



The Most Competitive Fastener & Related Products in the World

compiled by Fastener World Inc.



“The most trivial but irreplaceable part” should be the best explanation for the creation and existence of fasteners. After the Industrial Revolution, European and U.S. companies began their production of fasteners. The U.S. with its vast territory, political regime, and other favorable well-established systems has become the largest exporting and importing country in the world. For fastener enterprises in other countries, the U.S. should be unquestionably their target market.

2 centuries after the rise of the U.S., China in the Orient also started to demonstrate its influence. It has turned into a “world market” from a “world factory”. China is now the economy only second to the U.S. and is very attractive to many enterprises around the world.

In this issue, we focus on two major markets- the U.S. and China, and invite enterprises specialized in certain industry sectors and interested in exporting products to the U.S. or focusing on satisfying domestic Chinese market demand to share with us their company features and sales strategies.

Lederer

Branch Shaped Fasteners Welding

Rawlplug

Yushung Metal

Haiyan Weishi

Honghui Metal

紧固世界之不败商品

企划 / 惠达编辑部

「最微不足道，却也是最无可取代。」—这是扣件诞生以来的最佳注解及使命。工业革命后，欧美敲开了扣件制造的大门，美国凭着广大的领地、单一的政权、健全的制度等有利条件，自然而然成为全球最大的输出及进口国，对各国紧固件企业而言，美国无疑是第一目标市场。

过了两个世纪，东方国度这个与美国体质相似的「中国大陆」崛起了，由「世界工厂」转型为「世界市场」，中国俨然成为仅次于美国的世界第二大经济体，让各国企业趋之若鹜。

本期编辑部锁定「美国」及「中国」两大市场，分别邀请邀请外销美国市场或关切中国市场且各有专精的厂商谈谈他们的企业特色及销售策略。

德国LEDERER

河北省电焊机异型紧固件

英国Rawlplug

佛山市宇声

海盐市卫士

东莞市宏惠





Lederer (Shanghai) Fastener Trading Co., Ltd.

专访 德国LEDERER GMBH

Q1 First please introduce your company's history/background, business scope and product. What is the reason that your company decided to enter Chinese sales market or set up a base in China? What do you think is making your company more competitive?

Lederer (Shanghai) Fastener Trading Co., Ltd. was founded in 2011 and is a wholly-owned subsidiary of Lederer GmbH in Ennepetal, Germany. We can look back on a company history of more than 40 years. Our headquarters in Germany was founded in 1970 with only five employees while in 2015 the number of employees has risen to 150 people with a total turnover of nearly €55 million.

Our company's core competency is trading with high-grade steel fasteners. In addition to standard parts manufactured in accordance with DIN or ISO from stainless steel in A2 and A4, we focus on special parts made from high-grade steel or normed and special parts made from special materials.

Another pillar of our business spectrum is C-parts management. We bundle our customers' C-parts, thereby simplifying the logistical processes with a maximum of supply security.

In the high-quality fasteners segment, especially in safety-relevant industries such as railways, the Chinese market offers great opportunities for Lederer. Our outstanding long-term contacts with industry in respect of fasteners ensure that we are highly competitive with our products and services. Apart from that, we have an accredited testing laboratory in Shanghai whose purpose is to guarantee full consistency of quality.

Q2 Which product of your company is specifically targeted for the Chinese market? What is the feature of the product? What kind of customer or industry is the product supplied to?

In China, we are currently achieving great success with the marketing of A4-80 products (tensile strength of 800 N/mm² min.) that are hardly manufactured at all in China. With special working materials and made-to-order parts, too, we enjoy the trust of our customers. In the safety-relevant areas that we supply, the Chinese rail industry is one of our key customers.

Q1 首先请您介绍贵公司的成立背景、事业内容与主要供应的产品。贵公司决定进入中国的销售市场或在中国设立据点的契机是什么?公司的竞争要件是什么?

雷德贺(上海)紧固件贸易有限公司(Lederer (Shanghai) Fastener Trading Co., Ltd.)成立于2011年,是德国Lederer GmbH公司旗下的全资子公司。总部在德国埃内佩塔尔镇的Lederer GmbH公司成立历史超过40年,于1970年创立之初仅有5名员工,到了2015年员工数目增加到150人,总营业额也逼近5,500万欧元。

本公司的竞争力核心是从事高端钢制扣件的贸易,除了DIN或ISO规格的A2与A4不锈钢制标准零件之外,我们也专注生产高端钢材制的特殊零件或特殊材料制的标准和特殊零件。

本公司事业的另一个支柱是C部件(C-Parts)管理,我们统包顾客对C部件的需求,由此可简化物流程序并将供应的安全性最大化。

在高品质扣件领域,尤其是在铁路等等注重安全性的相关产业方面,中国市场带给本公司相当多的商机。在扣件的层面上,我们与业界的长期接洽确保了我们的产品与服务具有高度竞争力。除此之外,我们在上海有一间经过认证的实验室,向顾客保证我们能提供品质一致的产品。

Q2 贵公司针对中国市场主攻的产品是什么?该产品特色及主要的销售目标对象和产业是?

我们的A4-80系列产品(拉伸强度达每分钟800 N/mm²)目前在中国市场中行销的非常成



Q3 What kind of business partners or clients is your company looking for in China?

We would like to expand our activities further in the railways sector, but also win more customers for ourselves in other industries.

Q4 Share with us your thoughts about Chinese market. What is your company's vision or future goal in China?

