

FCS TODAY

FU CHUN SHIN MACHINERY MANUFACTURE CO.,LTD.

Breaking
News

**2012 FCS
Global Exhibitions
Preview**

Since June 2003

Publisher: Po-Hsun Wang

Editor: Project Management Office.

Published by: Fu Chun Shin Machinery Manufacture CO., LTD.

Headquarter: 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, Jinsha 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

FOCUS

- FCS announced MARUKA Machinery as the agent in North America
- Your total solution provider - FCS Mold & Injection System Technology Department

INDEX

• FCS automotive parts molding solution	1
• FCS announced MARUKA Machinery as the agent in North America	2
• AH series - Thin wall parts molding system	2
• FCS successfully participated in the 12th Shanghai AP Plas	3
• Your total solution provider - FCS Mold & Injection System Technology Department	3
• 2012 FCS Global Exhibitions Preview	4
• Tea time - A blind boy	4

-Automotive Parts Molding Solution-

This is where you choose for the wheels.

The diagram illustrates the automotive parts molding solution offered by FCS. It features a central image of a car with various components labeled, including the Dashboard, Parts of Center Console, Multi-Color Horn, Multi-Color Rear Lens, Wheel Cap, Inner Door Trim, Fender, Bumper, and Reflector of Head Lamp (BMC). To the left, a large industrial machine is shown, representing the FCS full series of molding equipment.

Recommended Model

▶ Make your choice from FCS full series.



FCS expands the American Market

Announced MARUKA Machinery as the agent in North America

FCS makes new integration towards globalization; explore the North American Market with MARUKA Machinery in 2012. And the 2012 NPE show in Orlando will be the important indicator of FCS' penetration.

On December 13th, 2011, the chairman of FCS, Mr. Po-Hsun Wang, made a contract with the President of MARUKA, Mr. Toshiaki Takeshita, which declared to cooperate in general agency of the North America. This ceremony was successfully end up in Osaka Japan, the MARUKA Headquarters, with the aspiration of marketing expansion strategy.

MARUKA Machinery is a company listing stocks in Japan, with a history of 65 years since 1946. It focuses on four regional economics: Japan, America, China and Southeast Asia; actively construct in European market, and presently has 17 major marketing operations globally. Its business scope includes "industrial machinery" and "construction machinery". Specifically, "industrial machinery" approximately occupies 80 % of total revenue. It contains: injection molding machines, forging pressing machines, tools and so on. (Note: Southeast Asia Area include: Taiwan, The Philippines, India, Indonesia, Thailand, Vietnam and Malaysia.)

MARUKA Machinery, as agent of a well-known Japanese injection molding machine (IMM) for many years, achieves amazing sales performances. However, as the Japanese brand decided to concentrate on developing full electric IMM, it has a negative effect on hydraulic IMM's sales performance. Hence, it needs a reconstruction on market layout in the field of hydraulic IMM as an important strategy to make profits. After implementing comprehensive observation and evaluation for three years, FCS stands out and gains excellent reputation. Finally FCS and MARUKA Machinery cooperate and made a contract to initially search for North American market, and afterwards a forward step to expansion.

MARUKA USA, with the head office in New Jersey, owns four branches in Los Angeles, Chicago, Cincinnati, Kansas City and other business basis. Based on its perfect after-sales service system and sales' strength, occupies 10% North American in IMM field. According to recent 3 years research of MARUKA USA, there are about 5,700 sets of IMM every year are required for USA marketing scales. Full electric and hydraulic type each takes up a half of total market. Although its scale size is not distinguished, it is taking advantage in stability and uniqueness of market economy. North America is high-consumption nationality, with a strict standards and certification requirements for any machinery, equipments, instruments, tools, stationery and so on, that must accord with and pass the norms and guidelines of American National Standards Institute (ANSI/SPI B151.1-2007). It also provides an opportunity for FCS to reassess its products quality and help strengthen the marketplace position of FCS in the USA economy while developing diversified strategy in a new environment.

"New strategy: New challenges", all staff will take efforts and active attitude to this great change. FCS will make improvement to every detail based on super quality: from design and exploit, process accuracy, component analysis, inspection examination to shipping delivery and after-sales service, combining to a benign system. All to all, FCS will grasp this valuable chance to readjustment, market-reconstruction and improvement, with the mission of stable exploit the market share of North America.



AH series Thin wall parts molding system

The use of plastic containers has been popular around the world for decades, and the application is getting wider and wider. In recent years, based on the health, safety and convenience considerations, using plastic containers for various fresh foods is also a general case. Under the trend of cost down and environmental protection, to reduce the container thickness and increase the mold cavities are the basic demands in this industry. Aim to meet the needs of the majority of container packaging market, FCS provides "AH Series - thin wall molding system" as a new choice for thin container industry.

For producing thin-wall container, the injection screw needs high precision and uniform melt effect, and the injection unit needs high injection speed and respond speed. Due to the different requirement for production, some of the part thickness doesn't need a greater injection speed than 300mm/sec. Therefore, FCS takes the same high rigidity structure from AF series, and develops a thin-wall part molding machine, AH series, which can achieve 300mm/sec of injection speed. AH also adopts high responding accumulator and new single injection cylinder design, so it not only achieves high injection speed rate for molding thin-wall containers, and helps improve injection stability for high speed injection molding.

The required machine characteristics for molding thin-wall food containers:

- ★ Injection screw needs high precision and uniform melt effect.
- ★ Injection unit needs high injection speed and respond speed.
- ★ The machine structure needs correct and reliable design.
- ★ The whole molding quality request is consistent.



