



Features:

FASTENING TOOLS

arranged by Fastener World

Every year Taiwan's fastening tools industry exports USD around 3,590 million worth of fastening tools to the world. Many of the bestsellers of leading American brands such as Stanley Black & Decker and The Home Depot were purchased from Taiwan. This proves that Taiwan is one of the top OEM and ODM countries of fastening tools. Some Taiwanese fastening tool makers not only produce tools for other brands but also develop their own tools with unique features. For the category of ratchet wrench alone, they have altogether filed for 3,000 patents, but they only represent a small part of the whole range of tools.

The featured companies in this column include 3 globally recognized fastening tool companies headquartered in Taiwan and the one and only hand tool maker in Pakistan. They are the manifestation of quality tool production and let's now take a look at the features of their branded tools.

"Durofix" industrial tools brought by Mobiletron Electronics Co., Ltd.

"TOPTUL" premium tools brought by Rotar Machinery Industrial Co., Ltd.

"Extractor EX" series tools brought by New Way Tools Co., Ltd.

"FASNNA" quality tools at competitive prices brought by FASNNA IMPEX.

Patented Durofix Tools Gain Worldwide Reputation

Mobiletron Electronics Co., Ltd.

by Dean Tseng, Fastener World

Being IATF16949, ISO and OHSAS certified, Mobiletron is a public listed power tool company headquartered in central Taiwan. The company consists of two business pillars, one for engine management electronic parts, automotive safety, and battery management system; the other for the power tools under its world-renowned private label "Durofix". In the past 36 years since its founding, Mobiletron has increased its employees from just 2 people to 1,500 as of now. Its products are exported across more than 100 countries worldwide, and its total assets have grown to US\$ 160 million. Now,

its business empire spans across the Americas, Europe, Asia, Oceania, etc., with a reputation shared within the global automotive electronics and power tool industries.

Durofix Industrial Tools

Safe, Energy-saving, Eco-friendly, High Performance

Durofix tools feature the Li-ion 12V and 20V rechargeable brushless tools, including riveting tools, rivet nut tools, drywall screwdrivers, auto-feed screwdrivers, precision torque control tools, impact wrenches, and jumbo hammer drills (max. torque 100Nm). Furthermore, Mobiletron also provides grinders, ratchet wrenches and other tools, making itself a total solution provider of power tools. The advantageous functions with Durofix include auto stop (reverse) and multiple pre-set fastening modes and torque configurations. Some of the products even come with a power saving mode, anti-cross-threading automatic fastening mode, and automatic rivet-feeding and mandrel-ejection function with the press of a button.

Marketing manager Isaac Shih noted that the strength of Durofix lies in its integration of brushless motor and torque-controllable IC board that altogether form an all-in-one high-performance motor. This integrated motor gives Durofix 50% more battery life, longer tool life, more in precision and efficiency. Mobiletron handles multiple critical technologies, covering Durofix's component production, design and assembly. "This allows us to improve torque performance and enables our tools to completely replace pneumatic tools. We develop our own Li-ion battery management system that can charge at anytime and effectively extend battery life. We invest in and develop our own brushless motors as well, and this helps to improve torque performance and greatly decrease tool size to be compact and lightweight, enabling users to save more power, drill more holes and fasten more screws." Mobiletron manages all tool parts starting from the suppliers' side and goes the length to modularize the parts to offer customers faster and more convenient maintenance service. Such synergy combining innovation, performance and competitive price brings Mobiletron to the honor of receiving more than 10 product innovation awards during 1995 and 2017. Up to now, Mobiletron has acquired more than 500 patents and proven its R&D strength.



Collaborating with International Aftermarket Service Provider

Expanding Global Market Share

In our exclusive interview with marketing director Jason Li, he pointed out that ACDelco, one of the world's biggest aftermarket service providers, has a stringent audit requirement on tools. ACDelco recognizes with Durofix's high quality and decided to collaborate with this brand. Eventually, Mobiletron acquired the license for manufacturing and marketing of power tools globally as well as providing after-sale service on behalf of ACDelco owned by General Motors, thereby increasing Mobiletron's global market share. Currently the U.S. and Europe take up 75% of Mobiletron's overseas sales, and the remaining proportion is taken by Japan, South Korea, Singapore, India, Indonesia, etc. Jason said Mobiletron is actively looking for the cooperation with the rivet, and rivet nut companies and is also open for overseas sales through traders.

