



## Challenges Lowest Price

*~Pro Power has recently focused on the OEM production of drywall piercing screws and aims at offering the cheaper price, shorter lead time, and more superior quality to the market.~*

Leading construction and DIY fasteners supplier, Pro Power Co., Ltd., is well known in the industry for its “cheap prices, quick delivery, and extremely high quality” and its strength of manufacturing many customers’ products which later have been ICC or ETA certified has been also greatly recognized in U.S. and European markets for years. Its major products include various wood screws with sizes below 10mm and lengths less than 150mm. Its current monthly capacity can be up to 4,000 tons. In order to broaden the supply range of its construction and DIY fasteners as well as correspond to diversified customer demand and reinforce its market share in U.S. market, **Pro Power has even recently announced its further deployment in the OEM production of “Drywall Piercing Screws” with a goal to offer customers an alternative approach to getting access to products at cheaper prices, with faster delivery, and of more remarkable quality.**

### Lower Price, Quick Penetration

Drywall piercing screws featuring fine threads and standard sharp drilling points (also a kind of wood screws) are used to penetrate thick and hard sheet metal. As the technical entry barrier of manufacturing such type of products is higher than that of general drywall screws, the quoted prices suppliers can offer customers are usually a bit high. There are limited suppliers in the market, so customers can only choose from the suppliers offering comparatively lower prices. However, with the addition of Pro Power, customers can now purchase drywall piercing screws that are “cheap indeed.”

“Although our quoted price of drywall piercing screws is cheaper than those of other suppliers, this is not a price-

cutting competition, but greater utilization of our experience, technique, and capabilities to achieve better cost control and finally give the saved cost back to customers. Thus far, we’ve received quite a few inquiries from customers,” said Pro Power President Chris Chen.

### Precision Automation, Better Cost Control

Pro Power’s sales last year were 50% up from the 2020 record, with roughly 95% of its products being sold to the U.S. As U.S. customers value prices a lot and are very strict with product quality, Pro Power introduced sets of sophisticated automated equipment from Italian SACMA and Korean Hyodong into manufacturing lines to prevent man-made factors from influencing the quality stability of its products. It has also integrated various management software into its manufacturing lines, which helps achieve the most suitable control based on different customers’ demand and tolerances and fulfil the management strategy of “reduced cost and less waste.” **The 3 new plants under construction (over 6,000 sqm) are expected to be officially put into operation this year after the building occupancy permits are received and can also become a powerful support to the capacity of its existing plant of nearly 6,000 sqm.**

President Chen added, “U.S. demand for construction and DIY fasteners is forecast to gradually recover by the end of this year. We hope our sales in the U.S. will grow further or even take 90% of U.S. DIY fastener market to make more customers experience the competitive edge brought by our price and quality.”

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