

# Application Success Stories

## Gema becomes a qualified supplier for the popular French Sports Market

DECATHLON

迪卡侬



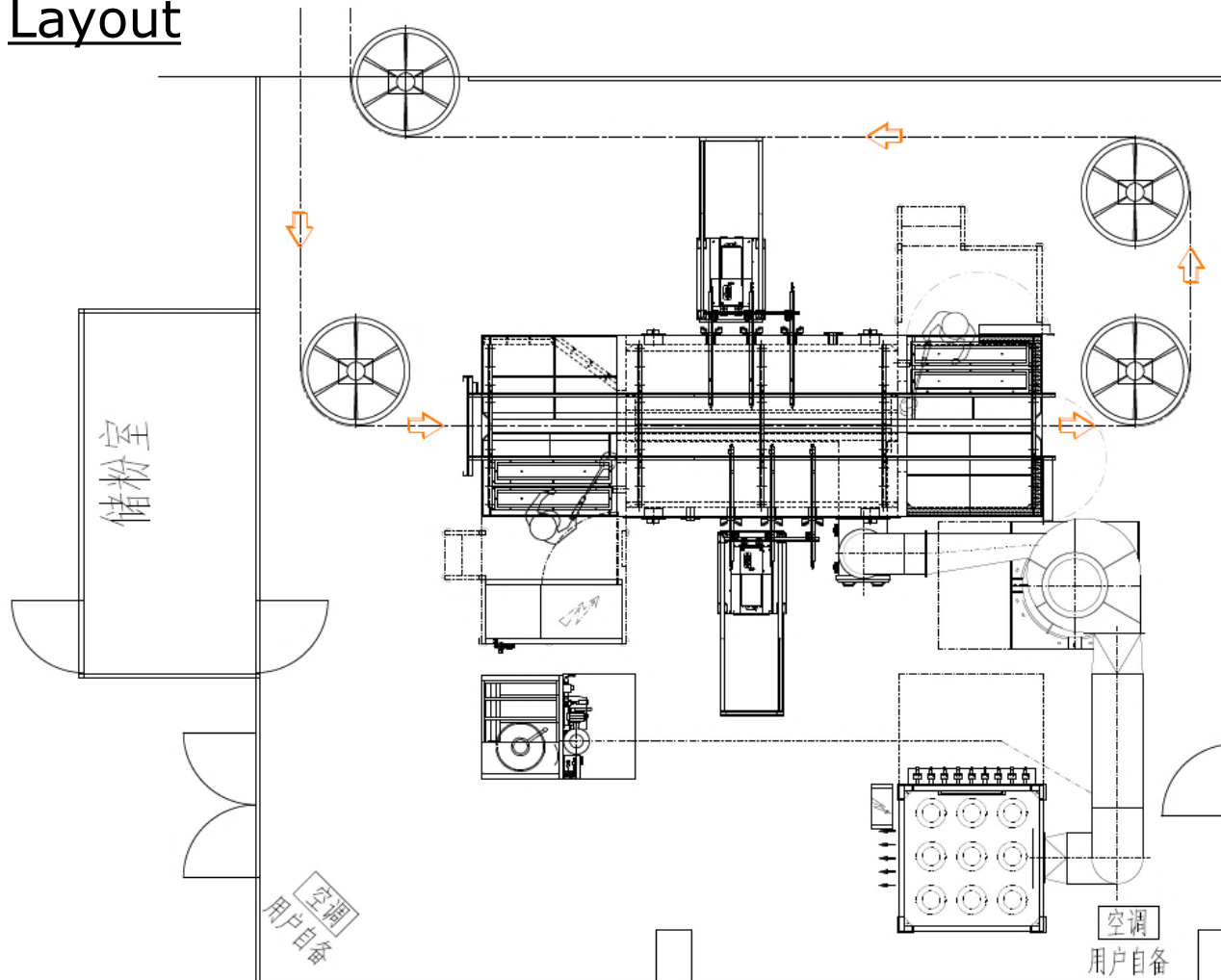
Improved  
Automation

Standardized  
Production

Cost Saving

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## Layout



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## Installation Key Data

### Object sizes

**Max:** 100 mm x 100 mm

**Mini:** 6000mm x 659mm

**Conveyor Speed:** 2.2m/min

### Scope of delivery:

12x OptiGun GA03 automatic gun

2 x OptiFlex2 W manual gun

2 x ZA07 reciprocator

2 x MagicCompact BA04 booth

2 x OptiCenter OC02

2 x OptiFeed PP06 powder pump

2 x MagicControl CM30 system



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## Company Profile

Decathlon is an European sports goods retail group. Since it entered China in 2003, it has established presences in more than 60 cities, opening 166 offline stores, meanwhile providing online products and services to users in more than 370 cities. Nantong Feng Li Machinery Co., Ltd. is one of the largest job coating factories for decathlon's fitness equipment that specialized in several kinds of weightlifting sets. For Decathlon group instant global orders with different capacities, uniform strict standards and high requirements always come first.

## Company Expectation

In the past, Decathlon mainly used manual equipment for the coating process, which required a high degree of manpower. Decathlon expected with the new installation to deliver constant and repeatable coating results as well as achieve a decrease of costs and an increased production efficiency. The demand to introduce an advanced automatic coating system into the existing line was becoming imperative. Gema's equipment turned out to be very successful for Decathlon.

## Key to Gema Success

**Improved Automation:** Two new automatic lines requiring less manual touch-ups and maintenance were compactly arranged in a

separate coating workshop, effectively connected with an assembly line to cover a double productivity.

**Standardized Products:** All the coating parameters were flexibly adjusted and strictly controlled based on different geometries of various parts to deliver repeatable results and products with perfect coating quality.

**Cost Saving:** Less labor cost, the significant reduction on powder consumption easily stood out over the industry average, which results in a fast of return on investment.

**This successful installation will soon spread into other job coating factories of Decathlon.**