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浩 力 森

## 启迪材料极限

Innovate Material Future

专注于表面材料的研发与生产，

打破了国际品牌对国内市场的长期垄断，

为中国涂料品牌走向世界开辟了道路，

成为国内“去外资化”的首选品牌。

凭借不断的研发创新，

产品质量持续提升，

优异的产品性能和优质的五星服务，

成为浩力森的核心竞争力。

Focus on the R&D and production of surface materials,

Breaking the long-term monopoly of international brands on the domestic market,

It has opened the way for Chinese painting brands to go to the world,

And become the first choice of local brand in China.

With constant R&D and innovation,

Product quality continues to improve,

Excellent product performance and quality five-star service,

Become the core competitiveness of Haolisen.

**HAOLISEN**

**致力于表面材料的研发和生产**

Committed to the R&D and production of surface materials.



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# 01

会当凌绝顶  
一览众山小

## CORPORATION OVERVIEW

## 集团概况

在浩瀚无垠的商业领域中，我们力学笃行，宛如森然耸立的巨塔。我们深谙品牌的力量，汇聚行业精英，始终坚守振兴民族工业的使命，坚定实施可持续发展战略；不断拓展商业版图，以更加卓越的表现和更加辉煌的成就，书写属于浩力森的传奇篇章。

In the vast expanse of business, we move smoothly, like a towering tower. We understand the power of the brand, gather industry elites, always adhere to the mission of revitalizing national industry, and firmly implement the sustainable development strategy; Continuously expand the business territory, with more excellent performance and more brilliant achievements, write a legendary chapter belonging to Haolisen.





浩力森集团拥有一个国际级水平的科研总公司、一个国际级水平的营销公司和两个化学新材料制造基地；相继在欧盟、日本注册商标，成立海外事业部；与众多国际知名院校建立长期项目合作，加速科研成果的转化与应用，携手推动表面处理行业绿色发展。与此同时，集团所有产品遵守并符合 ISO9001/IATF16949 质量管理体系、ISO14001 环境管理体系、ISO45001 职业健康安全管理体系，为顾客提供国际一流的品质管理体系保障。

## Group Introduction

### 集团简介

浩力森集团致力于启迪材料极限，以民族振兴为己任，不断推进前沿技术的探索和创新，为顾客提供性能优异、功能多样、绿色环保、节能降本的全方位表面处理解决方案。技术前瞻、科技创新、自主研发、服务市场是浩力森的主导优势，作为国内率先进入尖端环保表面材料应用领域的自主品牌之一，浩力森通过不断沉淀技术、积累经验、拓展市场，已与各行业标杆企业建立长期可持续发展的战略合作关系。

Haolisen Group is committed to inspiring the limit of materials, taking national revitalization as its own responsibility, constantly promoting the exploration and innovation of cutting-edge technologies, and providing customers with all-round surface treatment solutions with excellent performance, diverse functions, green environmental protection, energy saving and cost reduction. Technology foresight, scientific and technological innovation, independent research and development, service market is the leading advantage of Haolisen, as one of the first to enter the application field of cutting-edge environmental protection surface materials, Haolisen through continuous precipitation technology, accumulate experience, expand the market, has established a long-term sustainable development of strategic cooperation with bench marking enterprises in various industries.

Haolisen Group has an international level of scientific research corporation, an international level of marketing company and two chemical new material manufacturing bases; Successively registered trademarks in the European Union and Japan, and established overseas business units; Establish long-term project cooperation with many internationally renowned universities, accelerate the transformation and application of scientific research results, and work together to promote the green development of the surface treatment industry. At the same time, all products of the Group comply with and comply with ISO9001/IATF16949 quality management system, ISO14001 environmental management system and ISO45001 occupational health and safety management system, providing customers with world-class quality management system guarantee.



# Organizational Structure

## 组织架构



10

## 大管理委员会

Management Committee



安全生产领导委员会

The Safety Production Leadership Committee



IATF质量管理体系委员会

The IATF Quality Management System Committee



产品与技术委员会

The Product & Technology Committee



人力资本建设委员会

The HR Construction Committee



薪资绩效考核委员会

The Pay-for-performance Appraisal Committee



核心骨干团队管理委员会

The Core Backbone Team Management Committee



营销事业部管理委员会

The Marketing Division Management Committee



企业文化建设委员会

The Enterprise Culture Management Committee



企业公共关系管理委员会

The Enterprise Public Relations Management Committee



军工体系管理委员会

The Military Industry System Management Committee



# Corporate Culture

## 企业文化

### 使命 Missions

科技创新、顾客满意、产业报国。  
Technological innovation, customer satisfaction, industry serving the country.

### 价值观 Values

为顾客创造价值，从而体现自身价值；  
超越顾客现在要求，实现客户未来需求。  
Create value for customer, therefore reflect itself value;  
Exceed the present requirements of customer, achieve future demand of customer.

### 愿景 Vision

追求全体同仁的物质与精神两方面幸福。  
The pursuit of both material and spiritual happiness for all staff.

### 发展理念 Development Concepts

科技革命化，生产自动化，管理精益化，市场全球化。  
Scientific & technological revolution, production automation, management refinement, and market globalization.

### 经营理念 Business Concepts

创造唯美品质，高效实用价值。  
Creation of aesthetic quality, high efficiency and practical value.

### 合作理念 Cooperation Concepts

超值服务，互惠共赢，持续发展，战略合作。  
Value-added service, mutually-beneficial win-win, continuous development and strategic cooperation.



# Development History

## 发展历程

春华秋实，岁月如梭。回顾我们的发展历程，从2003年开始，我们一步一个脚印，稳健发展，积累了丰富的经验与资源。20年来，我们一直坚持初心，不断探索与创新；我们始终坚持以客户至上，以专业的技术和高效的服务赢得客户的信任与支持。如今，浩力森在涂装业界的知名度越来越响亮影响力越来越深远，覆盖的业务场景也更加广泛。

In spring and autumn, time flies. Looking back on our development history, since 2003, we have made steady development step by step and accumulated more experience and resources. Over the past 20 years, we have adhered to the original intention, constantly exploring and innovating; We always adhere to customer first, with professional technology and efficient service to win the trust and support of customers. Today, Haolisen's popularity in the painting industry is becoming more and more loudly, the influence is more and more far-reaching, and the business covered are more extensive.



2003'-2009'

### 初露锋芒 Development History



2003'-2005'

公司成立并飞速成长，引进了德国电泳涂料配方技术，年销售额破亿元。

The company was established and rapid growth, the introduction of German electrophoretic coating formulation technology, annual sales of more than 100 million yuan.



2006'

成功推出通用型电泳涂料，迅速占领市场，并获得五金和机械行业的关注。

Successfully launched the universal electrophoretic coating, quickly occupied the market, and gained the attention of the hardware and machinery industry.



2007'-2008'

创新国内家电行业油汀产业 E+P 涂装工艺体系，推出白色电泳涂料，与美的、海尔等知名企业合作。

Innovative E+P coating process system of domestic appliance industry Electric heater product, launched white electrophoretic coating, and cooperated with well-known enterprises such as Midea and Haier.



2009'

创新国内家居行业散热气产业E+P涂装工艺体系，与宜家携手合作；同年，进军手扶电梯领域，服务于日立和三菱，占据电梯踏板涂料市场90%的份额。

Innovative E+P coating process system for radiator in domestic household industry, cooperating with IKEA; In the same year, it entered the field of elevator serving many domestic and foreign customers such as Hitachi and Mitsubishi, and occupying 90% share of the elevator coating market.

2010-2013'

革故鼎新 Development History



2010'

开发多款彩色电泳涂料，提升了装饰性能，与老板、方太携手合作，白色、彩色高端电泳涂料 / 水性涂料占据中国主要市场份额；同年，灰色电泳涂料在客车行业获得认可，与亚星客车、金龙客车建立合作关系。

Several color electrophoretic coatings have been developed, improve the decorative performance, Cooperate with the ROBAM and FOTILE brand; Make the high-end electrophoretic coatings of white color and full color occupy the main market share in China; In the same year, gray electrophoretic paint was recognized in the bus industry, and established cooperative relations with ASIASTAR Bus and KINGLONG Bus.



2011'

大力发展科研团队，成立科研大部门，引入了科研人才，专注于自主研发新技术产品。同年，产品通过美国 FDA 的食品安全认证。

Vigorously develop the scientific research team, set up a large scientific research department, introduced scientific research talents, and focused on independent research and development of new technology products. In the same year, the product passed the food safety certification of the United States FDA.



2012'

进军减震器行业，与中鼎、美辰、亚新科达成合作关系。

Enter the shock absorber industry, with ZHONGDING, MECENT, ASIMCO to reach a cooperative relationship.



2013'

高性能水性工业升级产品受汽车制造业高度认可，一经推出即获一汽集团、长安、东风、Volvo等汽车主机厂用基本材料技术认可证书，陆续成为众多汽车主机厂及零部件配套厂商的供应商。

High-performance water-based industrial upgrade products are highly recognized by the automobile manufacturing industry, and once launched, it has been approved by FAW Group, Chang'an, Dongfeng, Volvo and other automobile OEMs with basic material technology certification, and has successively become a supplier of many automobile OEMs and parts supporting manufacturers.

2014-2016'

展翅翱翔 Development History



2014'

电泳漆产品成为国内摩托车、电动二三轮车的第一品牌，销量位居行业第一；同年，在欧盟及日本注册商标，成立海外事业部，产品远销东南亚、中东、非洲及欧洲等市场。

Electrophoretic coating products became the first brand of domestic motorcycles, electric two-wheelers and three-wheelers, sales ranked the first in the industry. In the same year, establish overseas business division in the European Union and Japan where registered trademarks, export to Southeast Asia, the Middle East, Africa and Europe and other markets.



