

NBSL M&E Technology Co. Ltd



Introduction

NBSL Elevator Components Group is a leading enterprise mainly manufacturing the core mechanical elevator components including Elevator Door Systems, Cabins, Traction Machines and the safety components. NBSL is also supplying the complete OEM elevators in collaboration with SUZHOU INOVANCE (MONARCH) and STEP ELECTRIC that are also the OEM for complete electrical system to the top European and Japanese brands.

Founded in 1983, after thirty five years of continuous development, NBSL has become one of the largest elevator components manufacturers in China, the Vice Chairman Unit of China Elevator Association, the national high-tech enterprise, and the TOP500 in China machinery industry. With the headquarters located in Shanghai Songjiang Industrial Zone, the group owns subsidiaries of Ningbo Shenling Lift Accessories Co., Ltd., Shanghai Jowin Mechanical & Electrical Co., Ltd., Niingbo Better Mechanical & Electrical Co., Ltd., etc.

The group has large production bases in Shanghai & Ningbo, covering an area of 250,000 sq. meters, having the 1st Salvagnini flexible sheet metal production line of elevator components companies in China. The core subsidiary has passed system certification of ISO9001 Quality Management, ISO14001 Environmental Management and OHASA18001 Occupational Health Safety Management. The construction of Chongqing & Guangzhou factories for central/western and southern regions respectively is being prepared.

NBSL maintains the No.1 position in China for many years, and the market share reaches more than 30%. The main products of elevator door system, traction machine and over-speed governor have passed the CE certification, fire-rated landing door has been certified by TUV Germany.

Persisting in the marketing policy of creating demands & guiding market, the group continues to better meet customer needs with innovative products and professional services. Having established 15 local sales offices in big cities such as Shanghai, Beijing, Tianjin, Guangzhou, Chongqing, etc, the group keeps good cooperative relationship with world famous elevator companies such as Shanghai Mitsubishi, KONE, OTIS, GiantKONE, Fujitec, ThyssenKrupp and so on. The products sell well all over the country, and are exported to more than 30 countries and regions in Europe, Middle East, Southeast Asia and South America.

NBSL at a glance



Talent Team

- More than 2,000 employees
- Enterprise based, market-oriented, combination of production, study and research
- More than 200 technicians, more than 90% of them are professional engineers
- Established a provincial technical center and postdoctoral workstation

Total Land Space

- 250,000 m²

Equipments and Manufacturing

- Taking “replacing manpower with machine” as development priority, the company introduced the first SALVAGNINI sheet metal flexible production line of elevator companies in China
- More than 300 sets of modern processing equipments e.g. Automatic Welding Robot, Metal Turning Center, Laser Cutting Machine, Multi-CNC Punching Machine, Powder Coating Line, and the triple coordinate measuring instruments.





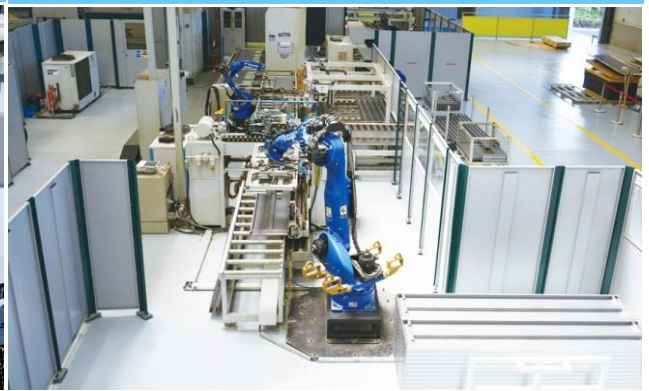
Box transmission line



Robot System



Punch machine



Auto-door panel production



Auto painting line



Assembly line for LTT



Machine CNC



Machine Assembly Line

93M Experimental Tower



In 2017 NBSL invested in the Shanghai factory to build the highest 93-meter test tower and experimental center in China's elevator component industry, further enhancing the testing and verification capabilities of new product development, laying the foundation for further acceleration of transformation and upgrading, and optimization of product structure.

