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Aug. 15, 2015 Volume 04

# **Hardware**

Chang Loon's Ratchet Wrench, Bolt Cutter and Gear Wrench All Built with Small Improvement for Big Difference in Efficiency and Functionality



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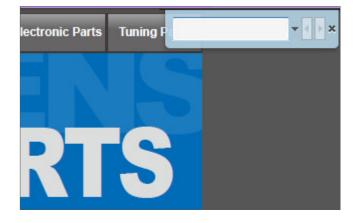
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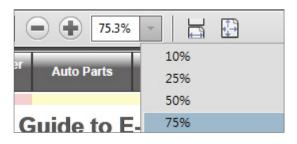
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Household Hardware (Household Products and Small Electrical Home Appliances Included)

Screws & Bolts

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### ITRI Develops Integrated Technologies for Security Surveillance

Technology enables mobile devices to monitor remote subjects

Red-Tom Lin, ITRI's manager engaged in technology marketing and cloud services, introduces the institute's latest technology for community and home security.

#### By STEVE CHUANG

Security has always been a background concern over the years, but has been catapulted to the foreground with the 911 terrorist destruction of the World Trade Center towers in New York, thus propelling a steadily-growing market for securityrelated products and services. Today, security monitoring products and services are literally built into residential, commercial and public buildings.

The Industrial Technology Research Institute (ITRI), Taiwan's R&D institute that engages in various projects, is developing integrated technologies for surveillance systems, aiming to boost the island's presence in this market.

Interviewed by CENS, Red-Tom Lin, the manager

of ITRI's Cloud Service Technology Center and Technology Marketing Dept., talked about the institute's latest technology achievement to enhance community security.

#### Integration of Smart Devices

Lin says that the ITRI is inspired by the growing popularity of mobile devices to integrate smart devices into surveillance systems to make community security controllable and interoperable online with smartphones.

ITRI's security system integration technology is based on Miracast, a peer-to-peer wireless standard created by the Wi-Fi Alliance, which allows users to share video and audio streaming on mobile devices in real-time, according to Lin, who adds that the growing trend for multi-screen broadcasting also makes ITRI's idea of integrating smart devices into conventional surveillance systems marketable.

"By making smartphones and smart TVs a platform to access security services, such services are more compatible with the consumer segment than before to drive up sales of related products and services," says Lin. So, the ITRI focuses on development of system integration between smart devices and surveillance systems, which Lin believes can be effectively applied in communities and modern residential buildings to enhance not just home and individual security but also information exchange between residents.

According to Lin, ITRI's system integration technology links surveillance cameras indoors and outdoors via the Internet to indoor phones, smart TVs and mobile devices, enabling a user in the living room, for instance, to monitor in real-time pets in the backyard, car in the garage or children in other rooms through TV, or even answer a landline phone via a tablet PC.

By connecting community web servers to home web servers, the system, Lin says, can also be

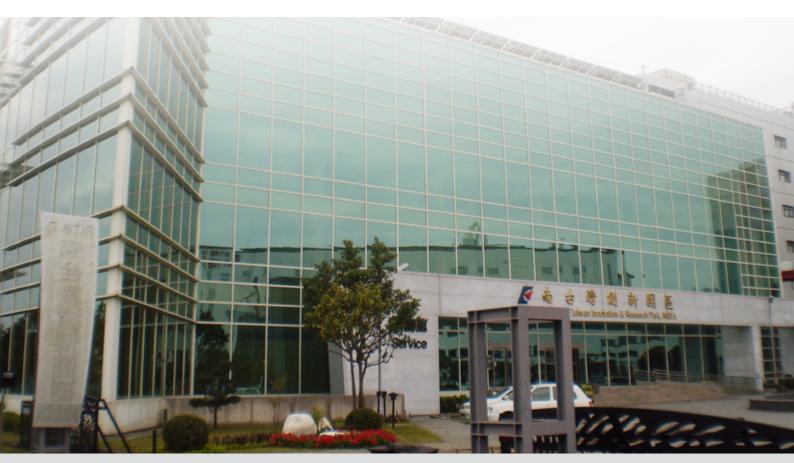
used by community centers where surveillance and storage management systems are equipped to inform residents of mail delivery and visitors through mobile devices, which calls for additional packages of e-signatures and security connection.

### System Structure

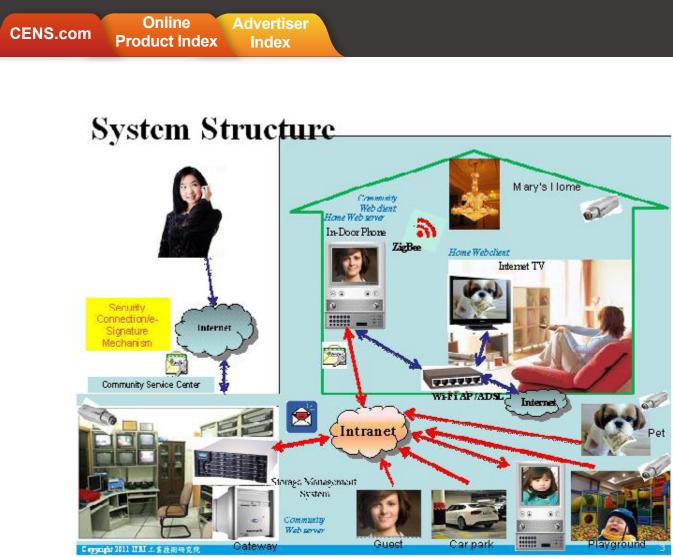
Lin elaborated on how a surveillance system works with ITRI's integration technology, saying that images and video captured by IP cameras are transmitted through the Intranet on RTP (Real-Time Transport Protocol) or RTSP (Real-Time Streaming Protocol) to NVR (network video recorder) and DVR (digital video recorder) systems to be stored, and then sent to community residents' smart devices via Wi-Fi networks.