2015'

与复旦大学联合成立“水性表面处理新材料联合研究中心”；获得三一集团水性工业漆材料认可；进军商用车行业，与富华、铨响携手合作；在车轴、车架、挂车领域抢占市场先机，与北汽福田达成合作；在管阀领域与山东玫德集团建立合作关系。

Jointly set up a "water-based surface treatment of new materials joint research center" with Fudan University, won recognition of the Sany Group water-based industrial paint materials. Cooperate with FUWA, LUOXIANG to entered the commercial vehicle industry. Cooperate with FOTON Automobile to seize the market in the segment of axle, frame, trailer..Establish a cooperative relationship with Shandong MEIDE Group in the segment of pipe valves.



2016'

在汽车零部件行业深受好评，与李尔、安道拓、弗吉亚、英提尔等一线主流汽车零部件制造商达成合作；同年，将自身积累的知识经验编写成册，出版《现代电泳涂装百科全书》一书，助力推广普及绿色环保电泳涂装工艺。

It won the title of Shanghai High-tech Enterprise, and has been well received in the auto parts industry. It has reached cooperation with Lear, Adient, Faurecia, Intier and other mainstream auto parts manufacturers. In the same year, I compiled my accumulated knowledge and experience into a book and published the Encyclopedia of Modern Electrophoretic Coating to help popularize the green and environmentally friendly electrophoretic coating process.



2017-2021'

博击长空 Development History

2017'

荣获上汽大众汽车零部件技术标准的全套认证；同年，成功研制了百度超低温涂料，提供120°C低温烘烤的电泳涂料产品，为压缩机等行业提供了最佳解决方案，与压缩机龙头企业恩布拉科、加西贝拉、华意等携手合作。

Won the full set of certification of SAIC Volkswagen auto parts technical standards; In the same year, One Hundred ultra-low temperature coating was successfully developed to provide 120°C low temperature baking electrophoretic coating products, providing the best solution for compressors and other industries, and cooperating with compressors leading enterprises such as Embraco, Jiaxipera, Huayi and so on.

2018'

荣获北美福特汽车标准 C3 认证，可供应于全球福特体系；研制的水性低温涂料成功进入工程机械等多个工业市场，创新引入了 " 湿碰湿 " 涂料施工工艺新技术，与中联重科、三一达成战略合作；在高端工业泵阀行业与威乐、西门子等巨头携手合作。

Won the North American Ford Standard C3 certification, which can be supplied to the global Ford system; In the same year, the developed water-based low-temperature coating successfully entered a number of industrial markets such as construction machinery, and innovatively introduced a new technology of "wet to wet" coating construction process. To achieve strategic cooperation with Zoomlion and Sany with quality service and excellent product performance; In high-end industrial pump valve with Wille, Siemens and other giants hand in hand.

2019'

与徐工集团达成战略合作，成为徐工集团的长久合作伙伴；同年，创新研发的 NOCS 纳米涂料亮相集装箱行业盛会，成为现场焦点。

Reached strategic cooperation with XCMG Group and became a long-term partner of XCMG Group; In the same year, the innovative research and development of NOCS nano coatings appeared in the container industry event and became the focus of the scene.

2020'

浩力森科技研究院在南通新基地落成；同年，取得通用汽车泛亚技术中心认证和德国狼堡大众总部全球认证，并与上海汇众携手合作。

The new base of Haolisen Institute of Science and Technology is completed in Nantong; In the same year, it obtained the certification of General Motors Pan-Asia Technology Center and the global certification of Volkswagen headquarters in Wolfsburg, Germany, and cooperated with Shanghai Huizhong.

2021'

荣获通用汽车北美总部全球有机饰面和涂料认证；进军轨交行业且研发出适用于轨交的新材料。

Received Global Organic Finishes and Coatings certification from GM North American Headquarters; Enter the rail transportation industry and develop new materials suitable for rail transportation.

2022-2024'

乘风破浪 Development History

2022'

与德国采埃孚公司携手合作，供应变速箱外壳水性涂料，打破外资垄断局面。同年，与一汽大众开展业务合作，为车身零部件产品提供解决方案。

Cooperate with Germany ZF company to supply water-based coating for gearbox shell, breaking the monopoly situation of foreign capital. In the same year, it started business cooperation with FAW-Volkswagen to provide solutions for body parts products.

2023'

获得 CRCC（中国铁路总公司认证）供应商资质证书，轨交行业拿下订单。

Obtained CRCC China Railway Corporation Certification supplier qualification certificate, rail transportation industry won the order.

与复旦大学深入展开国防领域产品研发合作，与东南大学建立未来储能材料项目合作，与南通大学合作共铸产学研用创新高地。

In-depth cooperation in product research and development in the field of national defense with Fudan University, the establishment of future energy storage material project cooperation with Southeast University, and cooperation with Nantong University to jointly create an innovation highland for production and research.

浩力森先进材料测试中心成功获得了中国合格评定国家认可委员会（CNAS）的认证证书，能够为客户提供专业性和权威性的测试服务。

Haolisen Advanced Materials Testing Center has successfully obtained the certification of China National Accreditation Service for Conformity Assessment (CNAS), and can provide customers with professional and authoritative testing services.

2024'

创新研发了绝缘阻燃产品和热失控智能材料，提出了热失控、光失控、腐蚀失控、电失控的四大概念，并与新能源储能板块的头部企业达成战略合作。

Innovatively researched and developed insulating flame retardant coatings and thermal runaway intelligent coatings, proposed four concepts of thermal runaway, light runaway, corrosion runaway, and electrical runaway, and reached strategic cooperation with the head enterprises in the new energy storage sector.

对发展，我们始终坚持“创新驱动、质量为本、开放合作”。

For development, we always adhere to the innovation-driven, quality-oriented, cooperation-open.

# 02

稻花香里说丰年  
听取蛙声一片

## HONOR & QUALIFICATION

### 荣誉资质

二十年成长，见证实力。浩力森致力于表面处理材料的研发和生产，得到了权威组织机构的肯定；过往的荣誉都是不断创新和追求卓越的最好证明，也是企业未来发展的美好期许。

20 years of growth, witness strength. Haolisen is committed to the research and development and production of surface treatment materials, which has been affirmed by authoritative organizations; Past honors are the best proof of continuous innovation and the pursuit of excellence, but also the company's future development expectations.



# Corporate Honors

## 企业殊荣

20 年来，我们获得了国家级高新技术企业、国家级专精特新“小巨人”企业、独角兽上市培育企业、省市级企业技术中心、南通市重大科技成果转化项目先进企业、上海名牌、江苏精品、院士专家工作站、智能示范车间、专利工作示范企业、著名商标、科技企业等诸多荣誉，每一奖项都是对浩力森努力的肯定、实力的认可。

For 20 years, We have won many honors such as national high-tech enterprise, national specialized and special "little giant" enterprise, unicorn listed cultivation enterprise, provincial and municipal enterprise technology center, Nantong Advanced Enterprise of major scientific and technological achievements transformation Project, Shanghai Famous brand, Jiangsu quality, academican expert workstation, intelligent demonstration workshop, patent work demonstration enterprise, famous trademark, science and technology enterprise, etc. Each award is a recognition of Haolisen's efforts and strength.



二十年成长，见证实力。

20 YEARS OF GROWTH, WITNESS STRENGTH.





# Corporate Honors

## 企业殊荣





# Qualification Certification

## 资质认证



二十载风雨兼程，浩力森在巩固自身实力的同时，不断推进前沿技术的探索和创新，加速科研成果的转化与应用，多次通过行业相关组织机构的指令要求，获得了众多的资质认证证书和一致好评。

Twenty years of trials and hardships, Haolisen constantly promotes the exploration and innovation of cutting-edge technology, accelerates the transformation and application of scientific research achievements while reinforcing its own strength, passing the instructions of relevant organizations of industry for many times and obtaining numerous qualification certificate and consistent praise.







Qualification  
Certification  
资质认证



# 03

欲穷千里目  
更上一层楼

## SCIENTIFIC RESEARCH INNOVATION

### 科研创新

秉持科学之光，开拓无限可能。一个坚守科研理念的企业，一个深入挖掘技术前沿的企业，一个汇集科研精英，不断开拓创新，引领科技进步的实力派，必将开启一个属于浩力森探索者的辉煌时代。

Uphold the light of science and open up infinite possibilities. An enterprise that adheres to the concept of scientific research, an enterprise that deeply digs the frontier of technology, a force that brings together scientific research elites, constantly explores and innovates, and leads scientific and technological progress, will surely open up a brilliant era for Hao-lisen explorers.



# R&D Team

## 科研团队

浩力森集团已由创建之初的生产加工型企业，成功转型为科技创新型企业。集团投入大量的资金组建科研团队，打造占地 10000m<sup>2</sup> 的科研中心，内含价值过亿的科研仪器；集团现有研究开发的科研人员 100 余人，研究开发人员占职工总人数 38%，其中，核心科研团队成员均为毕业于复旦大学、东南大学、华东理工大学、华东师范大学等国内著名高校。



Haolisen Group has been successfully transformed from a production and processing enterprise at the beginning of its establishment into a scientific and technological innovative enterprise. The group has invested a lot of funds to set up a scientific research team and build a scientific research center covering an area of 10,000 m<sup>2</sup>, containing scientific research instruments worth more than 100 million yuan; The Group has more than 100 research and development researchers, accounting for 38% of the total number of employees, of which the core research team members are graduated from Fudan University, Southeast University, East China University of Science and Technology, East China Normal University and other famous universities in China.





## Integration Of Industry- university-research Cooperationz

### 产学研一体化

我们的科研团队汇聚了各个涂料专业技术领域的精英，不仅具备深厚的专业知识，更积累了丰富的实践经验。在产品的设计、研发、测试及技术改进等方面，展现出独特的专业能力和敏锐的市场洞察力。

Our R&D team brings together the elites of various coating professional and technical fields, not only has deep professional knowledge, but also has accumulated rich practical experience. In product design, research and development, testing and technical improvement, show unique professional ability and keen market insight.



