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Apr. 15, 2016 Volume 02

# Gardening & Home Improvement



New Era for Gardening &amp; Home Improvement



**Taiwan's Gardening &  
Home Improvement  
Products, Adding to  
Quality of Life**



Taiwan Sourcing Service Provider

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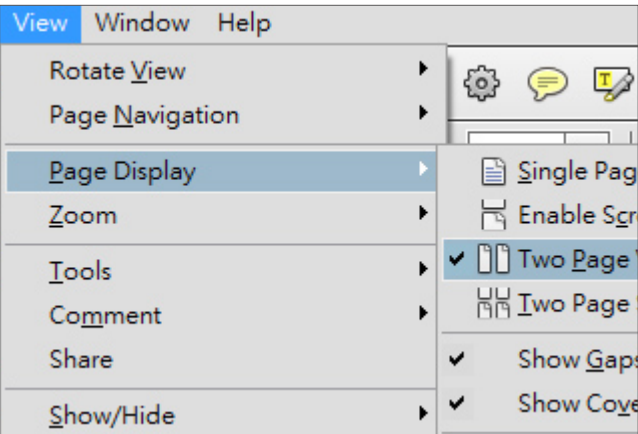
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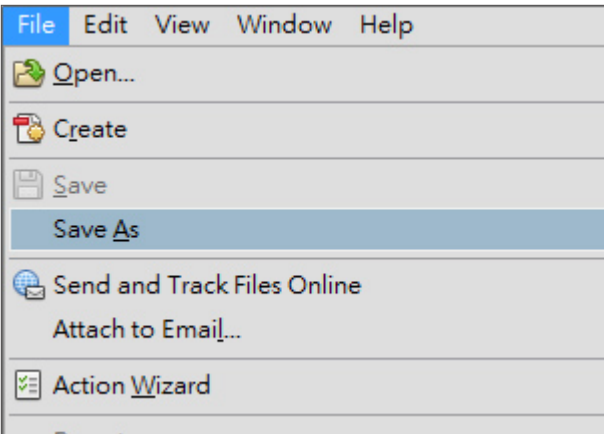
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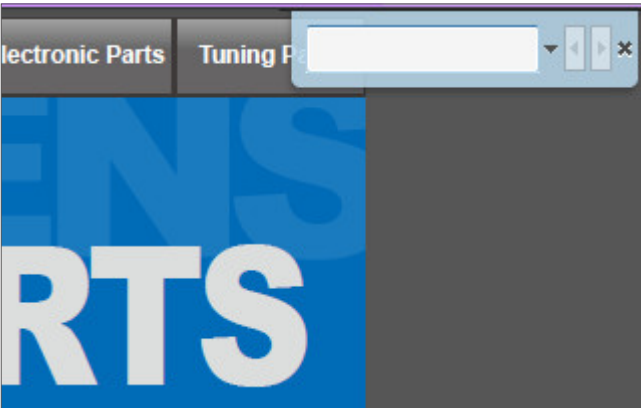
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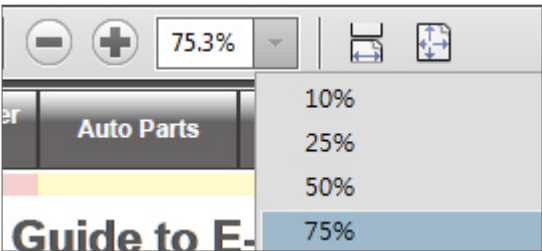
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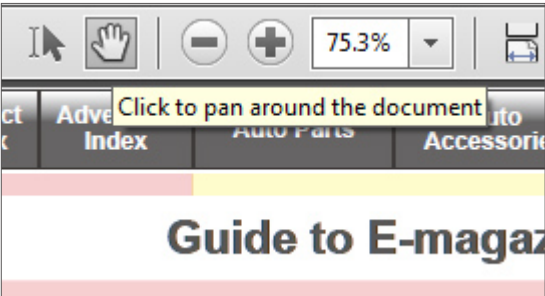


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# Index

CHENG VICTORY CO., LTD.	13
CHENG YEAU CO., LTD.	14
JIOUN CHURAN CO., LTD.	17
NINGBO MAMMOTH HARDWARE PRODUCTS CO., LTD.	15
WISE CENTER PRECISION APPLIANCE CO., LTD.	9
WISE CENTER PRECISION APPLIANCE CO., LTD.	10
WISE CENTER PRECISION APPLIANCE CO., LTD.	11



# Contents

■	Watering & Irrigation Equipment	12
■	Power Gardening Tools & Parts	16

# Growing Population to Drive Development of Farm Machinery and Equipment Sector

TechNavio predicts global agricultural machinery market to grow at CAR of 7.97% during



Taiwan has lots of competent suppliers of light-duty agricultural equipment and accessories.

