

# Application Success Stories

**Keesung Manufacturing Co., Ltd.**  
**Malaysian factory & Indonesian factory**



All-in-One Technology

Increase Production

Premium Coating Results

# Application Success Stories

## Installation Key Data

Malaysian factory

**Parts:** Gas grill barbecue

**Object Size:** H 1200 mm  
W 600 mm

**Conveyor Speed:** 4.5 m/min

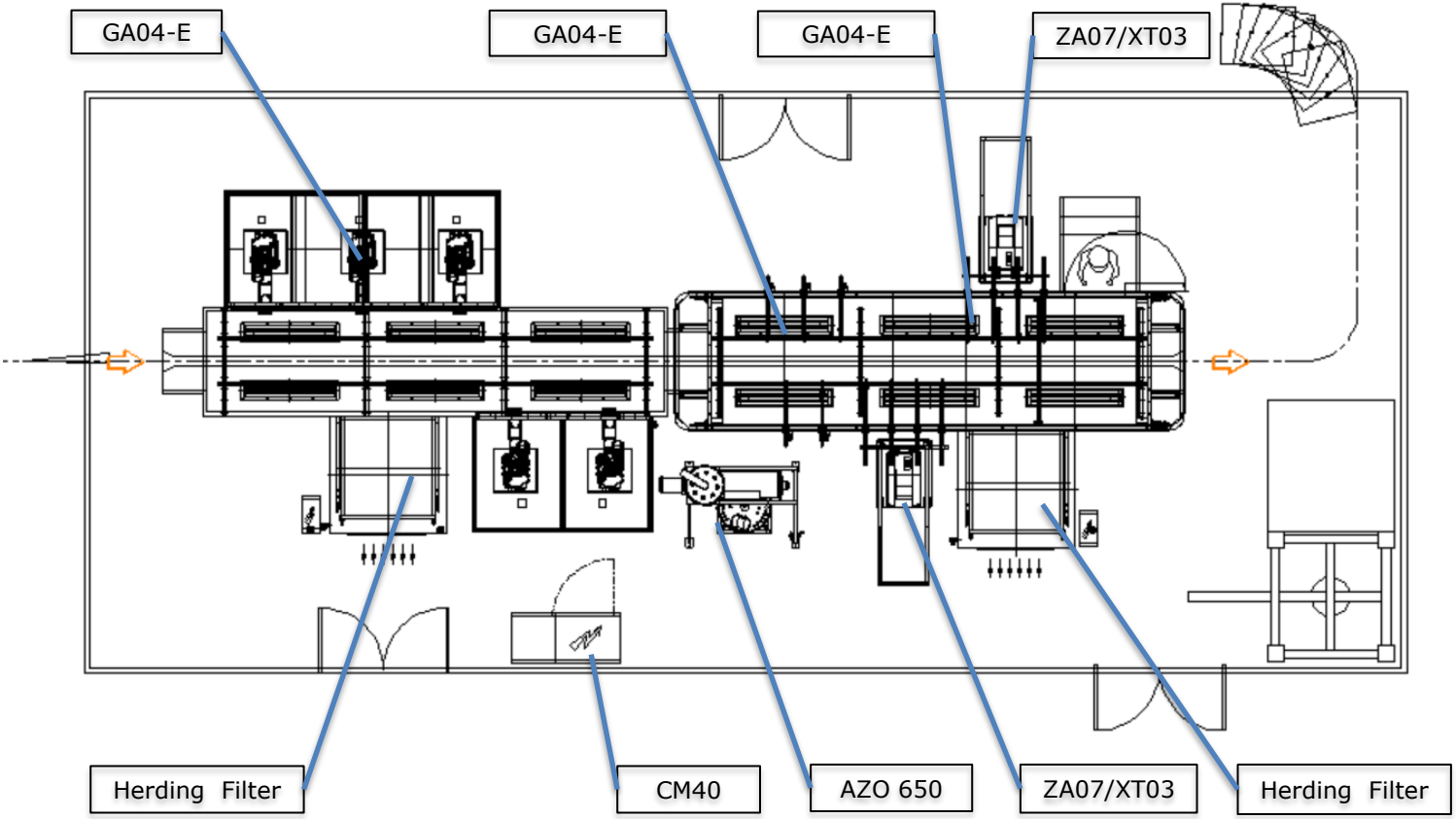
**Scope of delivery:**

- OptiGun® GA04-E with CAN-bus
- Reciprocators ZA07-18 / XT03
- MRS Booth (PVC)
- Rotary Sieve AZO 650
- MagicControl 4.0 (CM40)
- Light barrier
- Herding Filter



