

## Focusing on Leadership Development and Standardization Cultivating a High-Quality Management Team

From October 9 to 10, 2025, the 12th teacher-student exchange event of the Sanlux Lingyan Class was successfully held in the conference room on the first floor of the Administration Building. This event centered on the core topics of "Leadership and Standardization," bringing together four student teams: the Summit Team, the Military Leadership Team, the Steel Cannon Team, and the Kaiyang Team. Through thematic speeches, case discussions, and in-depth dialogues, participants explored practical paths for enhancing management capabilities and building organizational standards. The atmosphere of communication was vibrant, and the feedback was enthusiastic.

### Deepening the Concept of Leadership: Value Guidance and Self-Discipline

During the leadership-focused discussion, the Summit Team students first elaborated on the question, "What is leadership?" Teacher Lu provided a systematic analysis of the core of the term "leadership." He explained that "lead" implies setting an example and being at the forefront of the team; "guide" emphasizes having the correct direction and clear paths; and "power" reflects steadfast execution and action effectiveness. He pointed out that the essence of leadership lies in "self-leadership." Only by achieving inner discipline and continuous self-improvement can one effectively lead the team in collaboration.

Teacher Lu further proposed five qualities that outstanding leaders should possess: first, a strong belief system and value orientation to establish a solid ideological foundation for leadership; second, an inclusive mindset that embraces diverse backgrounds and differing viewpoints; third, a genuine humanistic concern, demonstrating a high sense of responsibility towards team members and service recipients; fourth, a proactive and enterprising spirit that energizes the team with enthusiasm; and fifth, leading by example

and demonstrating behavior that earns trust and followership. He emphasized that leadership is not only reflected in external organizational capabilities but also represents a lifelong journey of self-cultivation, relying on continuous reflection and critique to achieve higher levels of understanding.

### Standardization Cognitive Reconstruction: From Conceptual Consensus to Practical Implementation

During the discussion on the theme of standardization, the Kaiyang Team established an interactive platform for teachers and students to collaboratively explore standardization practices. Participants, drawing from their practical experiences, shared their profound insights and vivid examples regarding standardization, leading to frequent exchanges of ideas and a gradual convergence of consensus.

Teacher Lu provided a succinct interpretation of the term "standard." He explained that "standard" refers to an objective reference system that is quantifiable and measurable, serving as a benchmark; "norm" signifies the behavioral guidelines and evaluative criteria that are collectively adhered to, embodying unity and regularity. He emphasized that the construction of standardization is not merely about creating documents but is a foundational project for establishing a common understanding and behavioral paradigm within the organization.

Teacher Zhang approached the topic from a cognitive perspective, pointing out that the essence of communication lies in exploring the underlying logic of matters rather than getting bogged down in specific operations. He sharply identified that individual experiences and cognitive inertia are the greatest obstacles to the implementation of standardization, advocating for the development of a systematic new understanding of "standards": the value of standards lies not in correcting the past but in guiding the future.

In conclusion, Teacher Lu reiterated that standardization work must be rooted in practice and



feed back into practice to avoid falling into empty rhetoric. He summarized that standards are powerful tools for enhancing organizational effectiveness, not an ultimate goal. Their true value lies in empowering individuals, optimizing processes, and ultimately driving an overall leap in team capabilities.

### Graduation Goals Outlook: Integrating Abilities and Elevating Thinking

As the graduation period in December approaches, Teacher Lu has set higher expectations for the students: not only should they become managers with professional capabilities, but they should also grow to be core business partners who drive the company's development. He encouraged students to achieve integrated improvement across three dimensions: leadership, organizational ability, and learning capacity, progressing from recognition of phenomena to insights into principles, and ultimately to self-awareness and life enlightenment.

During the graduation phase, a thesis defense will be organized to encourage students to construct systematic thinking models and strengthen their philosophical reasoning and logical deduction skills.

