

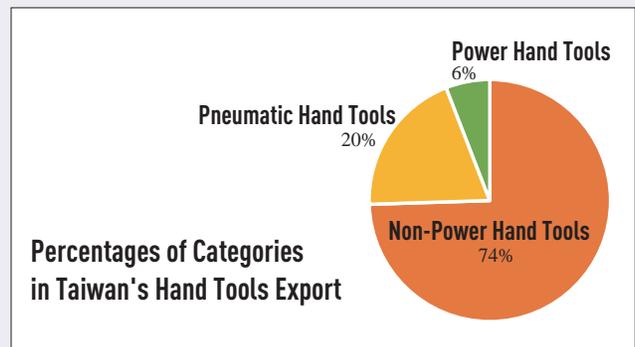
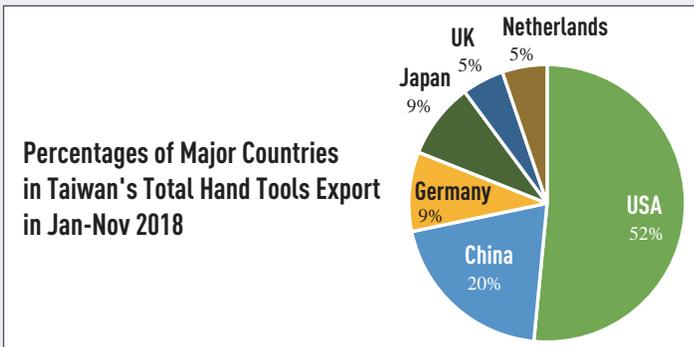
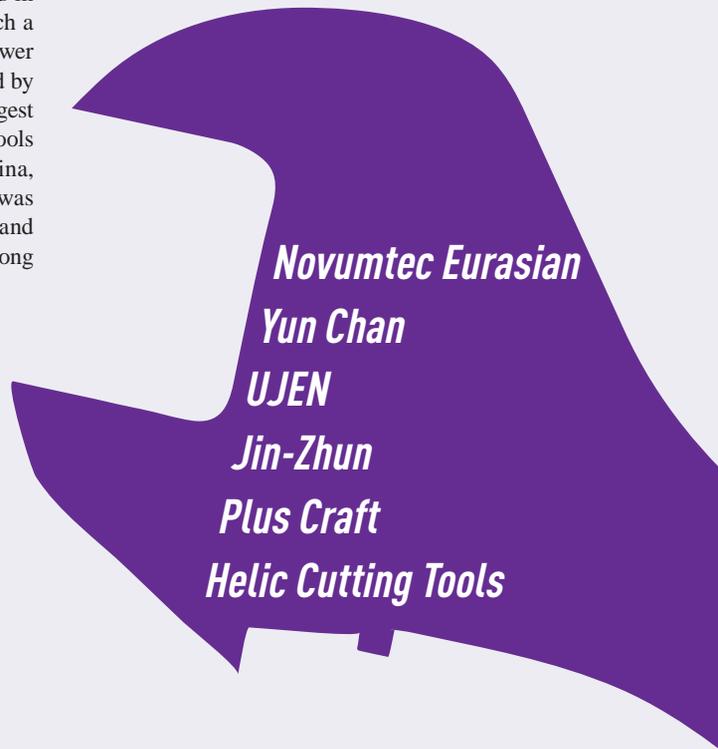
Feature: Hand Tools & Drill Bits Suppliers

手工具及鑽頭廠商專輯

by Fastener World

In this issue we feature competitive Taiwanese hand tools & drill bits suppliers. Nearly 70% of Taiwanese hand tools & drill bits companies are located in central Taiwan. Transforming from OEM into ODM, Taiwanese hand tools manufacturers with many years of experience have become one of the most competitive industries in Taiwan. It is reported that one third of the hand tools used around the world are made in Taiwan and these hand tools are all for high-end applications and produced for globally known manufacturers, making Taiwan the largest invisible contributor behind those shining international hand tools brands. All these results must be attributed to the relentless transformation and upgrade of Taiwanese hand tools companies, which have successfully won for Taiwan the title of “Kingdom of Hand Tools.”

