

Malaxy's New Chapter: 上海浩滔: 拓销俄罗斯与拉美新篇章 Expanding into Russia & Latin America

With 24 years of experience and a global perspective, Shanghai Malaxy Industry expands into emerging markets for China's fastener export opportunity and succeeds with its "pain point resolution + value co-creation + leveraging universal advantages" strategy. Founding its first plant in 2001 in Haiyan, it started with fastener surface treatment chemicals for upstream technical support. Its 2nd factory in 2006 tapped into full-line stamping parts and screws, integrating supply with manufacturing. In 2021, Malaxy as its window for global export was established by merging the two factories' capacity and technology, supplying quality fasteners utilizing manufacturing, export, and service.

Excellent Quality with a Defect Rate Below 0.2%

Products include self-tapping/drilling screws, wood screws, machine screws, and stamped parts, offering DIY customized packaging, materials, and printing to satisfy constructors, distributors and marts. The 8,000 sqm facility completed with cold heading, drill point, thread rolling, auto-packaging, 300-ton stamping machines and lathes ensures products meet top standards through the quality inspection unit and lab.

Expanding Sales in Russia & Latin America

Taking most orders from Germany, UK and Australia and exporting to Europe and Latin America, Malaxy sees potential in emerging markets and locks on Russia and Latin America. In Russia, it resolves payment and settlement issues through compliant payment processes and leverages CE-certified products with consistent quality, boosting customer confidence. In Latin America, it leverages local experience to ensure smooth customs clearance and reduces sea freight by 15-20% through container consolidation and booking strategies. With stable

Shanghai Malaxy Industry's contact: Max Ho, General Manager Email: ok@malaxygroup.com



production, customization, DIY packaging, and responsive delivery (standard parts shipment in 3-5 days, custom parts in 5-14 days, urgent orders responded in 24 hours), it provides cost-effective, flexible solutions strengthening market position.

Expansion and Upgrade for Global Strategic Mapping

Malaxy strives for over 3.0% annual sales growth in emerging markets and enhances local language support to gain 20% response speed. It plans 4 additional auto-packaging lines and laser sorting machines to improve capacity and quality inspection, shortening lead times. Malaxy seeks working with more partners, ushering in a new golden age for the fastener industry. □



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ok@malaxygroup.com
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MALAXY
— EST. 2001 —






Shanghai Malaxy Industry Co., Ltd.

Add: No. 5 Haiyan Development Zone, Haiyan, Zhejiang, China

Email: ok@malaxygroup.com

Phone: +86 18018587352

Fax: +86 (021) 5505 8885

Website: www.malaxygroup.com



Website



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