

Serving Manufacturers, Distributors and End Users

Fastener

TECHNOLOGY INTERNATIONAL

FTI Technical Achievement Awards



Class of 2009:
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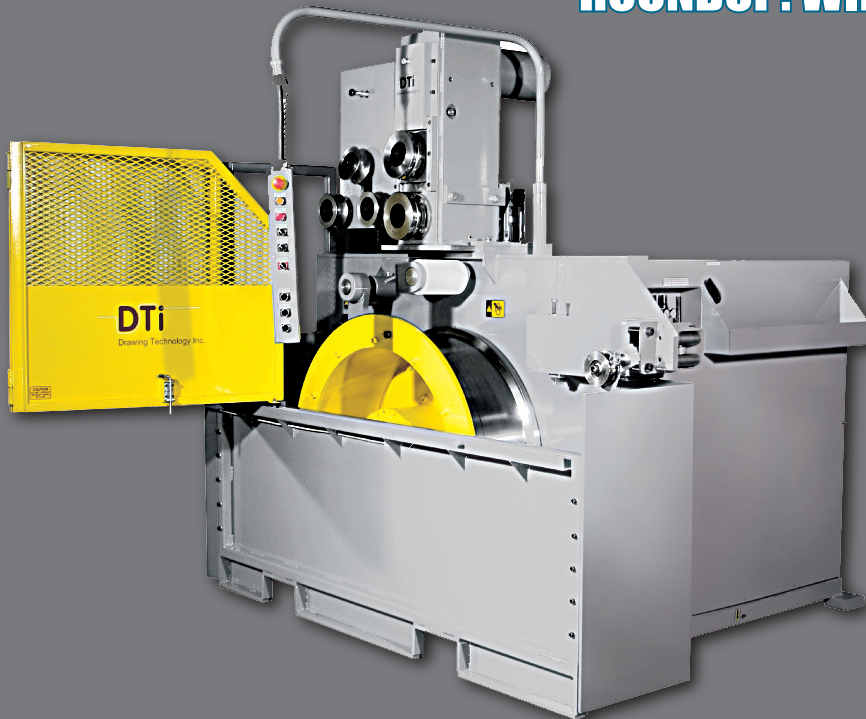


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Fastener Focus

Focused News, Information and Products for Fastener Distributors, Importers, Manufacturer's Representatives, OEMs and End Users.

FF

Presented by: **Fastener**
www.fastenerlink.com

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Robert Shieh

Nominated for his work in enhancing the business of fastener distribution with the advantages and benefits of modern-day computer technology, **Robert Shieh** is the President of **Brighton-Best International, Inc. (BBI)**, headquartered in Long Beach, CA, USA.

Following the leadership of Robert Shieh, BBI has brought today's technology into the everyday life of fastener distribution. *Brightonbest.com's* web ordering system is recognized as the first full-service online ordering system for fastener distributors in the USA and abroad. The website not only offers customer service functions such as real-time order tracking, test reports, shipping info, etc., but also allows real-time quotation and order entry available with instant price and availability. A testament to the website is the fact that in less than 18 months, Brighton-Best International online sales went from 0 to an astonishing 70% total sales while still increasing growth and market share in a down economy.

BBI's website and IT department have changed and improved the way business is conducted in the fastener world today. It has increased efficiencies in the day-to-day transaction business by giving customers instant responses on inventory requirements by virtually putting BBI's total inventory on every customer's desktop. This improves a customer's cash flow and saves time and money for BBI by streamlining sales costs while expanding BBI services and operations. The website is also very black and white when it comes to credit issues, by allowing customers to know exactly where they stand in terms of their account status. This kind of clarity is key and mutually beneficial to efficient growth and long term prosperity for both customers and BBI.



Robert Shieh

Commitment and belief in BBI and this industry has set Robert Shieh apart from others in the marketplace. His foresight into the business, his sales and manufacturing background allows him the ability to better support vendors, service customers and satisfy employees as well as shareholders. BBI has expanded its operation threefold in the last two years while others have struggled to maintain or have contracted in size. Through Robert Shieh's guidance and technological advances, BBI has emerged as a full-line master distributor and market leader for the fastener distribution industry.