According to the statistics of Ministry of Economic Affairs of Taiwan released in Jan. 2019, Taiwan exported US\$ 3.52 billion worth of hand tools (HS codes falling within 8201-8215 for non-power hand tools; 842420, 846711, 846719, 846781, 846789, 846791, 846792, 846799 for pneumatic hand tools; 8460909010, 846593, 846721, 846722, 846729, 850819, 85098010, 85098090 for power hand tools) to the world in the first 11 months of 2018, which shows a 3% YoY ratio and is expected to reach a new high in the full year statistics of 2018. In the first 11 months of 2018, non-power hand tools represented around 74.5% of Taiwan's total hand tools export, followed by pneumatic hand tools at 19.6% and power hand tools at 5.9%. In the world's largest hand tools market- USA, Taiwan represented 6.6% of U.S. total imported hand tools value in the first 10 months of 2018 and was ranked the 4th place, only after China, Mexico and Germany. As for the category of pneumatic hand tools, Taiwan was ranked the 2nd place and represented 18.2% of U.S. total imported pneumatic hand tools value; on the other hand, Taiwan was ranked the 1st place in China (incl. Hong Kong) and represented 21.6% of its total imported pneumatic hand tools value.



Source: MOEA (Taiwan)

Quality Exceeds DIN & ISO Standard
Power and Pneumatic Hand Tools Supplier
- Novumtec Eurasian Associated Co.

品質超越DIN / ISO標準的電動及氣動手工具廠—歐邦貿易有限公司

by Nai Wen Chang, Fastener World

Established in 1979, Novumtec Eurasian Associated Co. has been serving its customers with stable quality and honesty and does whatever it takes to satisfy every customer's strict or special requirement, in anticipation of completing every transaction in a win-win, mutually satisfying and happy situation. No matter where the orders are placed, or who places the orders, Novumtec will always try its best to satisfy each customer or market's demand. Novumtec is also planning to continuously develop new products.



Customized Products Made in Taiwan with Guaranteed Quality

Novumtec's screwdriver bits and magnetic nutsetters are all made in Taiwan and have high industrial quality. Each process from material selection, manufacturing to finished products is under inspection. Novumtec's current products have been expanded to cover various industrial applications. In addition to power tool accessories, Novumtec is also very good at offering customized products to customers and is very confident of offering customized samples as per customer's request in the shortest time and the most competitive prices.

To Exceed International Standard, Novumtec Has Multiple Sets of Inspection Devices

In order to ensure that every products are compliant with quality standards, Novumtec has multiple sets of measuring and inspection devices (e.g., Rockwell hardness tester, torque tester and projector) to conduct a series of tests and excellent quality control. Compared to other general products in the market, Novumtec's tools are with higher quality and stability.



Novumtec's products are suitable to be used in any applications to enhance work efficiency, such as furniture, household appliances, upholstery, auto assembly, and many others. The stable quality and very competitive prices make Novumtec's products trusted by customers. All these advantages are also reflected upon the customers' strong will to place orders to Novumtec again. According to Novumtec, more than 80% of buyers will come back again to buy its products.

Global Vision for New Business

Novumtec is located in West Dist. of Taichung City and is focused on the R&D of power and pneumatic tools. With more than 30 years of experience, Novumtec's business covers all over the world and its products have been successfully exported to Australia, Canada, UK, France, USA, Germany, Switzerland, Turkey, Singapore, Malaysia, India, etc.

Looking forward, Novumtec has set "expanding business globally" as its only one strategy. According to Novumtec, a business must have a global vision. If it only focuses on a certain region, it'll be very difficult for it to survive the challenging market and compete with others. Novumtec will hold an active attitude to get as many business opportunities as possible. By far, Novumtec still has its goal focused on maintaining product quality and stability, which is also one of the principles Novumtec has strictly followed for so long.



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Yun Chan Industry Co., Ltd.

