



# Brand Driving Market Growth and Exploring Global Markets

by Finnick Wu, Fastener World

Handan Jinggong, founded in 1997, is a technology oriented company specialized in the research, development, production, marketing and service of construction anchors. It is located in Handan City, the largest distribution center for standard parts in China, and close to JingGuang Railway and JingShen Expressway, with convenient transportation. Its major products are wedge anchor, expansion anchor, resin anchor, adhesive, and expansion bolt series. In addition to the domestic markets across numerous provinces, it also exports to Europe, Americas, Africa, Asia, and Oceania. In recent years, its “Tien Ho” brand construction anchor series has built a good image in the market and are wildly trusted by customers.

## “Tien Ho” Won the China Famous Brand Award, Widely Accepted in Construction Applications

The company has four branches all located in Yongnian District, Handan City, Hebei Province, China. All of its branches manufacture fasteners, but with different categories. Therefore, the orders are received at the same window, manufactured at different branches, and shipped separately or combined. Its famous brand “Tien Ho”, with consistent quality and credibility, is applied in numerous constructions in China and has won the “China Famous Brand Award”. The company

sticks to the principle of producing high quality products providing best client service, and it is expected to promote the brand in the China market through e-marketing this year.

The company fully introduces the ISO9000 international quality control system standard, and carries out production and management according to the essence of ETA. With the complete and high quality safety control system applicable to the construction anchor and fastener fields, the company can inspect on tensile strength, hardness, film thickness, and metallography.

## Expanding Global Markets and Collaborating with Famous International Brands

With the motto of “Pragmatic Approach and Innovation, Pursuit of Technology, and Continuous Development”, the company is gradually growing and expanding globally with the support of strong business strength, modern management, and complete after-sales service. It is expected to expand sales to Western Europe in the 2nd half of this year, and collaborate with famous international brands. The output and sales of this year are expected to grow around 20%, and the shipment will reach around 20,000 tons. Furthermore, the company’s concrete bolts and thread rods mentioned in the previous edition of China Fastener World Magazine are now produced and exported to Australia and Eastern Europe, and its thread rods are exported to Southeast Asia and Australia. In addition, its 3 electroplating lines are now in full production, and its quality control capability has been upgraded to a higher level. Looking at the future, the company will not only attend China Import and Export Fair (a.k.a. Canton Fair), China Shanghai International Technology Fair (CSIFT), and the German fastener exhibition in March next year, but also collaborate with famous international brands to develop new products. It hopes to keep improving its quality management system and keep growing. Quality improvement and technology innovation have always been the basis of its operations, and it is expected to continuously provide the best service and products to customers.



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