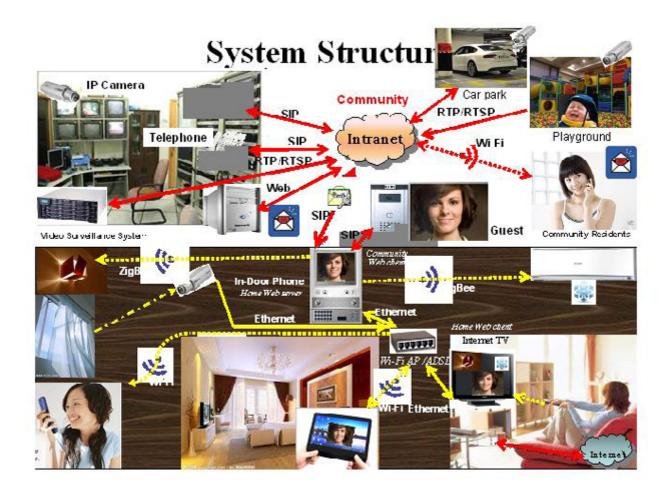
Also, in the integrated system, audio from access control intercoms and central control intercoms can be streamed on SIP (Session Initiation Protocol), which makes communication among community residents convenient.

As to home security, ITRI's technology links IP cameras and indoor phones to Internet TVs or tablet PCs via a Wi-Fi access point or ADSL (Asymmetric Digital Subscriber Line) modem, so



ITRI's south branch in the Southern Taiwan Innovation & Research Park in Tainan City.





Structure of ITRI's surveillance system integration technology

users can watch shared images and talk to people shown on a screen directly. Furthermore, the technology can turn an indoor phone into a home web server wirelessly connected to household appliances, allowing remote controlling of lamps, projectors, air conditioners, and so forth.

"With the integration technology, we aim to achieve a smart connection through a surveillance security system, enabling computers, smartphones and watches to monitor security remotely, as well as looking forward to tapping this achievement to nourish the industry in southern Taiwan," says Lin.

### Derived from Another Cutting-edge Technology

Innovative and multi-applicable, ITRI's surveillance system integration can be regarded as a derivation of another of its cutting-edge technology, Android motion sensing remote-

control, which, according to Lin, is the software enabling a smartphone to remotely control sound and motion of outdoor TV walls or gaming joystick. This technology has been commercialized by a Taiwanese company who unveiled it at the International Consumer Electronics Show 2013, which just rounded off on January 10 in Las Vegas.

"The technology can be used for commercial and educational purposes, and help Taiwanese manufacturers of set-top boxes, smartphones and smart TVs enhance value in products," says Lin.



ITaiwan's Traditional Manufacturers Need Soft Power to Upgrade

One obstacle being inadequate investment in R&D by Taiwanese makers



Y.C. Dai, MIRDC's senior manager of the metal product R&D department, talks about development of Taiwan's traditional manufacturing industries.

#### By STEVE CHUANG

Soft power has been a buzzword in Taiwan, whose export-driven economy is gradually changing and needs sustainable development when cost cutting is no longer sufficient, and when knowledge is essential to stay ahead; and accordingly, traditional manufacturers are eagerly looking to upgrade into value-added production in the face of increasing competition from emerging economies.

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To promote the latest technology-development white paper issued by the Ministry of Economic Affairs, the Taiwan Institute of Economic Research held a seminar in November 2012 and invited Y.C. Dai, a senior manager of the metal product R&D department of the Metal Industries Research & Development Centre (MIRDC), along with C.C. Lee, a sector chief of the Taiwan Design Center, and Red-Tom Lin, manager of the Technology Marketing Dept. of Industrial Technology Research Institute (ITRI), to shed light on the current situation of traditional manufacturing and offer suggestions to the government to help with soft power enhancement.

### Slow Development

Dai summed up the development of Taiwan's traditional manufacturing industries, and said that soft power is the ability to innovate products and services or other factors that enhance technological advancement, which can involve R&D, ICT (information and communication technology) application, branding, corporate operating models, latent incubation, supply-chain networks, organizational efficiency and so forth.

"After experiencing brisk economic growth driven by rapid development of local production-oriented and capital-intensive industries in the past decades, Taiwan needs to restructure its economy to maintain momentum," said Dai.

Dai pointed out that soft power, or multifactor productivity, has already contributed 43.5% to Taiwan's economic growth in the early 21st century to top corporate contributions in manpower and capital investment, according to statistics issued by the Directorate-General of Budget, Accounting and Statistics. He stressed that the island still has room to develop soft power to better build local



Taiwan Institute of Economic Research's seminar attracts many industry insiders, experts and college students.

industries, given that developed countries have even higher contribution rates of multifactor productivity to economic growth.

Compared to Taiwan's 4.4% GDP growth against only 43% in multifactor productivity's contribution, Germany, Japan, and S. Korea, for instance, posted 0.9%, 1.2% and 3.8% economic growths, respectively, against soft power contribution rates of 66.7%, 100% and 73.7% during 2000-2010, said Dai, citing statistics from the Organization for Economic Cooperation and Development's structural analysis database (OCED STAN Database).

