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## The Devoting Guardian of Product Quality Super Nut Industrial Co., Ltd.

by Michelle Hsieh, Fastener World

Super Nut started off with the production of rivets, leather hardware and binding posts processed by 1-die 2-blow cold headers in the early 1960s. Nowadays, it has evolved into a company that produces multi-stage forged products such as specialized rivet nuts, insert nuts, tamperproof barrel nuts. Its marketing footprints spread across Asia, Americas, Europe and the Middle East. Its applications include the following industries: Automotive, Transportation, Appliances, ships, stock farming, electronics and optoelectronics communication appliances. The automotive industry is especially the main target of application.



### Multiple Quality Control Steps to Eliminate Mix-up of Defective Products

Fasteners that Super Nut produces are compliant with TS16949 quality standard. Its manufacturing process includes many steps of strict inspection. The materials on arrival will go through the first-time arrival inspection, and unqualified materials will be returned immediately. The manufacturing process also includes a software where measurements are recorded digitally. Unqualified products are immediately discarded, in which case a work review will follow up to reduce the defection rate in the future. After the secondary processing, a push/pull/torque test is conducted again in the lab where unqualified products are again discarded right away. In the final electroplating step, there is a final quality inspection where products that are applied with unqualified electroplating will be required to be re-electroplated, thus avoiding mix-up of defective products in any case.



Besides having the certificates to ensure nothing will go wrong with product quality, Super Nut provides comprehensive after-sale service. Its management unit can always solve clients' problems at the fastest speed. It can always generously offer solutions as references for clients to improve products when they need professional knowledge and suggestions on product design, or when they encounter ill-designed products.

Super Nut's primary target of marketing was originally Europe that took up nearly 80% of its sales. In recent years, it has successfully entered the U.S. market. As of this year, it has witnessed minor growth in every year, and some U.S. clients have been placing orders mostly for automotive blind rivets and sex bolts. The economic policies of U.S. President Trump are expected to add infrastructure to bring the American manufacturing back to the U.S. Order intakes naturally

increase with the growing U.S. local demand, and that means positive growth to Super Nut.

### Every Cloud has a Silver Lining; Find a New Growth Path and Move on

In the past 2 years, the global political map has reshuffled. The U.S. dollar and euro turned weak with Brexit, the new British Prime Minister Theresa May and consecutively the U.S. President Trump on board, and the political unrest in European elections. As a result, the New Taiwanese Dollars conversely turned strong and the exchange rate kept changing, which forced product prices to go up. Super Nut said some of its product items have completely lost competitiveness when it faces the competition from South Korea and the uprising ASEAN and Chinese counterparts. As a result, Super Nut turns to orders for products with more added value, reclaiming its sales loss. A crisis is an opportunity. Super Nut also contacted some clients seeking more stringent standards and higher product technology, which later further improved all Super Nut staff's awareness to quality.

Four years ago, Super Nut acquired the TS16949 certificate. It expects to update to the new version of TS16949 by this October to ensure product quality. Besides the newly added parts-forming machines and tapping machines, its QC unit will continue to update software and equipment to keep in sync with the QC requirement of the automotive industry. In the future, it will also focus on the automotive blind rivet and special fastener markets, completing clients' request to perfection with full dedication.

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