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The Vibrant U.S. Fastener Market

by Fastener World



USA has always been considered by global fasteners, fastening tools and related equipment suppliers to be one of the major marketplaces that should never be ignored. Its business opportunities, great market demand and the significant influence over the global industrial development cannot be underestimated, either.

In this issue we invited many superior-quality fasteners, fastening products, hand tools and peripheral equipment suppliers from Taiwan, USA, Japan and Italy, who have gained a solid presence in U.S. market or show great interest in extending the reach into U.S. market, to share with our readers their success stories, which may also become some references for other companies interested in U.S. market in their future development.

Featured Companies:

TAIWAN: Joker, Home Soon,
Chian Yung, Packcraft
USA: Greenslade & Company
ITALY: Beneri S.p.A
JAPAN: Koshinsha



Joker Industrial Co., Ltd.- Growing Step by Step

The Anchor/Nut Expert with Solid R&D Strength to Help Customers Create Added Value

by Gang Hao Chang, Fastener World

Joker Industrial Co., Ltd. established in 1984 in Changhua (Taiwan) was originally an OEM for related anchor products. Through years of development and under the leadership of President Pang Ching Huang, who has got the genes for R&D, Joker has successfully transformed into a professional developer and manufacturer of construction anchor. Its major products include Hollow Wall Wuga Anchors, Jack Nuts and Concrete Screw Anchors, mostly made of carbon steel, zinc alloy, etc.



Many Favorable Things Coming Together Resulted in Joker's Success

The reason President Huang wanted to start his business with anchor manufacturing is that other manufacturers faced difficulties while processing work pieces and turned to President Huang and asked if he could help them solve the problems. The current scale and outstanding achievements of Joker can be attributed to its years of efforts and dedication as well as the resolution to develop anchors that are best suited to each customer's need. Anchors are widely used in many industries. Although they are commonly used parts at comparatively low unit prices, they continue to show great market demand and strict safety requirement, all of which make the team of Joker serious about product R&D. Joker currently focuses on advanced markets like Europe/USA/Japan and certain emerging markets. It has gained a good reputation in the industry for more than 30 years and has even won the recognition and trust of many leading European/US companies such as Hilti and Fischer. Joker's products have become a byword of "sustainability & durability" on many customers' minds.

Innovative R&D

Always Having More and Better Ideas Before Customers Think of Them

Developing new types of time and labor saving anchors for customers has been always considered by Joker's R&D team to be the guideline of the company. Many years ago, President Huang took the lead to develop an innovative stamping technique for nut production for replacing the traditional time-consuming and costly processing method. With such ideas of development, Joker can not only create higher product durability for customers, but is also willing to share the reduced cost with customers and users. The "Sissy Stud" series Joker developed later are also based on these ideas. Compared to traditional anchors, the Sissy Stud series can greatly reduce the required working hours by 3/4 and can be easily drilled and removed without damaging the connected parts. Its design with 3 different patented threads can achieve tighter assembly, create higher pull-out force and better anti-vibration and anti-loosening abilities. Joker's R&D capabilities can be also proved by its Jack Nuts developed in 1998. This type of nuts is created mainly for the attachment of thin metallic plates and can be easily used on plates in 0.3mm thickness. While installed, the total height is less than 1 cm, making it the best choice for fastening related automotive plaques. On the other hand, the hollow wall Wuga type anchor, which has been available in the market for over 30 years, can generate a perfect bracing support of multiple sections after being pulled by the anchor tool, which can not only help users achieve more powerful fastening force, but can also make everyone see Joker's persistence in offering perfect product design to customers.

Let Products Show Their Excellent Quality

The team of Joker never compromises on product quality control and the provision of high quality service. President Huang said, "Good quality

must be dependent upon the strict control over every step, material and manufacturing procedure. We hope that our customers can trust our quality and we also value every customer's feedback as the important reference to our product improvement. In addition to ISO 9001, Joker has been also certified to ETA-14/0374 (the highest-level, option one ETA certification). In the future, Joker is also planning to apply for ICC-ES certification in the US market and exhibit at NIFMSE to let more users in the U.S. market have a chance to experience Joker's high quality products from Taiwan. President Huang added, "USA has been always one of Taiwan's major fastener export destinations and has been a market every industry is eager to expand to. Joker wants to introduce good products to the US and sincerely hopes that consumers can fully realize that Joker can definitely become your long-term business partner."

