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Sep. 15, 2015 Volume 04

# Furniture



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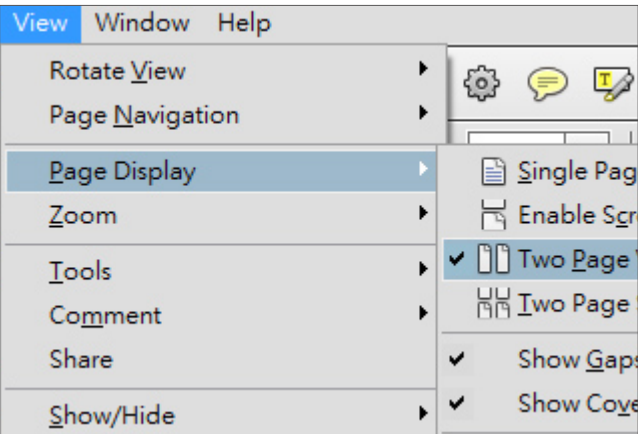
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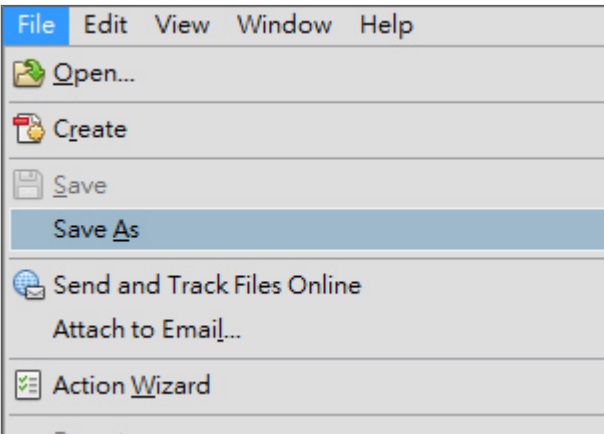
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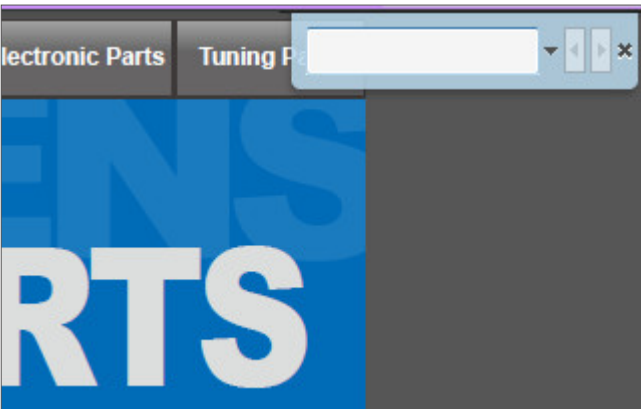
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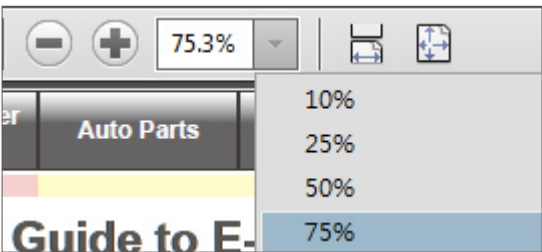
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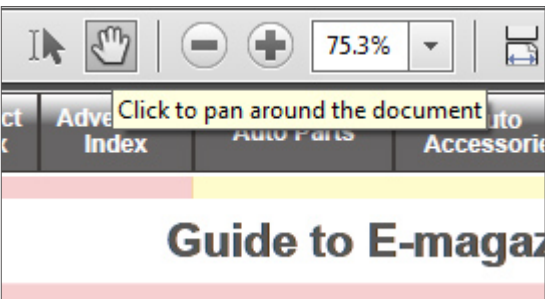