Teacher Lu particularly emphasized the idea that "the skilled workers are my teachers," advocating for a humble learning attitude. He urged students to engage deeply in the frontlines, respect practical experiences, and practice being "good at asking questions, diligent in study, and capable of creativity," thereby building a rational and scientific working approach through continuous reflection.

### Promoting Growth Through Communication, Leading the Future Through Thought

This teacher-student exchange meeting served as both a concentrated transmission of management concepts and a deep consolidation of organizational consensus. Through discussions on the two major themes of leadership and standardization, students further clarified the dual paths of self-improvement and team building. Everyone agreed that only by committing to continuous learning, daring to break through, and emphasizing practical experience can they consistently create value in future management roles, injecting lasting momentum into the company's high-quality development.

## Alternative Industries Support Anti-Drug Efforts: Green Concepts Build a Drug-Free Barrier

On October 10, 2025, the overseas subsidiary of Xishuangbanna Lubo Rubber Co., Ltd. - Rongtai Rubber Co., Ltd. in Phongsaly Province—actively participated in the 24th National Drug Day promotional event organized by the Phongsaly Provincial Public Security Department in Benu County. This initiative reflects the company's commitment to corporate responsibility and supports the regional anti-drug efforts. The event was attended by Khamchan Xienlao, Director of the Phongsaly Provincial Public Security Department, Deputy Director Benlian Saewong, leaders from various government departments such as the Agriculture and Forestry Department, Labor Protection Department, and Environmental Protection Department, as well as local poppy alternative planting enterprises.

The event began with a speech by Khamchan Xienlao, who provided a comprehensive summary of the provincial anti-drug work and outlined the current key tasks in Phongsaly Province. He emphasized the crucial role of alternative planting enterprises in curbing the sources of drugs and preventing the spread of drug-related issues.

Following this, company representatives enthusiastically participated in a marathon walk, joining a parade with representatives from various sectors. They carried anti-drug banners along the main thoroughfare, visually conveying the core message of "Healthy Life, Green and Drug-Free," effectively creating a strong atmosphere of community engagement in the fight against drugs.

After the walk, the Phongsaly Provincial Public Security Department organized a collective drug destruction action involving representatives from various sectors. A total of 47 kilograms of heroin, 2 kilograms of methamphetamine, and 7 kilograms of ketamine were destroyed, demonstrating a strong commitment to eradicating the drug menace and maintaining regional safety and stability.

As a company deeply engaged in overseas poppy alternative planting projects, Lubo Rubber actively responds to the call for anti-drug cooperation between China and Laos. On one hand, through alternative industries like rubber planting, it helps local communities break free from dependence on the drug economy, addressing the issue at its source. On the other hand, it regularly conducts internal and external anti-drug education and awareness campaigns, utilizing case studies and distributing informational brochures to continuously enhance the awareness and ability of local residents and employees to identify, prevent, and reject drugs.

This event further consolidated the collaborative consensus among local governments and industry partners. In the future, Lubo will continue to uphold the philosophy of "Never Forget the Anti-Drug Mission, Remember the Duty to Eradicate Sources," relying on alternative industries to pursue parallel tracks of alternative planting and anti-drug promotion. The company aims to empower industries to strengthen the border drug control barrier and contribute robustly to the creation of a drug-free society.



## Standardizing Excellence: The Road to Quality Improvement and Efficiency in the Flat Vulcanization Process

At a critical juncture in the company's pursuit of high-quality development, standardization is a core initiative to solidify management foundations and enhance core competitiveness. By the end of August 2025, Sanlux officially launched an in-depth standardization project at the flat vulcanization section of its V-belt manufacturing center as a pilot. This project involves collaboration across

multiple departments, including the V-belt manufacturing center, quality department, research institute, equipment department, and the president's office. Its goal is to drive a leap in production efficiency and product quality through systematic management transformation, converting best practices into universal standards.

