



## Breaking the Stereotype of Traditional Industry and Building an Image as a Perfect Furniture Screw Factory

by Michelle Shieh / Fastener World

Steel Stone Co., Ltd. established in 1999 is a company with less than 2 decades of history; however, it has achieved an industry-admired success in the production of furniture screws. Distinguished from other outdated and messy factories, the office of Steel Stone looks very bright and tidy with industrial style interior design, making it a fastener factory that is really chic with a very comfortable workplace for all its employees. Steel Stone, with its obvious uniqueness in the market, is trying its best to reinforce its brand image and wishes to make its brand outstand from so many fastener factories. The well-decorated office and the impressive company logo design are the reasons that make Steel Stone particularly different from others.

**Q:** As a furniture screw manufacturer, what will Steel Stone do to realize this goal?

**A:** In terms of business running, we pay more attention to the R&D in specific areas. What we are going to do is to ensure every employee of Steel Stone goes the same way to fulfill our corporate philosophy. As this is the core value of our company, we continuously educate our employees to learn more about the value of our brand, establish effective communication with customers and grow with each other to seek further consensus. Through knowing more about ourselves and customers, Steel Stone will have more confidence in expanding the global presence in this industry.

**Q:** Many companies are eager to create their own corporate image on customers' minds. Some may want to be "The World's Largest XXX Supplier", while others may want to be "the Inventor of a XXX Design." What kind of corporate image would Steel Stone like to create on customers' minds?

**A:** Steel Stone has been dedicated to the area of furniture screws since its establishment and most of our customers are leading furniture manufacturers. As foreign leading companies always have their own brand image, Steel Stone has been also trying our best to create a completely unique company image that is totally different from other traditional competitors, which is to make our existing customers not only aware of our improved quality but also our brand new corporate image that enables us to be mentioned in the same breath with other foreign companies. When customers want to purchase screws, they'll think of Steel Stone. When a product is referred to, they'll know it's from Steel Stone. When the color is demonstrated, they'll realize it only belongs to Steel Stone. When a screw is shown, they'll have no problem pointing out it's made by Steel Stone. We hope to be a company on customers' minds that can supply professional solutions and be a company they will think of anytime when they have demand.



**Q:** In the area of furniture screws, what role do you think Steel Stone should play?

**A:** The goal of Steel Stone is to understand products and details more than our customers do. In a simple term, when customers need to improve, reinforce or upgrade the stability and ease-of-use of certain fasteners, Steel Stone can be a role in offering the best solution.

**Q:** Does Steel Stone have any short/mid/long term goal to establish its corporate image?

**A:** What we are striving to do (short term, midterm or whatever) is preparation for the long term, which is the very goal we would like to focus on. The focus of Steel Stone at this moment is to reinforce the external brand image and the future focus will be on adjustment of the brand image of our products and internal management as well as increasing participation of our employees in continuously improving quality and lead times, which is our management philosophy.

**Q:** To which market are Steel Stone's products usually sold? Which well-known furniture manufacturer is using your products?

**A:** People have demand for furniture and furniture must be assembled with fasteners. Wherever there is demand for furniture screws, Steel Stone will be there. Customers of Steel Stone are from more than 40 countries around the world and leading furniture manufacturers in America and Europe once purchased furniture fasteners from Steel Stone. Although Steel Stone does not have a long customer list in America, we shipped a huge quantity of fasteners to customers in this area. In Europe, though we have many customers, our total shipment quantity is less than the total we shipped to America and most of these products were specifically customized. Nowadays, Steel Stone has been an influential leading role in furniture screws.

**Q:** Has Steel Stone been certified to any quality or management certification? Is Steel Stone planning to apply for any other certification? In addition, in which country has any of Steel Stone's products been patented?

**A:** In 2002, Steel Stone became the first Taiwanese company whose quality had been approved by Sweden IKEA. We continue to stick to our policy- "If customers require any specific certification, we go apply for it." Thus far, we've been certified to ISO 9000:2008. No matter how many



certificates we have been certified to, we are always strict to our quality control system. Our ability to conduct good quality control is not just for applying for any certificate.

**Q:** Facing competition from so many global manufacturers, how could Steel Stone play a leading role in the area of furniture screws rather than a follower?

**A:** We are not just a fastener factory, but also a solution provider to customers. When customers come to us for screws, we'll try to understand first where the screws will be used and take every possible factor that may influence the application into account. Then, we'll produce products that best suit the application for customers, which is also the mission statement of Steel Stone set by our founder Cabin Chen. We are not just selling screws but we also want to make every demand of our customers fully satisfied. This is why Steel Stone can always play a leading role. Think ahead, Lead ahead!

**Q:** What is your opinion about the future development of furniture screw demand in Taiwan and abroad? Which region/market do you think is the most potential?

**A:** Furniture has become the necessary commodity in our everyday life, so there is always high demand for new furniture to replace the old ones. Modern people are willing to spend more on buying well-designed and more practical furniture from Europe and America, which also means higher demand for screws with more functions and sophisticated design. There is still much room for the development in this area.

**Q:** Is there anything else you would like to share with our readers?

**A:** As what I just said, we don't really like the companies which try to win orders through price cutting. The reason is really simple. It will make everyone lose in the game.

We always deem ourselves as a part of the service industry and do our best to solve customers' problems. In addition to quality, we also offer 100% guarantee to customers to fix any problem of Steel Stone products. As far as Steel Stone is concerned, customers' trust is an essential part. Our vision is to make the long-lasting fastener industry sustain. Even though these screws are very tiny things and their importance is oftentimes neglected, Steel Stone will continue to dedicate ourselves to this industry and do our job responsibly. In the future, we'll continue to improve our quality and reinforce customers' satisfaction and go toward the development of screws with more sophisticated details, appearances, and higher precision such as those used in high-end yachts and camping cars, making the brand image of Steel Stone take root on customers' minds.