

Bizerba Open World

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11.05.2017
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Marketing.china@bizerba.com
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Company Presentation



Bizerba – Family Business since 1866

碧彩 – 始于1866年的家族企业

„We distance ourselves worldwide from our competitors, because we represent a family business following values: innovation and perfection in all aspects around the supply chain of food.“

我们在全球区别于竞争对手，因为我们是一个家族企业并遵循我们的价值观：专注于所有与食品相关的领域，追求创新和完美。

Andreas Wilhelm Kraut, CEO



Family history over 5 generations

传承5代的家族历史



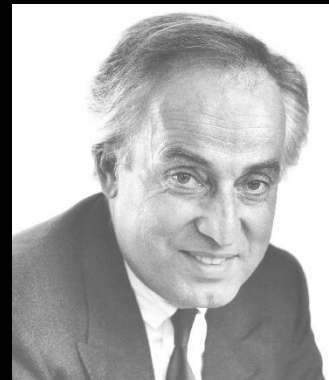
Andreas Bizer
1839 - 1914



Wilhelm Kraut
1875 - 1957



Wilhelm Kraut
1906 - 1992



Günter Kraut
1937 - 1995



Andreas W. Kraut
*1973

Our Vision 我们的愿景

BIZERBA

The Open World of Finest Weighing
Solutions.

Since 1866.

最佳称重解决方案的开放世界
始于1866年

Profile 公司简介

Founded: 成立时间	1866
Legal form 公司性质	GmbH & Co. KG 有限责任公司
Shareholder 股东	Kraut Family, Balingen
Sales 2016 2016年销售额	652,6 Mio. EUR /
Employees 全球员工	~ 3.900



What we do 我们的业务

Bizerba offers its customers in industry, retail, and logistics a globally unique solutions portfolio of hardware and software around the central value "weight".

This portfolio includes products and solutions related to slicing, processing, weighing, cashing, checking, commissioning and labeling.

Comprehensive services starting from consulting and service to labels and consumables as also leasing complete the portfolio.

碧彩为工业、零售业和物流业客户，提供全球独一无二的围绕“称重”核心技术的硬件和软件组合式解决方案。

碧彩业务涵盖切片、加工、称重、收银、检重、调试和贴标等各个领域，此外还提供咨询、标签耗材等综合性服务。

HARDWARE硬件	SOFTWARE软件	SERVICES服务
Slicing 切片 Handling 加工 Weighing 称重 Cashing 收银 Checking 检验 Commissioning 调试 Labeling 贴标	Regulate 调节 Control 控制 Evaluate 评估 Administrate 管理 Execute 执行 Inform 提示 Commercialize 采购	Consulting 咨询 Customizing 定制 Maintenance 维护 Spear Parts 备件 Labels & Consumables 标签耗材 Financing 财务

Product & solution portfolio 产品及解决方案



Retail scales



Slicers



Meat processing



Retail software



Industrial scales



Dynamic checkweighers



Weigh price labeling systems



Inspection systems



Logistics systems



Industry software

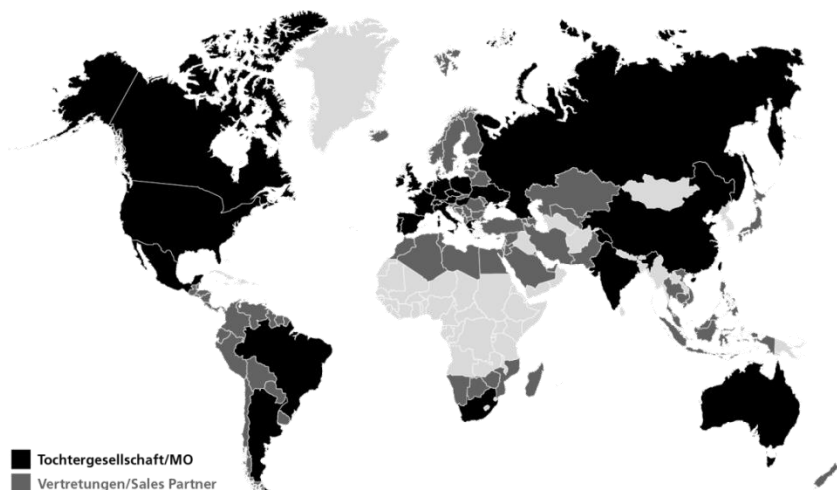


Labels



Care products

Global presence 全球分布



Production facilities Germany 德国国内生产基地

Balingen 德国,巴林根

- Headquarter 总部
- Global Service Center 服务中心
- Retail Scales, Retail Cash Register 零售秤, 收银设备
- Retail & Industry Software 零售及工业软件
- Slicing Machines 切片设备
- Industrial Weighing Systems 工业称重设备
- Intra-/ Extra-Logistical Systems 内部/外部物流设备
- Labeling-Systems 贴标系统
- Checkweigher 自动检重秤