### Establishing Benchmarks and Expanding from Points: Creating a Standardized "Model Project"

Any successful transformation begins with a clear blueprint and exemplary models to emulate. As the project leader, the V-belt manufacturing center did not rush to achieve immediate results at the outset. Instead, they adopted a lean strategy of "establishing benchmarks and expanding from points." Through detailed assessments, the center meticulously selected the most outstanding operators and machines, designating them as "model employees" and "model machines." This initiative is profoundly significant. The operating techniques of model employees encapsulate the best practices gained from experience, while the operational status of model machines represents the ideal standards of equipment maintenance and on-site management. Building on this

### Precision in Policy and Collaborative Action:

### Building a "Closed Loop System" for Standard Operations

Establishing standards is just the first step; the real challenge lies in how to implement these standards effectively and ensure they take root. To address this, the company has cleverly constructed a closed-loop management system that involves multiple departments, each with its own responsibilities.

The research institute is tasked with optimizing process parameters. They understand that "one machine, one condition" applies; there are no universally applicable process parameters. Therefore, engineers conducted detailed adjustments at the site for each flat vulcanization machine. Through repeated data collection and on-site verification, they set optimal standard process parameters for each device and ensured these were accurately communicated to the equipment terminals, thereby safeguarding the consistency of manufacturing processes from the source.

The production department, as the final executor of the standards, is

### Cultural Immersion and Shared Outcomes: Opening a "New Chapter" in Continuous Improvement

The standardization project at the flat vulcanization section signifies much more than the establishment of a set of documents or parameters. More importantly, it has brought about a transformation in management culture and work practices within the company.

Throughout this process, various departments have actively participated in and led the standard-setting process related to their functions. This not only enhanced employees' awareness and skills regarding standardization but also subtly fostered a work atmosphere characterized by "having standards for tasks, basing execution on evidence, and directing improvements." The involvement of the president's office provided strong support for the project at the strategic level, ensuring smooth resource allocation and interdepartmental coordination.

responsible for applying the work instructions and process parameters in daily production. They also act as problem discoverers, closely monitoring the execution. If any anomalies or disputes arise, they immediately raise these issues and initiate the resolution mechanism. This two-way interaction ensures that the standards are not rigid doctrines but living documents that are continuously optimized and improved through practice.

The quality department has transformed into a process supervisor. Based on the newly established standards, they have developed a systematic inspection regime, creating a standardized "Inspection Protocol." Through regular and evidence-based monitoring, the quality department shifts the focus from post-event inspection to in-process control, effectively preventing bulk quality issues and ensuring that the results of standardization consistently yield high-quality products.

## Mastering Time and Growing Towards the Sun



On the first day after the National Day holiday, the opening ceremony of the 13th New Employee Learning Camp at Sanlux took place as scheduled, adding a touch of joy to this season of harvest. Twenty-one new employees from the Yuzhu and Tiantai production bases, led by four class instructors, officially embarked on a 48-day evening study journey.

### Theme of This Learning Camp: Mastering Time

The theme of this learning camp, "Mastering Time," carries profound meaning. In a rapidly changing era, balancing work and life, as well as efficiently utilizing fragmented time, is an essential lesson for every newcomer in the workplace. It is hoped that through this systematic learning experience, new partners can grasp the essentials of time management, grow towards the sun on the path of lifelong learning, continuously improve, and truly become masters of their time rather than mere passengers pushed along by it.

### Icebreaker Interaction: Name Chain Game to Build Closer Connections

At the beginning of the camp, a fun and engaging icebreaker game called "Name Chain" was played to help the new partners quickly get to know each other amidst laughter. Everyone introduced their names and hobbies, saying things like, "I'm Xiao Zhou, who loves reading novels, and next to me is Xiao Zhao, who enjoys traveling..." Each introduction strung together names and began to weave a collective story. The atmosphere was filled with laughter and

high-fives, and the initially unfamiliar faces became friendly through the game, laying a solid foundation for future collaborative learning.

