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May 15, 2016 Volume 03

# Gardening & Home Improvement



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# Lines Between Indoor and Outdoor Furnishings Are Blurred in the USA

Global Industry Analysts Inc. says U.S. outdoor furniture market to exceed US\$5 billion by 2017



Deep seating sofas are widely used in outdoor spaces.

By STEVE CHUANG

Outdoor furniture was once generally regarded as inexpensive furnishings with monotonous, frumpy styles and often distasteful tones, but no longer. Today alfresco furniture can have the same features as indoor furniture, mostly thanks to ever more consumers' changing lifestyles and entertaining habits, which inspire them to turn outdoor spaces into living areas as lavish, relaxing as indoor spaces, a transition confirmed by market observers and news agencies, including Miami Herald.

Under the scenario, outdoor furniture becomes a product with considerable growth potential, coupled with some interesting trends that are also seen in indoor furnishings. While the U.S. market for outdoor furniture is estimated by Global Industry Analysts Inc., a publisher of off-the-shelf research, to exceed US\$5 billion by 2017 as one of the most aggressively growing segments of

home design, Miami Herald points out that big size; modern styling achieved by use of synthetic weaves, performance fabrics and other materials as they are used in indoor furnishings; and vivid, bold colors as seen in indoor rooms and even apparel have become strong appeals in outdoor furniture to Americans.

While echoing Miami Herald's observation that vibrant, contemporary colors and patterns are increasingly applied in outdoor furniture to enhance feelings of enjoyment, warmth, comfort, relaxation and many others, Abe Abbas, a furniture expert, said in an article on About.com that hand-wrought aluminum, teak and wicker are among the most popular materials used in outdoor furniture, but for different reasons, including lightweight, good resistance against weathering, rot and insects, and friendly prices.

Also worth mentioning is that as outdoor spaces are treated by Americans as their living rooms, Abbas notes that more and more deep-seating sofas, stone and glass coffee tables and end tables are being used in gardens and backyards, which are also decorated with pillows, indoor and outdoor rugs, plants and containers. In short, conventional elements of indoor furnishings and interior design are finding their way into outdoor furniture for sure. [CENS](#)



# Garden-tainment Trend to Help Fuel Growth of Decorative Garden Lighting

New trend is to move social activities outdoors amid smaller homes stateside

By STEVE CHUANG

Lighting has always been regarded indispensable in any worthwhile gardening setting, especially when "Garden-tainment" has emerged as the latest trend among consumers who are looking for new ways to jazz up social activities in residences.

The term "Garden-tainment" is coined by market observers to depict the consumer trend for moving parties outside from the

home, as well as a way to personalize outdoor spaces for more purposes, especially when newly sold houses in the U.S. are getting smaller in size.

With the National Association of Home Builders predicting size of homes to shrink by 10 percent in 2015 on average, ever more people therefore go outside the home for not just holding parties, but dining, cooking and



The post lamp is built by a Taiwanese supplier with solar cells and advanced power-storage technology.

entertaining, observes Garden Media Group. Another interesting result in the 2014 Casual Living and Apartment Therapy Outdoor Decorating Survey published by Casual Living also justifies the observation, showing that 62 percent of millennials, 46 percent of Generation Xers and 24 percent of Baby Boomers are spending more time outdoors. Also notable is that 85 percent of millennials polled in the survey rate outdoor rooms as "Very Important" or "Important," compared to 83 percent of Generation Xers and 74 percent of Baby Boomers.

With Americans gradually showing higher preference for outdoors rather than indoors for socializing, garden lighting is hence becoming more important as garden decoration, particularly lighting products with stylish exterior design that can be harmonized with and accentuate plants, flowers and lawns, with sufficient brightness to allow outdoor activities to take place even at night, soft colors that add to the charm of a garden, and low power consumption that help cut electricity bills.

Trying to capitalize on the trend, some Taiwanese lighting manufacturers have diversified into garden lighting, and worked out functionally impressive products that have proven sought-after by end-users worldwide. For example, a supplier on the island has launched a post lamp built with photovoltaic and power-storage technology, making the product a great solution for energy-saving garden lighting without installing cables. [CENS](#)



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 million. Sales amount us dollars 8 million per year, America and Canada Market occupied 4 ...



Gear Transmission Hedge Shear



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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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# Gardening Tools

HUNG PUMP INDUSTRIAL CO., LTD.

# HUNG PUMP INDUSTRIAL CO., LTD.

## Pump, Garden Tools, Booster



HWCP



MVH



BAV



S3 puls MTS

Hung Pump Group (HPG) was established by Mr. Johnson Hsu since 1989. The main business is water pump manufacturing for our own brands and private labels. With more than 25 years of manufacturing and OEM experiences, we cumulated huge product development know-how and data base and through our successful cases in cooperation with global famous brands, we obtained international quality concepts and recognition professionally. HPG not only has the ability of developing products of our own design and OEM, we have deepen in analyzing applications in different areas in the last decade to expand our service territories not just in sales but through cooperation with local authorities or private organizations. We have set up our service systems by putting into more manpower in different countries to reach out and gather local environmental parameters, in order to provide the most suitable products to meet their dema ...



