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Innovative HISENER



More Than 4,000 Product Items to Satisfy Global Market Demand

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Focus on Business Transformation and Supply of A Diverse Range of Products

Dedicated to the supply to construction, furniture and residential applications, Hisener Industrial Co., Ltd. specializes in wood screws, self-drilling screws, self-tapping screws, roofing screws, chipboard screws, drywall screws, machine screws, deck screws and threaded rods. Its monthly capacity of screws is about 500 tons and the monthly capacity of threaded rods is about 1,500 tons. Its annual export volume reaches USD 60 million. Hisener started its threaded rods business more than a decade ago and has been recently focusing more on business transformation in response to the booming market trend and customers' increasing demand for various product items. With its superior product quality and customer recognized all-in-one service, the scale of Hisener has become bigger and its brand has also shined brighter than ever.

Owing to the growing business of the company, Hisener set up a division specifically for int'l trade and purchasing in 2006 to further reinforce the collaboration with fastener manufacturers



and extend its product portfolio. In 2010, it even set up a new screw factory in order to satisfy the current and future demand of customers. The successive years of improvement and growth have made Hisener recognized by several domestic and overseas customers.

Capacity and Facilities Upgrade to Strengthen Service to the DIY Market

Being aware of the growing application potential of DIY products in Europe/America/Asia, which will boost the demand for home improvement fasteners, Hisener also set up its own packaging lines and warehouse for DIY products to offer packaging service for various products and develop the market of this area. In addition, it also activated a plan in 2017 for increasing its work efficiency and capacity, by moving its warehouse for DIY products originally located in Haiyan to Haining and integrating it with the screw factory and adding three new automatic packaging lines to enhance the capacity.

As for the aspect of facilities, Hisener adopted Taiwanese manufacturing machines that are of higher technical level and at comparatively reasonable prices, and introduced related devices to execute quality control and inspection, such as dimensional measurement devices, metallurgical analysis instrument, mechanical testers and surface analysis machines. By doing so, the quality of customers' products is guaranteed and the monthly capacity has been greatly increased by 60% from 300 tons per month to 500 tons per month.

General manager Simon Liang said with confidence, "Now we can offer more than 4,000 items of fasteners with different pre-packed service and the shipment of a single month can reach around 20-25 containers. We can also offer the packaging service for various products and deliver them directly to the building materials stores."

Products are 100% for Export and Quality & Technique are Admired by Global Customers

Aside from the excellent capacity of its own factories, Hisener has also established collaboration with around 150 companies. Its service is all over the world and its products are mainly exported to Europe, Russia/Ukraine, USA, and S. America. Its industry-admired product quality, technology and management also made Hisener gain the certificates of ISO9001:2015 and CE EN14952 in 2017, giving the company a leading position in the industry.

Speaking of future marketing plans, Liang said, "Over the past decade, Hisener has established quite smooth collaboration with several European and American customers. We expect to establish stable collaboration with more global customers and strengthen our exposure at int'l trade shows, making old and new customers notice our high quality products, competitive prices, punctual lead times and excellent service beyond customers' expectations. We are confident that we could definitely be your reliable and supportive partner!"

