

SEPPES Door Industry (Suzhou) Co., Ltd

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<http://www.seppes.com.cn>



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SEPPES Spanning 90+ Countries Across the Globe

One in seven Fortune 500 SEPPES their vendor



Chinese Brands, Global Reach. — Spanning 80+ Countries Across the Globe.



One in seven Fortune 500 SEPPES their vendor

► SEPPES BRAND SMART ACCESS TO THE WORLD



PARTNER

Fortune Global 500 corporate clients



PARTNER

Fortune Global 500 corporate clients



Business partners



Win-Win Cooperation



*Selected clients only; listed in order of partnership commencement, not by rank

Counting SEPPES Continual Growth >>>

5

independent brands

SEPPES Holdings Group operates five brands in concert, focusing on the sectors of industrial products and intelligent industrial equipment, driving the advancement of Industrial Internet technology and the development of the entire industry chain

30

authoritative certifications

Holds over 30 authoritative domestic and international certifications, including CE, UL, SGS, TUV, CMA, and ISO 9001 quality management system certification

7years

technical experience

Led by seasoned industry experts, with technical team members averaging over seven years of professional experience

50

product patents

SEPPES is a National High-Tech Enterprise and a provincial-level "Specialized, Refined, Distinctive, and Innovative" (SRDI) SME; it holds over 50 invention and technical patents, with another 10 currently pending

70

Product Categories

Focuses on the technical development, design and manufacturing, sales and installation, and after-sales service of nearly 70 products across multiple series within the industrial equipment industry

100+

Service Outlets

With over 100 service outlets and offices across the country, it achieves comprehensive product service coverage in major cities nationwide

200+

Authorized Distributors

Provide brand licensing, products, and technical support to over 200 domestic and international distributors and agents

80

Fortune 500 clients

Became a partner supplier to over 80 Fortune Global 500 companies, including IKEA, Tyson Foods, Thermo Fisher Scientific, and AkzoNobel

20000 m²
factory area

Equipped with specialized production facilities covering over 20,000 square meters

11.7 million
yuan

Registered capital

The company injected capital of 11.7 million yuan

250 million
units

high-efficiency production capacity

The factory can achieve an annual production capacity of approximately 250 million yuan when operating at full capacity with high efficiency

7600+
partner clients

Provides products and services to over 7,600 corporate clients worldwide

1-million-cycle
operation test

The intelligent control systems for industrial high-speed doors have all passed professional testing involving one million operating cycles

15 million
yuan

Product insurance coverage

The entire product line is underwritten by the People's Insurance Company of China (PICC) with a coverage limit of RMB 15 million (global warranty coverage), providing warranty protection for both domestic and international customers

全球6600+企业的选择

SEPPES brand is a partner of more than 6,600 companies around the world



高端工厂用西朗
High-end factory choose SEPPES brand

西朗品牌 远销全球80多国

SEPPES brand is exported to more than 80 countries around the world



西朗® SEPPES®



SEPPES Door Industry: Connecting the World

Making global access points flow more smoothly



Government leaders show concern for SEPPES' development



Visit and Exchange by a Domestic Delegation



International delegation visits the SEPPES factory



Demonstration Site for Government Security Work Conferences



Management Work Meeting



All-Staff Meeting with Nearly 100 Employees



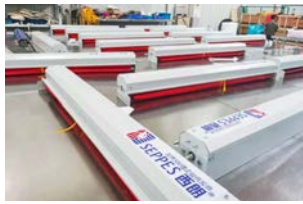
Group photo at the relocation celebration for the new premises



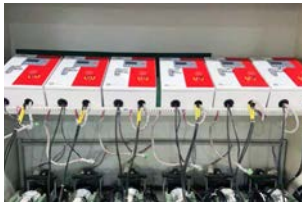
Aerial view of the SEPPES factory



Intelligent factory production equipment



Assembly workshop floor



Intelligent Control System Testing Area



Loading products into containers for export

SEPPES Door Industry, a subsidiary of SEPPES Holdings Group, was established in Suzhou, China, in 2011. Guided by the vision of "connecting the world intelligently and ensuring smoother global passage," the company has expanded the SEPPES brand nationwide and exports its products to over 90 countries. It serves more than 7,600 corporate clients—including one out of every seven Fortune Global 500 companies—demonstrating the brand's significant influence in the high-end market.

SEPPES maintains continuous investment in engineering development and industrial innovation, supported by an in-house R&D team and long-term collaboration with leading universities and research institutions in China. The company has obtained 50+ granted invention and utility patents, along with multiple software copyrights for intelligent control systems, reflecting a sustained focus on applied engineering development. SEPPES products are certified under international standards including CE, SGS, UL, TÜV, and CMA, and are manufactured in compliance with ISO 9001, ISO 14001, and ISO 45001 management systems. With registered trademarks across major global markets, SEPPES is positioned as a technology-driven manufacturer delivering reliable industrial door and logistics access solutions worldwide.

SEPPES Door Industry vigorously pursues an international brand strategy, boasting over 100 overseas agents and exporting products to regions including Europe, the Americas, Australia, and Southeast Asia—reaching more than 80 countries such as the US, Germany, France, the UK, Canada, Thailand, Vietnam, Argentina, Chile, and Saudi Arabia. The company has pioneered the "One Door, One Code, Lifetime Service" standard and champions the value-added service concept: "Car owners buy insurance for their cars; SEPPES buys insurance for the doors." Its entire product line is underwritten by PICC with coverage of 15 million RMB and backed by a global warranty, ensuring comprehensive, full-life cycle service guarantees for domestic and international clients while earning global trust through professionalism and integrity.

Standing at a new starting point for development, SEPPES Door Industry will continue to be driven by technological innovation and grounded in quality service. By targeting the mid-to-high-end market and expanding its global footprint, the company aims to become a world-class provider of access solutions and a preferred brand in the industry, consistently delivering safer, smarter, and more valuable seamless access experiences to customers worldwide.



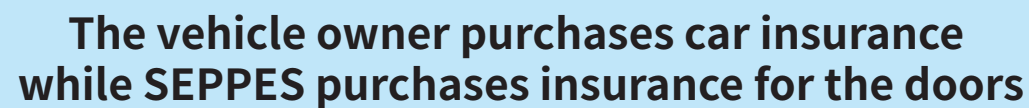
SEPPES BRAND SMART ACCESS TO THE WORLD



*SEPPES Wins the 2025 "Global Logistics Excellence" Gold Award

 PICC 中国人民保险	
	
中国人民财产保险股份有限公司·产品责任保险单	
被保险人名称: Insured Name:	西朗门业(苏州)有限公司 SEPPES Door Industry (Suzhou) Co., Ltd.
地 址: Address:	江苏省苏州市吴中区木渎镇走马塘路59号4幢 Building 4, No. 59 Zoumatang Road, Mudu Town, Wuzhong District, Suzhou City, Jiangsu Province, China
标 的 信 息:	本保单承保的产品型号为快速卷帘门、工业提升门、硬质快速门、快速堆垛门、卷帘门、装卸货平台、充气式门封、机械式门封、海棉式门封、登车桥、工业大风扇、车库门、折叠门、货车限位器、风幕机、平移门、柔性大门、防火卷帘门、防火门、防火钢质门、道闸、伸缩门、电机与控制系统、拉链快速门、冷库保温快速门、冷库保温门、明格提升门、伸缩式平台、立式平台、三合一工防门、洁净室快速门、玻璃平移门、玻璃折叠门、冷库平移门。
Tag Information:	The product models covered by this policy are high speed doors, industrial sectional doors, high speed spiral doors, high speed stacking doors, rolling shutter doors, loading and unloading dock levelers, inflatable dock shelter, mechanical dock shelter, sponge dock shelter, boarding bridges, industrial large fans, garage doors, folding doors, truck restraint, air curtain machines, sliding doors, flexible doors, fireproof rolling shutter doors, steel swing doors, fireproof steel doors, gates, telescopic doors, motors and control systems, high speed zipper door, cold storage insulation high speed door, cold storage insulation door, Minge lifting doors, telescopic dock leveler, vertical dock leveler, Triple Performance fast industrial defense door, clean room high speed door, glass sliding door, glass folding door, cold storage sliding doors.
保 单 号: Policy Number:	PZAI202632050000000058
销 售 区 域: Sales Territory:	中华人民共和国境内(港澳台除外)、港澳台地区、亚洲其他地区、北美地区、欧洲地区、澳大利亚地区、其他 Mainland China (excluding Hong Kong, Macau, and Taiwan), Hong Kong, Macau, Taiwan, other regions in Asia, North America, Europe, Australia, and other regions.
赔 偿 限 额: Limits of Indemnity:	累计赔偿限额:1500万 每次事故赔偿限额:700万 Aggregate Limit of Indemnity: 15,000,000 CNY Limit of Indemnity per Occurrence: 7,000,000 CNY
承 保 方 式: Basis of Coverage:	期内事故发生式 Accident Occurrence Pattern During the Period
司 法 管 辖: Jurisdiction:	世界范围(包含美、加地区) Worldwide (including the US and Canada)





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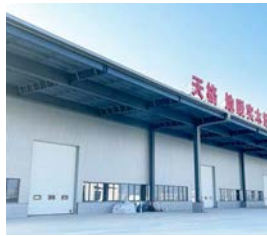
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SEPPES Door Industry Embarks on a New Journey Toward Globalization

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Zhejiang Scenertech MATERIALS Co., Ltd.

High Speed Roll-Up Door

SEPPES “Smart-Start” Series

The Best-Selling Champion for 15 Years

The High Speed Roll-Up Door (also known as High Speed Door, PVC High Speed Door, Rapid Partition Door, or High Speed Lift Door) is a standard solution for modern industrial facilities, specially designed for logistics passages requiring frequent access, rapid operation, and high cleanliness standards.

SEPPES High Speed Roll-Up Doors operate at speeds of up to 1.0–2.0 m/s, nearly 10 times faster than conventional steel rolling shutters. Combining rapid opening and closing, thermal insulation, dust and insect control, and noise reduction, they are the ideal industrial door solution for reducing energy consumption, maintaining cleanroom environments, controlling temperature and humidity, and protecting critical production processes.

Three Key Benefits:

Energy Saving & Cost Reduction: Rapid separation minimizes the loss of hot and cold air, supports green production, and reduces operational costs.

Safety & Compliance: Intelligent safety protection system, compliant with occupational safety regulations, ensuring safe and secure production operations.

Enhanced Corporate Image: Enhances facility appearance and professionalism, creating greater confidence during customer visits and business evaluations.



Core technology of High Speed Roll-Up Door

The 8th Generation SEPPES High Speed Roll-Up Door is equipped with an integrated German-brand intelligent control system, combined with a high-precision servo drive unit and patented safety technologies, delivering outstanding safety, stability, and operational efficiency.

An innovative visual human-machine interface (HMI) displays operating status and fault codes in real time, simplifying maintenance and troubleshooting.

Its industrial aesthetic design incorporates automated laser cutting and precision-engineered components, achieving both durability and visual appeal.

Frame options include:

- ① Galvanized steel frame with powder-coated finish, available in white, gray, blue, black, and other custom colors;
- ② SUS304 stainless steel frame for superior corrosion resistance;
- ③ Modular aluminum alloy frame, lightweight yet highly durable.



Innovative human-machine interface with visualized design, providing clear real-time operation status at a glance. Modular plug-and-play connectors ensure quick installation and easy maintenance, significantly improving service efficiency and saving time



Imported high-strength PVC curtain fabric features a self-cleaning surface, excellent wear resistance, and tear resistance, maintaining durability even under intensive operating cycles (Patented Technology)



Capable of hundreds of open/close cycles per day, with opening speeds of 1.0-1.2 m/s (customizable up to 1.5 m/s or higher), delivering 5-7 times faster performance than standard roller shutter doors



Innovative double-row sealing brush design, combined with a U-shaped bottom edge and integrated head cover, creates a four-sided airtight sealing structure for superior environmental isolation

8 大创新工艺



The German-brand control system and high-precision servo drive unit work together to ensure stable, reliable, and smooth operation under long-term high-frequency usage



Featuring an industrial aesthetic structure, imported powder coating, automated laser cutting, and precision assembly, the door combines durability with an enhanced facility appearance (Patented Technology)



Built-in IoT smart chip enables device interconnection and remote control. Featuring soft start and soft stop functions as well as automatic self-recovery capability, the system delivers smarter and more intelligent operation



Standard infrared anti-collision safety sensor reverses the door immediately upon detection of an obstacle. Optional patented safety airbag and multi-point safety light curtains provide enhanced protection for personnel and equipment (Patented Technology)



WaDuiWa Intelligent Technology (Zhejiang) Co., Ltd.



Distinguished factories use SEPPES products



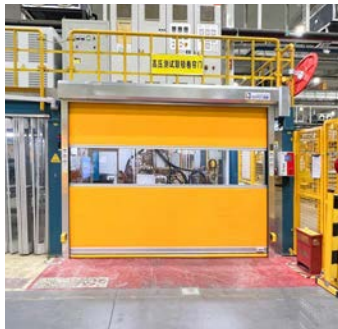
Built-in Wind Resistance System



Stainless Steel Frame



Aluminum Alloy Frame



Painted Steel Frame



Hexuan Shanghai Interiors Co., Ltd.



Custom Frame Colors



Built-in Motor



Front-Mounted Motor



Top-Mounted Motor

Various customized schemes for High Speed Roll-Up Door

Nitto Denko (Shanghai Songjiang) Co., Ltd.



Equipment Protection



Production Line
Interlock Control

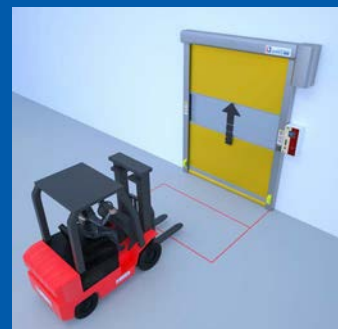


Painting Equipment Room



Freight Elevator Interlock

Different kinds of door opening methods and extended functions



Geomagnetic induction



Pull-switch



Motion sensor



Remote Control



Wireless Switch



Device integration



Use Access control



Interlocking System



Dedicated model for
stamping machines



Arc-flash protection
specific model



ET4 Explosion-Proof
High Speed Door



Customized inverted
installation structure

Applications Across Multiple Scenarios: High Speed Roll-Up Door



Kunshan HUAXIN Printed Circuit Board Co., Ltd.



Kunshan HUAXIN Printed Circuit Board Co., Ltd.

High Speed Zipper Door

SEPPES “Dust Free” Series

3000+ Premium Choice for High End Cleanroom Applications

In the era of Industry 4.0, entrance and exit passages are no longer merely physical barriers, but also core hubs for managing plant wide energy consumption and logistics efficiency.

SEPPES zipper structure high speed door breaks the limitations of the traditional door industry and provides

you with a next generation space isolation solution featuring high airtightness, zero downtime and smart connectivity.

We adopt an innovative fully sealed zipper lock guide rail system combined with a fully flexible safety curtain, achieving complete physical isolation of spaces while significantly minimizing energy loss from HVAC systems. This design strongly aligns with global ESG strategies focused on energy saving and carbon reduction.

More importantly, it is equipped with SEPPES’ core patented anti-collision self-repair technology.

This means that in high frequency and complex forklift logistics operations, even if an accidental impact occurs, the door can sense it within milliseconds and automatically reset during the next operation.

