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XULI was established in 2012. It is a signage printer manufacturer based in Guangzhou. It has also started serving as a distributor of Xaar heads since 2019. It offers three brands: XULI, POLAR, and DIKA.

Company name	XULI
Location	Guangzhou, Guangdong
President	Zhaojianwu
Year of establishment	2012 (Founded in 2006)
Registered capital	5 million yuan
Business description	Signage printer manufacturer based in Guangzhou. It has also started serving as a distributor of Xaar heads since 2019. It offers three brands: XULI, POLAR, and DIKA.

Question 1: How the company was established and grew

Zhaojianwu: We mainly produce industrial inkjet printers, and our predecessor company was founded in 2006. I established the company because I wanted to innovate color digital printing in China.

Question 2: Strengths of the company

Zhaojianwu: Our strength is (total 2 pages)

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