

# POPULAR FASTENER BRANDS IN EUROPE

by Tanya Shih, Fastener World Inc.

**T**he stable, mature, and vast European market has demonstrated a firm and steady fashion in dealing with the debt crisis and has been gradually getting away from the dim and stagnant situation since the end of 2013. This proves the competence of Europe to continuously attract various industries.

The warming economic condition livens up European automotive and construction industries, and reflects upon the demand for fasteners. As the long-term supplier of the European fastener market, Taiwan is a direct beneficiary and is in an even more close relationship with Europe. Prior to the advent of Fastener Fair Stuttgart 2015, the largest fastener show in Europe, Fastener World Magazine here brings you top 5 quality suppliers in long-standing cooperation with European market players.

Chan Hsiung Factory: "Secret Weapon" of Car Manufacturers

Joker: The Backstage Promoter for Hollow Wall Anchors

Wyser Shows Increased Sales to Europe Within 3 Years

Hwei Nen Enters High-end European Market

Chang Bing: DIY Hardware Maker with CNC Machining Technology





“Secret Weapon” of Car Manufacturers

# Chan Hsiung Factory- The 1st Taiwanese Fastener Manufacturer Accredited by VW

**T**he manufacturing technology of Taiwanese fastener factories is globally admired. Most analysts think that automotive fasteners will be a major focus of the fastener industry for at least the next 10 years. This time we are pleased to invite “Chan Hsiung Factory” to share the key elements of gaining accreditation of VW.

## Continuous Technical Upgrade to Reach the Top End

## Humility Wins Customers’ Loyalty

Alian, Kaohsiung-based Chan Hsiung Factory, has a 9,700 sqm factory and nearly 100 employees. Every month it produces over 1,000 tons of fasteners. From its establishment in 1980 through the current scale of the company, the journey has not always been smooth. President Henry Lin said, “In the past, we used to decline customers’ visits to our factory, but now we welcome visits from all guests at all times.”

Chan Hsiung Factory has been certified by ISO 9001, ISO/TS 16949, and ISO 17025. It not only supplies to the machinery and construction sectors, but also supplies automotive fasteners for seat belts, seats, engines, wheels, and suspensions that require high safety coefficients. In 2012 it received the evaluation result from a VW supplier and got approval for its Grade 10.9 screws in Sep. of the same year, the highest recognition many fastener manufacturers would like to get. President Lin said, “Sweetness after sweat! Our success can not only be attributed to the efforts of all our employees, but also our loyal customers from Europe and the U.S. who helped us to step into the business of automotive fasteners.”

The way of doing things really matters and strategy differs in different markets. Chan Hsiung thinks that the best service for customers is offering them high technology and quality products. We can generalize it as “the Law of Attraction.” Mature markets including Europe and the U.S, famous for high technical levels and quality, are accordingly where Chan Hsiung’s customers are from. President Lin added, “Taiwanese manufacturing technology has strong technological backup and is famous for its service. However, only fair and reciprocal cooperation can result in stable and long term orders.”

Fastener Fair Stuttgart 2015      Venue: Hall 8      Stand No.: Y70

Chan Hsiung will exhibit in its customized booth in March 2015 and demonstrate its

3 bestsellers, popular in both the European and U.S. markets in recent years, including MATHread® patented screws, dodecagonal screw-in fasteners, and weld bolts, which are Chan Hsiung’s major products and are widely used in the automotive industry.



Pic. 1 The Chan Hsiung team. President Henry Lin (2nd from right) praises quality assurance section chief Kevin Lin (1st from right), plant manager Leo Lin (1st from left), and sales Lulu Lin (2nd from left) for their efforts, cooperation, and the creation of harmony in the company.



Pic. 2 A fully utilized quality control laboratory has been recently installed with a new automatic inspection facility.



Pic. 3.4.5. A well-regulated working area with 40 sets of manufacturing facilities and 2 sets of heat treating equipment.





# Joker Industrial Dedicated to Construction Fasteners

## President Huang Accentuates "Organic Corporate Management"

**J**oker Industrial Co., Ltd, established in Changhua (Taiwan), started as a maker of hollow anchors. For the last 30 years, the company has been improving and stabilizing the quality of products based on the feedbacks of users and clients. With spontaneous R&D, it improves product safety and assembly convenience. Its iconic products have been successfully sold to Germany, France, UK, the U.S., and Japan. In addition, other products including woodworking anchors, wall anchors, concrete anchors, rivet nuts, spring bolts, and composite concrete bolts, are all admired by clients.