我们致力于研发创新高性能高效率的绿色环保产品，与复旦大学、东南大学、华东理工大学、江南大学、南通大学、美国北达科他州立大学等多所院校接洽合作，把产学研一体化的工作落到实处，合作研发的国防领域产品应用取得新的突破，在未来储能材料的革新技术取得了重大成果，真正做到企业研发人才培养的可持续发展。

We are committed to the development and innovation of green environmental protection products with high performance and efficiency, and cooperate with Fudan University, Southeast University, East China University of Science and Technology, Jiangnan University, Nantong University, North Dakota State University and other universities to implement the integration of industry-university-research work, and make new breakthroughs in the application of jointly developed products in the field of national defense. In the future, the innovative technology of energy storage materials has achieved significant results, and truly achieved the sustainable development of enterprise R&D personnel training.

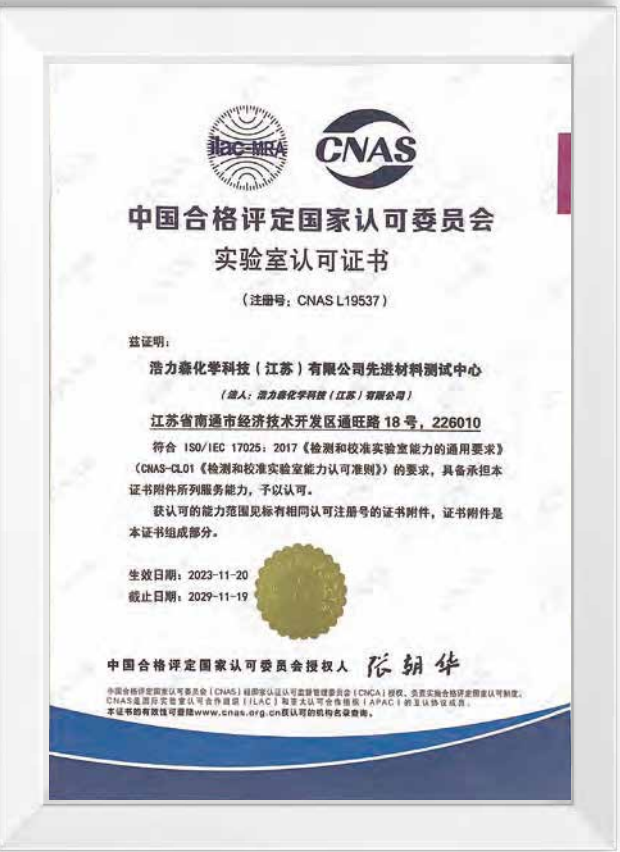




# CNAS Certification CNAS认证会员

“CNAS”的评审认可，意味着浩力森先进材料测试中心正式踏上科学化、规范化、国际化的实验室发展之路。同时，为公司提升企业品牌形象、知名度和核心竞争力带来重要意义；展现了中国实验室质量管理的国际水准，为客户提供更可信赖的实验室服务。

The evaluation and recognition of "CNAS" means that Haolisen Advanced Materials Testing Center officially embarks on the road of scientific, standardized and international laboratory development. At the same time, it brings great significance for the company to enhance the corporate brand image, visibility and core competitiveness; It shows the international standard of China's laboratory quality management, and provides customers with more reliable laboratory services.





# Analysis & Testing Center

## 分析测试中心



原料平台：负责原料特性分析、检测及鉴定，新材料标准分析方法建立及原材料数据库建模；结构平台：负责来样分析鉴定，包括成分分析，配方分析，失效分析，结构解析，可靠性检测，有害物检测，产品测试方案开发及各类材料数据库建模；涂层平台：负责针对各类涂层材料的理化性能全面测试，包括耐循环交变腐蚀、耐久性、冷凝水、高低温、耐石击等各类检测项目。

原料平台  
Raw Material Platform

结构平台  
Structural Platform

涂层平台  
Coating Film Platform

**Raw material platform:** Responsible for the analysis, testing and identification of raw material characteristics, the establishment of new material standard analysis methods and the modeling of raw material database;**Structure platform:** Responsible for sample analysis and identification, including composition analysis, formula analysis, failure analysis, structure analysis, reliability testing, hazardous substance detection, product test program development and various materials database modeling;**Coating film platform :** Responsible for the comprehensive testing of physical and chemical properties of various coating materials, including cyclic corrosion resistance, durability, condensate, high and low temperature, stone impact resistance and other testing items.

## 先进仪器设备 ADVANCED INSTRUMENTS AND EQUIPMENT



# Scientific Research Achievement

## 科研成果

浩力森在巩固自身实力的同时，不断推进前沿技术的探索和创新，加速科研成果的转化与应用，为推动本土企业的技术进步和产业升级，贡献绵薄之力。我们在产品研发上有绝对的核心竞争力，已达到国际领先水平，拥有自主研发产品百余种，众多自主研发产品获得30项国家高新技术转化项目，90项发明型专利，120项实用型专利。

While consolidating its own strength, Haolisen continues to promote the exploration and innovation of cutting-edge technologies, accelerate the transformation and application of scientific research results, and contribute to the technological progress and industrial upgrading of local enterprises. We have absolute core competitiveness in product research and development, has reached the international leading level, with more than 100 kinds of independent research and development products, many independent research and development products have obtained 30 national high-tech transformation projects, 90 invention patents, 120 practical patents.



30+

国家高新技术  
转化项目  
National high-tech  
transformation Project

90+

产品发明型专利  
Product Invention  
Patents

120+

实用型专利  
Practical Patents

## 30+国家高新技术转化项目(部分)

30+ National High-tech Transformation Project (Part)

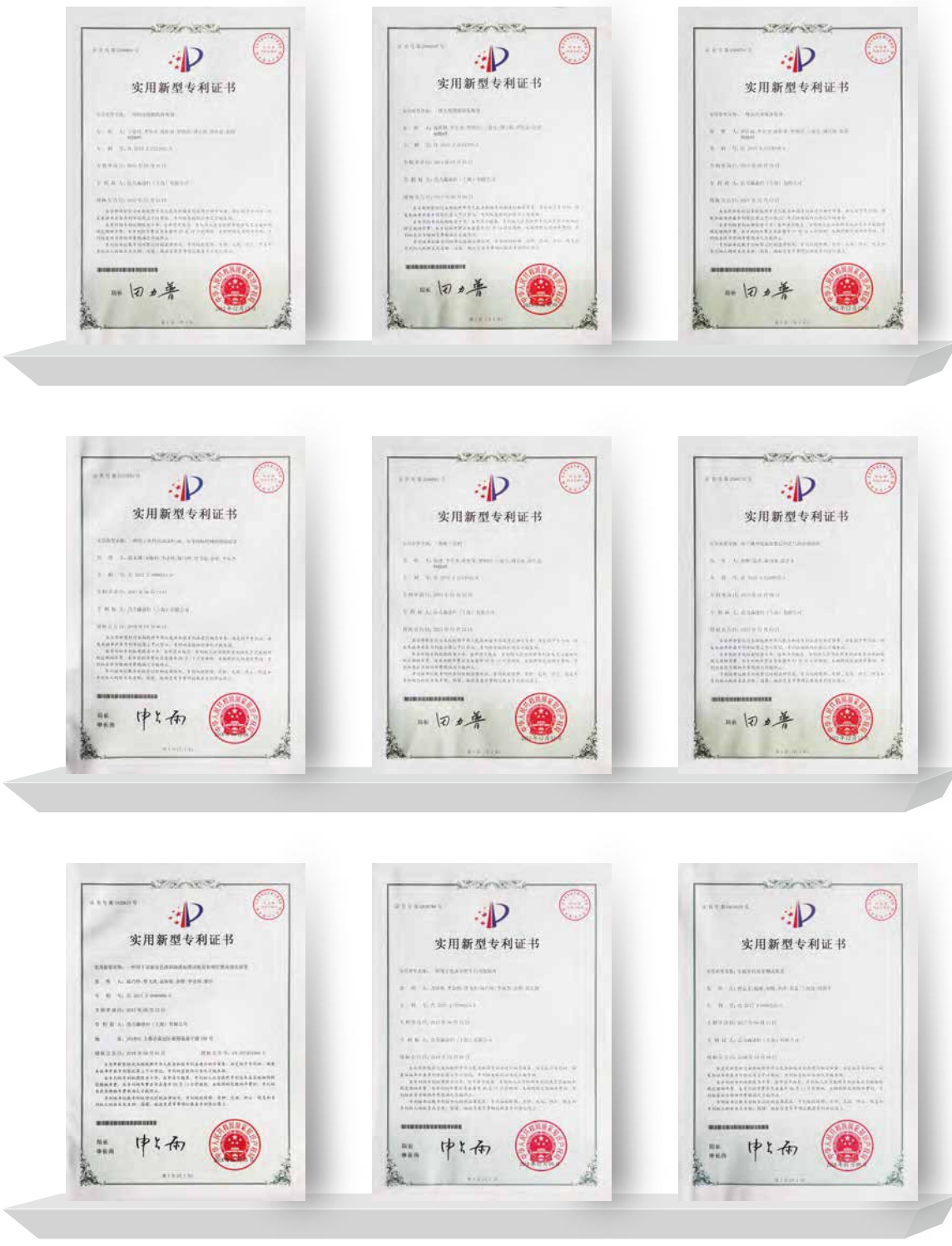




90+产品发明型专利(部分)  
90+ Product Invention Patents (Part)



120+实用型专利(部分)  
120+ Practical Patents (Part)



# 04

此曲只应天上有  
人间能得几回闻

## INTELLIGENT MANUFACTURING CREATING THE FUTURE

### 智造未来

浩力森始终贯彻“科技革命化，生产自动化，管理精益化，市场全球化”的发展理念，树立行业标杆，打造国际典范。

Haolisen has always implemented the development concept of "science and technology revolution, production automation, lean management, and market globalization" to establish an industry benchmark and create an international model.



