

Statistics show that the current annual production value of fasteners in China is over USD5.97 billion. If the global export in 2012 totaling USD28.8 billion is the benchmark, China represents 20% of it.

In the vast business terrain, competition never shows mercy on anyone. What is the key point for an industry to outstand? And, how can a fastener company drag the counterparts behind and take the lead?

Tips to defeat competitors on the way may be concerns on quality and service, which others cannot provide or which is not as superior as one is. In addition, the capability to supply fasteners quicker and with a comprehensive range is also a tip for traders.

In this issue, 4 companies specialized in fasteners from China will talk about how they became successful in the industry.

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CHANGSHU 5.RICH HARDWARE CO., LTD.- In addition to maintaining a basic profiting level, the quality of products and top-level service must be also under control.



JIAXING HIFINE IMP. & EXP. CO., LTD.- Good factory maintenance, manufacturing management, quality control, and flexible payment methods.



SUZHOU HONGLY HARDWARE CO., LTD.- introduction of one-stop service to save costs for customers and implement strict quality control based on the knowledge of products.



RUNSUN INTERNATIONAL TRADING CO., LTD.- Choose reliable suppliers and develop closely connected relationships, offer reasonable prices to customers, assure the quality of products, and offer rigid packaging service.

SURVIVAL IN SEVERE COMPETITION

Waves That Drive Chinese Fastener Traders Forward

by Serena Hsiao, Fastener World Inc.

大浪淘沙

中国

扣件贸易商前行的动力

文/ 惠达 萧方绮

据 统计近年来中国大陆紧固件年产值超过59.7亿美元，以2012年全球总出口值约288亿美元为标准，中国大陆约占20%。

商海浩淼，千帆竞渡，要使得企业能在行业中鹤立鸡群，占有一席之地，关键为何？在竞争激烈的紧固件市场，企业如何能在众多同行中脱颖而出，领先于前？

有人说取胜秘诀在于品质，在于服务，在于「人无我有，人有我优」的特色，而贸易商除此之外，还有个秘诀，那就是全面且快速的紧固件供货实力！

且看本期编辑部为您介绍的四家专业紧固件企业，与您分享他们成功的方法！

常熟市五裕五金有限公司：除了保持基本的利润点，更需要兼顾应有的产品品质和上乘服务。

嘉兴市海发进出口有限公司：做好工厂的维护、生产进程的管控以及质量的控制和灵活的付款方式。

苏州市弘力五金有限公司：以一站式服务，为顾客节省成本，并以自身对产品的理解，替客户严格把关。

无锡禾阳国际贸易有限公司：严选供货商并发展紧密关系，为客户争取合理价格、确保产品质量、提供坚固包装。



CHANGSHU 5.RICH HARDWARE CO., LTD. Revitalizing from Fair Trade

by Serena Hsiao, Fastener World Inc.



With over 20 years of operation since its inception in 1994, CHANGSHU 5.RICH HARDWARE has transformed itself from a simple trading company into one that cooperates with more than 10 factories in China and Asia. Backed by a strong business team, the company offers all-in-one service integrating order acceptance, processing, production, inspection, and delivery. Up to this date, the company has expanded its business to more markets around the world, different from its initial focus on the European market only.

Standing Firmly in the Market with the "S3C" Concept

CHANGSHU 5.RICH HARDWARE specializes in high-strength bolts, nylon lock nuts, threads, wing bolts, nuts, and screws. General Manager Mr. Feng Jian Ming expressed, "The company went through ups and downs. Although it gains little profit, it can make a firm stand in the market." It also adopts the S3C concept, namely Quality Control, Cost Control, and Service Control, to provide the best products and service to clients.

Faced with the competitive fastener market, Mr. Feng said, "A positive and growing business means retaining stable growth even in an extremely competitive environment." He further mentioned that members of the company must have a sense of calmness to help build up corporate advantages. Besides retaining fundamental profits, one must keep product quality and premium service in his mind to earn a share in an extreme environment.

From Concentration on One Market to Multiple Markets

Reviewing China's fastener market in the last decade, Mr. Feng indicated, "The boom of China's fasteners in the last decade is already the past, as the production cost continues to escalate." The high cost lies in two aspects. One is the material cost, namely, the cost of stainless steel, which is somewhat higher than those in other nations. The other is the increasing labor cost. China is losing its low-cost advantage once prevailing in the past.