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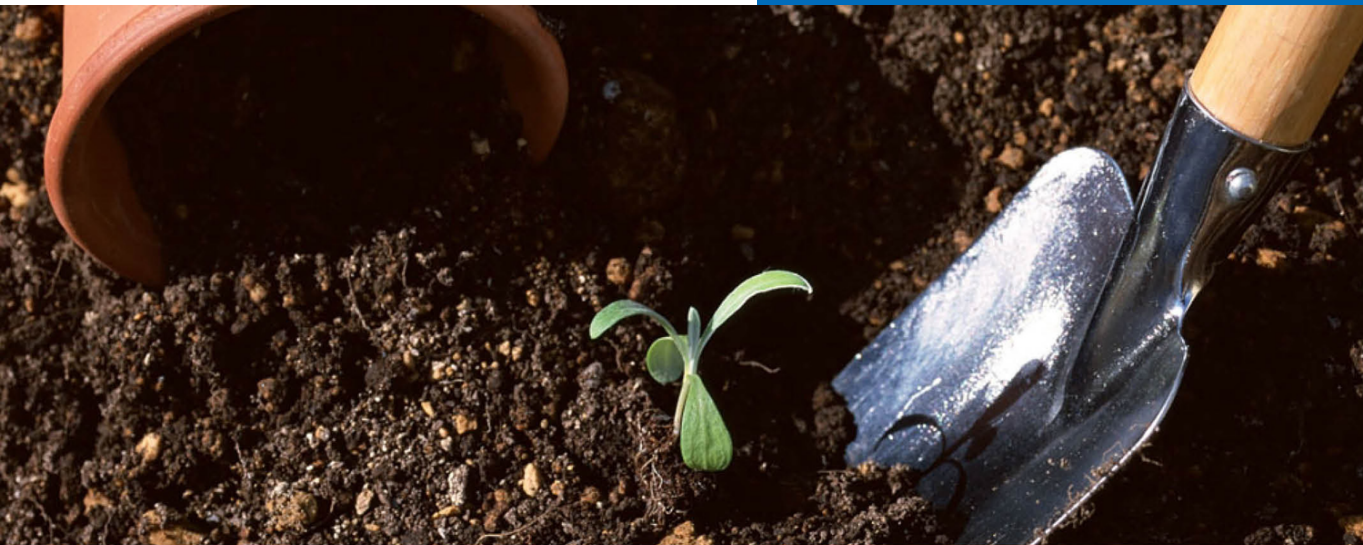
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Car-washing Equipment



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Extendable &amp; Elastic Garden Hose

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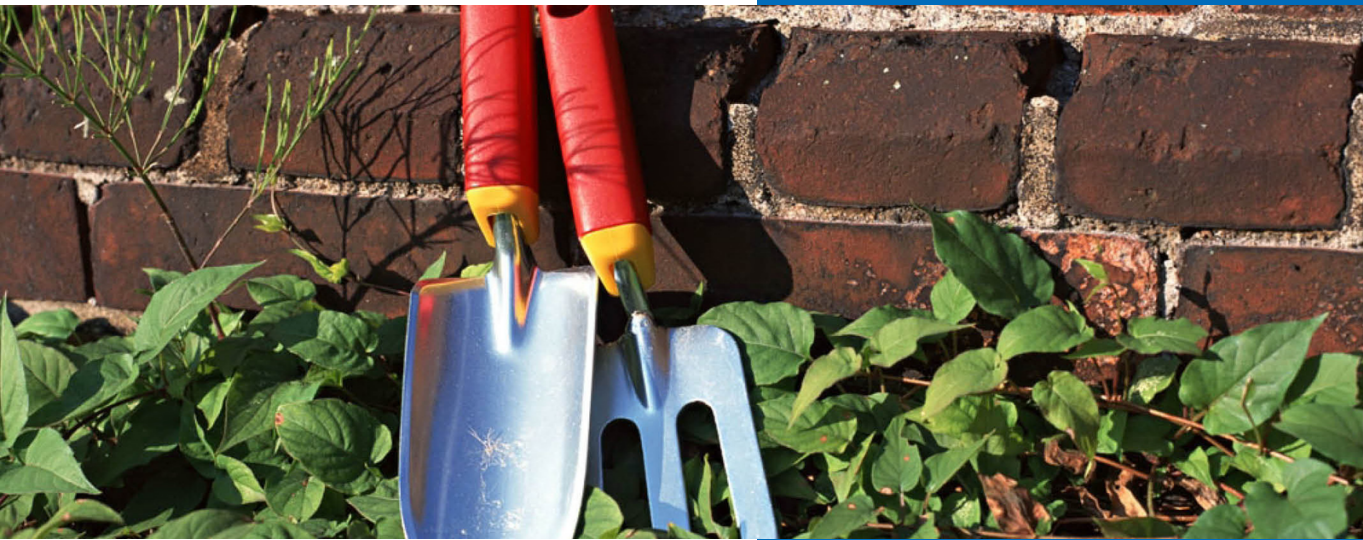
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# Power Gardening Tools & Parts

JIOUN CHURAN CO., LTD.





M-529

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