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May 15, 2016 Volume 03

# Powersports



New Era for Powersports

**Taiwan Poised to World's Best  
PTW Production Base Thanks to  
Comprehensive Supply Chain**





# Guide to E-magazine

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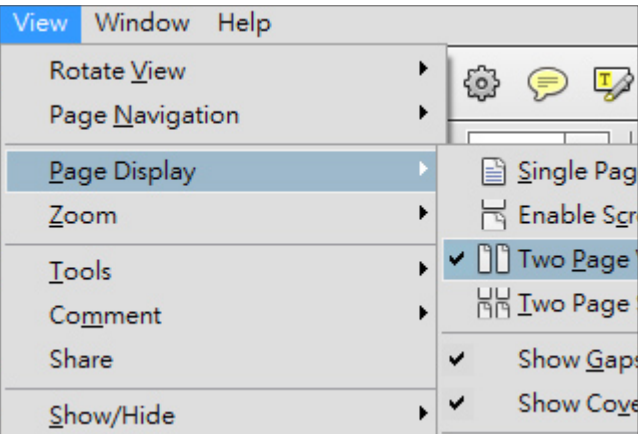


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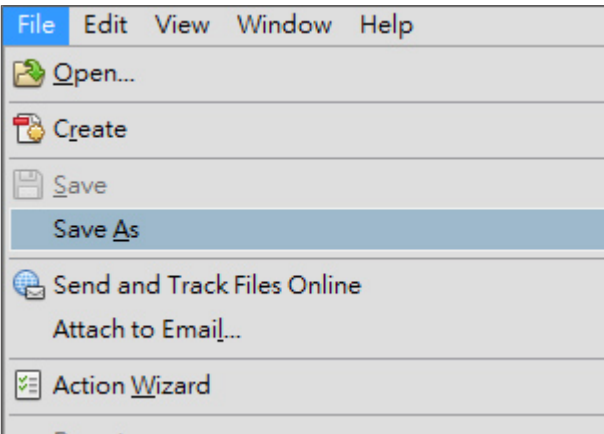
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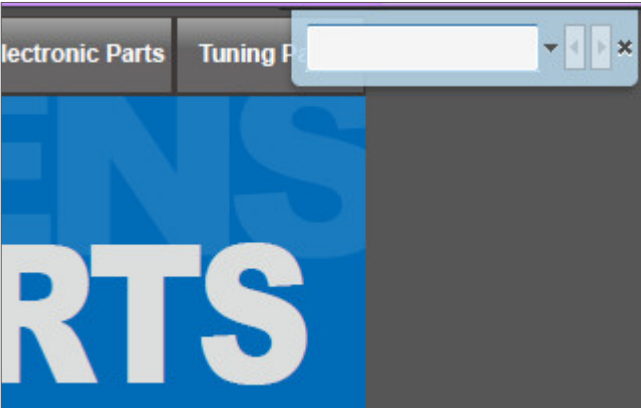
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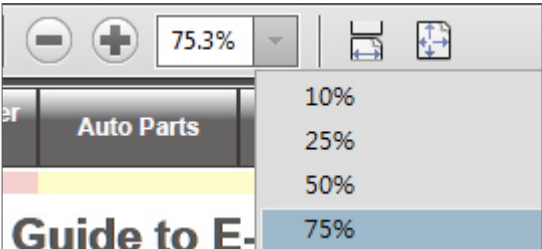


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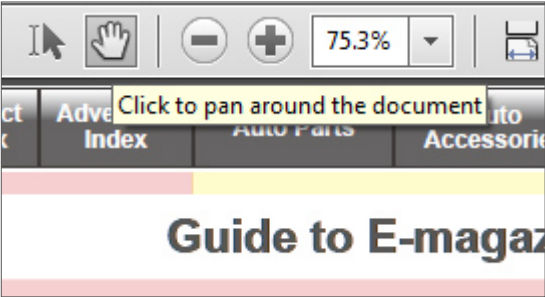
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## Guidebook to Powersports Guide

**2016-04 Edition**

**Powersports is a sourcing guide for global buyers looking for suppliers in this niche segment. Buyers of off-road/recreational/utility vehicles, equipment, parts, accessories and tools are drawn to this guide containing current content and dedicated suppliers in Greater China . Powersports Guide (Apr. & Sept.)**

## Index of Selected Suppliers

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# Forsa of Southern Taiwan Installs New Production Lines for Customized Shock Absorber Market

By QUINCY LIANG

Forsa Enterprise Co., Ltd., already recognized as one of the world's most comprehensive supplier of shock absorbers for motorcycles, scooters, all terrain vehicles (ATVs) etc., has been moving along another direction which is designed to take the maker closer to developing products for a new niche in the future, without interrupting its leader-of-the-pack position in the original core business.

