



GLOBAL PRINTING...ENABLED.

Beijing Benz-DaimlerChrysler Automotive Co., Ltd | Printronix Heavy Industrial Barcode Printer Used in Beijing Benz

Profile

Founded in August 2005, Beijing Benz-DaimlerChrysler Automotive Co., Ltd ("BBDC") is the first whole vehicle joint venture in China's auto industry. Currently, BBDC manufactures many internationally renowned cars and off-road vehicles such as Mercedes-Benz, Chrysler, Jeep® and Mitsubishi. The company is also designated to produce "Warrior" second-generation military light-off-road vehicles and has fully independent intellectual property rights for the Chinese army. Located in Beijing's Economic-Technological Development Area, BBDC will begin the first stage of a two stage project. During the first stage the company will cover an aread of 300,000 sqmi and manufacture 100,000 vehicles annually. Stage two of the project will increase production rates to 300,000 vehicles annually.

Situation

BBDC uses PLUS production management system for its assembly line to automatically create a Code 128A bar code for each new car. The Code 128A bar code includes 16 numbers that constitute a specific ID number for a specific car, and includes information such as production date, model number and specifications. The real-time and accurate printing of the bar code has direct effect on the speed of the assembly line. It is critical that there is a seamless connection from the printing device to the MIS system, which is the exact duplication of the one at the Benz head office.

Results

Recognized for its high quality printers and excellent service of its agents, Printronix was selected as the printer provider for all of Beijing Benz-DaimlerChrysler Automotive's needs. Printronix has provided printers for Beijing Jeep for years, and also offers regular service for Benz in Europe. Because Printronix printers can be seamlessly connected to PLUS and SAP systems, BBDC chose to use Printronix exclusively. Currently, a Printronix T5304r printer is connected to the PLUS system on BBDC's assembly line. The T5304r clearly and quickly prints the ID number of each new car on a 4 x 2-inch label in real-time. Immediately after printing, the label is stuck by an operator on the front of the body frame.

Customer Feedback

"We are very familiar with and confident in Printronix line printers because of their stable performance. The industrial bar code printers from Printronix are easily adapted to our continuous assembly line and can be quickly connected to our systems, making it even more convenient. We are very satisfied with Printronix bar code printers."

Mr. Niu

Director of Equipment Management Department, BBDC