Mobiletron's ambition is not limited to what it is now. The recent project is to boost its precision tool to the higher level – Oil pulse tool. The oil pulse unit is connected to brushless motor directly, provides wider torque setting range (25-60 Nm), higher rotation speed (0-6,000 rpm) and reduces torque reaction, vibration and noise against the user. With the oil pulse tool added into the product line, the precision tool program will be more complete and offer the total solution for the industry. Mobiletron's continuous breakthrough and innovation are worth looking forward to.

Premium TOPTUL Tools from Taiwan Sold to 110 Countries Worldwide Rotar Machinery Industrial Co., Ltd.

by Dean Tseng, Fastener World

Rotar has had 35 years of history since it was founded in 1981. The founder of Rotar led the company to become one that incorporates product design, R&D, production, and sales. Its business is established upon three pillars. One is the surface polish center providing domestic companies with professional surface treatment; another is the machinery business featuring its vibratory finishing machines; the other is the world-renowned TOPTUL professional hand tools. Among these pillars, Rotar's TOPTUL hand tools are dubbed the symbol of high quality tools. Not only does TOPTUL have top-of-the-line surface finish, but its torque performance and durability are compliant to professional users' quality demand for tools, penetrating the professional users market across more than a hundred countries.

Rotar's TOPTUL hand tools include 11 subcategories which are package tools, (torque) wrenches, hand sockets and bit sockets, electric tools and pneumatic tools, hexagon socket wrenches, screwdrivers, bits, pliers, hammers and impact tools, automotive repair tools, and related accessories. Available materials include chrome vanadium alloy steel, chrome molybdenum alloy steel, S2 high speed steel and other types of high strength steel used for tools. With one-stop access to a comprehensive product line and various high strength materials available for customers, Rotar's hand tools are widely applied to automotive repair, industrial maintenance, sophisticated instruments, machinery and equipment, aerospace, construction, shipbuilding, electronics, etc.



Professional Hand Tool Quality Test / Performance Exceeding International Standards

The ISO-9001 certified Rotar implements the guidelines of ISO standard and relentlessly educates its employees to pursue quality. Rotar has hardness testers, various torque testers (for both hand-driven and pneumatic tools), torsion testers, tool life testers, salt spray testers, surface roughness testers, and testers for insulative products. Strictly monitored for quality, TOPTUL hand tools' torque performance not only complies with ANSI and DIN international quality standards but also exceeds them by 30-50%. The adoption of high alloy steel makes the tools more durable with longer life span. Besides the above international standards, TOPTUL hand tools have passed VDE and CE certifications.

A Capacity of a Million Pieces Targeting Sales Worldwide

With a hand tool production plant, the total land area of Rotar reaches 31,000 square meters. The company's assorted TOPTUL professional hand tools are manufactured through multiple layers of strict procedures and regulations, and are sold to global tool users through current sales routes to give them access to high quality tools. Rotar, due to its tool quality, is recognized as one of the top professional tool makers in Taiwan. In the past few years, Rotar continued exhibiting at International Hardware Fair COLOGNE, AUTOMECHANIKA, AUTOPROMOTEC and other international shows for global brand exposure. Looking ahead, Rotar reveals it will keep developing new hand tools and innovative electric tools.



The Market Game-changer Specialized in Hand Tool Development

New Way Tools Co., Ltd.

by Dean Tseng, Fastener World

New Way Tools was founded by Mr. Johnny Huang in 1996. At the time of founding, the company was dedicated to producing electric tool accessories supplied to global renowned brands. Starting in 2008, it shifted to developing patented products, primarily focusing on refining traditional hand tools and improving operating convenience. As of today, it has acquired more than 20 patents around the world and become an innovative developer known to the industry.



New Way Tools' main products are all self-developed and patented. They include vigorous wrenches, auto-release adjustable wrenches, quick release open-end wrenches, adjustable ratchet ladder wrenches, and a series of specialized tools for removing stripped screws.

