

The vision of China's
**LARGE BEARING
MANUFACTURER**



Yu Chuanjie
*President of Jinfeng Bearing
Manufacturing Co., Ltd.*



Jinfeng Bearing Manufacturing Co., Ltd. (WBJF) is one of the well-known bearing manufacturers in China. Initially, it started from a small workshop with only a dozen people while now it has become one of the largest manufacturers in China for spherical-, thrust-, cylindrical-, and tapered roller bearings.

The bearings of WBJF are currently exported to more than 30 countries worldwide, and won the title of “China Famous Trademark” issued by the State Administration for Industry and Commerce of China.

During the interview with Mr. Yu Chuanjie, President of WBJF, we had the chance to learn a lot about the development of this company, and the vision behind WBJF.

Can you tell us more about the history and evolution of Jinfeng Bearing?

There are three main stages of the development of Jinfeng Bearing. The first stage is from 2000 to 2003, the beginning stage of entrepreneurship. The company was founded in a small workshop which was less than three thousand square meters. Starting from scratch, it was mainly engaged in the processing of some parts of the bearings and parts, supporting the bearing manufacturers.

With the booming development of China’s manufacturing industry at the time, and relying on the spirit of hard work and

persistent pursuits, after a short period of 3 years, a small workshop with less than 3000 square meters was turned into a bearing manufacturing factory with a preliminary scale. Since then, Jinfeng Bearing has entered into a new era.

The second stage was from 2003 to 2008, the initial stage of the company. The company moved into a new plant which covered an area of 18,000 square meters, mainly engaged in the processing and sales of bearing products, and also registered its own brand “WBJF”. It passed ISO9001:2000 quality management system certification. Under the economic situation at that time, the whole country was encouraging export business. With

this favorable policy, Jinfeng Bearing won the first barrel of gold in the international market and took its place in the numerous bearing manufacturing enterprises in the city of Wafangdian. It is the driving force and goal of Jinfeng Bearing to be able to compete with domestic bearing brands on the same platform as well as striving for greater market share and increasing the brand recognition. Further, responsibility, value, quality, honesty and long-term business philosophy are rooted as main pillars in Jinfeng Bearing.

The third stage started from 2008 till present, the stage of development. The company moved to a new site, covering an area of 120,000 square meters. With

the introduction of advanced grinding production and salt bath isothermal quenching lines, the company also re-established their positionings of products, market, quality, management and service. After years of continuous efforts, Jinfeng Bearing has been ranked into top three privately-owned bearing enterprises in Wafangdian city, and obtained important market share and reputation in markets both at home and abroad, which makes it a classic case of high-speed development of bearing enterprise.

In 2015, I realized that the enterprises must be aligned with international first-class brands if we want to achieve better development, and in the fierce market competition in the future, since excellent quality and higher cost performance will always be the customers' preferences. From 2015 till now, after the reform of China's supply-side system and the promotion and popularization of "craftsmanship spirit", Jinfeng Bearing has comprehensively reviewed the internal and external environments, and formulated the company's strategic plan for transformation and upgrading based on relevant national policies and the company's future development. Since then, Jinfeng Bearing has entered a new period of development.

Can you introduce something about your company's transformation and development?

The transformation and development refers to six aspects. The first one is the Ideological upgrading of the whole staff; transformation and upgrading, all mobilization, unity of thoughts and creating high efficiency. The second aspect is management concept development, with focus on the world, with the people in mind. Taking advantage of production factors, capital and Internet of things worldwide, competing with global brands, cooperating with global customers and learning from global excellent enterprises.

The third aspect is the development of quality management, with better performance both internally and externally, the unity of knowledge and practices. Also the training and improving skills is one of the drives behind our continuous transformation. Another aspect is the focus on customers groups; cooperation among competitive companies for common development and mutual benefits. Strong alliances, common development, cooperation with famous Chinese and world famous brands with focus on research and practice of imported bearings replacement.

As last, but not least the production management transformation and development, further automation with better management systems. Automation of workshop equipment to lay the foundation for digitalization



and internet of things with the support of advanced management methods.

What kinds of bearings do you mainly produce?

We currently mainly focuses on four categories of products, namely, the spherical roller bearings, thrust spherical roller bearings, cylindrical roller bearings with single row, double rows and four rows, and tapered roller bearings with single row, double rows, four rows. The sizes of the bearings are mainly between ID100mm~OD2000mm.

Which industries and application fields do you serve?

Our products are widely used in fields such as: metallurgy, mining, cement, paper, mechanical transmission, chemical industry.

Which countries are WBJF exported to?

We export roughly to 30 countries worldwide, such as Japan, the United States, Germany, Italy, Belgium, the Netherlands, Turkey, Austria, Czech Republic, Poland, Sweden, France, Russia, Ukraine, Brazil, Argentina, Singapore, Malaysia, Vietnam, Indonesia, India, Dubai, etc.



What are the differences between your company and other competitors in the market?

Our differences can be generalized within a few words: high standards and strong execution. Our vision is to become “one of the World’s leading brand in the bearing industry” and we improve our products quality by carrying out strategic cooperation with many premium bearing brands in order to meet our customers “high standards and strict requirements”. By the end of 2018, our bearing product accuracy grade has reached the premium level.

Another difference of Jinfeng Bearing is that we adapt the flat management method; any order issued by the management can be effectively executed in the next second. Strong execution is one of the core competitiveness of Jinfeng Bearing.

What is the product quality/accuracy level of WBJF?

For spherical roller bearings, thrust spherical roller bearings, cylindrical roller bearings, tapered roller bearings and other general-purpose products, our internal standards are stricter than P6. For special application and customized bearings, the standard is P5 and P4 accuracy.

What is the plan of Jinfeng Bearing for 2019 and the future?

1. Continue increasing the automation, digital transformation of existing equipment in order to create a foundation for future technological adaptations.
2. Continue to improve products quality and their stability.
3. Seek strategic cooperation with well-known brands in the bearing industry in China and abroad, create a synergy in our industry, support reform and progress and adapt to the new challenges of globalization.

What do you think of the future of bearing industry?

I think it is a big topic to discuss the future of the global bearing industry. I would like to talk about my viewpoints on the future of Chinese bearing industry.

High quality bearings have a large market space in China. Six of the world’s eight largest multinational bearing companies have set up headquarters in China, six of them have established engineering and technology centers in China, and there are 61 production plants that produce bearings and related products in China; together with 117 foreign-invested companies in the bearing industry with certain scales. These foreign-funded enterprises take a broad view of the broad prospects of the Chinese bearing market.

The market competition will be more intense. China has always been one of the largest bearing markets in the world and it is also one of the largest manufacturers of bearings. After years of development,



there are about 10,000 bearing companies in China and 1,500 companies with certain scale. The percentages of state-owned and state-owned holding, private and foreign-funded enterprises are 25%, 87.48% and 10.27% respectively. Therefore, the future market will be an era of fierce competition among state-owned enterprises, foreign-funded enterprises and private enterprises. It is also this fierce competition that has prompted the bearing enterprises to make progress and flourish.

Jinfeng Bearing has already launched a comprehensive transformation and upgrading strategy, owing to its aiming at the broad market of high-end quality bearings and preparation for more intense competition in the future. Jinfeng Bearing will provide better products and faster and more convenient service for customers all over the world. We will continue to forge ahead and improve innovation to make the world praise “China made bearings”!

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