Not long ago, David Lu, director of the company, announced that his company had installed two new production lines at its existing factory in Tainan, southern Taiwan in late 2015. The new lines, according to Lu, will play the key role to further upgrade Forsa into an international player in some niche segments, entry to which is very difficult for rivals.

## New Strategies

Currently, Lu says, Forsa supplies more than 1,400 types of shock absorbers to almost all major international makers of powered



David Lu, director of Forsa, one of the world's most comprehensive suppliers of shock absorbers for PTWs, ATVs, UTVs etc.





Forsa is a versatile shock-absorber maker of high-quality products for wide ranging applications.

two-wheelers (PTWs), ATVs, utility vehicles (UTVs, or side-by-side in North America), golf carts, and different types of special-purpose or -utility vehicles on original equipment (OE)-basis. The firm supplies directly or via traders almost all major PTW and ATV makers based in Taiwan, as well as a long list of international big names.

Before 2013, Forsa had developed itself into one of the world's leading shock-absorber makers of its kind and we have set up the works and believe it is time to take another big step to the next level, says Lu.

Founded in August 1987 and along with stable, rapid business development, Forsa has maintained an operational mode by which about 30 percent of

sales is generated by OE orders placed by international PTW and ATV/UTV makers; 30 percent by international multi-wheel vehicle makers (such as passenger cars, mini cars, special-purpose vehicles etc.) especially in Europe; and the remaining 30 percent by local trading companies selling Forsa products globally to OE or aftermarket (AM) customers.

In terms of sales by product categories, Lu furthers, PTW and ATV shock absorbers used to make up the major part, about 80 percent, of Forsa sales, but now the proportions of sales of customized products for special-purpose and -utility vehicles, mini cars, electric vehicles (EVs), agricultural equipment, or even sports equipment, are expected to grow quickly.

In recent years, more and more makers of special-utility vehicles come to Forsa to ask us to help develop and produce shock absorbers, Lu says. Such customized production according to specifications, in many cases, is even more demanding than that for automotive shock-absorber products. To meet such demand trend, Lu says, Forsa has decided to pay more attention to the customization segment by tapping our long-accumulated know-how and expertise in the field, as well as our unmatched competitiveness in small-batch, large-variety production mode. In the past, Forsa's core strength lies in utilizing developed parts and components (off-the-shelf or from parts bin) to build all kinds of shock absorbers meeting customer specifications, which can greatly cut production/development costs while shorten lead-time. In short, our company used to create new products based on OEM mode, and we took both small- and big-volume orders.

Regarding our new direction that targets the customization segment, Lu stresses, Forsa aims to find such customers who has demand for big-volume production. We are ready to offer the fastest product development or the shortest lead-time, as well as unmatched, competitive costs.

According to the director, Forsa is undoubtedly the world's most specialized developer and maker of spring-shock-absorbers, which are produced with key know-how, superior corporate and production management, world-class quality control. Lu adds that a superior shock absorber must not only work as demanded over different road conditions, but also not fail under all kinds of tough weather conditions. So it is all about know-how and experience.

#### **Go-to Supplier**

Our new direction is the customization segment where we plan to target applications mainly for special utility vehicles developed for specific usages, terrains and ambient conditions, Lu says. Because such vehicles are niche products with relatively small volume, so makers of such vehicles typically have a hard time finding a suitable supplier of shock absorbers with enough key know-how, reasonable pricing, and rapid-response capability. Without overly touting our own merits, we strongly recommend Forsa to special-purpose vehicle manufacturers worldwide. Simply put Forsa may be the only smart choice if a buyer takes everything into consideration. We are the go-to supplier of special-vehicle shock absorbers because Forsa has integrated capability achieved

by our small-batch, large-variety production mode, solid reputation for supplying high-end products, and OE manufacturing experience, Lu says.

