



# Blueprint for Fastener Sales Routes

**In-depth Interview with 8 Industry Players on Their Ways to Business Mapping**

compiled by Fastener World Inc.

**五金扣件廠的通路藍圖  
深度專訪8間企業的銷售通路**

As we all know, product quality and complete service are fundamental requirements for a sustainable fastener business, and they are exactly what clients care most about. Before the client has a chance to experience the quality and service, he or she must find the way to make contact with the supplier, and that is where sales route development comes into play. Without the proper route, your brand will lose visibility in the vast market of countless rivals.

In 2015, construction demand is booming in Asia Pacific, and market demand in the U.S. and Europe is on stable recovery. These are both promising signs for growth in the fastener industry. In addition, horizontal integration (acquisition, so to speak) is still an ongoing trend in the industry, and this does not just happen within the fastener industry, but also takes place on a cross-field basis. The case where Steel & Tube Holdings (the biggest steel distributor in New Zealand) acquired fastener distributor Manufacturing Suppliers is an evident example that the steel industry is expanding routes to the fastener industry. However, the current status shows new fluctuations as the Greek financial crisis hit the headline of the world press. The Greek crisis caused concerns from the EU and U.S. industries. Will this affect the route mapping of a few fastener players in the world? How will they react to it? Some companies have already headed for e-commerce to break geographic barriers, minimize regional risks, and virtually expand sales routes as well as client base on a global scale. What drives them onto the path of e-commerce and how do they do it?

In this interview, we will look at 8 select fastener companies and focus on their sales route development. We invite Evereon Industries, Hold Rich International, Was Sheng Enterprise, Ambrovit, All Industrial Manufacturing, Vipa, Trimurti Exports, and Papadelta to share their thoughts on sales routes for their products.

# Evereon's Innovative Stainless Steel Clamps

*Reaching Higher Market Share via E-commerce*



Evereon Industries, Inc. is a renowned clamp maker in Taiwan, producing worm drive hose clamps, worm gear hose clamps, CV-Boot clamps, wire hose clamps, and ear clamps. Owing to teamwork, technical innovation, various specifications, quality control, guaranteed lead time, and complete service range, YDS clamps sell really well in the global market.

## Heading Forward with Social Responsibility

In 2004 Evereon added a division for direct overseas sales and its sales value formally breached the NTD100 million mark in 2008. In 2009 it then set up a trade company in Shanghai for export and celebrated in 2013 its 20th anniversary when it was relocated to a new plant. Its growth in the past few years is attributed to the leadership of President Ying Tung Liao who values "sustainability, humility, and customer satisfaction" a lot.

Evereon adopts Japanese manufacturing facilities and materials. Its products are SGS-certified and have been compliant with RoHS and REACH regulations. General Manager Ching Lee says, "For achieving sustainable operation, Evereon uses only stainless steel material which requires no heat treatment or electroplating. We would like to become an enterprise that is friendly to our environment." President Liao adds, "The livelihood of more than 100 people (incl. employees and outsourced processors) relies on their work in Evereon; accordingly, the company fulfills total quality management and is responsible for every product we make, so we could earn continuous support from customers."



## Using E-commerce for Smooth Distribution

Evereon not only provides hose clamps but also offers packaging service for specialty tools and accessories as per customer's demand. Its customized service is also widely admired. Evereon, owning patents for clamps compliant with European standards, mainly supplies German standard products to foreign markets. As the market share increased, it then entered the US-standard hose clamp market. Now, Evereon primarily sells German and US standard products at a monthly capacity of over 5 million units.

General Manager Ching Lee said, "We have widened our customer base (incl. local traders, importers, and exporters) through participating in exhibitions and trade delegations. As time goes by, we have started our activity in e-commerce and we hope to build smooth distribution routes and further improve capacity utilization through promotion on portal sites in global major markets."



# Was Sheng Precision Machined & Stamped Parts Exhibit Potential to Enter Tier 1 Supply Chain



*Always Ready for the Better*



Following the NTD100 million sales record in precision parts, Was Sheng Enterprise Co., Ltd. currently offers precision machined parts (accounting for 60% of total revenue), stamped parts (18%), screws (18%), and other industrial products (4%).

President and founder Jason Hsu said, "Reputation is very important for business. Establishing the mission statement of a company, making effort to do it, and creating characteristics enable the company to maintain competitive edge in such a fast-changing market." Today, Was Sheng is equivalent to the title of a professional precision machined parts manufacturer and has been regularly cooperating with customers in more than 20 countries in Europe, Asia, Africa, and Americas, which helps the company keep steady growth.