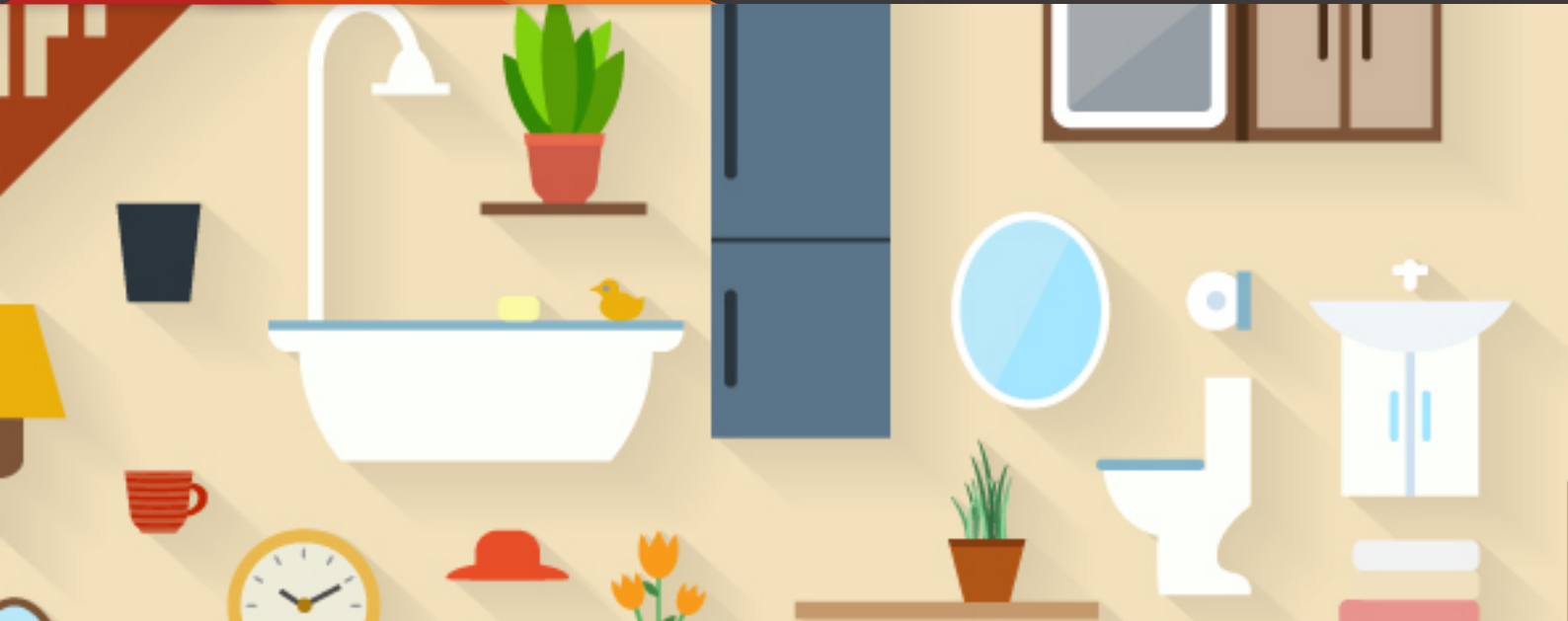
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- Furniture Hardware, Parts and Accessories





# Taiwan's Furniture Makers Seek Survival Through Alliances

Manufacturers strive to provide comprehensive solutions for home decoration

By MICHELLE HSU

Walter Chiang, chairman of Wei Barng Wooden Industry Co., Ltd., set up the Art Sui gallery this summer.

The continuing slump in the international market, along with other factors, has caused Taiwanese furniture makers, one after another, to shift their attention to the domestic market. To their disappointment, however, they have discovered that Taiwan is actually part of the weak global market.

Some of the companies are now eying China and other emerging markets, but are not necessarily liking what they see. Pointed out Fred Chen, chairman of Fine Year Wood Works Co., "China's economy is now facing various problems such as weak consumption, high inventories, slim profits, and excessive supplies, and this has been putting a brake on China's economic growth. The furniture market there has been seriously affected as a result."

Chen, who extended his furniture business to China more than two decades ago, made the comments in an article he contributed to the yearbook of the Taiwan Future Manufacturers Association (TFMA). In the article, he pointed out that "The furniture industry is now at a turning point where companies cannot help but slow down and think about new directions to follow." He described the current

situation as like being in a tunnel without seeing the light at the end.

## Cross-sector Alliance

Chen noted that a trend of cross-sector alliances is emerging as a new operating model for an increasing number of furniture companies. "During the hard times," he explained, "it would be much easier for single furniture companies to explore business opportunities with partners from other sectors than to struggle along by themselves." He observed that several such alliances have been formed in China, among which one of the most noteworthy is the Champion Alliance of companies from the furniture, bathroom equipment, kitchen equipment, wood flooring, ceramics, bed and mattress, and lighting sectors. The alliance is aimed at providing consumers with comprehensive solutions for their new homes.

"For such alliances," Chen pointed out, "a key to success is to have a good leader who can act as an effective integrator. Otherwise, it will be hard for the alliance to realize a synergetic effect."

The cross-sector alliance trend is also brewing in Taiwan, though generally on a much smaller scale. A popular model is collaboration between a construction company and a group of furniture suppliers. For example, TFMA Chairman Ruca Chien has organized a team of furniture suppliers to sign contracts with the construction companies which are engaged in new community construction projects. Whenever a building is ready for people to move in, the team of furniture suppliers and the construction company jointly create a furniture showroom located inside the new community to introduce selected furniture items that best fit the lifestyles of the residents there.