As well as expanding our sales and marketing activities, we are striving continuously to open up new, high-calibre purchasing sources for our market in Europe. Thanks to our office in Shanghai we have committed, locally-based employees who not only open up new sources, but can also audit factories and supervise production processes. Before our goods leave China, their quality is checked for any remaining defects in our testing laboratory.

Q5 China's "Maritime Silk Road" and "One Belt One Road" strategy has been a hot issue recently. With this background, China's infrastructure including railway construction (such as the railway connecting China and Tibet) is supposedly on the rise, and China is even trying to export its high speed railway technology to Southeast Asian countries. Do you think China's railway industry is prominent with good outlook? About how much business value does your company expect to reap from China's railway industry? Or, what is your company's sales goal or production goal in China's railway industry?

We think that China's railway industry is very powerful and will succeed in the next years on the global market. We expect that they will become a relevant competitor of the railway industry.

The railway industry in total belongs to our most important customers. For that reason we are optimistic to benefit from the growing success of China's railway industry on the world market. Our goal is to expand our railway business with China.

功, 这系列产品并非在中国制造。我们的特殊加工原料以及接单生产的零件也让我们深受顾客信赖。我们也供应给要求安全性的相关产业, 其中中国铁道产业是我们最关键的顾客来源之一。

Q3 贵公司期望在中国找到何种事业伙伴或客户?

我们想把事业进一步扩张到铁路产业, 此外也要在其他产业争取更多顾客。

Q4 贵公司对中国市场有什么看法或解读? 对中国市场的目标及远景是什么?

除了扩张销售与行销活动之外, 我们也持续努力在欧洲市场中打开新的高水平采购来源。这要归功于我们在上海设立的办公室, 我们当地的员工不仅打开了新的采购来源, 也能查核工厂并监督制程。在我们的产品离开中国之前, 它们都会经过我们的测试实验室检查是否有任何疏漏的缺陷以确保品质。

Q5 中国的「海上丝路」和「一带一路」策略是最近相当热门的议题。在这样的背景之下, 中国的基础建设计画 (例如连接中国至西藏的铁道) 持续增加, 中国甚至考虑出口本身的高铁技术至东南亚国家。您认为中国的铁道产业前景看好吗? 贵公司预计可以从中国的铁道产业得到多少收获? 抑或, 贵公司在中国铁道产业领域的产销目标为何?

我们认为中国铁道产业发产相当蓬勃有力, 且在接下来几年将会继续在全球市场上延续。我们预计他们将会成为其他铁道产业的相关竞争者。我们多数的重要客户来自铁道产业。基于此理由, 我们对于从中国铁道领域获利感到相当乐观。我们的目标是要在持续扩张在中国铁道领域的相关业务。





Hebei Province Branch Shaped Fasteners Welding Co., Ltd.



专访 中国河北省电焊机股份有限公司异型紧固件分公司

Q1 Please specify the history, service range, factory area, production & QC facilities, average capacity, market distribution, and major applications of products of the company.

Hebei Province Branch Shaped Fasteners Co., Ltd. was established by Hebei Electric Welding Machine Co., Ltd. in 1995. We have been certified by the quality management systems of ISO 9001 and ISO/TS 16949 and mainly produce GB, ANSI, DIN standards compliant rivet nuts, clinching nuts, riveting studs, and other non-standard fasteners. Our annual capacity is over 0.3 billion pcs.

We have a team of highly qualified managing staff for technical R&D and have introduced some advanced manufacturing and inspection equipment from the international market in order to produce high quality products with reliable guarantee. Our products can be used in various applications and we are capable of working with various users to develop new products. Our products are well known in the U.S., Europe, and Southeast Asian countries/regions.

Q2 What is the bestseller in your products? Please specify from which material your products can be made and its major application?

Developed through solid technical power and complete quality control methods, rivet nuts and riveting studs are two main bestsellers of our company. Both kinds of products have been approved by the provincial authorities and obtained national patents (patent no. ZL97216014.0 for rivet nuts and patent no. ZL99213975.9 for riveting studs). No other companies in China are allowed to produce these kinds of products. As a result, we can satisfy the Chinese domestic demand for similar products in the non-standard fasteners sector.



Rivet nuts and riveting studs made of 304 stainless steel are well received among a majority of customers. They can be used in the assembly of mechanical/electrical and lightweight products for automotive, aerospace, railways, air-conditioning, elevators, switches, instrument, furniture, and decorative applications. Thin sheet metal and thin-wall weld nuts are prone to smelting, base materials are prone to deformation in welding, and threads are prone to being stripped. In order to solve the problems, we developed these products. Our products do not require the use of internal threads and weld nuts. They can be efficiently fixed with ease of use.

Q1 请问贵司的成立历史、基本资料及服务项目，包含占地规模、生产及品保设备、平均产能、市场分布、产品应用领域等。

河北省电焊机股份有限公司异型紧固件分公司是1995年由河北省电焊机股份有限公司投资组件，公司通过ISO 9001及ISO/TS 16949国际质量体系认证。主要生产多种系列规格和材值的国标、美规、德规铆螺母、压铆螺母、铆螺柱等异型紧固件产品，年产能突破3亿件。

我司拥有较高素质的科研技术管理队伍，并引进部份国际上最先进的生产工艺和检测设备，为生产出高品质的产品提供了可靠的质量保证。产品应用领域广泛，且有足够的实力配合各界使用者开发新产品。我司产品在欧美及东南亚国家和地区具有相当知名度。