According to Lu, 100-strong workforce at Forsa's Tainan plant has not increased sizably after the installation of the two new production lines, because the new production lines are installed to turn out product categories ordered by customization customers, so are equipped with many special machine tools capable of big-volume production. In fact, our newly targeted customers are European assembled-vehicle manufacturers, and we do not see limits on future investment while venturing into the new niche market.

Forsa's revenues have grown over 10 percent annually over the past 10 years, even during economic downturns. Lu says that Forsa does not have to move production to low-cost nations, at least for now, because the company's unmatched manufacturing capability and cost competitiveness together achieve sufficient profitability.

Forsa exports shock absorbers to over 50 countries, especially the U.S., Japan, and Europe. In the face of the low-cost challenge from mainland Chinese manufacturers, Forsa's strategy of focusing on high-margin products has

helped to successfully differentiate itself from its Chinese rivals in target markets. [CENS](#)

Forsa Enterprise is a professional manufacturer specialized in production of shock absorbers for motorcycles, ATVs and automobiles in Taiwan. We focus on upgrading different design capacity and manufacture technique to assure quality stability and delivery. With the operation of our business based on the idea of honesty, diligence and pursuit of perfection, we provide the shock absorbers with safety, comfort and durability functions. Satisfaction of customer is the best quality assurance, so we provide the best product and best service to meet our customer's need. We welcome all inquiries from any buyers and assembly factories.



*Forsa is your best choice*

NO.6 Jing Chung Rd., Yung Kang Industrial Park, Tainan, Taiwan 710  
TEL: +886-6-2317577 FAX: +886-6-2030948  
E-mail: info@forsa-mdi.com http://www.forsa-mdi.com



 **FORSA**



A high-end shock absorber developed, made by Forsa.



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## Motorcycle/scooter, off-road, vintage and moped parts & accessories for:

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Cylinders, pistons, gaskets, camshafts, spark plugs, crankshafts, connecting rods, bearings, clutches, oil pumps, gears, axles, chains, belts, pulleys, driven faces, rollers, springs, tensioners, chain guides, oil filters and oil seals

### Standard intake system parts:

Carburetors, manifolds, reed valves, jets, seals, throttles, injectors, and rubbers.

### Standard chassis parts:

Frames, fenders, side covers, handlebars, fuel tanks, seats, wheels, hubs, tires, valves, steering, center stands, carriers, forks, stems, shock absorbers, kick starters, starter clutches, headlights, winker lights, tail lamps, bulbs, main switches, grips, levers, speedometers, mirrors, cables, brake shoes, brake pads, sprockets, bolts, grommets, bushes, springs, dampers, exhaust pipes, master cylinders, fans, footrests, calipers, air cleaners, sun screens, mud flaps, and fuel filters

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**Plus a wide range of tuning/performance  
and modified parts for 2- / 4-stroke / fuel  
injection systems.**



## KONG JING TRADING CO., LTD.

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P.O. Box 30-383, Taipei, Taiwan 10078

Tel: 886-2-23659439 (Rep.)

Fax: 886-2-23685916, 23650057

<http://www.kongjing.com>

E-mail: [kongjing@ms34.hinet.net](mailto:kongjing@ms34.hinet.net)





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"KONG JING TRADING CO., LTD." is introduced as a professional and active company having good reputation not only in domestic but in overseas also. For the last past 20 years, Kong Jing is known for his good experience in manufacturing technology and design, specialized in parts for MOPED, SCOOTERS, AND MOTORCYCLES. Each market, like Japan and Germany for example, has its own models with special parts and Kong Jing is able to provide good quality with reasonable prices and therefore to help customers getting good benefits. Please do not hesitate to write to "Kong Jing Trading Co., Ltd." for more information about their relative products.



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E-mail: kongjing@ms34.hinet.net

Website: www.kongjing.cn

# Success Precise Co., Ltd.

***Mechanical gauges (instruments), electronic gauges (instruments), fuel sending units for automobiles, motorcycles or powered two-wheelers, marine vessels or watercrafts, etc.***

Founded in 1981, Success Precise Co., Ltd. has specialized in designing, developing, and manufacturing mechanical and electronic gauges (instruments), fuel sending units, and other electronic components for automobiles, motorcycles, marine vessels, etc. The firm's quality products are widely welcome and recognized for consistently high quality among customers worldwide.