Meßkirch 德国, 梅斯基希

- Slicing Machines 切片设备

Bochum 德国, 波鸿

- Labels & Consumables 标签耗材
- Label Management 标签管理

Hildesheim 德国, 希尔德海姆

- Checkweigher 自动检重秤

Production facilities outside Germany 德国国外生产基地

USA 美国

- Labels & Consumables 标签耗材
- Industry Software 工业软件
- Inspection Systems 检测系统

China 中国

- Retail Scales 零售秤

Italy 意大利

- Labels & Consumables 标签耗材
- Label Applicators 贴标机

Spain 西班牙

- Labels & Consumables 标签耗材

France 法国

- Inspection Systems 检测系统

Switzerland 瑞士

- Industrial Weighing Systems 工业称重系统
- Filling Systems 灌装设备

Austria 奥地利

- Hygienic Scales 卫生秤
- Labels & Consumables 标签耗材

Activities 目标客户

Bizerba is a strong and reliable partner for all companies handling with fresh food. Within our two main sales channels retail and industry, we offer products and services alongside food – from production to end-consumer. Our customer structure is completed by companies acting in the non-food industry.

对任何一家处理新鲜食品的公司来说，碧彩都是一个强大而可靠的合作伙伴。我们的两个主要的销售渠道是，零售和工业。我们为食品供应链的多个阶段提供产品和服务 - 从生产到最终消费者。我们的客户群还包括非食品行业的公司。

RETAIL 零售

Chain stores 连锁店

Butcher 肉食店

Baker 烘焙店

Restaurants 餐厅

Catering 酒店

INDUSTRY 工业

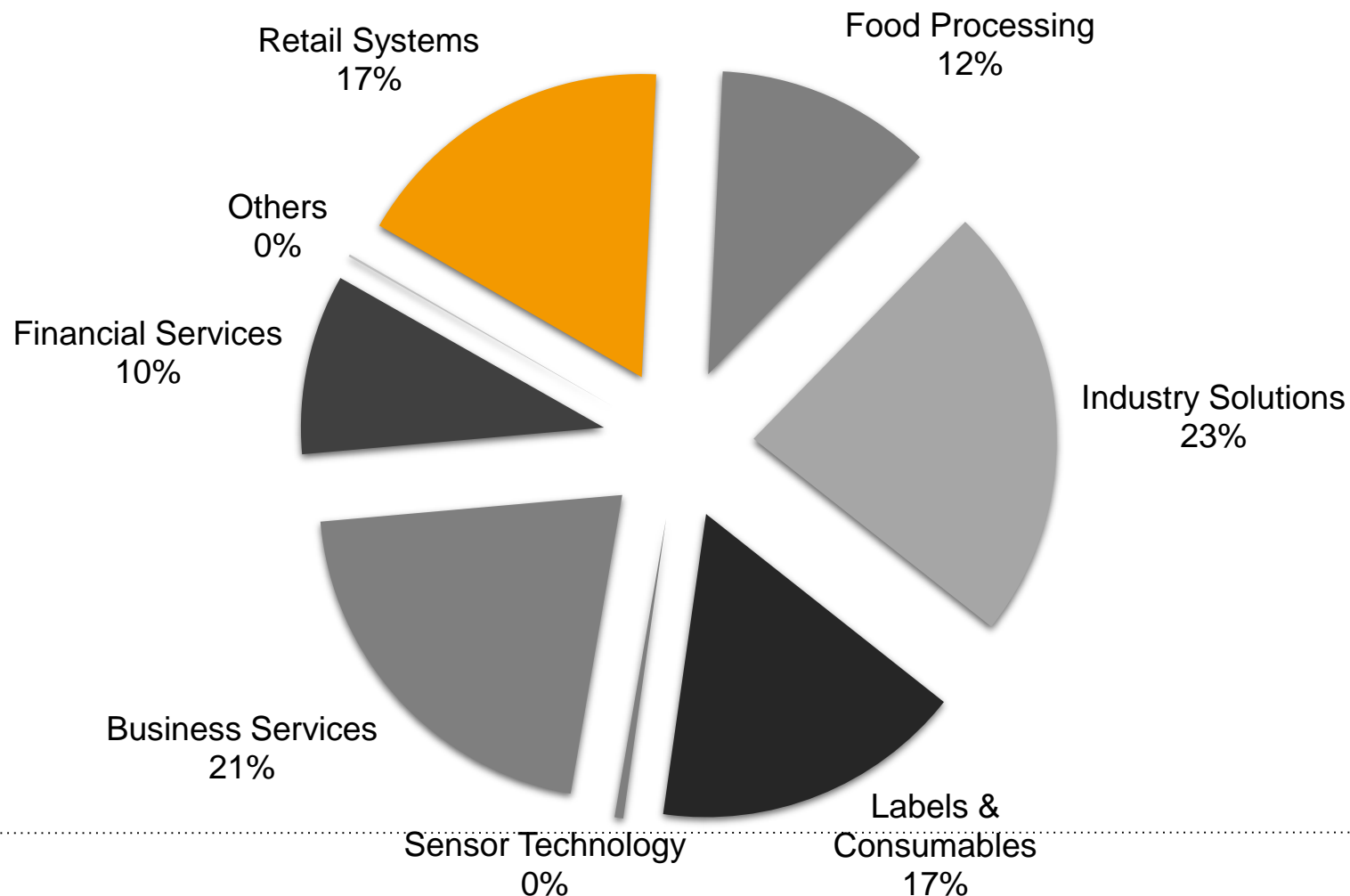
Food Industry 食品工业

Non-Food Industry 非食品工业

Logistics 物流业



Sales 2015 (Business Units) 销售额(业务类型)



