

# Doublestar Group

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## About the Doublestar Group

Founded in 1921, China's No.1 tire brand - the Doublestar Group - has a proven track record of 95 years and is one of the world's few companies with experience in both tire manufacturing and intelligent tire equipment manufacturing. As a "leader in intelligent tire manufacturing in China" as well as a "Top 500 Asia brand," Doublestar Group was the first company in the global tire industry to have established a full-scale Industrie 4.0 intelligent manufacturing factory. The company is not only a major supplier for the China FAW Group Corporation (FAW is represented in over 100 countries worldwide), it also exports tires to more than 140 countries and regions in Europe, the Americas, Africa, Southeast Asia and the Middle East.

## Siemens Solutions

- In 2015, Doublestar and Siemens jointly set up the tire industry's sole Industrie 4.0 Innovation Center to create intelligent production schemes conforming to Industrie 4.0 standards.
- To meet the Group's digital transformation demand, Siemens tailored a complete Digital Enterprise Suite encompassing Product Lifecycle Management (PLM) software, the Manufacturing Execution System (MES) and the Totally Integrated Automation (TIA) solution. The Digital Enterprise Suite offers an integrated portfolio of software-based systems and automation technologies for discrete industries that enables customers to seamlessly integrate and digitalize their entire value chains.
- At the R&D stage, Siemens' data collaboration platform Teamcenter is being used to support R&D design, interactive product design and process simulation, which makes it possible for customers to fulfill their individual needs.
- Through the Enterprise Resource Planning (ERP) system, Teamcenter acquires order information, automatically translates different dimensions into product process inputs and develops product formulations and process standards.
- Covering the entire production process, Simatic IT can complete production execution, bar code scanning and material traceability while recording process parameters during production execution to provide data support for follow-up services.
- The new business model has brought about encouraging changes, such as a more than 60 percent decrease in labor intensity, a reduction of more



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than 80 percent in project discard, a triple-fold increase in labor productivity, the achievement of high-end, highly differentiated and high value-added products, and the realization of environmental friendliness and energy efficiency up to the global advanced levels.