



HUNAN 湖南莲港紧固件有限公司

LIANGANG FASTENERS CO., LTD.

Profession with Full Dedication

因为**专注**，所以**专业**

by Serena Hsiao, Fastener World, Inc.

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HUNAN LIANGANG FASTENERS, located in Hunan Province of China, specializes in making rivet nuts. The company expected to become the leader in rivet nuts when it was established in 1992. With 20 years of experience in production, it has gained a firm position in the industry. The brand “LIANGANG” of the company is awarded the “Renowned Trademark of Hunan” with products sold nationwide. The company is also a long-term cooperative partner of several well-known brands in China, and it exports to Europe, the US, Korea, India, the Middle East, and Asia.

Application-Oriented Products with Powerful Technical Supports

Rivet nuts, acclaimed as the “savior of sheet metal fastening”, have changed the ways of traditional techniques. With rivet nuts, there is no need to drill out internal threads or weld the nuts when installing components onto a sheet metal. All that is needed is to drill or stamp holes on the components for installation. The process is simple, convenient, highly efficient, and applicable to steel plates, wood boards, aluminum plates, plastic boards and so on. The tensile strength of a rivet nut is 10 times higher than that of a common rivet, and a rivet nut is characteristic of its static fixing, cosmetic design, convenience for use, and speedy installation. Rivet nuts are mainly applied to mechanical and light industrial product assemblies including sheet metal processing, aerospace, automobiles, cabins, automation, electronic device, machinery, chemical engineering, and furniture.

“HUNAN LIANGANG’s products are designed according to applications requested by clients, so we have abundant inventory and a powerful technical support team to design new products as per client’s request,” says Export Manager Laura Zhang. She pointed out that the global demand for fasteners is increasing. However, in order to survive and develop in an extremely competitive market, one must create his features and advantages.

Accelerating Development in Emerging Markets to Compensate for Shrinkage in Europe and USA

When it comes to the support from government’s policy and the increase of industrial costs, Laura Zhang thinks that the scale of China fastener industry has already topped the world, but it still lacks enough strength and should be optimized through integration to speed up its technical update. Meanwhile, the industry must stress more on quality and cost management, and have a clear plan on market orientation to create features and advantages. Laura Zhang sees a positive prospect for the future, “China fastener industry is presently in the throes of transformation, but it will progress to a better future.”

Speaking of global anti-dumping measures, Laura Zhang says the company is speeding up the development in emerging markets and reinforcing cooperation with European and US importers to compensate for the shrinkage in Europe and US and retain stable expansion there. ■

位于湖南省的莲港紧固件，专业生产铆螺母，自1992年公司创建之初，便期许成为该产品在国内的领跑者，如今通过20年生产、经营经验积累，已在该领域占据不可动摇的地位。目前「莲港牌」商标获《湖南省著名商标》称号，产品分销到全国各地，是许多大陆知名品牌长期的合作供应商，并出口远销至欧洲各国、美国及韩国、印度、中东等亚洲市场。



应用型产品 技术后援强大

铆螺母被称为「薄板连接工艺的福音」，改变了传统工艺的方式，在薄板上安装零部件时，不需要攻内螺纹、焊接螺母，只需在安装工件上钻孔或冲孔，程序简便、效率高，适用于钢板、木板、铝板、塑胶板等，拉力是普通铆钉的几十倍，并具有牢固、美观、方便、快捷的特点。主要适用于钣金加工、航太、汽车、机箱机柜、自动化控制、电子电器、机械、化工、家具等机电和轻工产品的装配上。

「湖南莲港的产品是根据客户应用所设计的，所以我们有非常丰富的库存，同时拥有强大技术支援力量，能够随客户不同的要求设计新的产品。」外贸经理张于指出，现今全球扣件总需求量呈现上升态势，但在竞争激烈的市场环境中生存和发展，便必须创造出自己特色和优势。

加速新兴国家的市场开发，弥补欧美市场的缩减

面对中国政策带动以及产业成本的上扬，张于认为中国大陆扣件产业的规模已经领先世界，但大而不强，因此应通过整合进行结构优化，加速技术更新，同时必须更加重视质量和成本管理，对自己产品的市场定位有更清晰的策划，并创造出自己的特色和优势。「目前大陆扣件产业正处于转型的阵痛中，未来应会有更好的发展。」他对于中国大陆紧固件产业的前景相当乐观。

此外，面对各国反倾销的保护政策，张于也表示为弥补欧美市场的缩减，莲港目前已加快新兴国家市场的开发，同时也加强与欧美进口商的合作，持续稳定扩展欧美市场。 ■