Quality & Compliance Management 质量&合规管理

The high quality of our products, services and processes is the result of systematic Global Quality Management, documented by site certification in accordance with international standards. Our process-oriented organization has been recognized as exemplary, our production as extremely efficient and flexible.

我们的产品、服务和流程的高品质依赖于系统化的全球质量管理和按照国际标准的现场认证。我们以流程为导向的组织结构，已被业界奉为模范，保证有效和灵活的生产

Within the scope of continuous process improvement, we are aware of the importance of operative quality assurance and have implemented a flat hierarchy throughout the company with clear responsibilities and short decision-making paths. Improvements are an ongoing process.

在持续优化流程的过程中，我们意识到质量保证的重要性，实现了扁平化的组织架构，以便明确责任和快速决策。改进是一个持续的过程。

Bizerba practices value-oriented corporate governance. The company's actions are geared towards compliance with statute and law and with its own self-imposed behavioral rules. For these purposes the company has its Bizerba Code of Conduct as a sign of responsibility for our customers, partners, employees, for the society and the environment.

碧彩以实践价值为导向进行企业管治。公司的遵守法规和法律，并遵守自己公司订立的行为规则。为了实现这些目的，公司用碧彩准则来作为我们的客户，合作伙伴，员工，社会和环境负责的一个标志行为守则。

WORLDWIDE

全球

Quality Management System 质量管理

Certified since 1992
ISO 9001

HEADQUARTER

总部

Environmental Management System 环境管理

Validate 1995 on
EMAS, Certified since
2002 ISO 14001

EUROPE

欧洲

Conformity Assessment 一致性评估

Authorised on EG
90/384/EWG since
1993, MID 2006

Test Laboratories

检测实验室
Certified since 1991
ISO 17025

Safety & Health Management System 健康卫生管理

Certified since 1999,
since 2006 on OHSAS
18001

Explosion Protection 防爆保护

Certified since 1994
ATEX 94/9/EG

Bizerba China

碧彩中国

Introduction of Bizerba China

碧彩中国介绍

- Year of Foundation : 2005
成立时间: 2005年
- ISO 9001: 2000 Certified Company
通过ISO 9001: 2000认证企业
- R&D and production for the whole Asia-Pacific
针对整个亚太市场的生产和研发
- Module and component production for other BIZERBA plants in Europe
为碧彩欧洲其他工厂生产模块及部件
- Base for all our sales and service activities in China and Asia-Pacific
作为为中国及其他亚太国家提供销售及服务的基地
- Process driven and structured company set up
重视过程管理和组织结构完善的公司



Bizerba China, Shanghai

Business Units - by Product

业务介绍 - 产品

BU Retail 零售业务

Product incl. stand-alone scales, checkout scales, system scales, midrange&highend PC scales ...
产品包括台秤, 收银秤, 系统秤, 中高端PC秤等



BU Industry 工业业务

Product incl. weighing scales, terminals, checkweigher, labeler, logistics system, Metal&X-rays detector ...
产品包括承载器, 称重终端, 动态检重秤, 贴标系统, 物流系统, 金属和异物检测机等



BU Food Processing 食品加工业务

Product incl. slicers, mincer, bow saw, strip cutter&tenderizer, bow chopper ...
产品包括切片机, 绞肉机, 锯骨机, 切丝和嫩肉机, 搅拌机



Business Units - by Application

业务介绍 - 应用领域

BU Retail 零售业务

Application for supermarket, hypermarket, grocery, food & meat chain store...

应用于超市,卖场,食品店,食品&肉类连锁店



BU Industry 工业业务

Application for industries of Food, Pharmaceutical, Chemical...; express and logistics, supermarket distribution center, Fruit and Vegetable logistic.

应用于生鲜和非生鲜食品,制药,化工等工业行业,快递业与物流业,超市配送中心,水果及蔬菜加工物流



BU Food Processing 食品加工业务

Application for hotel, gastronomy, grocery, meat chain store, food industry, supermarket and distribution center, central kitchen processing...

应用于酒店,连锁餐饮,食品店,肉类连锁店,食品工业,超市及配送中心,中央厨房等



BU Label & Consumable 标签耗材业务

Application in fresh-food, fruit, logistics industry and retail as food packaging component, indicator, marketing realization, communicator.

