



GLOBAL PRINTING...ENABLED.

## **FAW-Volkswagen | Printronix integrates seamlessly into Volkswagen SAP Implementation**

### **Company Profile**

The FAW-Volkswagen Automobile Co. Ltd. is based in Changchun, the capital city of Jilin Province. It is a large joint-venture enterprise is formed by the China First Automobile Group Corp., Volkswagen Automobile (China) Investment Co. Ltd., German Volkswagen AG and Audi AG. It also is China's first modernized production base for passenger cars.

The company was founded in 1991 and began production in 1996 when construction of its facilities was completed. It passed the ISO9001 Quality Authentication in 1998 and subsequently the ISO14001 Environment Management System Authentication in 2002. Covering an area of 1.82 million square meters, the company has built the capacity to manufacture 400,000 cars, 300,000 engines and 180,000 transmissions annually. The FAW-Volkswagen Corporation consists of a sales company, two manufacturing plants, 12 departments and three branch offices. It employs approximately 7,000 workers, inclusive of 1,500 managerial staff. Total investment amounts to 11.13 billion RMB (US\$1.34 billion).

The main products are passenger cars of the Jetta series, the Audi series, the Bora series and the Golf series. The company earned numerous International and Chinese awards and recognitions. In 1991, the Ministry of Foreign Trade and Economic Co-operation recognized FAW-Volkswagen as an "Advanced Technology Enterprise." In 1995 the National Bureau of Statistics awarded FAW-Volkswagen the title of "China's Outstanding Enterprise in Automobile Manufacturing." In 1998 the "FAW-Volkswagen 150,000 Passenger Cars Project" won the first prize for "Advancement in Automobile Technology" for the year. Consecutively in 2001 and 2002 FORTUNE magazine named the company as "The Most Admired Foreign Company in China." In 2002 the company won the first place in the "Top 100 Machinery Enterprises in China for Manufacturing Competence."

### **Problem Met**

To raise worker productivity, lower production costs and sharpen the competitive edge of its products in the market, the company adopted the international renowned SAP R3 computerized management system for production, marketing and accounting. The company also embarked on a "Cost is Number One" campaign to sharpen its focus cost management throughout the company. The company announced that efforts to expand the scale of production must combine with efforts at information management. It launched a "Meet the Future" effort and started to implement an advance information system.

In 2000 Syntel Technologies succeeded in integrating the Printronix P5010 high-speed line matrix printer into the company's SAP R3 system to meet their growing logistic needs, thanks to cooperation of the technicians at Changchun FAW-Volkswagen. The new system could print lists of parts in stockpile and transit in real-time.

Over the following three years more Printronix high-speed line matrix printers such as the P5215 and P5220 were adopted. They won recognition and praise from end users. In 2003 FAW-Volkswagen introduced a FIS production and management system from its German parent company, Volkswagen AG, to monitor, track and control the whole process of manufacturing. The printing of information and data such as broadcast labels and bar codes to enable the tracking was the key to the success of the system. Being familiar and satisfied with the Printronix line matrix printers, FAW-Volkswagen decided to adopt the Printronix's T5000 thermal bar code printers and more Printronix high-speed line matrix printers. To date nearly 100 printers including the T5304, P5005B, P5010 and P5010ZTP have been adopted.

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### Results

In the past, the laser and dot printers used were ordinary office models. They fell far short of meeting the special requirements of industrial production environments. Because the equipment failure rate was quite high, the equipment could not meet the needs of high-speed production and was incapable of meeting our 24 X 7 production needs. That caused a lot of trouble for our production. Today, Printronix thermal printers and high-speed line matrix printers have been adopted throughout production lines. The company also used the PrintNet® Enterprise remote management which greatly reduces our cost of using, maintaining and managing the printers. These helped enhance our competitiveness in the market. The excellent and effective information management system helped FAW-Volkswagen achieve extraordinary results.

FAW-Volkswagen is the largest contributor to the China Changchun FAW Group in terms of sales profit. Within the German Volkswagen AG, FAW-Volkswagen ranks among the top in terms of the productivity growth and per employee profit. As Dr. Piech, former President of Volkswagen AG, said “FAW-Volkswagen has grown into a powerful and highly efficient enterprise.” Now thousands of Volkswagen cars roll off FAW-Volkswagen’s production lines on to the roads in China every day.

### Response

“Today Printronix thermal printers and high-speed line matrix printers have been adopted throughout our production lines. We are very satisfied with the printers’ high reliability and stability. We also used the PrintNet® Enterprise remote management which greatly reduces our cost of using, maintaining and managing the printers. These helped enhance our competitiveness in the market.”

Mr Wang Guang-Yin  
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