


Customer-Trusted Stainless Steel Fastener Providers

arranged by Fastener World



According to the Official Journal of the European Union on January 7th 2017, the anti-dumping tariff on stainless steel fasteners exported from and originating in China, Philippines and Taiwan has officially expired since January 8th 2017, which means that major Asian fastener manufacturing countries, from now on, can sell fasteners to Europe without the barrier of high tariff.

Recently, the demand for anti-rust performance has gradually increased in the global market, making the need for stainless steel fasteners increase as well. As a result, if companies want to stand out in such a challenging and competitive market and win the admiration of customers, they must demonstrate their experience, technology and marketing strategy. In this issue, we are very pleased to have some successful stainless steel suppliers joining us to share their valuable experience with our readers.

S/S Fastener Supplier WinLink Fasteners with Robust Growth Continues to Progress with the Industry

by Michelle Hsieh, Fastener World

Gangshan, Kaohsiung-based WinLink Fasteners Co., Ltd (“WinLink”) established in 1998 is one of the affiliated members of TONG Group. WinLink exports a huge amount of S/S fasteners & non-standard parts to the world every year and its revenue continues to grow as well. As a client-oriented company, WinLink has been offering products with stable quality at competitive prices for years.

WinLink offers a wide range of products and its most significant advantage is its courage to take on challenges. General manager Ko said that products sold by WinLink, except for some purchased from its parent company, are mostly purchased from Taiwanese manufacturers or even competitors of its parent company. Putting Taiwan first and finding out the best goods

WinLink

source for customers are always what she's trying to do. She said that most Taiwanese companies do not have enough confidence in their R&D capabilities. WinLink, however, is the very company that dares to do what others don't, so it can create higher added value. In addition to S/S fasteners for industrial use, WinLink also offers some products that are not in stainless steel, such as alloy steel products that have high unit prices and require multiple manufacturing processes. WinLink may also try to diversify its current product portfolio in the future.

Its parent company, Tong Ming Enterprise Co., Ltd., has been publicly traded since the end of 2013, which brought a positive influence to WinLink and/or itself. WinLink and Tong Ming were initially two independent entities. After Tong Ming becomes a publicly traded company, the two companies merged to gain more reciprocally beneficial business opportunities. The global marketing strategy of Tong Ming, Tong Heer and WinLink is to respect customers' choices and their customers have been





completely used to it and can always purchase based on the strengths of each company.

General manager Ko specifically noted that its affiliated companies, Tong Ming and Tong Heer, have both achieved very successful business of S/S fasteners and re-investment over the past decades in China and Southeast Asia. For example, Tong Ming has been dedicated to online marketing of S/S fasteners in China for more than two decades and has had over 4,000 registered member companies. It barely has outstanding bills and can even provide the “1 piece of fastener” online order service, showing the solid marketing strategy of Tong Ming and Tong Heer around the globe.

The Blue Ocean Strategy to Find Win-win Solutions

Some companies may choose the red ocean strategy to reduce costs and sell products

in large quantities. For WinLink, however, its strategy has been always “blue ocean” since its inception. General manager Ko specifically noted, “You have to make customers happy to do business with you. Be active to communicate with manufacturers after customers place orders and help them fix problems. In addition to creating unique values for your own products, you must be able to satisfy customers’ demand, thus creating a successful deal in which both sides are fully satisfied.

Global Expansion to Continuously Create Corporate Values

Looking ahead, the ambitious general manager Ko expects to do more in Taiwan and said that any plan for merger or establishing overseas operations is possible. She said “timing” is important. If the time is right and there exists the demand, WinLink will do it and vice versa. As for collaboration with other different industries, WinLink does not exclude the possibility, either. General manager Ko is now actively looking for any relevant fastener company to establish partnership and collaboration with.

When it comes to the terminated AD measure against S/S fasteners imported and originating in China and Taiwan effective this Jan., general manager Ko said this may not be fully favorable to Taiwan, as the termination is not for Taiwan only, which means there will be more competition. However, the result may be also positive, as companies are not influenced by protective measures anymore, which means capable companies can demonstrate their capabilities on the market again. WinLink is also very optimistic for the future development.