By STEVE CHUANG

Mainly used on farms to minimize labor input and raise efficiency, irrigate, harvest and help enhance profits, with smaller versions also used for gardening and landscaping, agricultural machinery and equipment continue to gain popularity all over the world, especially when crop production has become an exigent issue among global governments amid the steadily growing global population, particularly in mostly poor, developing nations as India, Indonesia and the Philippines.

According to the results of the World Population Prospects: The 2015 Revision published by the Department of Economic and Social Affairs of the United Nations, the world population reached 7.3 billion as of mid-2015, suggesting that the world has added one billion people or so over the past 12 years. Of the total, Asia accounts for around 60 percent, compared to Africa with 16 percent,

Europe 10 percent, and North America 5 percent. The report says the global population is projected to increase by more than one billion people within the next 15 years, to 8.5 billion by 2030, 9.7 billion by 2050 and 11.2 billion by 2100. Such growths will pump growth momentum into the global market for agricultural machinery and equipment, which are necessary to further ramp up crop production.

In light of the trend, TechNavio, a global market research firm, predicts global agricultural machinery market to grow at a compound annual rate of 7.97 percent over the period 2013-2018 in its "Global Agricultural Machinery Market 2014-2018" report, with the persistently surging global population being a key factor driving the growth. While global makers have applied more new technologies in enhancing performance and functionality

of their machines to compete and build profitability amid future development of the sector, fluctuating prices of raw materials, however, could undermine growth of this market.

Among the many kinds of agricultural equipment, including harvesting and seeding machinery as well as wool pressers, grinders, windmill and mixers, tractors are the largest product group in the market. Asia and Africa, the two most populous continents as mentioned above, continue to witness higher adoptions of modern agricultural machines in farming, where the demand is more than twice that of other regions, with China and India leading the growth in market demand.

Despite not being known for supplying tractors and other large-sized agricultural machinery, Taiwanese suppliers in the industry, nevertheless, possess ample expertise and capacity to develop and manufacture related, light-duty agricultural equipment as pumps, watering or irrigation supplies, spray wands, nozzles and other accessories. With strong commitment to quality, performance and customer satisfaction, most of them have built solid footholds all over the world as trustworthy partners. [CENS](#)



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Gear Transmission Lopper

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Wise Center Industrial Group Inc. was established by Mr. Thomas Lin. Our manufactory, Wise Center Precision Appliance Co., Ltd. Is located on Taichung, Taiwan. 10office staffs and 65workers in manufactory. 25231 square feet (2344 square meters) manufactory working zone. Investment capital about us dollars 2 millon. Sales amount us dollars 8 million per year, America and Canada Market occupied 4 ...



Gear Transmission Hedge Shear



Ratchet Lopper

Aluminum Alloy Forged Handles  
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# Wise Center Targets Lead with Game-changing Innovation and World-caliber Management Activities

*Planet Gear-integrated tools to help push the maker to No. 1 globally*

Compiled by STEVE CHUANG

Gardening tool production, as other traditional manufacturing sectors, is one of Taiwan's most globally competitive industries that began and is clustered in the central region covering Taichung and Changhua, but only a handful of operators could rival Wise Center Industrial Group Inc., especially for its truly profound understanding of the importance and application of various corporate management measures. Now Wise Center enters a new stage of growth by not only coming up with game-changing innovations, but also ingeniously carrying out management activities, earning accolade from global buyers and branded vendors in the line.

Founded in 1991 in Taichung, Wise Center specializes in developing and manufacturing a variety of gardening tools for both DIY (do-it-yourself) users and professionals, mainly offering lopping shears, hedge shears, pruners, grass shears, extended tree pruners, water pipe shears, branch pruners and saws, and PVC pipe cutters, as well as conventional and foldable ladders, sprinklers, shovels, flower scissors, rakes, step stools and related gardening accessories.

