



FEY: A New Era

The Brazilian fastener manufacturer reinforces market positioning and adopts a new visual identity

A Brazilian traditional and international fastener supplier, FEY announced actions involving a branding innovation. As one of the most important fastener manufacturers in South America, the company's lineup includes bolts, screws, nuts, and similar items provided to industries of agricultural and road machinery, as well as the automotive sectors.

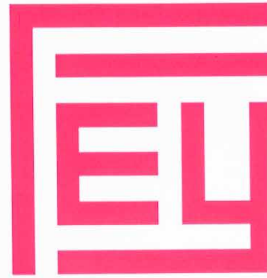
Almost completely under the management of the second generation, and with a focus on the future, especially on overseas operations, in July the board of the company announced a conclusion about a branding update.

"These actions are not just about the company's renovation of visual identity. It means going beyond, conveying what we believe as well as the proposals that move us forward. That means seeking solutions together, through cold and hot forming process, and achieving formidable results", said the marketing and new business manager, Bruno Maia, concluding: "The brand adaptability and our presence in several countries rising are reinforced through the slogan "Shaping what the world needs".

The branding reinforcement is part of a series of investments that the company has been carrying out over the last four years, which adds up to more than R\$ 80 million and includes areas of technology and our people's preparation.

Another factor that drives the company's intention to strengthen its market positioning are the three factors that mark its performance. The first is sustainable development. FEY is a partner of the UN (United Nations Organization) and signatory of the ODS Movement (Sustainable Development Goals). The second is its innovation movement, reinforced with development and its own laboratory for the creation of products and verticalized production. The third is the strength of the brand, which is characterized by being a family business, reinforced by the complement of professional leaders, investment in technology and sustainable growth.

With annual revenues of R\$ 500 million, 8% of which coming from exports, FEY has a production capacity of 3,200 tons/month and has more than 750 employees. In addition to the already consolidated lineup, it also develops tailor-made projects, especially for customers such as large car manufacturers and agricultural implements, a strategy that aims to add even more value to its offering. It is also present in the distribution area, in the aftermarket and other sales channels.



**DANDO
FORMA
AO QUE
O MUNDO
PRECISA.**



Edison Boettcher (COO), Ricardo Fey (Industrial Director), Bertoldo Fey (President), Mrs. Cláudia Fey (Deputy Director), Bruno Inácio da Maia (CMO) and Fernando Fey (CFO)



FEY's headquarter and industrial plant, in Indaial Town, SC, Brazil



Fastener Exports and Imports Fall

Finishing the first half year, trends are pointing to a result below 2022 in Brazil

At the Brazilian harbours, the trade of bolts and screws, nuts and other kinds of fasteners are slightly less than in 2022. However, considering the fall of US dollar, and the local currency, the expectation could be so different, at least on imports which breached the US\$ 1 billion barrier last year.

Comparing, US\$ 1.00 costed R\$ 5.7 and R\$ 5.3 respectively in January 2022 and 2023; R\$ 5.1 and R\$ 4.8 in July 2022, and 2023.

First Half Year	2021	2022	2023
Exports in values (USD million)	66.31	89.05	86.33
Imports in values (USD million)	457.18	513.00	498.21
Exports in volumes (ton)	35,744.99	19,929.54	15,110.67
Imports in volumes (ton)	98,650.51	101,556.30	92,660.32

Everybody is hoping for warm local economic activities during the second half year, especially with a probable drop in interest rate (currently are at 13.65% per year) by the Brazilian Central Bank.

The 2nd Metal Forming Conference

This technology conference had 65 lectures, predominantly divided between topics on hot and cold metal forming, everything that involves fastening systems using bolts, screws and similar items, in addition to welding process.



The newly created 2nd Metal Forming Conference (Congresso de Conformação Metálica - CCM) was held in June, after a hard debut due to the pandemic in 2022.

The event had around 150 professionals from industries and academics, to listen to lectures and discuss metallic technologies involving new industrial process on cold and hot forging, and about the fastener segment.

The venue was the same as in 2022, at Santo André Foundation University Center, in Santo André City, São Paulo State, Brazil.

Ciser has a New Commercial Director

Named to lead the sales operations for one of the most important fasteners brands in Brazil, Luiz Henrique Santos took the commercial director role to Ciser in June, in Joinville, SC, Brazil.

With a background in Civil engineering, business management, accounting and finance from the Federal University of Paraná, the executive has vast experience with important companies in Brazil, such as Votorantim Group (11 years) with a production business on cement, steel and other, and Docol (9 years), a metal bathroom fixtures manufacturer, which is the last one before Santos goes to Ciser, where he has the responsibility to manage marketing, sales, export, administration, pricing, also so market intelligence.

“Ciser has great market opportunities ahead, and my expectation is to add to the team, to work together and grow and deliver increasingly better results”, said Santos. ■



Luiz Henrique Santos

