

HISENER

Provides More than 4,000 Types of Fasteners and Takes the Lead in the World Market

by Finnick Wu, *Fastener World*

Clients can rest assured working with enterprises seeking continuous improvement. Hisener Industrial Co., Ltd., founded in 2004 in Haining City, Zhejiang Province of China, started off producing thread rods, and then gradually spread its reputation worldwide with high quality products and services. To satisfy the enormous demand for fasteners from global consumers, the company set up a trade & purchase department in 2006 to strengthen the partnerships with fastener manufacturers and expand product lines. In 2010, the company built a screw plant and acquired the ISO9001:2008 certificate for quality control system. Now Hisener Industry is a first-rate 100% export company known to the world with services reaching across the globe.

Manufacturing Capacity Grows 60% Driven by Large DIY Market Demand

Receiving more and more recognitions from costumers, Hisener Industry grows constantly every year. The company specializes in construction, furniture and household application fields, mainly providing wood screws, self-drilling screws, self-tapping screws, roofing screws, chipboard screws, drywall screws, machine screws, deck screws and thread rods. The average monthly capacity is about 500 tons for screws and around 1500 tons for thread rods, and the annual export value is USD 60 million dollars, which is still increasing every year. In response to the thriving DIY market in the U.S. and Europe, Hisener established their own product packaging line and warehouse in 2015, moving the DIY warehouse in Haiyan City to Haining City to integrate with their screw factory, and increasing three automatic packaging lines that can deal with all kinds of requirement and diversified



packaging. Now they can offer more than 4,000 kinds of fastener and package 20 to 25 cargo containers of products in a single month. In 2017, they embarked on an upgrade and introduced equipment from Taiwan, including heading machines, thread rolling machines, thread cutting machines, and drill forming machines. The equipment has a higher level of technology and a reasonable price; moreover, it boosted capacity by more than 60%, from 300 tons every month to 500. Their private laboratory adopts size measuring equipment, metallurgical analysis instruments, mechanical testing machines, and surface analyzers to conduct inspections and monitor product quality.

Trusted for Technique & Quality

HISENER has a Host of Good. Partners & Clients

HISENER is in close collaboration with over 150 companies domestic and abroad. The company's products and services cover every corner of the world and are exported to Europe, Russia, Ukraine, U.S., South America, etc. More than 95% of the products are standard fasteners at a monthly export volume of around 5,000 tons. In 2017 the company acquired ISO9001:2015 and CE EN14952 certificates. This year they are certified to CE EN14566. HISENER is trusted for technique and management. With excellent product quality and comprehensive service recognized by clients, the company grows larger and is widely known by the brand, consolidating its leadership in the industry.

Regarding future marketing plans, general manager Simon Liang said, "We had a great time with many American and European clients for the past decade. We hope to build stable collaboration with more global clients and will actively promote ourselves at international exhibitions to show new and existing clients our high quality products, competitive prices, punctual delivery and good service that exceeds clients' expectation. We are confident that we can be your most reliable partner!"

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