimately, the key factor for successful adoption of a new technology always is: How happy is the customer with the result? Mega posters made of PE and PVC are often used over a very long period of time in China and are subjected to strong winds due to their exposed positioning. That is why longevity is an important issue for the customer. Customers now profit from excellent weld seam strength, which would even be able to withstand a typhoon. The quality of all mega posters welded with the UNIPLAN E, at Xiamen Blue Space, has been impeccable thus far.

The hot air welding machine from Leister is used on a large-scale all worldwide, proving itself once more with its adoption at Xiamen Blue Space — very much to the delight of the management, the staff and above all, the customers.



Hot air welder UNIPLAN E for billboards and tarps.



Simple welding and perfect seams on the workbench...



...or on the floor.

Welding:	Xiamen Blue Space
Device supplier:	Leister Technologies AG, Switzerland, www.leister.com
Text:	Ian Nie, Leister Technologies Ltd. China, www.leister.cn / Christophe von Arx, Leister AG
Photos:	Xiamen Blue Space



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