All the aforesaid excellent results have a lot to do with the critical character of Was Sheng, as President Hsu has not only the knowledge of metal properties and manufacturing in machine and hardware areas, but also has experience in the studies of metallic cold forging and machining, heat treatment, and electroplating. In addition to the role as the president, he also plays important roles in private/national universities in Taiwan and China as a professor teaching business management.

## Superior R&D Capability for Any Product Range

ISO 9001:2008 certified Was Sheng supplies products in steel, alloy steel, stainless steel, brass, copper, phosphor bronze, aluminum, Ti-alloy, POM, and other materials to DIN/ASTM/JIS/RoHS specifications. Was Sheng has strong manufacturing ability and develops products which are not standard. Was Sheng also has strong R&D capability and the products are widely used in automotive, motorcycles, electronics, household appliances, buildings, and machinery applications.

## Accurate Market Deployment & Diverse Marketing Strategies

Most of Was Sheng's customers are local distributors, retailers, and end users. Owing to the proximity and similar cultural backgrounds, Was Sheng established trade relationship with Southeast Asia for years

and has gained many good customers. Was Sheng has specialists handling this business, who regularly visit or contact customers in order to get a clear picture of their current operations and demands that may appear. President Hsu said, "Demands for diversified products in small volumes and short lead time are characteristics for the market". As a result, Was Sheng has created a flexible manufacturing system to satisfy the requirements of customers." With the increasing importance of Chinese and Indian markets, the ability to flexibly adjust capacity within the required lead time of customers has been the key to Was Sheng's success. Considering the significant demand growth in Southeast Asia, President Hsu is planning to invest more resources in operating this market.

Was Sheng oftentimes promotes itself via print advertisements and online e-commerce platforms (e.g., Alibaba.com, MFG, Google, etc.) and is considering promoting in e-magazines to broaden its customer base. Was Sheng is also considering exhibiting at international hardware shows to meet potential customers face to face. President Hsu said, "Every enterprise operates in different ways, so sales networks may be also different. Understanding the strength and weakness of the company before selecting the best way to achieving the most effective development is the wisest thing to do." Our aim is to establish direct cooperation with global leading companies in the future and to strengthen the ability of its staff and the quality of products to elevate its competitive edge.



# Hold Rich Establishes Firm Presence in the Auto Part & Fastener Markets



*Improved Capacity of Overseas Plants to Grasp Business Opportunity in China and Vietnam*



## The Trustworthy Company Admired by Leading Brands

Taiwan-based Hold Rich, China-based Chung Shan Zheng Chic Motor Metal Plastic Factory, and Vietnam-based ChienTa Bolt Co., Ltd are all ISO/TS 16949 certified. Their scrupulous attitude makes Hold Rich a trustworthy company that has been well received by customers. For instance, the Vietnam-based plant was established in response to Sanyang Motor's suggestion, and the plant has now also become a supplier for Yamaha and Panasonic. The China-based plant has been certified by Honda Japan, Suzuki, and PGO as their supplier. Hold Rich is also authorized to develop fastener accessories for Volvo cars and supply products to Honda India.

Sustainable cooperation is attributed to Hold Rich's putting safety of products as its core value. The company says, "In terms of product quality, you must understand clients' needs in the first place before you can make the product as per customer's request. As far as clients are concerned, these may just be small parts used in their products and they may not understand the importance and safety in applications very well, so

more often than not we have to guide clients with our expertise to get their total trust in us."

Besides quality, material is a top priority. Hold Rich adopts wire rods from China Steel Corporation or Sumitomo owing to their quality stability and reliability. All procedures from mold design to production, processing and finishing are completed in professional plants. No matter if it is in the procedure of R&D or mass production, each process is subject to irregular check and adjustment. Hold Rich believes that this is the best quality guarantee for car manufacturers and users.

## Ambition with Expectations to Overseas Markets

In contrast to the increasingly saturated Taiwanese domestic market, its China- and Vietnam-based plants can both benefit from the growing local markets. As a result, Hold Rich will continue to expand its plants and purchase screws, nuts, and full-inspection equipment from Taiwan, and will also plan to invest in purchasing equipment for electroplating and heat treatment plants. With these 3 well-organized plants, Hold Rich can again grasp business opportunity in the global auto part and fastener markets.

