

# Main Players of Aluminum Fastener Export in Europe

by Sharareh Shahidi Hamedani

Excluding Germany, which is the leader of exported fasteners (made of steel and non-steel), other European main exporters in the colored fasteners (made of copper and aluminum) are as below:

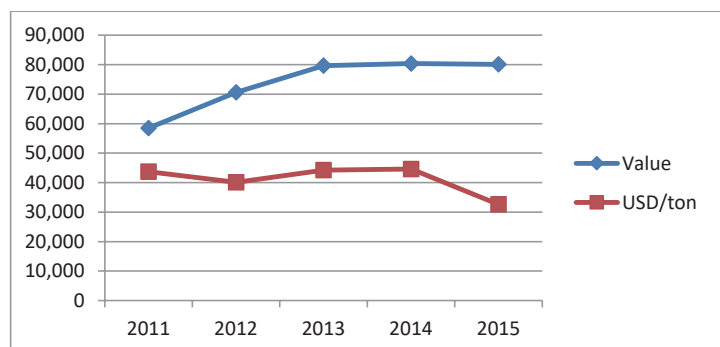
Exported Aluminum Fasteners (2015)			
Country	Value	Quantity (Ton)	USD/Kg
France	80,068	2,454	32.5
Spain	50,643	4,502	11.3

## 1-France

After Germany, France is the 2nd biggest European exporter in this case. It could sell aluminum fasteners for USD 32.5 in each kilogram in 2015. The trend of the growth in this case has been shown in the following table and graph.

	2011	2012	2013	2014	2015
Value	58,500	70,635	79,647	80,381	80,068
Quantity	1,340	1,762	1,804	1,801	2,454
USD/ton	43,700	40,100	44,200	44,600	32,600

Values are in thousand USD



### Points:

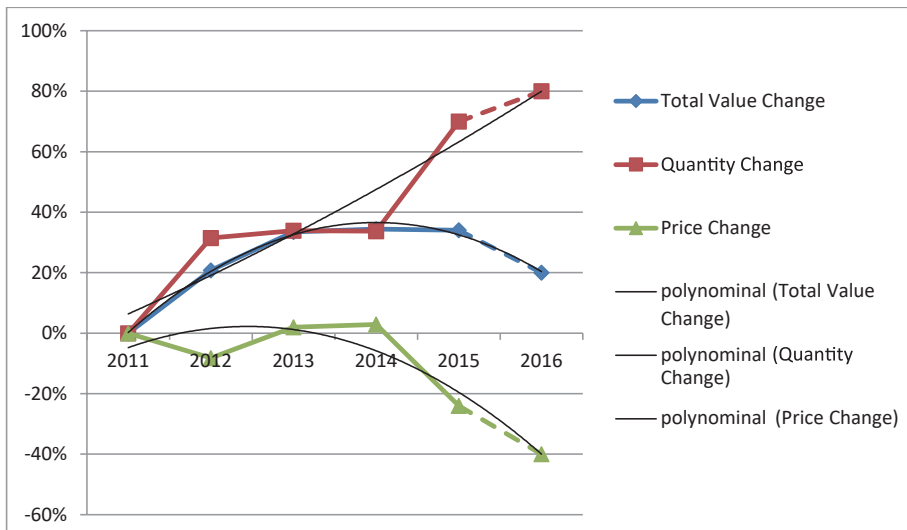
**A-** It is very normal that when French exporters reduce their prices, their export quantities increase, but the main question is how much French suppliers should decrease their prices until the price effect on the total value becomes positive?

In 2012, the total amount increased by 20.7% from 2011. During the time French exporters decreased their fastener prices by about 8.2%, and therefore, their exported quantities increased by 31.5%. So, it was a smart decision that did help them improve their numbers.

Other price reduction happened in 2015, French exporters decreased their fastener prices by about 26.9% from 2014; their exported quantities increased by just 0.4%. During the time the reduction price tactic did not cause a positive result.

In 2013 and 2014, French aluminum fastener exporters increased their prices as below:

In 2013, they increased their prices by 10.2% from 2012, and in 2014 they increased their prices by 0.9% from 2013. The results in their quantities of export were interesting. In 2013 their export quantities increased by 2.4% from 2012, and the total amount of French exported aluminum fasteners increased by 12.8%, and in 2014 their export quantities decreased by 0.2% from 2013. Although the quantity decreased a little, the total amount grew by 0.9%.