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Home Soon Enterprise- The 30-Year-Old Brand Dedicated to Offering Customers High Quality Hand Tools

by Gang Hao Chang, Fastener World

As a specialized sockets, wrenches, bits and related hand tools manufacturer headquartered in Wuri (Taichung), Home Soon Enterprise Co., Ltd. has gained a solid presence in the industry for over 30 years and has been trusted and recognized by customers worldwide. Supported by its professional R&D team, Home Soon has developed nearly 1,000 types of hand tools, mostly made of 6150, BT9865V, S2, SCM440, 50BV30 and other innovative materials developed by Taiwan CSC. Besides general standard products, Home Soon's robust R&D team can also design and manufacture the best products as per customer's need, drawing and idea. They can even assist customers in time in solving the issue of failure to fasten defective products, making Home Soon win the reputation of "Dr. Screws" in the industry.



Proactive Vision to Introduce Automated Production

Favored by the growing global fastening tools demand, the annual capacity of Home Soon is about 0.3 billion pieces and its export volume is up to 1,800 tons. In response to such a large-scale production and the concern about insufficient labor due to low birth rates, Home Soon has continuously focused on the investment in automated production since 1980s. Through decades of development, the efficiency of Home Soon's production line has been greatly increased from "one man in charge of one machine," "one man in charge of 3 machines," to even "one man in charge of 22 machines." With the automated production line, Home Soon can achieve the capacity of 8 men with only one machine (rather than 1 man with one machine). President Ernie Lin said, "While most of the companies are concerned about insufficient labor force, Home Soon cares more about the continuity of our order intake. Accordingly, our automated production can continue to run smoothly. Our customers don't even have to worry about delayed shipment when they place orders to Home Soon."

Five-Star Service to Satisfy Different Customers' Fastening Needs

As Home Soon's products are mainly supplied to end-users, every customer is important to Home Soon. It not only values customers' feedbacks after they use Home Soon's products, but can also make instant improvement to issues (e.g. quality, hardness, durability, torque, appearance, etc.) submitted by customers. Establishing a bilateral and smooth communication network with customers is the guideline for Home Soon to handle customers' questions. President Lin added, "We always sit together with each responsible unit to figure out solutions, as

this is not only the most efficient way to target the real problem, but is also the quickest way to understand each company's requirement, thus creating a win-win." Owing to the dedication to offering good service, Home Soon's hand tools have been adopted by many car manufacturers and well-known companies.

Eyeing the World Market and Becoming an Enterprise with Good Faith

Over the past years, Home Soon has been actively developing its markets around the world. In addition to Europe and USA, it also makes efforts to develop markets in Latin America, India and Central Europe, etc. President Lin said, "The whole world is our market and we value each of our customers. If humans are moving to live on the Moon in the future, Home Soon will definitely set up our supply operation there to serve our customers. Home Soon welcomes cooperation with industrial partners and would be pleased to work hard with them to acquire automotive certification or even aerospace certification. As an enterprise with good faith, we will continue to use high quality materials from Taiwan CSC, focus on material R&D, adopt the strategy of "one machine for one customer" and strive for a better Taiwanese economy with customers in anticipation of becoming the worldly known Taiwanese hand tools brand."

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Chian Yung Corporation- The Master of High Quality SEMS Manufacture

by Gang Hao Chang, Fastener World

Established in 1987 in Wugu, New Taipei City, Chian Yung Corporation has been an industry leading manufacturer of SEMS in Taiwan. With more than 30 years of dedication and two times of factory relocations in response to increasing market demand, Chian Yung has successfully become a specialized SEMS manufacturer with a team of 50 technical specialists and a factory of around 4,959 sq. m. Facing the ever-changing demands and challenges for SEMS, Chian Yung always has its own R&D plans that take the lead in the industry. Thus far, Chian Yung has been able to produce high quality and performance SEMS made of carbon steel, stainless steel, copper, etc. in sizes between M2-M10, and lengths between 5-90mm.



