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LINKWELL INDUSTRY

Unveils New Corporate Logo

Expanding Global Presence with Market Strengths

Linkwell Industry, a Taiwan-based specialist in the supply of construction and industrial fasteners, has been serving the global industry for nearly 5 decades. In addition to its headquarters in Taiwan, Linkwell Industry also has overseas operations in Malaysia, China, Vietnam and Indonesia, serving customers from a wide range of markets, industries and applications around the world. In order to emphasize the spirit of teamwork and the pursuit of sustainable development, as well as to win the recognition of more customers, Linkwell has adopted a brand-new logo this year as its future corporate identity, hoping to continuously provide global customers with excellent-quality fasteners and services appreciated by customers around the world.

New Logo. Unchanged Professional Services.

Linkwell's previous logo had been in use for 47 years and its design conveyed a sense of courage and was an important identifier for customers to recognize Linkwell's products. However, a meeting between President Kosky Yen and his client as well as friend led to a further logo renewal project. After several revisions and discussions with the designer, the new logo in orange and white colors was finally created.



CHINA- FASTWELL

TAIWAN- SUNNY HILL





MALAYSIA - WELL-UNION

順承新企業LOGO上線 善用市場優勢，多點全球佈局

"We changed our logo from a rounded style to a square design, hoping to present a sense of solidity, solidarity, and teamwork, which we strive to put into practice in every corner of the company," said Linkwell President Yen.

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Complementary Operations Featuring Respective Advantages

Linkwell's overseas locations in Southeast Asia and China have been performing at an above average level over the past few years. With the support of its Taiwan headquarters at the beginning of the establishment, they have now developed the customers and markets of their own. Despite the fact that the global economic climate has not improved in the past few months due to an oversupply of goods in the market, Linkwell's locations can still remain competitive in the markets they most specialize, with decades of experience, complementary cooperation among its locations, the advantages of being both a trader and manufacturer, and the fearlessness while facing challenges.

"Basically, each of our location operates and accept orders separately, though the Taiwan headquarters will sometimes provide assistance in a timely manner. Under the current situation of oversupply in the market, we will focus more on special items with high added value and actively meet the needs of our customers for customized products. We will also strive to win orders and maximize the production capacity of our factories," said President Yen.

Building Brand Image and Penetrating into More Potential Markets

Linkwell's presence in Southeast Asia is an important cornerstone for its future development of customers in emerging markets. On the one hand, it is able to capitalize on the tariff reciprocity among ASEAN countries, and on the other hand, it is able to create higher value for the products of its customers through the mutual support of these overseas bases. Although there are lots of competitors, **Linkwell has started to develop the Southeast Asian market in the hope of establishing a quality brand image in more emerging markets. This, coupled with Taiwan's competitive fastener supply chains ranging from heading, threading, to secondary processing and plating & heat treatment, as well as the support of associate suppliers, will definitely enable Linkwell to meet customers' needs and market challenges more efficiently.**

"Whether it is Southeast Asia, E. Europe, or the Middle East, they are all markets for Linkwell. We will carefully observe the trends and respond to each customer's requirements according to the changing needs of different markets," said President Yen.

Refining Manufacturing and Compliance with CBAM Requirements

In order to comply with the EU's CBAM requirements, **Linkwell has specially engaged a professional consulting firm to provide guidance, and at the same time has proactively introduced energy-saving and carbon-reduction measures in its factories and processes to meet the customer's requirements. Not only does each machine in its plant display real-time carbon emissions data, but the roof of the plant is also equipped with solar panels.** It has even requested its associate factories to actively comply with CBAM requirements to save energy and reduce carbon emissions.

"We will do our best to comply with CBAM requirements and strive to achieve a higher level of customer satisfaction. At the same time, we will continue to improve the automation of our production lines, maintain our market advantages in the supply of small quantities of diversified products, and gain more orders for special products, in order to expand our market reach," said President Yen. ■

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