# Intelligent Factory

## 智能工厂

浩力森现有上海和江苏两大生产基地，其中，坐落于江苏省南通市经济开发区的，是一个国际尖端的工业化4.0 智能黑灯工厂。工厂拥有 100 余亩的环保表面材料产业园、现代化的标准厂房、国际领先的 DCS 全自动控制系统，制造设备和自控系统均达到国际先进水平，年产超 12 万吨水性工业涂料。

Haolisen has two production bases in Shanghai and Jiangsu, of which, located in Nantong Economic Development Zone, Jiangsu Province, it is an international cutting-edge industrialization 4.0 intelligent black light factory. The factory has more than 67000 m<sup>2</sup> of environmental protection surface material industrial park, modern standard workshop, the world's leading DCS automatic control system, manufacturing equipment and automatic control system have reached the international advanced level, an annual output of more than 120,000 tons of water-based industrial coatings.



## 工业化4.0智造车间

Industry 4.0 Intelligent Manufacturing Workshop

Technology  
Revolution

科技革命化



Production  
Automation

生产自动化



Lean  
Management

管理精益化



Market  
Globalization

市场全球化



精密的中式生产区域可满足产品小批量订单的交付，也可用于验证产品放大前的工艺条件，有效满足工业化人工智能的全自动生产。

The precision Chinese production area can meet the delivery of small batch orders of products, and can also be used to verify the process conditions before product amplification, effectively meeting the automatic production of industrial artificial intelligence.







## DCS中央控制系统

### DCS Central Control System

工厂车间采用国际主流的 DCS 集散控制系统，有效满足工业化人工智能的全自动生产，上万个控制点分组布局、独立控制，互联网科技赋予生产极高的安全性和稳定性。

The factory workshop adopts the international mainstream DCS distributed control system, which effectively meets the automatic production of industrial artificial intelligence, tens of thousands of control points are grouped layout and independent control, and Internet technology gives production extremely high security and stability.

## 辅助系统

### Auxiliary System

包括冷冻水系统，纯水系统，压缩空气系统，氮气系统等，纯水系统中公司率先把医药级要求的纯水设备引进公司，为提升产品质量又迈进一步。

Including chilled water system, pure water system, compressed air system, nitrogen system, etc. In pure water system, the company took the lead in introducing pure water equipment with pharmaceutical grade requirements to the company, and took another step to improve product quality.

制氮机



冷冻机



凉水塔



源水罐







合成车间生产改性树脂、交联固化剂、乳液等产品；反应装置成套配置先进，按产品系列有序划分生产区域，生产工序自上而下一气呵成，做到高效、保质、安全。

Synthesis workshop produces modified resin, crosslinking curing agent, emulsion and other products; The reaction device is equipped with advanced complete sets, the production area is orderly divided according to the product series, and the production process is completed in one go, so as to achieve high efficiency, quality and safety.



原料罐区拥有数十个大型不锈钢原料储罐，存储安全稳定，同时，配置了先进的输送和计量设备，有效保证物料的精准传输。

Raw material tank area has dozens of large stainless steel raw material storage tanks, storage is safe and stable, at the same time, equipped with advanced conveying and metering equipment, effectively ensure the accurate transmission of materials.



制漆车间生产色浆、颜料、成品漆等产品。先进的分散、研磨、调漆装置一应俱全，为产品的最终输出保驾护航。

Paint workshop produces color paste, pigment, finished paint and other products. Advanced dispersion, grinding and paint mixing devices are available to ensure the final output of the product.



成品从制造车间至成品仓储，经过系统过滤，全程自动化罐装；5000m<sup>2</sup>的立体式成品仓库，遵循先进的物流管理体系，进行区域化分类化存储管理，有效把好产品质量关。

The finished products from the manufacturing workshop to the finished products storage, through the system filtration, the whole process of automatic canning; 5000 m<sup>2</sup> of three-dimensional finished product warehouse, follow the advanced logistics management system, regionally classified storage management, effectively control the quality of products.



# Quality Control Management

## 品控管理

浩力森以产品品质为中心，持续改进品控环节，优化质量管理模式；充分利用TPS式生产方式进行制造环节管理，包括目视化管理、8S现场管理、PDCA持续跟进、QCC品管圈活动等方式来保证产品质量，确保只有经检验和试验合格的产品才能投入使用、转序和交付。

With product quality as the center, Haolisen continuously improves the quality control process and optimizes the quality management mode; Make full use of TPS production mode for manufacturing process management, including visual management, 8S site management, PDCA continuous follow-up, QCC quality control circle activities to ensure product quality, to ensure that only qualified products can be put into use, sequencing and delivery.

### 质量方针:

追求卓越品质、打造国际品牌、满足顾客期望、实现技术领先。

**Quality policy:** Pursuing excellent quality, building an international brand, meeting customer expectations and achieving technical leadership.

### 质量目标:

引领行业发展、超越用户需求、符合国际标准、树立品牌信誉。

**Quality Objectives:** Leading industry development, exceeding user demands, conforming to international standards and erecting brand reputation.

### 质量承诺:

售前全面咨询、售中持续服务、售后优化升级、原料进厂合格率100%、产品出厂合格率100%。

**Quality commitments:** Comprehensive pre-sales consultation, continuous sales services, and optimized and upgraded after-sales services  
Entry qualification rate of raw materials: 100%; Delivery qualification rate of products: 100%.

### 高品质的产品从原料把关开始:

从供应商开发到评审筛选，从原材料检测到出入库管理，确保原材料 100%合格。

### 严格执行生产加工工艺规程:

严格执行生产操作规程，按工艺技术要求进行生产，确保生产加工零缺陷。

### 全面的成品检查与试验:

设置质量第一责任人，严格执行质检制度，确保产品出厂 100% 合格。

### High-quality products start with raw material

From supplier development to review and screening, from raw materials detected to in-and-out-of-storage management, to ensure that raw materials 100% qualified.

### Strict implementation of production and processing procedures

Strict implementation of production procedures, according to the technical requirements of the process to ensure zero defects in production and processing.

### Comprehensive finished product inspection and testing

Set the first person responsible for quality, strict implementation of the quality inspection system, to ensure that ex factory products are 100% qualified.

# 05

唯有牡丹真国色  
花开时节动京城

## FLAGSHIP PRODUCT

## 王牌产品

匠心品质，见证实力。追求产品完美品质是浩力森坚定不移的态度，更是浩力森不可推卸的责任。长久以来，浩力森秉承“创造唯  
美品质，高效实用价值”的产品经营理念，以产品为导向，以创新为动力，用匠心打造王牌产品。

Quality of originality ,witness potentiality.The pursuit of perfect product quality is the steadfast attitude of Haolisen, but also the responsibility that Haolisen can not be shirked. For a long time, adhering to the business philosophy of “Creation of aesthetic quality, high efficiency and practical value” , product-oriented, innovation as the driving force, with ingenuity the create flagship products.



# Brand Story

## 品牌故事



## 创一流企业 树百年品牌

Creating a first-class enterprise and establishing a century old brand.

## 品牌宗旨 BRAND PURPOSE

“浩力森”自 2003 年诞生以来,始终坚守创新的理念,致力于打造卓越非凡的品牌;我们不断地从传统的制造加工型企业中寻求蜕变;我们始终秉持客户至上的原则,立足上海,服务全球,力争成为全球化学科技产业的领导者。

Since its birth in 2003, "Haolisen" has always adhered to the concept of innovation and is committed to creating an exceptional brand; We continue to seek transformation from traditional manufacturing and processing enterprises; We always adhere to the principle of customer first, based in Shanghai, serving the world, and strive to become a global leader in chemical technology industry.

## 品牌的发展 BRAND DEVELOPMENT

在品牌发展的道路上,我们始终秉持创新精神,紧密关注市场动态,逐步打破传统应用场景的局限,拓展到多行业多领域产品的创新应用。目前,我们拥有电泳涂料、水性涂料,高固涂料、粉末涂料、新材料等多个产品系列,数十款行业知名型号产品。产品问世以来,受到各行业顾客的高度认可!如今,浩力森在涂装业界的品牌知名度越来越响亮、影响力也越来越深远,我们已傲然行走行业前端,引领着中国涂料行业的蓬勃发展,并且成功打破国际涂料品牌对表面材料市场的长期垄断,为中国民族品牌走向世界奠定坚实基础,成为国内“去外资化品牌”的佼佼者。

On the road of brand development, we always uphold the spirit of innovation, pay close attention to market dynamics, gradually break the limitations of traditional application scenarios, and expand to the innovative application of products in multiple industries and fields. At present, we have electrophoretic coatings, water-based coatings, high-solid coatings, powder coatings, new materials and other product series, dozens of industry well-known models. Since the product came out, it has been highly recognized by customers in various industries! Today, the brand awareness of Haolisen in the painting industry is becoming more and more loud, the influence is becoming more and more far-reaching, we have proudly walked in the front of the industry, leading the vigorous development of China's coating industry, and successfully broke the long-term monopoly of international coating brands on the surface material market, laying a solid foundation for Chinese national brands to go to the world. Become the first choice of local brand in China.

## 品牌的未来 FUTURE OF THE BRAND

展望未来,我们将继续秉持创新、专业和诚信的核心价值观,不断追求卓越。我们将继续研发新技术,拓展新业务领域,进一步提升品牌的影响力和竞争力。我们坚信,在未来的发展中,浩力森品牌将继续保持领先地位,为客户创造更多价值,树立行业标杆,打造全球典范。

Looking ahead, we will continue to uphold the core values of innovation, professionalism and integrity, and constantly strive for excellence. We will continue to develop new technologies, expand new business areas, and further enhance the influence and competitiveness of the brand. We firmly believe that in the future development, the brand will continue to maintain a leading position, create more value for customers, set an industry benchmark, and create a global model.