Success Precise states that as this industry continues to undergo technological advancement, it knows to work with various industrial leaders in Europe, the United States and Japan to introduce the latest technologies, state-of-the-art designs, and global-standard management into Taiwan to upgrade its own operations and technological caliber overall. At the same time, the maker says, it also steadily invests in factory modernization by adopting the most advanced, top-level equipment, as well as personnel training to sharpen its global competitiveness.

Not to neglect to give credit where it is due, Success Precise says that its success achieved over the years would not have been possible without the dedication and support of its loyal employees, customers, global vender, etc., who have shared the prosperity built by teamwork and partnership, which also help to drive its confident outlook. The company stresses that it will continue to invest in and brainstorm to develop innovative designs, while adhering to

the highest quality standards and delivering the best services.

With earnest effort of its seasoned in-house R&D and manufacturing units, Success Precise says it will expand its product lines step by step, so as to achieve win-win status with global customers.



Caption: Success Precise turns out mechanical gauges and electronic gauges for wide ranging application.

## Success Precise Co., Ltd.

4th Fl., No. 76, Paokao Rd., Hsintien Dist., New Taipei City, Taiwan 231

Tel: 886-2-2918-0566, 886-4-823-9188

E-Mail: [intspc@seed.net.tw](mailto:intspc@seed.net.tw)

Fax: 886-2-2912-8514, 886-4-823-9187

Website: [www.s-p-c.com.tw](http://www.s-p-c.com.tw)



# ZHENG YUE ENTERPRISE CO., LTD.

**Car Touch Switch, Truck Light, Day Timerunning  
Light, Siren Horn/Back Horn, LED Light**



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Day Time Running  
Light W/Indicator



Day Time Running  
Light



LED Rotary Warning Light

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## ZHENG YUE ENTERPRISE CO., LTD.

1st Fl., No. 13, Lane 193, Sammin Rd., Sec 2, Panchaio Dist., New Taipei City, Taiwan 220

Tel:886-2-2952-9666

Fax:886-2-2955-0582

E-mail: zheng.yue@msa.hinet.net

Website: www.zheng-yue.com



# Powersports Engines & Parts

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# BAD PANDA CO., LTD.

## fuel tanks, Simota, Delicate, Haizel Life, Bad Panda, Programmable Fuel Injection with Over-rev Limiter, Shock Absorbers

Founded in 2010, Bad Panda Co., Ltd. specializes in R&D and distribution of various types of motorcycle parts and accessories. The company's main products include: 1. rear shock absorbers, 2. electronic fuel injection controllers, 3. digital meters, 4. CNC lathed parts, 5. motorbike luggage bags, 6. high-flow air filters



### BAD PANDA CO., LTD.

No.26, Ln. 5, Zhongxiao 2nd Rd., Toufen City, Miaoli County 351, Taiwan

Tel:886-037-688033

Fax:886-037-688251

E-mail:

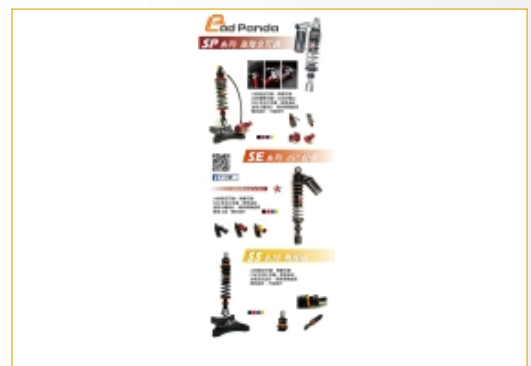
Website: [www.badpanda.com.tw](http://www.badpanda.com.tw)