适用于生鲜食品,水果蔬菜,物流工业领域以及零售业,用于食品包装,产品市场营销,环境内容显示,以及信息传递。



Portfolio Industry Solutions

工业解决方案

Industry Scales
工业衡器



Checkweigher
检重秤



Labeling Systems
贴标系统



Labels
标签



Filling Systems
灌装系统



Logistics Systems
物流系统



Software
软件



Inspection Systems
检测系统



Slicers
切片机



Material Handling
物料搬运系统

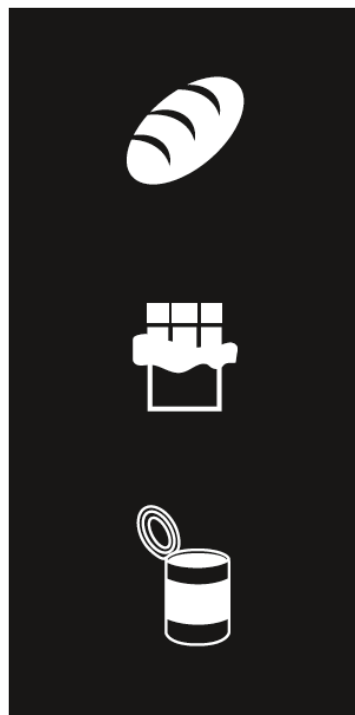


Industrial Sectors 工业服务领域

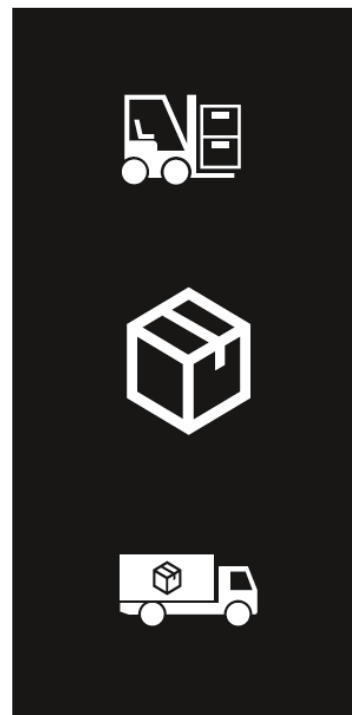
Fresh Food
生鲜食品



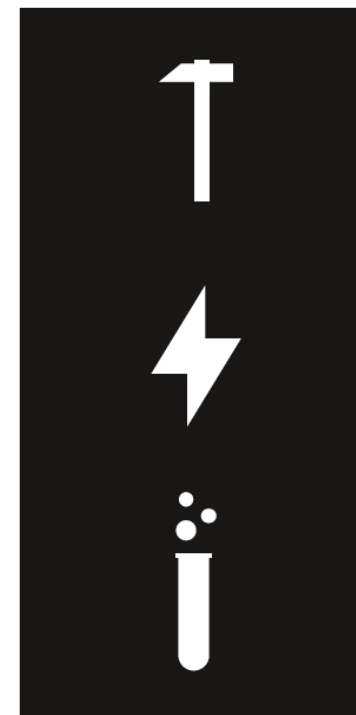
Alimentary
非生鲜食品



Logistics
物流

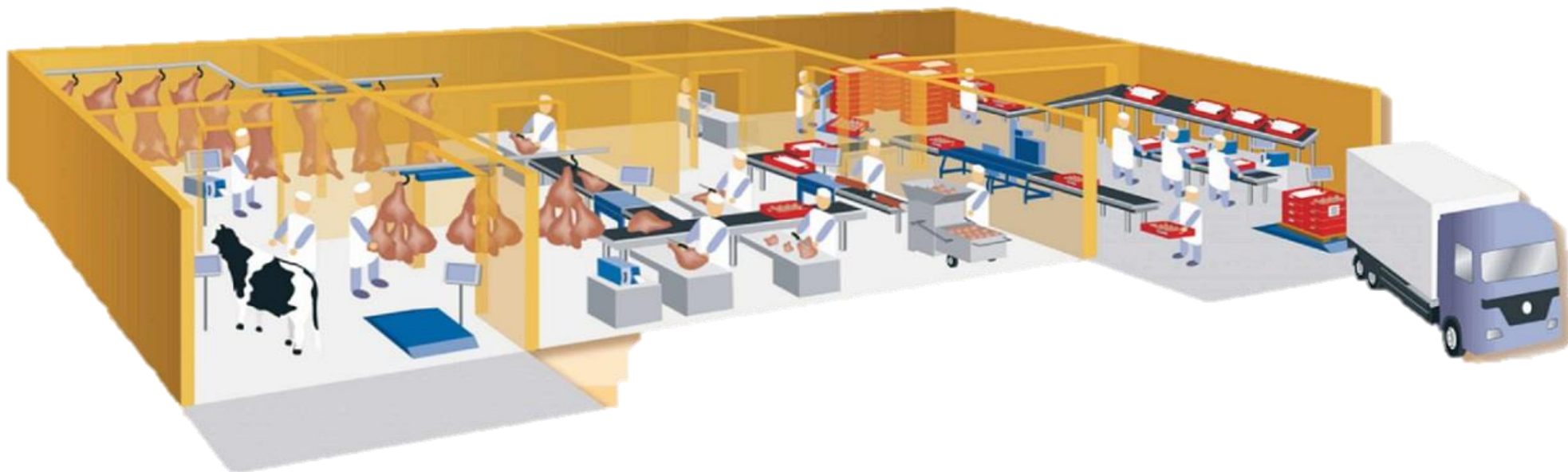


Metal / Electrical /
Chemical 金属/电子/化工



Process Chain

过程链



Goods receipt
收到货物

Processing in
the production
加工生产

Weight
control before
packaging
包装前重量控制

Labeling
after packaging
包装后贴标

100%
Control by
inspection
100%控制检验

Consign-
ment /
Shipping
运送/出货

Checkweighing Applications – In Practice