Robert Shieh came to this country in 1981 as a salesman selling nut forming equipment for **San Shing Fastech Corp.** While attending an industry show in New York, NY, USA, he shared a cab ride to the airport and was introduced to **Brighton-Best Socket Mfg.**, for the first time, and years later that cab ride was instrumental in his acquisition of **Brighton-Best Sockets**. After leaving San Shing in the mid-eighties, Shieh became a one-man company. He slept in a lawn mower manufacturer's (**McLane Manufacturing**) warehouse in Paramount, CA, USA, for two years while selling stainless steel cast fittings and other products he could source from Taiwan. Stainless steel fittings are usually paired up with stainless steel pipe and when approached by some business acquaintances, if he could source stainless steel pipe, he said yes, and then convinced his family to turn their small family farm into a stainless steel welded pipe factory. At that time, **Frank McLane** of McLane Manufacturing, and ten other investors each contributed US\$7000 to start what is now **Ta Chen Stainless Pipe Company**. Today, Ta Chen employs over 3000 people worldwide and is a publicly traded company with over US\$1 billion dollars in annual sales.

In addition to his business credentials, Robert Shieh is a husband and father, and a caring employer who is dedicated to better the lives of everyone he touches.

Redefining Value

submitted by:
Brighton-Best International (BBI)
www.brightonbest.com

High Efficiency

The strength of **Brighton-Best** is the ability to redefine the channel and to build efficiencies throughout the distribution process. With our suppliers, we looked to build efficiencies by providing consistent orders so they can better plan their production cycle. In terms of warehouse distribution, we have more than doubled our regional warehouse square footage to eliminate warehouse to warehouse transfer costs. And for our distributors, we now offer our web portal through which our customers can rely on our technological platform as their own. Our primary goal is to remove excess and unnecessary costs from the distribution chain so that we can pass through savings onto our distributors. This is the reason why Brighton-Best is able to provide a high quality product at the most competitive pricing.

Most fastener distribution companies concentrate on perfecting one business model: *Distribution*. At Brighton-Best, we understand that in order for us to be good at distribution, we have to first understand manufacturing.

Price increases from suppliers and manufacturers are not arbitrary or irrational, but rather stem from the pricing of raw materials and costs of conversion. We have built a team of executives and staff with dedicated and deep experience/knowledge in both fastener manufacturing and distribution. By understanding each cost component of fastener manufacturing, Brighton-Best can ensure that it will be able to source at the most competitive pricing and therefore

provide pricing stability to its customers now as well as in the future.

Full Inventory

The newly formed Brighton-Best International is no longer limited to alloy socket screws. We now carry a full range of medium-carbon, low-carbon, stainless hex heads, sockets, nuts, washers and more. The vision for the new BBI is to be a "one-stop-shop" for all fastener purchases. Purchasing Managers no longer have to cut separate purchase orders for all the different product categories. Through the simple reduction in the number of POs placed, our distributors will be able to increase their own efficiencies.

Best Quality

At BBI, we look to build a true partnership with our supplier base, and by definition of a true partnership, we ensure that our suppliers will make money by do-



Brighton-Best International carries a broad line of carbon and alloy socket screws, stainless hex heads, sockets, nuts, washers and more.



Brighton-Best's more than 1 million ft² of warehouse makes use of the latest technologies to allow distributors to increase their efficiency.



ing business with Brighton-Best. A supplier who does not make money will lead to not only poor quality products over time, but will also not be sustainable.

BBI only partners with proven, high-quality suppliers and manufacturers throughout the world. BBI has been working with many of its suppliers for over 30 years. The relationship is one of partnership and cooperation, where the supplier and BBI both grow through stability and economies of scale.

Latest Technology

Technology is the core of who we are as a company. Brighton-Best has over 40 IT professionals to support its growth. All our systems from the order entry system to our warehouse management and inventory controls are all developed in-house. The benefits of having an internal IT group are enormous as we are not reliant on inflexible third party providers to develop and enhance our programs. Our IT system is a living fabric, always evolving to better meet the needs of our company and our customers.

"The acquisition of Brighton-Best by **Ta Chen** has opened the doors to new technologies that we could not have imagined in the past," said industry veteran and BBI Vice President, **Steve Andrasik**.

The web is a portal to our market place. From this portal, our customers will be able to see the full breadth and depth of our inventory, find pricing and reduce their own procurement costs by minimizing quoting time. Available 24/7, the web allows our distributors to utilize Brighton-Best's 1 million ft² of warehouse

space as their own without any hold-time on the phone. There are other benefits such as finding material certifications and the ability to check order status and track shipments.

Strong Customer Service

Customer service has always been a part of Brighton-Best's culture and is ingrained in each and every employee at BBI. Our goal is to return a customer's loyalty and commitment through excellent customer service at all levels.

We believe that great inventory and pricing can only take a company so far. If you cannot provide the world-class customer service and delivery to your customers, they will eventually take their business elsewhere. We strive to build a relationship of trust with every customer:

- The trust that the inventory will be available.
- The trust that the pricing will be most competitive.
- The trust that the product will be delivered when requested.
- The trust that the products are high quality and from a reputable source.
- The trust that BBI will be around to provide the highest possible level of customer service for the next one hundred years.



TRUST =

