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## Geely Holding Group | Printronix Bar Code Printer T5000r Increases Efficiency for Geely's Production Information Management

### Corporate Profile

Founded in 1986, Zhejiang Geely Holding Group is the largest private auto enterprise in China with total value of assets of more than ¥8 billion, and is ranked among the top ten best domestic auto industry companies. Currently, Geely Group has four manufacturing plants specializing in whole vehicle and power train assembly, with annual capacity of 300,000 completed vehicles, 300,000 engines and 200,000 transmissions.

In 2005, Geely Auto Group had a sales volume of 150,000 cars, 50 percent more than the previous year and the company achieved sales revenue of ¥6.6 billion. Since Geely began production in 2001, it has sold 450,000 cars of various models, 160,000 of those were exported to foreign countries. Geely Auto Group expects to sell one million cars by 2010 and go on to produce and sell two million cars by 2015, two-thirds of which will be exported. With these figures Geely expects to quickly become a world-renowned brand.

### Situation

Previously, Geely Auto number marked whole vehicle and major parts mechanically, recorded the number of each part manually during the manufacturing process. Manual operations that were satisfactory for low-yield manufacturing processes expose poor efficiency and inaccuracies in tagging for continuously increasing yields. Currently, if defects are found on parts of whole vehicles after they are sold, the entire vehicle must be recalled and overhauled to find the defective part and the manual process cannot cope with a complete recall. Geely needed to adjust its information management system to keep pace with the quickly growing market and opted to upgrade an existing SAP-based information management system.

### Results

To improve Geely's efficiency, Printronix's agent suggested the replacement of old mechanical number marking printers with bar code printers based on the original SAP system. They then upgraded system processes with Printronix's T5304r industrial bar code printer, which is directly embedded into Geely's SAP system. The reliable and fully readable bar code output is the foundation for the system operation. With prominent bar code printing capability and stable, reliable industrial on-site performance, T5304r was selected by Geely as its sole bar code printer. The high quality of Printronix bar code printers makes sure that the system flows smoothly and efficiently. Adding to Printronix's proven success, an increasing number of spare parts suppliers of Geely Auto use Printronix bar code printers to keep up with the rapid growth of Geely.

### Response

"Printronix bar code printers deliver stable performance and fully readable bar codes which not only ensure the on-time release of Geely cars in production and significantly increase efficiency, it also meets all requirements of the after-sales recall system. At any time, the printer can be upgraded to adapt to RFID projects. We are very satisfied with Printronix bar code printers."

Mr. Wang  
Project Manager, Technical Department, Geely Auto