



Company Profile

I . Company introduction

The predecessor of Shandong Shinmade Group was founded in 1978. It has now developed into a company with three major industries as its core: high-precision cold-rolled steel manufacturing, high-end galvalume steel and color-coated steel manufacturing, and high-end coated steel circulation services. It is a comprehensive modern private enterprise integrating R&D, production, engineering and technical services, warehousing and finance, and capital operation.

Shandong Shinmade Material Tech Co., Ltd., a wholly-owned subsidiary of the group, is a professional manufacturer producing high-precision cold-rolled steel manufacturing and high-end galvalume steel and color-coated steel. It is a national high-tech enterprise and is located in the Boxing Economic Development Zone of Shandong province. It has a registered capital of CNY 324.25 million, covers an area of 400,000 square meters, and has more than 700 employees. It mainly engages in pickling& oiled steel, cold-rolled steel, galvalume steel, color-coated steel, hot-rolled trading, processing of pickling& oiled steel, and warehousing and finance. The company currently has 2 intelligent push-pull pickling units, 2 acid regeneration units, and 7 reversible single-frame cold rolling lines with an annual production capacity of 1.5 million tons and can produce cold-rolled steel coils with different specifications of 0.06-2.0mm. In 2022, for further development, the company has set up two high-quality coated production lines with an annual production capacity of 550,000 tons; and one high-performance color-coated production line with an annual production capacity of 150,000 tons, and all of these actions officially move Shinmade towards



the market of high-value galvalume and color-coated steel industry.

Shinmade adheres to its core values of "Sincerity, Kindness, Harmony and Symbiosis" and the business philosophy of "All for customers' convenience, confidence and honor". It focuses on product quality and encourages all employees to create with wisdom to fully release the potential of cold-rolled steel as an excellent substrate for coated steel. Shinmade expects to show the artistic nature of color-coated sheets in the industrial application, provide the customer with an excellent service experience, create a diversified and dynamic corporate culture, realize the transformation from manufacturing steel to ecological steel, smart steel, service steel, and try the best to serve the society by providing high-quality products and services.

II . Milestones of Manufacturing Excellence

1. Important moments of the company

2009/8/1 Shinmade was officially established.

2011 The company was awarded the national 'high-tech enterprise'.

2012 The company was recorded in the "Boxing Statistical Yearbook" and became the No.1 Cold Rolling Enterprise in the Boxing area.

2013 To improve the capacity and meet market demand, a twenty-high cold rolling mill was put into production.

2017 Shinmade became the only legal distributor of DFE Chemical in China.

2017 Shinmade was chosen as "Enterprise Technology Center recognized by Binzhou City".

2018 The company's second phase project was put into production.

2019 Shinmade was awarded as "Shandong Famous



Brand”and ”Shandong Premium Brand”.

2020 Its turnover exceeded CNY 6 billion.

2021 Shinmade gained the title of “Enterprise leading an individual field of the manufacturing industry of Shandong province”.

2022 Shinmade was rated a national specialized and innovative “little giant” enterprise.

2022 Shinmade received TPM Excellence Award Category B.

2023 The third phase projects will be put into production (galvalume and color-coated steel).

2023 Shinmade was named as a national IPR template enterprises.

2024 Shinmade was rated as an enterprise to be cultivated as a leading new material enterprise in Shandong Province.

2024 Shinmade obtained KS certification.

2. Quality management system

2018 We obtained ISO14001 environmental management system certification, ISO45001 occupational health and safety management system certification, and ISO9001 quality management system certification.

2019 Shinmade obtained Indonesian SNI certification.

2020 Shinmade received Binzhou Mayor Quality Award.

2024 We implemented the standards and obtained ISO9001 certification (quality management system certification)

3. Safety and environmental protection management system

2020 Shinmade was chosen as the “Level 3 Enterprise of Safety Manufacturing Standardization”.



2021 Shinmade passed Cleaner Production Review required by Shandong Province.

2021 The company's training classroom was chosen as a demonstration site of employee safety education in Boxing County.

2024 Shinmade implemented the standards and obtained ISO14001 and ISO45001 certifications (environmental management system certification, occupational health and safety management system certification)

2024 Shinmade passed safety production standardization aiming to the third-level enterprise (machinery industry)

2024 The company's color-coated products passed the three-star certification of ecological building materials

4. TPM Progress of Shinmade

To promote the company's strategy, we continue to improve, meet the challenges, comprehensively upgrade the operating system and finally reach the world-class operating and manufacturing levels. We started 5S activities in 2011 and successively carried out various TPM activities. The following are important processes:

2011.11 TPM—5S activity was introduced.

2013.5 TPM-Autonomous Maintenance Subcommittee was established and we implemented various activities.

2013.11 TPM—Planned Maintenance Subcommittee was established and we implemented various activities.

2014.3 TPM—Indirect Department subcommittee was established and we implemented various activities.



2016.3 TPM—Education and Training Subcommittee was established and we implemented various activities.

2018.7 TPM—Safety and Health Subcommittee was established and we implemented various activities.

2018.7 TPM—Focused Improvement Subcommittee was established and we implemented various activities.

2019. 2 Challenging TPM Excellence Award-Category B KICK-OFF.

2022 Applied for the TPM Excellence Award Category B and won the award.

2023.8 Challenging TPM Excellent Continuation Award KICK-OFF.

2023.8 TPM—Quality Maintenance Subcommittee was established and we implemented various activities.

2023.8 TPM—Product Early Management Subcommittee was established.

2025 Challenging TPM Excellent Continuation Award.

III. TPM achievements

1. By introducing the TPM project and establishing an improvement mechanism (which is called LOSS), the manufacturing costs have reached industry-leading levels, and OEE has improved rapidly and steadily.
2. By establishing an equipment management system that is consistent with the company's actual conditions, the equipment failures have been significantly reduced and the equipment performance utilization rate significantly increased.
3. The education and training system has been improved which cultivated the talents required for the company's sustainable



development.

4. We do various activities like strengthening safety management, improving personnel safety awareness and safety skills, and carrying out many improvement activities in the workshop with the topic of noise, high temperature, and energy-saving to achieve the goal of reducing major safety accidents to zero.
5. We optimized the working environment, promoted QCD improvement of indirect departments, pursued standardization and digitization of business operations, and provided effective support to direct departments.
6. By improving the company's quality management system, and controlling product defects from the beginning, the product defective rates have been significantly reduced.
7. By improving the R&D process and establishing a technology standard library, we can significantly reduce the development time of new products, improve market competitiveness, and provide strong marketing support.

IV. Key of our Manufacturing Excellence

With the company's vision of "becoming a respected, most valuable, sustainable and industry-leading high-end coating brand", we created a 5M6S strategic operation management system (DM innovation management, PM equipment maintenance management, HPM efficient target management, TCM total cost management, TSM total safety management, and 6S management systems). The TPM activities in this stage (Excellence Continuation Award) are the continuity of the activities in the previous stage (Excellence Award). The purpose of the activity is to

Benefits of activities (RMB)								
Input & Output ratio								
Year	2018	2019	2020	2021	2022	2023	2024	Sum
Input (In thousands of yuan)	993	1296	2692	2574	2658	2987	3276	16476
Return/benefits (In thousands of yuan)	4641	6072	12003	11380	17246	20547	26357	98246
Ratio	Ratio=Benefits/Input =5.96							