



Hou Torng Engineering Co., Ltd.

Meticulous Customized Service Retains Client Loyalty

厚彤有限公司 以精緻客製化穩抓客戶忠誠度

by Dean Tseng, Fastener World

Hou Torng is located in Zhongli District of Taoyuan City, Taiwan. It specializes in design, manufacture and sales of heat treatment equipment used for metals. 40 years of experience, and continuous R&D/improvement/innovation along with clients' feedback has led the company to develop new equipment of high efficiency, high capacity and low energy consumption. Its equipment meets market demand and has earned clients' recognition. Hou Torng's products are highly appraised by clients particularly for the quality and technical support.



Heat Treatment Equipment Tailored to Clients' Production Needs

Hou Torng's assorted and complete heat treatment equipment includes mesh belt type continuous heat treatment equipment, mesh belt type continuous stainless steel heat treatment furnace, full set batch type all case heat treatment equipment, pit type carburizing/nitriding/annealing furnace, endothermic/exothermic gas generator, bell type annealing furnace, batch type aluminum alloy T4/T6 heat treatment equipment, and continuous batch type heat treatment equipment. Its mesh belt type continuous heat treatment equipment is used for bright quenching, carbonitriding, normalizing and annealing steel parts. Its batch type all case heat treatment equipment is used for carburizing low carbon steel, refining mid-carbon steel, and bright heat treating high carbon steel. The continuous batch type furnace can be designed to have a single room or multiple rooms, and is suitable for quenching, normalizing, annealing and tempering large parts. President Mr. Yung-Chun Huang explained, "Our equipment design is driven by clients' production needs to achieve the best economic benefits. The strengths of our products include low abrasion, low energy consumption, high capacity, easier operation and maintenance."

Meticulous Customized Service Exceeding Clients' Expectation

To Hou Torng, understanding clients' needs is the first and foremost step in the whole service process. Next, based on clients' heat treatment requirement, capacity and onsite conditions, it will determine the type of equipment to be produced and settle regulations for the equipment and make drawings. After both sides reach an agreement, it will start software and hardware production, cold running, equipment test, and circuit control command test. When everything is all set with no errors, it will inform the buyer to visit the plant and do a check before the equipment is delivered. When the equipment reaches the client's place, Hou Torng will install, initiate the equipment and complete trial manufacture before finishing the shipment. Additionally, Hou Torng can even design electrothermic type or gas thermal type equipment for overseas clients.

"Customization has been our focus, but this also means we will spend more time and costs than our peers do. We have to continuously communicate and confirm with our clients to design equipment that meet their needs. We don't just manufacture standard equipment. We have to wait for the final completed design before we purchase or produce many parts, so naturally the lead time will be longer and we have many types of parts that are more complex to manage. These are the problems we need to cope with, so it is our current goal to standardize our primary equipment. According to our experience, customized service is suitable for clients that have used heat treatment equipment before. To those with zero experience, too many options will bewilder them instead. It is better to start with standard equipment with similar product applications and capacity to yours," said president Huang.

Having Numerous Overseas Clients and Expanding Business to New Markets

Besides Taiwan, Hou Torng's international exports cover a wide range of region, including advanced countries like Japan, Australia and China. Repurchase rate is high with its Southeast Asian clients mainly from Malaysia, Thailand, Indonesia, Vietnam and Myanmar. Southeast Asia is a stable market for the company. Huang pointed out, "We have civil engineering and construction screw clients in Japan and Australia who take quality of the final product seriously. They don't merely pursue cheapest equipment. To them, the hardness and quality after heat treatment is particularly important. When they choose our equipment, they would naturally make a positive testimony for our quality. Regarding China, competition is very intense there because this country has many furnace makers. Price war is inevitable there, but our long-time repurchasing clients have proven their faith in our quality!"

Hou Torng's advancement does not pause here. It is currently tapping into Russia, Pakistan, Turkey, and Central Asia, and has completed a few deals there. Currently it is collaborating with traders, and raising exposure through exhibiting and the Internet. So far its clients are primarily fastener makers, and it will tap into other components industries in the future. Hou Torng's business will continue to grow. Huang welcomes everyone in the world in need of heat treatment equipment to contact him for the most professional and customized service! ■

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