

Factory Planning Capability

Lan Dee Woen Factory's Fastener Machines Sell Well in Emerging Markets

The quality of fastener production equipment in Taiwan is well known, and Lan Dee Woen Factory Co., Ltd. founded in 1984 by Mr. Lan and approved to be established in 1988 is also one of the most recognized companies in many overseas markets. With many years of excellent machine building technology, Lan Dee has been developing and manufacturing screws, rivets, and heading machines for long.

Providing a Wide Range of Models and Integrating Customized Services

In addition to providing customers with basic $\varnothing 2\sim 6$ mm solid rivets, semi-tubular rivets and open-end blind rivets processing equipment, Lan Dee is also able to customize machines for special specifications to fully satisfy different customer needs and provide more diversified services. At present, its rivet heading machine has obtained a patent for quick length adjustment, and in 2010 it also obtained a patent for the clamping device of the die clamping machine.

With its leading technology, highly flexible production and development capability, reliable product quality and ease of use, it has been favored by many Taiwanese fastener manufacturers in China for many years and has established cooperation channels and successfully exported to Shanghai, Zhejiang, and many other cities. Later on, it expanded its business to India, Indonesia, and many other emerging fastener manufacturing markets. Lan Dee's products have been even exported to South Africa and Uganda in Africa.

"The open-end aluminum rivet machine has been the bestseller of our company for years. We have also developed a 2-die, 2-blow round heading machine for smaller workpieces under $\varnothing 4$ mm and a 1-die, 2-blow round heading machine for large-head rivets. In addition, we have a professional team that can help the whole factory plan according to customers' major production items for those who are new to screw manufacturing or start-ups. So far, we have successfully helped many small entrepreneurs start their blind rivet production lines, and several of them have even grown into major local suppliers," according to Lan Dee.



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Deepening the Development of Emerging Markets and Continuously Strengthening the R&D Capacity

Emerging markets account for a large part of Lan Dee's sales and its equipment products are providing a strong boost to customers in these markets as they upgrade their products.

India, in particular, is an important sales market for Lan Dee. It has been selling many machines to India through its domestic trading partners for a decade and has developed strong relationships with many manufacturers there. It has continued to expand its customer base through long term partner introductions. In emerging markets such as Brazil or the Middle East, it has also established long-term relationships with many trusted trading partners.

According to Lan Dee, "In the face of increasingly stringent customer requirements and standards, we will continue to develop 1-die, 2-blow round heading machines to improve the quality of finished products, and we will try our best to help customers to create product and brand value within our capacity. ■

