

# FCS TODAY

FU CHUN SHIN MACHINERY MANUFACTURE CO., LTD.

Breaking News

2014 FCS GLOBAL EXHIBITIONS PREVIEW

**Since June 2003**

Publisher: Po-Hsun Wang  
 Editor: Project Management Office.  
 Published by: Fu Chun Shin Machinery Manufacture CO., LTD.  
 Headquarters: No.269, Baodong Rd., Pitou Vil., Guanmiao Dist., Tainan 71841, Taiwan  
 TEL: +886-6-5950688 FAX: +886-6-5951129  
 E-MAIL: fcsco@fcs.com.tw

**Dongguan FCS:**

No.18, Jinxia East Road, Shixia Administration District, Dalang Town, Dongguan City, Guangdong Province, China.  
 TEL: +86-769-83313753 FAX: +86-769-83181903  
 E-MAIL: cdg@fcs.com.tw

**Ningbo FCS:**

No.115, Haichuan Road, Jiangbei District, Ningbo City, Zhejiang Province, China.  
 TEL: +86-574-56138688 FAX: +86-574-56138699  
 E-MAIL: cnb@fcs.com.tw

Taiwan & China areas 24 hours service hotline: +886-934050361

Other overseas areas 24 hours service hotline: +886-934050360

FCS Website : [www.fcs.com.tw](http://www.fcs.com.tw)

**FOCUS**

- ▶ FCS Group's New building inauguration Ceremony
- ▶ FCS Ningbo employee won an EMBA Competition

**INDEX**

- FCS Group's Chuang Xin building inauguration ----- 1
- K Fair 2013 Exhibition Concept Report ----- 2
- FCS Ningbo employee won an EMBA Competition ----- 2
- Integrated systems efforts growing for Taiwan's FCS ----- 3
- 2014 FCS Global Exhibitions Preview ----- 4
- Chongyang Festival and paying tribute to the elderly ----- 4

## FCS Group's New building inauguration Ceremony

FCS Group at 40: The grand inauguration of its newly built global logistics headquarters in early October of last year.

FCS Group was established in the year 1974, and now on its fortieth birthday, the company launched a series of celebrations to express its appreciation for the support that the company is receiving from all over the world. And one of these series of celebrations include the completion of newly built "Chuang Shin Building" or FCS Global Logistics Headquarters marking a significant era for the future of FCS. According to FCS Group President, Mr. Tsai Sheng-Tsung, the significance of "Chuang Shin Building" was not only to commemorate the foundation of FCS but to serve as a beacon for self-encouragement and future expectations of continuous innovation, production competitiveness, profit creation and fulfillment of its social responsibility.

The inauguration of the Chuang Shin Building was successfully held, morning of the 9th of October, 2013. And even though some people were not able to come, warm wishes from around the world were received by FCS. The ceremony was led by the welcoming remarks of Fu Chun Shin Group' Chairman, Mr. Po-Hsun Wang and right after the beat of the war drums shook the heavens and the lion dance performances brought an auspicious ambience for the crowd to see. Important people from different industries and government representatives, gave FCS their blessings and words of encouragement and cut the ribbon together. These activities brought an extraordinarily lively atmosphere to the event. Around three hundred guests participated in honor of the event, therefore, FCS Group's staff and employees were out in full force, from picking up arriving guests at the high-speed rail station to welcoming incoming guests at venue of the ceremony, the golf cart rides to the factory tours, video presentations and real time machine production, till the last hour of the warm and cozy dinner.

FCS Group's management and staff took the time and effort to let all the guests feel at home, honored and appreciated as FCS Group celebrates forty years of outpouring and continuous support.



Mr. Po-Hsun Wang, chairman of the occasion, promised to celebrate the fortieth anniversary of FCS to be "active and steady", "human-oriented", and letting "corporate governance", "corporate commitment", "social participation", and "Environmental Protection" dig its roots in FCS Group's cultural lifeline, and work together with our fellow colleagues and partners to create a grand "Centennial FCS".

