Innovation Practices and Achievements of Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. in Silicone Rubber Materials

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Abstract: This paper focuses on the innovation practices and achievements of Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. in the field of silicone rubber material innovation. Through case analysis, experimental data, and market feedback, the paper systematically summarizes the company's specific measures and effectiveness in new material development, process improvement, and product performance enhancement. The study finds that Xiongyu's innovation activities have not only significantly enhanced the market competitiveness of its products but also provided valuable experience for other companies in the industry, playing an important role in promoting technological progress in the silicone rubber material sector.

Keywords: Shenzhen Xiongyu Rubber Hardware Products Co., Ltd.; Silicone Rubber Materials; Innovation Practices; R&D Achievements; Process Improvement; Product Performance Enhancement; High-tech Enterprise; Industry Application; Case Study; Market Feedback

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Introduction

Silicone rubber materials play an extremely important role in modern industry due to their unique physical and chemical properties. Their excellent temperature resistance, weather resistance, electrical insulation, and biocompatibility make them key materials in driving technological advancements in various fields such as medical, electronics, automotive, and aerospace. With the continuous progress of science and technology and the increasing diversification of market demands, the development and application of silicone rubber materials face new challenges and opportunities. Shenzhen Xiongyu Rubber Hardware Products Co., Ltd., as a high-tech enterprise specializing in the research, development, production, and sales of silicone rubber materials and related products, has been committed to promoting the development of silicone rubber materials through technological innovation since its establishment. The company has not only inherited the industry experience and technical strength accumulated by its parent company, Shenzhen Jingjiu Rubber and Plastic Products Co., Ltd., over many years but has also achieved numerous patent technologies and software copyrights through independent research and development, and has passed the ISO 9001 quality management system certification. In the current highly competitive market, Xiongyu Company deeply recognizes that only continuous material innovation can meet customers' demands for high-performance and highly reliable silicone rubber materials and maintain a leading position in the industry. Therefore, the company has conducted in-depth exploration of innovation needs and development opportunities in silicone rubber materials, and has achieved significant results in new material development, process improvement, and product performance enhancement.

This study aims to systematically summarize Xiongyu Company's practical experience in silicone rubber material innovation and showcase its achievements in new material development, process improvement, and product performance enhancement. By analyzing these innovation practices in depth, this study hopes to provide valuable experience for other companies in the industry and promote technological progress and development in the entire silicone rubber material sector. The study will also explore the significance and value of these innovation achievements for the industry's

development, providing references for future research and practice. To comprehensively and objectively analyze Xiongyu Company's innovation activities and their effectiveness, this paper employs multiple research methods. Through detailed case analysis of Xiongyu Company's silicone rubber material innovation projects, the specific processes and outcomes of its innovation practices are thoroughly understood. Experimental data generated during the company's R&D process are collected and analyzed to scientifically and objectively verify the performance and effectiveness of the new materials and processes. Meanwhile, market feedback is used to understand customer satisfaction and market acceptance of the innovative products, thereby comprehensively evaluating the effectiveness of the company's innovation activities.

1 Company Profile

1.1 Company Introduction

Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. (hereinafter referred to as "Xiongyu Company") has rapidly developed into a shining star in the field of silicone rubber materials since its establishment in 2015. Located in Bao'an District, Shenzhen, Guangdong Province, The company is located in Bao'an District, Shenzhen, Guangdong Province, with a modern plant of 3,500 square meters, equipped with imported beer machines, automatic stamping machines, mixing machines and injection machines and other advanced production equipment. With a strong R&D team and innovative spirit, Xiongyu Company has achieved remarkable success in just a few years. It has not only obtained numerous patent technologies and software copyrights but has also passed the ISO 9001 quality management system certification, laying a solid foundation for its position in the industry.^[1]

The establishment of Xiongyu Company marks a new strategic layout of its parent company, Shenzhen Jingjiu Rubber and Plastic Products Co., Ltd., in the field of silicone rubber. Since its founding in 2004, Jingjiu Rubber and Plastic has accumulated rich industry experience and technical strength, providing a strong backing for the rapid development of Xiongyu Company. Inheriting the fine traditions of its parent company, Xiongyu Company adheres to the business philosophy of "integrity, dedication, pursuit of excellence, and customer satisfaction," and is committed to providing high-quality silicone rubber materials and related products to customers.

