

第18屆 國家建築 金質獎  
第13屆 國家品牌 玉山獎



## Celebrating 50th Anniversary

**MAO CHUAN Offices to be Set up in the U.S. and Europe to Provide More Complete Service**

*by Nai-Wen Chang, Fastener World*

From simple parts to high precision parts and critical automotive parts, Mao Chuan adopts top standard process and inspection methods to manufacture products. In addition to ISO14001, ISO9001, and IATF16949, it was honored with “Golden Torch Award” and “National Brand Yushan Award”. Moreover, it is the only Taiwanese company accredited to VDA6.1 certification by TÜV SÜD in Germany. That shows its R&D capability and how determined it is to provide high quality products.

### Continuous Quality Improvement Drives Mao Chuan to Become an Automotive Parts Supplier

Mao Chuan mainly manufactures automotive parts. It raises the proportion of automated equipment and spends a great deal purchasing optical sorting machines with the aim to keep its quality level at 0ppm to eliminate any defective products. This provides an opportunity for more American and European automakers to collaborate with Mao Chuan.

### Multiple National Awards Acquired & Extension to Hand Tools R&D

Mao Chuan’s R&D team successfully developed a quick jaw adjustable wrench and automotive parts. Both of them were honored with “National Brand Yushan Award”. The wrench developed by Mao Chuan improves the problems with all conventional wrenches available on the market, providing users with one-hand operation, labor and time reduction. This wrench has already been patented in Taiwan, Germany, China and some other places.

### Continuous Ground-breaking Equipment Upgrade & All Products Monitored to Guarantee Top Quality

Besides automotive parts, Mao Chuan manufactures precision parts for a European client who has the largest share in the world’s smoke detector market. The company is capable of producing precision stamped parts

and large stamped parts, offering a variety of products including springs, clips, washers, nut caps, deep-drawn parts, customized parts, welded nuts, and electronic contact plates. It can also develop and manufacture dies, and its manufacturing technology dominates the whole Taiwan. For 2020 it plans to set up offices and warehouses in Europe to provide local clients with just-in-time service.

### Continuous Market Growth is a Recognition for Mao Chuan

On the current international market, General Manager Frank Lai said, “We have been established for 50 years. Despite the ups and downs in the market, we continue to grow every year. We’re seeing 20%-30% of annual growth in our market share in the U.S. and Europe.” Mao Chuan currently has three plants and is planning its fourth plant.

### Technology & Equipment Enhancement Through the Next 50 Years

For talent training, Mao Chuan works with Feng Chia University, Da-Yeh University and Jinan University to let students apply what they learn through university courses. “Our future goal is to strive to train Taiwanese technical talents and reduce talent gap,” said Frank.

In addition to quality, Mao Chuan cares much about the environmental standards for manufacturing process and improvement of employees’ work environment. Mao Chuan’s principle is always to “Go further in Taiwan and look into the international market”. All the production lines are located in Taiwan to make the MIT (Made-in-Taiwan) brand more vibrant in the world. ■

