

One of the World's Largest Fastener Suppliers



HISENER

海宁市海迅贸易有限公司



Creating the Highest Value for Customers and Continuously Improving Its Quality Level

by Naiwen Chang, Fastener World

“We always consider ourselves as our competitor and place customers into our priority, which is the reason that we are trying our best to create value for customers. For example, we are dedicated to improving the performance-to-price ratios of our products, keeping punctual lead times, enhancing quality control of products, and offering high-quality products,” said Hisener General Manager Simon Liang. He added that Hisener has never stayed even an inch away from its mission statement since its inception and will maintain continuous improvement and development of better quality products.

Being Recognized by Customers for Its Continuous Growth Against Headwinds

Specialized in long screws, Hisener introduced into its factory a heat treatment line in 2019, greatly promoting the quality of its products (especially the curvature). In 2018 Hisener exported 68,000 tons of fasteners to the world and the amount later increased by 7% to 73,000 tons in 2019. Facing a weakening economy though, Hisener still maintains a moderate growth, which manifests the solid trust of customers in Hisener. As one of the world's largest fastener suppliers, Hisener offers more than 4,000 SKUs of

fasteners available in stock for customers and its sales are mostly contributed by Europe (35%), Russia (25%), USA (20%), and South America (15%). Hisener has also established close collaboration with overseas distributors and can provide the fastest service and superior products according to the demands of different customers.

全球最大紧固件供应商之一 创造客户更大的价值 不断进步的品质标准

文/惠达 张乃文

「我们始终把自己作为竞争对手。而且永远把客户放在第一位。所有工作都是围绕如何给客户创造价值来展开，比如：提高产品性价比，保证客户的交期，不断提高产品品质的控制，提供优质的服务。」海迅总经理梁辉说到，海迅一直以来的企业目标都没有变过，维持不断进步、发展更高品质的产品。

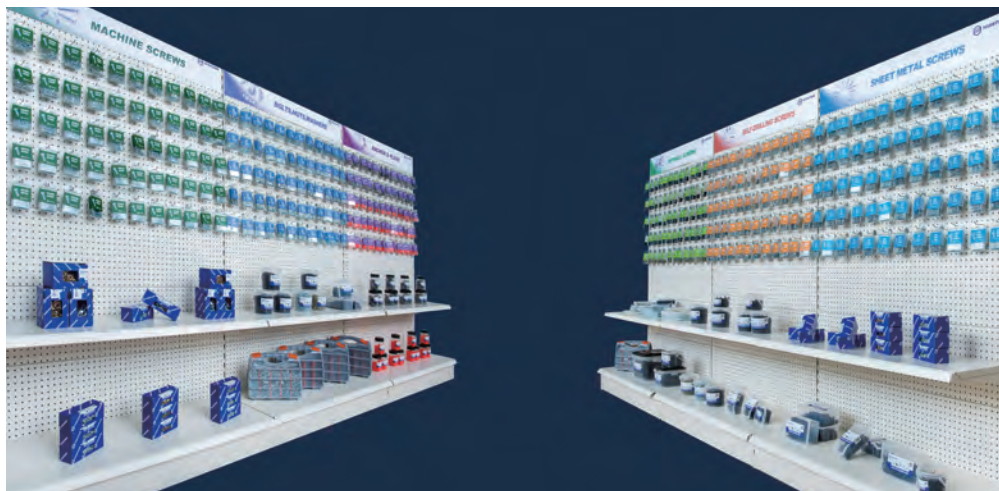
客户持续给予肯定 经济逆势中仍持续成长

以长螺丝为主要产品，2019年海迅导入热处理线，在品质上(特别是弯曲度)有了很大的提升。海迅2018年的出口量在68,000吨，2019年再上升至73,000吨，增长了7%。在经济形势下行的趋势下，海迅仍能保持一定的增长，也说明客户对海迅的肯定。



Localized Service, Shortened Lead Time, and More User-friendly Products

In order to accelerate the shipment of its products to customers and broaden its product portfolio, Hisener has selected about 150 partnered suppliers around the world. For customers in China, Hisener will prepare products available in stock in advance according to the demands of different customers in case of urgent demands.



Liang pointed out that at this moment Hisener will keep an eye on countries in Europe and America, however, he also noted that the demand of the countries included in the “One Belt One Road Initiative” of the Chinese Government is growing really fast, and it will reinforce its business reach to those countries in the near future, especially Southeast Asia. All manufacturing procedures of Hisener are compliant with the ISO 9001 Quality Management System and are periodically audited and revised (if necessary) according to the requirements every year. In addition, Hisener has also introduced the ERP system to monitor every manufacturing procedure in its factory. Certified to CE EN 14592 and CE EN 14566, Hisener not only fulfils quality requirements in the company, but also takes full responsibility for every order placed by its global customers.

Future Objectives: Continuous Progression and Offering Service on a Customer-Centric Basis

“Establishing a Smart Factory is our future goal. This year we plan to introduce automatic warehousing and scanning systems to have each of our manufacturing procedures seamlessly integrated, which can significantly reduce our in-plant logistics cost, optimize our factory efficiency, lower the production cost, and increase the performance-to-price ratios of our products. In 2020, we’ll continue to be customer centric as we used to be, and will invest in ourselves as well in order to create higher value for our customers,” said General Manager Liang.

作为全球最大紧固件供应商之一，海迅提供超过4,000种紧固件供客人选购，以欧洲（35%）、俄罗斯（25%）、美国（20%）及南美洲（15%）为主要销售市场，与海外经销商密切合作，针对当地不同的使用习惯提供最快速的服务与优质的产品。

在地化服务 交期更短、更贴近使用习惯

为使产品能够更快速的送达各地买主手中，海迅严选全球150家合作厂商，提升交货速度、增加产品专案。对于中国客户，海迅会根据其采购习惯协助备妥库存，方便客户有紧急需求时能快速收到货物。梁总指出，目前海迅仍会以欧美国家为主，但目前一带一路的国家需求量上升也很快，未来也会加强对这些国家的开发，特别是东南亚。

所有生产流程坚守ISO9001品质要求，且每年都会进行审核及调整，同时导入ERP系统进行监控，滴水不漏的严格监控每个生产流程，同时拥有CE EN14592及CE EN 14566认证，这些认证不只贯彻海迅的品质理念，更让全球买主采购时无后顾之忧。

未来将不断进步 持续以客为核心的核心目标

「智慧工厂是我们的发展目标。今年我们也计划引进自动仓储系统和扫描系统，整合各个生产工序之间的衔接，大幅度的降低工厂内的物流成本，借以提高工厂运作效率。从而能够降低更多生产成本，提高产品的性价比。」梁总提到，「2020我们还是会一如既往的以客户为核心，不断提高自己，替客户争取更大的价值。」

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