

CASE STUDY

Wuxi Xinle Electric — China

Distributing food across the globe



ABB's softstarters was an impeccable solution to handle Wuxi Xinle Electric's situation. Due to their compact size, the installation panels became considerably smaller. Thanks to ABB's softstarters Wuxi Xinle Electric reduced service cost and saved \$50,000

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The client

As the leading equipment supplier to the Chinese food industry, Wuxi Xinle Electric provides automation control equipment to all parts of China. Wuxi Xinle Electric provides essential equipment to an industry that is a crucial part of supplying people around the world with products for their everyday lives. In a recent project Wuxi Xinle Electric was commissioned to develop a new flour production line involving conveyor belts, fans and grinding machines. This was a true challenge for the company. To find the solution to its needs Wuxi Xinle Electric turned to ABB.

The challenge

When operating a flour production line there is a significant need for motor control that is both reliable, flexible and cost efficient. Wuxi Xinle Electric had to successfully integrate all these aspects into all parts of the new flour production line. In earlier projects Wuxi Xinle Electric had used older technologies for the motor control of its products. Regrettably the company found that this created problems since it required larger space for installation, thereby creating larger costs of logistics. Adding to this, older motor control equipment such as star-delta starting relied on complicated connections with extensive amounts of cable as a result. Furthermore, the older types of star-delta systems were perceived as complicated

components. This affected the reliability of the working equipment as a whole and would simply not do in the conditions where the new flour production line was to be used.

The ABB solution

The implementation of ABB's softstarters was an impeccable solution to handle Wuxi Xinle Electric's situation. Due to their compact size, the installation panels became considerably smaller. This made the whole system more flexible upon installment and more cost efficient. The reliability of Wuxi Xinle Electric's products as a whole was improved, reducing the need for after-sales service. This saved the company \$50,000, while also increasing orders by 8 percent annually, all thanks to ABB.



Reduced service cost and saved \$50,000

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For more information, please contact your local ABB representative or visit www.new.abb.com/low-voltage/products/softstarters