Since 2009, the EU launched anti-dumping measures against China. Mr. Feng said, "The measures stroke enormous impacts on China's fastener industry." Accordingly, since February 2009 CHANGSHU 5.RICH HARDWARE turned its main target from the European market to other ones. "Fortunately, our efforts in the past were not a waste of time. We have headed from the concentration on a single market towards a focus on multiple markets," he continued, "Currently the company's clients are from America, the Middle East, Africa, Japan, and Korea."

Mr. Feng concludes with his perspective of being a successful trader,



“**N**othing more than fair trade and a comprehensive range of service can firmly win the hearts of clients.”

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常熟市五裕五金有限公司

从买卖公平中获得生命力

文/惠达 萧方绮



常 熟市五裕五金成立于1994年，历经近二十年淬炼，由最初一般贸易业务，进化为现今拥有十余个在中国大陆与亚洲各地的合作工厂，以强大的团队为后盾，使订单接收、处理、生产、检查，到装运呈现一站式服务。同时，也从发展初期只有单一的欧洲市场，销售至目前的市场多元化。

以S3C概念 在市场保有一席之地

五裕五金主要经营专案包括高强度螺栓、螺母、尼龙锁紧螺母、牙条、碟型螺栓、螺母以及螺丝，总经理冯建明先生表示：「五裕五金一路走过风风雨雨，虽然利润低微，却也能站稳脚跟。」同时也引进S3C概念（质量控制、成本控制、服务控制），为客户提供最好的产品和服务。

面对扣件市场竞争激烈，冯建明认为：「真正有良性发展的生意，就是在激烈的竞争中也能稳步成长。」并说到，要在国际市场上形成自己公司的优势，做为从业人员，要有一颗平常心，除了保持基本的利润点，更需要兼顾应有的产品品质和上乘服务，这样必会在剧烈大环境之下，拥有自己的一席之地。

从单一走向多元市场

综观进十年大陆紧固件，冯建明指出：「中国大陆扣件在过去十多年的颠峰时期已经过去，现在生产成本越来越高。」而「高」成本表现在两方面，其一为原材料成本，即钢材成本，比其他国家要略微高些；其二为劳动力成本越来越高，过去人力成本低廉的优势正在逐步消失。

此外，欧盟于2009年开始对华反倾销，冯建明直接表示：「对大陆的扣件行业的打击不是一般的大，是非常大。」因此，从2009年2月开始，五裕五金也从主要欧洲市场，辗转其他市场，「然而这几年的努力没有白费，我们从单一市场逐渐走向多元市场！」冯建明接着说，现今五裕五金的客户遍布美洲、中东、非洲以及日韩。

最后，冯建明总结身为贸易商的成功之道：

**买卖公平和周到的服务
才能牢牢吸引住客人。**



As implied by the Chinese company name, Jiaxing Hifine (meaning a vast sea embracing hundreds of rivers) always purchases from suppliers offering high quality and fine products and keeps doing it for a sustainable development of the company. Being a professional fastener trader, Jiaxing Hifine's major business is the supply of fasteners, which are non-standard, with special surface treatments, or made from special materials.

Transformed into a Supplier for Hi-End Markets

Yuei Fong Shen of Jiaxing Hifine states that since the inception of the company in 1999, the preliminary goal was to seek a solid growth. Any orders for standard parts would not be rejected. Then, day after day, the company gradually created its own philosophy of business operation. Nowadays, the company focuses mainly on hi-end markets in Europe and the U.S. Products are sold to Japan, the U.S., and Europe, and have gained reputation in the markets.

Facing the market full of fierce competition, the company not only needs to face pressure from price cutting, but also needs to consider the influence of materials, labor cost, and national policies. "Under such pressure, what a trader should do immediately is to maintain the operation of facilities, manage the manufacturing well, and make the quality under control," says Shen. He adds that Jiaxing Hifine has the advantages of rigid quality control, superior service, and flexible payment methods, all of which push the company to climb to the top regardless of a difficult environment.