General manager Ko has been in S/S fastener business for more than two decades. During the interview, she said she’s very thankful for president Tsai, who always trusts her and gives her full authority, enabling her to lead WinLink to grow further. General manager Ko also added, “Though the

fastener industry is a traditional industry, it can be an industry that lasts for several years. If you can make efforts to try your best, it will give you some return.”





30-year Experience in Stainless Steel Special Fasteners - Zonbix Enterprise Co., Ltd.

by Michelle Hsieh, Fastener World

The discipline and target of Zonbix since its inception have been to keep abreast of clients' demand and supply clients in real time, even to take responsibility or solve problems for clients. Through this way, it hopes clients will profit more and it seeks their overall recognition. Perhaps you have already known Zonbix as a company exporting multi-stroke standard products in various materials, such as a complete series of T screws, single/double thread bolts, eye bolts, tire screws, automotive weld nuts, and special fasteners made to drawings. The ones that contribute the most to Zonbix's growth is special stainless steel fasteners.

Stay Ahead of The Game, Developing Stainless Steel Fasteners

Before the inception of Zonbix, president Raymond Liu once worked at Lu Chu Shin Yee Works Co., Ltd, which was the largest stainless steel nut maker in Taiwan, where he significantly improved his specialty and know-how. In the beginning of Zonbix's business, most companies were focusing on mass production of standard products and expanding supply. Given that there were many local technical talents and hard-working companies and that the stainless steel fastener market demand was expected to grow annually, Raymond thought he should take on the development of various stainless steel fasteners, focus on special products made to drawings and put standard products on the side line to avoid radical competition. He utilized his specialty to actively and quickly establish trust and interest from clients to ensure his survival in the market. At that time, there were almost no cooperative companies making stainless steel fasteners. Except for those big brands that made standard parts, only a few companies were able to test manufacture stainless steel fasteners and most of them were small companies with insufficient machines, QC equipment and know-how. Moreover, Taiwan showed a challenging environment that awaited breakthrough, because back then Taiwan hadn't started producing stainless steel and therefore relied on total import (mostly from Japan and France). Zonbix persisted in growing and transforming with those companies. Over the last 30 years it has been developing new stainless steel products. Now it has thousands of special products for various applications such as automotive, machinery, construction and general hardware and its market covers the U.S. and Europe (among which Germany takes the largest market proportion by over 60%). The process to this achievement includes purchasing land, building warehouses and setting up QC labs. From production to shipment, Zonbix strictly controls quality batch by batch and provides clients with samples and shipment reports. Its pragmatic operation has been deeply recognized by numerous overseas buyers and has helped bring many clients and high profit to the company.



Zonbix has been supplying new stainless steel forged parts including small nuts in the size of M1.6/M2/M2.5, full-line nylon flange nuts, crank screws with growing demand in Europe, and self-drilling screws with better forging result and performance. Additionally, it has various types of direct forming parts and special parts that require secondary or multiple processing. Some clients need fasteners of single chemical component or of exotic materials, and some need large-size and large-volume fasteners that have to be shipped in 8 containers in a month. Zonbix tries everything to supply to clients and keep abreast of their needs. For over 5 and even 10 years, it has been the sole supply source and beneficiary of its products in Taiwan. Therefore, Zonbix has been recommended by overseas clients and got in touch with some famous brands that seek collaboration, such as the Australian RECOIL making stainless steel thread covers, American SPS, Irish HI-LIFE making thread dies for stainless steel bolts. Zonbix will exclusively introduce the products of these brands to Taiwan.

Sustainable Development, Keep Developing & Selling Fasteners

Despite the drastically changing and competitive industrial environment, Zonbix still has a stable source of clients and business thanks to its years of experience and reputation. It makes the most of its inventory space to store client's goods for later quick goods pickup. Looking ahead, Zonbix has set up a new R&D division and established a whole shipping inspection process. It not only continues to develop special forged parts, but also adds the sale of various standard parts. It also plans to combine resources with counterparts to invest in CNC equipment, and go toward the development of hi-tech fasteners, aerospace fasteners, related fasteners and assembling parts, through which it hopes to provide bigger and more complete satisfaction for clients in the market. Raymond said, "We may not be the biggest and best, but we are definitely your most trust-worthy partner."



