

# 中国电梯®

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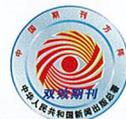
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Sergio Biglino(左)、李韶华(右)

## 威特相伴，安全随行

——访威特集团亚太区执行副总裁 Sergio Biglino、  
威特电梯部件（苏州）有限公司总经理李韶华

### WITTUR: SAFETY IN MOTION

文 | 高铭  
Article | Gao Ming

2014年5月13日，在中国国际电梯展览会上，威特展台上琳琅满目的众多展品赢得了人们的广泛关注，并且在本次展会上，威特宣布了全新的集团标语“安全随行(Safety in Motion)”。本刊记者也借此机会在展会上对威特集团亚太区执行副总裁 Sergio Biglino(毕守珪)先生、威特电梯部件(苏州)有限公司总经理李韶华先生进行了采访，对于威特的新变化加以了解。

#### 1. 本次展会贵公司重点展示哪些新产品、新技术？

**Sergio Biglino:** 本次，威特展台共设置了：安全随行、创技术、高速应用、高效节能、现代化改造这五个主题。每个区域都会有一部分新产品：

首先从“安全”开始：对于电梯行业，安全永远都是最基本最重要的要求。近期，也有由于轿厢意外移动而发生的惨剧引起了社会轰动。威特集团共有4种防轿厢意外移动系统 UCM 解决方案，此次展会展出了其中两个方案：电子限速器配合双向渐进式安全钳以及电子限速器配合无齿轮曳引机的制动系统。电子限速器 EOS 能够精确检测轿厢位置，防止轿厢在厅门未锁并且轿门打开的状态下离开层楼面，使轿厢停下且保持停止状态，从而防止惨剧的发生。

在高速应用区域，威特展示了应用于高层建筑，表面装潢十分漂亮的新产品 PEGASUS SKYLINE 厅、轿门；以及威特

适用于高速梯的安全钳和限速器。

另外，还有首次在展会上露面的 Augusta Prime 层门和 Augusta ECO 门机。这个配套组合针对中低端市场，在价格上较有优势。威特的产品已涵盖高中低端三个领域，但所有的产品质量都是基于相同标准，尤其是安全性方面。

除了门产品之外，威特还有众多非门产品：比如此次还展出了两台很受关注的轿厢，一台是抢人眼球的方形透明全景观光轿厢，由全玻璃和镜面不锈钢组成；另一台是新产品模块化轿厢系统 MCS1。还有首次在中国展会展出的曳引机 WSG-09，WSG-09 全部由威特中国设计并制造。

#### 2. 请介绍一下“安全随行”这一全新价值理念提出的背景和内涵。为迎合这一新理念，贵公司采取了哪些举措？

**Sergio Biglino:** 威特提出这个新的理念不仅仅是口号的改变。威特希望客户看到我们在安全性上的重视程度，我们希望向不仅仅是中国电梯行业，乃至全世界的电梯行业强调：安全对于电梯来说是至关重要的。

首先最关键的是产品的自身设计：研发本身具有高安全性的产品；接下来是供应链，能够提供威特所要求质量标准的产品；以及威特内部可靠的生产，组装和控制流程。满足这些关键因素，就需要对员工进行培训，不仅要让员工认识到产品安全性的重要，

更是其安全意识的提升。

当以上条件都满足后，口号才是有价值的。为统一威特的品牌形象，“Safety in Motion”将会逐渐代替“Excellence in Solutions”。

3. 我们看到此次展会上有威特学院的展示区，能否介绍一下威特学院的现状以及在中国取得了哪些成就？

李韶华：过去威特一直致力于为客户提供高质量的产品、领先的技术，保持成本竞争力，而现在从市场发展来看，更重要的是为客户解决问题，提供解决方案，所以我们希望通过威特学院，使我们的员工从销售到发货都成为专家型人员，真正为客户提供有效的、专家型的服务。