It completely eliminates the “equipment downtime” and “costly maintenance” caused by impacts in traditional high speed doors, ensuring your production line operates efficiently and without interruption 365 days a year.



Performance Advantages of High Speed Zipper Door



Anti collision automatic derailment self guided reset patented technology eliminates manual maintenance costs and downtime waiting and enables zero downtime operation and maintenance



Advanced zipper type guide rail combined with a fully sealed design effectively blocks air convection, significantly improving thermal efficiency and energy management performance



Equipped with a customized industrial grade servo motor system, achieving opening speeds of up to 2.0 m/s, perfectly suited for high frequency and high speed logistics circulation environments



Reserved multifunctional ports support integration with IoT systems and remote signal transmission, fully compatible with AGV systems and automated production lines



Integrated in the door frame rail to maintain optimal curtain tension. Standard configuration withstands wind pressure up to Level 6-8, ensuring strong adaptability to harsh environments



All critical drive components undergo rigorous fatigue testing, ensuring a service life of over 1000000 operating cycles, delivering outstanding industrial durability



Standard infrared safety photocells combined with a patented bottom safety airbag provide full range protection, safeguarding both personnel and vehicles during operation(Patented technology)



Large size viewing windows can be selected to enhance natural light penetration while maintaining bidirectional safety and supporting visual factory management systems



Cross sectional view of zipper structure



Automatic self resetting structure(Patented technology)



Safety bottom edge rebound system upon obstruction(Patented technology)

High Speed Zipper Door



AAK Zhangjiagang Ltd.



Cleanroom Dedicated High Speed Door



Equipped with a patented anti collision and auto realignment system. In the event of curtain derailment, the door automatically and precisely resets without manual intervention. This eliminates the need for maintenance personnel to enter the cleanroom, minimizing cross-contamination risk and ensuring the integrity of Class D clean environments



Featuring a fully sealed zipper interlocking and streamlined track design, the door withstands pressure differentials of up to 30 Pa. It effectively blocks dust, aerosols, and microbial ingress, making it ideal for positive and negative pressure cleanroom environments



A customized high precision servo system enables opening and closing speeds of up to 2.0 m/s. The extremely short exposure time significantly reduces air exchange, effectively preserving filtered indoor air conditions as well as stable temperature and humidity levels for a controlled production environment



Built-in interlock logic supports seamless operation of airlock systems with double or multiple doors. It can be integrated with central HVAC or environmental monitoring systems, enabling fully automated and contamination-free material flow management



Breakthrough in solving air leakage and curtain bulging under high differential pressure conditions. A powerful tensioning system designed specifically for cleanroom pressure gradients is built in. It ensures that the door curtain remains flat and tightly tensioned under continuous pressure impact, guaranteeing completely airtight and smooth operation



The frame features seamless hygienic finishing to eliminate dirt traps and hygiene dead zones. Smooth guide rails significantly reduce mechanical particle generation. Core components are engineered for over one million high-frequency cycles, delivering long-term, maintenance-free operation for cleanroom applications



Standard equipped patented flexible safety airbag at the bottom, which rebounds instantly upon obstruction. Optional radar and other non-contact sensing opening systems are available, completely eliminating secondary contamination caused by physical contact, providing ultimate protection for high-value goods



A high transparency viewing window seamlessly integrated and flush with the door curtain, leaving no hygienic dead corners and making cleaning and disinfection extremely easy. It ensures a clear, unobstructed visual connection between the inside and outside of the passageway, while fully complying with strict GMP cleanroom standards



C-profile track



Automatic self resetting structure (patented technology)



Safety bottom edge rebound system upon obstruction (Patented technology)

Cleanroom
Dedicated High
Speed Door



Jiangsu Dawning Pharmaceutical Co., Ltd.



Rapid Zoning Between Internal and External Areas



Isolation of Specialized Production Zones



Buffer Zone for Daily Chemical Processing Areas



Cleanroom with 30 Pa Pressure Differential



PharmaGend Global Medical Services Pte. Ltd.



Suzhou Ascentage Pharma Co., Ltd.



2.5mm Thick Anti-static Door Curtain



Reinforced Vision Window Edge Sealing



Single Strip Long Vision Panel Design



Extra Large Full View Vision Window Design

Various customized schemes for High Speed Zipper Door



CATL

Protective High-Speed Door

SEPPES “FlexShield” Series
Guards Machinery, Protects Operators

Also known as Heavy-Duty Safety High-Speed Door, Industrial Protective Rapid Roller Door, Impact-Resistant Fast Partition Door. Engineered for high-safety & high-protection industrial zones.

Ideal for factory high-risk/high-standard areas: equipment rooms, robot workstations, welding booths, special isolation zones.

Equipped with custom thick curtain, rapid opening/closing system & multi-layer safety devices. Essential equipment for factories prioritizing production safety & workshop environment.



Performance Advantages of Protective High-Speed Doors for Automated Equipment



UV stabilizer added to curtain, filters welding & laser UV rays, safeguards operator eyesight



Flame-retardant high-temp resistant curtain, outperforms standard PVC (Patented Tech)



Custom protective curtain blocks welding sparks & splatters, prevents surrounding material ignition



Upgraded thick flexible curtain withstands accidental collision & flying heavy objects



Tight sealing structure blocks welding fume, dust & toxic gas, maintains workshop air quality



Red anti-glare transparent window blocks strong arc light while keeping internal operations visible



1.5–2.0 m/s fast opening & closing, isolates hazards without slowing production



Interlockable with welding robots & automated lines for unmanned safe production



Intelligent Unmanned Equipment Room



Robot Workstation



Protective High-Speed
Doors for Automated
Equipment

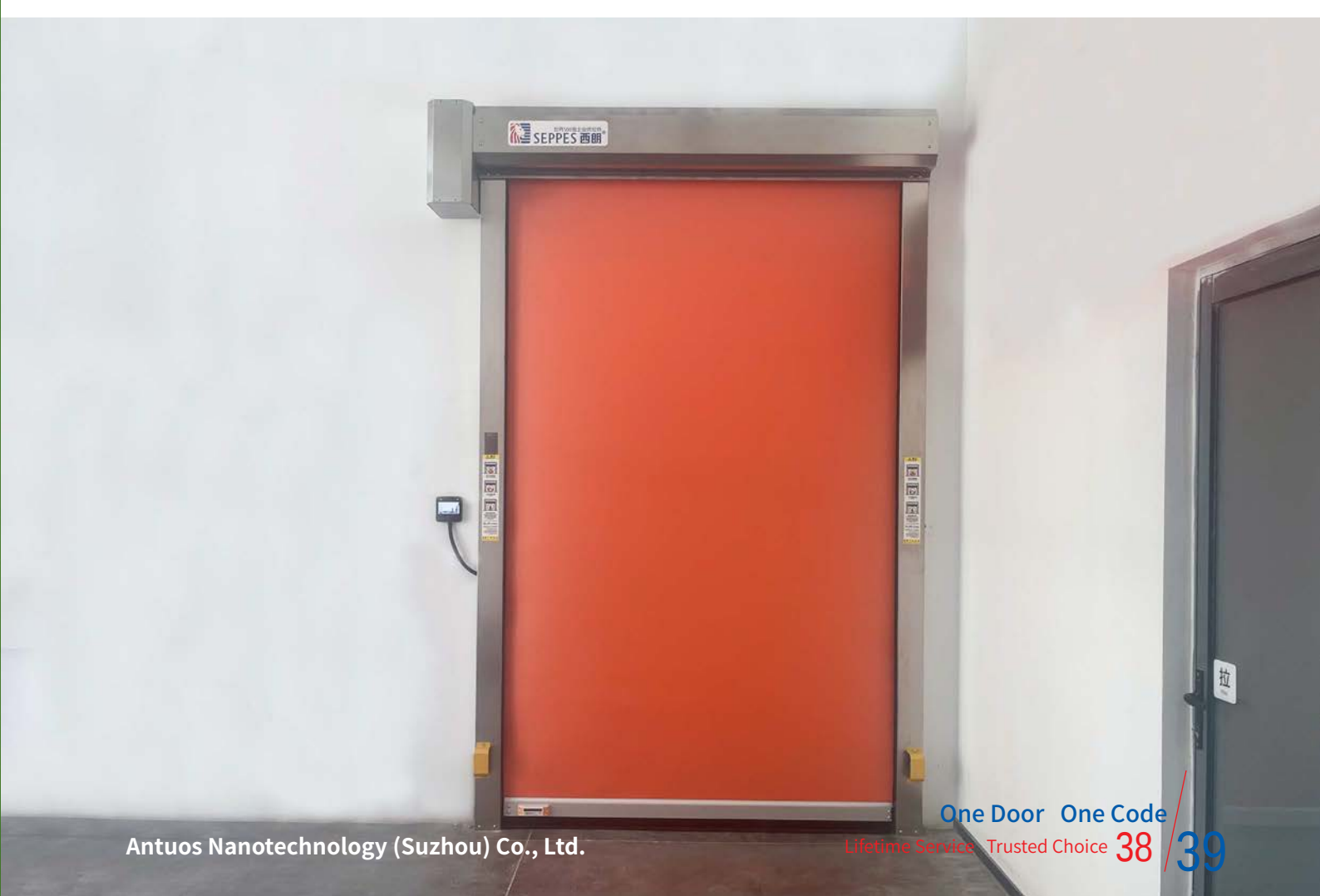
ABB Shanghai Super Factory



Large Unmanned Robot Bay Access



Robot Cell Feed & Discharge Opening



Antuos Nanotechnology (Suzhou) Co., Ltd.



Performance Advantages of Standard Protective High-Speed Doors



Opening speed: 1.5–2.0 m/s, supports hundreds of daily cycles, 5–7 times faster than ordinary rolling doors



Double-row card slot sealing brushes + U-type bottom seal + integrated lintel form full airtight structure, effectively blocking dust, insects and air convection



Built-in IoT chip, compatible with AGVs, conveyors, air showers and other equipment for linkage control



Standard infrared safety photocells, optional safety airbag bottom edge, complies with EU safety protection standards



Quick partition reduces cold & hot air loss, cuts air conditioning energy consumption by 15%–30% for green production



Multi-layer door sealing structure greatly weakens noise transmission between inside and outside workshops to improve working environment



Integrated aluminum alloy frame assembled by laser cutting, elegant, sturdy and durable



Innovative HMI displays real-time operation status & fault codes; pluggable interface for easy maintenance



Robot Arm Operation Room



Robot Equipment Fence



Automated Robot Cell

Standard
Protective High-Speed Door

Ri-500T

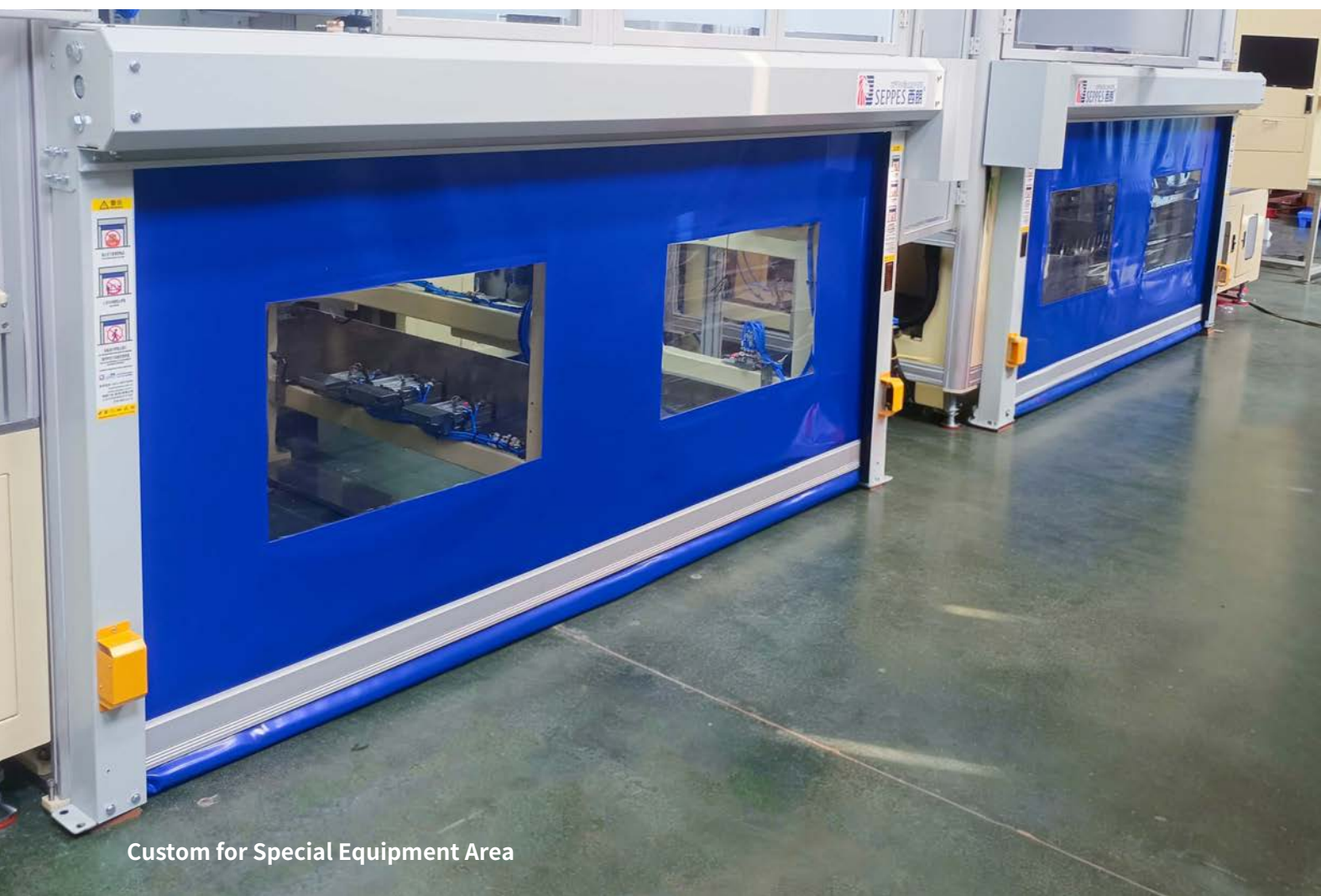
世界500强企业供应商
SEPPES 西朗



Schaeffler Holding (China) Co., Ltd.



Sogefi (Suzhou) Auto Parts Co., Ltd.



Custom for Special Equipment Area



Locomotive Test Zone



Chiatai Qingchunbao Pharmaceutical Co., Ltd. (Shanghai Pharmaceuticals Holding Co., Ltd.)

High Speed Cold Storage Door

SEPPES "Snow Shield" Series

Custom-built for Ultra-Low Temperature Cold Storage

The SEPPES Brush-Sealed High Speed Cold Storage Door is an upgraded industrial high-speed door tailor-made for temperature-controlled, clean and high-efficiency working environments. It adopts dual-row brush sealing, rubber strip, U-shaped soft edge sealing, zipper structural sealing, + multi-layer thermal insulated door curtain, delivering outstanding thermal insulation, dustproof and energy-saving performance. It is widely applied in workshops, warehouses, cold storage, food & pharmaceutical factories, electronics manufacturing plants, cool warehouses and constant temperature venues.