During its development process, Xiongyu Company has experienced a journey from the initial difficult exploration to gradual stabilization and rapid expansion. In the year of its establishment in 2015, the company clearly defined its development direction focused on silicone rubber materials and concentrated on the research and development and production of high-performance silicone rubber products. After several years of unremitting efforts, the company launched its first independently developed high-performance silicone rubber material in 2017, marking an important step in its technological innovation. In 2018, the company further expanded its production scale by introducing advanced automated production equipment, improving production efficiency and product quality. In 2020, Xiongyu Company was recognized as a national high-tech enterprise for its outstanding performance in the field of silicone rubber materials. This honor is not only a high recognition of the company's technological innovation capabilities but also a powerful boost for its future development.^[1]

1.2 Business Layout in the Silicone Rubber Field

Xiongyu Company's main business covers multiple fields, including silicone rubber products, rubber products, extruded silicone rubber strips and tubes, and molded products made from EVA, CR, and SBR. The company also provides mold-making and processing services on behalf of customers. Among these, silicone rubber materials are one of the core businesses of the company, occupying a dominant position in its overall operations. Through continuous research and development and innovation, the company has developed a series of high-performance, high-value-added silicone rubber materials, which are widely used in various industries such as medical, electronics, automotive, and home appliances.

In the medical field, the medical-grade silicone rubber materials produced by Xiongyu Company have excellent biocompatibility and aging resistance, and are widely used in the manufacture of medical devices and equipment, such as silicone rubber tubes and seals. These materials not only meet strict medical standards but also effectively improve the reliability and service life of medical equipment. In the electronics industry, the company's developed conductive and

insulating silicone rubber materials, with their good electrical conductivity and insulation properties, are widely used in the sealing and insulation components of electronic devices, providing important guarantees for the high-performance operation of electronic products. In the automotive manufacturing sector, Xiongyu Company's high-temperature and oil-resistant silicone rubber materials are used to manufacture automotive engine components and seals, effectively improving the performance and reliability of automotive parts and providing strong support for the safe operation of vehicles.

In addition, Xiongyu Company actively explores the application of silicone rubber materials in emerging fields. With the rapid development of new energy vehicles and 5G communication technology, the company has keenly captured the market's demand for high-performance silicone rubber materials and increased its R&D investment in these areas. For example, the company has developed high-performance thermally conductive silicone rubber materials that can effectively solve the heat dissipation problems of new energy vehicle battery packs, improving the stability and safety of the batteries. Meanwhile, its developed high-frequency insulating silicone rubber materials provide important guarantees for the high-performance operation of 5G communication equipment.

2 Background and Demand for Silicone Rubber Material Innovation

2.1 Development Status of Silicone Rubber Materials

Silicone rubber materials play an extremely important role in modern industry due to their unique physical and chemical properties. Since their initial commercialization in the 1940s, silicone rubber materials have experienced rapid development from basic applications to high-performance materials. Currently, the global market size of silicone rubber has exceeded \$15 billion, and it is expected to reach \$20 billion by 2025. Internationally, developed countries such as the United States, Germany, and Japan have always been at the forefront in the research and application of silicone rubber materials. For example, Dow Corning in the United States and Wacker Chemie in Germany are globally renowned suppliers of silicone rubber materials. They invest heavily in the research and development of high-performance silicone rubber materials and hold numerous patent technologies. These companies not only dominate traditional application fields such as medical, electronics, and automotive industries but also have carried out a large number of innovations in emerging fields such as new energy and aerospace. In China, with the rapid economic development and improvement of industrial levels, the market demand for silicone rubber materials has also grown rapidly in recent years. China has become one of the largest consumers of silicone rubber materials in the world, accounting for more than 30% of the global market. Domestic enterprises have also made significant progress in the research and development and production of silicone rubber materials. High-tech enterprises such as Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. have achieved multiple patent technologies in the field of high-performance silicone rubber materials through independent research and development and technological innovation.^[2]

2.2 Industry's Demand for Silicone Rubber Material Innovation

With the continuous progress of science and technology and the increasing diversification of market demands, the need for innovation in the silicone rubber material industry is becoming more and more urgent. In recent years, the global market size of silicone rubber has continued to grow, and it is expected to reach about \$35 billion by 2025, of which the market share of high-performance silicone rubber materials is expected to increase to more than 30%.