# Product Solution

## 产品方案

### 高性能解决方案

High-performance Solution

“优异的产品性能是企业赖以生存的根本”。作为业内权威专业的表面材料知名品牌，浩力森以“启迪材料极限”为座右铭，广纳优秀科研人才、引入国际领先设备、投入大量研发资金，不断突破自我，引领表面材料产品的高性能发展趋势。

"Excellent product performance is the fundamental survival of enterprises." As an authoritative and professional surface material famous brand in this fields, Haolisen takes "Innovate Material Future" as its motto, absorbs excellent scientific research talents, introduces international leading equipment, invests a large amount of research and development funds, constantly breaks through itself, and leads the high-performance development trend of surface material products.

### 高功能解决方案

High-function Solution

随着现代工业的发展，传统涂料简单的装饰性能和保护作用已满足不了工业品的多种需求，顾客对于表面材料产品的高功能需求日趋呈现。浩力森以专业的研发团队为源、一流的产品质量为本、完善的服务体系为辅为顾客提供定制化的高功能解决方案，努力拼搏超越顾客现在要求，持续奋斗实现顾客未来需求。

With the development of modern industry, the simple decorative properties and protective effects of traditional coatings have not been able to meet the various demands of industrial products. Haolisen takes the professional research and development team as the source, the first-class product quality as the basis, the perfect service system as the supplement to provide customers with customized high-function solutions, strives hard to exceed customers' current requirements, and continues to strive for achieving the customers' future demand.

### 超节能解决方案

Ultra-energy Saving Solution

浩力森坚信“只有为顾客创造价值才能实现自身价值”。针对涂装行业高能耗、高排放的特点，浩力森从降低涂膜固化温度及固化时间、减少涂装工序等方面入手，为顾客提供低温固化、自干固化、底面合一、3C1B等涂装解决方案。为顾客提高生产效率、减少能源消耗，从而降低生产成本，提升顾客产品的市场竞争力。

Haolisen firmly believes that "only by creating value for customers, so as to realize own value". In view of the characteristics of high energy consumption and high emission in the coating industry, Haolisen provides customers with low-temperature curing, self-drying curing, integration of bottom and surface, 3C1B and other coating solutions by reducing the curing temperature and time of the coating and reducing the coating process. Improve the production efficiency for customers, reduce energy consumption, so as to reduce production costs, improve the market competitiveness of customer products.

### 超低污解决方案

Ultra-low Pollution Solution

浩力森所有产品均符合欧洲 RoHS、REACH 的各项指令要求。应用于生活的水性工业涂料还取得了美国 FDA 食品药品监督管理局的认证。浩力森将始终坚持绿色、低碳、环保的产品理念及价值观，为创建绿色地球和美好未来竭尽全力。

All of Haolisen's products comply with the European RoHS, REACH directive requirements. The water-based industrial coatings for domestic use have been certified by the FDA as well. Haolisen will always adhere to the green, low-carbon and environmentally friendly product concepts and values, and make every effort to create a green earth and a better future.





## Innovative Technology 创新技术

研究并消除表材行业的四大痛点 / 追求产品极致性能表现

Study and eliminate the four major pain points of the surface material industry.  
Pursue the ultimate performance of products.



### 腐蚀失控 Corrosion Runaway

防腐是材料最基本也是最重要的性能要求，产品具有耐盐雾及耐循环交变的优秀表现。

Corrosion prevention is the most basic and most important performance requirements of materials, products have excellent performance of salt spray resistance and cyclic resistance.



### 电失控 Electrical Runaway

新型绝缘材料具有薄膜厚高耐压的特点，优异的附着力确保涂覆物使用过程中的安全。

The new insulating material has the characteristics of thick film and high voltage resistance, and the excellent adhesion ensures the safety of the coating during use.



### 光失控 Light Runaway

卓越的耐候性能，能够挑战极端的外部环境，让失光、粉化等问题迎刃而解。

Excellent weather resistance, can challenge the extreme external environment, so that the loss of light, powder and other problems are solved.



### 热失控 Thermal Runaway

具有较好的阻燃性能，膨胀型热失控隔热防火材料，大大降低卤阻燃剂的用量。

With good flame retardant performance, expansion type thermal runaway insulation fire-proof material, greatly reduce the amount of halogen flame retardant.



王牌产品 FLAGSHIP PRODUCT

HAOLISEN  
浩力森

## 应对您在材料端的挑战

DEAL WITH YOUR CHALLENGES  
IN MATERIAL ASPECT

## Electrophoretic Coating Series

### 电泳漆系列

浩力森自成立之初，就致力于电泳涂料产品的研发和生产，自主研发的高性能阴极电泳涂料，打破了国际涂料品牌对电泳涂料市场的长期垄断。近年来，浩力森通过不断的研发创新，产品质量持续提升，优异的产品性能和优质的五星服务是浩力森的核心竞争力。目前，产品线不仅做到汽车 OEM 涂料全覆盖，并突破了传统的“汽车专用”概念，应用领域涉及至汽车配件、农用机械、工程机械、摩托车、电动车、电梯、工业五金、家居家电等众多行业。

Since the beginning of its establishment, Haolisen has been committed to the research and development and production of electrophoretic coating products, independent research and development of high-performance cathode electrophoretic coatings, breaking long-term monopoly of the international coating brand on the electrophoretic coatings market. In recent years, Haolisen has excellent product performance and high-quality five-star service as its core competitiveness through continuous research and development innovation, continue improve on product quality. At present, the product lines not only achieve full coverage of automotive OEM coatings, but also break through the traditional concept of "automotive-specific", applications related to auto parts, agricultural machinery, construction machinery, motorcycles, electric vehicles, elevator industrial hardware, home appliances and many other industries.

- 涂膜外观平整、细腻、光滑、遮盖力好；  
The appearance of the coating film is flat, delicate, smooth;  
Good covering power;
- 超高的泳透力性能；  
Ultra-high throwing power performance;
- 超强的边缘防腐性能及耐候性能；  
Ultra-strong edge corrosion resistance and weather resistance;
- 超低温固化、环保性；  
Ultra-low temperature curing, environmental protection;
- 良好的施工稳定性和环境适应性；  
Good construction stability and environmental adaptability;

# CHALLENGES



# Electrophoretic Coating Series

## 电泳漆系列

为您提供解决方案  
**SOLUTIONS FOR YOU**



**车身电泳漆**  
**Car Body Electrophoretic Coating**  
应用于高端乘用车、商务车等车身涂装。  
Applied to high-end passenger cars, commercial vehicles, etc.

**高端工业电泳漆**  
**High-end Industrial Electrophoretic Coating**  
应用于橡胶与金属的结合件及锌铝合金材质、压缩机等需低温烘烤的行业。  
Applied to rubber and metal binding parts and zinc aluminum alloy materials, compressors and other low-temperature curing industries.



**汽车零部件电泳漆**  
**Automotive Parts Electrophoretic Coating**  
应用于汽车底盘件、座椅、内饰件、其他零部件，以及对盐雾性要求极高的管件、铸造件等。  
Applied to automotive chassis parts, seat, interior parts, other components, as well as salt aerosol requirements of high pipe parts, casting parts, etc.

**通用工业电泳漆**  
**General Industrial Electrophoretic Coating**  
应用于五金（拉锁、弹簧、伞骨、滑轨等）、机械、家电、制造零部件等行业。  
Applied to hardware (pull locks, springs, umbrella bones, rails, etc.), machinery, home appliances, manufacturing parts, etc.



**ACE电泳漆**  
**ACE Electrophoretic Coating**  
应用于工程机械、农用机械、户外休闲用品、两轮三轮摩托车、电动车、车架等行业。  
Applied to engineering construction machinery, agricultural machinery, outdoor leisure supplies, two-wheelers three-wheelers motorcycle, electric vehicle and frame, etc.

**阳极电泳漆**  
**Anode Electrophoretic Coating**  
应用于暖气片、散热器、取暖器、灯具、家电，小五金用品等行业。  
Applied to radiator, heater, lamp, home appliance, small hardware supply, etc.



## 应对您在材料端的挑战

### DEAL WITH YOUR CHALLENGES IN MATERIAL ASPECT

## Water-based Coating Series

### 水性漆系列

随着现代工业的发展，顾客对于表面材料产品的需求不再仅仅局限于对性能的要求，对其环保的要求也日趋增加，浩力森针对涂装行业高能耗、高排放的特点，从降低 VOCs 排放、提升防腐耐候性能、确保出色的外观呈现效果、减少涂装工序等方面入手，为顾客提供两涂一烘、一涂一烘、底面合一、低温固化、浸涂、免中涂、三涂二烘等诸多环保的涂装解决方案，广泛应用于汽车、工程机械、农用装备、高端工业、轻工业等众多领域。

With the development of modern industry, customer's demand for surface material products is no longer limited to the performance requirements, its environmental protection requirements are increasing gradually, aiming at the characteristics of for high energy consumption, high emissions in the coating industry, starting with reducing VOCs emissions, improve anti-corrosion and weather resistance, ensure the excellent appearance, reduce the coating process and other aspects, Haolisen Group provides customers with 2C1B, 1C1B, bottom surface in one, low temperature curing, dip-coating, B1B2, 3C2B and many other environmental protection coating solutions, which widely used in automobiles, construction machinery, agricultural equipment, high-end industry, light industry and many other fields.