Performance Advantages of Insulated High-Speed Doors

The insulated high-speed door is a functionally enhanced high-speed rolling shutter. Its multi-layer composite curtain is filled with thermal insulation materials. Adopting an embedded sealed track structure and wrapped built-in wind-resistant design, the door runs at a higher speed with significantly improved thermal insulation performance compared with conventional high-speed rolling shutters. It is suitable for ordinary cold storage areas or special environments requiring thermal insulation, which delivers practical benefits for energy conservation, emission reduction and environmental protection. **(Patented Technology)**



Dual-row brush, rubber strip, U-shaped soft edge & zipper structure sealing, delivering both thermal insulation and dust prevention



Multi-layer composite insulated curtain to reduce energy consumption



Servo drive system, efficient operation speed of 0.4–1.6 meters per second



Suitable for cool storage / constant temperature & humidity environments



Coordinated operation of German-brand control system and high-precision servo drive unit, ensuring stable, reliable and responsive high-frequency long-term operation



Industrial aesthetic structural design, imported plastic powder coating, automatic laser cutting and precision component assembly, beautiful and durable, elevating workshop image **(patented technology)**



Built-in IoT intelligent chip supports equipment linkage and remote control, with soft start/soft stop and auto-repair functions for smarter operation



Standard infrared anti-pinch protection with instant rebound upon contact; optional patented safety airbag bottom edge and multi-point safety light curtain for multi-layer reliable protection **(patented technology)**



304 Stainless Steel Insulated Model



Zone Insulation for Automated Production Lines



Internal Thermal Insulation



0–5°C Cool Storage Warehouse

Insulated High-Speed Door for Ambient Temperature Warehouses



Zhejiang Hangyu Pharmaceutical Co., Ltd.



Performance Advantages of Sub-zero Double-shaft Zipper Insulated High-speed Door

The SEPPES double-shaft cold storage Insulated high-speed door is a high-end high-speed door with double-shaft drive, strong sealing and extreme cold stability, specially developed by SEPPES Door Industry for -40° C ultra-low temperature cold storage warehouses, cold chain logistics, and food & pharmaceutical frozen storage. It adopts four core technologies: double-shaft synchronous drive, zipper sealed tracks, multi-layer thermal insulation door curtain and track heating anti-freezing. It solves the problems of large-size door openings, frequent opening and closing, extreme cold cold retention, ice and frost prevention in cold storage, and serves as an upgraded alternative solution for traditional cold storage swing doors and single-shaft high-speed doors.



Innovative visual HMI design displays operating status clearly. Plug-and-play connectors enable fast installation and time-saving maintenance



Withstand hundreds of daily open/close cycles; opening speed 1.0-1.2 m/s (customizable up to 1.5 m/s+), 5-7 times faster than standard rolling shutters



German-brand control system paired with high-precision servo drive unit ensures stable, responsive and reliable long-term high-frequency operation



Built-in IoT intelligent chip supports equipment linkage and remote control, with soft start/soft stop and auto-recovery functions for intelligent operation



3-layer high-strength imported PVC fabric curtain with self-cleaning surface, wear and tear resistant, maintaining toughness after frequent cycles.



Stable high-efficiency dual-shaft synchronous drive: no shaking for large door sizes, no deviation at high speed. Opening speed up to 1.5 m/s cuts opening time by 70% and minimizes cold & hot air exchange.



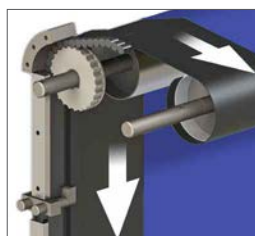
Industrial aesthetic structural design, imported powder coating, auto laser cutting & precision component assembly, attractive and durable, enhancing workshop image(Patented Technology)



Standard infrared anti-pinch protection with instant rebound on impact; optional patented safety airbag bottom edge and multi-point safety light curtain for comprehensive safety(Patented Technology)



Zippered structure track



Dual-shaft Synchronous Drive Technology



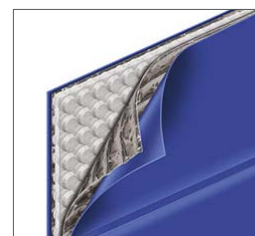
Frame Heating System



Auto Reset Mechanism



Full Soft Bottom Edge with Obstacle Rebound



Multi-layer Insulated Door Curtain



-20°C Cold Storage Warehouse



Sub-zero Cold Storage Insulated High-Speed Door



US-owned Tyson Foods

SEPPES Brand Smart Access To The World

The Preferred Brand for Industrial Door Solutions 48 / 49



Wuhu Xuange Garbage Disposal Co., Ltd.

High Speed Stacking Door

SEPPES “Hurricane” Series

The larger the opening, the stronger the wind resistance

Wind-resistant stacking high speed door adopts a folding lifting structure. Multiple horizontal wind-resistant reinforcement bars are embedded or externally mounted within the curtain, enabling wind pressure to be evenly distributed across the entire door surface.

It is capable of withstanding winds up to approximately Force 10, offering significantly superior wind resistance compared to conventional roll-up high speed doors. This makes it particularly suitable for logistics passages, large openings, and environments with high wind pressure.

Optional ground magnetic induction auto-opening system — when metallic objects (such as forklifts or logistics vehicles) pass through, the door automatically detects and opens, meeting the requirements of high-frequency traffic operation scenarios.

SEPPES has developed an innovative external aluminum alloy wind-resistant bar structure (patented technology) based on the traditional stacking high-speed door with built-in wind-resistant bars. The reinforced profile adopts a snap-in design, allowing the door curtain to be disassembled. In later maintenance, only the damaged individual curtain panels need to be replaced, making it more economical and convenient. At the same time, the custom-molded aluminum wind-resistant bars give the door a more three-dimensional appearance, significantly enhancing its overall aesthetic quality and premium feel.



Performance Advantages of High Speed Stacking Door



Adopts a folding lifting design with multiple internal/external horizontal wind-resistant levers, ensuring uniform wind pressure distribution and enabling resistance to winds of approximately Level 10



Customizable design, ideally suited for logistics passages, large openings, and environments with high wind pressure or wide door spans



Standard infrared safety anti-pinch protection is included, with optional light curtain. When an obstacle is detected, the door automatically reverses, ensuring safe passage for both people and vehicles (**Patented technology**)



SEPPES patented external aluminum alloy wind-resistant bar structure adopts a snap-in design. The door curtain is modular and can be disassembled, and during maintenance, only the damaged individual curtain panels need to be replaced, making it more economical and convenient



The custom-molded steel wind-resistant bars enhance the door's three-dimensional appearance and significantly improve its overall aesthetic quality and premium feel



The control system reserves interfaces for remote control and automation equipment linkage signals, facilitating future smart factory upgrades



Equipped with a German-brand FROG PUPIL dedicated drive motor and an advanced intelligent control system, supporting adjustable speeds up to 1.2 m/s, ensuring long-term stable and highly efficient operation



Adopts imported-brand high-strength, wear-resistant PVC fabric for the door curtain, with a thickness of 0.8 mm. It offers high tear resistance and excellent wear resistance, making it suitable for harsh working conditions



Warehouse Wind-Resistant Stacking Door



Workshop Partition Stacking Door



Sectional Door + Stacking Door Combined Solution

Wind-Resistant Stacking High Speed Door



PGI Nonwovens (China) Co., Ltd.



南方水泥
杜绝浪费 实施精益生产
消除无效劳动
江苏盐城南方水泥有限公司



High speed spiral door

SEPPES "Sonic" Series

High-Performance Protection for Factory Workshop Exterior Access Points

This is more than just an industrial door; it is an all-around metal door that integrates thermal insulation, energy efficiency, sealing, high performance, wind resistance, and eco-friendliness. Featuring a brand-new curved spiral design combined with tensioned torque balancing technology, it offers adjustable opening speeds of 0.8–1.5 m/s—tailor-made for high-frequency, fast-paced logistics operations.

The door panel utilizes lightweight double-layered aluminum alloy (0.7mm per layer) with a high-density polyurethane foam core, resulting in a total thickness of 40mm. It excels in every aspect: thermal insulation, low weight, high strength, and impact resistance. It also boasts superior wind resistance, standing firm against strong winds.

Whether for indoor or outdoor use, logistics or production facilities, the SEPPES high-speed spiral door is the ideal choice for your high-speed access needs. It significantly reduces energy loss caused by air exchange; compared to standard industrial sectional doors, metal rolling shutters, or sliding doors, it offers energy savings of up to 87%—turning saved energy directly into profit.

Equipped with a stable, energy-efficient, and precise intelligent servo drive system, the door operates reliably with a design lifespan of approximately 1 million cycles. Power outages are no issue either; the manual emergency release mechanism, combined with tensioned torque balancing technology, allows a single person to easily operate the door manually. It saves you worry, effort, and electricity.



Distinguished factories use SEPPES products

Performance Advantages of Turbine-Type High speed spiral door

The door panels are precisely drawn into a spiral track and coiled, ensuring there is no contact or friction between the panels; this significantly reduces operating noise and eliminates the risk of static sparks. The smooth, stable guidance system enables opening and closing speeds of 1.5 to 2.0 meters per second, substantially enhancing logistics efficiency for facilities such as factories and warehouses



Precision counterbalancing and a low-friction drive design significantly reduce operating noise while ensuring smooth, seamless door movement. This mechanism effectively minimizes mechanical vibration and component wear, extending the door's service life and creating a quiet, comfortable working environment without compromising rapid opening and closing speeds

A dense infrared detection matrix is established beneath and along both sides of the doorway, ensuring seamless, blind-spot-free sensing. Upon detecting the entry of personnel, vehicles, or obstacles, the door immediately reverses or stops, effectively preventing collisions or crushing injuries. This design ensures reliable safety through millisecond-level response speeds, making it particularly suitable for high-traffic logistics and workshop entrances



A wireless sensing edge at the bottom detects changes in resistance in real time during the door-closing process. Upon contact with or detection of an obstacle, the door immediately reverses and retracts, sensitively triggering anti-pinch protection without the need for wired connections. This design completely eliminates the risk of people or objects being trapped at the bottom, providing proactive safety assurance for frequently passing forklifts and personnel

SEPPES high speed spiral doors come standard with an emergency release mechanism for power outages. In the event of a sudden power failure, the motor lock can be easily disengaged using a manual brake release lever, allowing the door to be raised or operated manually. This mechanism is simple and effortless to use, ensuring the door can still be opened or closed during a power outage and preventing logistics passages or entry/exit points from becoming blocked



Human-vehicle separation radar precisely detects movement trajectories, intelligently identifies traffic flow patterns, and helps eliminate potential collision risks. A high-definition dynamic display screen provides real-time warning signals and instructions, ensuring clear visibility both day and night. The system enables intelligent interconnection for early warning and guided traffic management, effectively maintaining orderly movement. It is widely applicable to industrial facilities, logistics passages, and similar environments, establishing a reliable safety barrier for controlled and secure traffic operations.

**Turbine-Type
High speed
spiral door**



Saleri Shanghai Co., Ltd.



Strategic Partner of Fortune 500



Releasing a stainless steel best-seller



Custom champagne gold finish



Production workshop logistics corridor



Stainless steel frame



Robust Control Environmental Protection Base (Lukong Environmental Technology Co., Ltd.)



Custom white frame



High-frequency exterior access door

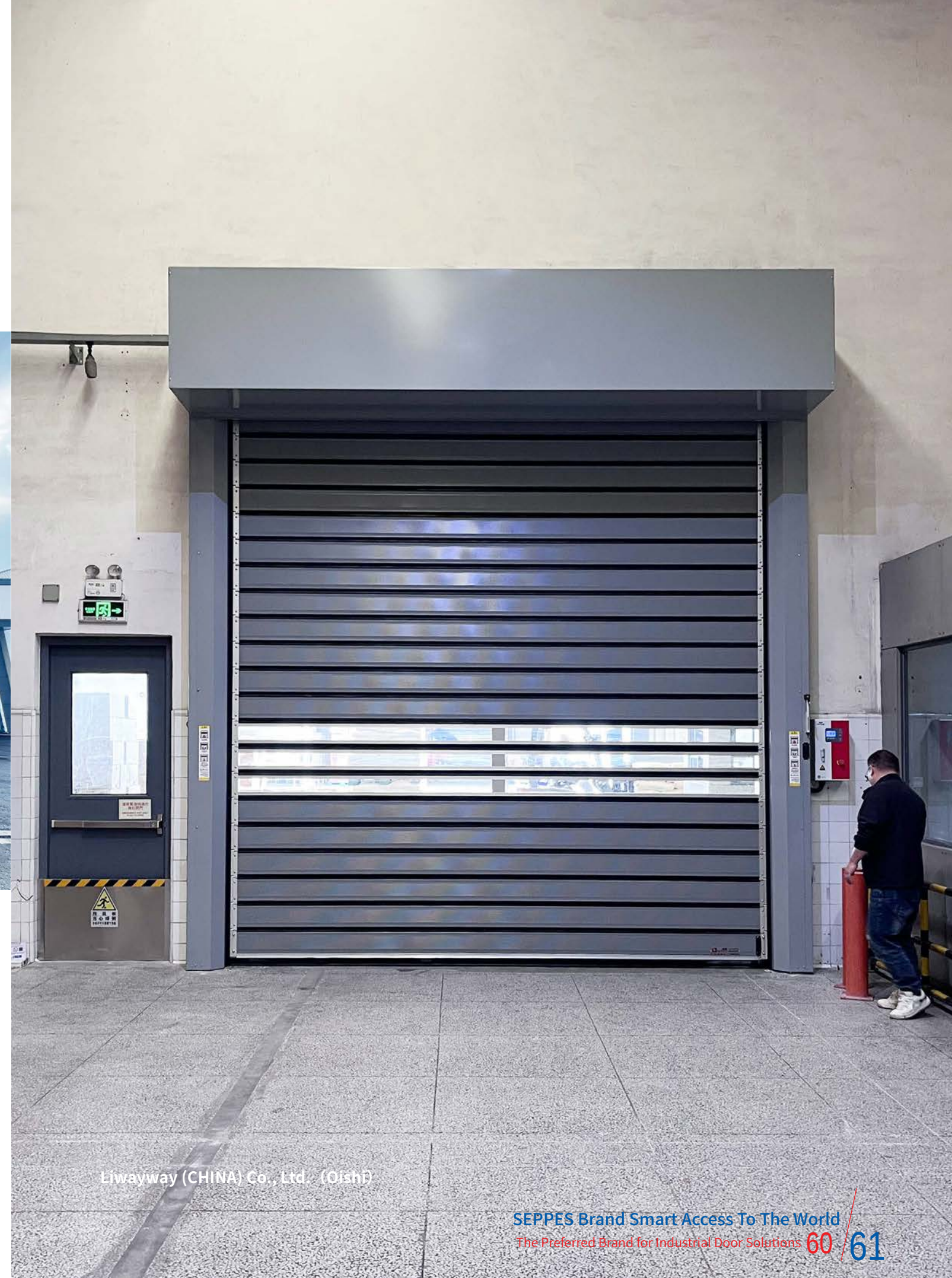


Fire station garage door



Custom high-seal model for laboratories

Various customized schemes for High Speed Spiral Door



Liwayway (CHINA) Co., Ltd. (OishD)

SEPPES Brand Smart Access To The World
The Preferred Brand for Industrial Door Solutions