In terms of maturity of local corporate management, which helps to enhance productivity and can indicate soft power of a firm, Dai added, Taiwan's industries in fact have moderate development of soft power. According to WEF's Global Competitiveness Report, Taiwan ranked 13th in 2011 among 142 countries in terms of corporate maturity, falling one notch compared to 2008's, while emerging countries, including China, Malaysia and Brazil significantly advanced to 37th, 20th and 31st , respectively. Notable is that Taiwan dropped to the 16th place in corporate productivity, and plummeted to 22nd in international logistics, but remained atop the 146-nation rankings in industrial cluster development.

"About 98% of Taiwanese enterprises are small and medium-sized," said Dai, who blames lack of resources for the relatively modest development of soft power.

### Structural Problems

Dai focused on some structural problems related to supply and demand in Taiwan's traditional manufacturing industries that hamper development of soft power and value-added production.

Firstly, Dai said, Taiwanese makers use too much material as intermediate input and mostly neglect the importance of inputs of services. According to OECD STAN Database, raw materials accounted for about 45% of overall intermediate input in production of other goods in Taiwan in the mid-2000s, when these proportions in Japan, Germany, the U.S. and the U.K. stood at only 24%, 18%, 18% and 16%, respectively. This weakness undermines added-value of Taiwan-made products, which was especially significant 2002 through 2008, when raw material shortages caused skyrocketing prices. Dai stressed that global industrial development has shifted from traditional manufacturing economies to balancing production and services to enhance added- value of manufacturing industries through support from service providers. However, he said, most Taiwanese traditional manufacturers had only 15% of intermediate inputs being services in mid-2000s as shown by OECD STAN Database, hence failed to build positive links with service providers, except distributors and retailers. This situation hinders producers from enhancing added-value of products, though today 70% of Taiwan's GDP is generated by services.



Red-Tom Lin, manager of the Technology Marketing Dept. of ITRI, talks about the institute's technological achievements that help nurture soft power for traditional industries.

Meanwhile, Taiwanese traditional producers spend moderately on R&D. According to Dai, only 20% of total R&D spending by Taiwan's manufacturers a year is from traditional makers, who, according to MIRDC's surveys, typically pour NT\$2 out of every NT\$100 earned on average into R&D, compared up to NT\$7 by their counterparts in Japan, Germany and the U.S. Also notable is that local traditional makers in Taiwan apply fewer ICTs as intermediate inputs in production than those in other developed countries, despite the island's well-developed ICT industries.

Dai also listed other factors troubling Taiwanese traditional manufacturers to develop soft power and value-added products, including lacks of unique products and market-driven design concepts, slow development of new products, neglect of capital expenditure in R&D, poor technology integration capability for trial production, backward development of manufacturing processes and forming technologies compared to state-of-the-art ones in developed countries, low self-sufficiency in supply of key components, ineffective integration of cross-sector manufacturing, few logistic warehouses overseas, incapacity in building owned global distribution networks and modest branding and marketing.

### Suggestions

Based on MIRDC's experience, Dai offers several suggestions to the government and enterprises in nurturing soft power and upgrading production.

Considering that Taiwan has 82 distinctive industrial clusters mostly in northern, central and southern regions, Dai said that the government should promote existing regional R&D centers to more than drive R&D momentum into local industries, but also link mutually to form value-added supply chains and develop different higher-end products according to industrial and regional characteristics.

For instance, one center in Taiwan's central county of Chiayi, which is noted for boutique farming, food-making, cosmetics, and green energy, has been working on horizontal and vertical integration of these industries in cooperation with several R&D bodies, aiming to establish cross-sector platforms for enhancing technology exchanges and latent incubation, as well as develop high value-added technologies and products, such as biotechnology and higher-end precision machinery, by tapping synergy.

To speed up development of traditional manufacturers' soft power, Dai suggests that regional R&D centers help manufacturers to apply technolo-



ITRI contributes considerably to Taiwan's faucet manufacturers in developing value-added technologies and products.

gies to enhance R&D capability, build long-term industry-academia partnerships to broaden use of applied technologies, and integrate ICTs and services into manufacturing to create new B-to-B business models.

#### **Governmental Resource**

Dai furthered that companies should actively take advantage of government's resources through applying for and carrying out TDRs (technology development programs) or SBIR (Small Business Innovation Research) programs in cooperation with local research institutes to develop new products and strengthen R&D capabilities.

The partnership between R&D bodies and manufacturers of faucets and bathroom fittings in Changhua, central Taiwan, is a striking example of soft power development, mentioned Dai. Dingfanpo, a small borough of Lukang Township in Changhua, has the highest density of faucet manufacturers in Taiwan, but most are smallsized, inept at technology integration and lack capabilities to develop innovative products and mechanisms to start trial production. To solve the abovementioned problems, some research institutes help operators develop new rapid prototyping processes, as well as improve plastic injection molding, die casting, pressing and mass manufacturing capability to speed R&D process. Meanwhile, operators focus on developing and applying value-added technologies, such as integration of a digitally controlled and monitoring water supply system into faucets, drawing on cross-sector partnerships. The industry is also served by an information-exchanging platform and market information provided by R&D bodies to boost global presence and marketing skills.

