



Chen Hsong Group China investing heavily in next generation production systems

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Chen Hsong, one of world's largest manufacturers of injection moulding machines, recently celebrated 60 years of industry leadership. Chen Hsong maintains its leading position through the relentless pursuit of technological advancements, manufacturing innovations, no-compromise service levels and a single-minded pursuit for excellence. The company has launched a newly energized corporate identity that spotlights the ongoing commitment to innovation that will lead Chen Hsong into the future. The year 2018 will see a range of customer meetings, technical seminars, open houses and other corporate activities, in addition to Chen Hsong appearances at the world's key trade shows.

Moving aggressively to implement Industry 4.0, Chen Hsong has invested heavily in next generation production systems including IoT/Big Data, and AI in developing its iChen® System 4.0. Chen Hsong's newly updated identity more effectively communicates the company's strong commitment to world-class intelligent manufacturing and its innovative leadership position. The new brand image consists of bold, vibrant colors that emphasize Chen Hsong's core technology strengths while conveying a young, forward looking, energetic image. The new design is strong and clean, and exudes confidence in the technological expertise that has come to define Chen Hsong over the years.

"Chen Hsong remains focused on high-precision and high-reliability technologies which we believe are our core competency and can bring the greatest, most immediate benefits to our industry and customers," said Ms. Li Chiang, Chief Executive Officer of Chen Hsong. "We are also investing more in creating 'smartness' throughout our entire supply chain, as well as providing quicker, more personalized services to our customers by adapting AI technologies. We are committed to helping our customers be as efficient and cost-effective as possible."