4-in-1 air-fuel ration monitor



Programmable fuel injection with over-rev limiter



BadPanda shock absorber



SS series lower-end rear shock absorber



# HUANG LIANG PRECISION

**Automobile And Motorcycle Parts: Bearing, Pin Dowel, Piston Pin, Collar, Bush, Joint Pipe, Shaft**



Precision Turned Parts



Screw



CNC Machining Parts



Precision Turned Parts

Huang Liang Precision Enterprise Co., Ltd is a professional CNC precision turning parts manufacturer in Taiwan. We implement TS16949, ISO14001, OHSAS 18001 and ISO 9001 as our quality assurance policy to operate our factory on an international scale. We adopt only ROHS compatible materials from leading suppliers to guarantee your 100% satisfaction. Over 30 years of operation, we have established a team equips with various experiences and unlimited creativity on Precision Parts Making, particularly in Automotive/Motorbike parts fabrication. Our factory located in Kaohsiung Taiwan covers 8000 square meters. We are proud of our successes which we regard as an ongoing challenge to meet your demands for innovative & superior quality products. We produce wide range of custom-made parts for various industries such as: i¼ŽAutomobile i¼ŽMotorcycle i¼ŽBic i¼ŽFurniture i¼ŽMedical instruments i¼ŽBever



## HUANG LIANG PRECISION ENTERPRISE CO., LTD.

10 Anlin 5th St., Yenchao Hsiang, Kaohsiung Hsien, Taiwan 824

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E-mail: [service@huangliang.com](mailto:service@huangliang.com)

Website: [www.cens.com/huangliang](http://www.cens.com/huangliang)

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**Oil Seals, Bumpers, Front Forks, O-Rings, Gaskets,  
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Oil seals and rings



Oil seals and rings



Industrial rubber products



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E-mail: 3ayingko@gmail.com

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**Piston Pins, Bodies, Frame Parts, Mufflers, Wheel Rims, Motorcycle Parts, Throttle Grips, Metal Parts and**

We started our business in 1981 from processing, domestic sales and then exports. Over the past two decades, we have developed our own brand "GN", with our quality products spreading to Europe, Central America, and Southeast Asian nations. As of today, our products have included iron pipes, stainless steel pipe, and relevant processing for all kinds of motorcycle parts. Automobile and motorcycle parts are our major product lines for the moment. Quality is life. Through the management and quality upgrading, we are able to reach the target by reducing our production costs and sharing with clients.

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Metal Parts and Accessories



Motorcycle Parts and Accessories



Motorcycle Parts and Accessories



Piston Pins





# Powersports Suspension Systems & Parts

FORSA ENTERPRISES CO., LTD.

21

# FORSA ENTERPRISES CO., LTD.

## Motorcycle Shock Absorbers in General, Cushions/Shock Absorbers (Front), Rear Shock Absorbers, Shock, Absorbers

Forsa Enterprises Co., Ltd., setting up on the 16th of August 1987, We have become a professional manufacturer specialized in of shock absorbers for motorcycles and special vehicles. Our products, despite being provided to major motorcycle assembly factories (O.E.M.) nationally and internationally, are exported to over 50 countries through trading companies. With the operation of our business based on the idea of honesty, trust, diligence, frugality, and the pursuit for perfection. We have always been improving ourselves constantly and developing new models at the lowest cost. We moved to our present extended factory on the 16th of December 1997 and added new inspecting instruments to ensure our products meeting our customer's needs, both in the quality and quantity. In 1998, a whole set of machinery for CNC production was added to our production line, making us a manufacturer that produces both front shock absorbers and rear sh .



Shock Absorbers



Shock Absorbers



ATV Shock Absorbers



Shock Absorbers

### FORSA ENTERPRISES CO., LTD.

6 Jingchung Rd., Yungkang Industrial Park, Yungkang Dist., Tainan City, Taiwan 710

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Website: [www.cens.com/forsa](http://www.cens.com/forsa)



# Powersports Brake Systems & Parts

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# ***JHAN VING INDUSTRIAL CO., LTD.***

**Scooter Clutch A'ssy, Brake Pad,  
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Brake Pads, Brake Shoes**

We Are Committed to Improving Ourselves and  
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Brake Shoe



Brake Shoe



Scooter Clutch A'ssy, Brake Pad

## ***JHAN VING INDUSTRIAL CO., LTD.***

No. 125-9, Chunglun, Chungsha Borough, Anting Dist.,  
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Tel:886-6-593-5389

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Scooter Clutch A'ssy, Brake Pad

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Brake Hose



1/8" PTFE Stainless Steel Braided Brake  
Hose



Joint



4000 series Fixed Banjo





# Powersports Mirrors

MASCOT PARTS CO., LTD.