- Evolved Manufacturing Process & Embracing New Ideas

雍昌工業有限公司- 產品製程創新 勇於嘗試新想法

by Nai-Wen Chang, *Fastener World*

Yun Chan mainly supplies bits and impact drivers. Compliant to international standards, Yun Chan uses specialized equipment for inspection and German special alloy steel as the material for products to have better quality than average alloy steel. Over 40 years of experience in manufacturing made this company a professional service provider and a flexible maker of customized products. Yun Chan has many loyal users who bought and used its tools when they were apprentices and after they opened their businesses. Its tools are so robust that customers would rarely need to purchase again, only if they have lost the tools.



A Professional and Dedicated Solution Provider

Catering to various demand, Yun Chan is able to leverage different sets of manufacturing procedures to produce top quality products in a cost effective way. "I often tell my clients that choosing a tool is like choosing your car," said sales manager Ray Hsiao, "A good car takes you to your destination safely. A different car may work well with different client demand. Our role is to secure safety before we provide products tailored to our clients. If you ask why you should choose Yun Chan, I would say it is much like choosing someone for a car race. Would you choose just any random guy over a racing driver? The answer is pretty obvious."

Many clients have said they were surprised that Ray never holds back and shares what he knows about his specialty. Quite a number of companies are professional but tend to conceal what they know and don't have much of a spirit of collaboration. It is the traditional way of thinking that trapped them in the pool of competing for their own interests. In Ray's perspective, the global coverage of information and the progression of our time mean that Yun Chan has to leverage its specialty to gain client trust. It doesn't matter if the products are cheap, but it matters when the clients trust the integrity and quality of Yun Chan. That is the root for their decision to work with Yun Chan.

How You Treat Employees is How They Will Treat Your Products

Unlike other companies which can't think of other ways but to keep adding inspection equipment, Yun Chan sees and secures the values of its products so that it can strictly monitor quality. Just ask yourself if you are willing to pay for the products you are dealing with. With every corporate member cherishing the value of each product, the company must ensure they can express themselves and be respected, instead of just making a cursory effort. Put this kind of mindset on the manufacturing, inspection and personnel training, and your employees wouldn't do just a hasty job and they will meet the targets set by the company.

Take manufacturing process check for instance, Yun Chan's employees set the check frequency higher than what is regulated out of their own will. In a sense this might seem to have increased production cost, but actually helps quite a lot to build up the quality for the future. For example, Yun Chan's tooling normally would have been able to process 10 thousand parts, but the employees increase the rounds of check and lowered the replacement interval from 8000 to 5000 processed parts. The cost increased, but so are precision and stability. Yun Chan's tolerance is only at 0.05mm versus others at 0.1mm.



To a More Competitive Future

Founded in 1976, Yun Chan used its self-invented equipment to manufacture. Now the company has full grown technique and it will gradually adopt automated production and quality management of inspection equipment, so that the employees will have more time to do what is more important for the company. The company is likely to apply for an environmental protection badge or a corporate social responsibility certificate to become a friendly business to the environment and employees. Ray encourages young people to be a part of the traditional industry because the industry needs new ideas and must pass on to the next generation. He said Industry 4.0 is just a matter of the owners' will on expenditure but "Talent 4.0" is what the manufacturing industry needs right now.

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UJEN Development Co., Ltd.

Stylish Clamping Knobs with Color Combinations for Your Own Choice

佑嘉開發實業有限公司- 旋鈕螺絲也可以很時尚，讓您大膽玩配色

by Nai Wen Chang, *Fastener World*

The name of UJEN respectively stands for Unique, Jaunty, Esthetic and Noble. The company is dedicated to developing easy-to-use, esthetic, durable and unique hardware accessories for enhancing product quality of customers. “Continuously Improving Quality & Creating Value for Products” has always been the DNA of UJEN.



Luxury Series

Globally Admired “Luxury” Series and High Value-added Products

UJEN has successfully turned clamping knobs into luxury series, which help customers create the competitive edge of their products and reveal the value of their brands. In addition to commonly requested color combinations, UJEN also offers clamping knobs in various materials with customized quality surface finishes (e.g. water transfer printing, carbon fiber pattern, metal-like painting, etc.). UJEN can also offer products with a soft touch and comfortable gripping experience, enabling customers from any industry to find the most suitable and high-quality clamping knobs for their applications. UJEN is the first company that successfully developed such delicate clamping knobs. Vice general manager Chen said, “Our products are 100% made in Taiwan and we’d like to make this unique technology known to the whole world.”

