

JIE LE High-Speed Bolt Forming Machine, A Profit-Booster for U.S. Manufacturing

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U.S. Import Demand, the Opportunity for Market Penetration

Taiwanese machinery newcomer JIELE is actively expanding into the U.S., aiming to help the American fastener industry increase productivity and competitiveness with their self-developed equipment. Despite strong demand for reshoring manufacturing to the U.S., the American capacity is yet to be self-sufficient, creating a significant reliance on imported machines and parts. They have identified this market gap and emphasize their product advantages, positioning themselves as a valuable supplier for U.S. clients. JIELE high-performance bolt formers and headers match the speed and performance of leading European and American brands while offering exceptional cost-effectiveness. This allows U.S. clients to acquire high-efficiency equipment at a lower cost. Additionally, JIELE has ergonomically designed machines with controls positioned on the side to accommodate the generally taller stature of Western operators, reducing the need to bend over and improving operational comfort and efficiency. To address high U.S. labor costs, all JIELE machines come standard with remote operation capabilities, easily facilitating factory-wide automation and enabling one operator to manage multiple machines. The machines include built-in press force monitoring, allowing early detection of deviations even when production lines are located miles apart, preventing production anomaly and reducing maintenance costs and downtime.

Targeting Automotive and Construction Fastener Demand

JIELE's primary U.S. customers come from the automotive and construction fastener industries. Trump's tariffs have motivated these industries to boost capacity and cut costs. JIELE high-performance bolt formers can double output while lowering labor, maintenance cost, and energy consumption, helping clients increase unit profit and market competitiveness. JIELE is actively seeking U.S. partners to become a trusted ally in the U.S. fastener industry. Thanks to patented technology and quality, They have already secured orders from several leading American manufacturers, aiming to sell 10 units this year—a clear sign of growing market acceptance.



Expanding Models and Ongoing Innovation

JIELE continues to broaden the product range with various sizes and models, focusing on multifunctional integration and user-friendly configurations. More practical upgrades are expected by the end of this year or early next year to address clients' bottlenecks and meet diverse needs. Future developments will enhance multifunctionality and ease of operation to improve user experience. They also offer remote support and after-sales service, ensuring timely assistance for customers both in the U.S. and other markets. Collaborating with multiple Taiwanese suppliers, they provide customized mechanical design and software solutions tailored to client requirements, along with consulting services for process optimization to ensure professional and comprehensive technical support. They emphasize their strong ambition and proactive approach, positioning themselves as a reliable supplier of high-speed bolt forming machines. They believe clients will appreciate their passion for equipment and performance that exceeds expectations. JIELE looks forward to growing with clients, becoming a key partner in the fastener industry, continuously driving innovation and breakthroughs, and injecting fresh momentum into global manufacturing. ■

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