Surpassing Ti-alloy, John Chen Screw's Perfect S/S

by Michelle Hsieh, Fastener World

John Chen Screw Ind. Co., Ltd. established in 1981 is a Taiwanese manufacturer specialized in stainless steel fasteners. The stainless steel John Chen uses is directly imported from Japan. Having been certified to ISO-9001, John Chen continues to stick to its core value of "breakthrough & innovation." Its credibility, quality and service have earned a solid presence in Taiwanese fastener industry.

John Chen handles wire coil import, wire drawing, screw manufacturing, surface treatment and mold production all by itself. Hence, it is able to quickly offer clients various standard/customized screws at reasonable prices.

New Perfect Stainless Steel Products with Advanced Anti-rust Performance

John Chen has recently released the "JOHNTEK Perfect Stainless Steel," which can completely replace Ti-6Al-4V, SUS#630, SUS#410.420 and SCM435 alloy steel screws. Most people think of Ti-alloy as the best, lightest, strongest and most corrosion-resistant aerospace alloy steel, so many industrial products on the market are considered the best choices if they are marked as "made of Ti-alloy". Moreover, the prices could be higher. Despite its advantages, Ti-alloy is, in fact, not so perfect. For example, its tensile strength is not high enough, it is cannot be bent too much or deformed beyond its limit, and it is prone to mechanical fatigue.

John Chen's Perfect Stainless Steel has outperformed Ti-alloy. For example, although Ti-alloy weighs only 58% of the total weight of traditional S/S, the mechanical strength (such as tensile strength, bending & shaping limit and hardness) of Perfect S/S is 1.78 times stronger than that of Ti-alloy, completely exerting its conformity to the demand for a lightweight and small size with high strength and safety nowadays.

Moreover, what's worth noting is the significant drop in cost. This material only costs less than 1/10 the price of Ti-alloy. In other words, it can reduce cost by at least 90%. Such Perfect S/S can be formed through cold/warm/hot forging and the capacity of this S/S is also 60 times quicker than processing Ti-alloy and SUS#630. As a result, its cost is only less than 1/10 the cost of Ti-alloy and SUS#630. In addition, Ti-alloy and SUS#630 can be only processed through traditional cutting forming or hot forging and at least 50% of the materials used will be wasted, not to mention the very high price of Ti-alloy. However, Perfect S/S can be formed through cold/warm/hot forging and only less than 3.5% of materials used will be wasted, which can save a lot in material cost.



The anti-rust performance of Perfect S/S is 6 times better than the performance of S/S #316. Thus far, this S/S has been approved in many tests to be able to sustain at least 6,000-15,000 hrs of salt spray test without rust or corrosion. In addition, it has been also approved in SGS acid rain test to be able to sustain up to 100 cycles without rust or corrosion. The most remarkable point is that it does not require any electroplating and painting rustproof treatments. According to some data collected from lab experiments by many metal experts, if the product is placed outdoors, it is estimated to exist without the occurrence of rust for about 2 centuries, which is definitely the best material.

To generalize the aforesaid advantages, this Perfect S/S is suitable for aerospace, construction, bikes and other industrial & medical device applications requiring high corrosion resistance, pleasing appearance and high mechanical strength.

Success After Years of Devotion

The successful R&D of Perfect S/S is one of the best examples of "no pain, no gain." John Chen spent so much time and many efforts without any government's subsidy and it took 80 million NTD and 17.5 years for John Chen to develop the product. John Chen finally reached the goal after nearly 18 years of dedication to material acquisition, processing, control and mass production. So far, clients who have used its products all give John Chen thumbs up. The mission statement of John Chen is to develop more diverse products with continuously improving quality, strength and performance that satisfy clients' needs. ■

