

company
01

Taiwan's R&D, Global Manufacturing and Worldwide Marketing

Anchor Fasteners Industrial Co., Ltd.

by Michelle Hsieh, *Fastener World*

Having been established for more than 30 years, Anchor Fasteners is specialized in the production of high quality fasteners used in the construction, automotive and electronics industries and works relentlessly to improve its R&D and cold forging technology. Anchor Fasteners offers a wide array of products and the advantage of Anchor Fasteners lies in the fact that each of its products is available in any specification and can be customized as per client's demand. Anchor Fasteners is also able to offer a selection of products in different materials (such as iron, aluminum, stainless steel or copper), which not only helps clients save a great amount of cost in the development of molds and dies, but also saves their precious time. Anchor Fasteners' anchors are mainly applied to construction (mostly expansion anchors used in concrete), while its rivet nuts are mainly used for industrial and automotive applications. Anchor Fasteners also hopes that its rivet nuts can be someday used in the aerospace industry. Besides its headquarters and plants in Taiwan, Anchor Fasteners also has its own plants in Vietnam and China for strengthening its marketing approach worldwide. Its China plant plays a role in marketing and is considered a "future world plant." Anchor Fasteners dedicates itself to the production of various types of products, in which its team in Taiwan takes the responsibility for R&D and its plants in both Taiwan and China are in charge of production based on the strengths of each side. This is why Anchor Fasteners can offer low-cost, high quality products and ship their products quickly to the world.

Anchor Fasteners is gradually heading toward the R&D of high value-added fasteners. In 2002 Anchor Fasteners increased its investment in R&D and set up a technical research center. It also has gained the subsidy from the government for its R&D and has been in collaboration with 5 leading companies to develop aerospace fasteners. In 2008, Alliance Global Technology Co., Ltd. was established. This company develops and manufactures screws used in bones, such as screws used in orthodontia, externally fixing bone screws, bone plates and dental implants.

In order to promote its products to EU countries, the company has been recently dedicated to applying for ETA and CE certification for its Wedge Anchor, Drop-In Anchor and Concrete Bolt. Sales are 40% to Europe, 30% to Americas, 25% to Asia and 5% to the domestic market. Being always dedicated to the R&D of products, design and engineering, high quality and punctual delivery are definitely the main reasons that Anchor Fasteners' products and service can be widely accepted by worldwide users.

Creating a Better Company Future by Seeing Through Customers' Eyes

Anchor Fasteners' products are of very high quality. Each batch of its rivet nuts must go through the sorting machine to ensure high quality. As for its anchors, they are sometimes sorted by humans if clients require. Anchor Fasteners never compromises over quality of products, as it believes that quality is the only way to sustainable operation of a company and that manufacturing safe and reliable products to



satisfy clients' demand is the responsibility of a company. In the future, Anchor Fasteners will set up a new plant for automated warehousing and inspection, which aims at creating a complete plan and design procedure for its rivet nuts business.



Anchor Fasteners has several excellent staff in its R&D division. The quality of its products can be well controlled from the preliminary phase of R&D by advanced software/hardware as well as the management system, which can simulate results to ensure strict quality control. Therefore, the quality of its products can be very excellent and stable and the defective rate of each batch can be controlled within around 25ppm. "Such a serious attitude toward "zero defect" is Anchor Fasteners' business philosophy.

Streamlined Procedures and Just-in-time Service

The market deployment of Anchor Fasteners will definitely get better in the future. Its highly productive manufacturing management comes from its vertically integrated technology, R&D in materials, development of molds & dies, mass production, low labor cost, reduced shipment cost and collaboration with local companies to build a localized supply chain and offer just-in-time service. The streamlined procedures can help it completely control the quality and save the cost in each step to realize low-cost marketing and quickly deliver products to leading companies around the world and establish new relationships and strategic alliances with these leading brands to maintain the advantage of Anchor Fasteners in cold forging and the leading position as the world's largest expansion bolts and anchors supplier.

There is a diverse range of fasteners and the export prices of Taiwanese products are comparatively lower than the export prices of European/US countries. As far as Anchor Fasteners is concerned, the fastener technology of Taiwan must be upgraded and fasteners value must be increased. After that, Taiwan can find a new way to stay away from the low-price competition.

Anchor Fasteners contact:
 Manager Rosaline Su
 e-mail: rosaline@anchorfast.com.tw