



The Select Supplier of Well-known Car Manufacturers

Wei In Custom-made Nuts with High Technical Level

by Tanya Shih, Fastener World Inc.

“We know that we cannot afford a shocking amount of compensation, so we continue to seek stable growth,” says President Ming Che Kuo.

In the inception of the company, Wei In started business with the production of special nuts, which then successfully gained its own solid presence in industrial and automotive assembly sectors. Its products include special nuts, self-clinching nuts, clinching nuts, rivet nuts, conical nuts, weld T nuts, round weld nuts, T nuts, and long nuts. Most importantly, up to 97% of these products are custom-made as per customers' requirements.

President Kuo has stepped into the fastener industry for over 30 years. Most of his experience in nut manufacturing came from the leading nut manufacturing company- San Shing Fastech. He started his own business in 1989. “Research in fasteners can really turn into one’s interest. The R&D of these products can especially provide me with a sense of achievement,” says President Kuo. Wei In has recently had orders from importers or assembly plants based in Europe, USA, and Southeast Asia, and has been a long-term supplier for several car manufacturers. Most of its customers have been cooperating with Wei In for decades since they placed their first order.

We all know that the fastener industry is a mature market, and products with stable quality and on-time delivery have been the basic service suppliers should provide to customers. If a company wants to increase its awareness in the market, “technology” and “price” are both important factors to be considered. Wei In is always capable of producing machined parts with its forming technology, which means that Wei In can create its own Blue Ocean through utilizing self-owned techniques. President Kuo added, “Having technology is reducing the costs for customers. This should be the key point why customers will always come to us for solutions.”

“Safety”, on the other hand, is also very important. President Kuo considers, “Fasteners are used to ensure safety. As a



result, our responsibility is to make customers feel safe to buy and use these products.” Accordingly, when you go

back and review the opening quotation of this article, you can realize that it is basically what is commonly thought in the minds of global manufacturers and is even the mission statement of Wei In. “We have been trying our best at all times to achieve stable growth. The current scale of the company has been 10 times over the scale of the company when it was first incepted,” said President Kuo.

Wei In, growing with Taiwanese fastener industry, has devoted itself to the development of products with high added value. President Kuo has very good expectations to the aerospace fastener market, though its entry barrier is very high. So far, it has received orders for prototyping and has begun to supply aerospace nuts in small lots.