

# Shortening Product Development Time- Yu Ruen Specializes in Customized Cold-forged Screws/Nuts



Started as a fastener trader and now focusing on customized automotive & motorbike fasteners and special cold-forged screws & nuts, Yu Ruen Hardware is recognized by the global industry as one of the leading manufacturers in terms of product quality. 99% on-time delivery and high production efficiency to flexibly meet customers' needs are the key factors that have helped Yu Ruen continue to gain global recognition in the fastener field over the years. Although founded only 13 years ago, the team has accumulated solid technical experience step by step under the goal of excellence and growth, hoping to provide the most satisfying cooperation experience to global customers with the most professional and mature service.

## YU RUEN

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## Sufficient Capacity to Meet All Size Requirements

With an average capacity of 300 tons per month, Yu Ruen's processing capability is up to 34mm in outer diameter and 85mm in length, which can satisfy most customers' product specifications and can be customized according to the differences in demand. With quality control comparable to that of its U.S. and European counterparts, it has accumulated a solid customer base in the U.S. and European markets. Currently, as much as 90% of its export orders come from Europe and the U.S., demonstrating the ability to penetrate into the mid-range and high-end application markets. The introduction of advanced forming machines in manufacturing is also a key reason for it to maintain a high yield and precision of finished products. "The tolerance of our products ranges from +/-0.1 to +/-0.2 depending on their size and degree of forming difficulty. We'll evaluate the possibility of continuously purchasing new forming machines based on order volume in response to changes in customer requirements," said General Manager Mr. Shu-Ming Chang.

## Self-designed Dies Accelerate Customers' Product Development

Die design is the key to Yu Ruen's ability to stand out from its competitors. As long as the product meets the forming conditions, Yu Ruen can develop it according to the customer's drawing requirements. **Since dies are developed in-house, development time can be significantly shortened and, more importantly, leakage of customer's product details to the market can be avoided.** It was also appointed as a supplier by a major Scandinavian fastener trader because of its emphasis on protecting customers' interests, as well as its strength in technical services. Recently, it has successfully utilized its development & production advantages to quickly test and deliver new products to an American customer within 3 months. "In addition to fully mastering the timing of on-line production and coordinating with machine tools and raw materials coming into the factory, we've also enhanced the efficiency of factory technicians in switching out products in order to meet customers' required delivery dates," said General Manager Chang.



## Soliciting EV and CBAM-driven Orders

Yu Ruen, which has obtained the ISO 9001 certification, not only receives orders steadily in the fields of traditional automotive, construction and equipment nuts, but also actively develops customers from the supply chain of electric vehicles (EV), and is in the process of producing and delivering them. Yu Ruen will plan with experts to apply for the IATF 16949 certification in response to customers' requests, and at the same time plan relevant courses for CBAM issues, which are increasingly emphasized by buyers in Europe and the U.S., in the hope of keeping up with the world's pace and creating for itself more conditions and opportunities for cooperation. ■

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