### Learning Plan: Systematic Organization for Shared Growth

This learning camp is organized using a class committee structure, led by the class instructor and assistant instructor, with designated roles for class leader, discipline officer, and organization officer, ensuring that the evening study progresses in an orderly manner.

### Learning Gift Package: The Pomodoro Timer to Start Focusing Now

This learning camp has prepared a practical and elegant learning gift package for each participant. In addition to accompanying study materials, it includes a Pomodoro timer to help everyone practice the "Pomodoro Technique." This tool will assist in breaking down tasks and focusing on execution, helping participants develop the habit of efficiently completing tasks over the next 48 days.

Finally, several instructors shared heartfelt messages: May these 48 days be a time that does not waste youth or oneself. Learn to find rhythm amidst business and to grasp direction in the passage of time. It is hoped that all participants will cultivate lifelong beneficial habits through this learning journey, truly becoming masters of their time and enjoying every moment of life.

The learning journey has begun; let's walk together and grow together!

## 5S Treasure Hunt Rally: Efficient Work

To deepen the understanding of the 5S management philosophy among all 5S specialists in the company and to foster a work atmosphere of participation and continuous improvement, our Administrative and Logistics Department successfully held a unique

### Learning Through Fun: Integrating 5S Concepts into Engaging Challenges

This event broke away from the rigid format of traditional training by innovatively adopting a "treasure hunt competition" format. Participants were divided into three teams as individuals and were required to find designated documents in the archives as quickly and accurately as possible, based on randomly drawn "item task cards."

### Significant Outcomes: Instilling Good Habits

After fierce competition, Li Fengye from the Production Department emerged as the champion, thanks to her outstanding speed and accuracy. The Administrative and Logistics Department awarded the winner with a certificate of honor and exquisite gifts, while all participants received souvenirs as encouragement.

At the end of the event, Xu Li, head of the Administrative and Logistics Department, summarized, "The significance of this 'treasure hunt' activity goes beyond just finding a few items; it aims to guide us to actively discover and scrutinize the irregularities in our work environment. We hope all colleagues can bring today's experience back to their positions, allowing 5S to evolve from 'form' into 'habit,' ultimately becoming an excellent cultural gene of our company."



## "Clothing" with Warm Intentions: Joining Forces Against Drugs

As Laos approaches its 24th National Anti-Drug Day, Xishuangbanna Rubber Co., Ltd.'s overseas subsidiary, Rongtai Rubber Co., Ltd. in Phongsaly Province, donated 352 custom anti-drug promotional outfits to the Phongsaly Provincial Public Security Department on October 6, 2025, with a total value exceeding 20,000 yuan. Benlian Saewong, Deputy Director of the Phongsaly Provincial Public Security Department, attended the donation ceremony.

The donated outfits feature prominent anti-drug slogans, combining practicality with promotional value, and will serve as "signature gear" for local Anti-Drug Day activities, providing strong support for anti-drug advocacy efforts. During the ceremony, Benlian Saewong highly praised the company's philanthropic actions and presented an honorary certificate to recognize the company's significant support and contribution to local anti-drug initiatives.

As a company deeply involved in overseas poppy substitution projects, Rubber Co. upholds the philosophy of "responsibility first, collaborative development." It is committed to its mission of "replacing illegal crop cultivation with the rubber industry" and aims to eliminate the breeding ground for drugs through sustainable agricultural development. The company seeks to build bridges for cross-border cooperation and contribute to deepening exchanges and collaboration in the anti-drug field between China and Laos.

In the future, the company will continue to base its efforts on the development of substitution projects, actively fulfilling its social responsibilities. While empowering industrial upgrades, it will deeply engage in local anti-drug work, embodying its anti-drug mission through practical measures and demonstrating corporate responsibility to help strengthen a green protective network.