检重秤 – 演示



In Practice - GLM-levo

演示 – GLM-levo



In Practice - C-Wrap

演示 – C-Wrap



Inspection Applications - In Practice

检测系统 – 演示



Logistics Systems - In Practice

物流系统 – 演示



As I said before, we have been working with BIZERBA for many years and not just at the Schönowies site.

Bizerba Open World

牛羊肉分割加工解决方案



为了建设透明化生产企业，提升自动化管理水平，提高生产信息化水平，彻底堵住肉类分割生产中的漏洞及安全隐患，杜绝肉类分割生产过程中的人为失误给公司造成的经济损失，降低人员成本的同时大大提高效率和数据的准确率，碧彩为此提供系列解决方案，本系统平台将直接服务于牛羊肉分割及深加工生产数据统计、运算及人工效率统计，具有战略性、全局性、前瞻性的重要意义。

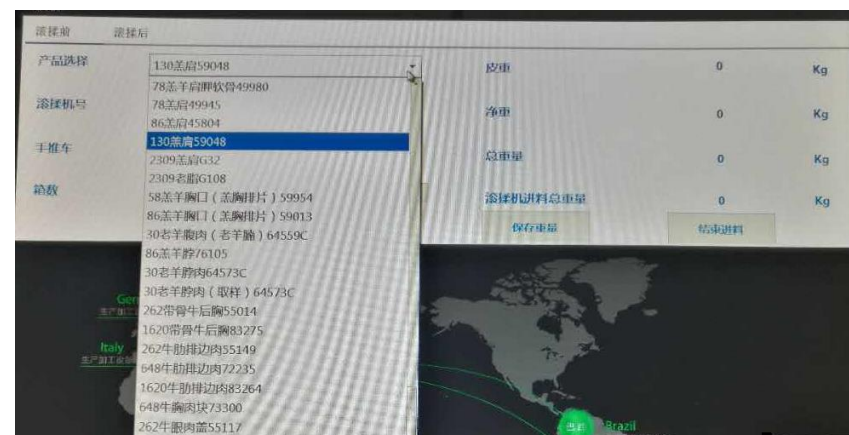


牛羊肉分割加工解决方案

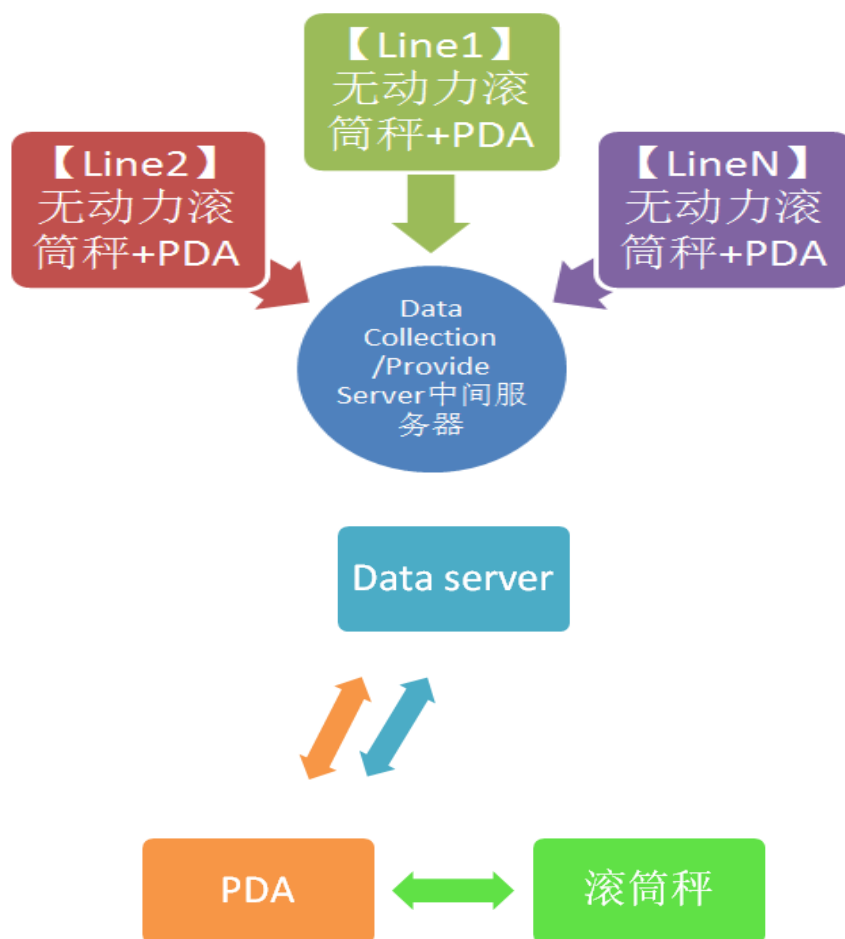
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根据分割及深加工车间规划，通过条码技术、手动及自动条码识别设备、动态秤、称重控制终端、手持PDA、PC/SERVER、管理软件等，实现原料数据统计、人工效率统计、成品数据统计、副产品数据统计及产品出肉率的计算。本方案围绕着条形码作为唯一的身份识别介质，通过不同操作工位的条码识别设备结合软件系统进行数据采集与分析处理。该类型标签具有高等级防水性能，耐高温，耐清洗，耐腐蚀。根据实际生产工艺主要功能分为以下六个部分：

