

Breaking Tools Limitations:



Stand Tools Reinvents Users' Experience with Digital & AI Tech

Having gradually transitioned from traditional hand tools to the development of digital hand tools, Stand Tools Enterprise is arguably one of Taiwan's most knowledgeable professional manufacturers when it comes to understanding the needs of hand tool users. For nearly 40 years, the company has continuously invested in the R&D and manufacturing of ratchet screwdrivers, magnetic tools, and digital hand tools. After four years of development, the company successfully launched its first industrial-grade digital hand tool in 2008, elevating Stand Tools from a manufacturer of traditional DIY-grade hand tools to a major professional manufacturer with the R&D capabilities to produce industrial-grade digital hand tools. In addition to continuing to provide customers with traditional DIY hand tools, the company has also developed digital tools to meet the new-generation industrial demands and expand into entirely new customer segments.

Integrating Mechatronics and IC Technology: Intuitive Design Better Meets User Needs

Many members of Stand Tools' R&D team have backgrounds in mechanical and electronic engineering, giving the company significant technical advantages. As a result, since entering the digital sector, Stand Tools' capabilities in integrating nanotech, electronic engineering, semiconductors, mechanical engineering, and IC design have become even more evident. Coupled with the geographical advantages of being located in Central Taiwan and the prevailing trend toward high-value-added transformation across many industries, **Stand Tools' products integrate IC electronic components from nearby high-tech partners, tool motherboards, and in-house developed software. In recent years, the company has also gradually expanded into the field of AI, creating more possibilities for its products through a combination of in-house development and outsourcing.**

"We have extensive experience working with diverse supplier cultures. The greatest challenge in developing digital tools lies not in the hardware or software itself, but in helping hardware and software engineers understand the bottlenecks in machining and helping machinists understand the limitations of software—so they can communicate their ideas and collaborate to create products," said Brand Hsiao, CFO of Stand Tools. Ease of use is one of Stand Tools' top priorities in product development. In addition to durability, the precise data measurement and convenient data logging methods are all designed to minimize customer risks and solve application challenges (for example, using memory cards to avoid the risk of data loss due to temporary wireless connection interruptions).

By transitioning from traditional to digital operations, Stand Tools has a greater opportunity than its peers to capitalize on AI business opportunities. Its client base has expanded from DIY customers to include automotive/motorcycle repair, machinery, aviation, and electronics, and the company has also established collaborations with

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a large Chinese vehicle manufacturer, as well as other clients from major engineering projects, nuclear energy, power plants, oil fields, bridge piers, and national defense sectors. As **Taiwan's first hand tool manufacturer to obtain national-level laboratory certification**, Stand Tools has a deeper understanding than its peers of how to implement rigorous quality control, and its extensive experience makes it easier to align with overseas clients. When responding to clients' OEM design requirements, the company provides the most appropriate development recommendations based on the market potential and growth prospects of their products, ensuring that clients never undertake projects simply for the sake of doing so.

Building Distribution Channels with Self-Owned Brands & Implementing ESG to Create New Corporate Value

Drawing on the experiences of peers in Europe, the U.S., and Japan, Stand Tools is expanding its domestic and international distribution channels through various self-owned brands, with the aim of deepening customer impressions of its products by building a strong brand image. At the same time, the company has **integrated ESG principles into its operational management, strengthening green and eco-friendly carbon-reduction initiatives such as energy management, improving equipment efficiency, solar energy applications, and reducing wastewater pollution.** Additionally, by practicing sound corporate governance, enhancing employee services and training, and even sponsoring a "Little Athletes" program for elementary and middle school students, the company is actively fulfilling its corporate social responsibilities. CFO Hsiao stated that the future of business will inevitably move toward more transparent management. We have observed many valuable lessons from the European, U.S., and Japanese markets. Although the industry faces numerous challenges, we will strive to enhance our brand's added value, proactively target high-potential markets, and use more robust technology to improve the users' experience, thereby opening up more market opportunities. ■

