

Patented Durofix Tools Gain Worldwide Reputation Mobiletron Electronics Co., Ltd.



by Dean Tseng, Fastener World

專利研發德克斯
系列工具享譽全球
車王電子股份有限公司

Being IATF16949, ISO and OHSAS certified, Mobiletron is a public listed power tool company headquartered in central Taiwan. The

company consists of two business pillars, one for engine management electronic parts, automotive safety, and battery management system; the other for the power tools under its world-renowned private label "Durofix". In the past 36 years since its founding, Mobiletron has increased its employees from just 2 people to 1,500 as of now. Its products are exported across more than 100 countries worldwide, and its total assets have grown to US\$ 160 million. Now, its business empire spans across the Americas, Europe, Asia, Oceania, etc., with a reputation shared within the global automotive electronics and power tool industries.

Durofix Industrial Tools

Safe, Energy-saving, Eco-friendly, High Performance

Durofix tools feature the Li-ion 12V and 20V rechargeable brushless tools, including riveting tools, rivet nut tools, drywall screwdrivers, auto-feed screwdrivers, precision torque control tools, impact wrenches, and jumbo hammer drills (max. torque 100Nm). Furthermore, Mobiletron also provides grinders, ratchet wrenches and other tools, making itself a total solution provider of power tools. The advantageous functions with Durofix include auto stop (reverse) and multiple pre-set fastening modes and torque configurations. Some of the products even come with a power saving mode, anti-cross-threading automatic fastening mode, and automatic rivet-feeding and mandrel-ejection function with the press of a button.

Marketing manager Isaac Shih noted that the strength of Durofix lies in its integration of brushless motor and torque-controllable IC board that altogether form an all-in-one high-performance motor. This integrated motor gives Durofix 50% more battery life, longer tool life, more in precision and efficiency. Mobiletron handles multiple critical technologies, covering Durofix's component production, design and assembly. "This allows us to improve torque performance and enables our tools to completely replace pneumatic tools. We develop

our own Li-ion battery management system that can charge at anytime and effectively extend battery life. We invest in and develop our own brushless motors as well, and this helps to improve torque performance and greatly decrease tool size to achieve compact and lightweight, enabling users to save more power, drill more holes and fasten more screws." Mobiletron manages all tool parts starting from the suppliers' side and goes the length to modularize the parts to offer customers faster and more convenient maintenance service. Such synergy combining innovation, performance and competitive price brings Mobiletron to the honor of receiving more than 10 product innovation awards during 1995 and 2017. Up to now, Mobiletron has acquired more than 500 patents and proven its R&D strength.

Collaborating with International After-sale Service Provider Expanding Global Market Share

In our exclusive interview with marketing director Jason Li, he pointed out that ACDelco, one of the world's biggest after-sale service providers, has a stringent audit requirement on tools. ACDelco recognizes with Durofix's high quality and decided to collaborate with this brand. Eventually, Mobiletron acquired the license for manufacturing and marketing of power tools globally as well as providing after-sale service on behalf of ACDelco owned by General Motors, thereby increasing Mobiletron's global market share. Currently the U.S. and Europe take up 75% of Mobiletron's overseas sales, and the remaining proportion is taken by Japan, South Korea, Singapore, India, Indonesia, etc. Jason said Mobiletron is actively looking for the cooperation with the rivet, and rivet nut companies and is also open for overseas sales through traders.

Mobiletron's ambition is not limited to what it is now. The recent project is to boost its precision tool to the higher level – Oil pulse tool. The oil pulse unit is connected to brushless motor directly, provides wider torque setting range (25-60 Nm), higher rotation speed (0-6,000 rpm) and reduces torque reaction, vibration and noise against the user. With the oil pulse tool added into the product line, the precision tool program will be more complete and offer the total solution for the industry. Mobiletron's continuous breakthrough and innovation are worth looking forward to.

Premium TOPTUL Tools from Taiwan Sold to 110 Countries Worldwide Rotar Machinery Industrial Co., Ltd.

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THE MARK OF PROFESSIONAL TOOLS



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Rotar has had 35 years of history since it was founded in 1981. The founder of Rotar led the company to become one that incorporates product design, R&D, production, and sales. Its business is established upon three pillars. One is the surface polish center providing domestic companies with professional surface treatment; another is the machinery business featuring its vibratory finishing machines; the other is the world-renowned TOPTUL professional hand tools. Among these pillars, Rotar's TOPTUL hand tools are dubbed the symbol of high quality tools. Not only does TOPTUL has top-of-the-line surface finish, but its torque performance and endurance are compliant to professional users' quality demand for tools, penetrating the professional users market across more than a hundred countries.

