



QUALITY FURNITURE IN CHINA

# *Jiaxing Haihong - CN*

*Mr. Li, owner of Jiaxing Haihong Electromechanical Technology, a company operating in the office furniture sector about 80 kilometres from Shanghai, believes that premium quality furniture is not sufficiently appreciated in China, and exports over 80%. For its high-end production, the company needed machines capable of guaranteeing the necessary quality.*

Before opening his own company in 1995, Mr. Li worked as a sales agent in the food industry and cultivated a passion for designing wooden furniture as a second business. The first pieces were designed personally by Mr. Li, who started with around 30 workers and today heads a workforce of over 500 employees and a hard-working design and R&D team.

Jiaxing Haihong makes office furniture, height-adjustable electric desks, chairs, shelves and bedside lamps, 90% of which are exported to the US, where Mr. Li has a partner who operates a leading online platform for retail office furniture, with whom he has been working with for 20 years.

“Sales processes in China are too complex, one often has to go through long, laborious and time-consuming tender processes, with no guarantee of success.” Mr. Li prefers a more direct, pragmatic and timewise approach which is why he has increasingly focused on Western markets, where business decision-making processes are leaner and more direct, even when dealing with large distributors. “I have recently found a partner for the distribution of our products in Germany as well,” stated Mr. Li, who wants to replicate the same model that has been successful in the US in Europe.

#### **High-tech machines for the highest quality**

The conscious decision to turn to the US and Europe was also made for market reasons. “This type of high-end office furniture is not sufficiently appreciated and valued in China,” explained Mr. Li. This means needing to offer products that comply with very high-quality standards. American (UAO) and European (TUV) certifications are needed to export to the USA and Europe, for instance. Production is characterized by a trend

“  
*Thanks to the automatic detection and compensation systems of all tube deformations, the system guarantees precision in the holes and slots that are made on the tube.*  
”

towards the highest level of automation and the use of high-tech machinery, imported mainly from Europe.

In Mr. Li’s vision, the production process for maximum profitability must be as automated as possible with humans employed in the design and R&D departments, where creativity and imagination- that machines do not have at least for the time being – are needed.

With a product catalogue that is very large, designers are careful to use similar profiles and modular components. The result is that production is organized to process the same section in large volumes and then move on to the next profile.

#### **A leading product for tube processing**

“Laser cutting a tube is very different from laser cutting a metal sheet. Tubes are three-dimensional elements that have to be moved during the process and any imperfections resulting from manufacturing or twisting can affect accuracy,” explained Mr. Li, who is well acquainted with the issues having tried his hand at tube cutting with a system from a local supplier before switching to the LT FIBER system from ADIGE - BLM GROUP.

“The BLM GROUP expertise in tube handling was evident when compared to low-cost systems,” Mr. Li said. “By supporting the tube along its



Exports

80%  
of their products

entire length during the job and the automatic detection and compensation systems for any deformation of the tube, the system guarantees precision in the holes and slots that are made” This aspect is very important to Jiaxing Haihong, which makes great use of joints and also the insertion of tubes (one inside another) for electrically adjustable desk legs. “We used to waste a lot of time and material to be able to get parts that met our quality standards,” concluded Mr. Li.

#### **Scheduling jobs is easy**

The software provided by BLM GROUP together with the LT FIBER system is a key asset. “ArTube, the ADIGE CAD/CAM program, can import 3D models of complicated assemblies automatically recognizing the single components and creating the respective work programs. This hugely facilitates the job of programmers at Jiaxing Haihong,” said Mr. Li, who also particularly appreciates the monitoring functions offered by Protube Enterprise. “Given the many activities I follow every day in the company, it is very

important for me to be able to be updated at any time on the status of the plant and what it is doing,” he said.

#### **New challenges that will make the company grow**

Simplifying the lives of designers also means leaving more time for research and development activities on which Mr. Li relies on for the future growth of his company. “We plan to develop the business commercially by finding new partners and by opening a small assembly plant in the USA to cut transport costs. However, growth will be driven by the technological innovations we are studying to apply to our products. We want to create smart offices by adopting the principles of home automation applied to workspaces. We are designing smart desks from which users can automatically control the workstation and also open and close the blinds and windows. In general, it is the ability to monitor the entire office from a desk.”



*The software supplied by BLM GROUP together with the LT FIBER system is an essential strength.*

