



3 Silver Bullets to Rise Above Heightened Market Pressure

by Dean Tseng, Fastener World

Market demand is increasing around the world this year, but global container shortage just broke out last year and led to drastic throughput contraction on harbors along numerous shipping routes. Containers are left sitting all over the world and it causes a surge in container transportation cost and product price. Hisener shot 3 silver bullets at the disordered surge in demand, cost and price and walked out of this storm safely. Now it continues to supply over 4,000 types of fasteners to customers in Europe, Russia, the U.S. and Latin America. In the last two years, it has exported 87,000 tons of products, up 17%, and become one of the largest fastener suppliers.

01 Smart Factory; Increased Price Competitiveness

The company adopted an automatic inventory and scanning system and integrated the whole production process which greatly reduces logistics costs and improves operating efficiency of the plant to make products more competitive. “We will be a futuristic smart factory and continue to increase investment in R&D, production and DIY packaging.”



02 Over a Hundred Select Firm Partners; Strict Quality Control

The company has 150 firm partners carefully chosen to help speed up delivery and send products to buyers faster, including Timber Screws which sell well in the European DIY market. It also offers inventory specifically for Chinese clients.

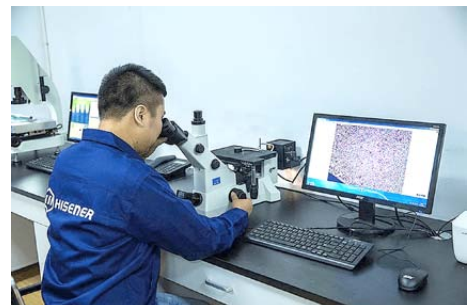
It is certified to CE EN14592 for structural fasteners and CE EN 14566 for mechanical fasteners and its products are popular among European clients.

All the production process is certified to ISO 9001 and re-audited and adjusted every year. It has its own screw factory, a packaging line for DIY products and a warehouse. The company can pack around 50 containers of products per month. It uses heading machines, thread rolling machines,

and controlled via a digitalized ERP system. It has dimension measuring instruments, metallurgy analyzers, mechanical testers and surface analyzers in its laboratory for quality inspection to control product quality.

03 Elevated Capacity in 2021

Hisener will have its new plant completed soon this August. The new plant will be 26,000 square meters and raise the screw capacity to 1,500 tons per month. Through the smart factory, collaborative companies and increased capacity, the company has a strong base to tackle market fluctuations. “In a market backdrop where global material prices surge and shipping costs hike with the worsening pandemic, Hisener is doing its best to reassure clients’ benefits, maintain quality, capacity and punctual delivery, and get through this hardship with clients!”



Contact: General Manager Simon Liang E-Mail: simon@hisener.com