### Feedback& Contribute channel bar





## Sanlux Shines at the Wuhan International Agricultural Machinery Exhibition, Captivating Global Customers with Core Strength

On October 26, 2025, the China International Agricultural Machinery Exhibition opened grandly at the Wuhan International Expo Center. Sanlux Co., Ltd. made a significant appearance with its core products and innovative solutions in the agricultural machinery series. As a technology leader with 41 years of industry experience, Sanlux's booth attracted numerous customers, creating a bustling atmosphere.

At this exhibition, Sanlux focused on the need for agricultural mechanization upgrades, showcasing "High-Performance Agricultural Machinery Drive Belt Solutions" as the central theme. The booth displayed a range of general products, including heavy-duty toothed belts, variable speed V-belts, and combined V-belts. Customized belts designed for specific equipment such as harvesters, peanut machines, tillage machines, and mini tillers were tailored to meet various operational scenarios, addressing the transmission pain points across different agricultural machinery conditions—from flatland cultivation to hilly operations, and from large crop harvesting to specialty planting and processing.

"When will this red-label belt be launched? We want to pre-order a batch!" Even before its official release, the upcoming red-label belt captured the interest of many customers at the Sanlux booth with its label of "quality upgrade + high-end positioning." As a high-end new product meticulously crafted by Sanlux, the red-label belt achieves breakthroughs in durability, aging resistance, and transmission efficiency, specifically tailored for high-intensity agricultural machinery operations. Customers continuously consulted about it throughout the event.

The G3 Dry Cloth V-Belt, making its first public appearance, has become a standout product thanks to its advanced technology. This belt uses imported high-modulus aramid cord as its core material, increasing tensile strength by 60%. Even under high-load impacts from rapid starts and stops in agricultural machinery, it maintains stable length without deviation. The innovative "no joint" design, created with a reverse outer covering process, perfectly adapts to multi-wheel systems and large-angle reverse transmission scenarios, effectively solving transmission challenges for high-end lawn equipment. Many customers expressed interest in sample trials on the spot.

In addition to the drive belt series, Sanlux's independently developed pulley caliper also gained unexpected attention. This tool combines high-precision measurement with convenient operation, allowing for quick matching of belt and pulley models. Numerous foreign customers showed intent to purchase on-site, and this product will soon be officially launched on the Jicheng platform to meet more customer needs.

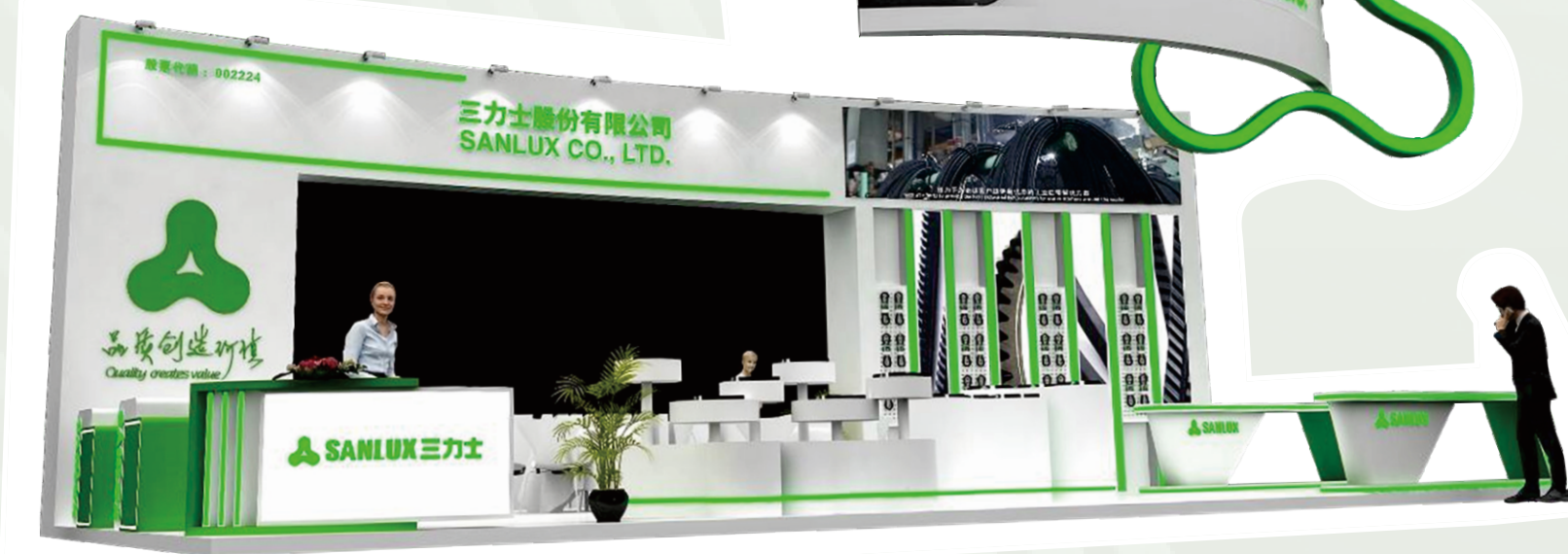
As a focal point of the exhibition, Sanlux's booth has maintained high engagement since the opening. Agricultural machinery dealers from various regions gathered around the products to inquire about specifications, leading to potential collaborations. Overseas clients from countries such as Belarus, Russia, Ukraine, Indonesia, and Pakistan traveled long distances to discuss partnerships, expressing their recognition of Sanlux's product quality. This exhibition not only served as a stage for Sanlux to showcase its strength but also acted as a link to global markets and deepened cooperative relationships, allowing the business philosophy of "creating value through quality" to resonate with clients worldwide.