UJEN’s stylish clamping knobs are of unique shape design and can be customized with different color combinations. With four types (convex, concave, flat and dot) for selection, the round of knob’s top is also categorized into the inner circle and central circle, which can be in seven different colors as per customer’s request. There are nearly 200 combinations for each stylish clamping knob. UJEN adopts RoHS compliant nylon and fiberglass as materials to reinforce the strength and durability of products. Its screws also feature flat and chamfered ends to reduce the damage to mating pieces. In addition, it also adopts electroplating friendly to the environment and produces RoHS compliant products exported to Europe. Chen added, “Our products with delicate design and various color combinations can not only help companies improve their brand image, but also increase the competitive edge of their products.”

Ergonomic Flat Clamping Knobs / Easy-to-use and Safe Patented Indexing Plungers

Another new product introduced to the market is Flat Clamping Knob, made of nylon + fibers, which allow for more extraordinary shape design, new curves and ergonomic gripping experience for customers. Chen added, “Our flat clamping knobs feature caps more flat than other common plastic knobs and are more economical than other metal knobs. Such products are mostly used on sophisticated instruments or products requiring more space.”

UJEN has acquired a Taiwan patent since 2012 for its indexing plungers (alert type), whose internal pin can be raised and fixed by pulling the knob and turning it to the right. Moreover, when the internal pin does not revert to its original position, a mechanism will immediately pop out as an alert. Such improvements and R&D clearly show the effort of UJEN in product and function innovations and its will to offer customers better service. Chen added, “We hope to develop one or two new products every year, including model design or function modification.”



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Future Market Prospects

The proportion of UJEN’s domestic customers to foreign customers is 8:2. Its foreign customers are mostly from Canada, Japan, Italy, and Sri Lanka, etc. If viewed by industry, its customers are mostly from sports equipment, support holders, small sophisticated instruments and woodworking machinery, etc. Chen said with excitement, “I received some customers’ feedback telling me that our price was very competitive and of high quality. I also saw that several Japanese customers at trade shows were satisfied with our products.” When it comes to whether UJEN will take any step to increase its market share, Chen said, “We plan to introduce the ISO quality management system as it’s necessary if we’d like to expand globally.” This shows the determination of UJEN to make changes and expand its global business territory after the 2nd generation takes the helm of the company.

Jin-Zhun Enterprise Co., Ltd.

The Specialized Blind Rivet Nut Gun Manufacturer Who Takes Customers and Quality into Account First

金諄股份有限公司-以客為尊品質至上的拉帽領域生產專家

by Nai Wen Chang, Fastener World

Jin-Zhun Enterprise Co., Ltd. founded in 1994 has more than 20 years of experience in manufacturing metal tools. Located in Changhua - the manufacturing heartland of Taiwanese hand tools industry, Jin-Zhun enjoys advantages of a convenient location, proximity to a complete satellite associate companies, quick manufacturing procedures & high mobility, and the capability to meet customers' demand for different product specifications. It is specialized in manufacturing hand-operated blind rivet nut guns and blind rivet nuts (aluminum), and is fulfilling strict quality control in order to provide customers with products of high quality and all specifications.

Jin-Zhun mainly manufactures blind rivet nut guns used to fix blind rivet nuts onto sheet metal, steel plates and wood plates. The specifications include M3, M4, M5, M6, M8, 8-32, 10-24, 10-32, 1/4-20, and 5/16-18. They are easy to use, work fast and won't damage workpieces, which can effectively increase working efficiency. In addition, the blind rivet nut guns of Jin-Zhun can work with low energy consumption and are very durable and of high safety coefficient, so they can help reduce the cost of users and are widely admired worldwide accordingly.

