



Wujin Stainless Steel's headquarters.

Wujin Stainless: Building the 'Gold' with superfine products and service

Founded in 1970, Jiangsu Wujin Stainless Steel Pipe Group has focused on the research and development, manufacturing, and sales of stainless steel pipes for the past forty years. Currently, with over one billion Yuan capital and 50,000 tpy production, it is ranked among the largest stainless steel production bases in China, as the 150 million Yuan profits tax for 2009 demonstrates. Wujin has gained wide customer recognition and respect with a low company profile and high-end products. What is the driving force that has led Wujin Stainless to such an achievement and what is the new strategy of the stainless steel giant in this post-recession era? Stainless Steel World interviewed Mr. James Shen, General Manager of Wujin Stainless, to find out.

By Huang Juan and Gillian Kersley

Quality – core values of Wujin Stainless

“There are many ways of developing an enterprise, but success is always based on high quality and a unique character,” explained Mr. Shen. “According to this way of thinking, Wujin Stainless Steel, and our 1,300 plus employees follow the philosophy of ‘Ongoing self-improvement leads to long term benefits.’ So we forge ahead steadily through a changing and

unpredictable environment.”

Wujin offers a complete product range. Both its welded pipes (O.D. 15-2200mm x W.T. 0.5-80mm) and seamless pipes (6-1000 mm x 0.5-200 mm) are capable of handling the various requirements of the petrochemical, chemical, boiler, ship building, desalination and nuclear power industries. Mr. Shen continued; “However, ‘large and all inclusive’ is not our object. Our aim is to build the most powerful

stainless steel pipe enterprise in China, and ‘powerful’ is represented by the quality of our products. In order to provide the best products to customers, we adhere strictly to world advanced management systems such as the ERP system and work hard to make zero defect products according to international standards. To this aim we have been investing heavily in testing equipment. Our testing centre, honored with the



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Provincial Award of Jiangsu Province, is without doubt unique to us and allows us the use of expertise not available anywhere else.” Stainless Steel World were shown up-to-the-minute, advanced testing facilities including an endoscope, a 30 mpa large diameter hydrostatic testing machine, and a ultrasonic automatic controller.

Based on the outstanding quality of its products and service, Wujin Stainless was awarded quite some time ago the accolade of being a ‘strategic supplier’ for Sinopec and CNPC. It has also been recognized as a qualified supplier by the five leading boiler producers in China: the Dongfang Boiler Group, the Shanghai Boiler Works Ltd., the Jinan Boiler Group, the Beijing Boiler Works, and the Haerbin Boiler Co., Ltd. The most impressive thing about Wujin Stainless, however, is the idea that: “Neither complete process

supervision, which covers raw material through to delivery, nor advanced equipment alone can ensure product quality. The most reliable measure is that the whole Wujin Stainless team has a profound understanding of the Quality Control System and follows it to the letter,” said Mr. Shen. Through this way of working, Wujin Stainless has been producing top quality products and has gained a favorable reputation from customers such as the Qinshan Nuclear Power Plant, Sinopec Seico, Yangtze-Basf, naval warship and the Shen Hua Ninxia Coal Group coal-based alkene project.

Aiming at the high-end market

“Besides the flawless quality of its products, Wujin Stainless has pursued the continuous development of high-end products and the advantages it can offer in terms of services, cost and lead time, etc”, stated Mr. Shen. He continued: “As one of the key principles of sustainable development, we have concentrated on R&D works for new, high-end products in order to target niche markets and enhance our competitive power in the world market. The S30432 seamless tube, developed in 2004 and produced in 2008, is a good example. This product is used in ultra supercritical power units and it was successful in its first 168 hour full load commissioning – a breakthrough of its kind in China. We have made total

deliveries of 2500 t to date, since many major projects are now using this product, for example the Henan Datang Xinyang Plant, the Jinggangshan Huaneng Plant, the Liaoning Suizhong Plant and the Jiangxi Xinchang Plant to name but a few. Between them, the total operation time has now reached two and a half years.” Mr. Shen went on: “The S31254 seamless, stainless steel tube is also worth mentioning. A joint venture between CNPC and NIOC, it has been awarded a 100 t purchase order. The universal method of making such tubes with a diameter of over 6 inches is by welding, but we make seamless. Talking of seamless tubes, this year we have developed seamless duplex stainless steel pipeline (DNVOSF) which gives us a technical advantage. We are the only manufacturer handling this type of subsea pipe material in the world. The maximum length is 15 m and diameter 457 mm. As for the high-end products, we have not forgotten the nuclear industry. We have developed large diameter seamless austenite 304L this year. This is used in a nuclear plant’s main pump full flow testing bed and we have obtained the National Nuclear Tier One Certification for this. We have submitted to ASME, Tubular Section, three application documents and we expect to gain approval and export entitlement by April 2011. Delivery of such material with two specifications has been



The 1000T hydraulic cold drawing machine at Wujin Stainless Steel could handle seamless stainless steel pipes with O.D. up to 1000mm.



made to Haerbin Electric Machinery Co., Ltd.: 614mm (O.D.) x 35mm (W.T.) and 375mm (O.D.) x 35mm (W.T.)”