Standing at the forefront of the upgrade from agricultural mechanization to intelligent, efficient solutions, Sanlux has never ceased its innovation efforts. The impressive performance at the Wuhan Agricultural Machinery Exhibition showcases the company's technical prowess and marks a new starting point for future development.

Looking ahead, Sanlux will continue to leverage technological innovation as its core driving force, accelerating the research and development of new products. The company aims to create more precise drive solutions tailored to different agricultural scenarios, empowering the upgrade of agricultural mechanization with superior products and injecting continuous "driving power" into the high-quality development of global agriculture.



**Shanghai**  
The 29th Asia International Power Transmission and Control Technology Exhibition (PTC ASIA 2025)



## PTC ASIA 2025:

### Sanlux Leads the Power Transmission with "Intelligent Green" Solutions

On October 28, the Shanghai New International Expo Center was adorned with colorful banners as the 29th Asia International Power Transmission and Control Technology Exhibition (PTC ASIA 2025) grandly opened! As an annual barometer of the transmission industry in the Asia-Pacific region, this year's exhibition centers around the theme of "Intelligent Green, High-Quality Development," gathering top technologies and companies from around the world. Sanlux Co., Ltd. made a stunning appearance, showcasing 41 years of technological accumulation with innovative products and solid capabilities, becoming one of the brightest "stars" at the event.

With 41 years of deep engagement in the transmission field, Sanlux has embedded "innovation" into its brand DNA. At this exhibition, the company showcased a powerful lineup of innovative products, demonstrating high-performance V-belt solutions for core areas such as industrial transmission, automotive manufacturing, and agricultural machinery. From upgraded classic models to forward-looking innovative designs, each exhibit aligns perfectly with the "Intelligent green" industry trend. The venue was bustling with professional visitors, with inquiries and discussions echoing throughout, as Sanlux's quality and strength received widespread acclaim.

The high popularity at the exhibition can be attributed to Sanlux's "solid lineup." Key leaders, including the domestic and international market directors and the head of the research institute, were present on-site, working alongside the team to welcome

welcome global visitors. They engaged in in-depth dialogues with industry peers and technical experts, discussing everything from technological trends to market strategies. The presence of regional distributor partners further enhanced the cohesion of the booth. This united front not only showcased Sanlux's extensive nationwide channel network but also created a powerful market resonance, continuously expanding the brand's influence.