Chien believes that this is a promising new sales channel for furniture companies. "As long as there are new buildings, there will be opportunities for furniture sales," Chien commented. In his eyes, there will always be opportunities to sell furniture because most people have to purchase furniture at least twice during their lives once when they marry, and again when they move into a new home.



Integration with the creative/cultural industry gives a new direction to furniture design, says TFPA Chairman Lu Yuan-hua.

## Creative / Cultural Industry

This alliance model seems to have derived from the model used by furniture suppliers and interior designers. Wei Barng Wooden Industry Co., Ltd. is a forerunner in this, and has expanded its furniture business

to cover furnishing accessories so as to provide customers with complete interior design solutions. In earlier years most of the furnishing accessories Wei Barng provided were imported from Italy and France; more recently it noticed the thriving creative/cultural industry in Taiwan, and began incorporating local art creations into its product lines. This summer it set up the Art Sui Gallery to introduce the works of local artists.

"In fact," commented Walter Chiang, chairman of the OZZO Group, a Wei Barng affiliate, "furniture can be designed and produced as creative cultural items." As member of the panel of judges for Taiwan's Young Designer Award, Chiang sees the rich talent of the island's young designers and that inspired him to create the Art Sui Gallery as a platform for the promotion of local art works.

Chiang believes that the best way for Taiwan's furniture industry to go in the future is to promote furniture-making craftsmanship and combine it with design talent, similar to the way that Denmark became Europe's "furniture kingdom." In Chiang's eyes, craftsmanship doesn't necessarily mean hand-made; instead, it is a general term encompassing all the skills that add quality and value to furniture. Whether hand-made or machine-manufactured, craftsmanship is what adds both aesthetic and functional value.

Though Taiwan's domestic market is often regarded as too small to support large furniture companies, Chiang considers it best for local furniture designers to begin their business in the home market. "When your work is recognized in Taiwan," he explained, "you will attract foreign buyers to come to you."

Taiwan's furniture industry abandoned the "large-scale production" strategy long ago, adopting design and craftsmanship to add value to its products. What matters most to a furniture maker is not how big a market is, but how much value a company can add to its furniture. "Any highly recognized creative work will see endless sales opportunities in both the home and overseas markets," Chiang believes.



The rise of manual production around the world has led to a reawakening of local culture, says Huang Chun-chieh, woodcraft instructor at the Yung Shing Craft School.

## Lifestyle Claim

After a decade or two of creative/cultural industry development, design in today's Taiwan is a work not simply of creating single products, but of generating a special feeling, ambiance, or lifestyle that appeals to particular groups of consumers, observed Lu Yuan-hua, chairman of the Taiwan Furniture Properties Association (TFPA).

"Designers should look at the big picture to see how their works will affect the overall feeling of the surroundings," Lu explained. Sometimes, designers give their creations the function of story narrator that is, they guide consumers into a special state where the ambiance fits their wishes. Through tactful design, each piece of furniture seems to narrate a story, giving consumers a spiritual feeling that transcends the materials of the objects.

Lu believes that the development of Taiwan's cultural/creative industry has broadened the scope of furniture design: "While emphasizing the integration of craftsmanship, technical skill, and design aesthetics, furniture design plays an increasingly important role in helping consumers determine their lifestyle."

## Carpentry Skills

Huang Chun-chieh, woodcraft instructor at

the Yung Shing Craft School, has noticed a new trend in Taiwan's wooden furniture. Noting that the island's wood furniture industry began developing in the Ming and Qing dynasties, and enjoyed a heyday from 1970 to 1990, he said that it has since slipped into a steady decline.

Apart from rising wages leading to the industry's offshoring, Huang pointed out, the most important factor in its decline is a popular disregard for technical education and a growing social tendency toward the values of ease and speed. This means that most young people are unwilling to invest in learning time-consuming craftsmanship.


Huang is also reassured, however, by the rise of manual production around the world in recent years, and the consequent reawakening of local culture; for instance, Taiwanese folk-craft workshops, established and taught by individuals, are springing up all around the island.

In the eyes of William Jiang, chairman of the Yung Shing Furniture Group, the development of woodworking in Taiwan is closely related to the economic environment. "Looking at today's carpentry-learning environment," he commented, "it seems we've left behind the era of woodworking as a means of making a living, and now many people are learning carpentry as a hobby." They use their leisure time to make personal contact with natural materials; and this contact, together with the aroma of wood, helps them relax and find relief from daily work pressures. [CENS](#)



Huang Chun-chieh (5th left), woodcraft instructor at Yung Shing Craft School, poses with his students.





