

Special Yearend Interview with Fastener & Wire Giants:

A Glimpse of the Future Fastener Manufacturing Technology & World Trade

arranged by Fastener World

2018 marks the year of critical technological advancement and an obvious change in world trade sentiment. On the one hand, we are seeing China shifting its focus from fastener production to fastener materials R&D, applying for more fastener-related patents than this country used to have a decade ago. We also see a progression to “lean manufacturing” in Taiwan fastener industry, and a trend of “lightweighting” in the European and American fastener industries in response to the fast-growing electric and self-driving car technology.

On the other hand, in 2018 we are witnessing a standoff between free trade and protectionism, the former now advocated by the EU and China, and the latter now led by the U.S. Trump administration. The announced tariff sanction on a portion of China’s fasteners has triggered an intriguing chain of effect on order intakes among Taiwan, China, the U.S. and Europe, and probably affected some international companies with bases or business in tariff-imposed countries. The sanction is still a work-in-progress development with an escalation to impose a 25% tariff on a portion of China fasteners starting next year.

Based on the above background, we have selected two giants of the industry and did a special interview where they shared their latest business development, new product and technology, as well as their thoughts on the current trade sentiment, and most importantly their blueprints for 2019.

New Best Wire Industrial:
Strengthening Advantages in Wire Supply, New Best Wire to Organize “Fastener Division” for High Value-added Wire Development

Bossard Group:
Fastener solutions & logistics giant from Europe



Strengthening Advantages in Wire Supply, **New Best Wire** to Organize “Fastener Division” for High Value-added Wire Development

by Gang Hao Chang, Vice Editor-in-Chief of Fastener World

Having 3 wire processing factories in Taiwan & China and over 90% of its wire sold to domestic and overseas fastener industries, New Best Wire Industrial Co., Ltd. is a main supplier of secondary processed wire for automotive and electronics industries. Valuing the development of the automotive supply chain and manufacturing of higher value-added products, New Best Wire is seeking business transformation to reinforce its competitiveness and is planning to set up a new “fastener division” for developing the most suitable and competitive wire based on clients’ required features and properties of higher value-added and special material wire.

New Best Wire Has Ways to Improve Clients’ Manufacturing Efficiency

Many fastener factories used to face bottlenecks in transformation to manufacturing high value-added fasteners, for example, the delayed R&D due to insufficient material supply, or the difficulty in finding out a material developer, which would no doubt put companies facing any challenges in a big risk. General Manager David Chen said, “This is why we’d like to set up a new fastener wire development division. In our previous experience in contacting foreign clients, we found that the development of fasteners made of new materials must be supported by the supply of new material wire. Instead of contacting the upstream steel mills directly, it will be better for clients to hire New Best Wire as a powerful middleman in-between, which can greatly shorten the R&D process of clients’ products.

Reciprocal to Each Other /

New Best Wire Establishes a Win-win Strategy for Upstream and Downstream

According to New Best Wire, when the new fastener division could operate smoothly, it definitely would bring as many as positive advantages to each party. First, there will be more clients from the application end using the wire developed by New Best Wire; second, New Best Wire could also bring more clients to upstream steel mills, making them willing to develop new high quality wire with less applications in the markets and creating the max. benefit for the upstream and downstream. GM Chen said, “According to my observation, the market competition in Taiwan is becoming fiercer and the orders to Taiwan show signs of shrinkage, which means many orders for general products have been switched to other countries! Through this new mode, we hope to bring more clients to New Best Wire and upstream steel mills.”

Diverse Material Range and Superior Quality /

New Best Wire Exports to Japan and Other Major Markets

Although the world continues to watch the aftermath of USA-China Trade War, New Best Wire still proceeds steadily and step by step. In addition to around 9,000 tons of alloy/carbon steel wire supply from its China factory to automotive (85%) and electronics (15%) industries, its factories in Taiwan also produces 10,000+ tons of carbon steel wire and 1,100 tons of SS wire (inclusive of 8,000 tons of high value-added wire) per month. Moreover, due to the growing domestic market demand boosted by Tokyo Olympics 2020, New Best Wire has also tapped into the local supply chain of Japanese construction industry in recent years. The wire specifications available are 1mm-50mm.



Chairman of Board Yu-Tang Wu (left)
and General Manager David Chen (right)

Chairman of Board Yu-Tang Wu said, “We’ve made a large investment in new types of quenching furnaces and automatic acid pickling facilities in Taiwan and China and introduced ERP system that even allows for the traceability of the no. of furnace in which every batch of wire is processed. Furthermore, we also make full compliance with all manufacturing/certification/environmental protection regulations, which not only has made us become part of the automotive supply chain, but also made lots of European/U.S. car manufacturers auditing our factories feel confident of our quality.”

GM Chen added, “Keeping our quality management system in line with European/U.S. standards has been always what New Best Wire is focused on. This year we, maintaining our leading position ahead of other southeast Asian countries, are planning to introduce ISO 45001:2018 and improve our industrial competitiveness.”

The Road to Next 25th Anniversary Milestone

Evolving from a small factory to the current scale, New Best Wire did make much effort to be successful. If New Best Wire could make the most of its fastener division to help clients develop high quality fasteners for overseas industries, it’ll be a real bonus for the company to enter the international market.