From the very start, the Sanlux booth maintained a "high-energy state," with every seat in the reception area filled and a vibrant atmosphere for collaboration. Long-term partners from countries like Russia and Pakistan made special visits to reinforce their strong cooperative ties, while new market clients from South Korea, Mexico, and Egypt actively engaged, injecting new momentum into Sanlux's global strategy.

This exhibition served not only as a platform for Sanlux to showcase the strength of "Made in China" but also as an opportunity to embark on a journey of high-quality development with global partners. Moving forward, Sanlux will continue to focus on "Intelligent green" initiatives, deepen technological innovation, and provide more efficient and energy-saving transmission solutions across various industries. Together with global partners, Sanlux aims to inject continuous "Sanlux strength" into the sustainable development of the power transmission industry.



## Wuhan

China International Agricultural Machinery Exhibition 2025

## Three-Chain Drive: Revitalizing Momentum

Recently, the supply chain department has focused on core areas, implementing a series of precise reforms in external sales warehousing, packaging supply chains, and production planning, injecting strong momentum into the sustained growth of the business.

In terms of warehousing optimization, the company initiated a comprehensive relocation project in October to address the pain points of distant external sales warehouses, high costs, and significant damage risks. The project adhered to the principle of "zero interruption during relocation, no delays in shipping," and implemented a meticulous plan. In the preparatory phase, the company conducted preemptive inspections and maintenance on the new warehouse's floor load capacity, fire safety, lighting, and other facilities, scientifically planning the layout to eliminate safety hazards and ensure that the new site was ready for immediate use. Additionally, in collaboration with the sales and finance departments, the team specifically addressed stagnant inventory, successfully revitalizing frozen funds and significantly reducing ineffective warehousing costs. During the execution phase of the relocation, an innovative approach was taken by simultaneously relocating the core operational area while continuing regular shipping activities, ensuring business continuity and that both relocation and operations proceeded without disruption.

In terms of packaging upgrades, to tackle fluctuations in packaging quality, the company decisively introduced new suppliers to address issues such as insufficient pressure resistance of cardboard boxes and color discrepancies in woven bag printing. By adopting high-strength

corrugated structures and replacing previous handwritten material codes with newly purchased handheld inkjet printers, the overall damage rate of packaging was reduced, and the visual consistency was significantly enhanced.

To improve the rationality and feasibility of production planning in the flatbed workshop, the company is simultaneously advancing efforts in two areas: basic data collection and management process optimization. On the data collection front, the company has systematically integrated key parameters such as equipment processing capabilities, mold resources, personnel skills, and upstream process capacity. Notably, the equipment processing capabilities have been detailed to include daily effective working hours and the maximum processing size for each machine model, providing a solid data foundation for precise scheduling. In terms of management processes, comprehensive revisions and optimizations have been made to the "Production Planning Management Procedures," "Order Review Management Regulations," and "Production Planning Management Guidelines." This initiative aims to establish a preventive management mechanism, shifting the production planning model from "reactive response" to "proactive prevention."

These three reforms are interconnected and mutually reinforcing: warehousing optimization releases spatial resources, packaging upgrades ensure final quality, and standardized planning enhances operational efficiency. Together, they contribute to building a more efficient and reliable supply chain system, laying a solid foundation for the company's future development.



## United by Quality: A 20-Year Journey with Sanlux

On the path of my business endeavors, I have always adhered to the unwavering belief that "to make a product, it must be of the best quality." This philosophy has forged an unbreakable bond between me and Sanlux rubber V-belts.

The year 2005 marked a significant turning point in my career. That year, I decisively chose to become an agent for Sanlux rubber V-belts and successfully signed the general distribution agreement for Jinhua City. The exceptional quality of Sanlux products served as a solid foundation for the development of my business. To help more customers understand and recognize this high-quality product, I dedicated myself to promotional efforts, employing a "blooming everywhere" marketing strategy to convey the product's advantages to every corner of the market. Importantly, we insisted on providing door-to-door delivery service to various towns, impressing customers with our professionalism and sincerity. Hard work pays off, and thanks to the outstanding quality of Sanlux and our relentless efforts, the product quickly gained widespread market recognition, with that year's performance significantly exceeding expectations and laying a solid foundation for future growth.