Hold Rich International Co., Ltd was co-founded by two men with the same aspiration. When lots of Taiwanese fastener enterprises were established in the 90s, the two men working in automotive/motorcycle fastener plants and having the same goal founded Hold Rich together. It seems that they started their own business late; however, owing to the experience and insight of the President and General Manager, two Vietnam-based automotive/motorcycle fastener plants were respectively established in 1998 and 2002 and both were well integrated with the headquarters located in Bade, Taoyuan (Taiwan). Hold Rich has taken an important position in the auto part & fastener markets. Its products including various standard and customized screws, nuts, washers, and pins for engine, chassis, and braking systems applications are sold to car manufacturers, assembly plants, and other end consumers.



## Ambrovit S.p.A

### *Poised for Becoming the Top Fastener Player with Excellent Service & Redesigned Website*

Ambrovit started in 1997 in Italy as a small commercial business selling wood screws. Nowadays, Ambrovit deals with 10,000 articles in production capacity, 44,000 pallets in storage capacity, and 3,500 order lines picking per day. It serves 1,800 customers and exports products to as many as 43 markets! It now has become a member of the Russian Wooden House Association and an important fastener player in Europe thanks to 3 objectives in mind: (1) fine-tune the organization for automation of facility, (2) supply innovative products, and (3) offer top-notch customer service.

#### **Automated Facility & Modern Technology**

Ambrovit is constantly updating its modern automation, storage and shipping technologies. The company seeks added product value in technology, experimentation, product quality, and services, but this cannot be done without approved certificates to prove the value. Therefore, Ambrovit continues to move forward and has acquired system quality certificates such as TUV Uni EN ISO 9001:2008 as well as ETA, Gost and D.O.P. CE.

#### **Research for Innovation**

Ambrovit's product range has grown thanks to a process of on-going research, aimed at satisfying new and increasingly specialized requirements from the market. Ambrovit's quality has led retailers to request an extension of product range to other sectors. This was the start of in-depth technical research to determine the highest quality products in principal areas of application, such as wood screws (over 500 sizes available with special treatment for high resistance to 1,000hr salt

spray test, ready for delivery from stock), the building trade and doors /windows, for which there are dozens of types of uses.

#### **New Website & Catalogue to Better Serve Customers**

"We see the Internet as a valuable communication tool and an important drive for the company and sales growth with customers," said Ambrovit. For this reason, it has redesigned the official website as a portal for communication on product and service offering. "The catalogue has been amplified to contain other synergic products such as bolts, concrete screws, chipboard screws, threaded rods and a vast range of accessories."

#### **Partners & Sale Channels Expansion**

Ambrovit's main markets are Europe, Eastern Europe and Russia, and it is starting to collaborate with operators in American and African countries. "Our principal partners are retailers, entrusted with product distribution in their respective areas. We have always looked to Asian countries with a great deal of interest but, owing to the highly competitive nature of such markets, sales growth in these areas is steady but rather slow. Despite that, constant research is focused on seeking new sale channels through participation in the most important international fasteners trade fairs", Franco Sozze' (General Manager) told. All of Ambrovit's effort is dedicated to becoming the most important operator in the global fastener market and growing with its customers.

# All Industrial Manufacturing Pte Ltd.

*A Top Fastener Solution Provider in Singapore*



Established in 2004, All Industrial Manufacturing Pte Ltd (known as AIM) is a Singapore based one-stop solution provider of high quality electro-mechanical components including fasteners, turned parts, stamping parts and electronic hardware. AIM started with a modest staff of 5 and managed to grow a meagre \$676,000 annual sales turnover. Through the years, it has supplied billion pieces of components to customers and managed to sustain an enviable growth every year, achieving an annual turnover of \$ 30 million with a headcount of 50 employees. It is ranked as one of the top SMEs in Singapore.

“How did it achieve this success?” you might ask. Managing director KS Lim told Fastener World Magazine, “We believe in continuous upgrade of our information technology and management system, which will enhance our capacity and service to clients. We have transformed from ERP to SAP system and computerized all aspects of business in 2013. Furthermore, we have acquired AS 9120, ISO 9001, ISO 14001 & OSHAS 18001. These certificates have proven our strong management system, methodologies and technologies in providing highest quality products at competitive price to our customers of diverse industries.”

## Added Value: QA & VMI Program

Besides system upgrade and certificates, the creation of product value, as we know, is the very fundamental requisite for corporate sustainability. How does AIM shape its value? KS Lim describes, “We provide value-added service such as quality assurance and Vendor Management Inventory

Program helping customers manage and plan their inventory. In addition, we have the facilities, equipment and resources to provide on-demand service such as kitting, cutting, wire harness, and other secondary processes and assembly. Our primary objective is helping our customers eliminate non-value activities cost including expediting, transit time, transit cost, premium freight, QA inspection, warehousing, inventory holding, and multiple payment.”

