

Magtech Magnetic Products Corp.



Cornerstone for Hardware & Hand Tool Industries



by Dean Tseng, Fastener World

With 29 years of history, Magtech specializes in various permanent magnets, magnetic applied tools, magnetic holders, magnetic rollers, magnetic bars, magnetic plates, etc. In line with the New Southbound Strategy of Taiwan, Magtech has built the overseas bases in India (Mumbai and New Delhi), Indonesia (Jakarta), and Malaysia (Kuala Lumpur), where the company has local project managers who can provide the latest market intelligence and communicate with potential buyers in local languages to get closer to them. The contacting office in Japan has Japanese staff promoting all kinds of magnets and magnetic health care products and is successfully boosting sales.

Service Upgrade with Product Demo Room Launched in the Tamsui Plant

A dedicated demo room was arranged for clients to find the magnetic products that suit them the best. The room displays magnets, magnetic applied tools, and magnetic health care products. Any clients with or without a design concept or idea in mind can come to the room to know the various types of magnets. Samples are available for sales on the spot. The room utilizes both the functions of display and education.

Working in Tandem with Hardware & Hand Tool Industries

The company can provide standard and customized magnetic holders, screws, hooks, bars, plates, devices and magnetic separators. Furthermore, it collaborates with other industries and, as an example, has helped a client refine a stainless steel bearing component. Its staff dismantled the client's sample, offered an improved design, and then assembled the magnet and outer casing into the final product, diving into every manufacturing process and providing complete technical support.



The Industry's One and Only "Magnetism Shopping Mall Taiwan (MSMT)" Manifesting Online Retail of Magnetic Products

"Magnetism Shopping Mall Taiwan" was the first online retail site established early in November 2010 to offer clients the convenience of purchasing a small amount of magnetic products to test them. The MSMT contains a purchase interface and payment system which are on par with TV shopping channels. The products on display are complete in specification and type and are readily available even for single-item purchase. Quite a few major clients start their purchase with the samples displayed in the MSMT and then place batch orders after a successful test. Now they are loyal and long-time clients. MSMT has gone a long way for Magtech's sales. The MSMT is now open for Taiwanese customers including anyone in the hardware and hand tool industries as well as on health care products. They can also leave a message online to purchase products with sizes that are not listed. Overseas customers can place orders and purchase directly via the following website: www.magnetsretail.com.tw

A Critical Pillar Supporting Various Industries

The company has taken measures against COVID in the last two years. It communicates with clients and solves their problems via telecommunication apps and videoconferencing software to keep operating the business. Magnets will be indispensable for the future world going for less carbon and even going carbon-free. Electric vehicles and public transport are much related to the application of magnets. Magtech speeds up the progress of digitization and hopes to provide clients with faster and more convenient service.

Unique Know-how for High-hurdle Market

"India is known as the hardest place to promote overseas products, but now it is our primary market," said the company. This is achieved through an integrated effort of our expertise, patience, sincerity and know-how rather than price advantage. "First, doing business begins with understanding the culture, so we are an active member of Taiwan India Business Association and attend its seminars and member meetings. Next, be patient and don't give up easily. Someday you will reap what you have sown." □

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