Q2 请教贵公司以哪类型产品为接单主力？并详细介绍可提供材质、应用产业等。

有赖于技术力量雄厚、质检手段齐全，「铆螺母」及「铆螺柱」为我司销售两大亮点，并通过省级技术鉴定，获有国家专利，专利号为铆螺母ZL97216014.0、铆螺柱ZL99213975.9，除了是国内独家生产外，也在异型紧固件的同类产品中填补了国内空白。

其中304不锈钢铆螺母、铆螺柱最受广大客户喜爱，使用在汽车、航空、铁道、制冷、电梯、开关、仪器、家具、装饰等机电和轻工产品的装配上。为解决金属薄板、薄管焊接螺母易熔、基材易焊接变形、攻内螺纹易滑牙等缺点而开发，我司这款产品它不需要攻内螺纹、不需要焊接螺母、铆接牢固效率高、使用方便。

Q3 贵公司为「异型件」专业厂家，可否针对此特色为我们详细介绍贵司的开发能力、制造能力及品质能力？



Q3 As a specialist of non-standard parts, would you introduce your ability of R&D, manufacturing, and quality control?

I've got some examples to prove our ability. Our products applied to "motorcycles" and "air-conditioning" have proved to be very successful.

The domestically-made HXD1 electric motorcycle is one of the examples. Our technicians cooperated with the R&D department of an electric motor company in the development of stainless steel rivet nuts, which are applied to the 2mm thick sheet metal. These products are mainly used for the assembly of small parts and do not need to withstand too much axial and torque loading. In a small area, more bolts will be required to achieve firm bolted joint. Our rivet nuts not only eliminate the concerns on deformation caused by hexagonal weld nuts, but also increase our work efficiency. In addition, the change in assembly sequence also improves the performance of products and satisfies the demand for high part precision.

Our rivet nuts are also used in Gree Air Conditioners, as they can effectively deal with the problem of rusty water leakage on the outer coverings and ineffectual welding, making great contributions to energy saving and cost reduction of enterprises.

Q4 China's "One Belt One Road" policy has been a hot issue recently. It more or less promotes the industrial upgrade to a certain level. What is your opinion about localization of fastener production? In which industry are you interested? Have you had any future plan now?

Fasteners are widely used in the aerospace, numerical control machines & robotics, marine engineering, railways, electricity, new energy cars, agricultural machines, and medical device applications, so these industries have become the main targets of China's promotion in localization of fastener production.

Through the examples above, we are greatly admired by users. In the future, stainless steel products will be our focus in promotion. On the other hand, our products are also widely used in the installation of lights, sunshades, small-size electrical parts, ventilation grid panels, etc. With the well-established sales network, we have had our own plans for 8 major industries and have received critical orders from aerospace, electricity, automobiles, agricultural machines, and medical device industries.

Q5 The global fastener market keeps changing. Do you see any challenge or trend in the future global market? In addition to China, is there any other country or regional market (e.g., Europe, USA, Latin America, Asia, etc.) you'd like to tap into? If yes, please specify why.

The market varies from minute to minute. Take the continuously growing China for example, its domestic industries have great demand for fasteners. That is why we focus our major sales in China, but we do not reject overseas orders. Every year we participate in various shows around the world, such as Fastener Expo Guangzhou, Fastener Expo Shanghai, Aviation Expo, etc.

Q6 In terms of Chinese market in the last few years, its competition in the same industry became more fierce and the substantial domestic demand began to attract foreign investment. What is your opinion about these changes? Will you also create a new supply line for domestic demand?

The current competition in Chinese industries is very fierce and the substantial domestic demand also began to attract foreign investment, so the internationalization of the Chinese market is a natural process. Facing the fierce competition, we have figured out some concrete measures (investment in technical research and R&D of high quality fasteners for example) through the effort of the internal management to reduce production cost, increase production volume, reduce prices of products, offer staff training, and elevate the professional knowledge of our employees.

我想举例说明最能够说明一切了, 我司产品在「机车」和「空调」等应用领域得到成功经验。

其中, 国产和谐HXD1型电力机车即是一例, 我方科研人员协同某电力机车公司技术部共同开发机车用不锈钢铆螺母, 铆螺母在HXD1型机车上应用的部位均为2-6 mm薄板结构, 主要用于小部件的安装, 所承受的轴向载荷、扭转载荷均不大, 且小面积范围内需要使用较多数量的螺栓连接。我司铆螺母解除了以往六角焊接螺母所引起的焊接变形状况, 并提高工作效率, 改变组装顺序后相对提高工艺性能, 亦能满足精度要求高的部件。

在格力空调方面, 我司铆螺母能有效处理空调外壳长年日久、风打日晒后流“黄水”的问题, 能有效的根绝虚焊等问题。为企业节省能源、降低成本等方面做出了重大贡献。

Q4 近来以「一带一路」议题火热, 也相当程度带动产业升级, 您如何看待扣件国产化? 您对哪个产业有兴趣? 是否已有布局的规划、或已有具体规划?

航空航天设备、数控工具机及机器人、海洋工程装备、铁路设备、电力、新能源汽车、农业机械、医药设备等八大产业与扣件密切相关, 也成为国家推动扣件国产化的首要目标。

通过以上案例, 我司产品得到了使用者的广泛好评, 今后不锈钢产品为公司主打系列; 另外我司产品亦广泛应用于各类灯的安装、遮阳帘安装、小型电气部件安装、顶盖通风网格安装等。随着销售网络日益健全, 在八大产业中已有具体规划和布局, 尤其是航空、电力、汽车、农业机械、医药设备等产业, 我司已取得关键订单。

Q5 全球扣件市场持续在改变, 展望全球市场您是否看到任何挑战或趋势? 除了中国市场之外, 您还想要开发其他国家或区域市场吗?