So far the partnership have borne fruit, as R&D time from designing and shop drawing to mass production has been shortened by 30%, addedvalue of faucets raised by 10% thanks to use of newly developed processing techniques, and costs of product certification reduced by 50%, said Dai, who added that Taiwan' faucet industry has regained lost ground to enjoy higher profile globally.

Another ongoing soft power development program by Taiwan's R&D institutes focuses on the industry of bags and cases, which has been plagued by the lack of latent cultivation of fashion design concepts, capability of applying automated production technologies and prototyping and supply of value-added materials. So, with assistance from R&D bodies, the industry is introducing CAD (computer aided design)/CAM (computer aided manufacturing) technologies and new stitching, laser processing, printing and rapid prototyping techniques, as well as building a database of customs and fashion information, which is shared via cloud by operators.

### Alliances

Dai also thinks that alliances initiated by industryleading companies and upstream material suppliers are effective to upgrade traditional manufacturing industries.

For example, China Steel Corp., the largest steelmaker in Taiwan, has inaugurated several R&D alliances to develop cutting-edge materials, such as titanium and silicon steel sheets, to help fastener makers, household appliances suppliers work out valued-added products, according to Dai.

Also, an alliance led by Taiwan's largest yacht hardware supplier Aritex Products Co., Ltd. in cooperation with MIRDC focuses on development of electromechanical integrations for yachts, instead of traditional manufacturing techniques, to better tap the market trends for electronic and HID (human interface device) technologies that are increasingly demanded by yacht owners for more convenient boating and effective monitoring of yacht's conditions.

Major Industries (Industrial Clusters) in Taiwan by Region				
Region	Industry			
Northern Taiwan	Ceramics, knitted fabrics, medical instrument, household appliances, textured yarn, automotives, printing, dyes, metal molds, etc.			
Central Taiwan	Textile, sports equipment, furniture, household appliances, footwear, tires, hand tools, machine tools, bicycles and related parts, faucets and bathroom fittings, etc.			
Southern Taiwan	Frozen meat and seafood, animal feed, glasses, leather, herbal medicine, petroleum, steel, fasteners, yachts, auto parts, plastic and rubber machines, etc.			

Source: Metal Industries Research & Development Centre

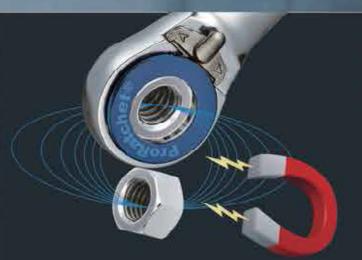
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Chang Loon's 72-tooth gear wrench features each turn at surefire 5 degrees to attain effortless operation and torque accuracy.

Chang Loon Builds a Global Name as Top-end Wrench Maker by Enhancing Value Strong R&D and better products bring success to the company

#### Compiled by STEVE CHUANG

Chang Loon Industrial Co., Ltd. believes that the development of wrenches has not yet reached its apex, despite their evolution over hundreds of years of use, and has constantly worked to add more value to its wrenches ever since its establishment in 1978.

The company has been developing and producing hand tools for almost 30 years, and is today one of the top makers of its kind on the island. Starting out in business as an OEM (original equipment manufacturing) producer, the company has accumulated a rich store of metalworking know-how and claims to be Taiwan's largest exporter of wrenches. A single-minded focus on quality improvement, with a constant expenditure of time and money on improving production capability and introducing advanced inspection techniques and equipment to keep the defect rate to a minimum, has contributed to Chang Loon's success. With products that exceed international standards such as ANSI and DIN in terms of durability and torque, the company has built a strong image among international buyers.

#### Practical R&D

What really sets the company apart from its Taiwanese counterparts is its dedication to enhancing the value of seemingly mundane wrenches through extensive R&D. In developing a new product, the firm always makes sure that it truly meets the needs of users. Each manager and supervisor takes an active part in every R&D decision to assure that it is properly carried out in line with the latest information and market trends.

Besides, the company's tests of newly-developed hand tools are based on user feedback and real experiences; rough edges that are discovered in actual use are repeatedly smoothed out until the new tools are perfect and ready for launch. This process may be costly, the company says, but it gains the respect and trust of clients.

Chang Loon's constant fine-tuning process makes sure that its ratchet wrenches are function-oriented. All of the wrenches are made of high-grade chrome vanadium, and are hot drop-forged and heat-treated for prolonged life and a good appearance. A built-in, precise 72-tooth ratchet mechanism that took a great deal of time and resources to develop enables the wrenches to outperform competing models.

With the improved ratchet mechanism, each small turn of the wrench moves precisely through five degrees, allowing users to work in confined spaces and making the wrench more efficient and energy-saving. The company claims that its ratchet wrenches are perfect for auto repair, plumbing, and machine maintenance. Their sophisticated structural design and extremely precise tolerance help make these wrenches extremely practical.

#### Value Enhancement

Chang Loon is also known for providing another surefire solution for value enhancement: packaging. According to Chang, the company is inspired by new trends in different fields, including fashion and stationery, to design eye-catching, practical packaging. This has proven successful in increasing the marketability of products on the shelves of retail stores and wholesalers.

The company keeps its eye on the growing global concern for environmental protection, and is designing materials-efficient packaging made of reprocessed corrugated paper without any ecologically harmful materials. This packaging is especially popular with European buyers.