Welcome



# K Fair 2013 Exhibition Concept Report

Reported by Vincent Lin

2013 International Trade Fair in 10/16-23 rubber and plastic at Germany (Düsseldorf) held, about the exhibition from more than 120 countries and 218,000 trade visitors participated in the event. There are four display spindle orientation (1) raw materials, auxiliary materials, chemical additives; (2) semi-finished products, technical products, reinforced plastic; (3) Plastic and Rubber Industry molding machinery and ancillary equipment; (4) technical services exhibited many fields, do the following describes mechanical technology trends for plastic injection molding industry:

(1) Different lightweight fiber-reinforced composite material manufacturing philosophy. In recent years, the automotive industry to reduce weight, while taking into account the parts required structural strength, long glass fiber composite molding issues continue to ferment, Arburg demonstrated long glass fiber and melt mixing and direct a film with a hot filament were preformed Post one synthetic form called the most current automotive pedal lever long glass fiber manufacturing process within the mold. KraussMaffei CX 300-1000 FiberForm shows binding of preformed hot process and injection molding is bonded to the mold to form a cycle only 57 seconds long hollow glass fiber composite parts.

(2) MuCell Application of lightweight materials Engel used DUO 3550/650 two board machines + SPIN FORM shows three processes of integration, redefined the manufacturing process of soft-touch components of this process for the production of thermoplastic plastic matrix, preheat pressure decorative covering layer and a layer polyurethane foam manufacturing process, such as the dashboard. While reducing the weight of the component, MuCell injection technique for thermoplastic matrix structure. This exhibition at TREXEL fueled so MuCell technology has broken through the traditional process of restriction and expand the application fields MuCell. Cover than the traditional production of washing machines, 35% less weight, high gloss finished surface rendering. Others such as Wittmann-Battenfeld.

(3) LSR (Liquid Silicone Rubber) Multi-process integration: LSR process technology showcase mostly based on the integration of other common processes, such as metal embedded in Arburg's LSR ++ multi-shot molding, others such as Engel, Wittmann-Battenfeld also demonstrate the application of this process. This process requires the main application areas of automotive parts based sealing function.

(4) SPIN FORM process integration: KraussMaffei demonstrate industry-leading professional GXW 550-2000/380 multi-color SpinForm injection molding machine with a rotating wall (swivel-plate) technology and the development of - ColorForm the process, this is made mainly with reaction injection techniques and processes, allowing customers without pre-treatment process directly in the mold injection parts with coating effect. Others such as Arburg and Engel.

(5) Full motor Trend: European injection molding machine manufacturers in Asia due to K Show all electric injection machine market, driven by demand trends, increase the number of display models of all-electric injection molding machine, hydraulic machine manufacturers such as Italy BMB shows three kinds of whole motor exhibition in this field and a hybrid model, all kinds of motor maximum tonnages came 450 Ton, Arburg 400 Ton further development of the new species to do the whole focus of the motor type declaration, other manufacturers Jieyou full motor show. Another observation of the whole European motor servo motor drive unit for the consideration of the accuracy and efficiency of the transmission gear box, is one of the characteristics of this kind of development in Europe, the whole motor.

In recent years, the international exhibition of rubber and plastics, injection molding machine energy issues gradually fermentation, energy-related technologies are constantly being demonstrated, injection molding machine technology has been the driving source toward the hydraulic servo, oil and electric hybrid and all-electric and other direction, showing the hydraulic servo, motor oil electric hybrid and all-thirds of the world's generations coming.

## FCS Ningbo employee won an EMBA Competition

Reported by Ningbo FCS

Ms. Ling-Yao Kao, the director of FCS Ningbo production Department, and her team won 3rd place in the Corporate Profit Modeling competition held in Shanghai Jiaotong University's EMBA Program.

Last October 9, 2013, Ms. Ling-Yao Kao led her "YU LING Plastic" team in winning 3rd place in the 20th Corporate Profit Modeling Contest sponsored by the College of Economics and Management's EMBA Program in Shanghai Jiaotong University and an individual best Presentation Award. The tournament consists of 10 teams participating in the finals, namely machinery manufacturing, cinemas, management software, environmental protection, food, e-commerce, children's photography and marine industries. The competition was organized by a professor in Shanghai Jiaotong University and experts in the field of business ventures with a total of eight judges participating in live scoring and reviewing the finalists.

Shanghai Jiaotong University's College of Economics and Management (where Ms. Ling-Yao Kao is currently enrolled), is the only university in China that holds three internationally recognized accreditation certificates (AACSB, EQUIS, AMBA) and one of China's first batch of high-quality, accredited business schools. It was in 2002 when China's Ministry of Education allowed the first EMBA program to operate since it adheres to the development, training and recognition of leadership, production, development, consolidation, reflection and application of curriculum development.

