

FONG YIEN to Develop U.S. Market

With ASME B18.15 Shoulder Eye Bolt *by Gang Hao Chang, Vice Editor-in-Chief of Fastener World*



Specialized in manufacturing DIN 444 eyebolts, JIS B1168/1169 shoulder eye bolts & nuts, special eyebolts, and special cold/hot forged

fasteners, Fong Yien Industrial Co., Ltd. founded in 1974 has a wealth of experience in cold/hot forging technology. With its excellent quality and relatively reasonable prices, Fong Yien has consolidated a firm presence in the competitive market and continuously received orders from many European and Japanese customers for over 40 years. In 2020, it activated an ASME B18.15 shoulder eye bolt manufacturing plan in order to expand its product range and business activities in key global demand markets, particularly in the U.S. market.

Self-Owned Brand Plus Local Inventory

U.S. trade war and tariffs against China have forced U.S. purchasers to look for more purchasing sources. At International Fastener Expo this year, Fong Yien with abundant manufacturing experience in JIS-compliant products will showcase its latest shoulder eye bolts to demonstrate the professional technique of product development and the strong ability to satisfy various customers' demands of Taiwanese suppliers.

"More than two years of the rampant pandemic has changed buyers' habits a lot. Thus far, the U.S. market represents only less than 5% of our total sales, which offers significant potential for us to grow in the future. As a result, we hope to make the most of our successful collaboration with our EU and Japanese customers and the participation in IFE this year to make our market share bigger and find a way for us to win in the fierce competition. In addition to the current sales through existing distributors' approaches, our utilization of B2C and B2B platforms has also appeared preliminarily effective results in the expansion of e-commerce approaches. In the U.S. we also have our own warehouses and have products of our own brand sold on Amazon.com, receiving many enthusiastic feedbacks from buyers in the market," said Fong Yien sales manager Wes Chuang.

Adopting CNC Machines

Hot Forging and Secondary Processing at One Go

Although Fong Yien is not as big as other century-old brands in Europe and USA in terms of scale, it is one of the few companies in the market having both hot forging and secondary processing equipment. Different from other industry counterparts, Fong Yien introduced sets of CNC machines, enabling it to achieve precision control over secondary processing quality and better precision and surface roughness of finished products than other industry counterparts. Due to remarkable quality, it has even tapped into the motor manufacturing and rigs industries with strict quality requirements for shoulder eye bolts, from which other Chinese counterparts still cannot win any order.

Chuang said, "Shoulder eye bolts are mainly used to hang heavy machines and objects, so their load-bearing capacity and safety coefficient are greatly valued. We're not only equipped with enough quality inspection ability, but also have passed the test of an U.S. laboratory designated by our customer. Customers can rest assured to place their orders to us. Under the emerging global purchasing trend of not putting all eggs into one basket, Fong Yien offering excellent quality, relatively reasonable prices and stable supply is definitely your best choice."

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