

Globally Leading High Strength Fastener Supplier

Significance of Lianyungang Xingyi's “XYLX” and “XYFS” Brands

全球高强度紧固件领航者

连云港兴怡打造『XYLX』 +『XYFS』品牌的秘密

Lianyungang Xingyi Fasteners Co., Ltd. is one of the largest hot forged fastener manufacturers in China. It is dedicated to manufacturing high quality hexagon/hex bolts and high strength standard/non-standard fasteners that are widely used for high-story building, bridge, railway, petrochemical, and wind power applications. Products are exported to the EU, USA, Japan, the Middle East, Southeast Asia, and South Africa. Since 2011 it has become the commissioner of the Technical Committee for Chinese Fastener Standards and officially acts as one of the critical players in the industry. How could Xingyi climb to the top and become the globally leading fastener company within the past 25 years? Let's have a closer look.

Xingyi's Industry-Leading Position

Xingyi started the business of fastener heat treatment in 1989 and then began to produce fasteners in 2000. With its heat treating technology, it can easily control the essential quality of fasteners. In addition, noticing the direct influence of product certification on its reputation and sales, it has consecutively been approved by ISO9001 (of CQC, RWTÜV, and BVQI), CE, TSG, and CNAS.

Taking Pride in Its Brands, Xingyi Adds “XYFS” After Release of “XYLX”

Brands are what a company can live on and can be regarded as the responsibility and confidence of a company for its products and service. In 2011 Xingyi's “XYLX” was recognized by the Industrial Administrative Management Bureau of Zhejiang Province as “The Famous Brand of Zhejiang.” The logo of “XYLX” was even hung up on the newly built “Shard” Tower of London in 2012, which was not only a recognition to Xingyi, but also an announcement that its products had been successfully accepted by the high-end fastener market of Europe.

According to its press release published on July 15, 2013, Xingyi registered a new “XYFS” brand specifically used for its hex bolts.

Victory in South African Antidumping Measures Against Chinese Fasteners

With the continuous growth of Chinese fastener industry, a series of antidumping investigations were also coming along. Speaking of the South African antidumping measure against Chinese fasteners activated in 2011, Xingyi was the first company to defend for itself under the accusation of unfair trade. Vice President Peifei Xu heading the company to take reactions invested a great deal of energy and resources in compiling the data of import/export and financial records of nearly one and a half years and submitted to ITAC of South Africa for examination.

Finally it was approved by the ITAC that the dumping of Lianyungang Xingyi did not exist, as a result, Xingyi was not subject to antidumping duties in the sunset review and its full thread bolts would not be subject to the antidumping duty of 73.93% anymore. This is not only a victory for Xingyi, but also a successful model for other Chinese fastener companies taking reactions against antidumping.



连云港兴怡紧固件公司是中国最大的热锻紧固件制造企业之一。公司主要生产高品质的外/内六角螺栓、高强度标准及非标准特殊紧固件。产品广泛用于高层建筑、桥梁、铁路、石油化工、风力发电等行业，并远销欧盟、美国、日本、中东、东南亚、南非等市场。2011年起成为全国紧固件标准化技术委员会委员，正式进入产业核心，而兴怡如何能以短短25年打造全球高强度紧固件领航者的地位？让我们一窥究竟。

兴怡的领航步伐

兴怡从1989年的紧固件热处理中心迈开步伐，2000年起正式开启紧固件制造事业，凭借着热处理技术，进而掌握紧固件产品品质关键；不仅如此，懂得产品认证对品牌形象与整体销售的直接影响，先后取得ISO9001品质管制体系认证，CE认证，TSG特种设备制造许可证和CNAS国家实验室认可证书。

兴怡的品牌意识 金招牌“XYLX”后再添“XYFS”

品牌如同企业命脉，等于企业对其产品及服务的责任与骄傲，2011年兴怡“XYLX”商标被浙江省工商行政管理局评定为浙江省著名商标，更风光地在2012年落成的伦敦新地标「碎片大厦(Shard)」上挂上了“XYLX®”商标，这不仅是对兴怡的肯定也宣示着兴怡产品成功打入欧洲高端紧固件市场。2013年7月15日透过正式发文，另外增加注册“XYFS”商标，专门针对兴怡产制的内六角螺栓所使用。

从南非对华的反倾销胜诉中再次华丽转身

随着中国紧固件开始壮大，伴随而来的是一起起的反倾销调查，2011年南非对华紧固件反倾销案中，兴怡率先反驳这件不公平贸易竞争的指控，副总经理徐佩飞亲自挂帅、积极应对，投入大量精力与人力，将企业近一年半内的所有进出口资料、账务整理汇编成册，以应诉、公开、提交南非国际贸易管理委员进行审查和核实。

最终获南非国际贸易管理委员会认定连云港兴怡紧固件有限公司不存在反倾销行为，在「日落复审」终裁中，将兴怡紧固件公司排除在继续征收反倾销税行列之外，对兴怡公司生产的全牙螺栓不再征收73.93%的反倾销税。这是兴怡的胜诉，也是中国紧固件企业应对反倾销的成功典范！