

PRESS RELEASE

KHS expands online presence in China

- New website and social media channels launched
- KHS strengthens market presence in China
- Focus on water bottlers and breweries

Dortmund, July 25, 2018 – KHS Greater China goes online: with the launch of a new website the Dortmund systems supplier is strengthening its market presence in China. At the same time KHS is making good use of the country’s social media channels. The focus is on products and services for water bottlers and breweries. KHS sold its first machine as far back as in 1904 to China where the manufacturer of plant engineering operates two production sites in Shanghai and Beijing.

“Communication in China is chiefly digital. As the dialog with our customers is very important to us, we’ve relaunched our digital communication channels to this end,” says Christian Schwarzmann, managing director of KHS Greater China. With immediate effect customers can quickly and comfortably retrieve market-specific information on KHS’ portfolio of products and services on a local website which is available in English and Chinese.

The website focuses on products and services for water bottling plants, breweries and the producers of sensitive beverages in particular. It also makes reference to various regional services, such as local production or the bottle laboratory. In addition customers are given direct contact options and various means of interaction.

Various channels networked

At the same time KHS offers its customers further ways of accessing information and connecting with the company through the YouKu (the Chinese version of YouTube) and WeChat social media channels. As additional points of contact these strengthen KHS' presence on the various digital platforms.

WeChat is a multifunctional app which in China is also extensively used by businesses. KHS Greater China is professionally represented on this app and through it can now enter into direct dialog with all prospective customers. The foundations for successful communication have thus been laid and can now grow together with the demands of the market.

“With the help of these new platforms we can go to where our Chinese customers are and talk to them about our systems and services. In doing so we're sending a clear signal promoting the KHS brand and underlining the significance of China with its heavily contested market,” states Schwarzmann.

The platforms can also be easily accessed through special QR codes (see image).



Source: KHS

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→ 更多信息请访问：

<https://khs.com.cn>

→ 在此订阅邮件推送：

<https://www.khs.com/en/media/publications/newsletter/>

WeChat



Youku





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About KHS Greater China

With its site in Beijing KHS Greater China has acted as a beverage filling specialist to China for over 20 years. From its present headquarters in Shanghai KHS Greater China provides the beverage industry with its full range of services for the filling of water, beer and other beverages into glass and PET bottles, cans and kegs. The company believes in maintaining short distances to its customers and giving personal advice on site for the vast Chinese market. KHS Greater China is an important member of the international KHS Group which is based in Dortmund, Germany.

About the KHS Group

KHS is one of the leading manufacturers of filling and packaging systems for the beverage, food and non-food industries. The KHS Group includes the following companies: KHS GmbH, KHS Corpoplast GmbH, NMP Systems GmbH and numerous subsidiaries outside Germany. KHS GmbH manufactures modern filling and packaging systems for the high-capacity range at its headquarters in Dortmund, Germany, and at its factories in Bad Kreuznach, Kleve and Worms. The KHS Group's PET expertise is pooled at KHS Corpoplast GmbH in Hamburg, Germany, where innovative PET packaging and coating systems are developed and produced. NMP Systems GmbH, a wholly-owned subsidiary of KHS GmbH based in Kleve in Germany, designs and markets new, resource-saving packaging systems for PET bottles.

In 2017 KHS and its 5,070 employees achieved a turnover of around €1.137 billion within the Salzgitter consolidation. The companies in the KHS Group are 100% subsidiaries of the MDAX-listed Salzgitter AG corporation.