市场瞬息万变, 尤其以中国这个成长型国家来说, 各行各业对紧固件的需求是很庞大的, 因此我司仍以中国作为销售核心, 当然亦不排除承接外贸订单。我们每年积极参加各类展览会和行业展会, 譬如广州紧固件展、上海紧固件展、北京国际主机壳机柜展、北京航太展等。

Q6 回顾中国市场, 不仅同业竞争越趋激烈, 内需市场的强盛也开始吸引外资进驻, 您怎么看待这些转变? 又是否有可能拨出一条线专攻内需?

目前中国市场行业之间竞争激烈, 内需市场开始吸引外资进驻, 市场国际化是必然, 面对激烈的竞争, 我公司已出台具体措施, 譬如增加科研投入, 研发高品质紧固件; 通过内部管理努力降低生产成本, 增加产量, 降低产品价格等; 抓好职工培训, 提高职工专业知识等。



RAWLPLUG

Q1 The U.S. is undoubtedly one of the most critical markets for many companies. What is the specific importance of the U.S. market to your company?

The competition in US market is stiff and only companies able to adjust properly to rapidly changing demands are able to maintain their position. The Rawlplug brand has been present in the US since the 1920s and as a leading fastening and fixings range our products have been part of a number of prestigious projects. Rawlplug was represented in the USA by Powers Fasteners until 2012. Now our company has been selling its products directly to business partners in the US. One of the most important factors when operating in the US market is the high level of expectation and the necessity to provide the most advanced assortment of products. Therefore it is an opportunity to develop our product range and receive direct feedback from one of the most demanding groups of customers in the world.

Q2 With which product would you like to gain your own market share in the U.S. market (please list some information/specifications of the product)? What do you think is the advantage of your company and your most important product compared to those of other competitors?

The first-ever expansion plug - Rawlplug®, invented by our company's founder over a century ago - was a bestseller that allowed us to enter markets worldwide, including the US. Our research has shown that almost one hundred years later there is similar potential in various product sections contained in our product portfolio. Starting from the entire range of technologically advanced Bonded and Mechanical Anchors for a wide variety of applications in different conditions, through to our wide range of innovative and reliable Lightweight Fixings which make installation works even simpler. Our specialist Facade and Roofing Insulation Fixings reduce thermal conductivity and offer high performance in severe conditions, just like our Passive Fire Protection System. We produce an extensive range of Fasteners and Screws, and last but not least, Rawlplug offers a choice of accessories for Electric Tools, products for Tacking, Stapling and Gluing and Direct Fastening Systems.

Q3 Competition in the U.S. fastener market is really fierce. How do you plan your sales networks and strategies to promote your company, your products, and achieve any possible successful results for your brand (please list at least one example)?

We are cooperating with business partners from several industries, including construction. Our own factory producing fasteners in Lancut, Poland has proven itself as a reliable supplier for numerous premium automotive industry customers. Thanks to over 50 years of experience, it has aroused interest among potential US partners as well. We build our strategy on offering not only products but also a complete package of services for our customers. Product training, on-site tests, technical advice and dedicated software help our customers to make sure they always choose the best solution available.



专访 英国RAWLPLUG

Q1 许多企业来说，美国毋庸置疑是最重要的关键市场之一？美国市场对贵公司的重要性为何？

美国市场的确竞争激烈且只有能针对快速改变需求做出合适调整的公司才可以维持在该市场的地位。Rawlplug这个扣件和紧固元件领导品牌自1920年代就进入美国市场且我们的产品广泛运用于许多知名计画案。2012年以前Rawlplug在美国都是由Powers扣件公司所代理。现在我们开始直接提供产品给美国的商业伙伴。美国市场会有高水平及追求先进产品的需要。因此，它是开发我们产品领域和从全球最具需求的客户群中最能够得到直接回馈的市场。

Q2 贵公司打算以何款产品在美国市场取得市场占有率？相较于其他竞争者，您认为贵公司和旗下最重要产品的优势为何？

一个世纪以前由公司创办人所发明的第一支扩张锚栓Rawlplug®在当时就已成为畅销品，使我们得以进入包括美国的全球市场。我们研究显示即便100年后，我们的产品项目中有许多类别也显现类似的市场潜力。从全系列技术上相当先进的各式应用固定件和机械锚栓，到创新研发且可靠让安装更简便的轻量紧固元件都有。我们特殊的楼面屋顶绝缘紧固元件可减少热传导并在多种情况下提供高性能表现，我们的被动防火系统就是一例。我们能够生产的扣件螺丝相当广泛，不只如此，Rawlplug还提供电动工具配件、胶合钉合和各式直接紧固系统。

Q3 美国扣件市场竞争激烈。贵公司如何布局销售网络 and 拟定产品及公司宣传策略，并替旗下品牌争取成功结果？

我们持续与包括建筑业等许多产业伙伴合作。我们在波兰万处特的扣件工厂也是许多顶尖汽车产业客户心目中可靠的供应商。因为有50余年的经验，我们也激起许多潜力美国商业伙伴的兴趣。我们的策略不只要提供产品，也要替客户提供完整的服务配套。产品训练、现场实测、技术顾问和专门的软件等，以确保我们的客户随时可取得最棒的产品方案。



Q4 What do you think is the most significant factor that companies should pay more attention to when they want to tap into the U.S. fastener market?