Global Marketing Network



Exporting Destinations

AMERICA

- USA
- Canada
- Mexico
- Columbia
- Venezuela
- Brazil
- Chile
- Argentina
- Uruguay

EUROPE

- France
- Poland
- Czech Republic
- Germany
- Sweden
- Moldova
- Romania

MIDDLE EAST

- Turkey
- Saudia Arabia
- Lebanon
- Palestine
- Kuwait
- Bahrain
- Qatar
- UAE

ASIA

- Korea
- Hong Kong
- Taiwan
- Macau
- Malaysia
- Indonesia
- Singapore
- Thailand
- India
- Pakistan
- Bangladesh
- Vietnam

CIS COUNTRIES

- Russia
- Ukraine
- Kazakhstan

AFRICA

- South Africa
- Egypt
- Mauritania
- Angola

OEM (Original Equipment Manufacturer) of top European and Japanese brands

NBSL is the OEM of top European and Japanese brands including:

- Shanghai Mitsubishi
- Mitsubishi Electric
- KONE
- Giant KONE
- Hitachi
- Fujitec
- Thyssenkrupp
- Toshiba
- And many more!



HITACHI
Inspire the Next



FUJITEC



GiantKONE



Marohn
ThyssenKrupp

TOSHIBA

SJEC



MIZUI

Complete Elevators

NBSL operated as the manufacturer of critical elevator components and the OEM of top brands for 30 years before introducing the complete elevators directly to end users in 2013. For complete elevators, NBSL has a separate engineering division. NBSL exports more than 4,000 complete elevator units each year to Russia and CIE Countries, Asia, Middle East, Europe and America.

For complete elevators, NBSL has partnered with Suzhou Inovance Technology Co. Ltd and Shanghai STEP for manufacturing of all electrical components. Both of them are the OEM of controller systems to top European and Japanese brands of the world just like NBSL.

Shenzhen Inovance Technology Co., Ltd., dedicated to R&D, manufacturing and sales of industrial automation control products, is positioned in serving midrange and high-end equipment manufacturers. Inovance is a stock listed hi-tech company and provides a wide business coverage of intelligent equipment & robot, new energy vehicles, rail transit, industrial Internet. Main products include: 1) intelligent equipment & robot core components such as AC drive, servo system, control system, industrial vision system and sensor, and electrical solutions; 2) new energy vehicle power assembly core components such as standalone motor controller, integrated motor controller and auxiliary power system; 3) rail transit traction and control system such as traction converter, auxiliary converter, high-voltage compartment, traction motor and TCMS; and 4) industrial Internet solutions such as intelligent hardware and information management platform. The products are widely used in new energy vehicles, robot/manipulator, 3C manufacturing, elevator, crane, metal products, wire and cable, plastics, printing and packaging, textile fiber, construction materials, metallurgy, coal mining, municipal construction, rail transit and photovoltaic. In the industrial automation product field, Inovance is mainland's biggest medium- to low-voltage AC drive and servo system supplier. In the elevator industry, Inovance is industry leading elevator integrated controller supplier. In the new energy vehicle field, Inovance is China's leading enterprise of new energy vehicle motor controller. As hi-tech enterprise, Inovance masters various platform technologies on high-performance vector frequency-variable, PLC, servo and permanent magnetic synchronous motor (PMSM). As of June 30, 2016, it owned 551 patents with certificates, including 139 patents for invention, 337 patents for utility models and 75 patents for appearance. From January to June in 2016, it got 57 patents for invention, 21 patents for utility models, and 15 patents for appearance from the State Intellectual Property Office (SIPO). It has achieved 120 software copyrights together with subsidiaries. Inovance reached sales revenues of more than RMB 3 billion. As of now, it has more than 5,000 employees, amongst which more than 1000 are specialized in research and development.

The other partner Shanghai STEP also established in 1995 and is a publicly traded company. STEP Electric has Research and Development Centers and manufacturing bases both in China and Germany.