

Zhejiang Excellent

Industries
Co., Ltd.—

Brand Transformation Toward
“Premium Fasteners”

浙江天開—「精品緊固件」的品牌蛻變



BRINGING FASTENERS TO “LIFE”

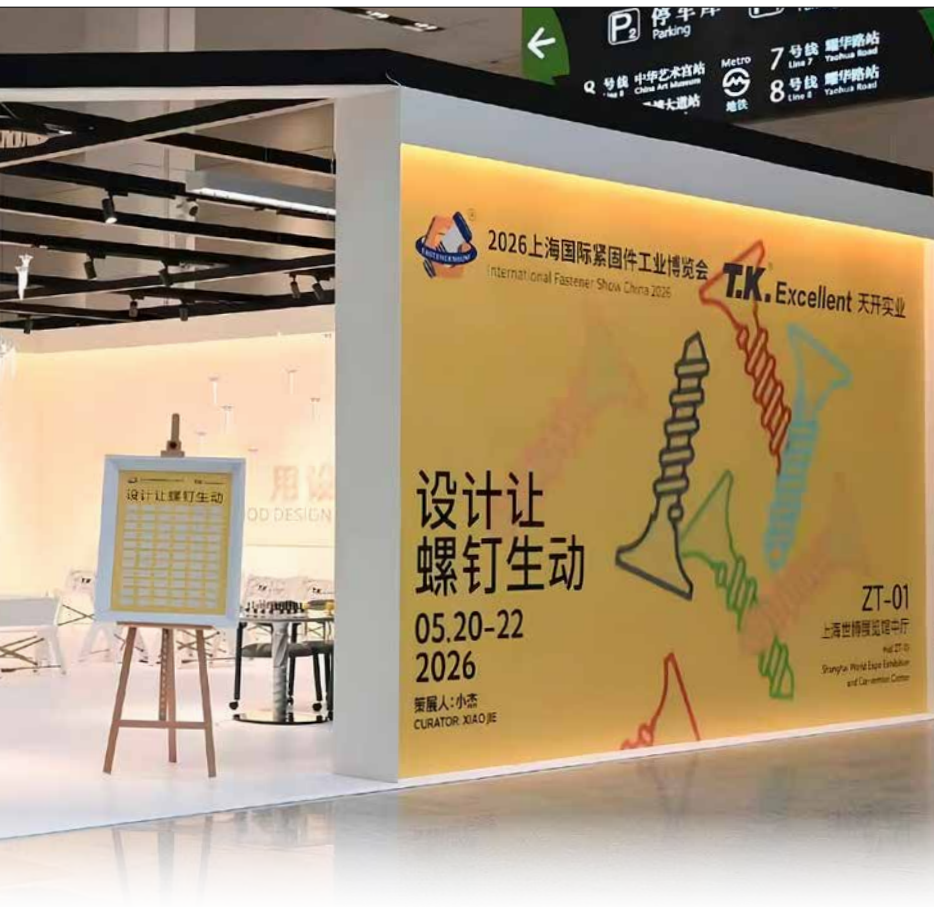
At International Fastener Show China 2026, the company impressed visitors with a refreshed exhibition presence. Breaking from convention, *it employed the concept of “bringing vibrance to fasteners,” creating a booth resembling a curated boutique gallery.* Visitors entering the booth were greeted by a striking slogan: “Zhejiang Excellent Industries breathes life into fasteners.” Fasteners are traditionally seen as cold, standardized industrial components. The company aims to challenge this perception by infusing products with aesthetics and warmth, redefining fastener value and demonstrating to global buyers the new potential of Chinese fasteners—a move toward higher quality and stronger branding.

NEW LIFE FOR FASTENERS VIA BUTTERFLY-LIKE TRANSFORMATION

The concept was vividly expressed through the booth’s “butterfly art installation.” Using high-precision micro screws combined with hand-threaded cotton lines and carefully controlled tension, the company crafted intricate butterfly wing patterns seamlessly blending precision engineering with artisanal craftsmanship. The butterfly, symbolizing transformation and rebirth, mirrors an evolution from traditional manufacturing to premium, high-end transformation. More than a visual artwork, the installation is a statement:

“We don’t simply produce screws; we understand precision, aesthetics, and craftsmanship, giving each fastener a sense of vitality akin to artwork.”





On another booth wall, the message “We live up fasteners through design” highlights the core strength. With over 100 patents covering product appearance and function design, the company offers one-stop capability from structural design, material selection, to simulation analysis, mold development, and trial production.

“The company stresses that “design is the source of quality,” ensuring its products are easier to install, more durable, and visually refined, lifting added value.”

BEYOND PRICE WAR TO VALUE COMPETITION

The company uses soft lighting with floral arrangements symbolizing “fasteners in bloom,” as well as picture frames and glassware to build a gallery-style booth—a presentation to reflect a *strategic shift from only trading products to delivering solution-quality-trust integrated value, targeting high-end, quality-focused clients.*



Founded in **1997**, the company gained traction as a small processing workshop. In 2010, it established a production base in Jiaxing, Zhejiang, achieving industrial chain upgrade and optimization. By 2024, it fully implemented automated production lines with enhanced ERP and MES digital management systems, building a smart factory to connect order processing, production planning, and manufacturing into a closed-loop system.

Adhering to “quality first, customer foremost,” it enforces strict quality control across every process, with meticulous attention to detail. Its reliable delivery capabilities and full lifecycle service enable product export to developed markets like Europe, North America, and Australia. In addition, its Vietnam plant can mass produce 8,000 tons of carbon steel screws annually. Leveraging both domestic and overseas plants, it can flexibly expand capacity and efficiently meet diverse global demand.

Looking ahead, it aims to become not only a one-stop supplier for global building material distribution channels, but also a “*premium fastener brand*”, stressing: “*Small screws, great responsibility; small details, exceptional quality.*” With craftsmanship and innovation, it is redefining the levels and possibilities of the fastener industry! ■

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