- 优异的外观呈现，良好的附着力、遮盖力；  
Excellent appearance, good adhesion, covering power;
- 优异的耐候性能，不同耐候等级产品的多选择；  
Excellent weather resistance performance, the multi-choice of products with different weather-resistant grade products;
- 出色的防腐蚀性能；良好的耐酸、耐碱、耐油性；  
Excellent anti-corrosion; good acid resistance, alkali resistance, oil resistance;
- 漆膜坚韧，具有良好的耐磨性和耐冲击性；  
Coating film tough, with good wear resistance and impact resistance;
- 良好的施工性，施工速度快，操作便捷，能耗低；  
Good construction performance, fast construction speed, convenient operation, low energy consumption;

# CHALLENGES



# Water-based Coating Series

## 水性漆系列

为您提供解决方案  
**SOLUTIONS FOR YOU**



### 轨交车辆水性漆

#### Rail Transit Vehicle Water-based Coating

应用于城轨车辆、动车客车、铁路机车货车等相关产品涂装。

Applied to coating of urban rail vehicles, motor coaches, railway locomotives and freight cars and other related products.



### 汽车整车及零部件高温水性漆

#### Vehicle And Parts High Temperature Water-based Coating

应用于乘用车、商用车、整车车辆，汽车轮毂、顶架、前后桥、半轴、减震器、桥壳、车架轮台等。

Applied to passenger cars, commercial vehicles, whole vehicles, car hubs, top frames, front and rear axles, half axles, shock absorbers, axle housings, frame wheel stands, etc.



### 内外饰高温水性漆

#### Interior And Exterior Decoration High Temperature Water-based Coating

搭配相应的面漆后，可应用于汽车内外饰、摩托车头盔、家电、3C 等领域。

With the corresponding finish coat, can be used in automotive interior and exterior decoration, motorcycle helmets, home appliances, 3C, etc.

### ACE低温水性漆 ACE Low-temperature Water-based Coating

应用于工程机械行业中的挖机、塔吊、桩机等装置；农用机械行业中播种机，收割机等装置；运输行业中的大巴、改装车及环卫车等运输工具装置。

Applied to the construction machinery industry excavators, tower cranes, pile machines and other devices; Seeders, harvesters and other devices in the agricultural machinery industry; Transport equipment such as buses, modified vehicles and sanitation vehicles in the transportation industry.



### 高端工业低温水性漆

#### High-end Industrial Low-temperature Water-based Coating

应用于工业泵阀、减速机、农用车、汽车配件（刹车盘、减震器、传动轴等）、车架等行业。

Applied to industrial pump valves, gearboxes, agricultural machines, auto parts (brake discs, shock absorbers, transmission shafts, etc.), frame etc.



### 轻工业低温水性漆

#### Light Industry Low-temperature Water-based Coating

应用于家电、五金、轻工机械、工艺品、休闲用品等行业。

Applied to home appliances, hardware, light industrial machinery, handicrafts, leisure supplies etc.



## 应对您在材料端的挑战

### DEAL WITH YOUR CHALLENGES IN MATERIAL ASPECT

## Low Carbon Coating Series

### 低碳涂料系列

世界工业经济的快速发展，导致二氧化碳排放量越来越大，地球臭氧层正遭受前所未有的危机。尽可能地减少能源消耗量，生产出与原来同样数量、同样质量的产品是涂装行业刻不容缓的当务之急；浩力森集团研发创新低碳涂料，采用一涂一烘、二涂一烘、低温固化等施工工艺，有效帮助顾客节能减排，提高生产效率、减少挥发物的含量。产品涂膜性能优异、施工工艺简单，施工成本低，目前稳定应用在轨道交通、工程机械、集装箱等众多行业。

The rapid development of the world industrial economy has led to increasing carbon dioxide emissions, and the earth's ozone layer is suffering from an unprecedented crisis. As far as possible to reduce energy consumption, it's the coating industry's urgent task that still produce the same quantity product while keeping the same quality. Haolisen Group research and development of innovative low-carbon coatings, by 1C1B, 2C1B, low temperature curing etc. construction technology, effectively help customers save energy and reduce emissions, improve production efficiency, reduce the content of volatile. Coating performance is excellent, simple construction technology, low construction costs, it has current stable application in rail transit, construction machinery, containers and many other industries.

- 漆膜外观平整、细腻，具有良好的底材遮盖力；  
Coating film appearance flat, delicate, has a good substrate covering power;
- 漆膜拥有极佳的附着力和优良的保光、保色性；  
Coating film has excellent adhesion and excellent light preservation, color preservation;
- 优异的盐雾性、耐候性及耐化学性；  
Excellent salt-spray resistance, weather resistance and chemical resistance;
- 低 VOCs 排放，施工简便，效率高、成本低；  
Low VOCs emissions, simple construction, high efficiency and low cost;

# CHALLENGES



# Low Carbon Coating Series

## 低碳涂料系列

为您提供解决方案  
**SOLUTIONS FOR YOU**



**NOCS低碳涂料**  
**NOCS Low Carbon Coating**  
应用于海洋货运集装箱、陆运标准箱及冷链箱。  
Applied to marine freight containers, land freight TEU and cold chain boxes.



**ACE低碳涂料**  
**ACE Low Carbon Coating**  
应用于工程机械、农用机械、客车等。  
Applied to construction machinery, agricultural machinery, buses, etc.

**高端工业低碳涂料**  
**High-end Industrial Low Carbon Coating**  
应用于工业泵阀、家电、汽车配件等行业。  
Applied to industrial pump valves, home appliances, auto parts, etc.



**重防腐低碳涂料**  
**Heavy Anti-corrosion Low Carbon Coating**  
应用于钢结构、桥梁、港口机械和海洋平台等行业。  
Applied to steel structures, bridges, port machinery and marine platforms, etc.





## 应对您在材料端的挑战

### DEAL WITH YOUR CHALLENGES IN MATERIAL ASPECT

## Powder Coating Series

### 粉末涂料系列

日益严重的大气污染，使得全球各国对界定污染的法律法规控制日渐严格，开发无毒无害无污染的涂料产品成为行业的使命。浩力森集团以倡导极限定制为核心，研发出无溶剂、100% 地转化成膜、具有保护和装饰综合性能的绿色环保粉末涂料，成膜外观和各种机械性能和防腐性能安全满足行业对产品的高端要求。广泛应用于汽车部件、建筑建材、通讯、运动器材、工程机械等行业。同时也提供多彩、透明、金属等多类型高端粉末产品。

Increasingly serious air pollution make the global definition of pollution laws and regulations increasingly strict control, the development of non-toxic harmless non-polluting coating products has become the mission of the industry. Haolisen Group to promote extreme customization as the core, developed green powder coating products which are solvent-free, 100% converted into film, with protection and decorative comprehensive performance. The film appearance and a variety of mechanical and anti-corrosion performance could meet the high-end requirements of the industry's. Widely used in automotive components, building materials, communications, sports equipment, construction machinery and other industries. At the same time also provide colorful, transparent, metal and other types of high-end powder products.

- 耐冲击性及表面硬度、韧性、附着力等机械性均优异；  
Impact resistance and surface hardness, toughness, adhesion and other mechanical excellence;
- 涂膜外观优异，能呈现多彩、透明、金属感等不同效果；  
Excellent coating appearance. Can present colorful, transparent, metallic and other different effects;
- 较强的耐候性能及防腐性能；  
Strong weather resistance and corrosion resistance;
- 良好的多功能产品覆盖；  
Good multi-functional product coverage;
- 产品施工工艺简单且稳定，回收利用率高；  
Product construction process is simple and stable, high recycling rate;

# CHALLENGES



# Powder Coating Series

## 粉末涂料系列

# 为您提供解决方案 SOLUTIONS FOR YOU



### 汽车原厂粉末涂料 Automobile Manufacture Powder Coating

应用于汽车车身、轮毂、车灯、内外饰件、功能零部件（发动机、底盘、弹簧、排气）等。

Applied to automotive body, wheels, lights, interior and exterior trims, functional components (engine, chassis, springs, exhaust) etc.



### 高端工业粉末涂料 High-end Industrial Powder Coating

应用于建筑建材、家具家电、信息通讯、运动器材等领域。

Applied to building materials, furniture appliances, information and communications, sports equipment, etc.

### 功能性粉末涂料 Functional Powder Coating

应用于耐高温、抗菌、绝缘、低温、重防腐需要具备特殊功能的行业。

Applied to industries that require special functions: high temperature resistant, antibacterial, insulation, low temperature, heavy anti-corrosion.



### ACE工程机械粉末涂料 ACE Engineering Machinery Powder Coating

应用于工程薄板件、工程结构件、工程小件等工程机具、工程车辆。

Applied to engineering sheet parts, engineering structural parts, engineering components and other engineering tools, engineering vehicles.



### 高性能金属邦定粉末涂料 High-performance Metal Bonding Powder Coating

应用于外观需要呈现金属效果的各个行业。

Applied to industries where the appearance requires a metal effect.



# 06

莫愁前路无知己  
天下谁人不识君

## CUSTOMER SERVICE

## 服务顾客

品牌合作，携手共赢。经历了时代的变迁、市场的考验和技术的沉淀，浩力森已与各行业的标杆企业建立长期可持续发展的战略合作关系。

Brand cooperation and cooperate to succeed. Haolisen has been established long-term sustainable strategic cooperation with benchmark enterprises from different industry through the changes of the times, market testing and technology precipitation.