While working primarily on OEM (original equipment manufacturing) and ODM (original design manufacturing), the company also markets products under its own brands worldwide. Over the past decades, the supplier has built solid reputation among buyers from North America, Europe, Japan, Australia and China. With a well-equipped production facility in the Taichung Export Processing Zone and production lines across Southeast Asia, the firm is undoubtedly an industry-leading gardening tool supplier in Taiwan.

Wise Center's current achievement, particularly the steady and robust growth it has seen over the past few years despite volatility of the market, can be attributed to only two factors: steady investment in R&D for truly innovative, useful and marketable products, and the implementation of various programs to enhance management efficiency and effectiveness.



## Planet Gear™ Series Gardening Tools

It is not overstated that excellent R&D capability is Wise Center's secret to success, which has resulted in various innovative tools having been developed, including a shear with irregularly-shaped handles, which, compared to conventional oval- and rounded structure, has proven effective to enhance stronger cutting force with less labor input mainly due to more efficient mechanical advantage via the special handle geometry. Chairman Thomas Lin of Wise Center emphasizes that handles with irregularly shaped structure generally has stronger torsional resistance and less ductility and malleability, to feature higher structural strength and lighter weight than those with structure of other shapes.

Wise Center's latest innovation is the so-called "Planet Gear" mechanism, which is applied in its bypass and anvil loppers, hedge shears and pruners. The Planet Gear is composed of a gear rack on which there is a small, rivet-like unit, to be the world's first for cutting tools to feature superior functionality.

Compared to conventional mechanism, the Planet Gear features more effortless operation of garden cutting tools, and, more importantly, ensures the firmer gripping and easier cutting of twigs, achieved by the jaws closing in from the outside to cause twigs to move inward. This better prevents twigs, especially thick ones, from being squeezed out the closing jaws as seen in conventional mechanisms, Lin stresses.

Excellent functionalities aside, Lin says that tools integrated with the Planet Gear generally have more compact, slim exterior than competing models, mostly thanks to the mechanism having simpler structure so that it can be built into tools without adding to dimensions and bulk.





However, the launch of the Planet Gear not just underpins Wise Center's laudable R&D of gardening tools, but shows Lin's ambition to turn his firm into the world's No.1 maker of gardening and cutting tools, an effort further solidified by the innovative mechanism being patented in China, the U.S., Europe and Taiwan to be an upstart but functionally comparable to the gear technology possessed by a globally known western brand of scissors, axes and knives. In fact, the brand's gear technology has been protected by patents for a long time as the most commonly seen mechanism applied in gardening and cutting tools on market, but the patents, Lin mentions, will expire soon, which will allow more suppliers to adopt such technology in gear-driven tools and intensify competition.

With such logic, Lin therefore began researching and developing the Planet Gear a few years ago, in effort to work out a brand new mechanism to differentiate Wise Center's gardening and cutting tools, and to build a technological lead to leave behind rivals in the years to come.

Another innovative product Wise Center has developed to impress gardeners all around the world is the hedge shear built with the firm's another improved gear mechanism to feature the so-called "double cutting" function.

Lin says that the hedge shear enables double cutting in one cycle of opening and closing the handles. The handles connecting the rivet-like unit control the motion, with the mechanism moving halfway on the track to open and close the jaws once the handles are closed, and then again the jaws are opened and closed when the handles are opened to push the mechanism to the end of the track.

"This amazing feature enables this hedge shear twice the efficiency of ordinary models, and such function in cutting tools is unavailable from other suppliers all around the world," says Lin.

It is safe to say that the abovementioned two new gear mechanisms developed by Wise Center for application in garden cutting tools just underline the veteran maker's time-tested know-how of gear engineering and production techniques, the cutting edges that give the company a leading position in Taiwan's garden cutting tool sector.