In addition to offering innovative design and eye-catching packaging, Chang Loon has also taken steps to differentiate its hand tools. For example, the heads of its ratchet wrenches are thinner and lighter than those of competing models, making them readily recognizable. Another patented design that is incorporated into the ratchet wrenches is a colored ring embossed on the head that clearly shows the size of the wrench in Imperial or metric units.

Chang Loon attributes its solid reputation in Europe, Southeast Asia, Latin America, Canada, and the United States to persistent hard work on R&D. The company considers devotion to R&D as its bread and butter, and its only route to survival in the increasingly competitive and challenging market.



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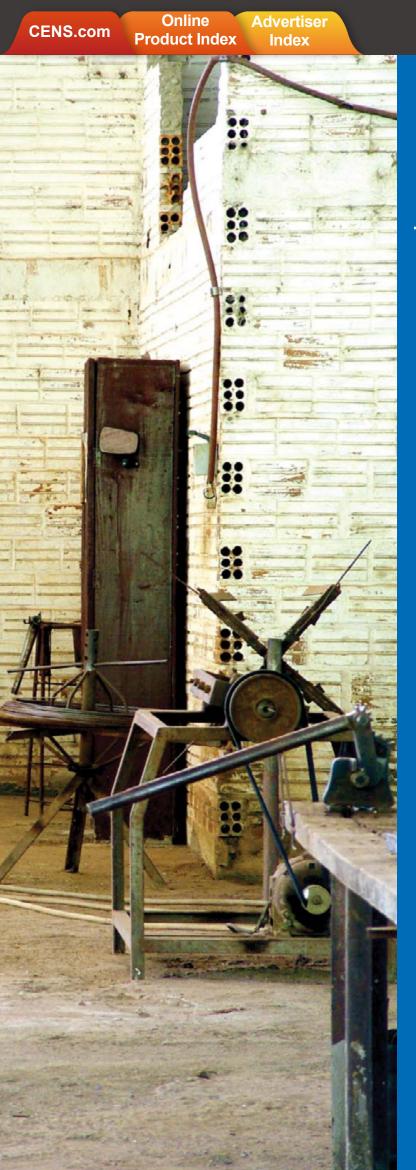
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Chang Loon supplies a verity of combination and ratchet wrenches that meet DIN standards.



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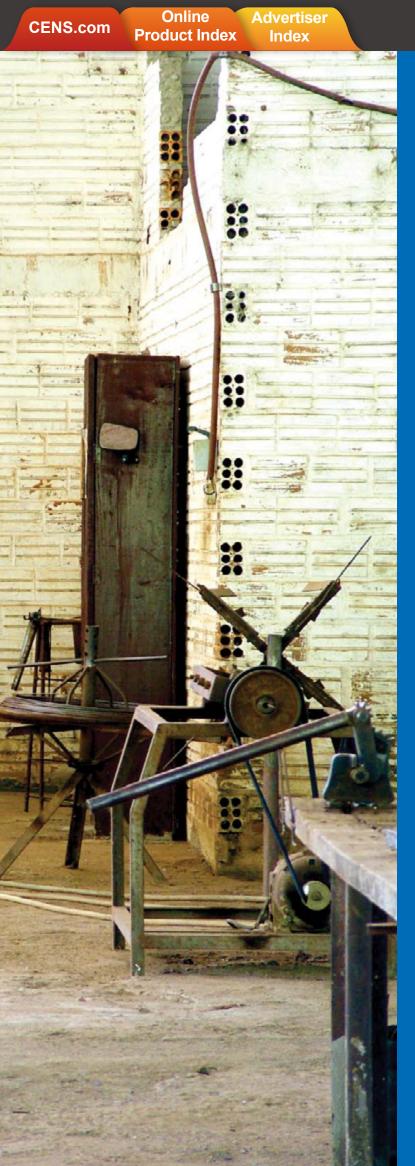


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**C**oncentrating on garden cutting tools, Wise Center mainly supplies lopping shears, hedge shears, pruners, grass shears, tree pole prunersand saws and PVC pipe cutters. Also, conventional and foldableladders and sprinklers, rakes and related garden accessories are also buyable in its current category.

In line with the growing trends of easy-to-use, lightweight and female-friendly garden tools, the company has also achieved an excellent balance between weight and durability in its products. All of its garden cutting tools are finished with bright surface and designed with improved structure for better leverages. Also featuring stylish exterior designand comfortable grips, the company's garden tools prove popular in Europe and

North America.

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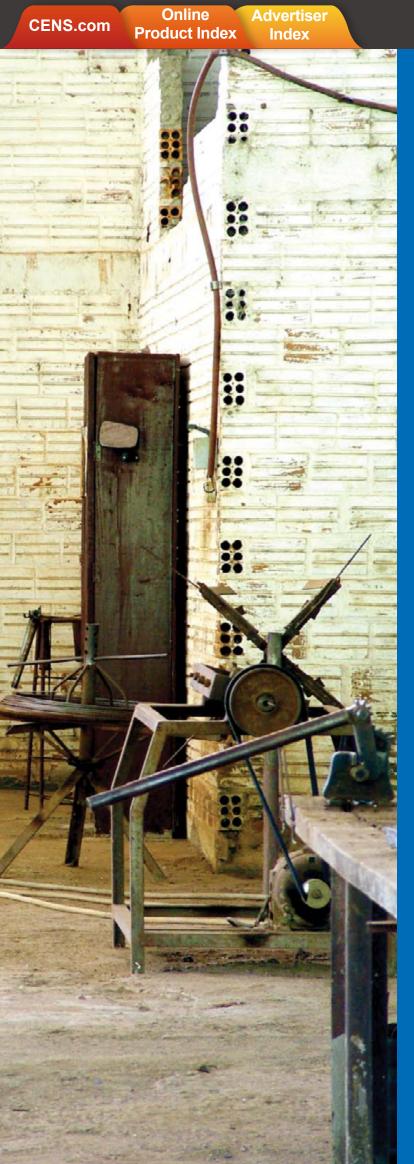
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### ENAMAX's Multi-purpose Ceramic Putty is Eco-friendly Alternative to Welding Repair of Metal Parts and Piping

