



# How Does Jin Ling Succeed in China's Mask-making Chaos?

By Niu Yuhan

## Chen Dongchang

Chairman of Topleader, established the mask manufacturer Jin Ling to fight against coronavirus



One international buyer emailed Jin Ling, a newly established Chinese mask manufacturer at midnight on April 27, ordering 2 million pieces of masks and asking to deliver them during May Day Holiday. Being informed that workers in the factory would take holidays off and the masks could only be shipped after the holiday, he was very anxious about the default and economic loss. After negotiation, the mask maker promised to deliver part of the goods during holiday and the rest later. "This is how popular we are" said Chen Dongchang, General Manager of Jin Ling.

During the outbreak of Covid-19, a number of Chinese

companies that have nothing to do with medical supplies have transformed their factories to produce masks. As the world looks to China to provide these important weapons to fight against coronavirus, how did some Chinese exporters seize the opportunity to meet the huge global demand? Some qualified and well-known mask manufacturers on Made-in-China.com are selected to share with readers. Jin Ling is one of them.

The mask-making newcomer was established by the automotive air conditioning vendor Topleader, where Chen is the chairman. For him, life can only get better if the pandemic is over, and making high-qualified face



Most production of JL-MASKS have achieved automated operations in workshop.

masks is a vital step in protecting us from virus. With this simple and pure intention, he retrofitted some factories for the production of JL MASKS.

## Quality Control

Classification of masks differs across countries. Buyers need to check for relevant Chinese or destination product standards to assist with determining how to classify the masks imported from China. For example, Europe uses the EN14693 Standard for surgical masks, whereas China uses the YY0469 Standard.

Although each standard varies a little by country, they are broadly similar. It is a fallacious assumption that the quality standard of Chinese masks is lower than the European and American standards. A KN95 is equivalent to an N95 mask. Both are rated to filter 95% of particles. The only difference is that KN95 is manufactured in China.

"If Made-in-China masks are worn by Chinese people, which accounts for nearly a quarter of the world's population, and played a great role in virus control, foreigner can certainly use them too", said Chen. However, the urgency of virus control caused chaos in China's medical equipment market, where the quality of epidemic prevention materials is uneven.



Special JL-MASKS logo enhances its brand awareness.

To fulfill the quality requirements and take responsibility of the customer's life, Jin Ling has a set of mature quality management system in operation, from supplier development to production process and test verification management. For instances, most production have achieved automated operations to avoid human-caused mistakes. Each link and key points have quality controllers and the whole process is monitored without any blind spot. Besides, their partner "Songshan Lake Materials Laboratory", who have extensive experience, helps ensure the quality of masks.

Therefore, JL MASKS does not only pass all testing and attain certification from relevant national testing institutions, but also meets European CE Marking, U.S. FDA certificate and other international standards. As a beginner, it ensures the quality of the masks by integrating external resources, working with professional mask manufacturers, and passing the tests from professional testing agency.

## Branding and Marketing

Apart from quality control, brand is also vital in the industry chaos. Since mask qualities are not equal in the market and consumers do not know how to choose, a reputable brand can relieve their choice anxiety. The JL MASKS logo on the mask can give them a clear signal that it is qualified and trustworthy. Is it worth to brand a mask? Chen's answer is always yes. Once the decision to produce certain type of products, no matter automotive air conditioning or masks, has been made, he will ensure its quality and reputation.

Global lockdown to fight the coronavirus requires special strategies for branding and marketing. JL MASKS does not exclude traditional market-oriented approaches, but prefers building its e-commerce platform to drive brand awareness and increase sales. It conducts digital marketing through the efficient and high-quality platforms, including Amazon, eBay, MadeinChina, Alibaba and social media such as Little Red Book and Facebook.

Furthermore, Jin Ling has its own branches in the United States and Europe. They collect and analyze first-hand market information, conduct service tracking and resource integration as well as brand ingenuity and maintenance in regional markets, creating a foundation for branding.



Chen retrofitted these factories for the production of JL-MASKS.

There is no doubt that incubation of a brand takes time to accumulate, but Jin Ling has a firm determination to build brand awareness on JL MASKS. Once the seed of trust has been planted in the minds of consumers, JL MASKS and China-made products in large would benefit from the positive image.

## What next?

Global problems require global response. The global economic integration indicates that as long as the pandemic is not over, its adverse effects on all mankind will exist. As China's infection numbers have slowed, the export restrictions are eased. At the very beginning, The Food and Drug Administration (FDA) blocked imports of KN95 masks. However, they changed course and authorized the use of KN95 masks for emergency use due to a shortage in personal protective equipment in the United States.

Amidst huge global demand, Jin Ling has a highly qualified professional team, a large number of international channels and an excellent supply chain. These advantages boost its sales, customer satisfaction and repurchase rate. Up to now, a total of 23 million PCS product orders is still in production.

If governments around the world keep the coronavirus under control, the demand for masks would continue to shrink. However, the brand JL MASKS will still exist. Jin Ling will continue to produce masks and other products which can be used by the food and beverage industry, the medical industry and westerner's make-up parties.

The coronavirus is plunging the global economy into recession. However like any crisis, the pandemic can be an opportunity for certain business. A few companies like Jin Ling are able to conduct proper strategies and turn a profit. Chen shares his successful story, but he thinks the real success only comes when the pandemic is over and people can enjoy their life without fear. 🇨🇳