With an aim at fully satisfying customers' demand and after the factory relocation to Benjhou Industrial Park in 2012, the development of the company could be said to have reached a new milestone. The proximity to Taiwan's major fastener manufacturing hub and its modern facilities are all favorable factors to help the excellent team of Chian Yung to do a better job. The current annual capacity of the company is around 600 billion pieces. It can not only efficiently manufacture standard parts, but can also manufacture products that are best suited to customers' demands based on their submitted drafts. Due to all these efforts, the Chian Yung brand is considered one of the best sourcing origins for SEMS by many foreign/domestic customers.

Chian Yung never compromises over quality. For many customers who have been cooperating with Chian Yung for years, Chian Yung's products are synonymous to high quality. Chian Yung acquired the ISO 9001:2008 certification in 2003 and was later certified to ISO/TS 16949 in 2015, which not only significantly shows the resolution of Chian Yung to expand its business territory to the automotive fastener supply chain, but is also a recognition to the efforts Chian Yung has made in product R&D over the past years.

Chian Yung positions itself as a Tier2/Tier 3 supplier. Although it has not established direct cooperation with car manufacturers, its products relevant to the automotive application represent roughly 30% of its total capacity.

Facing the competitive industrial environment, President Chun Rong Chiu is, however, not worried about it. He said with confidence, "The corporate organization of Chian Yung is a flat structure, so smooth communication can be established among our divisions and the executive efficiency of our team can be best optimized. In addition to our on-time delivery, superior quality and fast response to customers, our customers even have nothing to worry after they place orders."

Chian Yung started the improvement of its screw assembly machines on its own more than 20 years ago. Nowadays, its manufacturing lines have gone into the stage of fully automated production. When its competitors continue to sort their parts only after they are produced, Chian Yung's machines can already sort defective parts during production, which can not only greatly reduce the production cost and defective rate, but can also achieve the excellent defective rate below 50ppm.

Furthermore, for building up a more complete quality control system, Chian Yung also purchased tensile strength and salt spray testing machines in 2015 to conduct tests on products with grade or salt spray requirements and provides data to associate electroplaters to make improvements. Chian Yung is also active in helping customers renovate products and has added more budget on the development of modules and dies. President Chiu emphasized, "Our goal is to make customers understand the advantages of SEMS when they buy our products and continuously improve and simplify manufacturing procedures and focus on good quality, quality control and cost reduction."

While European and U.S. automotive fastener demand is increasing and purchasers are looking for better suppliers around the world, Chian Yung can definitely help customers reduce total manufacturing hours and inventory and management costs, fulfilling multiple benefits of "no unnecessary cost and increasing the competitiveness of products and added value."

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Greenslade & Company, Inc.- The Simpler and Better Solutions Provider for Global Fastener Gaging & Calibration Needs

by Gang Hao Chang, Fastener World

The Fort Worth, Texas-based Greenslade & Company Inc. is a world's leading company specialized in offering high-quality gaging products & services for the global fastener industry. Incorporated by the former company owner Joe Greenslade in Rockford, Illinois in 1978, Greenslade & Company has made a big leap forward since its calibration laboratory was accredited in 2000 and since Mr. Larry Borowski and Mr. Larry McLaughlin took on the ownership from the founder Joe Greenslade. Through decades of effort and development, Greenslade & Company has not only shown robust strength in development of standard/custom gaging related to fastener inspection, but also has expanded its accredited calibrations to go beyond the strict dimensional format.

Gaging products of Greenslade & Company are widely used in many industries around the world, particularly in the automotive, medical, aerospace, commercial, oil & gas and construction industries. With the support of its ISO 17025 certified calibration laboratory, Greenslade & Company is able to process products in its lab and have them 100% certified before products are allowed to leave the warehouse, which could significantly reduce the potential cost and risk of goods return due to the misuse of disqualified gaging products by customers.

