



*Neck-deep in Work is Never Enough!
Show Your Profession As Opportunity
Awaits No One*

PRESIDENT TSAY SHENG TZENG OF YUH CHYANG HARDWARE, THE CNC MACHINING PARTS GENIUS

by Tanya Shih, Fastener World Inc.

In order to increase the innovative value of the enterprise, Tsay Sheng Tzeng, President of Yuh Chyang Hardware Industrial Co., Ltd. realized that R&D should be extended from the laboratory to the outside market. R&D engineers shouldn't just stay in laboratories but go out to see customers' demand and market trends for developing heart-touching products.

In this competitive era, market change and new substitutes may turn up and catch you off guard. Insistence on professional techniques and strict quality control is the reason that Yuh Chyang can firmly establish itself in the industry. However, this alone is not enough because a good product requires proper sales/production strategy to head out and reach the designated market. In light of this, President Tzeng shares with us his profession as well as the elements that turn Yuh Chyang into a popular brand in the industry.

TS16949 Certification & Product Stability

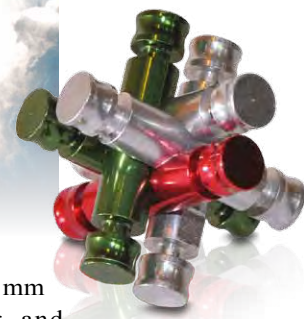
Certified with TS16949 for over 10 years, Yuh Chyang is well familiar with various CNC lathes operating. It introduced Citizen precision computer-control CNC lathes, measuring instrument, and testing equipment of Japanese brand to achieve complete control of the manufacturing process. In addition, Yuh Chyang is capable

of designing and making customized measuring & testing equipment that inspect each finished product to ensure the compliance of precision parts with a tolerance of 0.005mm required by the clients.

Insistence on Sustainable Customer Relationship

Over 80% of Yuh Chyang's customers have been cooperating with it for over 10 years, and for those cases from sampling to mass production to date, Yuh Chyang has maintained stable quality with no customer complaint. Yuh Chyang's insistence on quality is the one and only key to long-term cooperation with customers. President Tzeng said, "Yuh Chyang's main products are difficult parts to meet high level of safety and technical requirement. Good quality without causing any trouble to customers can help establish excellent customer relationships in the long run. As a result, every time when a frequent customer is to submit a new case that requires higher technical and quality level, Yuh Chyang is the first one that comes to mind." President Tzeng said proudly, "The most difficult customer he met years ago has now become





the best friend and Yuh Chyang's biggest customer, and only such insistence can bring forth sustainability." Yuh Chyang's focus on quality control resulted in the customers' trust in its products, good reputation, and stable cooperation in the long term.

Passion & Teamwork

President Tzeng said frankly that reasonable profit is no doubt the power source for providing the best service. Let's say, if "profits" are the physiological needs, then the "sense of achievement" generated from initial sample developing to mass production, fulfills Tzeng's "psychological needs." President Tzeng loves to try and put together new techniques in his free time, and his passion for R&D goes from himself to all the staff of Yuh Chyang. The company sets up designated projects for special cases, and dispatches the projects to different exclusive QC personnel to supervise from sample making to manufacturing, mass production, and inspection. "Everyone is well aware of his or her duty, and each specific case is handled by exclusive personnel. Through this, we can ensure consistency in quality requirement."

Open-mindedness & International Insights

"Stepping out of your own box" is the key to stretching your techniques to the market. Over the years, Yuh Chyang has been proactively attending global exhibitions, including National Industrial Fastener & Mill Supply Expo, Fastener Fair Stuttgart, Fastener Fair Hannover, Int'l Hardware Fair Cologne, and fastener expos in Shanghai and Guangzhou. Through exhibitions, the company can not only increase its presence but also witness the market trend and technical exchange. If you happen to come across Yuh Chyang in a fair, feel free to drop by because it could be your "best business partner" for success.

Cultivation in Precision Parts & Automobile Market Crossing over to New Medical Components

Yuh Chyang is reputable for micro precision fasteners and components for spheres of automobiles/motorcycles. It supplies safety parts for core engines and braking systems to BMW, VOLVO, Benz, and Scania. Yuh Chyang's

production ranges from $\Phi 1\text{mm}$ to $\Phi 100\text{mm}$ in diameter, and up to 1,000mm in length. It processes materials including stainless steel, steel, aluminum, and copper. Its revenue is deeply rooted in the European market (60%), North American market (25%), Asia (10%), and the Middle East (3%).

Yuh Chyang has performed well and earned clients' trust in the field of micro precision fasteners and components for automobiles/motorcycles. Coupled with strong confidence in techniques and quality, the company successfully stepped into the field of medical components. President Tzeng said, "Yuh Chyang never sets boundaries for target markets and territories, and it fully complies with customized production of special parts. Our new product release this time is the best proof of the ability to excel our previous models." In the future the company will hold on to high-quality, highly technical, and customized special parts, and it will focus on European and American automobile and other high end component markets. Yuh Chyang welcomes clients from various fields to inquire and place orders.



Capability to design special measuring device