



# Painting

## Case study: Laptop, San Li, Taiwan

In Taiwan, the growing laptop industry has proved a boom for San Li.

Riding on the tide of Taiwan's expanding and worldleading notebook output is a win-win partnership between ABB and San Li, a Taiwanese company doing laptop painting.

### Increasing productivity in painting

San Li was the first specialized painting company in Taiwan to use ABB's robots in notebook-case spraying in 1996. This strategic procurement decision helped grow the Taiwan company's market share for notebook coating from 25 percent in 1998 to 30 percent two years later – and to about 31 percent in 2003.

In expectation of Taiwan's robust notebook production and robot spraying orders, San Li signed an agreement with ABB in early 2004 to buy 24 painting robots. Upon full installation by the end of 2004, San Li is expected to supply more than 40 percent of the world market for plastic casings for notebooks.

San Li's 1996 pioneer purchase of ABB robots helped ABB to open up its Taiwan business. San Li's success further helped build ABB's reputation in the worldwide notebook industry. Now, the use of ABB robots has become a standard specification by computer manufacturers.

### Technical strength and support

Cheng Yu-li, general manager of San Li, attributes his company's success to ABB robots' technical strength and to the full support from ABB engineers in Taiwan since the very first order in 1996. At that time, some 10 companies in the field were bigger than San Li. And San Li, with only 20 percent of its production line automated, had to search for ways to cut costs in every possible area, including labor and materials, in order to compete.

Cheng says that using ABB robots made his company more competitive than other Taiwan conventional painting because the company was able to cut paint costs by up to 30 percent, and it had brand name support. "Many clients, knowing we



use ABB equipment, feel greater assurance in giving us jobs that require robot spraying," he says.

Cheng characterizes the relationship between San Li and ABB as like brothers. "It's a partner relationship that, in my view, may never break," he says.

### Continued growth

San Li's recent order of 24 robots will all be used for its three mainland China factories, which employ 10,000 workers, compared with only 600 now in Taiwan, who are mostly working in research and development. San Li's notebook production is expected to hit 1.55 million units a month for an annual production of 15 million laptops in 2005.

### > FACTS

#### ABB and the Plastics Industry

ABB's wide range of plastics robots can handle most of the tasks involved in and around injection moulding machines, regardless of required cycle time or size of the machine. Together with our partners, we provide automation solutions for most manufacturing processes in the plastics industry.