**B-** Based on trade lines in each item, we predict that in 2016 French aluminum fastener export will reveal the following changes:

a. The unit price of their export will be around 26,500 USD/Ton (Although the price is predicted through the trend line but we guess that the price will be around 33,000 USD/Ton in 2016).

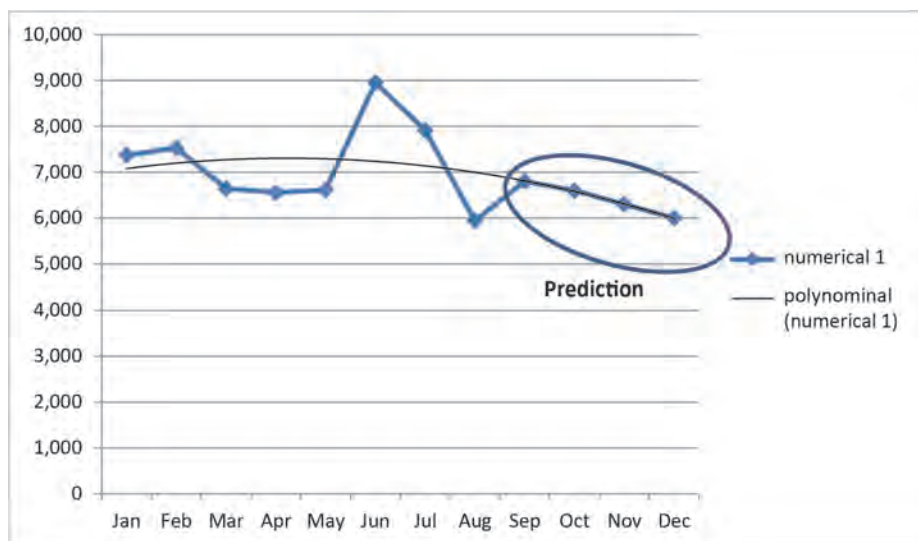
b. Quantity of their export will be around 2,500 tons.

c. Based on the trend line, the total amount of their export will be around 70 million USD but we modified it to 82.5 million USD.

C- The analysis of French export statistics until August 2016 shows that they have exported a sum of 57,524 thousand USD and its quantity reached a total of 1,700 tons!! It means that the unit price of each kilogram of aluminum fasteners was USD 33.8 (see the following table):

2016								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Value	7,373	7,527	6,646	6,555	6,611	8,952	7,914	5,946
Quantity (KG)	247	176	210	209	211	263	223	161
USD/Kg	29.9	42.8	31.7	31.4	31.3	34.0	35.5	36.9

The right graph predicts that the total value of French exported aluminum fasteners is around 88 million USD (6.25% fluctuation with our first prediction) and the quantity is about 2,500 tons (the same as our fluctuation).

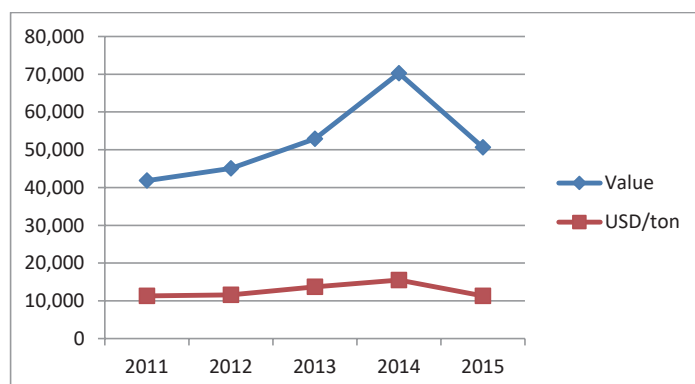


## 2-Spain

Spain is the 3rd biggest European exporter in this case. It could sell aluminum fasteners for USD 11.3 in each kilogram in 2015. The trend of the growth in this case is shown in the following table and graph.

	2011	2012	2013	2014	2015
Value	41,813	45,087	52,889	70,271	50,643
Quantity	3,697	3,892	3,851	4,532	4,502
USD/ton	11,300	11,600	13,700	15,500	11,300

Values are in thousand USD



### Points:

In 2012, Spanish exporters increased the total amount by 7.8% and decreased the fastener prices by about 7.8% from 2011.

