



GIVE SHAPE TO YOUR IDEAS.

思之有形

AXILONE SHUNHUA



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# OVERVIEW OF 阿克希龙舜华 AXILONE SHUNHUA



Axilone Shunhua is a French-Chinese joint venture located in Shangyu, Zhejiang Province, China. The factory covers an area of 60,000 sq. m and employs over 1500 people. With more than 25 years of experience in cosmetic packaging production, the company now specializes in one-stop service solution of high-end lipstick packaging and related aluminum packaging.

In addition to advanced manufacturing technology and processing equipment from Europe and the US, the company has also attracted and retained a large number of highly-skilled engineering and management talents from across the world, which enables the company to produce high-precision and high-quality lipstick packaging products. With strict quality control and relentless efforts to improve its technical expertise, Axilone Shunhua now commands a leading position in cosmetics packaging industry and has become a major supplier of lipstick packaging for world-renowned cosmetics brands.

阿克希龙舜华是一家中法合资公司，工厂坐落在中国浙江省绍兴市的上虞区，工厂面积60,000平方米，企业员工超过1500人。阿克希龙舜华拥有25年以上的化妆品包装生产经验，主要专注于为高端品牌客户提供一站式口红管包装及相关铝制品包装解决方案。

公司从欧美地区引进先进生产工艺和加工设备，同时从全国及世界各地吸引大批高级技术和管理人员，使得企业能够生产高精度和高品质的口红管产品，严格的质量保证和持续创新的技术发展思路，奠定了阿克希龙舜华在化妆品包装领域的行业领先地位，成为世界知名化妆品品牌口红管包装的主要供应商。

# OUR DEVELOPMENT

发展历程

- 1989** Shunhua factory was established in Lihai district, Shangyu city, Zhejiang Province, which mainly produced plastic lipstick tubes.  
于浙江上虞市，创立上虞市舜华校办工厂，主要生产塑胶口红管。
- 1993** Shangyu Shunhua Aluminum & Plastic Co., Ltd was established, launching production line of metal lipstick tubes and other components.  
创办上虞市舜华铝塑有限公司，实现塑胶口红管及其他金属部件生产能力。
- 1999** Shangyu Shunhua Vacuum Coating Co., Ltd was established, importing advanced coating equipment from Korea and improving the capability on product surface effect implementation.  
创办上虞市舜华真空涂层有限公司，从韩国引进高端涂层设备，完善产品表面效果实现能力。
- 2002** Shunhua independently developed the first patented mechanism, enhancing the awareness of product innovation.  
独立研发并获首个发明专利，开启产品创新意识。
- 2005** Zhejiang Axilone Shunhua Aluminum & Plastic Co., Ltd was established as a joint venture with Axilone Group.  
与法国阿克希龙集团合资，成立浙江阿克希龙舜华铝塑有限公司。
- 2006** New metal factory was founded, which comprehensively improved the overall production capacity of metal and plastic lipstick tubes.  
新建金属工厂，全面提升产能，塑胶口红管综合生产能力。
- 2009** Obtain SA8000, ISO14001 and OHSAS18001 certificates.  
获得SA8000、ISO14001及OHSAS18001证书。
- 2014** Developed and launched innovative "Lubricant/Glue Free" mechanism into the market in 2014.  
无油无胶中空芯研发成功，并投放市场。
- 2016** New workshop of 15000 m<sup>2</sup> will come into service, further expand capacity and improve the production environment.  
15000m<sup>2</sup>新厂房交付使用，进一步扩大产能，升级生产环境。

# ONE-STOP SERVICE

全工序一站式服务

Axlone Shunhua provides a full range of service for lipstick packaging, from design and R&D to production and sales. With strong manufacturing and R&D capability, the company provides total solution of lipstick packaging to our high-end customers. It has the annual production capacity of over 180 million lipstick tubes. The company's main production lines include:

阿克斯顺华是一家集设计研发、生产、销售于一体的口红管包装综合服务企业。公司强大的开发和生产能力能够为我们的高端客户提供口红管包装的整体解决方案。阿克斯顺华拥有年产能超过1.8亿支口红管的生产能力。主要产能包括：

Plastic Injection .....	塑胶注塑
Metal Stamping Presses .....	金属制品单冲模成型
Metal Transfer Presses .....	金属制品连续模成型
Metal Polishing .....	金属制品抛光
Metal Anodizing .....	金属制品氧化
Hot Stamping .....	烫金
Silk Screen Printing .....	丝网印
Hot Transfer Printing .....	热转印
Pad Printing .....	移印
UV Spraying .....	UV喷漆
Vacuum Metallizing .....	真空电镀
Laser Engraving .....	激光雕刻
Ultrasonic Welding .....	超声波焊接
Manual/Semi-auto/Auto Lipstick Assembling .....	人工/半自动/全自动组装机

With many years of experience in developing lipstick molds for plastic and aluminum materials, Axlone Shunhua has reached an advanced level of technical competence. The company offers specialized and sophisticated lipstick package solution to meet the specific needs of our high-end customers.

经过多年对塑胶和金属口红管模具开发的经验积累，阿克斯顺华对产品的生产技术拥有更先进和精湛的理解，能够为用户提供更专业和全面的产品解决方案，满足其拥有户力臻完美的需求。



**MOLD 模具**  
DESIGN 设计  
FABRICATION 生产



**METAL 金属**  
STAMPING 冲制  
POLISHING 机抛  
ANODIZATION 氧化



**PLASTIC 塑胶**  
INJECTION 注塑



**DECORATION 装饰**  
PRINTING 印刷  
HOT STAMPING 烫金  
VACUUM METALIZATION 真空电镀  
UV SPRAYING UV喷漆



**ASSEMBLING 组装**  
SEMI-AUTO & AUTO ASSEMBLING  
半自动和全自动组装机

# OUR PLANTS

工厂车间



MOLD WORKSHOP  
模具车间



INJECTION WORKSHOP  
注塑车间



INJECTION WORKSHOP / STAMPING  
金属加工车间 / 冲制车间



INJECTION WORKSHOP / POLISHING  
金属加工车间 / 机抛车间



ANODIZATION WORKSHOP  
氧化车间



**AUTOMATIC PRODUCTION**  
自动化生产  
**MECHANISM AUTOMATIC ASSEMBLING**  
中策芯自动化组装



DECORATION WORKSHOPS / COATING & METALLIZATION  
表面装饰加工车间 / 涂膜和真空电镀



DECORATION WORKSHOPS / HOT STAMPING & SILK SCREEN  
表面装饰加工车间 / 烫金和印刷



ASSEMBLING  
组装车间



PRODUCT DEVELOPMENT  
产品研发



LABORATORY  
实验室



## ENVIRONMENTAL RESPONSIBILITY

### 环境责任

One of Astana Shubao's main concerns is its environmental responsibility. The company has invested over RMB 10 million to build a waste water treatment and recycling system with a BOD treatment capacity of 200 tons. The company believes that innovation in environmental technology is essential to achieve sustainable development.

环境是企业发展的重要基础，也是企业可持续发展的关键。公司每年投入资金近亿元，建设废水处理及回收系统，BOD处理能力达200吨。公司认为，环境技术创新是实现可持续发展的关键。