High Quality Products Are the Future

Speaking of the prospects of China's fastener industry, Shen highlights the importance of "Industrial Upgrade." He thinks that high quality products are the future, and at the same time, the company must elevate the facilities to a higher level, in order to increase the capacity. On the other hand, considering the imposition of the EU's antidumping duties on China starting from 2009, forcing Chinese companies to slow the exports to the EU, Shen says that Jiaxing Hifine, as a trader, consolidates its markets in Europe or the U.S. via semi-export or setting up plants in the regions where no antidumping duty is imposed.

Shen concludes with the strategic plans of the company, saying that it has become active in visiting customers, understanding the demand in the market, and cooperating with customers to develop new markets, instead of sitting in the office waiting for customers' calls. For years, Jiaxing Hifine has been continuing to integrate resources of suppliers, control the quality and insist on providing the best service and price to customers.

嘉兴市海发进出口有限公司 价格合理，品质优越

文/ 惠达 萧方绮

诚如公司名字所延伸，「海纳百川」便能发展无限，作为一扣件专业贸易商，嘉兴市海发现今主要经营的专案以非标紧固件、特殊表面处理及特殊材料的紧固件为主。

转型至高端市场供应商

嘉兴海发沈跃丰指出，公司自1999年成立以来，在发展初期为求稳固根基，即便是标准件之订单也会接，慢慢磨练出一套经营哲学。目前公司之定位为高端欧美市场，并将产品远销至日本，美国和欧洲国家，赢得极高声誉。

同时，面对现今竞争激烈的市场环境，不单只是国内外削价竞争之压力，还包括原物料、人力成本以及国家政策种种因素，沈跃丰指出：「贸易商在这一层面的压力负载之下，当务之急便是做好工厂的维护、生产进程的管控以及质量的控制。」接着

表示，嘉兴海发拥有严格的质量控制，优质的服务和灵活的付款方式等优势，直接促使公司在严峻大环境下，冲上浪尖。

质的产品是未来出路

言及中国大陆紧固件行业的未来展望，沈跃丰直指「产业升级」四字，他谈到高品质的产品是将来出路，同时也要提升设备，提高企业产量。另外，中国紧固件业同时面对2009年欧盟开始实施之反倾销政策，迫使其减缓出口欧盟市场，对此，沈跃丰表示嘉兴海发作为一贸易商，便以半产品出口之方式，抑或到没有倾销疑虑之地区开厂，以便巩固欧美市场。

最后，沈跃丰总结嘉兴海发之营销思路：由过去被动接受客人的询价，到拜访客户公司和市场，了解市场的发展和需求，直至今日可与客人共同开发市场。一路走来，嘉兴海发整合了供应商的资源，严控质量关，坚持为客户提供最完善之服务与价格！

SUZHOU HONGLY HARDWARE CO., LTD. Targeting at Professional & DIY Markets for Future Development

by Serena Hsiao, Fastener World Inc.



SUZHOU HONGLY was founded in 1997 in Suzhou City of China, offering a complete production line and specializing in making screws, metal fasteners and plastic fasteners. It provides DIY products and packaging with one-stop service to save costs for clients. Meanwhile, it purchases other fasteners for clients based on its profession and knowledge, just like clients' gatekeeper. The company says proudly, "Our products may not be the cheapest, but they, without doubt, have the highest price/performance ratio."

Transformation Towards Premium Products and Clients

As SUZHOU HONGLY grows larger, it begins to adjust the product and client structure. Currently its products are sold to Europe, Australia, New Zealand, Japan, Russia, Canada, South Africa, and the Middle East. Due to the ever-increasing competition on products and technology, the disparity among companies is decreasing with the widespread of advantageous technology. On account of this, SUZHOU HONGLY thinks the key is to change the focus on products to a soft power, namely, the corporate culture, which means to put the brand image on top priority. Therefore, the company is devoted to building and investing in its brand image, and applies for related trademarks and patents.

Besides, as Southeast Asian companies join in the competition with their low labor costs, China's cost advantage is shrinking continuously. As we turn our eyes to the global market, we find that Europe and the US recently have been releasing high value added orders to other countries to save costs and cope with the domestic economic depression. SUZHOU HONGLY states, "Companies should seize this opportunity to finalize and adjust the orders structure. In our case, we decided to let go of orders with the least added value in order to release more capacity and produce more products with high quality and high added value."