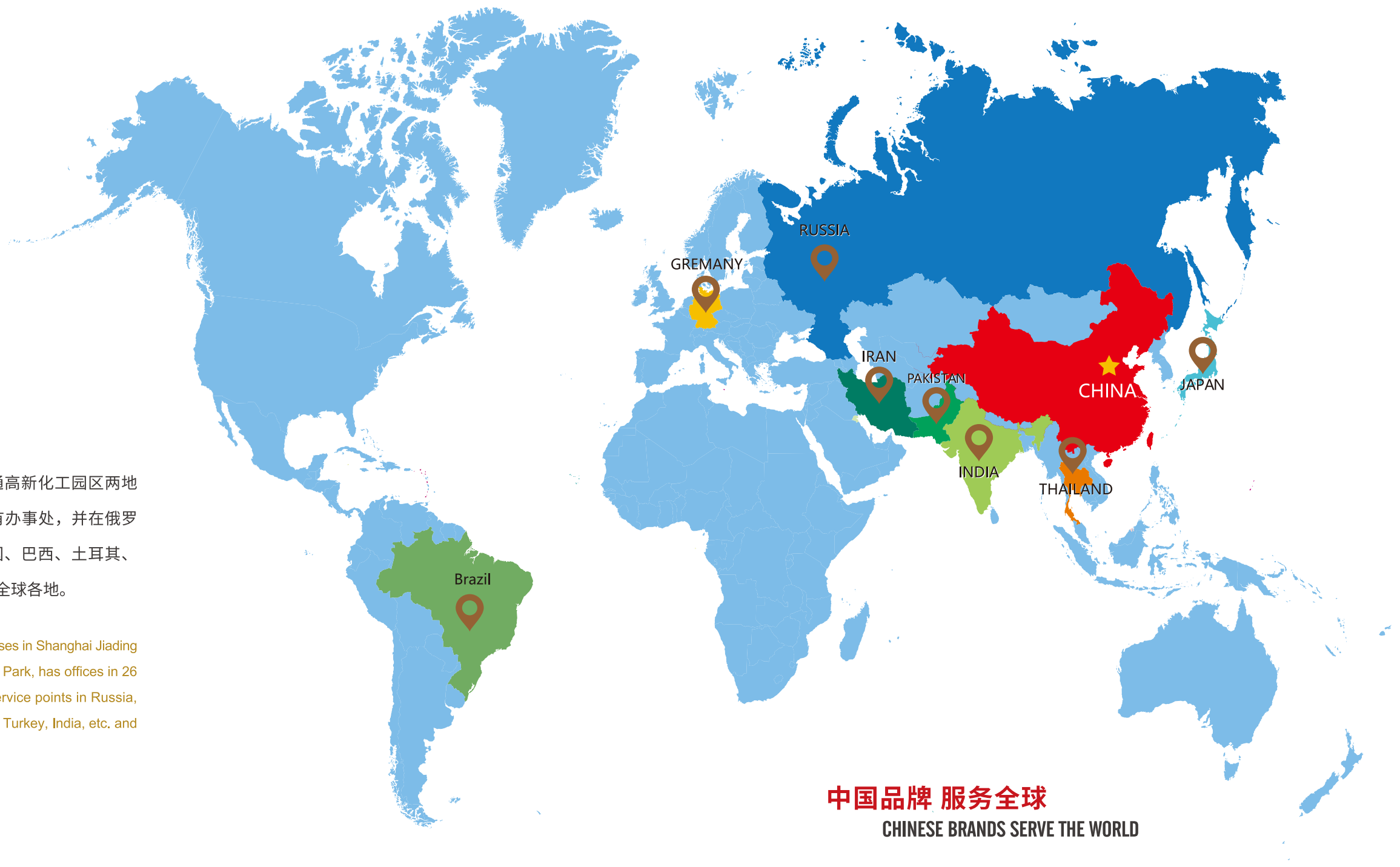


# Service system

## 服务体系

浩力森集团在上海嘉定高科技园区、南通高新化工园区两地建立生产基地，于国内26个主要城市设有办事处，并在俄罗斯、德国、日本、伊朗、巴基斯坦、泰国、巴西、土耳其、印度等国设有技术服务点，服务网络遍布全球各地。

Haolisen Group has established two production bases in Shanghai Jiading High-tech Park and Nantong High-tech Chemical Park, has offices in 26 major cities in China and has set up technical service points in Russia, Germany, Japan, Iran, Pakistan, Thailand, Brazil, Turkey, India, etc. and its service network has spread all over the world.





# Service system

## 服务体系



### 服务承诺

#### Service Commitment

100% 满足供货需求；  
不含有害重金属；  
2 小时内给予回复。

100% satisfaction of customer demands.  
No use of harmful heavy metals.  
Timely reply within 2h.



### 服务理念

#### Service Concept

- 产品零缺陷——售前为顾客提供零缺陷的优质产品。
- 服务零距离——售中为顾客提供专业技术的零距离服务。
- 升级零条件——售后为顾客的产品品质提供零条件的升级更新。

**Product zero defect**——Pre-sales services: provide zero-defect high-quality products to customers.  
**Service zero distance**——Sales services: provide professional zero-distance.  
**Upgrade zero condition**——After-sales services: provide zero-condition product quality upgrading and updating to customers.

### 五星级客户服务

#### 5-star customer service

- 产品品质五星级标准      Five-star standard on product quality.
- 成本控制五星级要求      Five-star requirement on cost control.
- 服务体系五星级实施      Five-star implementation on service system.
- 需求配合五星级持续      Five-star continuance of coordination degree.
- 问题反馈五星级优化      Five-star improvement of question feedback.





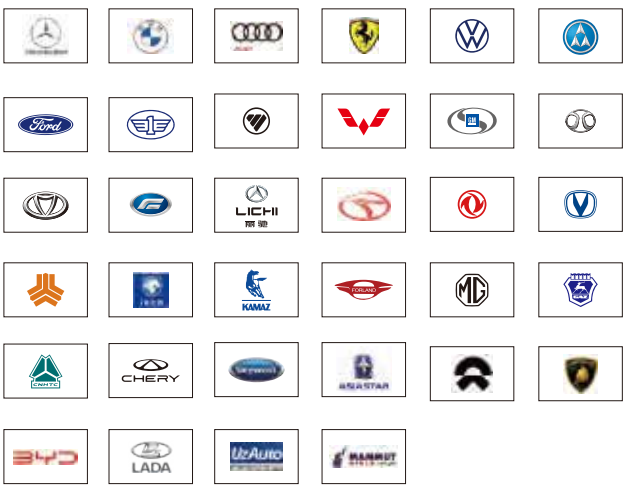
# Cooperative Customers

## 合作顾客

浩力森是国内率先进入尖端环保表面材料应用领域的自主品牌之一。目前，电泳涂料、水性涂料、低碳涂料、粉末涂料、新材料等各类产品，广泛应用于汽车及汽车零部件行业，工程机械行业，轨道交通行业，航天海运行业，摩电行业，电梯行业，集装箱行业，家电家居行业，3C 电子行业，重防腐行业等众多领域。

Haolisen is one of the first domestic brands who is first to enter the field of cutting-edge environmentally friendly surface materials applications. At present, Electrophoretic coating, water-based coating, low-carbon coating, powder coating, new material etc. products' applications cover automobile and auto parts industry, construction machinery industry, rail transit industry, air and sea transportation, motorcycle and electric vehicle industry, elevator industry, container industry, home appliances industry, home furnishing industry, 3C electronics industry and heavy duty etc.

### 汽车行业



### 集装箱行业



### 工程机械行业



### 汽车零部件行业



### 轨交摩电行业



### 家电行业



### 家居行业



### 3C行业



### 铸造行业



### 文具行业



### 电梯行业



部分合作顾客，排序不分先后。All of cooperative customers, in no particular order.

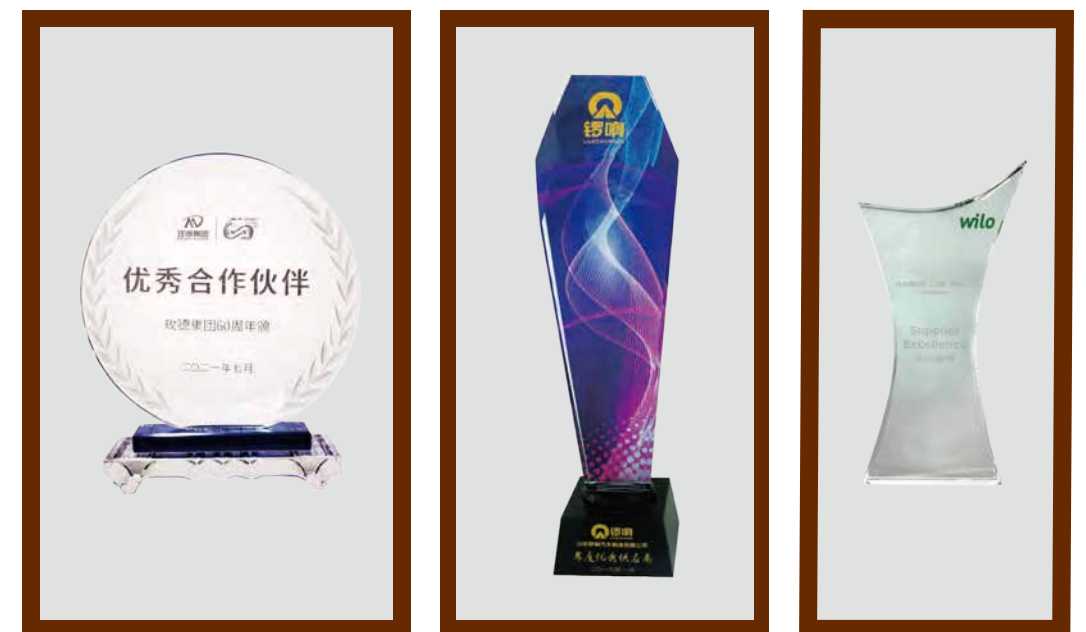
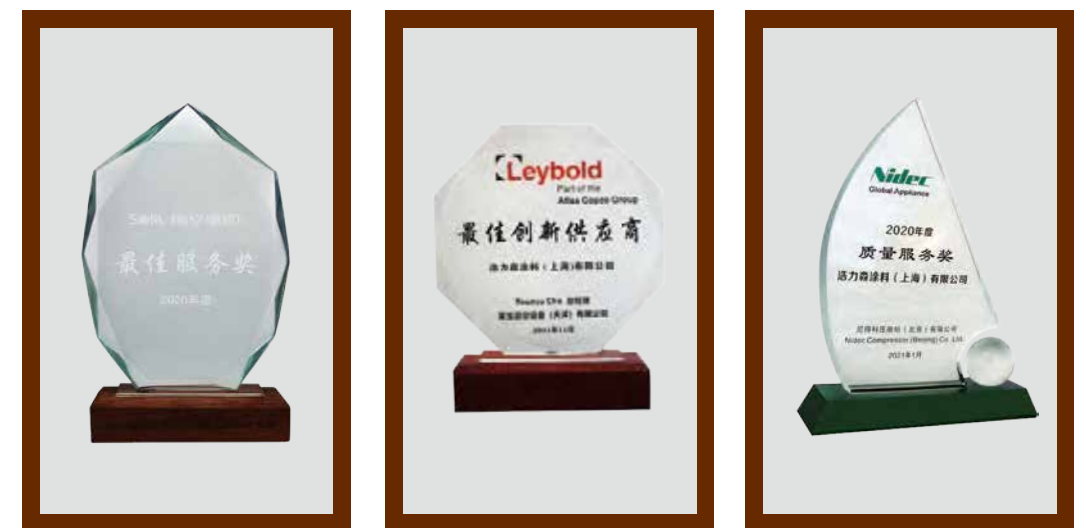


为顾客创造价值，  
从而体现自身价值；  
超越顾客现在要求，  
实现客户未来需求。

Create value for customer,  
Therefore reflect itself value;  
Exceed the present requirements of customer,  
Achieve future demand of customer.