For years, the professional team of Greenslade & Company has been dedicated to the R&D of high quality gaging products and services that can be best suited to various needs of customers from different industries. Recess Checker™, Lengthchek™, N-Spekt™, Major Gage™, Fastation™ to name a few are all patented products of the company and have been adopted by many customers to deal with gaging issues which continue to be of great concern to the industry. President Larry Borowski of Greenslade & Company said, "The design of all of our products is solely based on the idea of "Simpler is Better", since the end user needs to be able to use these gages quickly and easily, and they have to be robust enough to stand up to machine shop type environments."

One of the wide array of services Greenslade & Company can offer is its calibration laboratory.



"Combining the equipment used for calibration with our fastener inspection equipment, there are not many fastener inspections jobs that we cannot do," President Borowski said with confidence. Being well rooted in the fastener industry and holding seats at major fastener committees such as ASME and SAE, Greenslade does have many resources at its disposal to handle most fastener related consultation needs.

In addition to general fastener gaging and calibration, Greenslade also offers a very helpful data collection software "N-Spekt" that can both benefit small and large companies. Small companies get the benefit of having all their data stored electronically, and can submit professional looking inspection reports to their clients. Larger companies benefit from the networking capability of the software where someone sitting in an office in Ohio, can instantaneously view inspection reports generated by their facility in China. Moreover, in order to make sure customers with demand for certain equipment are fully satisfied, Greenslade & Company has also established a strategic alliance with an industry leading manufacturer of custom high-end fastener testing equipment, TesT GmbH since Feb 2017, making the service range of Greenslade & Company more complete and customer-oriented.

President Borowski emphasized, "Greenslade & Company, Inc. can help support customers with our gage offerings as well as our technical knowledge of the fastener industry and we can help customers develop their quality program, and teach them to better understand the basic inspection requirements."

Looking forward, Greenslade & Company will continue to focus on reinforcing its brand awareness and try to grab the largest market share in the industry. Through participation in fastener trade shows in Las Vegas and Chicago and the cooperation with its representatives in Taiwan, India, Brazil and China, Greenslade & Company will work hard to play an essential role in supporting customers and industries with high quality inspection needs.

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BENERI SpA- Offering Retaining Rings & Washers with Truly Italian Quality

by Gang Hao Chang, Fastener World

Based in Vamadrera (Italy), BENERI SpA, founded by President Giampietro Bernabeo has been dedicated to the production of standard retaining rings in metric/imperial sizes and washers in metric sizes compliant with DIN and ASME specifications for half a century. Having five plants in Italy and throughout the world, the ISO/TS 16949/2009 and UNI EN ISO 9001:2008 certified BENERI is capable of completing all manufacturing processes of its products in-house (except for a few surface finishes).

As BENERI has capabilities of mass production of 20 million pieces of products per day and can offer high quality, competitive prices, large-quantity shipments, on-time delivery and excellent stock (nearly 95% of its part numbers available in its Italian stock), many important fastener distributors have become the most consolidated business partners with BENERI since the early 1980s and most of end users of BENERI's products are from the OEM and automotive industries.

The business of BENERI started in the '60s, when its professional team dedicated themselves to the R&D of "WASHERS," which no company in Italy could produce and, however, were highly demanded by OEM and automotive industries at that time, making the company win relevant businesses with many leading brands such as FIAT, Renault and Olivetti Ivrea. "BENERI is synonymous with excellent quality and service; we think this is the main reason for many important OEMs to choose our products," President Giampietro Bernabeo said proudly.



Being a family-owned company, the team members of BENERI, compared to other large-size corporations, could always show much more flexibility in satisfying customers' needs. Three generations from the Bernabeo family have been placed in the most suitable management positions to make sure each customer's requirement be taken care of really well. President Bernabeo said, "BENERI is a small company if compared to the big players in the industry. We consider the company as a big family. We follow each single process directly and on-site, avoiding any loss of time and cost. We know suppliers and customers very well and have long-term relationships with all of them. We personally know our employees and care about each one of them. This is probably our greatest strength."