## AIM’s Way: “It’s not who we know but who knows us”

AIM develops sale channels by identifying the following important criteria: (1) Know who our customers are; (2) Know where our customers are; (3) Know who have our customers; (4) Approach related trade associations. Understanding who knows AIM is an important business strategy to the company.

What about the emerging Pacific Asia? What is the target of AIM’s sale channel in this region? KS Lim replied, “China has slowed down their export, but we believe their domestic market will still be strong for the coming years. In order to ride on this opportunity, we have setup an operation in Shanghai. Many MNCs have marked Southeast Asia as a low cost region and identified Singapore as a critical HUB to this region. Currently, our target market is Southeast Asia and industries including avionics, medical, semi-con, refrigeration, etc. However, we never constraint our business development to any particular market or industry because market changes from time to time. Our main focus is always on upcoming opportunities within our limit and reach. The same principle applies to business partners. We represent and have strong partnership with world renowned manufacturers, but we always look for new partners and explore new opportunities as long as it is a win-win situation and benefits all parties.”

## To Become a Global Leader

“Nowadays, customers have higher expectation for pricing, quality and services. We will view these expectations as our competitors. In order to achieve our goal of becoming a global leader distributing electro-mechanical component, we must maintain our focus and drive on our course.” The company will continue to ensure our brand “AIM” becomes a well-known and trusted name in local and overseas industries by providing competitive price and prompt responsiveness, high quality products and services such as on-time delivery, to exceed the expectation of its customers.







## Vipa S.p.A

*Italian Joint Stock  
Company Offering  
Class 8.8 Bolts &  
Assorted Fasteners*



Vipa S.p.A was established in 1970 when Mr. Poppi Adelio, the founder of the company, began to supply and commercialize screws and nuts. From the beginning, the company covered a limited field of action paying attention to establishing competitive prices, good product quality and reliable relationship with customers. These have been the features that distinguish Vipa since then.

As of today, even if Vipa remains as a family business in the status of a Joint stock company, it spans over an area of 130,000 sqm, in which 30,000 sqm is occupied by the main building. The ISO 9001:2000 certified company sells all fasteners in general and its core business is the bolts in class 8.8.



### Targeting Europe

Vipa's sales channels cover all types of organization as the company is working with distributors, end-user industries and commercial networks. The channels also expand to foreign countries followed by commercial agents keeping up with the market growth. The target market is in Europe. Vipa has established 4 branch offices in Germany, France, Spain and Czech Republic, intending to give more capillary services by building customer assistance in all European markets. Assistance that can be carried out by agents, distributors and/or a combination of the two.

Besides the European market, we come to wonder what Asia means to Vipa. Gianluca Collepardo, Export Manager of Vipa explained, "The markets are very interesting for us in the import part of Vipa instead of sales/export aspect of the company. We are aware of constant developments of the Asian markets and we know that sooner or later they will reach the highest standards that the world markets expect."

### Corporate Added Value

Obviously, service is a critical element for Vipa's growing presence in the European market. How does the company specialize its service to stand out from counterpart products in the market? Gianluca Collepardo told us, "The product is fairly more or less the same worldwide so we try to give it difference by providing services for the companies which choose Vipa. This is proven by the fact that we have different Kanban services and programs as well as kit packaging service established to a few and very important companies such as Brevini S.p.A. The goal of Vipa is customer satisfaction and all the rest will go automatically along with that, as we believe Vipa is right on track to comply with the demands of the entire EU."

# Trimurti EXPORTS

*"Dreams, no matter how unrealistic, do become real when you have the will to follow them"*



Mr. Ashok Gupta started shaping his dream in 1974, when he started M/S Trimurti Bolt Centre. With his expertise in the iron industry, he innovated and with time, his name "Seth" became a common name in the industry.