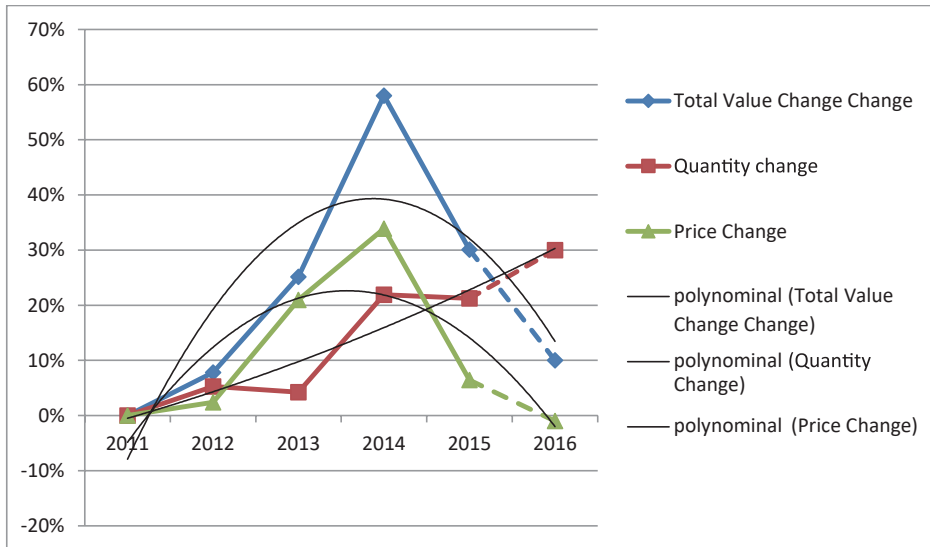
In 2013 and 2014, Spanish aluminum fastener exporters increased their prices again as below.

In 2013, they increased their prices by 18.6% from 2012, and in 2014 they increased their prices by 12.9% from 2013. The result of this action in their quantity of export is interesting. In 2013, their export quantity

decreased by just 1.1% from 2012, and therefore, the total amount this year increased by 17.3%, and in 2014 their export quantity increased by 17.7% from 2013, causing a 32.9% growth in the total amount.

In 2015 Spanish exporters decreased their fastener prices by about 27.5% from 2014; their exported quantity decreased by 0.7%. This unit price reduction not only did not help them but also caused reduction in their export quantity.

Higher price sale is better for Spanish fastener suppliers.



D- Based on trade lines in each item, we predict that in 2016 Spanish aluminum export will show the following changes:

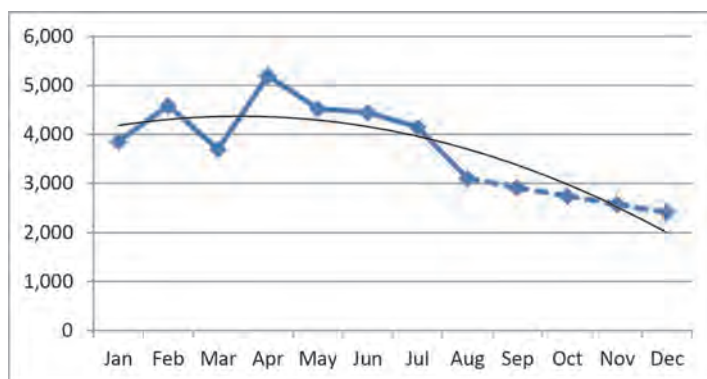
- The unit price of their export will be around 11,200 USD/Ton.
- The quantity of their export will be around 4,800 tons.
- Based on the trend line, the total amount of their export will be around 46 million USD. However, if we multiply the predicted unit price with the quantity, the amount will be around 54 million USD.

E- The analysis of their export statistics shows that Spanish suppliers exported 33,528 thousand USD until August 2016 and its quantity reached 2,719 tons!! It means that the unit price of each kilogram of aluminum fasteners was USD 12.3 (see the following table).

2016								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Value	3,851	4,586	3,692	5,195	4,519	4,448	4,142	3,095
Quantity	299	380	290	439	362	375	324	250
USD/kg	12.9	12.1	12.7	11.8	12.5	11.9	12.8	12.4

Numbers in red do not have high accuracy

The following graph predicts that the total value of Spanish exported aluminum fasteners is around 44 million USD and the quantity is about 3,500 tons. The unit price is about 12.3 USD/Kg.



Picture courtesy of STAND DRAGON INDUSTRIAL CO., LTD.

**Note:**

The dash line in the above graph is our prediction. The above graph shows that Spanish suppliers should be price sensitive instead of quantity sensitive, it means that when the unit price grows, then the growth of total amount will be sharper than the negative growth of quantity. Therefore, it is better that Spanish aluminum fastener exporters should work on the order based method instead of mass production method. ■