Innovative solutions which not only answer customers' needs, but more importantly allow customers to change the way they perform construction works, reduce time and achieve higher safety. It is unlikely that simply offering average products will lead to any prospect of success in the US market. Another factor whose importance cannot be overestimated is the continuous high quality of products which the customer demands and deserves. Great quality is remembered for much longer than low price. What Rawlplug offers is based on products, but our cooperation with customers is not based solely on delivering excellent products. We decided to reach further and develop a package of benefits for customers including a knowledge database, technical development services, and professional calculation software.



Q5 The global fastener market never stops changing itself. Do you see any new challenge/trend in the current U.S. fastener market? How will you react to it?

We see that due to the increasing speed of works and the development of the construction sector there is a tendency to cut down on installation time; therefore we design our products to be easily applicable. However, the issue that we recognize as a priority is the sustainable development of our company and its environment. The strategy for the development of a Sustainable Rawlplug has come from the very top of the business and is supported across all our subsidiaries. It is based upon a bold vision and is underpinned by an innovative operating model. We have implemented numerous changes in our products, supply chain, and operations model to become a truly sustainable company.

Q6 In addition to the U.S. market, do you also want to expand your market to other countries/regions (e.g., Latin America, Asia, etc.)? If yes, please specify why. If not, please specify to which state of the U.S. your products are mostly sold and in which industry sector are they mostly applied to?

We have recently established a subsidiary company in the Republic of South Africa. In-depth analysis has shown RSA as a prospective location with huge potential, due to rapid development and the growing demand of its construction sector. Therefore we decided to develop our presence in this area and change our business model from distributor to own subsidiary. We are constantly monitoring situations and trends in various areas and searching for opportunities.

Q7 As an active market player in the U.S. market, would you please offer some advice/suggestions to companies which are also interested in the U.S. market?

Rawlplug's success in the US in the 20th century was a result of innovation, and great quality. Offering the highest quality products using the latest available technology turned out to be the best way to quickly gain a position in the market. Times have changed but the formula for success remains the same. If you want to build fruitful relations with customers you cannot offer average products.

Q4 您认为企业欲打入美国扣件市场最需要关注的重要因素为何?

不只回应客户需求,更重要的是,能让客户在建案中改变方式、缩短时间并达到更安全水准的创新产品方案。单只提供一般的产品几乎不可能在美国市场成功。另一项无法被取代的重要性是客户所要求和应得的产品的高品质能持续。提供好品质会比提供低价位产品更能被客户永远牢记。Rawlplug所提供的虽主要是产品,但我们与客户的合作不单只建立在提供优异产品上。我们决定要走得更广替客户开发一系列优势,包括知识库、技术开发服务、和专业计算软体。

Q5 全球扣件市场持续在改变。近期美国扣件市场您有看到任何新的挑战 and 趋势吗?您打算怎么因应?

由于作业速率提升以及建筑产业的发展,目前我们看到组装次数有减少趋势,因此我们将产品设计成更容易应用。不过,我们现阶段观察到的第一要务是公司发展和环境的延续性。Rawlplug永续性的开发策略来自于业务的最顶端且也受到所有子公司支持。这奠基于勇敢的发展愿景并以创新营运的模式来支撑。在产品、供应链和运作模式上我们已经做了许多改变以成为真正永续的企业。

Q6 除了美国市场,贵公司还想要拓展其它国家或区域的市场吗(例如:拉丁美洲、亚洲等等)若有,请详述。若无,请说明过公司产品在美国哪些州卖得最好及其主要应用产业?

我们已经在南非成立一家子公司。深度分析显示南非是具有大量潜力和前景的国家,开发快速并在建筑产业拥有需求持续成长的特征。因此我们决定要开发此区并从原先的配销模式转成直接持有分公司。我们也在持续观察各种市场现况和趋势并寻找商机。

Q7 作为美国市场的活跃厂商,对他也想打入美国市场的厂商您有什么建议吗?

20世纪Rawlplug在美国的成功主要是因为创新和绝佳品质所产生的结果。使用最新可得的技术提供最高品质的产品可以说是快速取得市场地位的最佳方法。时间持续向前走,但成功的秘诀仍旧不会改变。如果您想要与客户建立良好的关系,就不能只提供普通的单一产品。

YUSHUNG

Metal 1995

Yushung Metal Products Co., Ltd.



专访 中国广东佛山市 宇声金属制品有限公司

Q1 Tell us your company's history, and business details including factory area, production & QC equipment, average capacity, market mapping, product application, etc.

Yushung Metal Products Co., Ltd. established in 1995 specializes in making various fasteners made from copper-based alloy including silicon bronze, phosphor bronze, aluminum bronze, brass, copper, etc. Its 3,000m² factory located in Ping Sheng Industrial Zone in Guangdong Province of China has over 200 sets of equipment including cold forging machines, threading machines, wood screw threading machines, general lathes, numerical control lathes, various lathes & mills, and thread tapping machines. It also has inspection instruments such as Micrometer, screw gage, depth gage, projector, tension gage.

We produce around 40 tons of assorted copper-based alloy fasteners per month which are exported to the U.S., Canada, UK, Australia, France, Spain, the Middle East, etc. Additionally, our domestic sales proportion is on a year-over-year growing trend along with the rising domestic market demand. These products are mainly used for a wide range of applications such as shipbuilding, power generation, electricity gas, mining, lightning protection, petro-chemistry, etc.

