

Feature:

Success Stories of Leading Fastener & Related Companies in China



by Fastener World

It has been widely known that China is one of the vast markets with tremendous fastener demand and ever-growing industries and which many suppliers from all over the world would be eager to extend their reach to. Within such a huge market, have you already gained your own share?

In this Nov issue, we invited four leading companies which have gained their solid presence in the current Chinese fastener market and which have been making relentless efforts to broaden their product portfolio to serve more industry sectors to share their success stories with readers. Let's now read their stories one by one and see how they could successfully survive and keep their leading position in the Chinese market with fierce competition!

Featured Companies:

JIAXING HUAHUO METAL-TECH CO., LTD.

ASAHI SUNAC CORPORATION

SUZHOU FENG QUAN HARDWARE PRODUCT CO., LTD.

HAIYAN AI&LUN STANDARD FASTENER CO.,LTD.

Making the First Shot, Jiaxing Huahuo Metal-Tech Gets Ready to Extend Reach to Overseas Markets

by Sz-Yu Chen, Fastener World

Established in March 2016, Jiaxing Huahuo Metal-Tech Co., Ltd. is a trader and manufacturer. Before 2016 it was only a trader. Jiaxing Huahuo completed corporate restructure in 2016, though it was a bit late, it has successfully established cooperation with many leading brands within only one year, which could be attributed to the foundation it has laid since its inception and the wholly integrated management strategy it adopts to serve each client to the most satisfying level. The first shot of Jiaxing Huahuo definitely zipped across the horizon.



Dual Roles and a Good Listener to Buyers' Needs

Main products of Jiaxing Huahuo are nuts and ground screws, fastener nuts with more than 10 years of production and sales history, mostly applied to construction, automotive, furniture, renovation and electric appliances industries and available in DIN934, DIN985, DIN6923 and DIN315 standards. In addition, customization service is also available upon request. It has a team especially for the R&D of specialized dies/molds that can satisfy each client's need. Every month Jiaxing Huahuo produces nearly 800 tons of fasteners in its own factory and its products have been highly appreciated by buyers from 5 European countries. Based in Zhejiang (China), Jiaxing Huahuo has its sales focused on the global market. 80% of its sales are for export, while the remaining 20% are for the domestic Chinese market. With the full-hearted dedication to offering high quality products, Jiaxing Huahuo considers itself to be not only a manufacturer, but also a trader that understands what buyers really need and offers right-to-the-point service.

A Bright Future will Definitely Come

Reviewing the past experience in working with other companies in the industry, Jiaxing Huahuo said frankly, "At this moment, the industry is in a reshuffling period. Moreover, the government is implementing stricter policies due to environmental protection and production safety, so some illegal enterprises may be eliminated from the market. The period from last year end through next year will be still a difficult time. Hence, any company that can get through the difficult time will finally see its own bright future."

Sticking to What It Sets Out to Do and Making Efforts at All Times

Some companies seem to forget what they set out to do over time, however, Jiaxing Huahuo, as a start up said, "Being a supplier, our beliefs are satisfying clients' needs, achieving good material management and controlling production cost and profit within a reasonable range to ensure product quality and better service. In the future we will continue to make the most of our team work to create mutual benefits and prosperity."

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SPECIALIZED IN: hot-galvanize ground screw and photovoltaic(PV) hardware parts manufacture.

Japan Machine Manufacturer Heading for China & Global Market- Asahi Sunac Corporation

by Dean Tseng, Fastener World

Founded in 1942, Asahi Sunac is embracing its 75th anniversary. The company started off from the very beginning as a bullet manufacturing company due to the request by the Japanese Navy. Afterwards, Japan shifted from munition to non-munition industry structure (namely, the peace time), and the company took on the approach to be a manufacturer in the industry that serves as a foothold for all sorts of other industries in Japan.

Two Primary Business Pillars

One of the pillars is the Coating Equipment & Engineering division that dedicates to developing what is called “TE100 (100% Transfer Efficiency)” since 100% coating efficiency is the mantra for coating machine manufacturers. This division features electrostatic coating equipment that sprays atomized electric coating to achieve high quality, improved environment and cost reduction.

The other pillar is the Forging Machinery & Tooling division featuring single ball headers (capacity up to 1,000 pieces per minute), bolt headers, and parts formers up to 8 stations. Specifically the SF Series (6-8 stations) is characteristic of the Fine Feed System (grip feeding mechanism), Fine Cutoff System (high-speed cutoff mechanism), Fine Slide System (ram-slide zero clearance), and Universal Transfer (180-degree pass-and-turn action transfer system), therefore enabling high precision forging. Furthermore, Asahi Sunac is continuously developing machines. One of them is the SRF Series equipped with QTC System (Horizon Installer) that can shortly complete die and punch changeover with a simple manual operation. Others include the co-developed SGF Series which is a downsized equipment using phase contrast ram composition, warm/cold forging parts former and the



machine equipped with hydraulic servo mechanism which is able to realize closed forging, and back pressure forging. These machines are highly appraised and repeatedly purchased by customers.