It was his risk-taking habit that prompted him to start up M/S Trimurti Anchor Fasteners in 2003, taking a first step in the Indian industry to manufacture anchor fasteners on a large scale. He built the "AK" brand on his own, and in 2005 he took over the "ESSAR Plug" trademark and its company, and renamed the company to M/S Trimurti Exports, through which Trimurti's exports are handled. Initially beginning with fasteners trading, the group now specializes in manufacturing highest quality nuts and bolts (all sizes in all materials: SS, MS, CS, EN), fix bolts, anchor fasteners, washers, thread bars, hacksaw blades, hacksaw frames, measuring tapes, specialized fasteners, hooks, wall hangers, thread bars, and expansion anchor fasteners. Now in 2015, Trimurti Exports is coming up with its new brand "Dia-Fit"



## E-commerce Development & Quality Devotion

Currently Trimurti has a global presence in 5 continents. So is the case that "Essar" brand is a household name in the entire Middle East. As the interview goes on, we are interested to know if Trimurti is going for e-commerce. CEO Mr. Navneet Gupta told us, "Yes, we are thinking of e-commerce and working on this project. Trimurti will soon come out with its own online store open for the world. There is a wide variety of channels available, including online stores (direct), indirect online sales, e-tailing, retailing, wholesale, and word of mouth. All of these hold well, but the most important is 'quality'. Quality holds as your advertisement and marketing. We don't believe in lowering costs by lowering the product quality. Quality is the plinth on which Trimurti stands. We build products that the consumer is willing to buy, even if he/she has to pay 2-3 cents more."

"After quality," the CEO adds, "comes packaging." "The product holds no good if the packing done is not up to the mark, and thus, one needs to make sure that the quality products reach consumers in utmost condition and care.

## Current Challenge & Target Market

Trimurti's target for now is to re-capture the fight lost to the other developing world, the fight to be supreme in anchor fasteners' exports. Furthermore, the target is to get more into Eurasia with focus on the Middle East. "We are looking for hand-shakes that can take our presence deeper into the world, and can increase our clientele even more. We are even thinking of starting production in China, and thus, looking for partners for this. Also, we have visited Taiwan twice and China once, but we didn't find specialized automated fasteners machinery plant that would help us ramp up production and reduce costs."

It is clear that Asia means a lot to Trimurti. "Yes, of course. ASEAN and SAARC nations hold great importance for us. These markets are currently captured by low input cost nations. To break them, we need to enhance our quality even more, and reduce our prices. Currently, we don't have a direct link to these markets, but for us to expand, business in these markets is a necessity," said the CEO.

During this fight amidst business expansion, how would the CEO adjust his mindset and cope with the company's future? He explained, "I am very optimistic about the future. One needs to fight down the competition and keep moving forward. Though the fight has hardened a lot with the rest of India getting into production, plus the dragon's rise in fasteners, we still need to keep in mind the industry as a whole.

Our goal is to keep up with the quality that we are so proud of, and keep going with force.







## Papadelta Limited

*Cost Effective Fastener Service Provider  
En Route to Profitable Growth*

### The Rising Phoenix

Papadelta Limited and Papadelta Polska has arisen like Phoenix from the burning flames during the 2008/2009 world recession. Paul Denning, the company owner, once owned Barton Cold Form Limited UK which sadly went into administration in 2009.

Paul, the then managing director, picked himself up and went back to his routes and started Papadelta Limited which is a company set up to advise and help companies who wish to become more efficient or in fact want to start from scratch making fasteners. We are however delighted that Barton Cold Form UK Limited was also able to pick itself up, dust itself down and strive again to success.

### Papadelta's Way to Market Position

We start to wonder how Papadelta would position itself in the fastener market and build its corporate value after the rebirth from Barton Cold Form Limited UK. Paul told us, "Our added value is helping companies develop tooling and introducing companies to more cost effective ways of producing existing parts."

Papadelta's target market is anyone in Poland and UK who produce cold forming components for either selling into the industry or even for their own use. Paul added, "We currently sell from our office in London and Southern Poland but there is no doubt we need to enhance our potential by introducing new methods. We would welcome opportunities to help us."

Poland and UK are not the only interests of Papadelta. The company is also active in interacting with Asia. "We are very active in sourcing from Asia but not selling into these areas. We buy machines and tooling from Taiwan and a few tools from China," said Paul.

### The Distributing Partner with Some of the Top Taiwanese Brands

Papadelta sells machines into various industries. For the cold forming industry the company can supply everything from raw materials to boxes that the parts are delivered in. Its tooling suppliers are by far the best makers in Taiwan with main suppliers now providing tool design and state-of-the-art WPC thread rolling dies from Jeing Beeing which significantly increases tool life.

The company works closely with 3 tooling producers supplying everything you can think of in a cold forming factory. Paul explained, "We are proud to say that we represent Jern Yao Cold Forming machines, Charng Guey Thread rolling machines, Accuvision sorting machines, Sunfame and Pointmaster pointing machines. Combined with the excellence of Mayes and Warwick's UK rolling die special developments, we can say that we are offering a great service to our customers!" With such partnership and the aforementioned market position, Papadelta is at full throttle for significant profitable growth for the future. □



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