# MASCOT PARTS CO., LTD.

## Motorcycle Mirror & Accessories, Stay Holder / Adaptor for Mirror of Motorcycle, Powersports



Universal



Carbon Fiber



Carbon Fiber



Europe Type

Mascot Co., Ltd. was established in 1994 and we hold the spirit of “High Quality”, “In-Time Delivery”, and “Great Service” to serve our customers. We are ISO 9001 certified manufacturer and specializing in CE approved products include “motorcycle mirror”, “indicator”, “windshield”, “speedometer case”, “stay holder”, “cargo hook”, and etc. Customer can choose European/Japanese/Universal model or customized design; material can be “plastic”, “carbon fiber”, “metal”, and others. We have accumulated ample experience in OEM/ODM and we always works with customers to expand global and local market share. Take us to be your supplier, then you will be our best partner and we can win together.



### MASCOT PARTS CO., LTD.

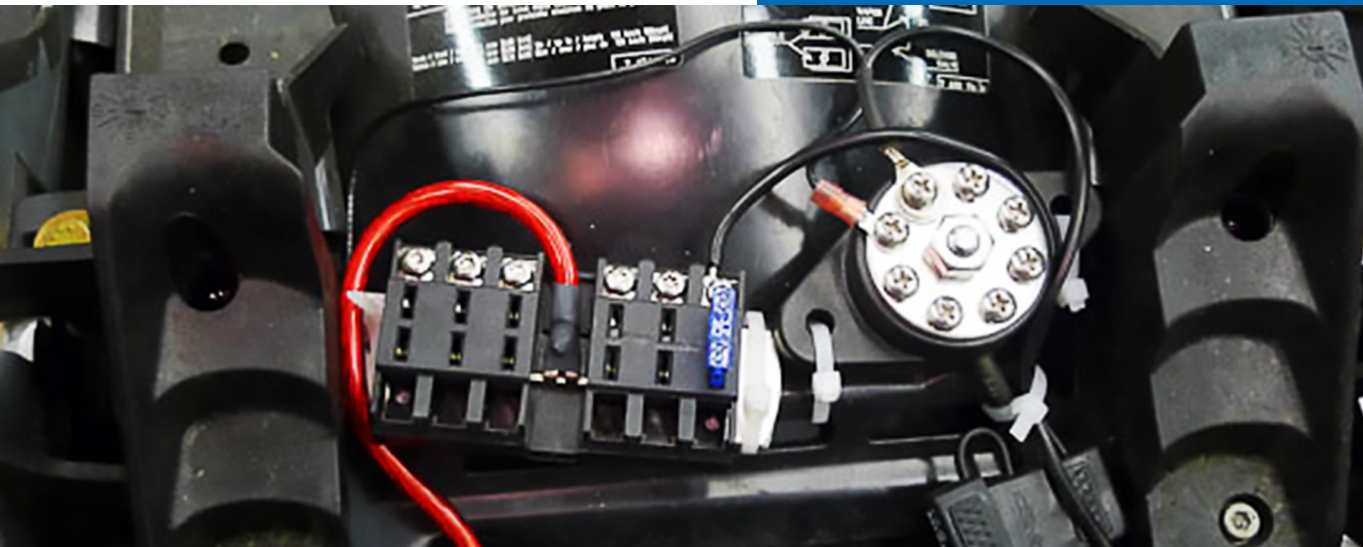
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Fax:886-6-593-8017

E-mail: kencom@ms35.hinet.net

Website: [www.mpc-mirror.com.tw](http://www.mpc-mirror.com.tw)



# Powersports Electrical Parts

FULLAMP INTERNATIONAL CO., LTD.	28
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# Starter Motors and AC Generators for Motorcycles, ATVs and Carts



With over 30 years' experience, We started by manufacturing satellite receivers and starter motors. Five years later and with soaring demand for quality motorcycle parts, we refocused production to motorcycle starter motors, as well as development, design and manufacture of AC generators.