The services and products of BENERI continue to be customer oriented. For instance, in order to satisfy its customers from the U.S. market, the high-tech mechanical workshop of BENERI could even design and build tooling of the entire range of standard internal and external retaining rings in imperial sizes within only 2 years, which shows BENERI's robust strengths and capabilities to offer its customers better service quality and experience.

With an aim to offer its high quality products to the global related industries and grasp the opportunities to meet all customers, suppliers, friends from the industry and establish new business contact (particularly those in the U.S.), BENERI has exhibited at NIFMSE for 7 consecutive years. BENERI even has a local stock in Chicago to provide U.S. customers with real-time customer service. In this era of "late response may be almost unacceptable to customers," BENERI is doing a really good job in offering customers quick, right-to-the-point and fully satisfying localized solutions."

President Bernabeo added in the end of an interview with Fastener World Magazine, "BENERI expects to be the best standard retaining rings and washers supplier in the market and the only one choice that could offer customers the highest quality parts with the lowest processing costs."

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Packcraft- Customers are Also Partners

One-stop Service to Create Competitive Edge for Customers

by Gang Hao Chang, Fastener World

Taipei-headquartered Packcraft Co., Ltd., established in 1980, is a specialized fastener and hardware trader that offers global clients related service and customized supply chain solutions. Over the past 30 years it has been dedicated to helping clients generate more competitive profit margins on the target markets and is able to propose complete auxiliary service as per client's request. In 2016 the fastener trade division of Packcraft achieved the record of around USD 10 million in revenue. More than 90% of its products are sold to Europe, USA and other advanced markets.



In addition to its Taipei headquarters in charge of global operating strategies, Packcraft also has packaging operations in Kaohsiung, Guangdong, Zhejiang and Ho Chi Minh City. It is able to offer pre-packed various fasteners in low volumes as well as the most complete service network for clients from the world such as W. Europe, USA, New Zealand and Australia. Each of its operations plays an essential role- The Kaohsiung operation handles the R&D of high-end DIY fasteners for European/US markets; the Jiaxing(Zhejiang) operation take the responsibility for the R&D of "strategic" fasteners for European/US/New Zealand/Australian markets; the Vietnam operation is in charge of fasteners for European/Canadian markets; the Dongguang operation is responsible for the R&D of new products and hardware (excl. fasteners) for European/US markets. This "one operation with one specific task" strategy fully demonstrates the dedication of Packcraft to offering the complete range of products and service to different markets, industries and clients.

Sales manager Josh Chien said, "Packcraft mainly supplies to retailers with the demand for low-volume pre-packed products. Different from general manufacturers only

focusing on high volume orders, Packcraft shows much more flexibility in satisfying clients' demand for various types and sophisticated design. For the past 30 years we've been collaborating with European leading home improvement retailers and have accumulated a wealth of experience, which enables Packcraft to understand retailers' problems in purchasing and is why Packcraft would choose to set up operations in Southeast Asia to diversify its service portfolio in the supply chain.

"Clients are partners" has always been the motto for Packcraft. For Packcraft, client service is not only to satisfy clients' requests, but also to create added value for clients and transform it into their strength. Sales manager Chien emphasized, "Through collaborative planning, forecast and replenishment, we can share demand information to help buyers reduce their inventory, logistics and shipment costs. The client manager will handle further discussion, keep track of the project, and ensure good quality. Our clients can definitely submit their requests to be processed by Packcraft's one-stop service."

Packcraft's sales are mainly in Europe and America and its annual revenue is about 75% of the Group's hardware business. Facing the challenging product demand from different industries (e.g., IFI-standard fasteners B2B subcontractors use for maintenance & repair), Packcraft is able to quickly offer buyers solutions for their target markets before sales and can greatly reduce the risk of purchasing from abroad through continuously monitoring the quality after sales.