Repairing cracks and leakages in metallic and nonmetallic materials as piping by welding typically calls for formally-trained, certified personnel at higher cost in wages and equipment, and also involves time-consuming, hazardous work that results in pollution, as well as potential damage to original material via poor workmanship and compromised material quality, integrity due to incompatible welds. To help engineers, tradesmen overcome such a problem when repairing metal parts and piping in safe, efficient, environmentally-friendly way, ENAMAX Technology Co., Ltd., a developer and manufacturer of industrial sealants in Taiwan, promotes the ENA-1288 multi-purpose ceramic putty noted for eco-friendly formula and strong adhesion.

The ceramic putty is made with a special formula without heavy metal particles, organic bromine compounds and other toxic substances. Accordingly, this product measures up to the requirements of 2002/95EC RoHS (as tested by SGS and documented in the report CE/2010/B4232).

A key feature of this ceramic putty is excellent adhesion, coupled with versatility to make this product very useful as sealant and adhesive. This product can be applied to valves, pipes and other parts of various materials, including rigid PVC plastic, metals and ceramic. Once spread over cracks or leaking holes, the putty hardens naturally within 1-1.5 hours under normal room temperature, with its ceramic content enabling curing into a super-hard sealant to firmly adhere to surfaces of any direction without need for clamping or jigs. The putty is also a strong adhesive, being resistant to oxidation, and

this sector across the global market within only a couple of years.

With leading production techniques and extensive know-how of sealant formulation, this company capably turns out not just the ENA-1288 multi-purpose ceramic putty, but also ENAMAX<sup>®</sup> Hot Melt Welding Adhesive, Deluxe Ceramic Repair Putty, Super Duct Aluminum Adhesive, Super Thread Sealant, all of which are remarkable for quality, high adhesion, flexibility and meeting RoHS requirements.

The company's products are marketed under its brand "ENAMAX," and proven popular with professional users all over the world.

particularly thermal expansion and contraction, as well as shock, bending, FREON, acidity, alkalinity and corrosion.

The ceramic putty comes in several optional packaging for wholesale and retail, and can be used with ENAMAX ENA-1365 and ENA-1366 fiberglass-reinforced belt for enhanced anti-leakage effect, with a shelf life of 3 years under room temperature of  $25^{\circ}$ C.

With outstanding quality and long shelf-life coupled with a 5-year quality guarantee, this product is widely recognized by professionals as an efficient, economical and eco-friendly alternative to welding for repairing defects and cracks on metal and ceramic parts and pipes, being extensively used in electronic, semiconductor, optoelectronic, petrochemical, machinery, pipe fitting, air conditioner, hardware and bathroom fitting industries.

### ENAMAX

Aspiring to provide the best industrial sealants and adhesives using Nano technology, ENAMAX, founded in 2006 in Taiwan's central city of Taichung, has built a distinct profile as a specialized supplier in



Caption: Enamax's ENA-1288 multi-purpose ceramic putty features strong adhesion and eco-friendly formula, hence widely accepted by industrial users worldwide.

ENAMAX TECHNOLOGY CO., LTD. No. 27-19, Hengkeng Lane, Tungshan Borough, Peitun Dist., Taichung City, Taiwan 406 Tel: 886-4-2439-1397 Fax: 886-4-2439-1352 E-Mail: info@enamax.com.tw http://www.enamax.com.tw http://www.cens.com/enamax **CENS.com** 

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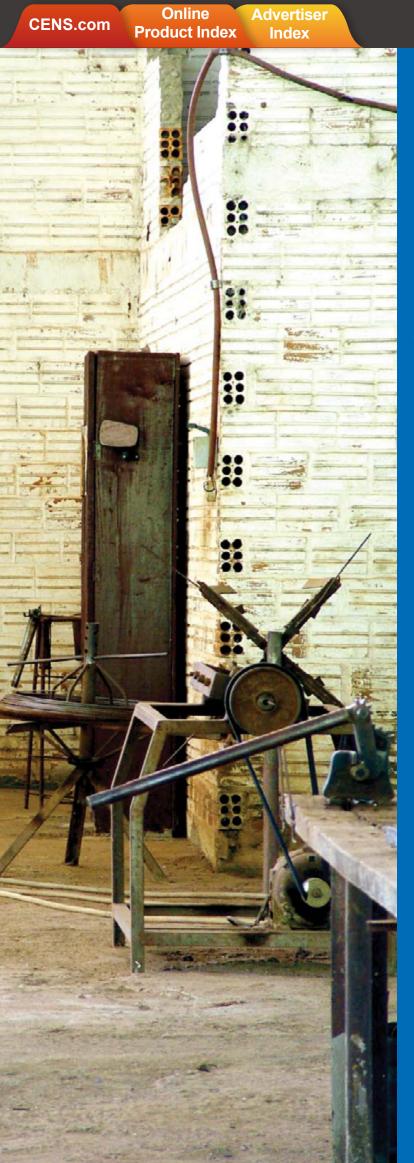
**Products: Racing Safety Belt** Seat Belt Industrial Safety Belt & Harnesses Medical Belt Window Net Tow Ropes & Straps Lifting Slings **Tie Downs** Hardware Seat Belt Buckles **Car Accessories** 