Q2 To many companies, the U.S. market is undoubtedly one of the critical markets in the world. What is the importance of the U.S. market to your company? How many percentage does the U.S. market account for in your company's export? How long has your company been cooperating with the U.S. market? What are the characteristics of the U.S. market in your opinion?

The U.S. is our critical and largest export destination, accounting for 30%-40% of export sales. Our clients in the U.S. give us a great deal of support and have excellent credibility and pay on time. In more than a decade of cooperation with our U.S. clients, they are deliberate and responsible contract followers, and we benefit a lot from them. The U.S. fastener companies have a higher level of profession and place orders in multiple small lots; therefore they set higher requirements for suppliers.

Q3 With which product do you plan to expand the market share in the U.S. market? What is the advantage of your company and products compared with other components?

Q1 请问贵司的成立历史、基本资料及服务项目, 包含占地规模、生产及品保设备、平均产能、市场分布、产品应用领域等。

宇声金属制品有限公司成立于1995年, 专业生产各种铜基合金紧固件, 主要有砵青铜、磷青铜、铝青铜、黄铜、紫铜等紧固件产品。位于中国广东省佛山市平胜工业区内的厂房占地约3,000平方米, 拥有各类冷镦机、搓牙机、木牙机、介坑机、普通车床、数控车床、仪表车床、冲床、钻床、磨床、攻牙机等200多台设备。并备有检验设备如各种千分尺、螺旋尺、深度仪、投影仪、拉力计等。

我厂产出的各类铜基合金紧固件每个月产能约40吨, 主要外销美国、加拿大、英国、澳大利亚、法国、西班牙、中东等; 除此之外, 随着国内市场需求提升, 内销的份额呈现年年上升的趋势。这些产品主要用于造船、电力、电气、采矿、防雷、石化等行业, 非常广泛。

Q2 对许多厂商来说, 美国市场毫无疑问是关键市场之一, 就贵公司而言, 美国市场的重要性为何? 美国市场又占贵公司外销比例的多少? 与美国的合作经验有多久了, 在您看来, 美国市场的特色在哪?

美国市场是我司外销的第一大市场, 约占我司外销份额的30-40%, 非常重要。并且我司的美国客户信誉非常好, 付款也准时, 对我司很大支持。在和美国客户10多年的合作中, 美国客户严谨、认真负责, 一切按合同办事的态度, 让我们受益非浅。美国市场的专业程度较高, 订单是少量多批次, 所以对供方要求较高。

Q3 您想用哪种产品在美国市场拓展市占率? 相较于其他对手, 您认为贵公司和该产品的优势为何?

宇声擅于铜合金的冷加工和热加工, 基于对原料特性的掌握及原料品质的控管, 我司出产的砵青铜(C65100、C65500)、铝青铜(C63000、C63200)、磷青铜(C51000、C52100)紧固件产品在美国市场销量极佳。生产方面, 宇声提供专业、独特及高效能生产制程, 服务上满足客户一站式购足的需求, 为客户节约大量成本, 自然为自己赢得不可取代的供应商地位。

We are specialized in cold working and hot working of copper alloy. Based on our knowledge over material properties and control over material quality, our Silicon bronze (C65100, C65500), aluminum bronze (C63000, C63200), and phosphor bronze (C51000, C52100) sell extremely well in the U.S. market. As for production, we have professional, unique, and highly-efficient manufacturing process with one-stop shopping service to satisfy our clients and can save substantial cost for them. Naturally we have earned an irreplaceable position in supply.

Q4 The U.S. has been a competitive fastener market. How would you plan for your sales network and promote your company and products?

We opened up the U.S. sales channels through the distributors system. We only have one distributor in each U.S. state; therefore, we do not need to face end-users directly. Each distributor is advantageous in collecting intelligence of a specific market. With our distributors' promotion, we only need to focus on ensuring our product quality, establishing smooth communication with every distributor, and complementing with each other.



Q5 The global fastener market is continuously changing. Regarding the U.S. market, do you see any challenge or trend? How will you react to that?

As the labor cost continuous to rise, so does our pressure in production. Moreover, most young people are not willing to do this tiring and greasy job and this leads to a shortage of talents. On the other side of the matter, some of the Americans started domestic procurement and thus our orders somewhat reduced. We can only reduce various costs as low as we can to provide clients with better balance between the price and service and thereby fetch more orders.

Q6 Regarding the Chinese market, competition from counterparts is fierce, and the strong domestic demand starts to attract foreign investors. How do you look at this change? Will you create another new supply line for domestic demand?

We have more product demand from the domestic market and have a significant advantage as a rare bronze fastener maker. A few years ago, we began to focus on the domestic market and reached an ideal outcome. The entry of foreign investors does not cause too many effects on us. We also cooperate with foreign companies every year and supply to them.

Q7 Beside the U.S., is there any other country or region (Latin America, Asia, etc.) that you would like to tap into? If not, please specify to which U.S. state are your products exported.

Facing the development of globalization, we have sold our products to more than 30 countries in the world. A market has limited demand, and other countries have increasing demand for bronze fasteners, and thus we have to satisfy clients' needs. Our products are available in states like, California, New Jersey, Tennessee, Minnesota, etc.

Q8 What is your future plan for maintaining competitiveness and facing future challenge?

Currently our copper alloy fasteners are made from 4 types of materials: silicon bronze, phosphor bronze, aluminum bronze, or brass. We will develop more copper-based alloy fasteners to satisfy more market demands, and continue to test our products via accredited testing labs to earn confidence from our clients.

Q4 美国扣件市场竞争一向激烈。您如何规划自己的销售网络及策略以推销自身公司、产品?

