



这个小县城如何诞生 1.4亿美元规模的土陶产业?(下)

How a Small Chinese County Gave Birth to a \$140 Million Pottery Industry?



琳琅满目的荣县陶器。

荣县的陶泥耐酸、耐碱,荣县陶坛装酒最大的特点是会“呼吸”,这是因为用荣县陶泥制作而成的酒坛致密度高、透气性好、抗震性强、不渗漏。

The clay in Rongxian County is resistant to acid and alkali. The most prominent feature of these liquor jars is their capacity to “breathe”. This is because the liquor jars made from Rongxian County's pottery clay have high density, excellent breathability, robust vibration resistance, and leak-free nature.

荣县制陶工艺到目前已创新过三代。据测算,现在荣县陶企所使用的智能窑炉生产线高压注浆成型等智能设备,能使企业能耗降低20%以上,产品良品率从88%提升到95%。

The pottery-making craft in Rongxian County has undergone three generations of innovation. According to estimates, smart devices such as the intelligent kiln production line and high-pressure casting for molding currently used by pottery enterprises in Rongxian County are expected to reduce enterprise energy consumption by over 20%, and the product yield rate is expected to increase from 88% to 95%.

目前,荣县已形成原料供应、土陶生产、文创加工、产品包装、贸易物流、技术研发等



现代化工艺生产的土陶酒坛。

为一体的产业集群。为抢占更大市场,产业链下游的贸易物流也在不断“配强”。

At present, Rongxian County has formed an industrial cluster that integrates raw material supply, pottery production, cultural and creative processing, product packaging, trade logistics, and technology research and development. In order to seize a larger market, trade logistics in the downstream of the industrial chain is also constantly being strengthened.

中文作者:四川日报全媒体记者 行晓艺
英文作者:四川国际传播中心记者 刘劲
摄影:行晓艺



荣县土陶艺术家在陶器上绘制图案。