Hearing excessive stress has brought problems to the health of many peers in the industry, president Pang Ching Huang, with 30 years' experience, thinks that running business is like growing organic vegetables and learning how to manage and sustain the operation of a company is



very important. Although there may be internal conflicts and ups-and-downs in the business growth, the company can still keep its sustainable operation through effective communication in inevitable conflicts, which is like growing organic vegetables (as year after year the quality of soil will become better and better). The factory and equipment are like the farmland; employees act as farmers; products are like organic vegetables. Only with these concepts in mind can the legacy of a company be passed on year after year, and successors will be able to run the company with more ease and health.

In President Huang's point of view, organic business running is like the procedure of growing a small tree into a big one. It has to face ups-and-downs and challenges in various markets at all times, as trees reacting to seasonal changes by growing and dropping leaves to stay alive without falling down. Huang is gratified and pleased to be a part of the fastener industry and considers it a right way to go. He wishes every peer in the industry a pleasant business running and enjoyable organic lifestyle (i.e., no illness for good).

Fastener Fair Stuttgart 2015      Hall 8      Stand No. W91

Joker Industrial, locating all its production bases in Taiwan, is developing "standardized and automated production" and expects to finish most part of it by 2015, in order to satisfy clients' needs with quality and capacity.

Additionally, Joker Industrial will showcase the all new Sissy Stud series (as a replacement for expansion screws) in Fastener Fair Stuttgart 2015, whose tri-thread design has been patented in Europe, the U.S., Canada, Taiwan, and China. The certification of ETA is also impending. The Sissy Stud series can penetrate 60-series concrete base materials with improved stability, safety, and operating efficiency. Interested purchasers are welcome to visit Joker Industrial's booth for face-to-face inquiries.





# Hwei Nen Enters High-end European Market

## “R&D, Quality, On-time Delivery” First

**H**wei Nen Co., Ltd., established in 1990, operates like a R&D division (or like a firefighter, metaphorically) for fastener traders and makers with its committed customized service and precise manufacturing ability. Andrew Chen, the second generation, says product development is the most important procedure in the company's production line. Fastener products developed or customized as per clients' drawings have been widely applied in fields like automobiles, railways, military, electronics, etc. Specifically, these products are special screws and bolts having sizes between M5 and M16, lengths between 10mm and 200mm, and grades at 4.6, 5.8, 8.8, 10.9, 12.9, and A2/A4.

### “Quality & On-time Delivery” is Crucial to a Mature and Less Accessible Fastener Market

For a long time, Hwei Nen has been exporting products via traders and makers to the U.S. and Europe. Its “R&D spirit” for customer satisfaction commitment aggregates technical experience and sensitivity to trend in each time of service. Andrew says outright, “Bringing a high quality fastener to a mature market is like two experts about to cooperate, and it requires quite a lot of efforts and mutual approval before the cooperation can come true. Once the approval establishes, it will sustain. This is especially characteristic of European clients.” In addition, healthy financial system and complete traction safety are also characteristic of a mature market. A mature market attracts many companies that grow steadily and look for business

sustainability. This phenomenon makes a mature market harder to tap into.

European clients are extremely stringent on quality control and lead times when it comes to manufacturing procedures. Therefore, it is necessary to build and enforce strict quality inspection and it is critical to deliver goods on time. To fastener suppliers (including makers and traders), they need expanded distribution channels, improved product quality and well-controlled delivery pertaining to their own capabilities. Andrew adds, “We should not blindly expect to get orders of high profit in a mature market. We should earn stable orders one by one.”

### Hwei Nen Features: “R&D Ability” & “Communication Without Blind Spot”

Product development usually requires a long time of confirmation. Samples have to travel between Taiwan and Europe for continuous confirmation and technical discussion. The longest recorded period from R&D to mass-production was over a year. Sometimes communication without blind spots is part of quality service because we earn not only clients' trust and recognition to our techniques but also their acclaims to our service. This is our spirit of commitment.

Now, the second generation of Hwei Nen is actively planning to open up distribution channels through global major fastener shows, traders, and professional media. We can look forward to seeing this quality premium fastener developer in the market from the start of 2015.





## DIY Hardware Maker with CNC Machining Technology

# Chang Bing Sees Potential in European Markets



**A**ccording to statistics, there were up to 1,275 fastener and hardware companies in Taiwan as of the yearend of 2013. With so many competitors around, it would be impossible to secure market share without showing specialty. This is especially true to those companies established in the 80's, which have gone through two industrial crises.