SEPPES "Sonic" Series

High-performance guardians for factory exterior access points

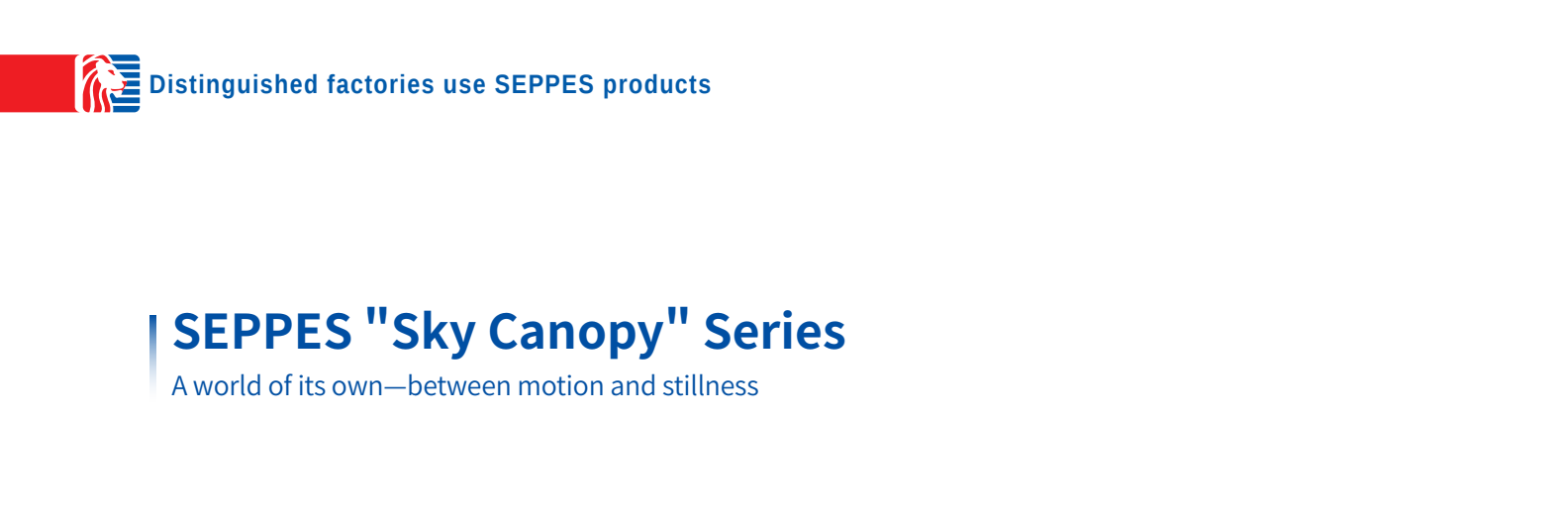
With their metallic finish and modern aesthetic, the SEPPES "Sonic" series of high-speed rigid spiral doors serve as dynamic focal points for building access points. Delivering superior performance—characterized by higher speeds, high-frequency operation, and enhanced safety—they integrate seamlessly with both traditional masonry and steel-structure facilities, combining efficient operation with visual appeal that elevates the industrial environment.

Visualization of the "Sonic" series applied in a factory setting



The "Sonic" series is applied to modern, high-end steel structure industrial plants





Various customized schemes for High speed spiral door



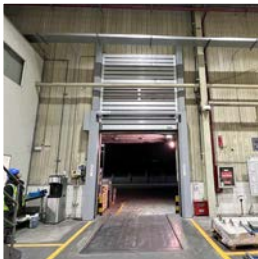
Standard spiral intake structure



Elliptical spiral intake structure



L-shaped structure



Vertical structure



Horizontal structure for hoisting zone

Specialized Doors for the Equipment Room of the Ordnance Science and Technology Institute



Strategic Partner of Fortune 500

Aluminum Alloy High-Speed Industrial Protective Door

SEPPES Aluminum Alloy High-Speed Industrial Protective Door combines fast cyclic operation of flexible rapid doors, heat & wind resistance of Industrial Sectional Door, with lower cost and smaller installation footprint than Spiral Rigid High-Speed Door

Better wind resistance than flexible rapid doors, faster than Industrial Sectional Door, more space-saving than Spiral Rigid High-Speed Door. Its hard curtain consists of aluminum alloy extrusions and EPDM rubber. It runs quietly with a 0.8mm thick aluminum double-layer hollow curtain treated with silver-white oxidation for outstanding durability. **(Patented Technology)**

Equipped with servo variable frequency intelligent control system for higher speed. Multiple opening options are available: radar, ground loop, infrared, Bluetooth, remote control, access control, etc. It supports equipment linkage and remote signal control. Widely applied in airport cargo conveyors, automated production lines, robot workstation protection, warehouse logistics entrances, and internal & external workshop separation.

Technical Parameters

Custom Size	W4000*H4000
Power Supply	220V, 0.75kW-2.2kW ; Running Speed:0.6-1.0m/s
Frame Material	Cold rolled steel plate, laser cut integrated bending, imported electrostatic powder coating
Curtain Material	0.8mm aluminum alloy, double-layer hollow structure
Safety Configuration	Dual protection: single-point infrared photocell + bottom safety airbag
Wind Resistance Grade	Grade 8-10
Control Interconnection	Reserved IO terminals, 485 communication protocol; supports equipment linkage, remote control & interlock



Logistics Intelligent Sorting Area 3-in-1 High-Speed Industrial Protective Door



Chinese Medicine Intelligent Workshop 3-in-1 High-Speed Industrial Protective Door



High-Speed Industrial Protective Door for Key Warehouse

High-Speed Industrial Protective Door



SEPPES 西朋

Elpiscience Biopharmaceuticals (Suzhou) Co., Ltd.

SEPPES Brand Smart Access To The World
The Preferred Brand for Industrial Door Solutions

66

67



Export 80 countries industrial door brand

Roll Shutter Door

SEPPES electric roll shutter door is an upgraded version of ordinary metal rolling shutters. It supports intelligent safety functions including remote control, equipment linkage and obstacle rebound, with small installation footprint.

Standard opening speed: 0.15–0.6 m/s (high-speed version customizable). Equipped with emergency manual chain for manual operation under emergencies. It is an economical and durable ideal choice for garages, shops and factories.

Technical Parameters

Category	Type	Features & Parameters
Material	Steel	High rigidity & strength
	Aluminum Alloy	Lightweight & corrosion resistant
	Stainless Steel	Anti-rust, clean & long service life
Curtain Slat	Single-layer	Windproof, anti-theft, cost-effective
	Double-layer Hollow	Silent structure, heat insulation & sealing
	Double-layer PU Foam Filled	Thermal insulation & sealing, reduces temperature loss
Electric Control	Standard Motor	0.15m/s
	High-Speed Motor	0.6m/s
	Explosion-Proof Motor	Exdb II BT4Gb



Steel Roll Shutter Door



Aluminum Alloy Roll Shutter Door



Stainless Steel Roll Shutter Door



PU Foam Filled Curtain Slat



Custom High-Speed Motor



Explosion-Proof Electric Control System

Roll Shutter Door



SEPPES 西朋

Nongfu Spring Co., Ltd.

One Door One Code

Lifetime Service Trusted Choice

6869



Industrial Sectional Door

SEPPES “WindGuard” Series

Combining four key advantages: wind resistance, thermal insulation, anti-theft protection, and aesthetic design

Industrial overhead doors are not merely access solutions, but protectors of high-efficiency industrial environments.

Robust Structure: 40mm thick high-density PU foam panels deliver outstanding impact resistance and wind pressure performance, forming the first line of industrial facility protection.

Silent Operation: Frequency conversion drive system combined with precision tracks and rollers ensures smooth operation with significantly reduced vibration and noise.

Energy Efficiency & Insulation: Full perimeter sealing system with high-density foam insulation effectively reduces heat transfer and energy consumption.

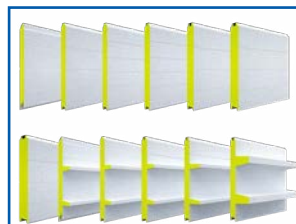
Infinite possibilities: Over 6 lifting track configurations available to suit various building structures and installation conditions.

Brand Image: Industrial aesthetic design enhances building appearance and reflects modern industrial identity and corporate strength.



Performance Advantages of Industrial Sectional Door

Ultimate armored door panel (armor-grade protection) features a multi-series high-density foamed core ranging from 40–120 mm in thickness, with a panel density of up to 45 kg/m³, delivering exceptional impact resistance and sound insulation performance. The patented anti-finger-trap safety design, combined with high-strength materials, ensures long-lasting durability and a premium industrial aesthetic. **(Patented technology)**



3D Full Perimeter Sealing System: EPDM sealing strips are applied on the top, sides, and bottom, combined with rubber insulation between panels to effectively prevent heat exchange between indoor and outdoor environments. The comprehensive sealing system significantly reduces energy consumption and creates a temperature-stable and dust-free working environment.

Intelligent control drive system (industrial-grade connectivity) adopts imported variable-frequency electronic control technology to achieve soft start and soft stop, effectively extending motor service life while ensuring smooth and reliable operation. The system is equipped with multiple expansion interfaces, supporting smart factory applications, including remote control and multi-door interlocking requirements.



Precision Balancing System (Up to 100000 Cycles): Built with high-strength corrosion-resistant steel torsion springs, offering a service life of 50000–100000 cycles. The precision balancing hardware ensures smooth, quiet, and effortless operation even for large-sized doors.

Patented safety protection system (full-scope protection) is equipped as standard with a dual anti-fall mechanism of torsion springs and steel cables, enabling instant locking within 20 cm in case of extreme or unexpected failures. Combined with an obstacle-sensing rebound system at the bottom, it builds a comprehensive, multi-layer human-machine safety protection network. **(Patented technology)**



Infinite modular customization (flexible solution) offers RAL color customization and six lifting track options, ensuring perfect adaptation to various architectural structures. Innovative wicket door (pass door without threshold) and multiple sensing device options are available, enabling truly efficient, barrier-free logistics access and smooth traffic flow. **(Patented technology)**



Tiange Flooring



Export 80 countries industrial door brand



Vertical Lifting



Standard Lifting



Wicket door (Pedestrian door / Passage door)



Rear installation Sectional door system



Nanjing Kops Instrument Technology Co., Ltd.



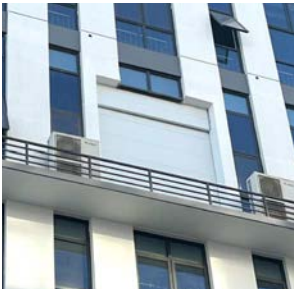
Rib-reinforced wind-resistance Sectional door



Fire-rated Sectional Door



Flat-surface customized Sectional door



Loading bay Sectional door

Various customized scthemses for Industrial Sectional Door

De Nora Elettrodi (Suzhou) Co., Ltd.



Custom Blue Panels Linked with Loading Dock Levelers (Patented Technology)



Full Vision Transparent Door Panel



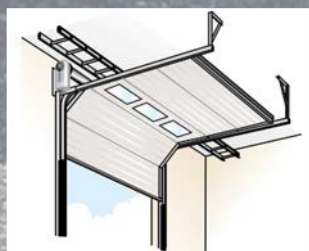
Yellow insulated solid panel, no vision window, sealed type



Custom Red Panels with Horizontal Vision Windows



Strategic Partner of Fortune 500



Standard Lifting



High Lifting



Vertical Lifting



Low lifting track system

Empowering Manufacturing Upgrades

Revitalizing Old Factories, Transforming Access Efficiency

SEPPES Brand Smart Access To The World

The Preferred Brand for Industrial Door Solutions



Gudewei Power Technology (Guangde) Co., Ltd.

Warehouse Logistics Loading/Unloading Combination

SEPPES"Summit" Series

Globally Applicable Loading and Unloading Solutions

Cargo handling is one of the core processes in warehousing and logistics. A scientifically designed and professionally planned loading and unloading area can significantly improve traffic efficiency, optimize operational workflows, and effectively reduce overall operating costs. Industrial doors, dock shelters, and loading dock leveler work together to form a complete loading and unloading solution. In non-operational conditions, the industrial door remains closed to ensure a sealed separation between indoor and outdoor environments, effectively maintaining stable indoor conditions. During operation, the industrial door opens in sync with the system, while the loading dock leveler and dock shelter work in precise coordination to create a tightly sealed interface between the truck compartment and the indoor loading area. This integrated system effectively prevents the intrusion of external dust, airflow, rainwater, and other contaminants, ensuring that loading and unloading operations are carried out in a clean, safe, efficient, and highly streamlined manner.



The dock leveler is integrated with an intelligent control system, an electro-hydraulic power unit, and coordinated operation of the lip plate and deck plate. It precisely compensates for height differences between various truck beds and the loading dock, creating a seamless and stable transition bridge between the vehicle and the platform. This fundamentally optimizes loading and unloading workflows and significantly improves overall operational efficiency.

Key feature:

Adopts an innovative 400 mm double 5° arched reinforced lip design, ensuring smoother transition at the interface, effectively preventing impact damage between forklifts, platform, and the dock leveler, thereby extending equipment service life.

Telescopic loading dock leveler is installed at logistics loading bays, serving as a bridging structure between the dock and the rear of the truck. It is designed to accommodate loading and unloading requirements for vehicles with varying bed heights. With a maximum extension of up to 1000 mm, the telescopic lip enables flexible operation across multiple application scenarios. In cold-chain logistics operations, it effectively prevents cold and warm air exchange, making it highly recommended. When used together with an overhead sectional door, the loading opening can be fully closed, eliminating the need for a conventional pit installation.

Key feature:

The durable dock leveler structure features a welded support beam and anti-slip deck plate (with anti-slip strips), forming a robust box-type construction. It is designed to compensate for the height difference of tilted truck beds while maintaining a flush alignment with the dock pit edge.

Edge-of-dock loading dock leveler is installed directly at the front edge of the loading dock, mounted along the dock face without the need for pit excavation or pre-installed recesses. It is typically used in facilities where dock space is limited or where no pit was reserved during the initial construction phase, serving as a practical retrofit solution for logistics terminals.

Key feature:

The load capacity is approximately half that of a standard dock leveler, making it suitable for light-duty cargo handling and applications where the height difference between the truck and dock is minimal. Although this compact edge-mounted solution is simple and space-saving, proper safety measures must be strictly observed during operation to ensure the safety of both goods and personnel.



Electric hydraulic loading dock leveler



Jiangsu Simcere Pharmaceutical Co., Ltd.



Mechanical dock shelter curtain is constructed from double-layer polyester fabric with a PVC-coated surface. The side wings are equipped with reflective yellow guide strips, and the frame adopts a hinged connection design for improved anti-compression performance. The top sloped frame facilitates efficient water drainage. The hood structure consists of a front frame, rear frame, and connecting arms. The overall frame is made of galvanized steel for corrosion resistance, combined with aluminum alloy profiles for decorative fixing, ensuring durability and a refined appearance.

Key feature:

It creates a fully sealed loading and unloading environment, is compatible with a wide range of vehicle types, and places low structural load requirements on the building wall.



Sponge dock shelter curtain is made of polyester elastic fabric with a PVC-coated surface, filled with high-resilience foam featuring a maximum compression ratio of up to 75%. The fabric is fixed using screws and metal eyelets. When compressed, air is evenly released through the structure. Pleated flaps are provided on both sides and at the top for enhanced wear resistance and anti-crush performance.

