

## New Headquarters with Improved Fastener Trade Service for Client Satisfaction

### Kind-Auspice Industrial Co., Ltd.



Kind-Auspice started off as a trader and was wholly

invested and founded by President Cooper Tsai in 1993. It is a full-service professional fastener trader that markets steel wires, fasteners, bits, screwdrivers, tooling and dies, covering all products required by the fastener industry including material suppliers and end users. In the past 25 years, the company has sold to nearly 100 clients in 30 countries around the world, mostly in the U.S., Canada, Germany and other European countries. This July, it announced a relocation to the new headquarters in Gangshan District of Kaohsiung City. This building took shape from the creativity of the President and 30 employees. Aside from its sleek design, the new headquarters provides a powerful drive for revenue growth and bigger inventory!



by Dean Tseng, Fastener World Inc.

### Stylish Exterior Design & Complete Inventory Service

The new headquarters has 5 floors and one of its features is the total floor area of around 4,960 square meters. The inventory area is now bigger, taking up 3 floors at a total of 2,446 square meters. This is one of the company's strengths because the bigger inventory will offer clients the most complete inventory service and shorten lead time. "The reason behind this relocation is to add inventory and logistics space to cope with clients' annual orders and properly arrange for our business, production and QC services," said the company.

In case you don't know, the company's former office won the Italian A'Design Award for interior design. The new headquarters is a collaboration with the same designer - Mr. Pei-Ching Su of Cai Hao Archi Interior Space Design, and it features two critical visual elements bound into the interior and exterior design. Cooper said, "One of them is 'globalization', and the other is 'metal products' to present Kind-Auspice as a professional team marketing Taiwan's metal products to the world. The telescope placed at the first floor is a static art piece to remind the company members of keeping a broader perspective. This newly-completed headquarters has brought me back to the reason that I started my career, and I want to lead my partners to achieve the targets for the next 5 years."

### Premium Quality Check & Customized Packaging

Fastener trader Kind-Auspice has the largest number of inspection equipment that no other counterpart in the industry can compare with. It has the full range of QC equipment including projectors, torque testers and gages. Every batch goes to quality check before shipment. For large batches, samples are delivered to customers for doublecheck before shipment for high-level quality assurance. The company responds to clients demands by offering various packages options including blister packing, PVC box, carton, plastic barrel and even DIY packages ready for shelf display. Besides, the company can provide printed box packing using logo patterns provided by clients. "The most important thing is to stand in clients' shoes and seek maximal profits for them to be able to stay in the market and grow."

### 5 Targets for Trade Expansion

The president has sketched out 5 targets for the future development of the new headquarters: (1) Complete inventory and logistics; (2) Production of small screws and precision dies and tooling; (3) Tailored assembly according to client's requests; (4) Introduction of Roller X-Ray visual sorting machine; (5) Acquiring lab and ISO, IATF16949 certificates.

Kind-Auspice's products are supplied to the automotive, furniture, construction, electronics, fastener manufacturing industries and major importers in multiple countries. Up to last year, its revenue reached NTD 350 million. Coupled with the new purchase base scheduled for launch next year in Ho Chi Minh City (Vietnam), the company expects the new headquarters will push the revenue to the NTD 500 million target!

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