Main products:

- Starter motors - AC generators



**FULLAMP INTERNATIONAL CO., LTD.**

No. 23, Lane 66, Yenping N. Rd., Sec., 9, Taipei City, Taiwan 11174

TEL:886-2-2810-1230 FAX:886-2-2810-0396

E-mail: fullamp@ms22.hinet.net E-mail: fa\_intl@fullamp.com.tw

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# The Jack-of-all-Trades in Motorcycle/Auto Parts

With abundant experience and know-how accumulated for more than 30 years. Lighterking's major product: car cigarette lighters, plugs, multi-socket, extension wiring, power sockets, car flashlights, and USB adaptors, among others and many are patented worldwide.



## LK-600

Motorcycle Cigarette Lighters DC 12V  
with Water-proof Cap and Wire

Socket inner size:  $\varnothing 21.1 \text{ mm} \pm 0.15$

Current: 12V/7A

Certificate : CE

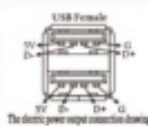
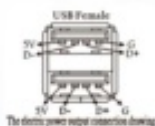
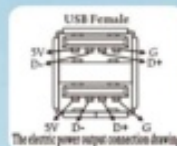
## LK-866D

2 Port USB Power supply for Vehicles & Motorcycle

Input DC 12-24V

Output DC 5V max. 2.1A

Certificate : CE, FCC, E13



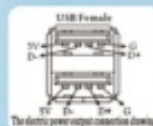
## LK-413SD 2.1A

2 Port USB Power supply for Vehicles & Motorcycle

Input DC 12-24V

Output DC 5V max. 2.1A

Certificate : CE, FCC, E13



## LK-867DCL5W

Carlin 2 USB Power Supply  
for Vehicles & Motorcycle

Input: DC 12V-24V

Output: DC 5V  $\cdot$  5A MAX

Certificate: CE, FCC, E13

## LK-867D5W

2 USB Power Supply  
for Vehicles & Motorcycle

Input: DC 12V-24V

Output: DC 5V  $\cdot$  5A MAX

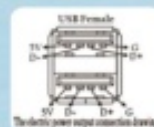
Certificate: CE, FCC, E13

## LK-998D 2.1A

2 Port USB Power supply

Input: DC 12-24V

Output: DC 5V max. 2.1A



**得業企業有限公司**  
**LIGHTERKING**  
**ENTERPRISE CO., LTD.**

23677新北市土城區亞洲路22號

23677 NO.22, Ya chou Rd., Tu-cheng Dist., New Taipei City, Taiwan

TEL : 886-2-2268-9133

FAX : 886-2-2268-9177

<http://www.car-lighter.com>

E-mail : lkg@ms13.hinet.net



Products are approved

ISO 9001:2008 (CNS 12681)



# Powersports General Accessories

FORMOSA SEIKO ELECTRONIC CO., LTD.

31

MENG KAE ENTERPRISE CO., LTD.

32



# FORMOSA SEIKO ELECTRONIC CO., LTD.

## Main Switch, Oil Lever Switch, Auto Electronic Machinery Parts (C.D.I) (A.C.G) Ignition Coils, Ignition Switches

Formosa Seiko Electronic Co., Ltd. (the abbreviation is JINKUN) was established in 1974 ,and manufacturers motorcycle main switches ,shutter magnetic lock, seat lock, helmet lock, oil level gauge, fuel tank fill cap lock and electronic parts such as regulator. We have over 30 years experience in product development and provide high quality OEM parts for Taiwan YAHAMA, KYNCO, SUZUKI motorcycle factories. We are also ISO-9002 & QS-9000 international standard certified to ensure you quality products. In addition to our regular product lines, specific product such as switches for agriculture, electric vehicle, children toy car, etc. can be custom made and designed according to your specifications.



seat lock



shutter magnetic lock



fuel tank fill cap lock



oil level gauge

### FORMOSA SEIKO ELECTRONIC CO., LTD.

11-1 Jenho Rd., Tainan City, Taiwan 70174

Tel:886-6-267-2735

Fax:886-6-269-2413

E-mail: a00297@jin-kun.com.tw

Website: [www.cens.com/formosa](http://www.cens.com/formosa)

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plastic injection forming products.