Key feature:

It provides superior sealing performance and is the optimal solution for standardized truck sizes. The top curtain is equipped with a fixed foam block as standard, with optional suspended curtain or adjustable designs available. A structurally reinforced wall capable of bearing compression load is required.



Inflatable dock shelter is made of high-quality chloroprene fiber-reinforced rubber wear-resistant material, with a service life of no less than 30,000 operating cycles. After inflation, the side and top air cushions tightly wrap around the rear of the truck compartment. The L-shaped side airbags ensure a secure seal against the building wall, providing excellent airtight performance. The width adjustment range reaches up to 1600 mm, while the top air cushion length is adjustable between 1200–1500 mm, allowing compatibility with various truck chassis configurations. Equipped with an external high-airflow industrial blower, the system can operate reliably under harsh weather conditions ranging from -30°C to 60°C.

Key feature:

It is suitable for a wide range of truck sizes, delivers outstanding sealing performance, and significantly reduces energy loss. It is ideal for high-sealing-demand applications such as warehouses and cold storage facilities.



Industrial Dock Shelter



Zhe JIANG HUA HAI Pharmaceutical Co., Ltd.



Vehicle restraint system secures semi-trailers to the loading dock by engaging a vertical restraint hook with the truck's anti-ride rear impact guard (RG), preventing accidental vehicle separation and ensuring safe loading and unloading operations. The system is capable of withstanding pulling forces exceeding 32000 lbs (14500 kg). During operation, a mechanical spring maintains constant contact with the rear impact guard while automatically floating and adjusting to ensure continuous and reliable vehicle restraint throughout the entire process. The 4.25-inch restraint device features a reverse-tilt design, maximizing coverage of the rear impact guard. (Patented technology)



Rotary hook-type vehicle restraint system is installed beneath the dock face wall. When a trailer is positioned against the dock bumper, the system automatically aligns and activates. A high-strength steel hook rotates out from the housing and securely engages the trailer's rear impact guard (ICC bar), effectively preventing unintended vehicle separation from the loading bay.



Vehicle restraint system



SVOLT Energy Technology Co., Ltd.



Distinguished factories use SEPPES products

Retractable Flexible Curtain Safety Barrier

Fall Protection Dock Leveler

Rotating Hook Anti-Rollaway Truck Restraint



SEPPES "Summit" Series Making Loading and Unloading Safer





Auxiliary Products for Industrial Doors



The Wheel Guide Rail is installed in front of the loading dock to assist trucks in accurately positioning their rear end at the dock during loading and unloading operations. It effectively prevents accidental impact damage to dock shelters, thereby extending the service life of the dock sealing system. The guide rail is fabricated from Ø165 mm bent steel tubing and anchored to the ground using heavy-duty concrete expansion bolts. Considering that wheel guides are frequently exposed to intensive loading operations and repeated vehicle contact, installation on reinforced concrete flooring is strongly recommended to ensure structural stability and long-term durability.



Safety Bollards are designed to prevent vehicle collisions, separate operational areas, and protect facilities as well as personnel. They are widely used in industrial plants, parking garages, roadways, logistics parks, and entrance/exit zones. Manufactured from heavy-duty steel and equipped with high-visibility reflective markings, the bollards offer excellent durability and clear visual guidance. Their simple installation and strong impact resistance effectively regulate traffic flow and safeguard critical equipment and building structures.

The Flexible Polymer Safety Barrier provides an innovative impact protection solution and has passed international TÜV standardized testing, delivering superior quality and collision resistance while minimizing vehicle damage. It is widely applied in manufacturing workshops, logistics warehouses, and industrial facilities to improve operational safety.

Product Features:

1. High-performance polymer flexible material with energy-absorbing shell design to reduce and dissipate vehicle impact forces;
2. Reinforced internal structural ribs combined with secondary cushioning elasticity technology;
3. Industrial-grade rubber shock absorbers integrated into the base with dedicated reinforced anchor bolts;
4. Capable of withstanding impacts from a 4-ton forklift traveling at speeds up to 6 km/h.

According to safe loading dock operation requirements, open loading bays must remain fully enclosed during non-operational periods to prevent fall hazards. The dock edge should be fully protected to eliminate risks of personnel falls and accidental dropping of equipment or cargo. The Retractable Safety Curtain Barrier is installed at the dock opening and remains open during loading operations while closing when the dock is idle. The system can be configured using polyester safety webbing, scissor-style gates, and bridge-type anti-collision support structures.



Warning Lights are designed for hazard indication, equipment fault alarms, and on-site safety alerts. Through flashing or steady illumination, they provide clear visual signals to alert personnel and improve awareness. Equipped with high-brightness LED light sources, the product features high visibility, low energy consumption, long service life, and weather-resistant performance suitable for industrial and outdoor environments.



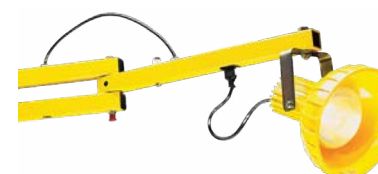
The Air Curtain generates a high-speed airflow to separate indoor and outdoor environments into independent temperature zones, maintaining indoor air conditioning and clean-air performance while reducing energy consumption. Continuous airflow circulation effectively isolates dust, smoke, odors, insects, and airborne contaminants. The air barrier minimizes cold or warm air leakage, supports HVAC efficiency, conserves energy, and improves environmental comfort.



The Pedestrian-Vehicle Separation Radar is a high-performance detection solution specifically developed for high-speed doors, garage doors, and access barriers. It accurately distinguishes vehicles from pedestrians and provides intelligent filtering for lateral movement detection. Parameters can be conveniently configured through a mobile application for quick and intuitive operation.



The Integrated Access Control Terminal is equipped with advanced facial recognition technology to rapidly and accurately authenticate users and ensure secure access management. This contactless solution improves traffic efficiency, enhances hygiene standards, and supports cleaner and smarter facility operation.



Dock Lights provide an economical and practical upgrade over conventional incandescent loading bay lighting systems. The polycarbonate lamp head is approximately 50% lighter than traditional metal housings while maintaining excellent impact resistance and safe touchable surface characteristics. It effectively withstands accidental contact and provides reliable illumination for loading and unloading operations.

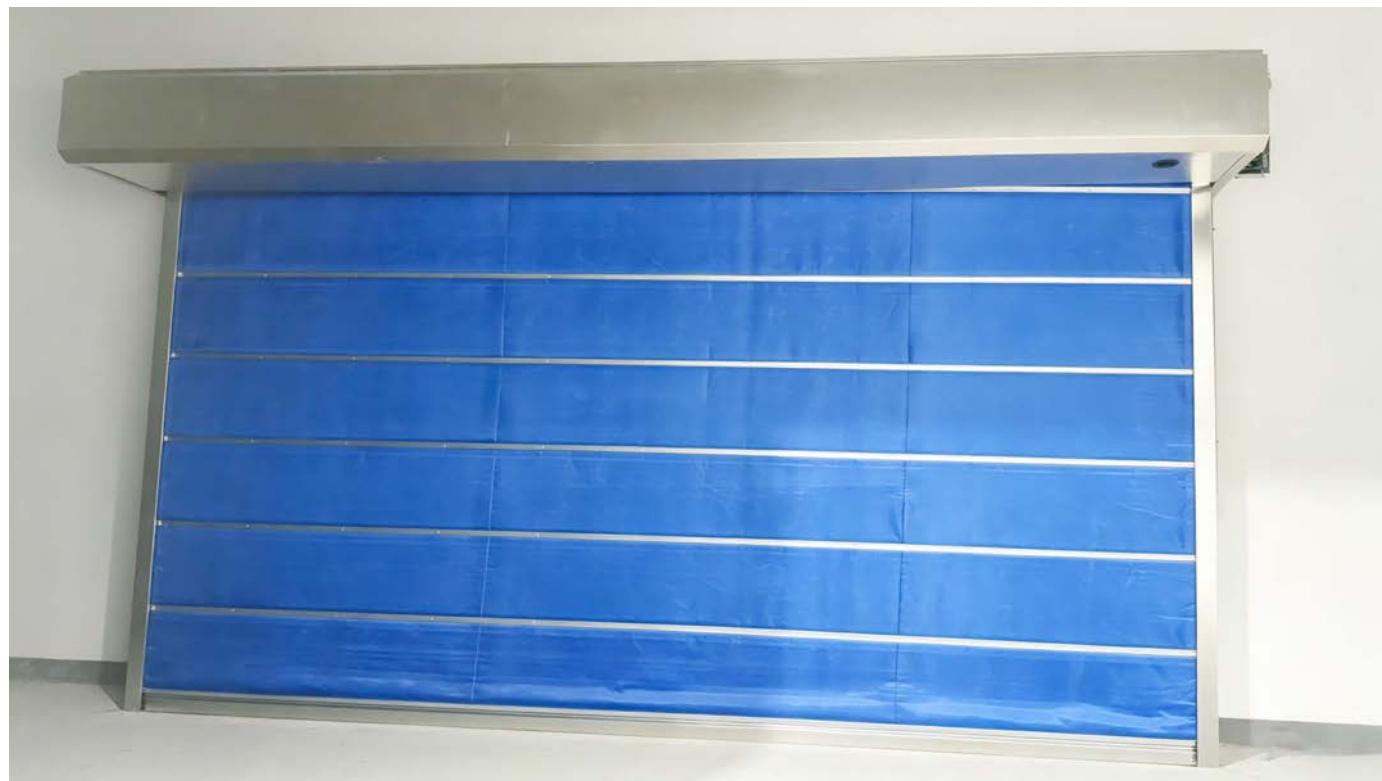


Fire Door Steel Door

The steel fire-rated door frame is manufactured from high-quality galvanized steel sheets with thicknesses of 1.2 mm / 1.5 mm. The door leaf is constructed from 0.8 mm / 1.0 mm premium galvanized steel sheets, formed through high-strength folding and bending processes to ensure superior structural rigidity. The door leaf is filled with eco-friendly fire-resistant core materials, free from volatile substances, and harmless to both human health and the environment. The surface is finished with electrostatic powder coating, providing excellent impact resistance and long-lasting color stability. Optional configurations include vision panels, stainless steel or PVC decorative finishes, and a wide range of color options to meet various architectural and interior design requirements. High-quality stainless steel bearing hinges are adopted to ensure smooth operation, durability, and an aesthetically refined appearance.

Standards Compliance: Complies with GB 12955-2008 “Fire Resistant Doors” standard. **Specifications:** Single leaf maximum size: 1200 × 2400 mm, Double leaf maximum size: 2400 × 2400 mm, Fire resistance rating: Class A: 1.5 hours; Class B: 1.0 hour; Class C: 0.5 hour; Thermal insulation performance: Grade 7; Sound insulation performance: up to 35 dB;

Application Areas: Suitable for use in fire escape corridors, utility shaft doors, equipment rooms, and other locations requiring fire-rated separation and safety protection.



Steel Fire-Rated Door



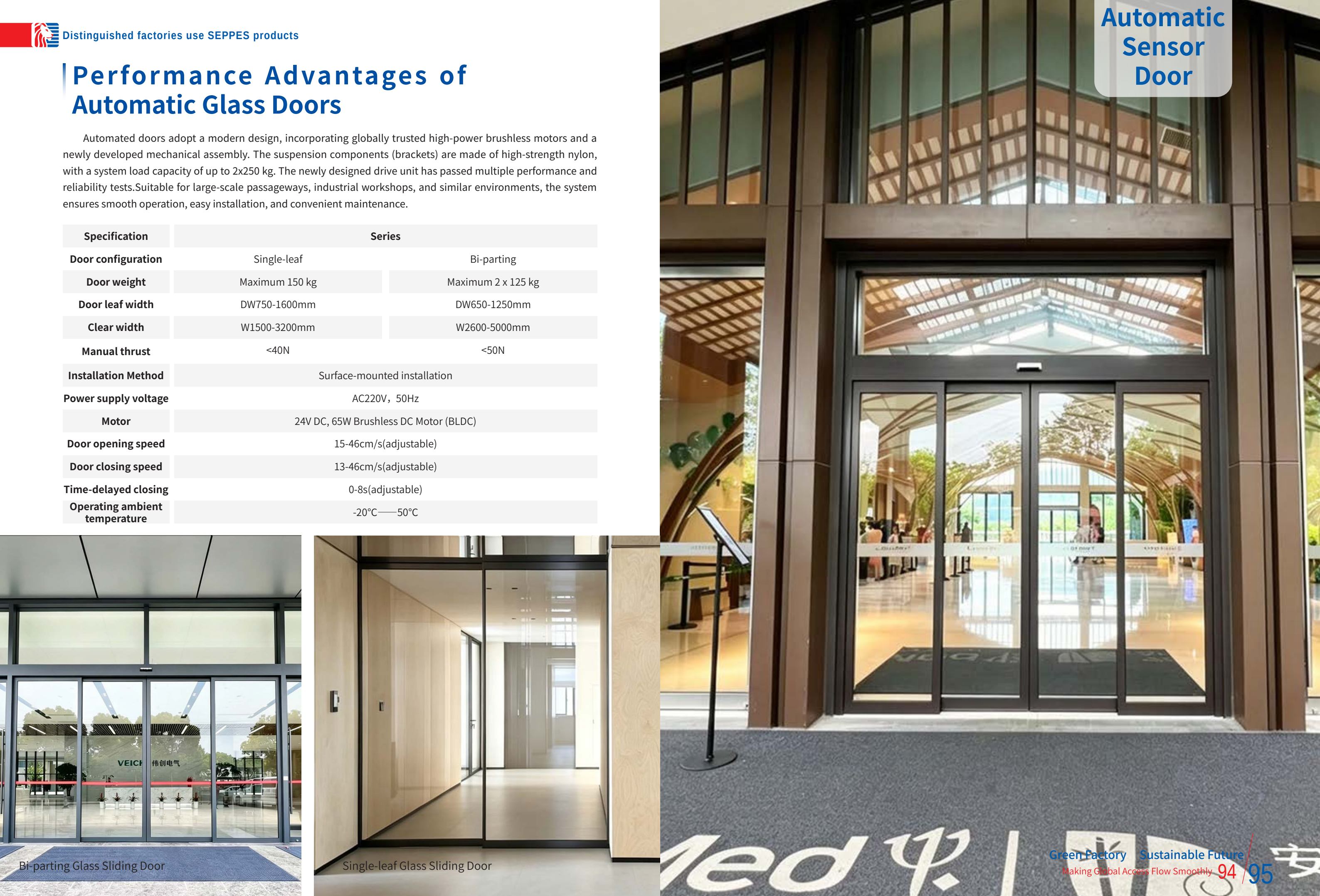
Steel Cleanroom Swing Door



Inorganic Fabric Fire-Rated Door

Fire Door Series





Performance Advantages of Automatic Glass Doors

Automated doors adopt a modern design, incorporating globally trusted high-power brushless motors and a newly developed mechanical assembly. The suspension components (brackets) are made of high-strength nylon, with a system load capacity of up to 2x250 kg. The newly designed drive unit has passed multiple performance and reliability tests.Suitable for large-scale passageways, industrial workshops, and similar environments, the system ensures smooth operation, easy installation, and convenient maintenance.