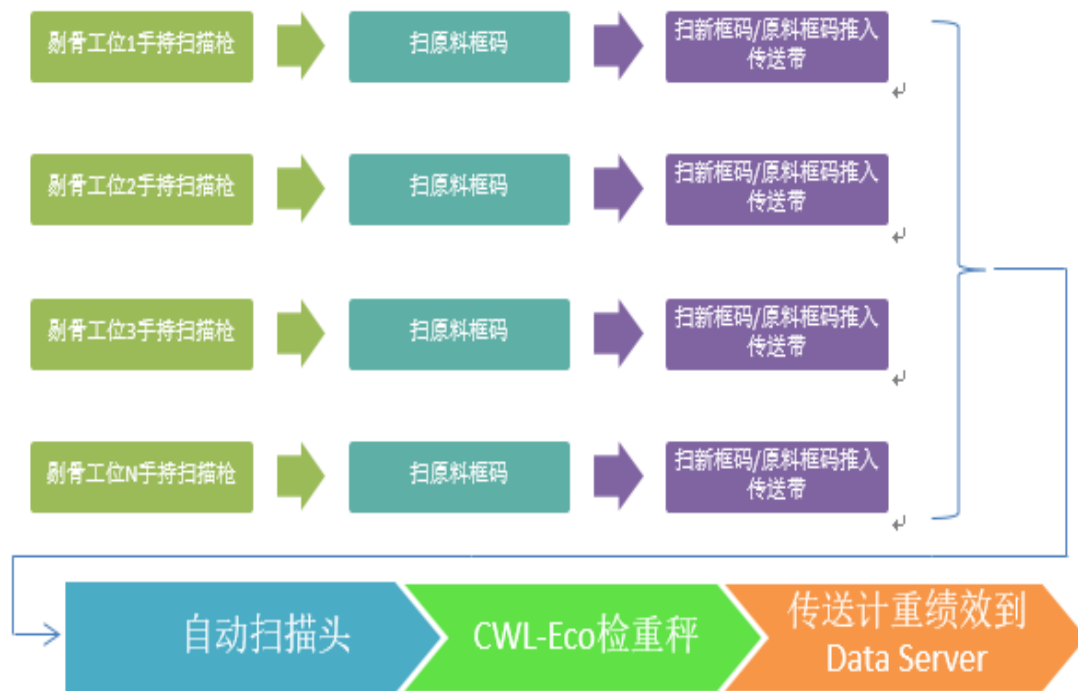
- 原料统计（计重）
- 剔骨生产线各工位操作员工效率统计（计重）
- 修剪生产线各工位操作员工效率统计（计重）
- 滚揉前后统计（计重）
- 打卷工位人员效率统计（计件/计重）
- 副产品数据统计（计重）
- 计算出肉率