# TOP 10 MECHANISMS

十大流行中束芯

CLASSIC 经典款

REGULAR 常规款

SLIM 纤薄款

MINI SLIM 迷你纤薄款

TRIM 斜切款

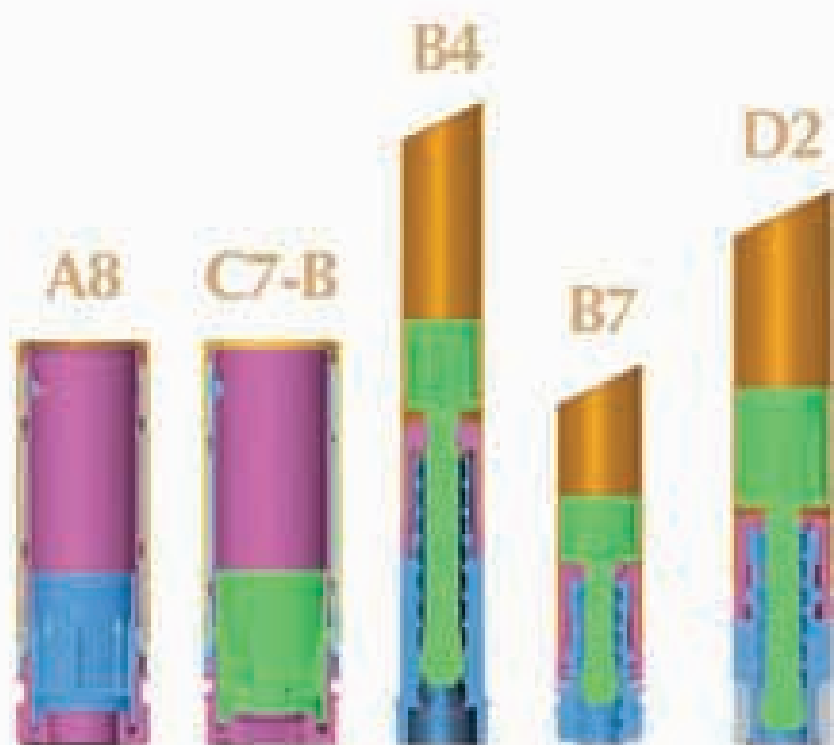
ANGLE 低切斜切款

MINI 迷你款

SMART 智能款

BIG STICK 粗棒款

CRAYON 蜡笔款

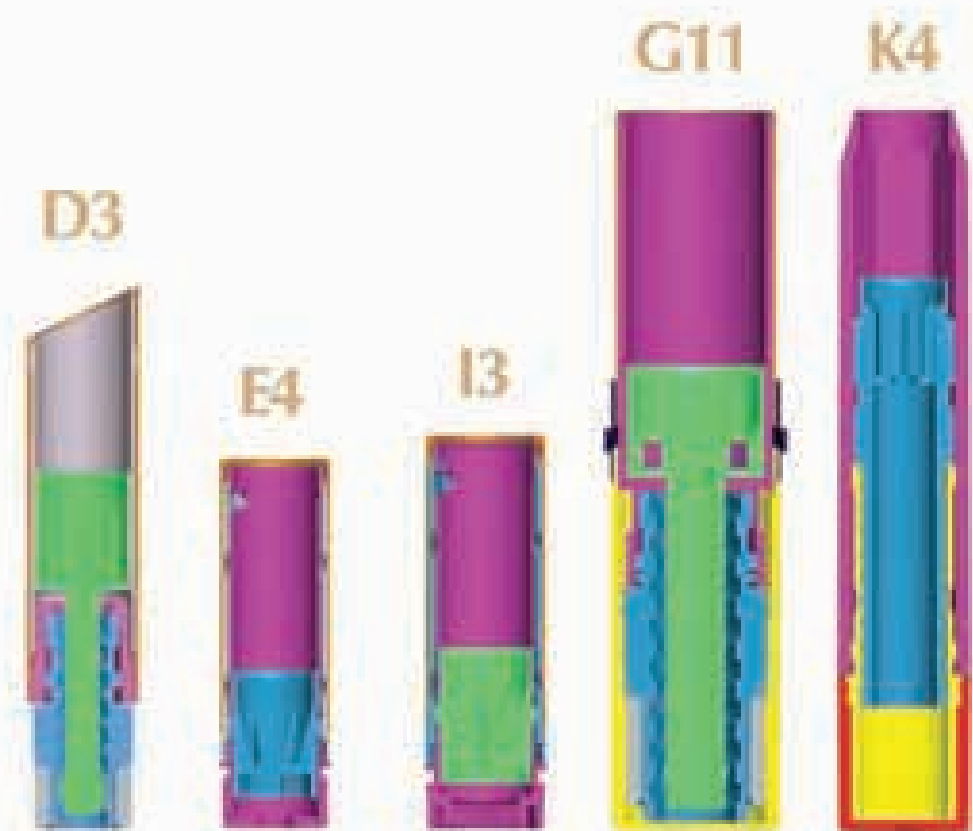


NAME	DIAMETER	LENGTH	DIAMETER	LENGTH	THICKNESS
CLASSIC	16	170	16	170	12
REGULAR	16	170	16	170	12
SLIM	12	170	12	170	11
MINI SLIM	12	170	12	170	11
TRIM	16	170	16	170	12

# GLUE/LUBRICANT FREE (GLF) MECHANISM 无油无胶中束芯

As a leader in the fountain penning industry, Jinhua Shuang is committed to the continual research and development of fountain pen mechanisms. In 2014, it has built 700 systems, including over 40 patents for writing device and mechanism structure. Its latest Glue/Lubricant Free Mechanism ("GLF") was developed by its own R&D department and was registered as an international patent in 2014. GLF improved the precision of the piston and solves the problem with the original technology for using lubricant for some mechanisms and glue for fixing components. It also shortened the production period, effectively reducing the cost of production to the maximum and benefit users.

作为世界顶尖中束笔芯制造商和研发机构，一直致力于对笔芯结构的持续研发，截至2014年底拥有专利超过100项，取得40多项的中束笔芯结构创新发明专利，研发最新无油无胶中束芯，于2014年国际专利局率先建立对实用新型发明专利，新型无油无胶中束芯通过提高产品结构的稳定性解决了原有技术中从液体润滑剂成本及稳定性等诸多问题之而带来的问题，有效降低笔芯生产成本并提高市场竞争力和用户体验。