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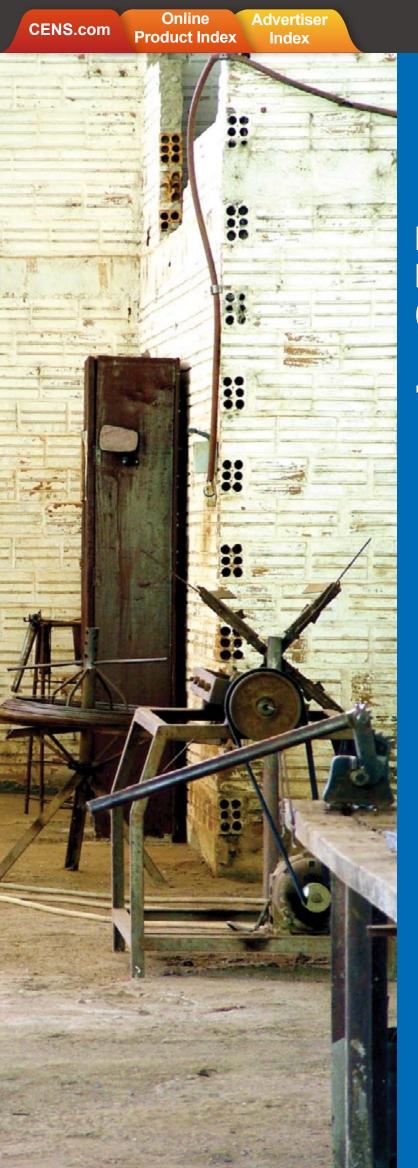


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# *Tai Cheer Industrial Co., Ltd.* Ball bearing drawer slides

# Kedium-duty Drawer Slides



Established in 1985, Tai Cheer Industrial Co. initially generated ballbearing slide roll forming machines, and in 1993 became in the production of ball bearing drawer slides. With experience in the industry for more than 25 years, the company is now able to offer high-end quality products to its clients.

Today, Tai Cheer has three manufacturing plants in central Taiwan, with two located in Huwei and Tuku township of Yunlin County and one in Puhsin of Changhua County. The company supplies slide loading light-duty, medium-duty and heavy-duty ball bearing drawer slides, all available in two types – full extension and 3/4 extension, mainly for furniture items, OA furniture, toll carts, refrigerators, and medical equipment.

Tai Cheer has been ISO 9001: 2008 certified and its plants have a total of 100 production lines, turning out quality products to meet the demand of customers. The consistent product quality and punctual delivery has been highly recognized by many renowned furniture manufacturers in Europe and the United States.

The company supplies its products mainly on an OEM, ODM, or OBM basis, and welcomes special orders with special customer specifications.







Tai Cheer Industrial Co., Ltd. 196 Hsinchuang Li, Tuku Town, Yunlin Hsien, Taiwan 633 Tel: 886-5-665-4716 Fax: 886-5-665-4717 E-mail: taicheer@ms41.hinet.net Website: www.proslide.com.tw



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#### Full vision showcases, aluminum showcases, cashier desks, corner cabinets

Founded in 1988, Tang Yi Industrial Co., Ltd. is a professional builders' hardware manufacturer branching into production of various showcases and cabinets.

I ollowing decades of hard work, the company has successfully built positive business links with customers in the U.S., mostly thanks to its dedication to continuous improvement of quality. To secure sustainable development, the supplier is actively engaged in R&D to satisfy customers

from different sectors as well.

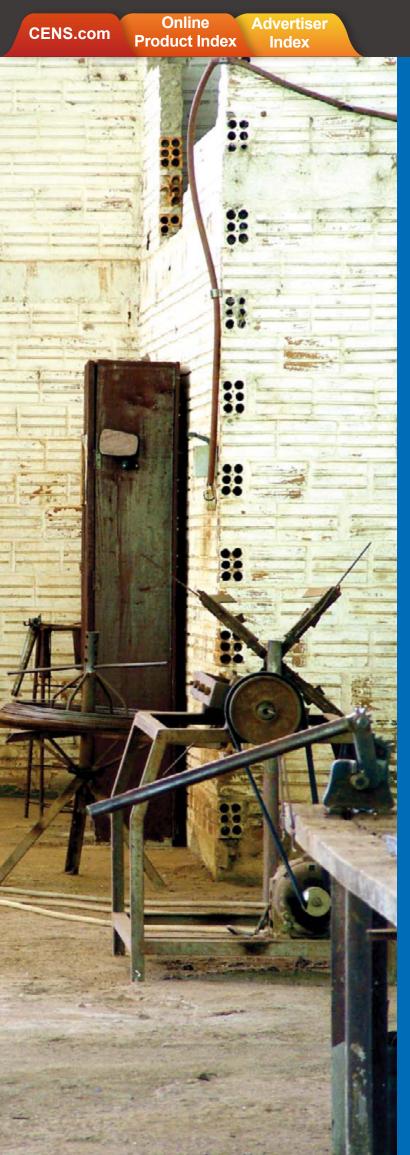


he company's current product category encompasses full and half vision showcases, jewelry showcases, cashier desks, display racks, aluminum showcases, and various corner cabinets, all of which are knock-down and suitable for wide-ranging applications, with monthly output of more than 1,000 units. In addition, the manufacturer is also able to turn out tens of thousands of units of various fittings, LED pointers, and latches for displays per month.