In addition to these in-commission new products, Wujin Stainless has large projects in progress, such as a ϕ 711 automatic welding unit, predicted to come into use in the first half of next year. By then, the length of welded pipe will reach

25 m with an even more stable quality. It is perfect for use in LNG projects and welded duplex line pipes, etc.

“And going on to cost, services and lead time, the key point I’d like to emphasize is the cost issue,” said Mr. Shen. “Wujin Stainless is positioned towards the high-end market, therefore the cost-advantage is based on the rich natural stock and

human resources. Our cost advantage never indicates low price competition. To be exact, Wujin’s philosophy is to provide the best quality products and services at a reasonable price. Our 24 h x 7 days a week ‘seamless’ service model, plus our on-time delivery commitment, are both dedicated to providing products required by buyers and service within the best



time-frames and most reasonable prices. Wujin Stainless endeavours to keep to these commitments even though it could sometimes add difficulties to its operation. For instance, we specifically stock pierced billets or semi-finished products so that the delivery time for the customer can be reduced.”

Preliminary approach to the international market

The export volume in 2009 was 10% of Wujin Stainless’ total annual production. This ratio is not high but the clients are high-end level Europeans and Americans, etc. The Betar Complex Development Project, a joint venture between CNPC and Indonesia, is using our ‘API Linepipe’ S31803 duplex stainless steel welded pipes, 12 m in length and 600 t total supply. The client prized our product highly and we expect further orders in the future. Also, we supplied (South Africa) SASOL company with steam methane reforming furnace tubes and fittings TP321H, 8 inch SCH80. More will be supplied to this project later on.

Mr. Shen told us that Wujin Stainless supplies only the best quality products to the domestic market, most of which are TP347H and TP347HFG furnace products and the volume for this year was approximately 5000 t. Not far behind are large diameter thick-wall welded tubes, such as those delivered to the Shen Hua Ninxia Coal Group coal-base alkene project – one of the world’s largest coal-base alkene projects, totalling O.D. 1118mm x W.T. 32mm and O.D. 914mm x W.T. 51mm, 304L. Furthermore, the company was awarded a unique ‘Three Star Supplier’ status by the project owner in 2009.

Mr. Shen added: “Actually we have cooperated with world famous engineering companies before, such as Korean SK Engineering & Construction, Technip, Fluor, Bahrain, Etc., so we have already built up a good reputation in the European market, without the need for promotion and advertising. Now we have decided to set up two liaison offices in Europe and America, thereby gaining a deeper knowledge about local markets to



Mr. James Shen, General Manager of Wujin Stainless Steel.

further improve our service to world clients.”

Social responsibility and HSE

As a leading stainless steel pipe manufacturer positioned towards the high-end market, Wujin Stainless naturally holds social responsibilities and environmental care as fundamental. It has been active in the public service and charity fields, for example, making donations to help under-privileged students, and by building an ecological garden. The effort given to HSE is straight forward. Based on wastewater and gas zero emissions in conformity with international standards, Wujin Stainless has initiated negotiations with a Swedish

company specialized in unsaturated ionic liquid acid washing equipment. This equipment not only reduces emissions but also improves washing efficiency. Mr. Shen: “Wujin Stainless will be listed in two years. Capital raised through savings will mainly be used to develop more advanced stainless steel pipe products and renovate our equipment. We are excited to be making a contribution to Health, Safety and Environmental care whilst, at the same time, improving our product level.”

Mr. Shen concluded, “We welcome all clients to visit us at Wujin Stainless and to learn more about us through various channels.”

Facts & Figures

Name:	Jiangsu Wujin Stainless Steel Pipe Group Co., Ltd.
Main products:	Tubes & pipes in austenitic, duplex and super duplex stainless steel.
Size range of the products:	<i>Seamless tubes & pipes:</i> O.D. from 6 to 1000mm, W.T. from 0.5 to 200mm; <i>Welded tubes & pipes:</i> O.D. from 15 to 2200mm, W.T. from 0.5 to 80mm
Main applications:	petrochemical, chemical, boiler, ship building, sea water desalination, power plant including nuclear power generation.
Staff:	1300