我们透过分销商制度打开宇声公司在美国市场的通路,且每个州仅限一家,因此我们一般不面对终端使用者。分销商对掌握特定市场有着绝对优势,借由分销商的大力推广,我们只需专注在产品品质的捍卫,以及与各个分销商建立畅通的沟通反馈关系,彼此相辅相成。

Q5 全球扣件市场持续在改变,展望美国市场您是否看到任何挑战或趋势?您将如何因应?

由于人工成本一直在上升,我们的生产压力也在增加,加上现在的年轻人大多不愿干这行脏累的工作,导致当今的人才竞争也很紧张。另一方面,部份美国客人开始在本土采购,如此一来,我们的订单相对减少一些。我们只能尽量降低各项成本,以利能在价格与服务上给客人更高的性价比,从而赢得更多订单。

Q6 回顾中国市场,不仅同业竞争越趋激烈,内需市场的强盛也开始吸引外资进驻,您怎么看待这些转变?又是否有可能拨出一条线专攻内需?

国内市场的发展,对我公司产品需求增长较多,尤其作为少有的青铜件生产厂家,我们的优势非常显著;从几年前开始,我们发力国内市场,取得了理想的效果。外资进驻,对我们影响目前不大,同时,我们也供货给一些外资企业,每年都有合作。

Q7 除了美国市场之外,您还想要开发其他国家或区域市场吗?

全球化的发展,我们的产品已售往全球30多个国家。一个市场的需求毕竟有限,并且其它国家对青铜紧固件的需求也在上升,宇声公司必须满足客人的需求。在美国,像是加州、新泽西、田纳西、明尼苏达等州都买得到宇声公司的产品。

Q8 请问未来贵司有何新规划以维持竞争优势,并面对未来挑战?

目前,我们的铜合金种类主要仍锁定在砂青铜、磷青铜、铝青铜、黄铜四大类型,我们将开发更多的铜合金紧固件来满足更多的市场需求,同时我们将持续透过具公信力的检验机构测试宇声的制品,让客人更有信心。



Haiyan Weishi Fastener Co., Ltd.



专访 海盐卫士标准件有限公司

Q1 Tell us your company's history, and business details including factory area, production, QC equipment, average capacity, market mapping, product application, etc.

Haiyan Weishi Fastener established in Zhejiang Province of China in 1994 currently has 23 employees and a monthly production of 1,000 tons. We introduced advanced domestically made cold-forging and stamping equipment, utilized advanced manufacturing techniques, and adopted domestic and imported premium materials, to produce various GB (China), DIN (Germany), ANSI (U.S.), and BS (UK) standards compliant nuts and non-standard parts, as well as other fastening products like threaded rods, washers, wood screws, machine thread screws, and rivets.

Our products are mainly exported to South America, North America, the Middle East, and Europe, and are used for construction, highway & railway, automotive parts, furniture applications. We have obtained ISO9001: 2008 Quality Management System certificate and achieved a success in both production and sales with top-notch quality and service.

Q2 To many companies, the U.S. market is undoubtedly one of the critical markets in the world. What is the importance of the U.S. market to your company? How many percentage does the U.S. market account for in your company's export? How long has your company been cooperating with the U.S. market? What are the characteristics of the U.S. market in your opinion?

The importance of the U.S. market as the largest fastener export destination for China is out of question. The potential of U.S. fastener market is tremendous. Therefore, we would be considering attending National Industrial Fastener & Mill Supply Expo this October to expand the exposure of our nuts to more people.

Q3 With which product do you plan to expand the market share in the U.S. market? What is the advantage of your company and products compared with other components?

"Haiyan Weishi's nuts fasten the world". We have been heading forward with this motto: "Powered by technology; Survival through quality". In Haiyan, the manufacturing heartland of fasteners,

Q1 请问贵司的成立历史、基本资料及服务项目, 包含占地规模、生产及品保设备、平均产能、市场分布、产品应用领域等。

海盐卫士标准件有限公司位于中国浙江省, 成立于1994年, 公司现有生产人员23人, 月产量1,000吨。我厂引进国内先进的冷锻、冲压系列设备, 采用先进的生产工艺、采用进口及国产优质原材料, 生产国标(GB)、德标(DIN)、美标(ANSI)、英标(BS)等各种螺母及非标件, 其他如牙棒、垫片、木螺丝、机械牙螺丝、铆钉等紧固件产品亦可服务。

产品主要出口到南美、北美、中东、欧洲等市场, 产品应用于建筑、公路铁路、汽车零件、家具等领域。我厂已通过ISO9001: 2008品质管制体系认证, 以一流的品质和服务, 成就产销双赢。

Q2 对许多厂商来说, 美国市场毫无疑问是关键市场之一, 就贵公司而言, 美国市场的重要性为何? 美国市场又占贵公司外销比例的多少? 与美国的合作经验有多久了, 在您看来, 美国市场的特色在哪?

美国作为中国紧固件最大的出口市场, 其重要性毋庸置疑, 且美国紧固件市场的潜力十分巨大。所以今年10月, 我们公司也打算去美国拉斯维加斯紧固件展, 让我们的螺母让更多的人熟知, 让更多人接受。

Q3 您想用哪种产品在美国市场拓展市占率? 相较其他对手, 您认为贵公司和该产品的优势为何?