#### Tang Yi Industrial Co., Ltd.

No. 20, Alley 52, Lane 247, Lucao Rd., Sec. 2, Lukang Township, Changhua County 505, Taiwan Tel: 886-4-776-5718 Fax: 886-4-776-6706 Email: royko\_yen@yahoo.com.tw Website: www.tang-yi.com.tw





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#### SGS Inspection No.cy/2011/61194 Patent No.M397762



Established in 1981 in New Taipei City, northern Taiwan, Chein Ying Ent. Co., Ltd., a specialized and seasoned manufacturer of stationery, continues to promote innovative, convenient-to-use self-adhesive hooks to meet robust demand for fastening solutions that help storage, organization in home, commercial settings when many users prioritize cost-efficiency.

This hook is made of high grade plastic backed with a square, self-adhesive foam for easy fixing and comes in transparent color. The specially-formulated adhesive enables easy mounting on various non-porous surfaces as painted masonry, tiling, smooth wood or glass, with each hook able to carry around 2.5 kilograms or more, and can be repeatedly used without damaging wall or using a drill.

For enhanced marketability and to meet consumer demand for personalized designs and aesthetics, the product can be customized with motifs,

patterns and colors. It is patented in Taiwan for improved structural strength and innovative designs.

In addition to the hook, the R&D-driven maker also offers office supplies, novelties, plastic tableware and kitchenware, handbags, school bags, sports bags, and leisure bags, among other items.

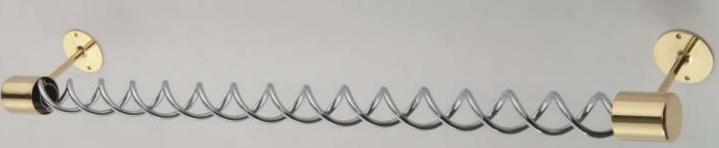
Chein Ying regularly attends international exhibitions and exports 70 percent of its output, mainly to Europe, the U.S., and Japan. It has built solid reputation for high quality and on-time delivery, and offers OEM/ODM services as an all-round supplier. Buyers are welcome to send shop drawings and ideas on which to base development of new, creative products. (SC)

#### Chein Ying Ent. Co., Ltd.

No. 17-1, Lane 778, Huacheng Rd., Xinzhuang Dist., New Taipei City, Taiwan 24253 Tel: 886-2-8521-1870 Fax: 886-2-8521-3827 E-mail: chien.ying@msa.hinet.net

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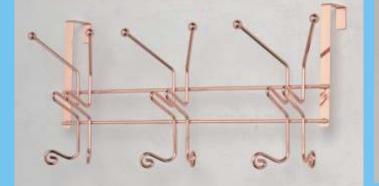
# Metallic Wire Forms

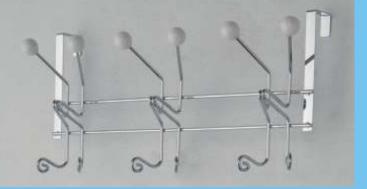


With about a decade's experience in processing/making versatile springs & wire forms, we look to offer more products via production integration. By offering made-to-order products precisely meeting requirements, we can always reach business objectives and establish win-win business relationship with customers. Equipped with CNC spring/wire-form processing machinery (capacity 0.2~12.0mm dia.), we make wide-ranging metallic items including kitchenware, gardening tools, fruit baskets, towel racks, corner racks, over-the-door hooks, clothes hangers, IV stands, hanging wire meshes/baskets for supermarkets etc.



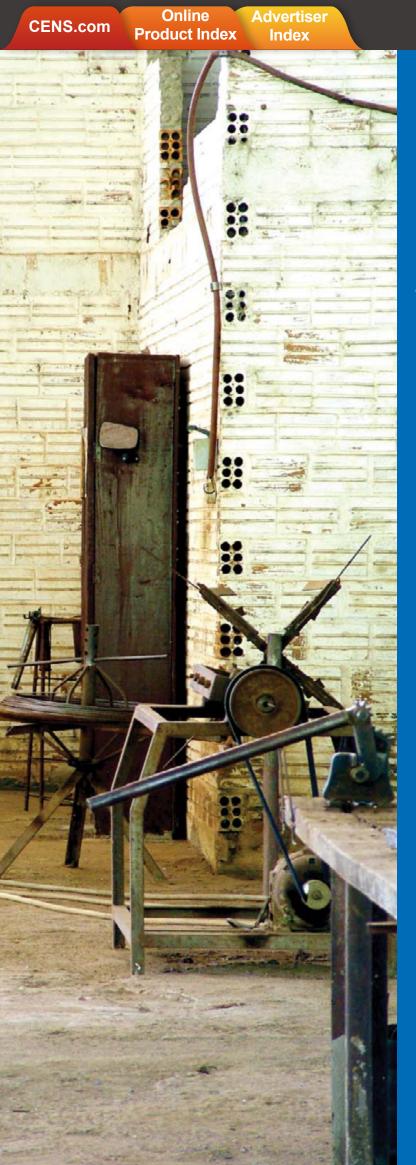






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