When it comes to EU's anti-dumping and anti-subsidy policies, the company indicates that it will turn its marketing focus to recovering markets and declining markets. In recovering nations like the US and Japan, whether the economy turns well will be first reflected on the building segment with increasing new housing starts. In economically declining nations such as those triggering the "lipstick effect", consumers will not make large investments but purchase low priced DIY products. Thus, professional and DIY markets will be the focus for the company's future development.

Simultaneous Progression in R&D and Service

For the premium service, SUZHOU HONGLY complies with clients demand and establishes proper inventory, continuously upgrading the equipment to enter emerging markets. For instance, it applies for ICC-ES (International Code Council Evaluation Service) accreditation for fasteners, and enlarges investment in the North American market where the efficacy can go further into the South American market. In addition, the company keeps track on the global trends and retains ISO9001 and ISO14001 accreditations.

SUZHOU HONGLY continues the focus on R&D to offer clients better products. Over the last few years, it has succeeded in supplying eco-friendly trivalent chromium plated screws as well as all sorts of products with durable and highly efficient plating such as Class 4 hot-dip zinc, mechanical zinc, Ruspert, and Magni. Looking at the future, SUZHOU HONGLY, amidst the traditional fastener industry, hopes to be a new power in Asia with its own brand and develops more patented products applicable to new building materials and new technology.



以专业市场和DIY市场作为 未来发展的两条腿

文/ 惠达 萧方绮

座落在苏州市的弘力五金，成立于1997年，供应完整产品线，专业生产螺丝紧固件、金属与塑胶扣件，并提供DIY产品及包装，以一站式服务，为顾客节省成本。同时，也以自身对产品的理解，替客户把关，为其采购其他紧固件产品，弘力五金自信表示：「我们不是最廉价的，但一定是性价比最高的。」

向高品质产品和优质客户转型迈进

随着公司的发展壮大，弘力五金开始调整产品以及客户结构，现在其产品销售遍布欧洲、澳大利亚、新西兰、日本、俄罗斯、加拿大、南非、中东等地区。同时，由于企业在产品和技术的竞争越来越激烈，随着优势技术扩散，差距日益缩小。对此，弘力五金认为：「目前关键因素应由产品转向企业文化等软实力。」所谓软实力，弘力五金指出品牌为第一优先，因此致力于经营自身品牌，不断投入，并注册相关商标及专利。

此外，随着东南亚低廉人力竞争，大陆的成本优势不断被压缩；同时，放眼欧美，由于近年来的经济不景气，为了节省成本，不断释放高附加值的订单。弘力五金对此表示：「企业应借此良机，对订单结构进行总结和调整，正如我司放弃极低价值的订单，释放产能，扩大生产高品质、高附加值的订单。」

面对欧盟双反，弘力五金指出现今将市场重心转移至复苏与下降两经济体。前者如美国、日本，当经济好转，首先反映在新屋开工的建筑市场；而后者如口红效应，不会大举投资，但消费者仍会进行低价DIY产品之购买。因此专业市场和DIY市场是未来发展的着眼点。



研发与服务齐头并进

为求服务，现今弘力五金配合客户需求，建立适当的库存，并不断加大设备改造的力度培育新兴市场，例如申请扣件相关的ICC-ES，加大北美市场的投入，并将其效益辐射至南美市场；此外，也不忘记跟随世界潮流趋势，连续第5个年头持续保持BSI的ISO9001质量管理体系和ISO14001的环境认证。

而在研发方面，弘力五金不断进行尝试，给客户更好的产品。在过去几年，已成功提供环保三价铬镀锌的螺钉，以及各种耐久、高性能镀层产品，如Class4的热浸锌和机械锌、拉斯派特、美加力。展望未来，弘力五金期许自己在古老的紧固件行业中，开发更多适应新建筑材料和技术的专利产品，为 华人品牌制造注入新的力量！



RUNSUN INTERNATIONAL TRADING CO., LTD.

Service Should be Both Professional and Satisfying

by Tanya Shih, Fastener World Inc.



He Chi, GM of Runsun (middle)
无锡禾阳总经理 何琪(中)

Runsun International Trading Co., Ltd. is a professional fastener trading company. It started business with the export of iron nails, wood screws, and mesh, and the annual export value reached USD 2-3 million. Up to this date, its product range has expanded to hundreds of types of fastening products like bolts, nuts, washers, threaded rods, drywall screws, chipboard

screws, self-drilling screws, various rigging, steel wire, and any furniture hardware, with the annual export value up to USD 15 million.

