



### PATTA Shares Ideas of **Selling Right Products** to the Potential Markets

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photos by PATTA

▲ Manufacturing facilities in PATTA's Shanghai factory

**P**ATTA has been selected as one of the major suppliers by numerous famous brands in Europe since 2000's; as the result, its products were indirectly introduced and used to some of the building and constructions of the 2004 Olympic Games in Athens, also to some automobile industries such as Volkswagen, Audi and Porsche. PATTA's farmer screws have also acquired several professional related certifications in European regions. Currently, PATTA's newly developed high-end pneumatic riveters received approvals by many leading enterprises both from the EU and the US and will be becoming their OEM supplying partner.

The brand of PATTA has been successfully establishing reorganization to the customers all over the world; now it's taking the next step to once again polishing the brand in emerging markets through various strategies to gain customers' trust with Professional knowledge, Active system, Trustworthy philosophy, Typical marketing moves and Ambitious attitude to push the business to grow.

#### PATTA's Business Philosophy

<b>P-Professional</b>	PATTA's products are categorized into screws and blind rivets, and it is proud of its R&D capability in building hardware.
<b>A-Active</b>	PATTA's QA, packaging system, shipment and customer service are state-of-the-art with competitive advantages. The qualified and well-equipped working force is the most important asset and cultural builders of the enterprise.
<b>T-Trustworthy</b>	PATTA offers 100% partnership to assist its customers to create and expand more opportunities of new production line installation and expand profits.
<b>T-Typical</b>	PATTA provides suitable products to fulfill customers' needs and strengthen its confidence with tailor-made marketing strategies. PATTA tries not to sell everything to maximize the sales amount but wisely promote the brand name according to the typical culture to every country.
<b>A-Ambitious</b>	Dale Carnegie once said, "Take away my people but leave the factory then soon weeds will grow all over; take away my factory but leave my people then soon we will be building a new and better factory." PATTA focuses on effective administration and interiorly upgrading the enterprises as well as constantly developing necessary strengths to launch the golden brand to emerging markets.



▲ Production line of PATTA's painted farmer screws



▲ PATTA's series of riveter tools earned good feedbacks from US and European markets.

## Major Products

### Self-Drilling, Painted and Farmer Screws

With more than 2 decades of manufacturing experiences, PATTA specializes in producing self-drilling screws that are also considered the most well-known and popular products to the company for several fields of building, construction and other related industries. In order to improve the products to adopt to cold climate and lower temperature environments, PATTA has developed high-strength, waterproof and anti-rust products especially for Eastern European regions. Furthermore, PATTA's painted farmer screws are originally designed to match with European painted corrugated roof sheets in multi-colors. The production of painted farmer screws with various options in different colors and sizes became one of the most inquired products by its customers.

PATTA invested an automotive power coating system in 2008 to enlarge manufacturing scale and create a high efficient production line for head painted farmer screws. The current production volume is 40 million pieces per month with the capacity utilization rate of 60%, which indicates still 40% of utilization can be fulfilled. Compared to the annual demand of 2 billion pieces for painted farmer screws in Europe, there should be places for PATTA to work on with.

### Up to 15% of Annual Sales Growth to Blind Rivets Certifications Upgrade by end of 2012 & Global ERP Online System in 2013

PATTA's other rank of products carries more than 30 years of production history; blind rivets too are the most important line. The company set up a new factory for expanding its professional manufacturing scale of rivets including blind rivets, open head rivets, high strength and construction rivets and other special rivets in Shanghai back in 2007. The rivet productions are widely applied to metal, generator enclosure, computer and auto industries with sales growth rate of over 25% for the past few years; those products have been used to different types of construction and buildings in China and Europe.

PATTA's Shanghai factory has already acquired TS16949 certificate in 2010, as well as constantly introducing automatic inspection and assessment systems to the factory. With a monthly production capacity of 300 million

pieces of blind rivets, the factory plans to upgrade its certificates from the existing ISO-9001-2000 to the ISO-14000 environmental management system, aiming to attain this goal by the end of 2012.

To comply with the higher standard of the manufacturers in Europe and USA which have been exporting their products to auto industries in emerging markets, PATTA reinforces its own technology level to make sure the factory manufactures the products in high standard quality. Moreover, the company has digitalized all the drawings and technology management systems to minimize any human error. By keeping strengthening its testing technology, completing testing equipment to its independent QA laboratory, PATTA's engineers are able to convey testing data to the terminal control system via wireless mode. Apart from the existing MRP and bar code storage systems, the newly introduced ERP system will be added in to the service in 2013 which will provide its customers from around the world an available function to check up with updated status of its orders regarding to lead time and quality conditions. PATTA stands on a ground with beneficial perspective to become one of the major professional and authorized suppliers for automobile industry of the world.

### Expanding to Riveters Series Tightening up Partnership with Customers

There's an ancient saying in Chinese that "To do a better job, you must broaden your knowledge and sharpen your skills." PATTA has been investing substantially both with money



and technology to develop innovational pneumatic riveter series, heavy duty riveters and hand tools as the new launching sharpen tools to expand its market scale for the past couple years. Several certificates in quality and technology have been acquired; currently PATTA's tool series is waiting for next step to be launched and marketed internationally. The company is paying most attention to quality improvement as well as to intensify the R&D capability in factories both in Taiwan and Shanghai. Nevertheless, PATTA is searching for professional distributors, importers and local representatives in different areas to offer an in time service chain for customers all over the world. One of the famous brands from Europe has also noticed the recent performance of PATTA; its direct working team in emerging markets has taken the first move to contact PATTA for potential business opportunities. In addition, PATTA is taking the advantage of its efficient working team in procurement and logistics in Asia to consistently comply with more and more inquiries with higher standard with strict budget for European customers.

*"To do a better job, you must broaden your knowledge and sharpen your skills."*

## **Heading for Emerging Markets with Strategies in Quality**

### *Providing Fast Learn Education Kits*

PATTA provides "visual, tactual and even trying" promotional methods, plus computerized systems to present its existing and potential customers a fast catch up with every application to the products. PATTA's website is designed to bring up the most common production manual and useful Q&A for MRO of products.

Following the philosophy that "customers are always the first priority" and "client-oriented", PATTA will keep focusing on upgrading R&D and improving the quality of molding and materials in the next decade to keep up with the new developments for its customers. "We appreciate our customers for their support and guides during the past 30 years. I am confident that PATTA will stay with them in the future for the next 3 decades and so many years to come to support them as well as ensuring each of them that PATTA's products are always with the best value..." PATTA's CEO stated: "I am very proud of being able to sell products with PATTA's value and make it the top priority as the company's management strategy."

The word "TAINAN" is rendered in a large, stylized font where each letter is composed of numerous small, sparkling diamond shapes. The diamonds are arranged to form the outline and internal structure of the letters, giving the text a shimmering, high-quality appearance.

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