In the medical field, with the continuous miniaturization and high-performance of medical devices, higher requirements are placed on the biocompatibility, aging resistance, and mechanical properties of silicone rubber materials. Statistics show that the application proportion of medical silicone rubber products in medical devices has exceeded 20%. For example, medical silicone rubber tubes need to be used in the human body for a long time without causing inflammatory reactions, while maintaining good flexibility and fatigue resistance. Research indicates that the service life of medical silicone rubber tubes needs to reach more than 5 years, and the rate of inflammatory reactions after long-term implantation should be less than 1%. At present, the tensile strength of the leading medical silicone rubber materials in the industry can reach more than 15 MPa, and the elongation at break exceeds 500%, far higher than that of ordinary silicone

rubber materials.

In the electronics field, with the development of 5G communication and the Internet of Things, the requirements for the electrical conductivity and insulation performance of conductive silicone rubber materials are also increasing. It is predicted that by 2025, the demand for high-performance conductive silicone rubber materials in the global 5G communication and Internet of Things market will increase to 50,000 tons. The volume resistivity of traditional conductive silicone rubber materials is generally around $104\Omega^{-1}$ cm, while the volume resistivity of new high-performance conductive silicone rubber materials can be reduced to below $102\Omega^{-1}$ cm, and the insulation performance has also been significantly improved, meeting the requirements for 5G high-frequency signal transmission and complex electronic equipment.^[1]

Traditional silicone rubber production processes have issues such as high energy consumption and significant pollution. Statistics show that the energy consumption of traditional batch silicone rubber production processes is approximately 2.5 kWh/kg, while the energy consumption can be reduced to 1.5 kWh/kg with the adoption of continuous production technology, a decrease of 40%. Moreover, continuous production technology can significantly increase production efficiency, shorten the production cycle by more than 30%, and reduce production costs by about 25%. The application of automated production equipment can also improve the stability and consistency of product quality. For example, after adopting automated mixing equipment, the product performance qualification rate increased from 90% to over 98%.

With the intensification of market competition, enterprises need to enhance their competitiveness through differentiated products and services. For example, developing silicone rubber materials with special properties, such as high-temperature resistance, oil resistance, thermal conductivity, and electrical conductivity, can meet the needs of specific customer groups and thus occupy a place in the market. According to market research, the demand for high-temperature resistant silicone rubber materials in the new energy vehicle field is growing at a rate of 15% per year, and the market share of thermally conductive silicone rubber materials in the electronic cooling field has reached 25%. In addition, with the development of emerging markets such as new energy vehicles and 5G communication, the demand for high-performance silicone rubber materials is also increasing. It is expected that by 2025, the demand for high-performance silicone rubber materials in the new energy vehicles and 5G communication field will reach 100,000 tons, and the demand in the 5G communication field will reach 30,000 tons.^[3]

Field/Indicator	Data
Global silicone rubber market size (2025)	\$35 billion
Market share of high-performance silicone rubber	30%
Application proportion of medical silicone rubber products	20%
Service life of medical silicone rubber tubes	More than 5 years
Inflammatory reaction rate of medical silicone rubber tubes	<1%
Tensile strength of medical silicone rubber	>15 MPa
Elongation at break of medical silicone rubber	>500%
Demand for conductive silicone rubber in 5G communication and IoT market (2025)	50,000 tons
Volume resistivity of traditional conductive silicone rubber	104Ω · cm
Volume resistivity of new conductive silicone rubber	< 102Ω∙ cm
Energy consumption of traditional production process	2.5 kWh/kg
Energy consumption of continuous production process	1.5 kWh/kg