APPLICABLE	LENGTH	DIAMETER	DIAMETER	LENGTH
16	16	16	16	16
11	12	12	12	12
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓



# SUCCESSFUL CASES

成功案例

## CLINIQUE

### CHUBBY STICK LIP COLOUR BALM



## CLINIQUE

### CLINIQUE POP LIP COLOUR



## CLINIQUE

### LONG LAST LIPSTICK & MINI



成功案例 SUCCESSFUL CASES

www.clinique.com

ESTÉE LAUDER  
PURE COLOR ENVY LIPSTICK



ESTÉE LAUDER  
SIGNATURE LIPSTICK & MINI



TOM FORD  
TOM FORD LIPSTICK



BOBBI BROWN  
BOBBI BROWN LIP COLOR



  
TORY BURCH  
BURCH LIP COLOR



GIORGIO ARMANI  
beauty  
GIORGIO ARMANI ROUGE



MAYBELLINE  
COLOR SENSATIONAL



MAYBELLINE  
BABY LIPS® ELECTRO™ LIP BALM



L'OREAL  
PARIS COLOR RICHE LIPSTICK



LANCÔME  
PARIS  
LANCÔME ROUGE IN LOVE & MINI



YVES SAINT LAURENT  
YSL ROUGE PUR COUTURE SATIN RADIANCE LIPSTICK



benefit  
SAN FRANCISCO  
HYDRA-SMOOTH LIP COLOR



MAKE UP FOR EVER  
PROFESSIONAL - PARIS  
ROUGE ARTIST NATURAL



fresh.  
FRESH SUGAR LIP BALM



MARY KAY  
TRUE DIMENSIONS® LIPSTICK



HERA  
HERA ROUGE HOLIC



CLARINS  
CLARINS JOLI ROUGE LIPSTICK & MINI





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