Specification	Series	
Door configuration	Single-leaf	Bi-parting
Door weight	Maximum 150 kg	Maximum 2 x 125 kg
Door leaf width	DW750-1600mm	DW650-1250mm
Clear width	W1500-3200mm	W2600-5000mm
Manual thrust	<40N	<50N
Installation Method	Surface-mounted installation	
Power supply voltage	AC220V, 50Hz	
Motor	24V DC, 65W Brushless DC Motor (BLDC)	
Door opening speed	15-46cm/s(adjustable)	
Door closing speed	13-46cm/s(adjustable)	
Time-delayed closing	0-8s(adjustable)	
Operating ambient temperature	-20℃——50℃	



Bi-parting Glass Sliding Door



Single-leaf Glass Sliding Door



SEPPES Industrial Doors – Creating the Beauty of Life through Industrial-Grade Door Solutions

High-End Villa Garage Door

SEPPES “ANYUE” Premium Series
A perfect door for a beautiful home — ANYUE, with you for eternity





Export 80 countries industrial door brand

High-End Villa Garage Door

SEPPES “ANYUE” Premium Series
A perfect door for a beautiful home — ANYUE, with you for eternity

SEPPES villa garage doors are available in multiple options, including turbo-type, sectional (overhead) and roller shutter designs. A variety of door panel materials, finishes, and color customization options are offered to suit different villa architectural styles and homeowners’ preferences.



High-speed opening and closing at 1.2 m/s ensures quick access, allowing users to enter or leave without waiting (Turbo model)



Silent operation design with industrial-grade noise-reduction structure, ensuring smoother and quieter performance to bring tranquility back to villa living spaces



Vibrant color options with fully customized solutions tailored to match the architectural style and personalized aesthetic of villas



Optional configurations include remote control via remote controller, Bluetooth, IoT-based remote access, real-time video monitoring, and seamless integration with smart home applications (APP)



Space-saving, flexible lifting structure design that minimizes installation space while maximizing usable area for the homeowner



Dual safety protection system with industrial-grade safety devices, including infrared sensors, light curtains, and safety airbags. It provides contactless protection with soft obstacle detection and rebound functionality, ensuring comprehensive protection for both homeowners and vehicles

SEPPES provides each villa garage door with a complimentary product liability insurance policy insured by PICC, with coverage up to RMB 15 million.

(Car insurance is purchased by the vehicle owner; door insurance is provided by SEPPES.)

Turbo High Speed Door
(Turbo Model)

Bluetooth Automatic Control
Model

Sectional Overhead Door

Roller Shutter Door

Bauhinia Manor

One Door One Code
Lifetime Service Trusted Choice 98/99

Industrial doors with product insurance offer greater peace of mind

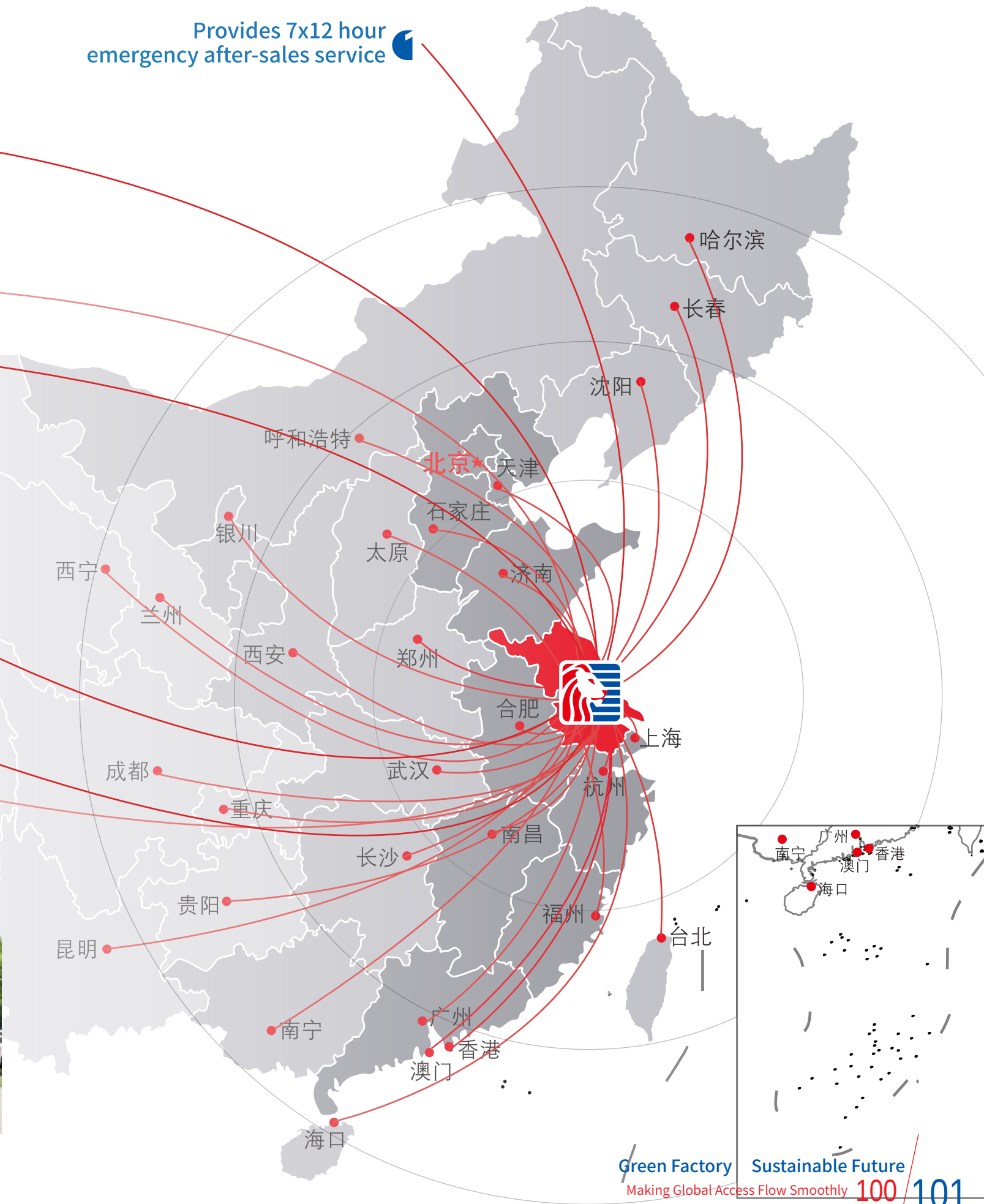
Provides 7x12 hour emergency after-sales service

One door, one code, lifetime service throughout the entire lifecycle

A team of engineers with an average of seven years of professional experience

Over 100 service outlets covering the entire country

Five major guarantees Serving the whole country



SEPPES BRAND SMART ACCESS TO THE WORLD

Committed to becoming a world-class access control solution provider and the industry's preferred brand

Making global access smoother

Continuously creating a safer, smarter, and more valuable travel experience for users worldwide.



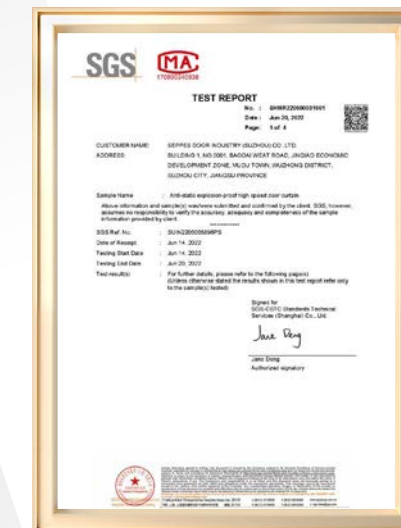
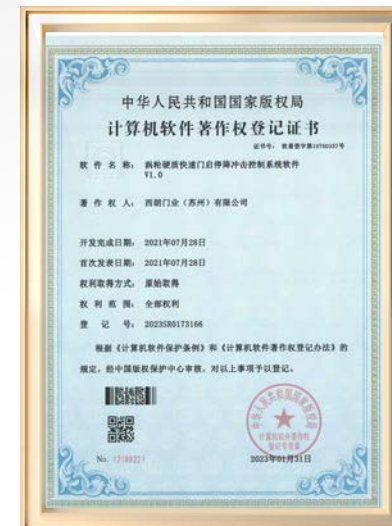
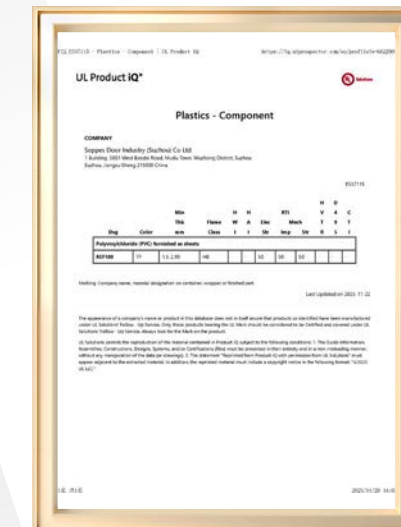
50+ Patents and Certifications



SEPPES holds EU CE, international SGS, UL, TÜV, and Chinese CMA certifications, and has passed ISO9001 quality management system, ISO14001 environmental management system, and ISO45001 occupational health and safety management system certifications. It also boasts over 50 national invention and technology patents and over 10 software copyrights for its energy retention control system, strongly guaranteeing the development of new quality productivity.

authoritative domestic and international certifications
30+

invention and technology patents
50+



One Door One Code
Lifetime Service Trusted Choice 104/105

Enterprise Honors ▶▶

Continuously enhancing our corporate strength to deliver first-class products and services.

<<<< National High-Tech Enterprise

<<<< Jiangsu Provincial Specialized, Refined, Distinctive, and Innovative SME

<<<< National Technology-based SME

<<<< Jiangsu Provincial Enterprise Honoring Contracts and Valuing Credit

<<<< Jiangsu Provincial Private Science and Technology Enterprise

<<<< Jiangsu Provincial Advanced Unit for Consumer Confidence

<<<< Jiangsu Provincial A-grade Enterprise for Quality Credit

<<<< 2026 China Top 10 Industrial Door Brands

<<<< 2025 Annual Famous Brand of Logistics Industrial Doors

<<<< 2026 China Top 10 Automatic Door Brands

<<<< 2025 Annual Global Logistics Gold Award

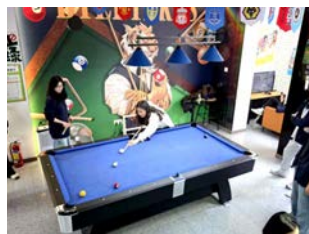
<<<< Suzhou Municipal-level (3A) Green Factory





Happy life

Happy work



Yang Yuanjia

Founder of SEPPES

He founded SEPPES Door Industry in Suzhou in 2011. A veteran and former journalist, he integrates military resilience and media insight into the company's operations, adhering to a "mid-to-high-end positioning, brand-oriented development" strategy. With quality as the guiding principle and innovation as the driving force, he has led the company to deeply cultivate the high-end intelligent industrial door field, growing it into one of the top ten brands in the industrial door industry, a national high-tech enterprise, and a provincial-level specialized and innovative enterprise.

He spearheaded the "Rooted in China, Radiating Globally" AI-driven digital export strategy, shifting the focus to intelligent solutions to achieve leapfrog

development. His brand is sold in over 80 countries and has won numerous awards, including the 2025 Global Goods Exchange Gold Award and the National Top 10 Digital Foreign Trade Excellence Award.

The founder's entrepreneurial story and overseas expansion philosophy have drawn widespread attention. He has been covered by numerous media outlets, including Suzhou Daily, China Business News, China Daily Online News, China Entrepreneur Magazine, China Financial News Network, East Money, Yilan Business, Sina, NetEase, Sohu, and Phoenix New Media, among others. He has been hailed by the media as a "benchmark figure" for high-quality global expansion of China's smart manufacturing.



Speak as a representative at the municipal conference



Shared experiences with over 300 entrepreneurs



Seeking advice from Chairman Song Zhiping on business management



Discussing Trends with Renowned Economist Professor Xue Zhaofeng



Discuss thinking logic with Luo Zhenyu, founder of Dedao



Sharing experiences with Zhang Kuo, President of Alibaba International Station



Interviews with entrepreneurs by professional organizations



Accepting a special interview on brand going global



Digital Foreign Trade True Bull Award National Competition Site



Millions of people support it both online and offline.





▲ Yang Yuanjia Receives Visiting Foreign Delegation

From "Starting from Zero" to "Global Goalkeeper"

Yang Yuanjia's Brand's Successful Breakthrough in Going Global

Written by Zheng Yawen
Edited by Xu Yijia

A few years ago, when Yang Yuanjia first started in foreign trade, people in the industry nicknamed him the "Three-No Boss"—no English skills, no foreign trade experience, and no e-commerce background.

This "Three-No Boss," with a few unprofessional foreign trade operators, plunged headlong into Alibaba International Station. As a result, he was hit by the pandemic shortly after opening his store, and suffered losses for two or three years.

It wasn't until 2023 that his foreign trade

business turned a profit, and within just two years, he achieved an export scale of tens of millions of yuan, with annual sales exceeding 100 million yuan in both domestic and foreign trade.

More than a decade ago, when Yang Yuanjia started his business, there were no well-known industrial door brands in China, and the industry had long been dominated by foreign brands.

But Yang Yuanjia, with nothing to his name, chose to directly compete with these

established brands, overtaking them by focusing on the intelligentization of industrial doors. He used the automotive industry as an analogy: "Overseas industrial door brands are like top brands in the era of gasoline-powered cars—their technology is indeed very advanced. But we are like new energy vehicles; we lead them in the level of intelligence in industrial doors."

Over five years, Yang Yuanjia led the SEPPES team to install Chinese intelligent industrial doors in more than 5,000 factories worldwide, achieving a milestone leap from zero to being known as the "global door god" in the foreign trade circle.

Head-on confrontation with giants, a full-scale breakout from industry monopolies.

Around 2011, the vast majority of factories in China still used old-fashioned industrial doors: bulky iron roller shutters, manually or with simple motors, slow to open and close, and extremely noisy. A four-meter-high workshop door often took one or two minutes to open.

At that time, most factory owners believed that a "door" was simply a physical partition; as long as it could be opened and closed and provided security, that was enough. Almost no one cared about sealing performance, operational efficiency, or energy costs.

Meanwhile, premium-invested factories in China were already equipped with imported industrial doors from Germany and Europe: smooth and quiet operation, high-speed opening and closing, and equipped with intelligent sensors that could accurately identify vehicle and pedestrian traffic.

For premium manufacturing enterprises, industrial doors were no longer just doors; they were core components of production line logistics efficiency, workshop cleanliness, and energy cost control.

This was the reality Yang Yuanjia faced when he started his business: on one hand, a huge existing market using old-style roller shutters; on the other hand, a high-end market firmly controlled by foreign capital,



▲ In the startup's infancy, he would trudge to project sites and eat takeout meals on the roadside, often in a hurry.

with a significant technological and cognitive gap between the two.

The production structure is equally rigid: foreign brands dominate and monopolize the high-end market, while domestic manufacturers mostly either do OEM manufacturing or engage in low-price competition in the low-end market, rarely able to compete head-on with foreign giants.

Yang Yuanjia's personal background was initially at odds with this industry. He had served in the military, experienced a disastrous entrepreneurial failure, and spent many years as a journalist, interviewing numerous entrepreneurs. Through this exposure, he developed a firm belief: he must create a Chinese-owned industrial door brand.

He named his company "SEPPES," with a clear initial intention and positioning: to benchmark against leading international industrial door brands, facing competition head-on.

