



Happy New Year!



2015 Fastener Word Inc. Activates E-commerce Service

by Fastener World Inc.

Welcoming the new year, Fastener World Magazine, with its first issue published in 1989, is now very pleased to announce the publication of its 150th issue. We would like to express our true-hearted thank-you and cordial respect to all our friends from the global fastener industry. We believe "advertising is not buying lottery" and will dedicate ourselves to "becoming your most cost-effective marketing manager," as your success is what pushes Fastener World forward. Wish you all the best and good luck in the new year!

Comparatively stable condition in 2014 was attributed to the recovery of European and U.S. markets that benefited many other industries. More new factories and new products were also reported in Fastener World publications in 2014. Accordingly, we believe that there will be better development and results for all our fastener companions in the industry. In 2014, we also did a lot to promote our customers.

Fastener World Global Sourcing Web - Over 10,000 Viewer Count Per Month

The advancement of human intelligence is based on continuous accumulation of experience and knowledge, which provides momentum for innovation. To a marketing manager for customers, the biggest dream and mission is to offer customers the most effective result through any kind of marketing approach.

We then planned to create a brand new version of Fastener World Global Sourcing Web, which was completed in the year end of 2013, with the improved interface stability, value & instantaneity of info, and user-friendliness of the online B2B service system. The website can be viewed in Chinese and English, as well as Japanese, Spanish, German, Russian, and Arabic in certain sections. Over 10,000 viewers visit Fastener World Global Sourcing Web every month, which signifies substantial demand for fastener info around the world and proves that the development of Fastener World E-Commerce service is going on the right way. In the future, we will continue to improve the platform and try to make it bigger and better.

Fastener World Footprints at 25 Int'l Fasteners & Hardware Exhibitions Every Year

Total quality management (TQM) consists of organization-wide efforts to make permanent a climate in which an organization continuously improves its ability to deliver high-quality products and services to customers. Mr. Thomas J. Barry (former director of IBM Institute of Quality Management) once said, "Quality is 90% from attitude, and 10% from knowledge." With such attitude and 30 years of experience, we believe that we will be the top-notch marketing manager of the fastener industry.