Field/Indicator	Data
Reduction in energy consumption	40%
Shortening proportion of production cycle	30%
Reduction proportion of production cost	25%
Product qualification rate improvement after automation	From 90% to over 98%
Growth rate of demand for high-temperature resistant silicone rubber materials	15% per year
Market share of thermally conductive silicone rubber materials	25%
Demand for high-performance silicone rubber in new energy vehicle field (2025)	100,000 tons
Demand for high-performance silicone rubber in 5G communication field (2025)	30,000 tons

2.3 Innovation Positioning of Shenzhen Xiongyu Rubber Hardware Products Co., Ltd.

Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. has a clear strategic goal and significant technical advantages in the innovation of silicone rubber materials. The company's strategic goal is to become a global leading supplier of silicone rubber materials through continuous technological innovation, promoting the technological progress and sustainable development of the industry. The company's short-term goal is to further increase its market share by optimizing production processes and enhancing product performance based on existing products. The medium-term goal is to develop a series of high-performance, high-value-added silicone rubber materials to meet the needs of emerging markets such as new energy vehicles and 5G communication. The long-term goal is to establish a global research and development center and collaborate with top international research institutions to promote frontier technology research in silicone rubber materials. The company has significant technical advantages in the innovation of silicone rubber materials. It has a research and development team composed of several doctors and masters, with strong R&D and innovation capabilities. The company also has long-term cooperative relationships with multiple universities and research institutions, jointly conducting research and development of silicone rubber materials. In addition, the company has obtained multiple patent technologies through independent research and development, such as high-temperature resistant silicone rubber materials and conductive silicone rubber materials, which provide strong support for the company's market competition.

3 R&D and Innovation Practices of Silicone Rubber Materials

3.1 New Material Development

Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. has invested a large amount of resources in the research and development of silicone rubber materials, focusing on the development of high-performance, high-value-added new silicone rubber materials. The company's R&D directions mainly focus on high-performance medical silicone rubber, conductive silicone rubber, high-temperature resistant silicone rubber, and environmentally friendly silicone rubber materials. Through close cooperation with universities and research institutions, the company has successfully broken through several key technologies and developed a series of new silicone rubber materials with unique properties.

Taking high-performance medical silicone rubber as an example, the company's R&D team has successfully developed a medical silicone rubber material with excellent biocompatibility and aging resistance by optimizing the formulation and production process. This material not only passed several stringent biocompatibility tests but also can be used in the human body for a long time without causing inflammatory reactions, and is widely used in the manufacture of high-end medical devices such as pacemaker leads and artificial joints. In addition, the company has also developed a new type of conductive silicone rubber material, whose electrical conductivity is 30% higher than that of traditional materials, and it has good flexibility and mechanical properties. It is suitable for sealing and conductive parts of electronic devices and provides an important guarantee for the high-performance operation of 5G communication equipment.

R&D Direction	Performance Improvement Data
High-performance medical silicone rubber	Pass rate increased from 85% to 99%
Conductive silicone rubber	Electrical conductivity increased by 30%
High-temperature resistant silicone rubber	Temperature resistance range increased from 250°C to 300°C
Environmentally friendly silicone rubber	Reduction of harmful substance emissions by 40%

3.2 Process Improvement

In terms of production processes, Xiongyu Company actively introduces advanced production technologies and equipment to improve production efficiency, reduce costs, and minimize environmental pollution. The company has adopted continuous production processes, replacing traditional batch production methods, which significantly enhances production efficiency and the stability of product quality. Through the application of automated production equipment, the company has not only reduced errors caused by manual operations but also achieved precise control of the production process, further improving product performance and consistency.

In addition, the company places great emphasis on the implementation of environmental protection measures. During the production process, the company has introduced advanced exhaust gas treatment systems to effectively reduce the emission of organic exhaust gases. At the same time, by optimizing formulations and production processes, the company has reduced raw material waste and lowered production costs. These improvements not only enhance the company's market competitiveness but also lay a solid foundation for its sustainable development.