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Reflectors



Reflectors



Reflectors

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Taiwan 709

Tel: 886-6-251-6795

Fax: 886-6-281-8464

E-mail: b4321@ms8.hinet.net

Website: [www.cens.com/mengkae](http://www.cens.com/mengkae)



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Kitchen R/O Systems

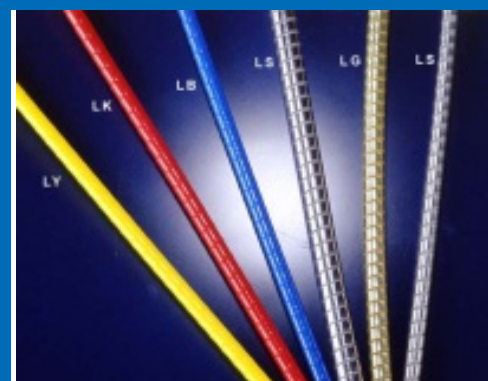
# KENSWELL TUBE FORMING INC.

Tel:886-4-2635-2315  
Fax:886-4-2635-6959  
E-mail: kenswell@ms33.hinet.net  
Website: www.kenswell.com.tw

Company Overview:Kenswell was established 15 years ago as a specialized manufacturer of guide wire liners and other types of liners. Our liners are available in a full range of specifications and materials for daily life and other applications, such as bicycle, motorcycle and auto control cable sprayer tubes. Our company is also ISO 9002 quality certified.Product applications:Disc brake use, high-pressure b ...



Reflective Coil packing Series

Interior lubricated tube for Control  
cable

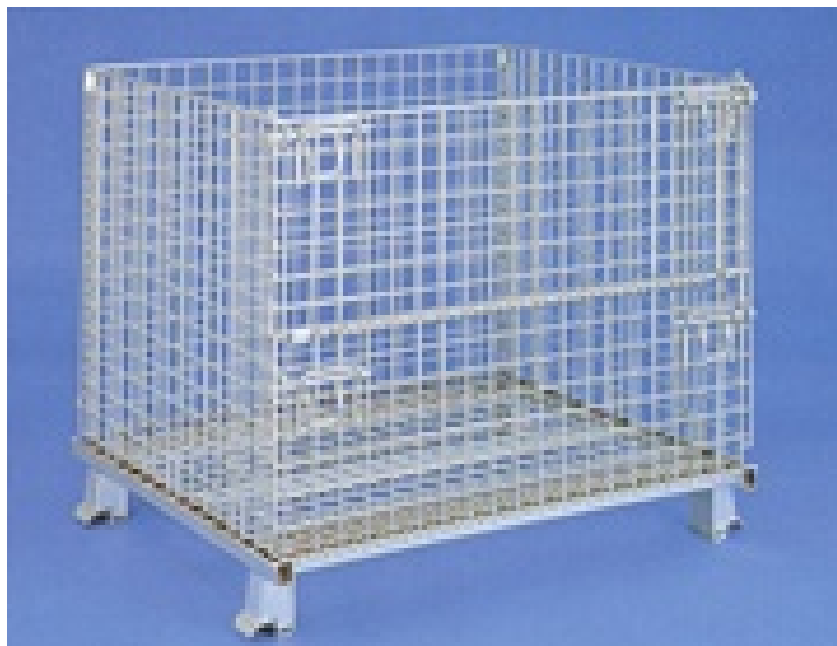
Protective



# Powersports Manufacturing Equipment

SANE JEN INDUSTRIAL CO., LTD.

36



User instructions for foldable wire containers

# SANE JEN INDUSTRIAL CO., LTD.

Tel:886-5-213-4789

Fax:886-5-213-4699

E-mail: [sj-storage@umail.hinet.net](mailto:sj-storage@umail.hinet.net)

Website: [www.sj-storage.com.tw](http://www.sj-storage.com.tw)

Sane Jen Industrial Co., Ltd., was founded in 1984. It was specialized in developing and manufacturing folding wire containers, trolley, folding storage shelves, stacking frames, metal pallet, wire display shelves, wire decking, wire basket, wire netting... etc. for Logistics, Warehouse Storage and Supermarkets. The products made of iron wire, steel tubes, steel plate and stainless steel are also available. ...



A-3



A-5



A-7





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Portuguese



German



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