Additionally, New Components division was born from “atomization technology” which is the core of coating equipment. It features Super High Pressure Micro Jet Cleaning System and Precision Coating System. The former applies to electronic device cleaning and the latter transcends micro-particle technology to achieve nano-level precision and high density coating.

Core Concept of “Net Shaper”

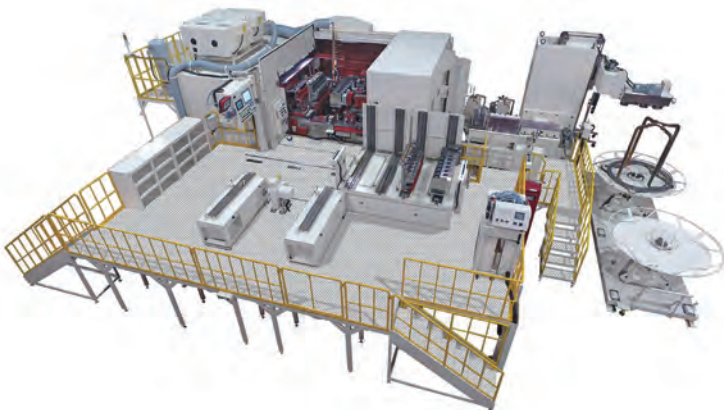
Asahi Sunac offers a solution called “Net Shaper”, an ideal forging production systems capable of forming products of complicated shapes more accurately and more easily, realizing total cost reduction for customers. Net Shaper helps customers improve added values for their products.

Other solutions include: Forging Technology Center (FTC) as a base for customer technical services can do trial production for unexperienced customers and make tooling development; an 100%-owned branch (AO Co., Ltd.) provides engineering services, machine overhaul and retrofit for global customers.

Global Footprints & Market Foresight

Asahi Sunac has 3 subsidiaries (in charge of service for delivered machines) respectively in the U.S., Germany and Thailand, expanding business not just in Japan but also in the U.S., Europe, China, Southeast Asia, India, and Australia. Particularly, China is now the target market for the Forging Machinery & Tooling division that mainly focuses on the automotive industry. Mr. Yoichi Ito of the overseas department said, “We sense a significant potential demand in China that we anticipate a lot. We are still rarely recognized by the people in this market but we are taking steps to increase machine sales there. We will continue to regularly attend exhibitions in China, Taiwan, Southeast Asia, Germany and Japan. We frequently develop new products, so stay tuned to our new technology at the next exhibition!”

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Striving for Perfection and Giving Customers the Best Suzhou Feng Quan Hardware Product Co., Ltd.

by Sz-Yu Chen, *Fastener World*

Taiwan-based Fontec Screw Co., Ltd. established in 1978 set up a new company- Suzhou Feng Quan Hardware Product Co., Ltd. in China in 2001, in order to expand its production and offer better service to its global clients. Since its establishment, it has defined itself as a manufacturer specifically dedicated to the development, production and sales of various types of fasteners. With years of manufacturing experience and techniques and the introduction of ERP systems and optical sorting devices to improve the information management level and quality control, Suzhou Feng Quan has been sequentially certified to ISO9001, ISO14000 and TS16949.



**Expert in
Various
Fields and
Fully Satisfying
Clients' Demands**

Suzhou Feng Quan mainly accepts orders for customized products as per sample or drawing. Its major products include semi-tubular and solid rivets, special rivets, electronic screws, SEMs, male/female assembly units, machine/self-tapping screws, special screw pins and turning shafts. Suzhou Feng Quan is particularly specialized in various special non-standard parts and the production of GB, DIN, IFI, ISO and JIS standards compliant products. Its products are available in carbon steel, stainless steel, copper, aluminum alloy and can be customized according to each client's request.

Complementary Quality and Service

The factories of Suzhou Feng Quan are equipped with hundreds of cold forging forming and threading machines such as 1-die/2-die/3-die/4-die/5-die machines (of general type, prolonged type and super-long type). The products manufactured by Suzhou Feng Quan have been widely applied to various areas such as automobiles, aerospace components, electric peripherals, construction fasteners, safety devices and hand tool parts. In the era of the market economy being more well-developed and globalized, any company can deeply recognize the importance of quality improvement and the quality of products and service has become the most crucial prerequisite for a company to effectively participate in competition in the market and increase its own brand awareness. Suzhou Feng Quan makes relentless efforts to strengthen its own capabilities, elevate product quality, reinforce employees training and service attitude and provide better service to clients. Facing fierce competition in a new economic era, Suzhou Feng Quan will and must focus on customer service, information management, consolidation of supply chains and talent training in order to make its own contribution to China's economic growth.