As our business progressed steadily, we were fortunate to receive strong support and encouragement from Mr. Wu. This trust and recognition provided me with immense motivation. Thus, in the second year of being the general distributor for Jinhua City, I successfully signed general distribution agreements for Jinhua, Lishui, and Quzhou, further expanding our business territory. Meanwhile, the Sanlux brand continued to grow stronger, with product quality consistently improving and brand influence increasing, leading to a rising market share and a steady influx of new customers. From 2005 to 2013, throughout these long years, our performance achieved significant annual growth, with every increase in figures reflecting the sweat we shared in our joint efforts with Sanlux.

However, the development of the market has not been smooth sailing. After 2014, the implementation of the "Five Waters Co-Governance" initiative in the Pujiang area of Jinhua led many local crystal manufacturers to relocate to other provinces. This change brought a tremendous impact on our business, resulting in a significant reduction in market demand,

and by 2016, our product sales had noticeably declined. Faced with this severe challenge, we did not retreat; instead, we quickly calmed down to reflect and analyze the situation. We understood that only by actively transforming and upgrading could we find a way out of the crisis. To this end, we first focused on our product line, increasing the variety to meet more diverse market demands. On the sales channel front, we broke free from the limitations of traditional models, actively developing a combination of online and offline sales methods, while also participating in various exhibitions to continuously expand our market presence and explore new sales channels. Additionally, we placed greater emphasis on maintaining customer relationships, working diligently to develop new clients while also providing excellent service to existing customers, ensuring we retained each one with high-quality products and services. As a result of these efforts, starting in 2017, the sales volume of Sanlux V-belts gradually picked up, and we successfully navigated this crisis.

In 2020, with Mr. Wu's unwavering support, we welcomed new development opportunities by integrating our businesses in the Hangzhou and Wenzhou regions. This consolidation further expanded our market scale and optimized resource allocation, leading to more robust growth and enhancing our competitiveness in the market. Today, influenced by fluctuations in the real estate sector and the overall economic environment, there has been a certain decline in the domestic market's total demand for V-belts. However, even in the face of such market conditions, I remain confident about the future. I firmly believe that under Mr. Wu's leadership, as Sanlux continues to innovate technologically, consistently enhance and stabilize product quality, and further standardize and improve market operations while actively bringing in new resources, the Sanlux brand will undoubtedly usher in broader development prospects. As a partner advancing hand in hand with Sanlux, Jinhua Anai will also continue to grow and strengthen. In the future, we will keep fighting alongside Sanlux, working together for mutual development, and persistently striving towards the ambitious goal of "producing world-class quality and creating a world-class brand," writing an even more glorious chapter in the rubber V-belt industry.

## Chen Xiaoming

Jinhua Anai Rubber and Electrical Machinery Co., Ltd.

Since 2005, Jinhua Anai has been deeply engaged in distributing Sanlux rubber V-belts. Upholding the philosophy of "providing the best quality," the company has gradually expanded from being the general distributor in Jinhua to cover Lishui, Quzhou, Hangzhou, Wenzhou, and other areas. In the face of market fluctuations, Jinhua Anai has overcome challenges by diversifying its product offerings, integrating online and offline channels, and providing high-quality services, resulting in steady growth. Looking ahead, they will continue to collaborate with Sanlux, focusing on quality to jointly pursue the goal of becoming a "world-class brand."



## Column Introduction

On the vast stage of commerce, distributors and brands dance together like partners, performing a harmonious symphony of mutual success. By leveraging their respective strengths and supporting one another, distributors and Sanlux not only fulfill their own dreams but also contribute to the brilliance of the market.