Patented Stripped Screw Remover

"Extractor EX" Series Tools

The company's original EX Series stripped screw remover is made of alloy steel, and is compatible to hexagonal socket screws ranging from 1.5mm-10mm and hexagonal screws ranging from 8mm-19mm in size. Stripped screws that originally could not be removed with hexagonal sockets, pliers and locking pliers can now be easily removed with the EX Series. Within the EX Series, the L-Key Wrench has a special cut section on the hexagonal head portion which is the critical part of the whole design. As the user inserts the EX wrench into the hexagonal screw socket, the head of the wrench can grip the socket and help the user remove the stripped screw. The ring design of EX series utilizes patented angle design in the sleeve to grip stripped hexagonal screw heads and remove them with ease.

The company notes that the EX Series features its extensive adaptability and price advantage. The EX Series has the price advantage over average specialized tools sold at higher prices on the market. The Series can be used as a solution when the user encounters special occasions, while it can also be used in normal occasions to increase its cost effectiveness. Innovation, speediness, labor/cost saving and price competitiveness allow the EX Series to become one of the company's hot sellers.

High-level QC & Innovation

New Way Tools is Open for the World Market

The company stresses that QC has been one of its most critical manufacturing processes. It is equipped with a complete range of inspection equipment such as hardness testers and torque testers, and all accessories purchased from outside go through inbound materials check to ensure the products' functionality. Additionally, its continuous technological advancement improves its competitive edge. That is why it is widely recognized by global major companies and is reputable within the tool and hardware industries.

New Way Tools concludes that it will use its 20 years of accrued experience and patents to improve tool operation and make better tools with better ergonomic design. It will continue to innovate and realize ground-breaking tools.

Pakistan's Exclusive High Quality Tools Source **FASNNA IMPEX** *by Dean Tseng, Fastener World*



FASNNA is a group of companies manufacturing hand tools such as Screwdrivers, Hacksaw Blades, pliers and Re-Packing of Adhesives (Super Glue). It is now the one and only manufacturer of hand tools in Pakistan. In 1980, the company was founded and produced its first screwdriver. Later on it expanded its business by adding more product lines.

FASNNA was formerly known as Shafique Sons founded in the late 70's producing screwdrivers under the brand name "Golden Eagle". This brand was created by the founder Muhammad Shafique, who was born an orphan and migrated to Pakistan from India. Driven by his humble origin, he started a charity organization to provide free health and medical facilities to the poor and those in need. In the 80's the second generation took over and continued the founder's charity work in education, disaster relief and so on, while adding new product lines to the business and starting export to various countries. Last year, the third generation took part in the family business with a blueprint to incorporate digitalization and realize corporate expansion, while still continuing FASNNA's legacy of charity and social welfare.

FASNNA as a Self-Branded Maker & Tool Distributor

The company has a network of suppliers to market and distribute their own brands; GOLDEN EAGLE®, SUPERCUT®, ROHA® and FASTIK®. With a production facility spanning an area of 2,700 square meters, the company has a manufacturing capacity of 1 million pieces of tools per year, targeting sales to the domestic market, the Middle East and Europe. To fulfill the industry's demand for customized tools, the company also serves as an industrial supplier distributing products for different manufacturers.

Currently, the company services a wide selection of world-renowned automotive and motor vehicle clients including TOYOTA, HONDA, SUZUKI and YAMAHA. It is in collaboration with Pakistan Hardware Merchant's Association and Pakistan-China Joint Chamber of Commerce and Industry.

Quality Tools at Competitive Prices

When asked about the strengths of the company in our interview with Director Mr. Naveed Ahmad, he said: "Our strength is our Quality. Global customer likes quality tools at reasonable prices and FASNNA is covering both purchase factors." Moreover, FASNNA has an added value that adds up to its strengths, and that is its entrance to the E-commerce industry by introducing the first online retail store called "ToolDub" in Pakistan dedicated to the hardware and tool industry. The store available for the whole world will allow for supplying a comprehensive range of tool products at competitive prices.

Increasing Access to Global Clients Through Exhibitions

In the past couple of years, FASNNA exhibited at several international shows including Pakistan International Trade Fair and International Rawal Expo. The Director told Fastener World Magazine that the company will exhibit at more shows in upcoming trade fairs, and that FASNNA always expects brand awareness and recognition gained from trade fairs. Looking ahead, the Director said FASNNA is always open to new investors, importers and joint ventures.

