

Hsin Chang Hardware Industrial Corp. New Lightweight Expansion Anchor with Balanced Force Capacity and Elevated Performance

Hsin Chang mainly manufactures lightweight anchors. With adherence to high and stable product quality, it strictly monitors in-plant quality inspection and is acclaimed by domestic and overseas clients. With a focus on “ultra-high quality & expert-grade engineering market” in mind, it differentiates itself from counterparts and stands out in the lightweight anchor market. It targets clients who look for high quality, and designs cost-effective products that best fit customers’ demand. Hsin Chang treats clients’ business as its own, providing professional advice and high quality products.



New Product Development for Clients; Big Competitive Edge in Customization

Anchors play a critical part in the construction industry. Hsin Chang targets the expert-grade engineering market and keeps improving quality and technology. Its plant is equipped with 3D measurement instruments, wire cutting machines, electrical discharge machines and others to cope with sudden changes in product and mold designs. It doesn’t need to outsource production and effectively prevents leaking confidential knowhow. The new product, AT-17, is patented in Taiwan, China, Germany, and France. The body part is lightweight and scale-engraved, for easy to check the grip by visual. In tension and expansion, the center point stays precisely where it is which gives AT-17 the feature of not skewing the expansion legs and achieving balanced force capacity.

The company hopes to bring more competitive products to clients. It supplies high quality and price-competitive products, offering flexible manufacture corresponding to clients’ cost requirement. Besides, it can custom design product specifications, print clients’ logos on products, and use the color format designated by clients to make the products highly recognizable and unique in the market.

High Product Yield Rate; Tightening on Quality Requirement

Hsin Chang works as an OEM with clients. Its R&D studied with a European client, improved product design and successfully refined a product. Hsin Chang also helped the client acquire a patent and an ETA certificate. Hsin Chang’s plant is equipped with salt spray testers, microscopes, and function testers which allow for drop test and pounding test. Other test equipment includes torsion testers, hardness testers and plating thickness testers which enable the company to retain an exceptionally high product yield rate.

The export-oriented Hsin Chang sells to Europe (50%), the U.S. (15%), Japan (25%), and other regions (10%). To Hsin Chang, different countries have various requirements on anchors. The European construction market has a higher demand for anchors, Germany requires more on quality, and Japanese users are mostly from the automotive market.

Despite having an ETA certificate, the company plans to continue on CE certification in the future. In March 2020, it will expand the plant by adding 6,610 square meters of land, actively develop automated production and enhance product development. Hsin Chang is fully dedicated to refining and developing products. It continues to improve product functions and develop perfect anchors with ease of use, high riveting force and balanced force capacity. Hsin Chang will exhibit at Int’l Hardware Fair Cologne 2020 and its booth no. is N076 in Hall 11.2.

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