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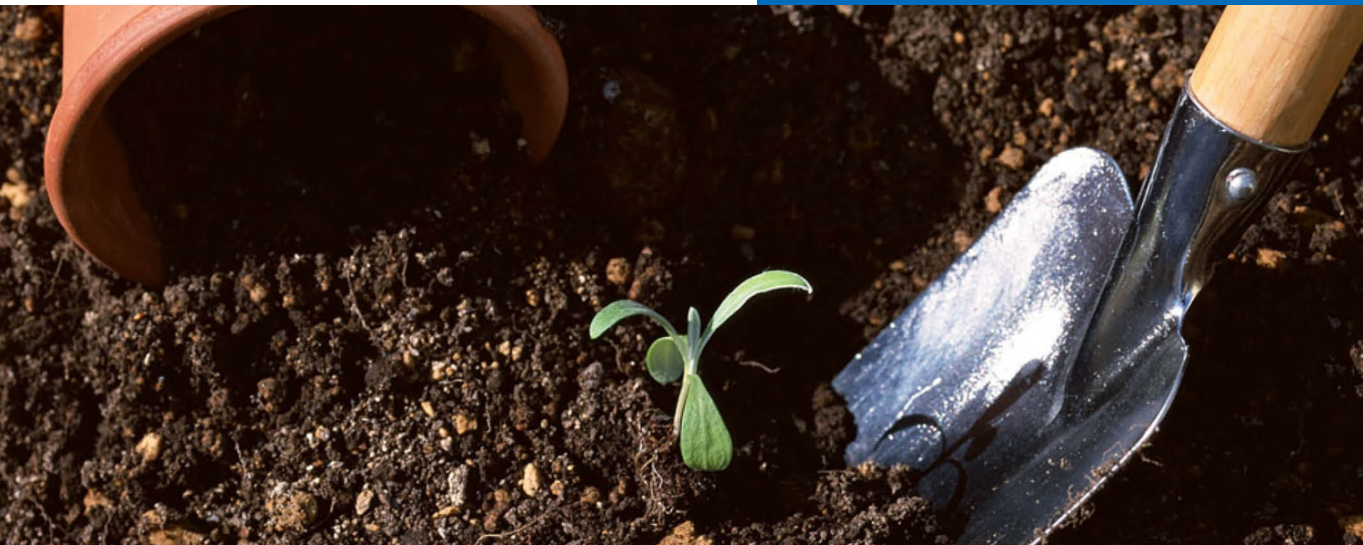
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# Watering & Irrigation Equipment

CHENG VICTORY CO., LTD.	13
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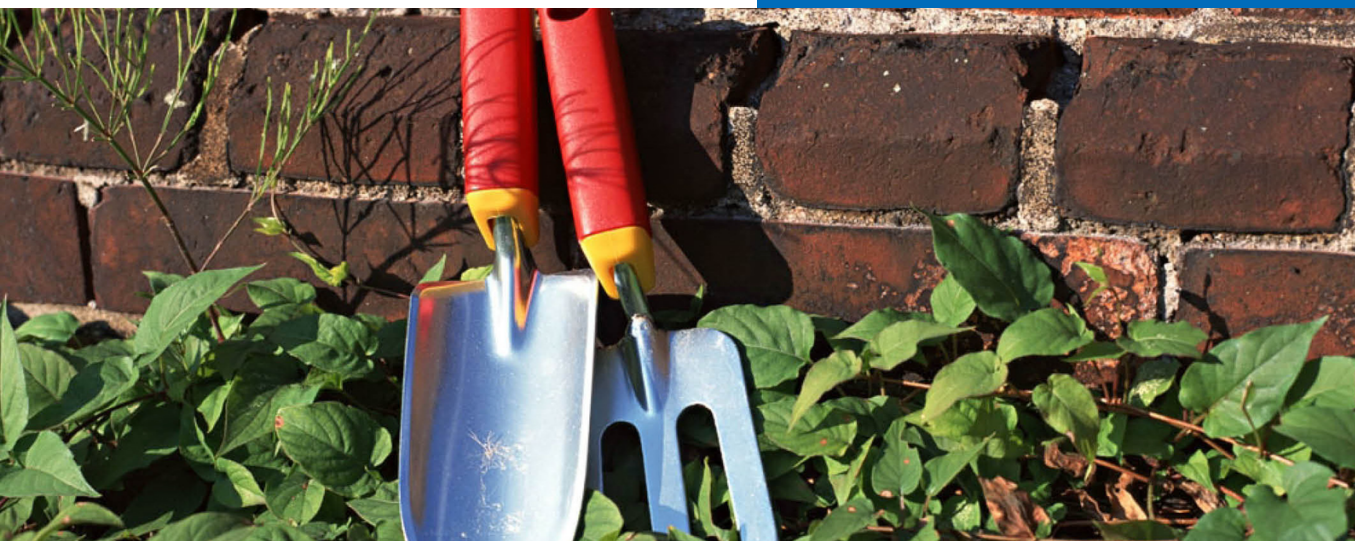
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# Power Gardening Tools & Parts

JIOUN CHURAN CO., LTD.

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