Chairman Wu noted, “The best shortcut to making clients choose us is to focus on the global market, create features of our own service, introduce advanced technology & facilities and go toward the development of high value-added industries.”

New Best Wire contact:
Mr. Joey Chen (Manager)
Email: joey@newbest.com.tw



Fastener Solutions & Logistics Giant from Europe

Bossard Group

by Dean Tseng, *Fastener World*

With more than 185 years of history in the fastener industry, Bossard is certainly one of the longest-standing and most preferred suppliers of assorted fasteners in Europe. Today Bossard's global network generates double-digit growth every year and encompasses 80 locations across the globe, employing 2,300 people of various ethnics. Some of the well-known brands such as Arnold Industries, bigHead and KVT-Fastening are now part of Bossard's group of companies. In our yearend special interview with Mr. Andreas Bertaggia, Bossard vice president and head of global supply chain management, he shares how Bossard continues to break new grounds with 3 core capabilities and the ultimate logistics technology.



Continuous Improvement of Bossard's 3 Pillars Strategy

"Products", "Engineering" and "Customer Logistics" are the 3 core drivers that opened up the business empire and sustained an unwavering presence in the market for Bossard. "Talking about products," said Andreas, "we expanded our brand assortment quite a bit as well as our own brand such as FASTEKS and ECOSYN.

In Engineering, we are coming out with a new engineering service concept campaign where we serve our customers with a full set of expertise unique in our industry. Last but not least we are in the middle of digitalization with our customer logistics services. The so called Smart Factory Logistics which is pointing right into the digitalization wave and helping our customers to be better, faster and cheaper and putting them right into the future." Digging into the success of the 3 pillars strategy, I have come to wonder what it takes for Bossard to stand out in the fastener industry. Andreas pointed out the company has people with top-level fastener understanding and commercial understanding of customer needs. Second is Bossard's exceptional group culture in that they always look beyond the border and take very much care on the little things that make the difference at the end of day. "We don't want to do just a marketing campaign out of it. Our slogan is 'Proven Productivity' which means we want real and proven solutions for our customers to help them succeed in the market." Third is the cost issue and Andreas explained, "We always talk about the 15/85 principle. What it means is that most of our clients only look at product price (which basically makes 15% of the TCO) but seldom look at TCO (Total Cost of Ownership) as the whole cost factor. What we do is first show customers the whole impact of cost on their TCO and then again the proven productivity claim if we integrate our alternative products, combined with engineering and logistics that are able to significantly save their time and money by the other 85% of their cost."

Industry-leading Bossard Smart Factory Logistics & 3D Printing Technology in Development

The Smart Factory innovation is the one thing you'd be most impressed about Bossard. The company has many smart solutions where each targets a specific customer need. This is made possible by Bossard's SmartBin/SmartLabel systems, ARIMS (intelligent supply chain collaboration platform), Last Mile Management (autonomous mobile robots bringing all the parts needed from the warehouse to the assembly line), and a self-developed app for efficient shop floor management. "Lately we are enhanced with artificial intelligence so that inventory can be further optimized and AI can predict what is needed on the shop floor even before customers know they will have a requirement. We are in the middle of Industry 4.0 and we proved it in all kinds of market that this is not just a marketing brochure but really working out and bringing our customers to the next level."

Industry 4.0 is not some paper theory but a reality in the making, and Bossard



is going in full throttle at this, utilizing its strength in fastener total solutions. "The core capability of our industry is to provide a whole bunch of services to customers, especially if you are a C-Parts provider. You need to be a one-stop shop, a consultant, a solution provider and a partner by all means. By that I mean designing new parts with customers, taking over the fastener R&D, consulting our partners in the assembly line, giving them technical certification on product tests, bringing all kinds of parts automated with self driving carts directly to the assembly line, and at the end of the day handing out all the data of parts consumption and figuring out how to do the whole process smoother by saving time and money. This will be the future level of service expected by our customers. I see the future that many things which are done manually will be automated and connected but it doesn't mean we are getting rid of people. I believe that the job of today might be different tomorrow." Furthermore, Bossard is starting to step into 3D printing because it is one more valuable technology to take the place of conventional manufacturing methods. With 3D printing, Bossard expects to open up a further business field to all other services it is providing.

The Current World Status & Future Prospect

Looking at the ongoing trade war and the comeback of protectionism in the world, Bossard regards it as part of the ups and downs in the economy and it is just usual business to cope with. There is Darwin's theory of evolution and survival of the fittest, and therefore "Looking ahead with Industry 4.0, the only thing we could do is to be open to all circumstances out there and find ways and solutions. Obstacles are also a big chance if you master them. Just a reminder that Bossard started with silk trading 170 years ago and because of changes in the market in the old days we changed to a little DIY shop and out of that we became what we are today, so it is somehow in our DNA." So what does the future hold for Bossard? Andreas said the company will dig further on its 3 pillars in a global perspective, meaning it will conquer more markets, add brands and solutions, and improve Smart Factory Logistics. "I'm sure in the near future Bossard will be much more than just a Fastener Provider. I do hope the future is bringing us and all readers the chances and possibility to succeed and you never know, since our industry is rather small, we will see each other somewhere out there. All the best!"

Bossard's contact:

Vice president Mr. Andreas Bertaggia

E-mail: bmf@bossard.com