When small to medium sized and regional retailing buyers try to purchase products from overseas suppliers, they usually meet lots of difficulties which force them to fall back on large importers or distributors to replenish their stock. This won't be a problem anymore if they turn to purchase from Packcraft. Furthermore, in order to expand its localized service to U.S. fastener market, Packcraft is planning to set up a warehouse in W. Central America and may also set up one in E. Central America to shorten lead times and maximize the shipment efficiency. With modern corporate operation, Packcraft hopes to become the strongest strategic partner of the industry and help clients reach another high peak.

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Japanese Top-notch Fastener Counting Machines Maker Koshinsha Co., Ltd.

by Dean Tseng, Fastener World

Koshinsha has turned 40 years old. It started as a factory automation machine distributor until someday it got an R&D order from a Japanese giant and started making machine controllers. Later, it gave birth to what is now widely known as “Digital Area Counters” to solve the problems of fastener clients suffering the inevitable miscount of traditional “sensor-type counters”. Furthermore, it also develops “environment improvement machines” such as dust sensors in response to carmakers request, as well as distributes coolers/heaters. It even has a foothold in the food industry, because surprisingly its Digital Area Counters are used to count food materials, frozen foods and even plant seeds besides fasteners. This proves Digital Area Counters can count many types of products with complex shapes. At this point, you must be curious what is so accurate and versatile about Digital Area Counters.



Koshinsha Core Technology: Groundbreaking Fastener Counting Algorithm

Digital Area Counter is Koshinsha's counting system comprising an LED light source, a camera, and a digital area counter controller. The system combines the patented Algorithm, Field Programmable Gate Array (IC), and CPU to make high speed and accurate fastener counting possible. Now here's how the system works. Your fasteners are carried by a belt conveyor or a rectilinear vibrating feeding system, the fasteners drop before the LED light source, and then the counter detects the fasteners' silhouette and determine the number of dropped fasteners. If multiple fasteners overlap with each other during the drop, the counter will compensate for the overlap based on the fastener specifications registered as default settings, and count the right numbers. Moreover, the counter can even cancel counting metal dust or paper dust that shouldn't be counted in the first place.

In my interview with the executive director Mr. Mitsuhide Sirakawa, he said: “Such counting technology hasn't received attention until lately. In the past, the use of weighing scales was enough for fastener counting and shipment, but not anymore now, because domestic parts are increasingly exported to be assembled overseas, and scales cannot cope with the increased amount of export.” Additionally, the miscount caused by vibration or attached fluids is a big drawback of scales, particularly when counting lightweight precision screws or pressed parts with complex shapes. Currently, there's another way of counting which is by a light sensor, but it has some drawbacks: (1) Slow processing speed and higher cost due to the inability to do simultaneous multiple-lane counting; (2) Low precision (Tending to miscount nuts because their hollowed centers will mislead the light sensor); (3) Sensor sensitivity must be frequently re-adjusted when trying to avoid dust, or be completely cancelled to avoid larger scraps; (4) The fasteners have to stay close to the sensor which is more likely to be contaminated by fluids.

On the other hand, Koshinsha's Digital Area Counters can count fasteners on multiple lanes simultaneously, thus becoming faster and cost saving, and the lens-protected sensor is set at a distance from the dropping fasteners so there is no concern for fluid contamination. Digital Area Counters can also be used with Koshinsha's environment improvement machines to remove attached dust and count fasteners in a continuous production line.

New Product Development & Prospect

Koshinsha has a myriad of renowned clients including Toyota / Honda's parts suppliers, and Nitto Seiko. The executive director noted, “Carmakers' requests are pushing fastener makers to switch from weighing scales to counters. Although our focus is on the Japanese market, we are already supplying products to China and Thailand.” The company is developing a new sorting machine designed to visually detect incorrect products on multiple lanes of conveyors. This machine will be able to sort over 3,000 products in a minute. “The trending topic of the Japanese fastener industry now is accurate number of products and mix-up prevention. We will even roll out color camera equipped sorting machines that can sort by colors.” He added, “We are seeing increasing incoming orders and expect revenue growth while keeping an eye on the United States' withdrawal from TPP and its re-examination on NAFTA”. Koshinsha has exhibited at FOOMA JAPAN 2017 in mid-June where visitors could find its latest development.

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