Jin-Zhun focuses on satisfying customers' demand. As a superior supplier, Jin-Zhun considers strict quality control, excellent technology, and high-quality products at competitive prices to be the most essential factors to establish a reciprocal benefits and profit sharing business approach for customers. With such a "customer first" insistence, Jin-Zhun hopes to become an enterprise offering professional and excellent service and it will never stop going toward this way to continuously improve its strengths.

In order to offer customers satisfying service, Jin-Zhun is always trying its best to reinforce its employees' professional knowledge and improve service quality, in anticipation of offering the most complete service experience and sharing more profit with customers. Jin-Zhun, adhering to the principles of "quality first, honesty first and customers first," will definitely continue to offer customers service in the future.



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Plus Craft Industrial Co., Ltd.

Used for Better Work Efficiency, 3-in-1 Socket Wrenches and Ratchet Wrenches Become Bestsellers in Japan and Germany

鑫爵實業股份有限公司- 幫助作業效率提升 三合一套筒與轉體棘輪扳手熱銷日、德
by Nai Wen Chang, Fastener World

Plus Craft Industrial Co., Ltd., dedicated to making improvement, is a developer always staying true to itself. It developed the turning ratchet wrench with widely appreciated appearance and practicality, which is popular in Germany. Such an achievement forces Plus Craft to develop new products continuously and the company also hopes to extend business reach to more markets around the world and arouse a trend within Taiwan hand tools industry to develop more practical and esthetic products.

3-in-1 socket wrenches and turning ratchet wrenches are the recent bestsellers of Plus Craft in the market. The 3-in-1 socket wrenches are mainly applied to construction (i.e., the operator only has to use one (rather than 3) socket wrench to complete work above the ground, effectively reducing the workload of operators and greatly reducing the cost of tools. The socket wrenches are mainly exported to Japan and are expected to be exported to other regions in the future. Another bestseller are the turning ratchet wrenches, which, compared to other general wrenches, are more ergonomic in design, easy-to-use and anti-slip. The ratchet wrenches are mainly applied to machines and wheel repair and are mainly sold to Germany.

Speaking of the R&D of turning ratchet wrenches, General Manager Timmy Chen recalled, “The birth of this product can be traced back to a comment made by a German tool supplier at an int’l trade show on a certain turning wrenches manufacturer. The German supplier pointed out that bending the wrench by 90 degrees might result in internal stress and inferior appearance, which later pushed me to forge this product with anti-slip inverted triangle handle design.” This product was independently designed by Plus Craft and a breakthrough for the industry.

Plus Craft is going to release its new 4-in-1 sharp end wrench and is also designing products for U.S. customers. What the company is doing now (e.g., self-development or ODM) is all for achieving the best performance, bringing more profit to customers, and enhancing its soft power & experience. It is also active in applying for patents in many countries for all products developed by Plus Craft, in order to make Plus Craft more competitive. Moreover, Plus Craft will also introduce QS and relevant industrial certifications in order to expand its high quality product range.

Speaking of customer service, Chen pointed out, “Any customer’s feedback is essential to us and we’ll make responses and offer the most suitable solutions according to their feedback.” Plus Craft is good at satisfying customers’ needs with its products, which is why it could continue to develop so many amazing hand tools. Chen even mentioned that Plus Craft had visited its overseas customers’ factories for times only for helping them solve problems, which clearly reveals its passion to offer customers the best service.

Initially started as a trading business, Plus Craft did also experience some bumpy roads with lots of challenges ahead (e.g., orders switched by Indonesian customers to other suppliers and former sales director establishing a new company to compete with Plus Craft). “Facing these challenges, we had no choice but reducing prices at that time. However, if the competitors were manufacturers, we definitely could not compete with them. As a result, we turned to R&D, design and production as our focused service range, and with years of effort, we finally reaped some benefits. There is no such language to describe all the experiences we’ve been through before,” Chen added.

Chen noted, “Any path with difficulties can always make us stronger, and due to those difficulties, we are now not afraid of any challenges. Looking ahead, Plus Craft will continue to satisfy customers’ demand and focus more on the R&D of new products, in anticipation of making more progress in the hand tools field.”