# Application Success Stories

## Layout



KEESUNG / China

# Application Success Stories

## Installation Key Data

Indonesian factory

**Parts:** Gas grill barbecue

**Object Size:** H 1200 mm  
W 820 mm

**Conveyor Speed:** 4.5 m/min

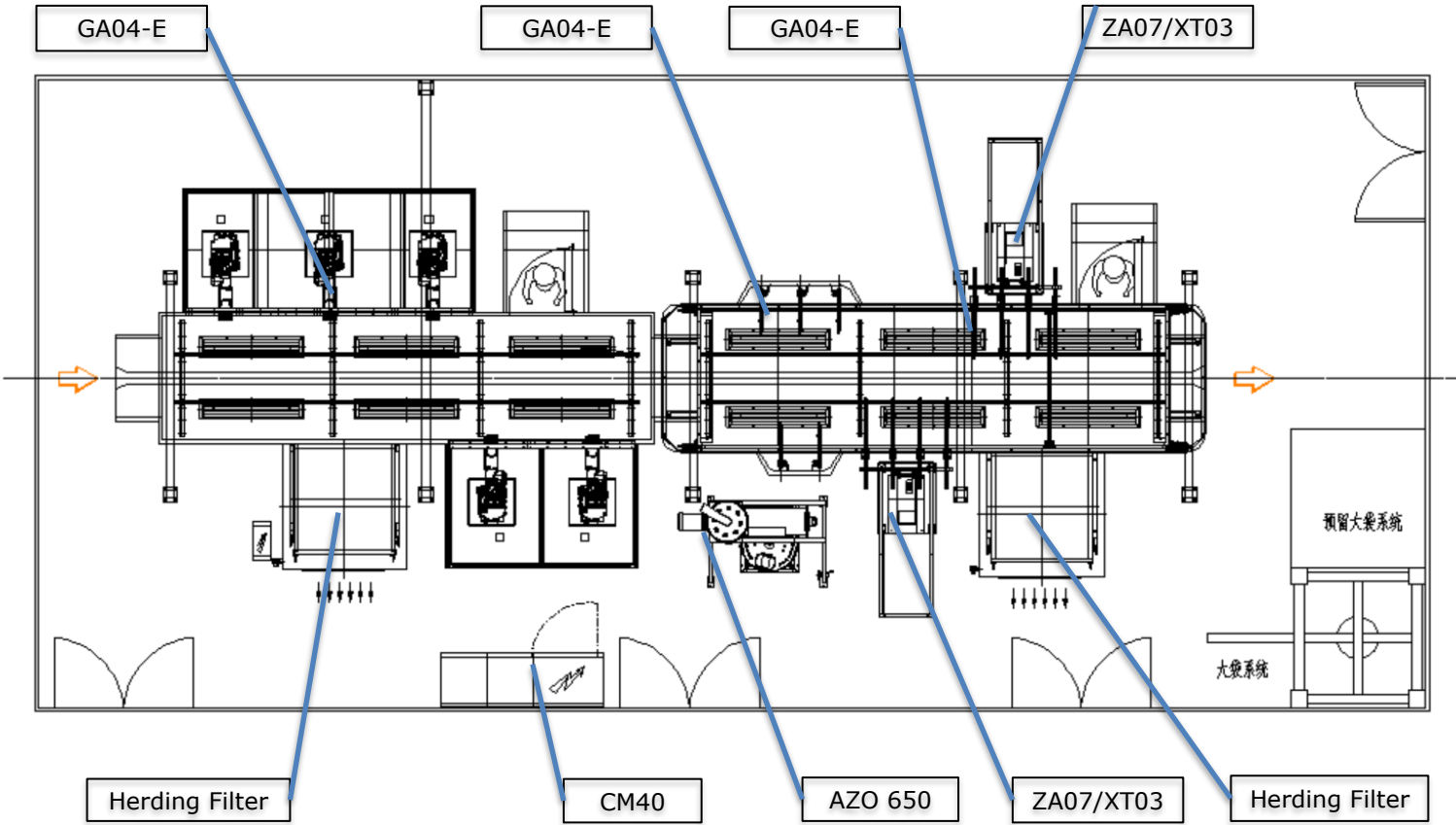
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## Company Profile

KEESUNG is a global leader in smart manufacturing and specialises in premium outdoor barbecues. Founded in 2002, the company is headquartered in Nansha, Guangzhou. As part of its global strategy, it has established state-of-the-art production facilities overseas. The company's production facilities worldwide cover a total area of more than 600,000 square meters, employ several thousand staff and have an annual production capacity of over 5 million units. The company's products are sold in large numbers in the United States, Europe and on the global market.

## Company Expectation

As part of its global strategic direction, new plants have been established in Malaysia and Indonesia. KEESUNG aims to reduce costs, boost production efficiency and increase the output of its production lines by modernising its facilities, thereby achieving cost savings and efficiency gains to enhance the company's competitiveness.

## Key to Success

The plant in Malaysia laid the foundations for technological leadership and improved performance:

Gun technology upgrade: OptiGun GA04-E enamel gun increases transfer efficiency and directly improves the powder utilization rate;

Automation upgrade: In combination with robots, a fully automated spraying system was implemented, which not only boosted production efficiency but also ensured consistently high product quality and led to a significant increase in yield;

Efficient recycling system: The Herding-Sinter lamellar filter ensures continuous powder recirculation, thereby further reducing powder loss and operating costs.

The overall performance of the plant in Malaysia (higher powder utilisation, efficiency and yield, as well as lower waste) has brought tangible benefits to the customer. KEESUNG now has complete confidence in Gema's quality, which is why the plant in Indonesia continues to use Gema's powder coating system in its entirety. Compared to the plant in Malaysia, the width of the workpieces has been increased by 220 mm,