Deep seating sofas are widely used in outdoor spaces.

# 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**

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

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## Living Room Furniture (Wood, Bamboo, Rattan)

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# Hanaco Group Builds Success on Strong Commitment to Quality

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Founded in 2006, Hanaco Group is a world-caliber manufacturer and marketer of furniture, with a production base in China and a branch in Taiwan.

Despite its tender age of only eight years, Hanaco claims it is one of the few furniture makers that have integrated production capability, from material handling to furniture manufacturing, along with rich cross-strait sales experience. It is fully able, the company says, to serve clients with ample capacity, high production efficiency, consistent quality, and timely after-sale services.

The group has a capitalization of US\$10 million and employs more than 800 workers at its China manufacturing base, which occupies an area of some 90,000 square meters and is able to turn out enough furniture to fill 200 forty-foot containers a month. Around 80% of the firm's products are currently exported to Japan, with the remainder going to Europe and the U.S.

Hanaco takes particular pride in its highly integrated production, with complete lines of equipment turning for melamine processing, PVC and PU lamination, vacuum forming, sheet metalworking, powder coating, plastic injection molding, fastener and hardware manufacturing, and packaging. This unparalleled integration has helped the company establish a high profile in the industry.

A strong commitment to quality is another element in Hanaco's success. The company carries out strict quality control measures throughout the production process, and its manufacturing base has won ISO 9001 and ISO 14001 certification in an effort to assure customers of the best quality and added value. The manufacturer also pays strict attention to R&D, and is well able to develop new products in cooperation with customers.

The firm's product lineup covers living room furniture, office furniture, desks, storage cabinets, bathroom furniture, dining furniture, racks, grid shelves, special crafts for home decorations, and other quality products.



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As an export-oriented furniture maker, Tai Yi markets its products globally, mainly to the United States, Europe, the Middle East, and Southeast Asia. The company has built strong relationships with its clients, and the loyal support of its customers has helped it weather the global financial tsunami and the economic downturn in recent years.

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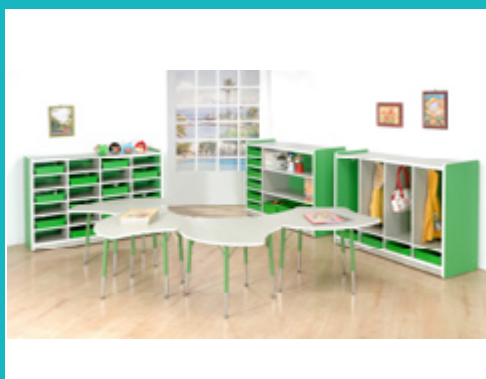


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# Furniture Hardware, Parts and Accessories

## ■ U Report Section

TANG YI INDUSTRIAL CO., LTD.

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## ■ Recommended suppliers

TAI CHEER INDUSTRIAL CO., LTD.

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# Tang Yi Industrial Co., Ltd.

## Cabinet hardware and showcases

The 1988-founded Tang Yi Industrial Co., Ltd. is a maker of building hardware, including door catches, flush bolts, and stops as well as display cabinet and rack hardware designed for upscale consumers.

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

Following decades of diligent work in improving quality, the company has won genuine trust and built close ties with its customers in the U.S. To secure sustainable development and satisfy customers from different sectors, the supplier consistently engages in R&D.

Besides offering hardware, the company, which has put much effort into improving production process, capacity and quality, also has developed dedicated machines for some of its products in an effort to raise defect-free rate.

With providing customers optimal products and service as the goal, the company has been diligently enhancing manufacturing capacity by adding new production software and hardware. In 2012, the company tooled its factory with automatic panel cutters and peripheral equipment in order to make better display cabinets out of metal and wood panels at lower cost.

Placing a strong emphasis on R&D, quality, service and manufacturing technique, the company has been able to develop striking products in tune with customers' tailored requirements.

The company's primary export destinations include North America, Latin Americas and Asia ex-mainland China.

## Tang Yi Industrial Co., Ltd.

No. 20, Alley 52, Lane 247, Lucao Rd., Sec. 2, Lukang Township, Changhua County, Taiwan 505

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H76mm : load capacity: 500lbs

H57mm : interlock slide (anti-tilting model)

H56mm : self-closing slide

H58mm : lock-in & out slide

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 <p><b>36-Series</b> Full-extension, Light-duty Drawer Slide Load capacity: 25kg</p>	 <p><b>57-Series</b> Full-extension, Heavy-duty Drawer Slide Load capacity: 200lbs</p>
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