Abiding by Regulations Without Fear of Contingent Changes

As the current global economic development is slowing down and the manufacturing cost is increasing, fastener companies are facing the crisis of being eliminated from



the market. Moreover, Chinese government is currently implementing strict environmental protection measures, so many local processing factories are forced by the government to halt production or close down. Such a scenario could be a challenge and an opportunity. Suzhou Feng Quan always follows the policies of Chinese Government to reinforce its in-house ventilation system management and has obtained an "Environmental Protection Measure Compliant Certificate" from Chinese Government, which is definitely favorable to the long-term constant development of the company.

Investing a Lot in Setting up New Factories to Consolidate Its Leadership in the Fastener Industry

As a Taiwanese investor in China, Suzhou Feng Quan has good expectation toward the Chinese market. 2016 is the first year of China's 13th 5-year plan, which focuses on the development of high speed rail, new energy vehicles, intercity transportation, electric/electronics, aerospace and construction that will also accelerate the development and transformation of the fastener industry. In 2016, Suzhou Feng Quan invested USD 8 million in building a new 16,000 sq. m factory and expanded business to CNC machining. It also continues to invest in the R&D of multifunctional non-standard fasteners and expects to take the lead in the specialty and well-engineered fastener industry. We always commitment the aim of customer first, quality first and service first to service for the customers all over the world.

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Professional Service & Quality Bring the Export Performance Among the Top in China Haiyan Ai&Lun Standard Fastener Co., Ltd.

by Dean Tseng, *Fastener World*

Ai&Lun was established in 2013 and now has ISO 9001 and CE certificates. Despite its short history, as a company combining manufacturing and trading, its export performance has been among the top in China. It exports fasteners including nuts, bolts, threaded rods, screws, anchors, joints, washers, and non-standard fasteners, mostly available in low/mid carbon steel and partially stainless steel. Its products, made according to clients' drawing or samples, include standard fasteners that take up the majority as well as non-standard fasteners. The standard fasteners are applied to general manufacturing and construction industries, while the special fasteners are used in the automotive component industry. The products are exported to the U.S., UK, Spain, Poland, Czech Republic and other countries.

The biggest strength of Ai&Lun is that it provides good and professional service, that it communicates at the earliest time possible with clients, and that it satisfies clients' requirement on products and price. It offers quotations promptly, and handles right away if any problems occur, shipping products in real time. By having professional inspection staff check each batch of shipment before exporting, it takes responsibility for quality with clients who can already rest assured.



Homing in on Europe ; Tapping into South America and Other Emerging Countries

Ai&Lun's business is dominated by export taking up 90%, and the primary target of export is Europe. Mrs. Lun Wang of Ai&Lun explained, "The European market is relatively more stable with more vibrant demand. It is a good option for us whether in political or economic terms, but in the future I hope to go full throttle tapping into South America and other developing countries. To us, South America is a new market that we have never traded with before. Despite their less vibrant economy, their demand is huge. I want to expand my business in the future."

As part of the strategy for market development, Ai&Lun attended overseas fastener shows such as National Industrial Fastener & Mill Supply Expo and Fastener Fair Stuttgart. "Professional shows attract



many specialized fastener buyers and sellers. At the shows we can go face to face with clients and know more new clients to understand the current market trend and better arrange our goal for the future," said Mrs. Wang.

Getting on the E-commerce Boom in China

The economic scale of China's e-commerce has drawn the attention of the whole world. Everything can be sold online and even fasteners are no exception. Ai&Lun's products are also sold on Alibaba, one of the biggest e-commerce platform in the world. Mrs. Wang said, "E-commerce is already a common trend in China. It allows clients to know you through different platforms, and allows the clients and sellers to find each other quicker with more convenient communication. We hope to find more potential clients through those platforms. Fasteners need to evolve with the progressing era of booming Internet information."

Prospect for Ai&Lun and the Fastener Industry

"The future of fasteners is looking bright. Infrastructure in many countries requires a large amount of fasteners, so the demand is huge. Nevertheless, the future demands higher product quality and better service. It will be a competitive environment with co-existing service and quality," said Mrs. Wang with optimism. The owner and employees of Ai&Lun have been following the principle which is to win clients' trust with excellent quality. Therefore, thus far the company has been gaining more clients every year while keeping positive partnership with long-time clients. Lastly, while expecting the better for the industry, Ai&Lun hopes to develop steadily in the future, offer clients more and better service and options, satisfy clients, keep the working employees happy, and become the best of the fastener industry.

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