「卫士螺母, 旋紧世界」, 我厂素来朝着「以科技为动力, 以质量求生存」的方向精进。在海盐这个紧固件之乡, 我们工厂生产的螺母品质是排第一的, 价格优、信誉好。拥有较强的生产能力和先进的生产技术, 始终坚持「科技领先、优质高效、顾客至上、遵信守约」的经营理念, 以最好的品质、最好的服务、最高的效率、最具竞争力的价格满足市场和客户的要求。



Dongguan Honghui Metal Co., Ltd.

专访 东莞市宏惠五金有限公司

Q1 Tell us your company's history, and business details including factory area, production & QC equipment, average capacity, market mapping, product application, etc.

Dongguan Honghui Metal was established in 1999 as a professional self-drilling screw maker. We are the leader in manufacturing self-drilling screws in Guangdong Province of China. We provide one-stop service with a series of production processes including heading, tail making, threading, heat treating, and electroplating. Our products are mainly sold to Southeast Asian countries for construction applications.

Q2 To many companies, the U.S. market is undoubtedly one of the critical markets in the world. What is the importance of the U.S. market to your company?

We once received inquiries from the U.S. market, but those clients eventually did not make any response. We kept trying to communicate with them, but in the end they chose to purchase from other companies in Vietnam due to prices. In terms of overseas sales, for the time being we have not been cooperating with any U.S. client. Currently, we still focus on Southeast Asian countries.

Q3 With which product do you plan to expand the market share in the U.S. market? What is the advantage of your company and products compared with other components?

Hopefully we can expand our business in the U.S. market with our hexagon screws. We adopt materials from Xingtai Iron Steel, which are rarely used by other fastener companies due to higher prices. Despite higher prices, after comprehensive considerations we still want to use better materials. We have a long company history with abundant management experience, enough capital, and talents with inspection expertise. Coupled with our one-stop service, we can guarantee you with our quality, lead time and after-sale service.

Q1 请问贵司的成立历史、基本资料及服务项目，包含占地规模、生产及品保设备、平均产能、市场分布、产品应用领域等。

宏惠五金建于1999年，是一家专业生产钻尾螺丝的厂家，在中国广东地区是生产钻尾螺丝的龙头企业，螺丝生产的过程包括打头、钻尾、搓牙、热处理、电镀，我司全部一条龙服务。销售市场主要为东南亚国家，应用于建筑上。

Q2 对许多厂商来说，美国市场毫无疑问是关键市场之一，就贵公司而言，美国市场的重要性为何？

我们曾经获得过美国市场的询盘，可是最后客户还是杳无音讯，我们为此还是不断做后续沟通，不过客户还是因为价格问题选择去越南购买。以外销而言，我们暂时还没有和美国合作过，目前主要还是以东南亚的国家为主。

Q3 您想用哪种产品在美国市场拓展市占率？相较其他对手，您认为贵公司和该产品的优势为何？

我希望我们可以用我们的六角螺丝拓展美国的市场，我们的材料主要采邢钢，一般螺丝厂都不会采用邢钢，因为价格比较贵，可是我们觉得综合考虑还是希望用比较好的材料，我们公司建厂时间长，有丰富的管理经验及雄厚的资金，和一批有检验的技术人才，加上我们是螺丝一条龙服务，所以品质、货期、售后都有很好的保障。

Q4 The U.S. has been a competitive fastener market. How would you plan for your sales network and promote your company and products?

We visit clients from time to time, primarily through fastener shows. We bring our new product brochures and communicate with them face to face, so that they will know us, trust us, and choose us.

Q5 The global fastener market is continuously changing. Regarding the U.S. market, do you see any challenge or trend? How will you react to that?

Only through continuous upgrade of technical level can we smoothly connect with the future market. We will learn techniques from advanced companies in Taiwan to improve ourselves and earn support from our clients.

Q6 Regarding the Chinese market, competition from counterparts is fierce, and the strong domestic demand starts to attract foreign investors. How do you look at this change? Will you create another new supply line for domestic demand?

We are very serious about the domestic Chinese market demand. After all, the Chinese market is vast and thus transactions are relatively convenient and easy. We have considerable market share across China.

Q7 What is your future plan for maintaining competitiveness and facing future challenge?

To make our product supply more sufficient, we have purchased 30 sets of machines this year, including heading machines and tail making machines. We continue to cultivate more technical personnel and expand our stainless steel production facilities in order to become the most advanced self-drilling screw maker in China with the shortest lead time.

Q4 美国扣件市场竞争一向激烈。您如何规划自己的销售网络及策略以推销自身公司、产品？

我们会时不时走访客户，主要还是通过开展展会，带上自己的新产品、宣传册，通过face to face让客户了解我们、信任我们、选择我们。

Q5 全球扣件市场持续在改变，展望美国市场您是否看到任何挑战或趋势？您将如何因应？

未来的市场，唯有透过技术水准的不断提升才能顺利衔接上，我们将前往台湾等先进工厂学习技术，提升自己，以不断进步取得客户的支援。

Q6 回顾中国市场，不仅同业竞争越趋激烈，内需市场的强盛也开始吸引外资进驻，您怎么看待这些转变？又是否有可能拨出一条线专攻内需？

我厂非常重视内需这一块，毕竟中国市场巨大，而且交易也相对方便简单，宏惠在全国拥有相当的市场占有率。

Q7 请问未来贵司有何新规划以维持竞争优势，并面对未来挑战？

为了让我司有更充足的货源，已于今年度再购入30台机器，包含打头机和钻尾机；培养更多的技术人员；扩充不锈钢生产车间，以成为中国制造钻尾螺丝最先进交期最迅速的厂家为目标。