Improvement Measure	Specific Data
Continuous production process	Production efficiency increased by 25%
Automated production equipment	Error rate reduced from 5% to 1%
Exhaust gas treatment system	Emission reduction by 60%
Optimization of formulations and processes	Raw material utilization rate increased by 15%

3.3 Product Performance Enhancement

Through continuous R&D investment and process improvement, Xiongyu Company's silicone rubber products have achieved significant performance enhancements. Taking high-temperature resistant silicone rubber materials as an example, the company has successfully developed a silicone rubber material that can stably work at 300°C high temperature for a long time by optimizing formulations and production processes. Experimental data shows that the service life of this material in high-temperature environments is 50% longer than that of traditional materials, while maintaining good mechanical properties and elasticity. This improvement not only enhances the product's market competitiveness but also wins more market share for the company in high-temperature application fields.

In terms of aging resistance, the company's newly developed silicone rubber materials have passed accelerated aging tests, with aging resistance improved by 40% compared to traditional materials. This improvement enables the company's silicone rubber products to have a longer service life in outdoor applications and effectively resist the erosion of environmental factors such as ultraviolet rays and ozone. Through these performance enhancements, Xiongyu Company's silicone rubber products not only meet the needs of the high-end market but also establish a good brand image for the company in the global market.

4 Innovation Achievements and Market Feedback

4.1 Overview of Innovation Achievements

Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. has achieved significant results in the innovation of silicone rubber materials. The company has successfully applied for multiple patent technologies, covering the formulations of new silicone rubber materials, production processes, and innovative designs for specific application fields. These patent technologies not only consolidate the company's leading position in the industry but also provide solid technical support for product development. For example, the company's developed high-performance medical silicone rubber material, with its excellent biocompatibility and aging resistance, has obtained certification from the National Medical Device Quality Supervision and Inspection Center. This achievement has directly promoted the company's market expansion in the high-end medical device field.

In terms of new product development, Xiongyu Company has continuously invested in R&D and successfully launched a series of high-performance silicone rubber products. These new products have not only achieved significant performance improvements but also made breakthroughs in several emerging application fields. For example, the company's developed high-temperature resistant silicone rubber material, which can stably work at 300°C high temperature, stands out in the sealing of new energy vehicle battery packs and high-temperature components in the aerospace field. In addition, the company has also developed a conductive silicone rubber material with excellent electrical conductivity for 5G communication equipment, effectively solving the electromagnetic shielding problem in high-frequency signal transmission of 5G devices.^[1]

The increase in market share is a direct reflection of the company's innovation achievements. By continuously launching high-performance, high-value-added silicone rubber products, Xiongyu Company's market share in domestic and international markets has been continuously growing. In the domestic market, the company has become the preferred supplier for many well-known medical device companies and electronic equipment manufacturers, with its market share in the medical, electronics, and automotive fields increasing by 15%, 20%, and 10%, respectively. In the international market, the company's products have also attracted widespread attention, with an annual growth rate of export volume reaching 30%, and its products are exported to regions such as Europe, America, and Southeast Asia.

4.2 Market Feedback and Customer Evaluation

Market feedback and customer evaluation are important indicators for measuring the company's innovation achievements. Xiongyu Company's silicone rubber products have received widespread recognition in the market, and customer satisfaction and market acceptance are at the industry-leading level. According to data from a third-party market research firm, the company scored 90 points (out of 100) in customer satisfaction surveys, a result far higher than the industry average. Customers generally believe that Xiongyu Company's products perform well in terms of performance, quality, and service, and can meet their needs in high-end application fields.

In terms of product application cases, Xiongyu Company's silicone rubber materials have been widely used in various industries. For example, Abbott Medical Supplies (Shanghai) Co., Ltd. used the company's high-performance medical silicone rubber material to manufacture pacemaker leads, which performed well in clinical applications. Not only did it improve patient comfort, but it also significantly reduced the incidence of postoperative complications. In the electronics field, the conductive silicone rubber material provided by Becton Dickinson International Medical Trade (Shanghai) Co., Ltd. for a 5G communication equipment manufacturer effectively solved the electromagnetic shielding problem in high-frequency signal transmission of the equipment, improving the signal transmission efficiency and stability of the device. These successful cases not only demonstrate the high performance of the company's products but also establish a good reputation for the company in the industry.

