

Established in 1960, Yung King Industries Co., Ltd. has had more than 50 years of company history. In early times it was a well-known manufacturer of iron cotter pins. Nowadays, its major product portfolio has been extended to include Cotter pins, Spring pins, Hitch pin clips, Dowel pins, Retaining rings, Cir-clips, and Toothed washers. Yung King has been certified to ISO 9001 and its products continue to be exported to USA, Canada, UK, France, Germany, South Africa, the Middle East, Singapore, Malaysia, etc. How can Yung King located in New Taipei City where the land is so costly outperform competitors and continue to achieve record high sales?

This topnotch Taiwanese pin manufacturer, whose Xinchuan-based plant is always busy with many vehicles coming in and out, right next to the campus of Fu Jen Catholic University. President Josh Chen shared a lot with us in the interview and said, "Fasteners are like the insurance for mechanical parts



Your Safety is Our Commitment. YUNG KING- the Pioneer in Pins & Stamped Parts Manufacture



by Konnor Lee, Fastener World

and pins are like the insurance for fasteners, it's the last guardian to ensure safety. Not many people truly understand the multi-faceted functions of the pins."

Because of the uniqueness of the pin market, it's the courage of Yung King to go on a road that no one would like to go, Yung King finally achieved its own success through its everyday effort. President Chen recalled the past and said, "I still remember when I took over the presidency from my father, the company was almost at the brink of closure. However, opportunities could be discovered in various ways, so I tried to contact many traders in Southern Taiwan and asked if they could become the approach to help selling the cotter pins to the global market. Every product is good for some applications, and so are our pins." Chen added humorously, "50 Years ago Yung King became the first cotter pins manufacturer in Taiwan. We have been continuously improving, designing, and manufacturing new pins since then. So, I believe I can be the "Class Chief" of the 2nd generation of the Taiwan fastener industry."

Over the past two decades, Yung King continued to grow in a very fast pace while Chinese industrial development was just in the beginning. Chen said, "At that time, when the price was reasonable, the deal could be made. But later, we faced the low-price competition from China due to its low labor and land costs. Even though we had our price reduced, it was still very difficult to receive orders. Under this situation, many traditional Taiwanese companies could not make it and left the market. However, Yung King with its own good reputation and smooth cooperation with customers survived it."

In terms of its export to Europe, most of the products were initially exported to this market through traders. However, facing the ever-changing global market and low-cost competition from China and India, President Chen took his first active step last year to exhibit at Fastener Fair Stuttgart



in anticipation of promoting such a superior Taiwanese brand to Europe. He said, "European customers are significantly different from others. They will only establish consolidated cooperation with you after they have requested for quotes and trial orders for many times. Products of Yung King are not subject to antidumping taxes. As UK has voted to leave EU, while after this issue is perfectly solved we'll expect to work with more European pin manufacturers."

Yung King with two plants had no plan to apply for international certification at early year. President Chen said, "Our plants many years ago looked like a battlefield stored with piles of products inside. It did not show a brand new look until I determined to apply for ISO 9001 and spent half a year expanding and renovating the plant." At first I was skeptical about the efficacy of ISO certification, but soon afterwards I found that ISO was an invisible benefit for the company, which did gradually make foreign buyers draw their attention to this pin manufacturing shiny star in northern Taiwan."

Chairman Jing-Yao Feng of the Fastener Sub-division of China General Machine Components Industry Association once said, "The current fastener market is packed with many low-price products, and many companies only care about how to get orders instead of offering high quality products." President Chen said, "We always know what we are doing. Yung King will focus more on the area of customization. We believe that even a tiny part can generate big support to critical applications. Our products have been used on Xie-Chang Bridge and Liu-Li Suspension Bridge in Southern Taiwan and even in the European, US. and Japanese market."

At the end of the interview, President Chen pointed out the importance of creating self-owned brands in Taiwanese companies and he also hopes that young generation of Taiwanese fastener industry can manage the companies like raising their own children. No matter how hard the situation is, making the company promising and energetic is very important. Let's wait and see how this pin manufacturing pioneer in Taiwan will lead the fastener industry to grow and shine again. ■

NYLON FASTENERS

washers

handles

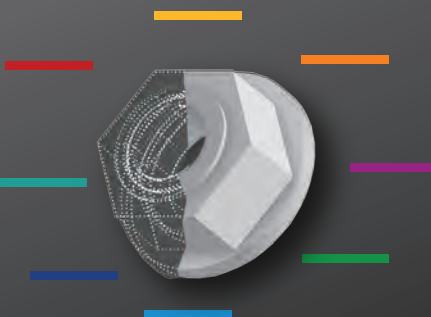
plugs

nuts

bushings

spacers

screws



BÜLTE GmbH - Kunststoffzeugnisse
D 59348 Lüdinghausen - Germany
Tel : (+ 49) 02591/9194-0
Fax : (+ 49) 02591/5977
bulte@bulte.com - www.bulte.com