Rotar's TOPTUL hand tools spans across 11 categories including package tools, (torque) wrenches, hand sockets and bit sockets, electric tools and pneumatic tools, hexagon socket wrenches, screwdrivers, bits, pliers, hammers and impact tools, automotive repair tools, and related accessories. Available materials include chrome vanadium alloy steel, chrome molybdenum alloy steel, S2 high speed steel and other types of high strength steel used for tools. With one-stop access to a comprehensive product line and various high strength materials available for customers, Rotar's hand tools are widely applied to automotive repair, industrial maintenance, sophisticated instruments, machinery and equipment, aerospace, construction, shipbuilding, electronics, etc.

Professional Hand Tool Quality Test Performance Exceeding International Standards

The ISO-9001 certified Rotar implements the guidelines of ISO standard and relentlessly educates its employees to pursue the quality. Rotar has hardness testers, various torque testers (for both hand-driven and pneumatic tools), torsion testers, tool life testers, salt spray testers, surface roughness testers, and testers for insulative products. Strictly monitored for quality, TOPTUL hand tools' torque performance not only complies to ANSI and DIN international quality standards but also exceeds them by 30-50%. The adoption of high alloy steel makes the tools more durable with longer life span. Besides the above international standards, TOPTUL hand tools have passed VDE and CE certifications.

Million Capacity Targeting Worldwide Sales

With a hand tool production plant, the total land area of Rotar reaches 31,000 square meters. The company's assorted TOPTUL professional hand tools are manufactured through multiple layers of strict procedures and regulations, and are sold to global tool users through current sales routes to give them access to high quality tools. Rotar, due to its tool quality, is recognized as one of the top professional tool makers in Taiwan. In the past few years, Rotar continued exhibiting at International Hardware Fair COLOGNE, AUTOMECHANIKA, AUTOPROMOTEC and other international shows for global brand exposure. Looking ahead, Rotar reveals it will keep developing new hand tools and innovative electric tools.

The Market Game-changer Specialized in Hand Tool Development



by Dean Tseng, Fastener World

New Way Tools Co., Ltd.

專攻專利手工具研發的市場革新者
志拓有限公司

New Way Tools was founded by Mr. Johnny Huang in 1996. At the time of founding, the company was dedicated to producing electric tool accessories supplied to global renowned brands. Starting in 2008, it shifted to developing patented products, primarily focusing on refining traditional hand tools and improving operating convenience. As of today, it has acquired more than 20 patents around the world and become an innovative developer known to the industry.

New Way Tools' main products are all self-developed and patented. They include vigorous wrenches, auto-release adjustable wrenches, quick release open-end wrenches, adjustable ratchet ladder wrenches, and a series of specialized tools for removing stripped screws.

Patented Stripped Screw Remover "Extractor EX" Series Tools

The company's original EX Series stripped screw remover is made of alloy steel, and is compatible to hexagonal socket screws ranging from 1.5mm-10mm and hexagonal screws ranging from 8mm-19mm in size. Stripped screws that originally could not be removed with hexagonal sockets, pliers and locking pliers can now be easily removed with the EX Series. Within the EX Series, the L-Key Wrench has a special cut section on the hexagonal head portion which is the critical part of the whole design. As the user inserts the EX wrench into the hexagonal screw socket, the head of the wrench can grip the socket and help the user remove the stripped screw. The ring design of EX series utilizes patented angle design in the sleeve to grip stripped hexagonal screw heads and remove them with ease.

The company notes that the EX Series features its extensive adaptability and price advantage. The Ex Series has the price advantage over average specialized tools sold at a higher price on the market. The Series can be used as a solution when the user encounters special occasions, while it can also be used with normal occasions to increase its cost effectiveness. Innovation, speediness, labor/cost saving and price competitiveness allow the EX Series to become one of the company's hot sellers.

High-level QC & Create R&D Capability

New Way Tools is Open for the World Market

The company stresses that QC has been one of its most critical manufacturing processes. It is equipped with a complete range of inspection equipment such as hardness testers and torque testers, and all accessories purchased from outside go through inbound materials check to ensure the products' functionality. Additionally, its continuous technological advancement improves its competitive edge. That is why it is widely recognized by global major companies and is reputable within the tool and hardware industries.

New Way Tools concludes that it will use its 20 years of accrued experience and patents to improve tool operation and make better tools with better ergonomic design. It will continue to innovate and realize ground-breaking tools. ■