目前为止威特学院运行非常成功，有超过200人参加了培训，其中有很多是来自我们的客户。威特学院在中国的建立不仅仅是为威特中国的员工提供培训，同时也承担了为亚太区客户提供服务，起到亚太区销售支持的作用。客户在威特学院内能够接触到的不只是关于产品的培训，就像展台上电梯门的现场搭建，客户可以进行实际动手操作。从前几期培训效果来看，威特学院广受客户好评。

4. 目前贵公司的市场发展情况如何？

李韶华：首先从销售策略来看，在主要市场增加更多与客户互动交流的机会，威特会在保持与现有跨国企业的合作关系的基础上，继续扩大与中小型企业合作。为与客户保持密切的联系，做到深入中国市场，深入用户，威特大力拓展了销售团队，销售人员人数比2年前增长了3倍之多，并在全国建立了20多个新分公司。其次在产品方面，威特了解用户的需求之后，就需要更多的开发适合中国市场的产品，服务于中国市场，尤其目前安全作为一个很重要的话题，威特也在着重加强安全性产品的生产研发。再次，中国的新梯量虽然依旧在成长，但速度有所减缓，未来电梯市场将会着重于旧梯改造这个方面，而威特在旧梯改造领域也开始有所建树，例如你在展台“旧梯改造”区域看到的改造门，威特可以为任何电梯品牌量身打造配套的改造套件。

5. 威特中国二期工厂投产至今，运作情况如何？产值有哪些提升？

李韶华：2013年建立的威特中国二期工厂的运行水平达到了我们的预期，达到了百万套门的产能。新工厂为威特带来的不仅仅是产能的提升，其设计也运用了先进的理念，使得生产线能满足于小批量、多品种的要求，服务于更多的客户。新工厂为配合威特的生态环保战略，实行喷涂线零排放，循环利用，无污染。我们从二期工厂开始，对整个生产工厂进行了很大的改造，通过对卓越运营、精益生产理念的贯彻，使公司形象有了很大的提升。

6. 对于产品研发或者市场发展策略等方面，贵公司目前

有哪些关注的重点？

Sergio Biglino：威特产品研发的理念是关注服从市场的发展趋势以及符合最新的指令和标准要求，不但是中国的，更是国际的指令标准。尤其指令和标准按照市场发展在不断变化，威特也持续参与电梯协会等组织的活动，以便第一时间得到最新消息并传达至研发部门，对产品进行不断调整以保证所有发布的产品都是符合最新的指令标准。

市场方面，威特关注于研发涉及不同领域的产品，扩大新零部件以及解决方案的销售。

7. 请问《特种设备安全法》对贵公司的影响？

Sergio Biglino：《特种设备安全法》对威特的影响是正面的。规范的发展对于威特的市场开拓来说有好处，因为我们的产品已符合规范的要求。就个人而言，我认为《特种设备安全法》的出台在保障终端用户的安全方面是一个巨大的进步。

8. 面对激烈的市场竞争，贵公司将如何继续赢得更大的市场、更多的客户呢？

Sergio Biglino：威特在电梯市场上已有50多年历史，并且毫无疑问还将继续走得更远更久。以丰富的产品线在各个领域满足客户多样化需求，为客户提供各类产品是威特赢得市场的关键，并且目前来看很重要的是，为中国客户提供专家型电梯改造解决方案。

但是，从长远来说，产品质量及服务将会是威特真正的核心竞争力所在，因为客户将会越来越意识到一个产品的成本除了采购成本，还有安装成本、保质期、维修成本等等因素。

李韶华：威特所提供的不仅仅是产品，更多的是凌驾于产品之上的综合服务和良好的客户体验，这一切源于威特的“专家型”员工团队，丰富的技术积累以及广泛的项目经验。

9. 威特在全球拥有众多生产基地和销售公司，请问威特中国在其中发展情况和地位如何？

Sergio Biglino：威特集团是个全球化的集团公司，在全世界有10家生产基地以及多处分公司。中国是全球发展最迅猛的市场，由此威特中国在集团中拥有很重要的地位。在韶华的带领，及其团队的共同努力下，无论是运营还是效益，威特中国工厂已然成为集团的全球样板工厂。中国工厂的特点是高产量，我们正在考虑根据这一特点在中国工厂推行精益生产的概念，实施改善项目，希望在将来可以推广到全球的其他工厂。

