



HUANG JING

Keeping Production in
Taiwan and Investing
Heavily in Replenishment in
Advance for Customers

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

Founded 25 years ago, Huang Jing Industrial Co., Ltd. has grown from a small factory of around 330 sqm to a large plant with warehousing, packaging, and manufacturing operations in Kaohsiung (Taiwan). Much different from its industry peers, it started business first from accepting orders placed by Japanese customers well-known worldwide for their strict quality requirements. Thanks to strict requirements of Japanese customers on compliance with int'l standards and years of collaboration with these customers, Huang Jing has not only obtained a wide knowledge of int'l standards and work procedures, but also has taken the lead in product manufacturing, quality & manufacturing procedure control, and customer service for years.

Dedicated to the OEM production of small construction screws, Huang Jing is capable of offering drywall, self-tapping, bi-metal, and many other small screws applied in construction. Besides those general specs, it can also produce as per customer's drawing (available specs from M2.0 to M16.0). With the synergy between its own plant and associate factories, it has increased its average monthly capacity to 1,200-1,500 tons and maintained long-term collaboration with many Taiwanese traders. To look into the customers register of Huang Jing, it is not difficult to find a customer working with it for either 10 or 20 years, not to mention the fact that lots of them are from European, U.S., and Japanese markets. The loyalty of its customers is quite impressive and rarely seen these days when costs are always put in the first place.

“What customers care about the most are basically prices, quality, technology, and services. What makes us formidable is that we can always fully satisfy customers' requests in these parts, or even go beyond market standards. The ongoing order placements and positive feedback are the best proof of our customers' recognition,” said Jimmy Chen, Vice President of Huang Jing.

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“Details Matter! The Principle Revealed in Its Customer Service”

“If an int'l standard requires the tapping speed within 1-2 seconds, for certain customers we can even make it better to within 0.5 second,” VP Chen said with confidence. As construction screws are usually fastened by hand in most cases and places where they are being fastened may be insecure, so if the tapping speed can be faster, the safety for users will be also further ensured. All these words clearly demonstrate the fact that Huang Jing considers itself not just a purveyor, but a company highly committed to customers. Huang Jing even actively introduced straightening machines only for a customer's long screw order in order to ensure screw straightness and avoid unsuccessful fastening, which has not only made it win the customer's high rating, but also uplifted its competence in the market. It has also received a Supplier of the Year award from one of its customers in recognition of its outstanding services.

“Collaboration with Associate Factories and Investing Heavily in Replenishment in Advance for Customers”



In addition to competitive prices, Huang Jing also works with associate factories hiring many senior technicians with 15+ years of experience,

so it is capable of satisfying customers' demands for various processes and post-manufacturing treatments. Maintaining good relationship with materials suppliers to ensure uninterrupted supply, Huang Jing only uses materials from Taiwan CSC and also invested heavily in replenishment in advance for certain long-term customers. “If a customer is in urgent need, we can ship in time and help alleviate the customer's inventory burden, which is one of the added values we can offer. Despite high shipping cost, we can also help customers create the best balance between prices and quality,” said Chen.

He added, “For long we've been adhering to the strategy of keeping production in Taiwan and working with associate factories to fully satisfy customers' demands. During these months we've seen continuous growth in orders from Europe, USA, and Japan, so we also hope to add more equipment to streamline our work efficiency and further improve our quality, service, and supply. Always stepping forward while facing challenges and working with associate factories to win customers' trust and share risks have been our everlasting mission statement over the past years.”