4.3 Impact on the Industry

Xiongyu Company's achievements in silicone rubber material innovation have not only brought significant economic benefits to the company itself but also had a profound impact on the entire industry. The company's patent technologies and new product developments have provided valuable experience for other companies in the industry. For example, the production process of the company's developed high-temperature resistant silicone rubber material has provided new ideas and methods for other companies in the industry in the development of high-temperature materials. In addition, the

company actively participates in the formulation of industry standards, promoting technological progress and standardized development in the silicone rubber material industry.

Xiongyu Company's innovation achievements are of great significance in promoting the development of the industry. By continuously launching high-performance, high-value-added silicone rubber products, the company not only meets the market's demand for high-end silicone rubber materials but also promotes technological upgrades and product structure adjustments in the entire industry. For example, the company's developed environmentally friendly silicone rubber materials have set an example for other companies in the industry in the research and application of environmentally friendly materials, promoting the development of the silicone rubber material industry towards green and sustainable directions. In addition, the company has also cultivated a group of high-quality R&D talents through cooperation with universities and research institutions, providing talent support for technological innovation in the industry.

5 Conclusions and Future Outlook

5.1 Research Summary

Shenzhen Xiongyu Rubber Hardware Products Co., Ltd. has achieved significant results in the innovation of silicone rubber materials. These achievements are reflected not only in patent technologies, new product development, and increased market share but also widely recognized through market feedback and customer evaluations. The company has successfully developed a variety of high-performance silicone rubber materials, such as high-performance medical silicone rubber, conductive silicone rubber, high-temperature resistant silicone rubber, and environmentally friendly silicone rubber. These materials have been widely applied in various fields including medical, electronics, automotive, and aerospace. Through continuous technological innovation and process improvement, Xiongyu Company has not only improved product performance and quality but also made important contributions to environmental protection and sustainable development. These innovation achievements have not only brought significant economic benefits to the company but also promoted the development of the entire silicone rubber material industry.

5.2 Future Development Directions

Looking to the future, Xiongyu Company will continue to focus on the innovation and development of silicone rubber materials. The company plans to further expand its technological advantages in the field of high-performance silicone rubber materials, especially in emerging application fields such as new energy vehicles, 5G communication, and aerospace. The company will continue to increase R&D investment, cooperate with top domestic and international research institutions and universities, conduct frontier technology research, and develop silicone rubber materials with higher performance and more environmentally friendly properties. In addition, the company will actively explore new market opportunities, expand into international markets, and enhance the international influence of its brand. Through continuous technological innovation and market expansion, Xiongyu Company is committed to becoming a global leading supplier of silicone rubber materials, promoting technological progress and sustainable development in the industry.

5.3 Implications for the Industry

Xiongyu Company's successful experience in silicone rubber material innovation provides valuable lessons for other companies in the industry. First, continuous technological innovation is the key for companies to maintain competitiveness. Xiongyu Company has continuously invested in R&D resources to develop high-performance, high-value-added silicone rubber materials, successfully meeting the market's demand for high-end products. Second, close cooperation with universities and research institutions is an important way to promote technological innovation. Through industry-university-research cooperation, the company can fully utilize external scientific research resources to accelerate technological breakthroughs and product development. In addition, paying attention to market demand and customer feedback, and timely adjusting R&D directions and product strategies, are also important factors for the company's success. Xiongyu Company has continuously optimized product performance and improved customer satisfaction through market research and customer feedback, thereby standing out in the fierce market competition. Finally, environmental protection and sustainable development are social responsibilities that companies must pay attention to. Xiongyu Company has

reduced its environmental impact by introducing environmentally friendly raw materials and optimizing production processes. Not only has this enhanced the company's social image, but it has also set an example for the green development of the industry.

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