10. 您对中国未来的电梯市场有什么看法？针对中国电梯市场的发展情况，将有何战略部署？未来几年希望在中国达成怎样的发展目标？

Sergio Biglino：由于中国城镇化进程很快，以及酒店、度假村等旅游业的推动，电梯市场还会持续发展。但是我们也注意

到了高房价对于中产阶级的影响，住宅的增长会慢下来，但并不意味着会对我们的业务产生很大影响，因为威特正在大力开拓电梯改造市场。两年前开始威特中国就组建了相关团队，也可以看到展台上我们有很多电梯改造的相关解决方案，我们会在这方面加大投入。

未来，我们希望继续保持在中国市场的技术领先地位，并改善产品结构，丰富产品类型，使得更多电梯制造厂商选择威特的产品。同时，威特也在计划扩大其在中国的生产基地。

### 1. Which new products and new technology will be displayed to highlight this time?

**Sergio Biglino:** The Wittur booth is set in 5 sections: Safety, Innovation, High performance, Energy saving, Modernization; as there are really many news, let me mention some of them.

Let's start from safety, the basic and most important requirement for the elevator industry. We all heard about the tragic accidents occurred recently. Wittur displayed on the booth 2 UCM solutions out of the 4 we can offer in total: the first based on the electronic overspeed governor EOS and bi-directional progressive safety gears BSG-25P, the second on EOS with gearless drive.

Among several features, EOS provides a very accurate position measurement, and triggers the safety gear or the gearless brake at a predefined distance from floor level, to stop car unintended moving.

In the high performance section, the new Pegasus Skyline car and landing door with a magnificent finishing is displayed as a representation of Wittur high-rise solutions, together with a selection of safety gears and speed governor also suitable for very high performance.

Augusta Prime landing doors and Augusta ECO door, which are presented here for the first time, are designed for the entry market and feature Wittur safety and quality standard at competitive price.

Besides doors, we display two examples of our cars production, and they catch the most of the eyes on the booth. One of them is a square panoramic car with shiny mirror stainless steel and glass, the other one is the newly designed Modular Car System type. Another product making its first appearance at a Chinese exhibition is the gearless drive WSG09, designed and produced by Wittur China.

### 2. Could you tell us about the background under which the new slogan: "Safety In Motion" is proposed and its implications? What measures have you taken to

### embrace this new slogan?

**Sergio Biglino:** "Safety in Motion" is not just a new slogan, there is much more behind.

Wittur wants to highlight its commitment to safety, because once again this must be the first target of this industry, for sure not only in China but ALL OVER THE WORLD.

The starting point is the product design itself, safety has to be one of the key project elements; soon after you need a supply chain able to consistently deliver the needed quality, internal solid manufacturing, assembly and control processes. This requires investment in staff training, to increase the awareness of what they're doing and the impact on safety of it.

When all this is achieved, you can think about a claim, but it's just the final and easier part of the job.

"Safety in Motion" will replace "Excellence in Solutions" in all our company material and communication, helping to confirm our image of prime business partner.

### 3. We noticed that a display zone was created for Wittur Academy. Could you describe the current situation of Wittur Academy and the achievements it attained in China?

**Li Shaohua:** Wittur has been committed to provide high-quality products and leading technology. Now, from the market point of view, to provide solutions to customers' problems becomes more important to be competitive. We established Wittur Academy first of all to train our staff to provide customers with truly effective and qualified services, from sales to delivery.

Wittur Academy successfully trained more than 200 people in Suzhou, and many of whom are now coming from our customers' staff.