And the program recognized the leaders need for knowledge, ability and quality, and effectively improve their capability to identify, analyze and solve problems. The Corporate Profit Modeling competition was held twice (every Spring and Autumn) every year since 2003. Different from an ordinary competition, it requires participants to enroll in the EMBA program and course required. Therefore, all students are required to attend the school before entering the preliminaries, wherein students would group into "Profit Building" teams consisting of 4-5 people according to their own circumstances and mutual understanding. And, after rigorous screenings, counseling, preliminaries and semi-finals will they be able to enter the finals.

With the rigorous progress of society and technology, it is already a proven fact that the current business environment is rapidly changing. And building a successful and sustainable business model has become the pursuit of FCS. But, which is the best model? What kind of model would be sustainable and successful? How could we solve problems in the process of enterprise development? Through this contest, FCS has proven that its team of managers are capable of responding and solving problems quickly to adapt to various changes in the business environment, charismatic leaders, hardworking and determined to lead the company into a New and Brighter era of sustainable development.

# Plastics News

## Integrated systems efforts growing for Taiwan's FCS

Reported by Steve Tolonen



Benjamin Lee and Christine Kuo

Taiwanese injection press maker **Fu Chun Shin Machinery Manufacture Co. Ltd.** (Hall 8B/A24-2) sees selling integrated systems of molding machines, robots and other auxiliaries, with FCS bringing it all to the customer, as one of its key paths forward.

The Tainan City-based company, which is Taiwan's largest injection molding machine maker, is using the K 2013 to introduce its latest SD-SV series, a 150-ton model integrated with a robot and other auxiliary equipment.

Beyond K, the company is also taking a "serious" look at investments outside its base in Taiwan and mainland China, likely Brazil or Indonesia. And it hopes to substantially ramp up sales in North America after signing a partnership last year with Maruka USA.

But its immediate focus at K will be on pushing its integrated systems.

*"We are emphasizing turnkey solutions for our customers so this time in K we are showing a whole system, including the machine, mold, robot, conveyor system and even the cutting machine,"* said John Hsieh, area manager for the company.

*"It's really strongly connected with customer behavior,"* he said. "For the past few years customers want to buy all their solutions from one supplier."

Such integrated systems make up 40 percent of the company's annual revenues of about \$100 million, a significant jump from about 20 percent of turnover five years ago, when the company introduced its first in-mold labeling system.

At the time, much of its efforts focused around selling machines and molds, with not nearly as much attention paid to other extras like robots.

Today it wants to build partnerships with a broader range of equipment manufacturers but said it's unlikely to make those auxiliaries in-house, as some larger European competitors have done.

*"We will not buy a company [and] we will not build a department by ourselves,"* Hsieh said. "Basically we would like to work with our suppliers, maybe a joint venture or maybe we can buy their stock. We'll cooperate in this way."

*"We understand our situation,"* he said. "We cannot compete with Chinese machine makers on the cost side. We can only compete with them on our flexibility, on new developments and making our machines more stable than before."

At K, the company's servo-powered SD-SV machine will be molding an iPhone holder made with PMMA, with a 120-second cycle time.

The machine's Japanese servo and pump-switching control technology means it uses 40 percent less energy compared to traditional molding machines "when used under ideal conditions," FCS said. It said the long cycle time is meant to highlight the machine's energy-saving capabilities.

The iPhone holder is made with a highly-transparent grade of PMMA and it's manufactured without yellowing or bubbles, FCS said, to illustrate the machine's precise molding capabilities, including its unique screw design.

The SD-SV series is targeted at markets like housewares, food containers and car parts. The company hopes the new machines can help it navigate the ups-and-downs of the economy.

Its orders in the fourth quarter dropped, a casualty of slowdowns in global markets, including in China. It entered this year expecting more difficulties but found a pickup from an unexpected place - its local market in Taiwan.

*"We got lots of orders from the Taiwan market,"* Hsieh said.

Some of that, he said, comes from local auto parts aftermarket companies.

FCS believes that its investments in developing better two-platen machines are paying off, as Taiwanese auto parts companies that previously would have looked to more established overseas suppliers of two-platens are now more comfortable with FCS designs, Hsieh said.

FCS said it has sold two-platen models worldwide, including in India, Brazil, China and Taiwan, and is trying to carve out a niche making its machines more customizable and lower-cost than other two-platen models.

They also found sales have been helped by more Taiwanese companies relocating their production from mainland China to Taiwan, as costs rise in China, Hsieh said.