There were no shortcuts in starting a business again. He cultivated product expertise and application scenarios from scratch, transforming himself from a seasoned journalist into a frontline salesperson, leading his team to construction sites and industrial plants every day.

Along the way, the biggest challenges were skepticism, cold shoulders, and rejection. At that time, the domestic smart industrial door market was still immature, and the industry was unwilling to accept emerging local brands.

"We were severely suppressed by overseas brands; the early stages of starting a business felt like a counter-encirclement. They were high above us, and we could only catch up step by step."

A smart screen, tearing open the breakthrough in smart technology

After countless rejections, a sense of frustration overwhelmed them. The successful experiences they had learned from previous interviews were completely ineffective. He and his team could only use the most rudimentary methods, exploring and summarizing their own strategies step by step.

From an external structural perspective, SEPPES's first-generation industrial doors initially borrowed designs from mainstream overseas brands; however, the team made disruptive innovations in the core "brain"—the electrical control system.

Traditional industrial door electrical control boxes were rudimentary, with only a basic shell and simple warning signs. Once a malfunction occurred, customers had no way to troubleshoot the problem themselves.

Addressing industry pain points, SEPPES pioneered a human-machine dialogue function: innovatively integrating a small LCD screen into the electrical control box.

This intelligent display screen can show real-time core data such as the cumulative number of door operations and operating frequency; in case of equipment failure, it automatically displays fault codes, allowing managers to clearly understand the equipment status.

Customers only need to refer to the accompanying manual to quickly locate the problem and resolve 80% of common faults themselves; the operation is as simple as restarting a computer.

With this "talking intelligent industrial door," SEPPES has carved out a path for Chinese brands to break through in the high-end market dominated by foreign companies.

After two years of intensive market

cultivation and solid foundation building, SEPPES has spent another seven or eight years continuously integrating industrial intelligent technology into its products: achieving intelligent linkage between industrial doors and handling robots and robotic arms; the door automatically senses and opens/closes when material robots enter or leave the workshop, requiring no manual intervention throughout the process.

Relying on continuous technological innovation, coupled with the cost advantages of Chinese manufacturing, SEPPES has steadily risen to the top tier of China's industrial door industry.

Venturing Overseas: Starting from Scratch and Entering the Market Against the Odds

The years Yang Yuanjia steadily established himself in the domestic market coincided with the golden age of China's manufacturing boom. However, after securing his foothold in the domestic market, he wasn't content with the status quo; instead, he pondered deeply:

"Since we can break through in the domestic market, where foreign capital is firmly entrenched, why can't we move into the larger global market and compete with international brands?"

He astutely observed that more and more overseas buyers were purchasing his products through intermediaries, which confirmed that SEPPES products possessed global market competitiveness.

After deciding to enter the foreign trade industry, he proactively sought advice from several industry veterans, only to be met with a series of discouraging responses:

Some bluntly stated that it was too late:

overseas buyers were accustomed to fixed suppliers, the market had already been divided up, and newcomers had little chance;

Others bluntly pointed out the cost disadvantage: high brand positioning and high costs meant no advantage in the price competition of foreign trade.

Friends were blunt: domestic trade deals can be closed with casual socializing, while foreign trade involves all-nighters monitoring inquiries, high investment, and slow returns. One friend, after a year of trying it out, decided to give up.

Three phone calls, three conclusions: market saturation, high costs, and not worth the investment.

For a "three-nothing" business owner—no English, no foreign trade, no e-commerce—this was practically a death sentence.

"If I hadn't had a little more willpower, I probably would have given up immediately. Even seasoned industry veterans find it difficult, let alone a complete novice like me."

But he held firm to his judgment with contrarian thinking: opportunities that everyone finds easy and promising may not be the real opportunities; those that are underestimated and have high barriers to entry are often more suitable for long-term development.

Stick to his judgment, in early 2020, Yang Yuanjia proactively contacted the Alibaba International Station team, officially deciding to embark on his overseas expansion strategy.

However, fate unexpectedly presented a test: just as the overseas expansion plan was in place, the global pandemic suddenly broke out.

Domestic trade projects came to a complete standstill, ports were congested, and international logistics were nearly paralyzed.

The fledgling foreign trade journey hit a major wall. For two years, SEPPES Foreign Trade suffered continuous losses, relying entirely on profits from domestic trade to survive.

From "Runner-up" to "Leader": Five Years, Doors Opened to 5,000 Factories

From the day he decided to go global, Yang Yuanjia knew: he couldn't follow the traditional path of foreign trade; he had to explore entirely new strategies. Lacking years of offline channel accumulation, his only way to break through was to perfect e-commerce operations.

He used Alibaba International Station as the core platform for globalization, deeply leveraging the platform to expand overseas. During the special period when the pandemic froze offline exhibitions and overseas customers couldn't come to China, a platform account manager's words awakened him:

"Overseas customers' offline procurement is hindered, which will accelerate the development of online procurement habits. When competitors retreat and wait and see, it is the best window of opportunity to break through against the trend."

Yang Yuanjia decisively seized the opportunity, fully leveraging his product manager mindset to completely replicate and upgrade the intelligent and service-oriented concepts he had cultivated domestically, adapting them to foreign trade scenarios and creating a differentiated brand competitiveness.

The pandemic disrupted face-to-face delivery, so SEPPES optimized its product design, creating a user-friendly, minimalist installation system: products are pre-installed at the factory with over 80% completion, accompanied by detailed installation drawings, allowing overseas customers to complete the remaining simple steps themselves, significantly

lowering the installation threshold overseas.

Simultaneously, SEPPES introduced its mature domestic "one door, one code" and lifetime service system to foreign trade: each industrial door is equipped with a unique identification code and exclusive QR code, allowing for full product information traceability by scanning the code; a smart screen displays the operating status in real time, and automatically switches to the local language to indicate the problem location in case of a fault.

Through dual innovation in technology and service, SEPPES successfully entered the supply chain of a well-known German automaker.

This German company originally used domestically produced industrial doors throughout its production line. After a comprehensive intelligent upgrade of its production line, it urgently needed compatible intelligent industrial doors. Coincidentally, its new intelligent automotive production line was made in China, and SEPPES's intelligent industrial doors were a perfect fit.

After its stringent global sourcing system recognized the quality of SEPPES, the German company immediately recommended its brand to factories around the world, including those in Germany, Mexico, and Thailand.

The recognition from a benchmark client directly spurred a surge in global orders, transforming the business from a single-point breakthrough to a global footprint. In just five years, its intelligent industrial doors have been installed in over 5,000 factories worldwide, earning Yang Yuanjia the nickname "Global Door God" in the foreign trade industry.

A 15-year journey to overtake: from "follower" to "definitive"

Today, it's common for overseas

clients to proactively visit SEPPES' Suzhou headquarters. Leveraging its online brand influence and solidifying its global market position through product strength, SEPPES truly embodies the growing global influence of "Made in China" and Chinese brands.

Looking back on his entrepreneurial journey, Yang Yuanjia's success is a classic example of an atypical comeback in the manufacturing industry: a veteran and media journalist who crossed over into the field, breaking the foreign monopoly and leading intelligent transformation in the traditional manufacturing sector.

More than a decade ago, domestic industrial door manufacturers were completely outmatched by foreign companies in terms of technology; today, Chinese brands, represented by SEPPES, have not only achieved a leapfrog development in intelligent applications, response speed, and service models, but also rivaled international leaders in core technologies, even surpassing them in some areas.

The fact that leading German automakers, once with extremely high barriers to entry and stringent requirements, have now become core global partners of SEPPES is the most powerful proof of the core strength of Chinese brands.

Fifteen years of trials and tribulations have seen Yang Yuanjia transform from a cross-industry entrepreneur into a global industry benchmark. The initial motivation that has supported his perseverance and continuous progress remains simple and unwavering:

To build an industrial door brand of our own, and to bring Chinese intelligent manufacturing to the world.

(The original article was published in media outlets including China Economic News, Economic Daily / China Financial News Network, NetEase, Sohu, Sina, East Money, China Daily Online News, Phoenix Net, and others.)

▼ Yang Yuanjia continues to empower entrepreneurs.





Project Case



Shanghai Huawei Technologies Co., Ltd.



Zhejiang Electric Power Co., Ltd.



Anhui saide qirui biotechnology co. Ltd.



F&S Environmental Technology(Jiang Su)Co.,Ltd.



TECLIC FLOOR



Jiangsu Alstom NUG Propulsion System Co., Ltd.



SERCOMM CORP



GOG LOGISTICS INC.



Thermo Fisher Scientific Inc.



Chiatai Qingchunbao Pharmaceutical Co., Ltd.



Sichuan Simei Technology Co., Ltd.



Jiangsu Yinong Bio-Engineering Co.,Ltd.



Zhejiang Bolex Foods Technology Co., Ltd.



Zoia T-Park Group Holdings Limited



Ziyan Foods Lianyungang Factory



Suzhou Mingzhi Technology Co., Ltd.



ALPLA Group



CRRC Corporation Limited



Panasonic Industrial Devices Materials (Suzhou) Co., Ltd.



Jiangsu Smith New Material Technology Co., Ltd.



Daikin AIR-CONDITIONING(SHANGHAI) Co., Ltd.



Jiaxing Chuen Huah FINE CHEMICALS Co., Ltd.



Texas Instruments Semiconductor Technologies (Shanghai) Co., Ltd



Tederic Machinery Co., Ltd.



QILU PHARMACEUTICAL CO., Ltd.



Hangzhou Xiaobu technology Co., Ltd.



Xingyu Automotive Lighting Systems Co., Ltd.



Loading Ramp Pit Installation Instructions



Jinan Maikē Pipeline Technology Co., Ltd.



Henan Jiyuan Iron&Steel(Group)Co.,Ltd.



Vandewiele Sweden



Zhejiang Thinswell Food Co.,Ltd.



Chia Tai Tiangjing Pharmaceutical Group Co., Ltd.



Hai'an Pharmaceutical Co.,Ltd.



Yangtze River Pharmaceutical Group Co., Ltd.



Jiangsu Cowain Technology Co.,Ltd.



Thermo Fisher (Suzhou) Scientific CO., Ltd.



Hangzhou Food Waste Treatment Facility



Thermo KING Container Temperature CONTROL (SUZHOU) Co., Ltd.



Guangxi Yuchai Machinery Co., Ltd.



BOTOUYAFENG FRUITCO., LTD.



DONG FANG International Container (GUANGZHOU) Co., Ltd.



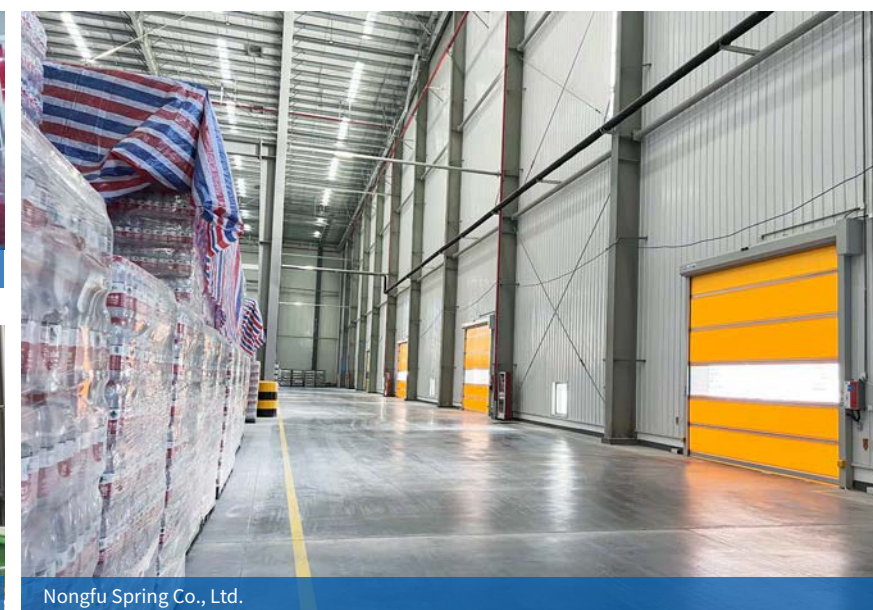
GOLD HONGYE PAPER GROUP CO., LTD.



Volkswagen Guangdong Plant



COFCO Corporation



Nongfu Spring Co., Ltd.



Ningxia Yinchuan International Airport



Aoshi Furniture



Chiatai Qingchunbao Pharmaceutical Co., Ltd.



New Hope Dairy Co., Ltd.



Chengdu Tianfu International Airport



IKEA



Self Electronics Co., Ltd.



Anhui GOODWILL PRECISION Components Co., Ltd.



Johnson Controls AIR Conditioning and Refrigeration (WUXI) Co., Ltd.



Suzhou Huatai Technology Co., Ltd.



Shenzhen Airport



Taizhou Fire Department



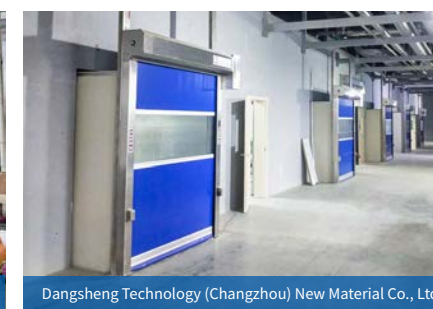
Chifeng Fire Department, Inner Mongolia



Fosun Pharmaceutical (Group) Co., Ltd.



Xinrun New Material Technology (Jiangsu) Co., Ltd.



Dangsheng Technology (Changzhou) New Material Co., Ltd.



Moutai



Shanghai Lingang United Development Co., Ltd.



Suzhou Tianling Chinese Herbal Pieces Co., Ltd.



Global Logistic Properties



Tianjin Tianyao Pharmaceutical Co., Ltd.



Nongfu Spring Co., Ltd.



Lukong Environmental Protection Co., Ltd.



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Beijing Jingdong Century Trading Co., Ltd.

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Nouryon CHEMICALS (Ningbo) Co., Ltd.

ABB (China) Limited

TONGYONG ELECTRIC GROUP (CHINA) LIMITED

Dsm (China) Limited

Dow (Shanghai) Management Co., Ltd.

Auchan (China) Investment Co., Ltd.

Bayer (China) Limited

Pfizer Pharmaceutical Technology Co., Ltd.

Herbalife(Jiangsu) Health Products Co., Ltd.

Boxihua Electric Appliances (Jiangsu) Co., Ltd.

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AGCO Your Agriculture Company

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Cargill Ventures (China) Co., Ltd.

TYSON Dalong Food (Shandong)Co., Ltd.PPG Coatings(Suzhou)Co.,Ltd.

EVERREACH LOGISTICS(SHANGHAI)CO.LTD.

ProLogis Logistic Park Development Co.,Ltd.

Faw-Volkswagen Automotive Co., Ltd. Foshan Branch

Jiangsu Shagang Group Co.,Ltd.

Boshi China Investment Co.,Ltd.

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BSH Electrical Appliances (Anhui) Co.,Ltd.DuPont China Holding Co.,Ltd.

China Weapon Equipment Group Co.,Ltd.

Foton Lovol heavy industries Co.,LTD

Oerlikon(China)Technology Co.,Ltd.

Dana(Yancheng)Technology co.,Ltd.

Tyco Electronics(Suzhou)Ltd.

ALPLA(CHINA)Technologies Co.,LTD

Ecolab(Taicang)Technology Co.,Ltd.

