

僑誼實業- 中高階氣動/電動工具專家
完善售後服務+專業技術諮詢

Hanmaster- Mid/High End Pneumatic/ Power Tool Expert

Complete Aftersales Service + Professional Technical Consulting

Hanmaster Corporation based in Taiwan is a time-honored company dedicated to sales of professional pneumatic tools. It is specialized in production and representative sales of mid/high end pneumatic and power tools. Supported by the Chungli-based plant of Formosa Pneumatic Industries Co., Ltd. of the same conglomerate, it produces professional pneumatic tools (including several models of general aftermarket and riveting fastening tools) of its own “Hanma” brand and can improve product design according to different customers’ demands. Hanmaster is also the exclusive sales representative in Taiwan for Sweden pneumatic and power tools manufacturer, Atlas Copco.

“Atlas Copco is a brand of high-end pneumatic/power tools and around 80% of its series are digitalized products showing very precise torque value control. Its global market share is over 20%. In addition to sales of main products, Atlas Copco tools are also sold together with their peripheral systems, which can display accurate data for integral record management and allow users to connect their PCs with its software. We are very lucky to be able to promote its good products to our clients, which also helps us learn their first-rate craftsmanship through working with them for such a long period of time. We also oftentimes dispatch our employees to learn overseas,” said President Philip Chang.

Hanmaster has established close collaborations with local clients from leading automotive, motorbike, aerospace, bicycle, auto parts and wheel industries as well as the R&D divisions of IT companies through direct



sales of its self-owned brand or representative sales to meet the demand of these professional clients for mid/high end fastening tools. In addition to domestic sales (15%) and overseas sales to China and Southeast Asia, around 60-80% of its “Hanma” products are sold to European and U.S. markets.



Pneumatic tools can be categorized into “rotating type” and “reciprocating type” in terms of function. In addition to being safer than other traditional power tools (featuring risks like high temperature and explosion), the lighter tools can significantly save the labor of users, which is good news and a big progress for workers working in automotive and aerospace plants for a long time. Moreover, Hanmaster is also dedicated to the improvement and optimization of energy consumption of tools. Chang added, “Pneumatic motors are very energy-consuming, but the actual output of efficacy may be around 30% only. As a result, we increase the processing precision to greatly improve the efficiency. Although everyone is working hard toward this goal, we are more competitive in terms of technology due to the high entry barrier to the R&D of digital tools that requires more investments and our long term experience in high-end tools representative sales.”

Speaking of maintaining pneumatic tools, President Chang thinks that it is a profound area with the requirements for expertise. With appropriate maintenance and good aftersales service, pneumatic tools can be used for a long period of time. He said, “The pneumatic tool market in Taiwan is smaller than in other countries. Under fierce competition, aftersales service and quality are exceptionally important. We have many years of product experience and know the features and applicable range of various pneumatic tools very well. In Taiwan we have been providing consultation for other companies in the same industry. In addition to maintenance & repair of general pneumatic tools and use instructions for users, we also offer clients repair service for competitors’ products if we can acquire those parts.”

President Chang said that Hanmaster will focus its R&D on mid/high end pneumatic/electric tools, combine the concept of environmental protection into product design, pay more attention to customization, make adjustments on existing models or optimize parts assembly based on different customers, repeatedly discuss and test with clients, and implement the spirit of service into the manufacturing industry.” Chang added, “Tools are all invented by humans. Pneumatic/power tools are just a very small part of the industry. If you don’t change the way you think, you will be replaced. Hanmaster will walk on the frontline of the industry with Formosa Pneumatic Industries and write a new chapter in the machine tools market.”

Hanmaster contact: Karin Wei (Export Manager)

Email: karin@hanma.com.tw