## 二十年服务, 铸就口碑(部分)

Twenty Years Of Service, Building Reputation. (Part)



## Customer Honor

### 顾客荣誉

二十载风雨兼程，二十载拼搏创新，顾客的信任见证着浩力森的成长与发展。浩力森将一如既往的以创新的产品和优质的服务，回报顾客，开拓更加广阔的市场。

Twenty years of wind and rain journey, twenty years of struggle and innovation, the trust of customers witness the growth and development of Haolisen. Haolisen will continue to innovate products and services, return customers, open up a broader market as always.



## 二十年服务, 铸就口碑(部分)

Twenty Years Of Service, Building Reputation. (Part)



# 07

到处皆诗境  
随时有物华

## SOCIAL RESPONSIBILITY

### 社会责任

木众为森，大爱无疆；合众人之力，为企业昌盛之源。浩力森作为一家具有社会责任感 and 使命感的企业，在注重自身发展的同时，把社会公益事业纳入企业的战略发展规划，以“回报社会”的态度积极地投身公益，培养并促进全体员工的社会责任感。

Trees gathered into the forest, the real love has no geographical boundaries, the collection of the power of many people, is the root of the prosperity and development of enterprises. As a company with a sense of social responsibility and mission, while developing enterprises, Haolisen integrate charity and public welfare undertakings into the strategic development planning of enterprises, taking an active part in public welfare with the attitude of “giving back to society” , to cultivate and promote the social responsibility of enterprise employees.





## Care For Employees

### 关爱员工

浩力森致力于为员工提供广阔的发展平台与空间，为创建世界一流企业培育优质人才。确保在公平、公开、公正、合理的基础上，保障全体员工的利益，开展多项评选活动、表彰宣传在研发创新、生产经营、公益服务等领域表现突出的员工。

Haolisen is committed to providing employees with a broad development platform and space for the creation of world-class enterprises to cultivate high-quality talent. To ensure that the interests of all employees are protected on the basis of fairness, openness, fairness and reasonableness, a number of selection activities are carried out to recognize employees who have performed outstandingly in research and development innovation, production and operation, public welfare services and other fields.

浩力森把员工福利作为企业文化的一个重要组成部分，定期或不定期开展各项有意义的团体活动，从而增强员工的企业归属感，促进团队的向心力和凝聚力；同时，集团针对不同层级的员工，提供相应的技能与管理培训，从而提高员工的整体职业素质，与集团一起成长、发展。

Haolisen regards employee welfare as an important part of corporate culture, and carries out various meaningful team activities, so as to enhance the sense of belonging of employees and promote the centripetal force and cohesion of the team. At the same time, the Group provides corresponding skills and management training for employees of different levels, so as to improve their overall profession and grow and develop with the Group.





# Industry Development

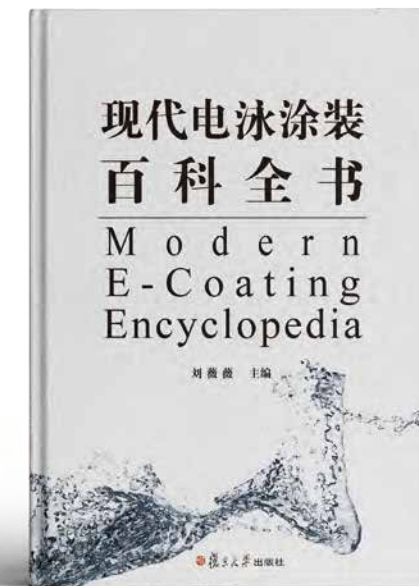
## 行业发展

浩力森不仅专注于产品研发和生产，还积极投身于公益事业。通过公益培训，浩力森不仅了解了市场需求和趋势，还与客户和合作伙伴建立了更紧密的联系。此外，浩力森利用实践中所取得的经验和成果，积极参与涂装书籍的汇编，推动了绿色环保电泳涂装工艺的知识普及，同时也给涂装工作者提供了有理有据的参考案例。这些举措是浩力森对于社会和行业的双重贡献，展现了其专业性和责任心。

Haolisen not only focused on product development and production, but also actively engaged in public welfare undertakings. Through public benefit training, Haolisen not only understands market demand and trends, but also establishes closer links with customers and partners. In addition, using the experience and results obtained in practice, Haolisen actively participated in the compilation of painting books, promoting the knowledge of green electrophoretic painting process, and also provided reasonable reference cases for painting workers. These initiatives are Haolisen's dual contribution to society and the industry, showing its professionalism and responsibility.



## 出版书籍 Published Books



2016年，浩力森集团团队知识和经验编写出版《现代电泳涂装百科全书》一书，深入浅出分析了电泳涂装工艺中的核心要点，提供给广大涂装工作者阅读参考，助力推广普及绿色环保电泳涂装工艺。

In 2016, Haolisen write and publish a "Modern E-coating Encyclopedia" book with the group team knowledge and experience, which in-depth analysis of the core points in the electrophoretic coating process, provide the vast number of coating workers to read reference, to promote the popularization of green E-coating process.



2021年，浩力森的技术专家参与编写了《绿色工程机械涂料与涂装技术》一书，书中全面介绍了工程机械涂装知识，是一本既有理论指导又有实践经验总结的工程机械涂装专著。

In 2021, Haolisen technical experts participated in the preparation of the book Green Engineering Machinery Coatings and Coating Technology, which comprehensively introduces the coating knowledge of engineering machinery and summarizes the development of technology. It is a monograph on engineering machinery coating with both theoretical guidance and practical experience.



# Give Back To Society

## 回馈社会

浩力森作为一家具有社会责任感和使命感的企业，在注重自身发展的同时，把社会公益事业纳入企业的战略发展规划，以“回报社会”的态度积极地投身公益，培养并促进全体员工的社

As a company with a sense of social responsibility and mission, while developing enterprises, Haolisen integrate charity and public welfare undertakings into the strategic development planning of enterprises, taking an active part in public welfare with the attitude of "giving back to society", to cultivate and promote the social responsibility of enterprise employees.



浩力森作为“2015 年 NBA 传奇明星中国嘉定南翔行”活动主赞助商全程参与并支持该活动，积极响应政府号召，为公益事业贡献一份力量。

As the main sponsor of the "2015 NBA Legends China Jiading Nanxiang" event, Haolisen participated in and supported the event, actively responded to the government's call and contributed to the cause of public welfare.



2021年，浩力森来到南通市开发区敬老院，为老人们送去关怀和慰问，并与两位老人一同庆生。

In 2021, Haolisen came to the Nantong Development Area Nursing Home, send care and sympathy to the elderly. And celebrate their birthday together with the two elderly people.



2022年，浩力森携手云南省楚雄州牟定县扶贫办，发起爱心义捐活动，鼓励全体员工关爱贫困儿童，为山区的孩子们送上一份特别的儿童节礼物。

In 2022, Haolisen joined hands with the Poverty Alleviation Office of Muding County, Chuxiong Prefecture, Yunnan Province, to launch a charity donation activity, encourage all employees to care for poor children, and send a special Children's Day gift to children in mountainous areas.



浩力森赞助“第二届上海杯象棋 大师公开赛”，为促进中华传统国粹与世界多元文化思想交流，助力上海建设全球著名体育城市贡献一份力量。

Haolisen sponsored "The Second Shanghai Cup Chess Masters Open", promoting the exchange of traditional Chinese culture and the world's multicultural ideas, and contributing to Shanghai's building into a world famous sports city.





# THE VAST GROWTH IS BOUNDLESS

## 浩瀚生长 行者无疆

二十载砥砺前行，二十载开拓创新，浩力森已然成为一个多公司运营、多品牌覆盖、多品类创新的国际性集团公司。

面对未来，初心不改。浩力森将一如既往地秉承振兴民族工业的伟大梦想，用实际行动致力于可持续发展模式，在尖端化科研创新、智能化制造生产、国际化营销服务等方向持续精进，为实现企业明星化稳步前行，以匠心品质树立行业标杆，以科技创新造就国际典范。

Twenty years of striving ahead and pioneering innovation, Haolisen has become an international corporation group which is multi-company operation, multi-brand coverage, multi-category innovation.

Facing the future, Haolisen Group will uphold the great dream of revitalizing national industry, with practical actions committed to sustainable development model, in the cutting-edge technology and research innovation, intelligent manufacturing production, international marketing services and other directions continue to advance, in order to achieve enterprise stardom steadily forward, with ingenious quality to set an industry benchmark, scientific and technological innovation to create an international model.



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You can also participate in various activities launched by Haolisen  
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