Located in Chuansing Industrial Park of Changhua County, Chang Bing Enterprise Co., Ltd is the experienced hardware maker with the aforesaid background. It was founded in 1976 and has welcomed the joining of the second generation since 2009, heralding a new era for the company.

### DIY Hardware Is Chang Bing's Bestseller in Europe

Certified by ISO 9001:2008, Chang Bing can supply hardware in carbon/stainless steel, copper, plastics, zinc alloy and other materials. It has high R&D ability and has entered the field of CNC machining. Since its day one, the company has released over 100 series and over 1,000 types of products. Noticing the importance of technology, the company introduced CNC technology, which could help expand its product portfolio, improve precision of products, and elevate R&D of molds. Its plant combines automated and semi-automated production lines involving production, packaging, quality assurance, and a mold room. Quality (yield rate and precision) and lead time (30-60 days) are strictly controlled in the plant.

Chang Bing's products are primarily sold to Europe, USA, Australia, Japan, et al. The company initially started

by selling hooks including cup hook, square hook, screw eye, screw hook used for wooden buildings, as well as household S hook, gate hook and eye, pegboard hook, storage hook, picture hanging hardware, zinc alloy Towel Rail Brackets, coat and hat hook, etc. Small lot and diversification strategy open up new possibilities for Chang Bing. Currently, orders for fasteners like eye bolts, U bolts, J bolts, turnbuckles and plastic anchors (wall plugs) remain stable. Additionally, customized packaging service has become Chang Bing's critical advantage in the DIY product market.

### Automotive Market Drives up the European Market

Europe has always been the heartland of the automotive market. As the global and industrial conditions are warming up, regarding the future trend, Chang Bing thinks it can make R&D investment in value-added products for automobiles, bikes (sports), medical applications and so on. It is notable that such market will have greater demands and more stringent requirements on quality. Gradually adopting new technologies and managing production process is the only way to better guide the company in transition and reach a new business record.



# Wyser Shows Increased Sales to Europe Within 3 Years

**W**yser International Corp., once interviewed by *Fastener World Magazine* in a feature on "Superior Traders" 3 years ago, is a well-known automotive fastener supplier. Over 60% of its products are automotive fasteners. Taiwan-based Wyser, having its own technical partners and over 20 years of marketing experience, is fully capable of supplying high-quality and highly efficient satisfactory service according to customers' drawings. It has established stable cooperation with importers, exporters, distributors, and factories in Europe and the U.S. and its products are widely used by famous car manufacturers like GM, Ford, Benz, BMW, Toyota, Honda, and VW.

## Europe, the Potential Market for Automotive Fasteners

President Thomas Kan of Wyser says that two major fastener markets incl. Europe and the U.S. both have complete economic and trade systems, which ensure the safety of transactions with them. However, in terms of automotive fasteners, U.S. and Taiwanese suppliers started their business earlier than European suppliers, so their supply-and-demand in the markets is comparatively complete. European automotive fastener suppliers, though starting their business later than Taiwanese competitors, have more potential customers, so the margin for development is comparatively larger.

## Consolidate Quality with Wide Plant Area & Promote Sales to Europe

3 years ago, Wyser had only 51 employees and over 50% of its sales was in the U.S. market. Now Europe and the U.S. have become two of its major markets. President Kan said,



"This has much to do with how Wyser has positioned its products. Customers of automotive fasteners are usually from highly industrialized countries like the U.S. and Europe. After Wyser successfully gained its entry to the European market, the demand for its products increased, and the company continued to grow."

To win customers' trust is, of course, the promise of Wyser for quality. Most people in Taiwan may think it unnecessary if a trading company wants to buy the factory area that spans about 4,300 sqm, but Wyser arranged for the quality control system in order to realize zero-defect policy of products, including a complete set of quality inspection facilities (e.g., 3D testing instrument, tensile/torque testers, etc.), the deployment of teams for quality control and management, as well as a great number of staff to execute random tests on fasteners produced by cooperative factories. President Kan said, "Employees of Wyser are loyal to their jobs and have no fear for insufficient experience. They won't make the same mistake twice. What Wyser provides to customers is a sense of comfort and trust, as they can always feel safe to buy any professional service from us."

**We believe that "There is no shortcut to successful management of a company, and the key is to go forward step by step."**

**So we always base on principles of "targeting correct customers to complete the customer base" and "maintaining good relationship with existing customers and developing new ones."**