Customers from all over Asia Pacific can have both products training course and hands-on practice in Wittur Academy, and this service is very appreciated.

### 4. Has Wittur been making greater market inroads this year?

**Li Shaohua:** Wittur sales strategy combines maintaining the existing cooperation with multinational companies with a clear intent to increase understanding and penetration in mid-size elevator companies. We expanded the sales team, now three times bigger than 2 years ago, and set more than 20 branches all over China mainland. Secondly, in terms of products, Wittur is developing more safety related products according to the needs of Chinese market. Although

the amount of new elevator is growing in the Chinese market, the growth slows down slightly. The future lies in the modernization business, and this is why Wittur also displays a modernization kit on the booth. With so many years in the elevator industry, Wittur is able to provide modernization solutions for all kinds of elevator brands.

### **5. How has the phase II factory of Wittur China been running since its opening? Has the output been increasing?**

**Li Shaohua:** The Phase II of Wittur China plant, established at 2013, reached the capacity of millions of sets of doors. We not only increased production capacity, but also improved production lines and fit the requirements of diversified products availability and small scale, to serve more customers. In line with the ecological and environmental strategy of Wittur, the plant hosts a new “phosphate free” paint line with 100% waste water recycling. Start from the Phase II plant, we made big improvement in the entire production plant through implementing excellence operational and lean manufacturing concepts.

### **6. What are your focuses in terms of product R&D and market development?**

**Sergio Biglino:** First of all, Wittur R&D is focused in ensuring that all the products are compliant with the latest norms and regulations, Chinese and international. As you know, norms are constantly on the move, therefore is very important to have our members holding important positions in the various associations to capture the coming trends and address accordingly the R&D projects.

About market development, focus is on developing new products in different segments of the same family as well as enlarging our offering to new components and packages.

### **7. How does the Special Equipment Safety Law influence Wittur?**

**Sergio Biglino:** This will help us, because our products already comply with the law, so we have solutions developed already. Besides that, I personally believe that it's a step in the right direction of enhancing end users safety.

### **8. How will you catch more market share and win over more customers against the intense market competition?**

**Sergio Biglino:** I am very clear about that. Wittur is on the market since 50 years, and wants to be there for a long time more. For sure we need to expand the product portfolio in all segments

and provide customers with a variety of products, and we have to be ready to offer also in China our expertise in modernization. But on the long run quality and services to the customer will be our real competitive advantage, because customers are getting more and more aware of what the full cost of a component is: purchase price, installation, warranty problems, on site repair, etc.

**Li Shaohua:** The expert employee team, technology and extensive project experience ensure that Wittur can provide premium service beside products.

### **9. Wittur Group has a lot of production sites and sales offices worldwide. How is Wittur China positioned among all these sites?**

**Sergio Biglino:** Wittur is a global company with 10 manufacturing sites and branches all over the world. Wittur China is obviously getting more and more important because it's based in the fastest growing market in the world. With the efforts and great job of Shaohua and his team, we succeeded in having our plant to be a global model of efficiency and performance. So we use the volumes of this operation to develop new lean manufacturing concepts, and then apply these best practices in all the other group companies.

### **10. What do you think about the future of Chinese elevator market? What your strategy according to the development of Chinese elevator market? What is the goal in China in next years?**

**Sergio Biglino:** We believe that the basic fundamental drives are still there. Because people will keep moving to the cities and the demand will be sustained by this urbanization process. And high-end market is still growing fast: retail, resorts and hotels all these still developing on a quick pace.

On the other hands, we all know the concern about the price of the residential application for middle class, so soon or later we can foresee the slowing down of new installations. But this doesn't mean that we foresee a decrease of our business, because it's also clear the coming need of modernization. We started working on it 2 years ago, building a team dedicated only to modernization, and already developed several modernization kits.

Our goal is to maintain our technology leadership among elevator components and solutions providers and to enable more elevator manufacturers to make use of it. In the near future we will also need to expand our footprint in China, and we are therefore working to find out the best option for us.