Axalta Coating Systems(Shanghai)Company Limited

Air Liquide(Hangzhou)Co.,Ltd.

Sumitomo Corporation(China)Ltd.

CRRC Corporation Limited

China RAILWAY Group Limited

Shanghai Pharmaceuticals Holding Co., Ltd.

PetroChina Company Limited

China National Cereals, Oils and Foodstuffs Corporation

State Grid Corporation of China

China Post Group Co., Ltd.

China National Building Materials Group Corporation

China National Building Materials Group Corporation

China Shipbuilding Industry Corporation

Jiangxi Hongdu Aviation INDUSTRY(GROUP) Corporation Limited

Dana (WUXI) Technology Co., Ltd.

Akzonobel International Paint (Suzhou) Co., Ltd.

Beijing New Building MATERIALS(Jiaxing)Co., Ltd.

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Kweichow Moutai Co., Ltd

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Swire Coca-Cola Beverages (Jiangsu) Limited

TOP 10

Annual Best-selling Models
Every Item Is Trustworthy

TOP 10

Annual Best-selling Models
Every Item Is Trustworthy

01 ✓

High speed door

- "Smart-Start" Series
- The Best-Selling Champion for 15 Years



TOP 01

02 ✓

High Speed Zipper Door

- "Dust Free" Series
- 3000+ Premium Choice for High End Cleanroom Applications



TOP 02

03 ✓

High speed spiral door

- "Sonic" Series
- High-Performance Protection for Factory Workshop Exterior Access Points



TOP 03

04 ✓

Industrial Sectional Door

- "WindGuard" Series
- Combining four key advantages: wind resistance, thermal insulation, anti-theft protection, and aesthetic design



TOP 04

05 ✓

Loading/Unloading Combination

- "Summit" Series
- Globally Applicable Loading and Unloading Solutions



TOP 05

06 ✓

Protective High-Speed Door

- "Flex Shield" Series
- Guards Machinery, Protects Operators



TOP 06

07 ✓

High Speed Cold Storage Door

- "Snow Shield" Series
- Custom-built for Ultra-Low Temperature Cold Storage



TOP 07

08 ✓

High Speed Stacking Door

- "Hurricane" Series
- The larger the opening, the stronger the wind resistance



TOP 08

09 ✓

High-Speed Industrial Protective Door

- "Gongdun" Series
- Agile as a hare, powerful as a galloping horse



TOP 09

10 ✓

Villa Garage Door

- "ANYUE" Premium Series
- A perfect door for a beautiful home — ANYUE, with you for eternity



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✓ Select your exclusive target products

You will obtain the overall solution and value-added protection covered by 15 million RMB product insurance



▲ National Top 10 Winners of New Power Award

Staying True to Our Roots in Manufacturing, Embracing Digital Transformation

Seppes Door Industry Embarks on a New Journey Toward Globalization

Author | Li Yan Editor | Yang Yu

If there were one word to sum up the current state of the foreign trade industry, it would undoubtedly be “change.” With fluctuating tariff policies, dramatic exchange rate volatility, and unpredictable rises and falls in raw material and logistics costs—coupled with profound adjustments in global demand patterns—foreign trade is no longer a sector where steady progress can be achieved solely by relying on past experience and established practices.

At the same time, new digital tools such as AI are rapidly permeating every stage of the foreign trade process—from targeted customer acquisition and cross-border communication to day-to-day operations and business decision-

making—and are fundamentally reshaping the operational models and organizational structures of foreign trade enterprises.

The rapidly changing industry environment has become a trial that compels foreign trade professionals to continuously grow, driving them to engage in ongoing learning, actively adapt, reexamine the logic of growth, and rebuild the underlying logic of efficiency.

On December 22, the Alibaba International Station “Digital Foreign Trade Excellence Awards” Ceremony was held in Hangzhou. Numerous leading figures in the foreign trade industry gathered at the event to engage in in-

depth discussions and debates on key topics such as strategies for expanding into overseas markets, practical methods, and digital tools.

Yang Yuanjia, Chairman and General Manager of Suzhou-based Seppes Door Industry, took the stage as a representative of outstanding entrepreneurs who have successfully expanded overseas. Through five years of dedicated practice, he has demonstrated that even entrepreneurs entering the foreign trade sector with no prior experience can help “Made in China” set sail and reach the world.

01 Change Brings New Opportunities; A Fertile Ground for Manufacturing Lays a Solid Foundation for Global Expansion

Suzhou is one of China’s key hubs for the real economy and high-end manufacturing. With its comprehensive and dense industrial ecosystem, mature and stable supply chain system, and openness to new technologies and business models, it serves as an ideal breeding ground for countless manufacturing companies to take root, grow, and evolve. It was here that Yang Yuanjia’s entrepreneurial journey began.

Yang Yuanjia spent his early years in Beijing serving in the military. After retiring from the service, he entered the media industry as a reporter. Through several years of reporting and editing, he conducted in-depth interviews with numerous entrepreneurs and developed a unique understanding of business: to build a sustainable enterprise, one must focus on genuine, pressing market needs. Industrial doors are precisely the high-potential market segment he has accurately identified.

In Yang Yuanjia’s view, industrial doors are an indispensable core component of modern manufacturing infrastructure. Whether constructing new modern factories or carrying

out smart upgrades to older facilities, safety, operational efficiency, and stability and reliability are always the top priorities.

As smart manufacturing accelerates across the board, factory production models have undergone a transformation. Automated production lines and unmanned workshops have become the industry standard, and industrial doors are no longer merely architectural components; instead, they are widely used in production lines, smart robot work areas, welding shops, and unmanned transport corridors, where they play a critical role in rapid isolation and safety protection, becoming deeply integrated into the overall production system.

Based on this precise industry assessment, Yang Yuanjia has fully shifted his entrepreneurial focus to the industrial door sector—a market with essential demand. In modern production environments, conventional industrial doors can take several minutes to open and close, which easily disrupts the overall production rhythm and creates a hidden efficiency bottleneck; in contrast, smart industrial doors can open and close in just a few seconds, perfectly meeting the production needs of high-efficiency automated factories.

This subtle difference in performance is precisely where smart industrial doors have long held potential for value growth. Since its inception, Seppes Door Industry has positioned itself as a high-end brand, committed to independent R&D and its own brand, and has actively faced the fierce competition in the global market.

Suzhou’s unique industrial advantages provide a solid foundation for business development. Focusing on the industrial door segment, Seppes Door Industry has gradually established a full-industry-chain system that integrates solution design, technology R&D, large-scale production, and one-stop delivery. The company continuously incorporates cutting-edge technologies—such as radar sensing,

photoelectric sensing, ground magnetic sensors, and the Internet of Things—into its product development, enabling seamless coordination between industrial doors and smart production lines and robotic systems.

Leveraging Suzhou's well-established local supply chain for components and its pool of highly skilled technical talent, the company has continued to invest heavily in research, development, and innovation, while continuously strengthening its ability to provide customized services. It has quickly established a firm foothold in the industry and grown into a hidden leader in the industrial door sector, holding more than 50 patents.

Even as his domestic business steadily matured, Yang Yuanjia remained hesitant about expanding overseas for a long time. He admitted that he used to be a “three-no entrepreneur”—someone with no knowledge of foreign languages, cross-border platforms, or foreign trade procedures—and inevitably felt daunted by the prospect of entering overseas markets.

The turning point came during a company review at the end of 2019. The team's research revealed that a large number of domestic middlemen were purchasing Seppes Door Industry products and continuously reselling them to overseas markets. This phenomenon made Yang Yuanjia realize that high-quality Chinese-made products naturally have a place in the global market.



▲ Application Scenarios for Seppes Smart Industrial Doors

At the same time, as competition within the domestic manufacturing sector intensified, it became imperative to chart a new growth trajectory. After identifying his company's weaknesses, Yang Yuanjia decisively formulated a strategy: leveraging online cross-border platforms such as Alibaba International, he would start from scratch and officially enter the untapped market of foreign trade!

02 A Comeback, Transformation, and Growth: SEPPES' s Journey to Global Expansion

Just as Seppes Door Industry was setting sail on its overseas business venture, the global pandemic struck suddenly, bringing overseas in-person trade shows to a complete halt, cutting off all in-person cross-border visits, and bringing traditional offline foreign trade channels to a near standstill.

With expert guidance from the professional team at Alibaba International, Yang Yuan gained keen insight into industry trends: The pandemic has completely transformed overseas purchasing habits, with offline procurement shifting entirely to online channels—presenting a golden opportunity for Chinese manufacturing to expand into international markets.

During this process, Yang Yuanjia discovered that Seppes Smart Industrial Doors are inherently suited for the global market, and overseas orders quickly began pouring

in from all over the world. This stems from the unique nature of the industry itself: industrial doors are not constrained by regional culture or consumer habits, and there is a strong, essential demand for them in every country and region with production facilities and automated production lines.

Alibaba International

Station's global traffic and digital advantages further amplified this product competitiveness. In the early stages of the partnership, the platform's exclusive “mentoring” service helped the SEPPES team quickly familiarize themselves with the cross-border operations system. The platform's professional team was deeply involved in the company's day-to-day operations, accompanying the company's growth every step of the way—from setting up account structures and interpreting platform rules to conducting data analysis and post-mortems, as well as developing phased strategic plans—and helping SEPPES rapidly establish a mature cross-border operations system.

As its online operations got on track, Seppes Door Industry's international trade team achieved comprehensive upgrades across the entire process—from following up on inquiries and screening clients to closing orders. Shortly thereafter, the company secured its first major overseas order on Alibaba International.

This major order originally stemmed from a simple inquiry; the client's initial request was for only three to five industrial doors. The team followed standard procedures to prepare a quote, verify specifications, and confirm the delivery schedule. It was only after further discussion that they learned the buyer was a leading company in the Southeast Asian seafood processing industry, with more than 20 production facilities worldwide.

Subsequently, the two sides held several rounds of in-depth discussions on product application scenarios, high-frequency usage needs, international safety standards, and Seppes Door Industry's brand, R&D, and manufacturing capabilities.

At this point, Alibaba International's “Golden Brand, Trusted Enterprise” authoritative certification played a crucial role. Following rigorous audits by a professional third-party organization, Seppes Door Industry's R&D capabilities, manufacturing processes,

and quality control systems received official endorsement, providing overseas customers with verifiable corporate credentials and significantly reducing communication costs and trust barriers.

After the first batch of trial orders was successfully delivered, the customer quickly placed a second order, with the value of a single order exceeding one million yuan. The products have been shipped to the company's numerous factories around the world. Since then, the two parties have established a long-term, stable, and deep partnership.

Looking at the current landscape, tariff barriers have become an unavoidable challenge for many companies expanding overseas. However, with a diversified market presence spanning more than 80 countries worldwide, Seppes Door Industry has effectively diversified its business risks and minimized the impact of tariff fluctuations. Riding the wave of AI-driven digital transformation, Alibaba International's newly upgraded smart tools continue to empower Seppes Door Industry's revenue growth.

03 AI Empowers All Sectors; Digital Technology Drives New Growth

As our overseas market presence continues to expand, new business challenges have emerged one after another: inquiries from countries around the world span various industries and scenarios, with complex customization requirements, and the difficulty of cross-border communication has increased exponentially.

Furthermore, the time difference between countries creates obstacles, and high-quality inquiries often concentrate in the late night and early morning. Relying on sacrificing employee rest to speed up business progress is ultimately not a sustainable solution, nor can it support

the company's sustainable development.

This is not a predicament unique to Seppes Door Industry, but a common pain point in the entire foreign trade industry. Many cross-border practitioners admit that working late into the night has long been the norm for foreign trade professionals. To retain overseas customers, sales staff have to adapt to time zones around the world; after an order is finalized, they still have to work through the night to organize documents and follow up on payments; when the order market is sluggish, they can only rely on extending their working hours to obtain more sales opportunities.

The comprehensive suite of AI tools launched by Alibaba International has significantly alleviated the workload of international trade professionals. The platform has developed four AI assistants covering intelligent customer service, intelligent product listing, digital operations, and targeted conversion, integrating automated responses to inquiries, intelligent aggregation of customer information, one-click product creation, and intelligent analysis of business data into companies' daily operations. This enables sales representatives to efficiently capitalize on every potential order, even when they cannot be online around the clock.

A veteran foreign trade employee at Seppes Door Industry—who has worked in the industry for many years and was initially skeptical of AI technology—has now become a loyal user of smart tools. This sales representative has extensive practical experience and a solid foundation in sales, has consistently maintained stable performance over the long term, and has developed well-established communication strategies and order-tracking methods.

In a previous collaboration order worth nearly one million, the initial stages—including parameter alignment, scenario discussions, and price negotiations—went very smoothly. However, the process stalled at the critical



▲ Yang Yuanjia Discusses Strategic Planning with the Head of AI

point of closing the deal, as the client delayed providing a final response. Despite repeatedly adjusting our communication approach based on past experience, we saw little improvement.

At a loss for what to do, Yang Yuanjia suggested submitting the complete communication records to an AI system for analysis, using intelligent algorithms to develop a new follow-up strategy. Drawing on vast amounts of cross-border data and proven communication models, the AI quickly generated multiple sets of tailored negotiation scripts. The sales representative selected the most effective ones and sent them directly, successfully closing the deal in just two days.

This experience completely transformed this long-time employee's preconceived notions about AI. The value of AI lies in its ability to break free from the constraints of human experience and provide entirely new approaches to decision-making at critical junctures.

In Yang Yuanjia's view, this is precisely the core significance of AI in empowering foreign trade: Artificial intelligence will never replace industry professionals; rather, in the high-intensity, long-term nature of cross-border business operations, it helps teams consistently deliver professional expertise and continuously improve operational efficiency.

Today, Seppes Door Industry has fully

transformed into a digital, AI-driven enterprise. Every position, process, and collaborative step has undergone a comprehensive intelligent upgrade, doubling labor productivity and laying a solid foundation for the company to embark on a new growth cycle.

04 Conclusion

Looking back at the journey of Yang Yuanjia, Chairman of Seppes Door Industry, as he expanded into international markets, we gain a glimpse of the true nature of the globalization of "Made in China": reshaping core capabilities amid industry upheaval and navigating the fog of economic cycles with a long-term perspective.

Going global is never simply about expanding market reach; it's a long journey for Chinese companies to get closer to global users, align with international rules, and undergo self-transformation. Over the past decade, "Made in China" has achieved a leapfrog transformation from "going global" to "standing firm." Now, as the industry enters deeper waters, market competition is no longer limited to cost and speed. A company's comprehensive system capabilities and long-term growth potential are the core strengths for

winning globally.

On this journey to expand into international markets, Alibaba International has consistently stood shoulder-to-shoulder with Chinese manufacturing enterprises, helping them transform scattered practical experience into standardized core competencies and channel individual efforts into the driving force of efficient organizations. The growth story of Seppes Door Industry is a vivid example of a new generation of Chinese manufacturing companies expanding into global markets.

Looking outward toward the vast and boundless global blue ocean, and looking inward to deepen our focus on product quality, operational efficiency, and organizational strength. When uncertainty becomes the new normal, staying true to our long-term vision and partnering with high-quality platforms that possess cutting-edge technology, AI capabilities, and specialized expertise will ultimately help "Made in China" navigate the new round of global competition with steady progress and a resolute stride.

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▼ The new factory in Seppes Door Industry, with a planned area of over 50,000 square meters

