

Shandong Shenli Rigging Co., Ltd.

Company Profile

Shandong Shenli Rigging Co., Ltd. is a private high-tech enterprise engaged in the production and manufacturing of Grade 80 high-end rigging products in China. Founded in February 1965, the enterprise was restructured in 2005 and officially registered as Shandong Shenli Rigging Co., Ltd. The company is located at No. 9 Jiacheng Road, Jining Economic and Technological Development Zone, Shandong Province. Its business scope covers rigging, hardware tools, auto parts, tractor accessories, crane accessories (lifting hooks, lifting rings), chains and other products.

The company's leading products include Grade 80, Grade 100 and Grade 120 connecting double ring couplers, safety lifting hooks, chain adjusters, master links, rigging accessories, mining forgings, shackles, electrified railway accessories and more than 7,000 varieties and specifications in total. The company has established and improved a full-process supporting system covering all kinds of forged rigging, R&D scheme design, mold manufacturing, mass production of products, factory quality inspection, product sales and after-sales service. Adhering to the brand strategy of "High-end & High-quality" to meet customer demands, it has distributors and users in more than 130 countries around the world. The covered industries include aerospace, shipbuilding, wind power, nuclear power industry, green power, new energy storage industry, renewable resource recycling, low-altitude economy, offshore engineering equipment, petroleum and petrochemicals, ship manufacturing, shipping, port logistics, high-end manufacturing, precision high-end equipment, elevator equipment, intelligent new energy vehicles and land freight transportation.

The company actively implements brand strategy. Over the past 20 years, it has made full use of various exhibitions, online platforms, newspapers, media

advertisements and other forms to continuously consolidate and upgrade the overall image of the Shenli brand from the source. For many years, it has continuously organized teams to participate in large-scale professional trade fairs and expos at home and abroad such as the Canton Fair, China International Hardware Show, National Hardware Show in Las Vegas USA and Cologne Hardware Fair in Germany to raise brand level. It regularly invites new and old customers, experts and scholars at home and abroad to visit the company to expand enterprise popularity. The company attaches great importance to the protection of intellectual property rights. In 1997, it registered 6 trademarks including graphic, literal and English trademarks for "Shenli Rigging". In 2008, another 9 defensive trademarks of graphics and texts were applied for registration, covering registration categories 6, 7, 12 and 35, with a total of 29 trademarks. In March 2006, international trademarks such as "SHENLI RIGGING", "SLR" (the abbreviation of Shenli Rigging) and "DUKE" were registered in more than 30 countries and organizations. Our brand slogan is "Once you shake hands with Shenli, we will be friends forever". Through extensive and long-term promotion, the graphic trademark of "Shenli Rigging" has been widely known by relevant public and customers, widely recognized and praised by all sectors of society, and has become a distinctive benchmark leading the long-term and stable development of the enterprise.

Adhering to the development philosophy of building a strong enterprise through technological innovation and implementing brand strategy, Shandong Shenli Rigging lays a solid foundation for development with high-quality products and strong technological innovation capacity, keeping its technological innovation capacity and products at the forefront of the industry. The company is equipped with large, medium and small forging forming equipment including 5-ton, 3-ton, 2-ton and 1.5-ton program-controlled electro-hydraulic hammers, as well as 2500-ton, 1600-ton, 1000-ton, 630-ton, 400-ton and 300-ton electric screw presses. The testing center is equipped with more than 40 sets of testing equipment and facilities: 5000kN horizontal tensile testing machines, 2000kN, 1000kN, 600kN and 300kN

microcomputer display universal testing machines, 750kN, 500kN and 300kN micro-controlled electro-hydraulic fatigue testing machines, PDA-5500 direct reading spectrometers, JBDW-300B low-temperature impact testing machines and others. The technical center is equipped with advanced R&D design software and equipment such as ZWCAD 2D design system, NX CAD 3D design system, ANSYS finite element strength simulation analysis system, Raise3D N2+ 3D printer and CereScan SE 3D scanner. It owns provincial R&D and testing platforms including Shandong Rigging Engineering Technology Research Center, Shandong Enterprise Technology Center, Shandong Industrial Design Center and CNAS accredited Rigging Engineering Laboratory, forming a scientific and technological innovation system integrating technical decision-making, research and development and promotion & application. Nearly 200 new product varieties and specifications are developed every year, injecting continuous new momentum into the company's continuous growth.

After more than 20 years of continuous innovation, the company has applied for more than 200 patents in total, including 35 authorized invention patents, more than 100 utility model patents, more than 50 appearance patents and more than 10 software copyrights. Independently developed high-tech patented products such as Grade 80 connecting double ring couplers, safety lifting hooks, chain adjusters, Grade 80 rigging accessories and Grade 100 lifting master links all hold independent intellectual property rights. Since 2004, it has provided supporting products for international leading rigging manufacturers such as RUD of Germany and Gunnebo of Sweden. In addition, the company has participated in the formulation and revision of 12 national standards including Grade 80 Chain Links for Rigging, Grade 8 Welded Lifting Chains for Steel Short Link Lifting Chains, Grade 8 Forged Steel Lifting Hooks with Safety Latches and Safety Lifting Appliances for Cranes, as well as 4 industrial standards including Medium Precision Grade 10 Steel Short Link Chains for Lifting Chains and Hooks and Latches for Manual Lifting Equipment. This fully demonstrates the strong strength and market influence of the Shenli Rigging brand, and greatly promotes the overall technical level of China's rigging industry.

The company devotes continuous investment to scientific and technological innovation. It is a National High-tech Enterprise, one of the first batch of "Specialized, Refined, Unique & Innovative Little Giant" Enterprises certified by the Ministry of Industry and Information Technology, MIIT Green Supply Chain Management Enterprise, National Intellectual Property Power Construction Advantage Enterprise and Shandong Manufacturing Single Champion Enterprise. It also co-built a TÜV Rheinland Witness Laboratory with TÜV Rheinland Group of Germany. In August 2018, it was listed as a cultivated enterprise under the "510 Project" by Jining Municipal Party Committee and Municipal Government.

A new green intelligent factory is under planning and construction as a major provincial-level preparation project. The new park is positioned as a green demonstration factory with close coordination between automation and mechanization, and deep integration of intelligent manufacturing, industrialization and informatization. Meanwhile, the company will accelerate the upgrading and transformation of projects including the Technical Transformation Project for Automated Forging of High-end Export Rigging and Rail Transit Core Components, and the R&D Project for Grade G120 and Above High-end Rigging Products. Scientific and technological innovation has become a powerful driving force for the company's continuous development.

Shandong Shenli Rigging will always adhere to reform and opening up, establish and practice the scientific outlook on development, integrate the enterprise spirit of unity, efficiency, pragmatism, innovation and unremitting pursuit into domestic and international markets, and strive to build a national brand.