Satisfying Service Results in Runsun's Overleaping Growth

As a professional trader, Runsun not only has the independent import/export license, diverse product items, stable product supply, but also owns excellent managerial team, outstanding experience in trading, and familiarity with all products to win the trust of customers.

For years, Runsun has always been following its corporate spirit of "Excellence, Development, Cooperation, and Proactive-ness" to look for overseas markets. Its products are sold to over 30 countries and regions including America, Europe, Africa, and Asia. "Professional service is not enough. What Runsun is seeking is satisfying service. We try our best to offer customers reasonable prices, ensure product quality, and provide solid packages. Accordingly, we cautiously select our suppliers and build

close relationships with them. That is why we achieved the overleaping growth result of 5-fold sales within 8 years," said General Manager He Chi.

Difficult Investment Conditions Can be Good for Self-Training



Fastener industry is a newly emerging one in Chinese manufacturing, and it is considered a "shining star." With the influx of "millions" of competitors,

the pressure from increasing labor cost and appreciating RMB, and the concern on environmental protection, all electroplating factories located in northern China have been shut down, which stopped the delivery of their products. When the factories are reorganized in the future, the cost will reflect on the prices of products.

He Chi thinks that reasonable competition can be helpful for elevating product quality and is undoubtedly beneficial to a trader. However, environmental protection is the way for sustainability of an industry. Although it may cause unfavorable investment conditions in a short term, it is also a good chance to examine the company and accumulate experience.

With a complete range of supply sources, Runsun will be able to satisfy the small package demand of small-to-medium sized customers and the bulk orders. It not only shows the advantage of prices, but also offers the most superior service to customers. In addition to the export to the current 30 countries, it aims to develop the emerging markets for Runsun to be "larger, stronger, and better."

无锡禾阳国际贸易有限公司 服务不只是专业 也要满意

文 / 惠达 施淳真

无锡禾阳国际贸易有限公司是一家专门从事紧固件贸易的公司，从最初出口铁钉、木螺钉、丝网类产品开始，年出口额200-300万美金，到现在已经发展到各种紧固件类产品多达百余种，主要有螺栓、螺母、垫圈、牙棒、干壁螺钉、纤维板螺钉、各类自钻螺钉、各类索具、钢丝绳，以及各类家具五金产品的出口，出口额达到现在的1,500万美金左右。

满意服务成就无锡禾阳跨越式成长

作为专业贸易商，除了独立的进出口经营权、多元的产品种类、稳定的供货能力等基本服务，另凭借优秀的经营团队、丰富的外贸经验、对各类产品的熟悉程度等展现公司的专业化并赢取客户信任。

多年来，无锡禾阳本着「卓越、开拓、协同、进取」的创业精神，积极开拓国内外市场，产品远销美洲、欧洲、非洲、亚洲等30多个国家和地区，总经理何琪表示：「专业化服务还不够，中国华源追求的是满意服务。我们为客户争取合理价格、确保产品质量、提供坚固包装，为此，我们严选供应商并发展紧密关系；以上种种正是我们的业绩得以在8年内取得5倍跨越式成长的诀窍。」

艰巨的投资环境是自我修炼的场域

紧固件虽属于中国制造业中的新兴产业，却也是新星产业。面对竞争者如过江之鲫般涌入，劳动力成本以及人民币升值等因素的投资压力，再加上环保议题的提倡，中国北方的电镀工厂已经全部关闭，除了无法出货的困境，未来整顿后则相对反映在产品价格上。

对此，何琪认为合理的竞争有助于产品质量的提升，对于贸易商而言，无疑是一种加分效果，而环境维护也是产业得以永续的必然路径，即使短期内造成投资困境，却也是检视公司、自我修炼的好机会。

未来，无锡禾阳将凭借齐全的货源，满足中小型客户少量购入的配套式消费模式，以及大批量的供货型态。不仅在价格上取得优势，并提供客人最优质的服务。外销市场除现今的30多国之外，另瞄准新兴市场作为拓展目标，将无锡禾阳「做大、做强、做好」。