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Helic Cutting Tools Co., Ltd.

- Excellent Performance and Precision Help Increase Customers' Market Share

和俐鑽頭有限公司- 用優越的效能與高精準度協助客戶征服市佔率

by Nai Wen Chang, Fastener World

10 years ago, Helic Cutting Tools ("Helic") co-developed and introduced "Flexible drill bit" with an U.S leading hand tools supplier (Brand K). Due to the sophisticated design, superb drilling performance, precision concentricity and reasonable price of "Flexible Drill Bit", Helic and Brand K managed to defeat the major competitor, Brand G, at that time and take place with the highest market share in an extremely short time, which Helic won for itself the name - Speed Terminator.



The Cutting Tools Manufacturer Recognized Worldwide

When Helic extended its business to New Zealand and Australia two decades ago, it immediately found that the material its tools were going to be used to process was 'Australian Hardwood (one of the three hardest hardwood species in the world and sometimes called "as hard as steel"). Different from other wood species commonly seen in Taiwan and other markets, Australian hardwood is very hard to be drilled. In the period of R&D, many competitors responded to market demand with a conservative attitude and resulted in failure. However, Helic, adhering to the spirit of "trying the best to win" and with a great deal of experience in product development in various markets, introduced the concept of "bi-metal" to woodworking drill bits, which could not only achieve the expected performance, but also reduce the cost for customers. Such a success has made Helic gain remarkable reputation throughout New Zealand and Australia. Thus far, Helic has had several customers from railway, power pole and fence industries. For years, Helic has dedicated itself to developing "Stepped rail auger bit" in AU, NZ region for railway repair and maintenance. The unique "second step" is designed to drill one hole with two diameters to match a standard rail screw spike. Up to date, Helic has more than 6 different specifications of Stepped rail auger bits and more on going.

The Biggest Value of an OEM- Utilizing the Manufacturing Expertise to Help Customers Achieve Their Goals

In terms of hand tools and hardware markets, many customers hope to be distinguished from others through new specification development, new functions, better performance and diversification of appearance. Helic has always been developing products for customers, which is the biggest value of an OEM, i.e. utilizing the manufacturing expertise to help customers achieve their goals. To deliver the core value to its customer, Helic introduced "Bi-metal auger bit" (made of two different metals) to increase drilling efficiency and decrease the cost of woodworking auger bit, which the auger bit has become an iconic product of Helic Cutting Tools.



Manufacturing Integration to Reduce Man-made Errors

Integrating manufacturing procedures which used to be implemented on various machines, Helic developed a multiple-process integrated CNC machine for manufacturing drill bits to enhance manufacturing efficiency and product accuracy as well as reduce differences of parts resulted from being processed in various machines and by different operators, thus creating quality stability better than other competitors and shortening each processing time to increase capacity. Helic takes the lead currently in its manufacturing technique and it will make the most of this strength to develop more product series.

With a wealth of experience in manufacturing various drill bits, the R&D of shape design, the expertise in heat treating materials and knowledge of how to make bits drill quick and smoothly and durable, Helic continues to leave its industry peers behind and has gained significant market share. In terms of the global market, Helic exports directly to its overseas customers, who then distributes Helic's products to the local markets. Helic's products can be

categorized into five applications: Construction, Electrician, Power Pole and Fence, Metal processing and Railway maintenance.

Helic is now actively expanding its product line and extending its tools' application to diverse industries, for instance, glass/porcelain/concrete drilling and automobile maintenance industries, to enhance its competitiveness in the global market.

Helic's founder Mr. Lee once went to Japan to learn manufacturing technology of woodworking drill bits and dedicated himself to manufacturing woodworking drill bits after he returned to Taiwan in 1963. As time goes by and the industry continues to grow, Helic,

founded in 2006, being sensitive to market demand, and taking advantage of its manufacturing technology and the passion for R&D, successfully tapped into metal and masonry drill bits accessories. Although the company now has a new name and goals in the market, President Lee continues to remind all employees of not forgetting Helic's mission statement and offering high quality service to customers and associate companies that support Helic. □

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