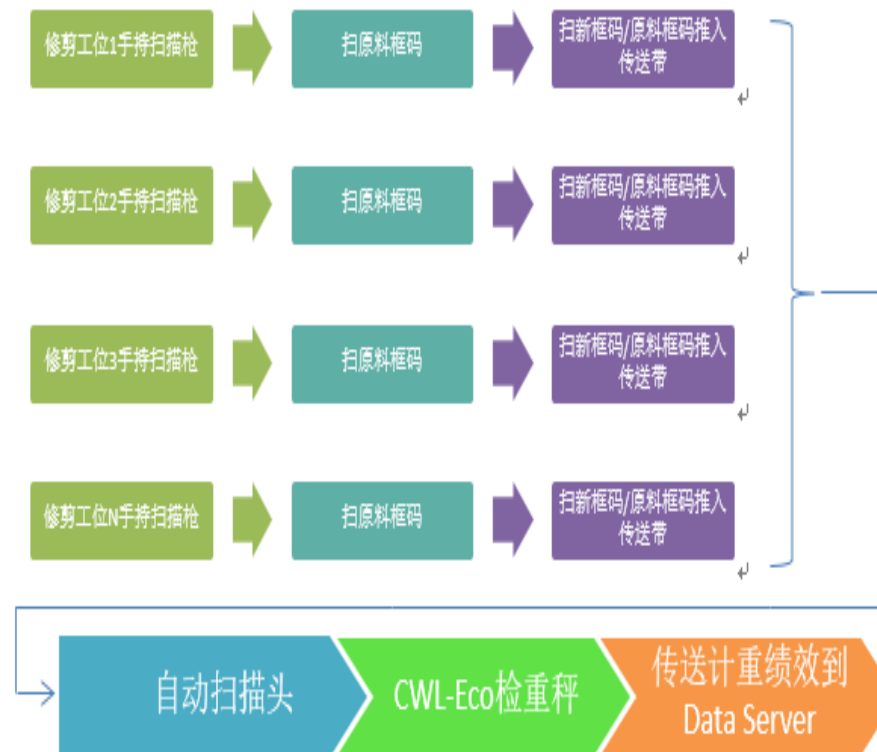
Part 1: 原料上秤区域 (无动力滚筒秤 + PDA + DataServer)



Part 2: 剔骨加工区域（手持扫描枪/Auto-Scanner/CWL-I）



Part 3: 修剪加工区域（手持扫描枪/Auto-Scanner/CWL-I）



牛羊肉分割加工解决方案

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Auto-Scanner/CWL-I

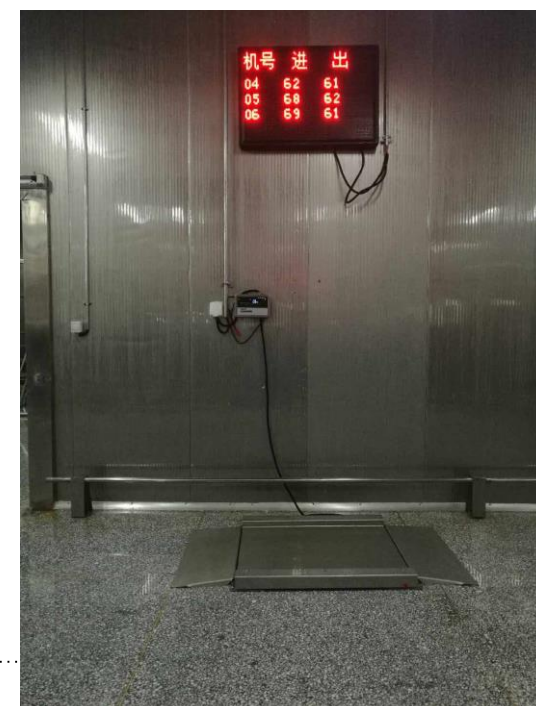
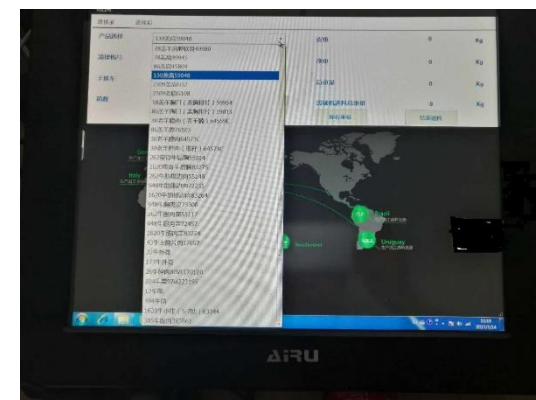
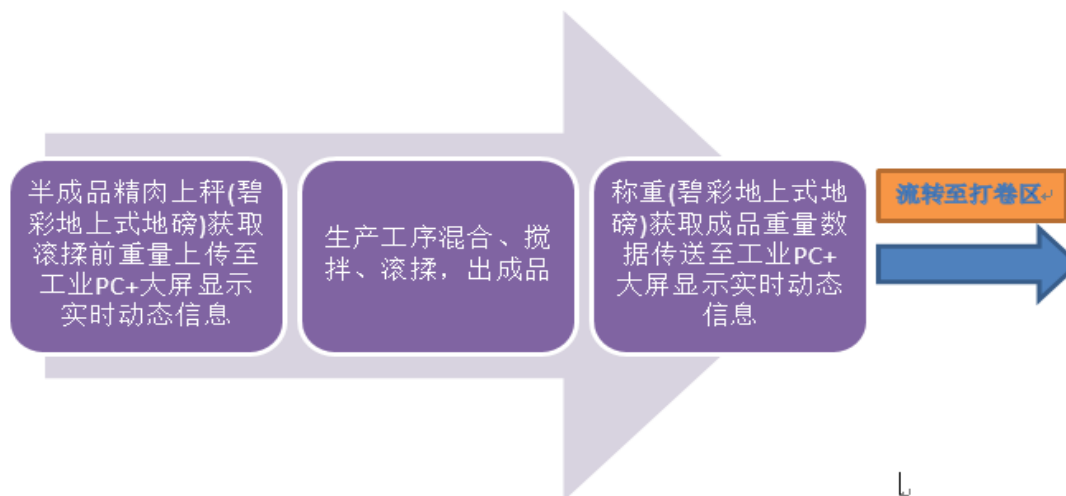