*"We have some information that maybe some Taiwan companies move back from China to Taiwan,"* he said.

FCS is also focused on growth outside mainland China and Taiwan. The company is considering additional investment in Brazil or Indonesia, beginning with a service center that could be expanded to a factory.

While details remain undecided it's a "serious" evaluation, Hsieh said.

The company currently has one factory in Taiwan and two in mainland China, with capacity to make more than 1,000 machines a year.

FCS is also trying to make a much bigger push into North America, where it last year struck an agreement with Maruka USA to sell FCS hydraulic machines in the United States and part of Mexico.

Maruka USA, which is part of Osaka, Japan-based Maruka Machinery Co. Ltd., has historically focused on selling presses from Japan's Toyo Machinery and Metal Co. Ltd.

FCS said the two companies believe they can sell about 150 FCS machines a year in North America by 2016, including within the supply chain of Japanese companies there who may be looking for other options, said FCS Director Benjamin Lee.

So far the two companies have sold 16 machines and 48 sets of molds, he said. The 48 sets of molds went to one Japanese customer's factory in Mexico.

*"North America is not like Japan,"* Lee said. "In Japan, the injection molding machine maker, maybe 99 percent of the machines they produce are fully-electric machines. Even if they want to mold a bowl or a cup, they will use an electric machine."

But not so in North America, he said. He said the two companies have moved slowly to build their partnership.

*"Maruka is a Japanese-style company - they are very careful with their reputation and machine quality,"* Lee said. "After 2012 and 2013, we think we are ready now to promote our machines with more energy in the North American area."

# 2014

## FCS Global Exhibitions Preview

Fu Chun Shin (FCS) is the leading manufacturer of plastic injection molding machine in Taiwan since 1974. FCS received emerging stock approval from the Over-the-Counter Securities Exchange on April 2004 and becomes the only publicly traded professional injection molding machine manufacturer in Taiwan. FCS has been taking the leading position among the same trade, and is heading to be the worldwide famous company step by step.

For the coming 2014, FCS will increase the service travel with agent and customers, otherwise will active the important national plastic exhibitions for appear the new image to the world stage.

Welcome to visit our stand !

### In China

Exhibition	CCEME	China Plas	Plastics & Rubber Industry Exhibition	Plastics & Rubber Industry Exhibition	PEC	CMI-Plas	CIM	Plastic & Rubber Industry Exhibition
Location	Zhengzhou	Shanghai	Dalian	Qingdao	Taizhou	Chongqing	Beijing	Xiamen
Duration	Mar/20~23	Apr/23~26	Jul /02~05	Aug/15~17	Sep/25~28	Sep/18~21	Oct/13~16	Nov/23~25

### In Overseas

Exhibition	Plastec West	PU TECH	Plas Print Pack Pakistan	Hong Kong Packaging Exhibition	Plastex	Tripoli Machinery Show	Kenya Plast	Plastec East
Location	California	New Delhi	Lahore	AsiaWorld-Expo	Cairo	Tripoli	Nairobi	New York
Duration	Feb/11~13	Mar/12~15	Mar/18~20	Apr/27~30	May/29-Jun/01	Jun/02~05	Jun/06~07	Jun/10~12

Exhibition	Inter Plas	M'sia Plas	Inter Plast	Pro-Plas West Africa	Taipei Plas	Plastec Midwest	Packprint Plas	Plastimagen	Plast Eurasia Istanbul
Location	Krung Trep	Kuala Lumpur	Complexo Expoville Joinville	Lagos	Nangang Taipei	Chicago	Manila	Mexico City	Istanbul
Duration	Jun/19~22	Jul/10~13	Jul/10~13	Sep/02~04	Sep/26~30	Oct/01~02	Oct	Nov/18~21	Dec/04~07

## Chongyang Festival and paying tribute to the elderly

Your continuous support made what FCS is today ~

Fu Chun Shin (FCS) Group held an activity to pay respect to the elderly last October 5, 2013 from 10:00 in the morning till 14:00 in the afternoon.

We congratulate FCS for entering its fourth decade! As a sign of our thanks and appreciation as well as for the approaching Chongyang festival, a charity event was held in Guanmiao District. We would like to thank our colleagues and all the people who participated in giving back for the growth of our neighborhood.



▶ FCS love section donated



▶ With centenarians to celebrated



▶ FCS enthusiastic volunteers



▶ The award ceremony diamond wedding