Auto-Scanner/CWL-I

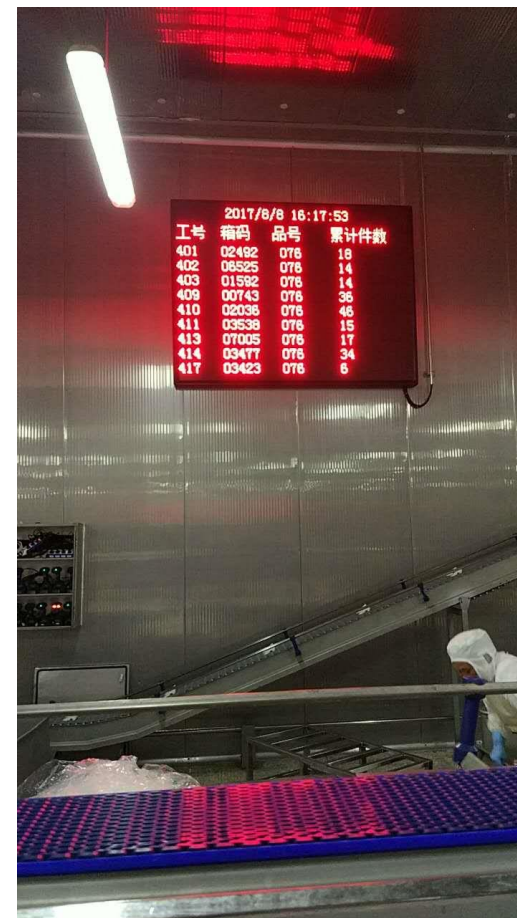
牛羊肉分割加工解决方案

Part 4: 滚揉加工区域 设计方案 (地磅秤+工业PC+显示屏)

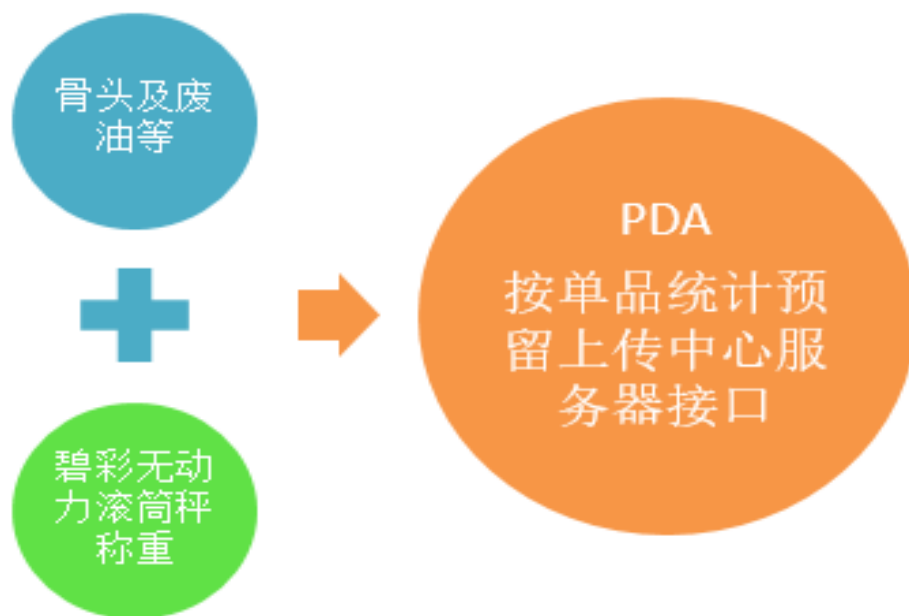
BIZERBA



Part 5: 打卷加工区域设计方案 (计件) (工业PC+手持Scanner)



Part 6: 副产品统计区域设计方案 (计重统计) (PDA+无动力滚筒秤)



Thank You.

For 150 years, Bizerba is a crucial determinant of the technological development of the industry. Our innovations of yesterday are the standards of today, and this characterizes our current and future actions. As a family-owned company, we stand for future and investment security and ensure that our customers continue to optimize our products and services against the background of increasing demands of the markets.

That 's what our claim says: ... closer to your business.

近150年来，碧彩对整个行业的技术发展起到了至关重要的作用。昨天我们的创新已经成为今天的标准，无论是现在还是将来，这都是我们所有行动的核心所在。作为一个家族式的公司，我们致力于为客户提供稳定性和投资安全。我们的客户可以信赖我们，因为我们不断优化我们的产品和服务来应对不断变化的市场需求。

这就是我们所说的“更贴近您的业务”。