In addition to high injection speed and respond speed, AH Series also adopts Vickers high response close-loop servo valve for maintaining its repeatability and controlling the holding pressure. With FCS-3000 high-end multi-scalable module controller, it provides High repeatability and stability. Another, it reserves the advantages of high rigidity and durability structure, and optimization of toggle mechanism dimension from AF series, so that AH can be also applied for producing 3C parts at an injection speed around 150~300 mm/sec, such as cell phone or CD cases, or even thin wall containers for cosmetics. If choosing to use servo motor (optional), the dramatic energy saving effect is almost equal to all-electric machines. This excellent cost performance lets AH series receive orders from Africa, America and China, as soon as it's been launched for two months.

Since FCS transfers itself to provide injection molding solutions, not only the whole plant planning and system integration service have obtained the praise from customers, the existing molding machine business still creates high performance due to the continuing improvement. From now to the future, FCS will continue to provide the best molding solutions for our customers to create a higher added value.

FCS successfully participated in the 12th Shanghai AP Plas



The 12th Asian-Pacific international plastics & rubber industry exhibition was held from September 6th to 9th in Shanghai New International Expo Center in PuDong district. The exhibition witnesses the development of plastic rubber industry, the progress of science and technology and internationalization. With its unique positioning, the exhibition reflected bright future and latest trend in the plastic rubber product industry at home and abroad. It has attracted the attention of domestic and foreign businessmen, and has gradually become one of China's professional large scale and information authority plastic rubber industries exhibitions. In order to better cooperate with industry adjustment and meet the need of industrial upgrade, thereby guide the plastic industry health quickly improve, FCS Group, through this major platform, with good service quality at home and abroad, to set up a good brand image. This constructs a solid bridge for the rapid development and progress of the enterprise. In the event, FCS showcase three types of machines: new in mold labeling turnkey solution, multi-component injection molding machine: FB-140R; servo energy-saving injection molding machine: HN-125SV.

"The technical innovation is the highlight. The energy conservation and environmental protection becomes the market mainstream"

Aimed at international advanced level, FCS constantly makes contributions in energy-saving equipments, reuse and harmless handling equipment. With the unique design of servo multi-component injection molding machine (IMM), about 70% power can be saved compared to ordinary fixed pump IMM. When getting to semi-closed loop system, FB series will achieve higher quality. Furthermore, this machines can be quipped with full closed-loop servo valve, which lead to high-response and high repeatability and widely applied to large scale production of two component products such as key press of cellphones, hand-working tools, pens and car lights. This series also design two sets of core equipment, and also consist of cooling system in the molds.

Gathering excellent enterprises with new products, showing the main style of industry

Experienced dozens of the exhibition, "Asia international plastic rubber industry exhibition" has become one of the famous domestic and foreign large-scale, professional brand exhibitions. Depending on the visibility and influence in the industry, it has attracted quite a number of domestic and foreign large plastic rubber industry's excellent exhibitors. For example, Japanese JSW, Toshiba, Nissei, Kawaguchi, Sumitomo, German's Demag, American Millacron, Australian Avian, Italian Dega, Taiwan Victor Taichung, Chuan Li Fa, Union, Year-Chance, HongKong's L.K. Multi-tech, HITIAN, CML, Yizumi, Tedenco.

The A-Pack IML Turnkey Solution adopted the latest AF Series specified machines, which applied to all kinds of beverage cup, not only keeps the advantages of stability, high speed, and energy saving, but also develops a multi-functional feeding module which can afford vacuum or static label absorbing up to customers' requirements. A-PACK IML Solution consists of three important parts: servo energy saving system, servo motor material feeding system and close loop servo-control system. The highlight is that the whole system gets CE certified and has a new appearance which completely suits European market requirement.

Generally, due to the wide application of these unique advantages, the plastic rubber industry in China is promising prospects. Yet from the perspective of the qualified personnel, technology and the overall level, there is still some way to go compared with the advanced international level. Upgrading transformation, adjusting structure, independent innovation will be the only way to the industrial development progress. Therefore, enterprise should actively investigate the industry trends, develop advanced technology, widen the field of application, and adapt to the market changes.

Your total solution provider - FCS establishes a Department of "Mold & Injection System Technology"

Because of the globalization, the injection machine manufactures in Taiwan face a strong competition of "technology development" and "cost down". Since ten years before, the chairman of FCS - Mr. Po-Hsun Wang has decided to implement the customization concept, to create FCS the best competitive advantage as providing customized equipment for specific producing requirements. Since then, FCS has been working towards "Service differentiation", and combining with "Fast response", "Customer orientation" as the FCS spirits.

However, the best service differentiation is to provide "One Stop Shopping" Total Solution to the customers, which is to integrate the injection molding machines, molds, automated peripherals, and molding technology for customers through a whole plant exportation sales model, so that customers are able to do mass production easily and smoothly. Four years ago, FCS Taiwan has begun to cooperate with its strategic alliance partners and successfully launched IML (In Mold Labeling) Turnkey Solution with the brand name "APACK".

When the manpower, technical experience and marketing have been mature, FCS formally establishes a department of "Mold and Injection System Technology" in January, 2011. It's mainly responsible for mold manufacturing and turnkey solution service of IML and PET production system. The accumulative sales turnover till Nov. 2011 of this new department has achieved USD130 millions including 9 sets of PET perform / closure turnkey solution mainly for China and Japanese customers. In 2012, in addition to keep growing China and Japanese market, Southeast Asia, Middle East, and Africa will be also the focus to promote the turnkey solution service.

The members of this team are generally young and enthusiastic, with high execution and rapid response. They are ready in 2011 for sure, and have been training and preparing for providing better and more complete service in the near future.

"Whole Plant Exportation Service" is a long way, but if we do not take the first step, we never have the chance to get into the market. Yes, FCS did it!



2012 FCS Global Exhibitions Preview

2012 China

EXHIBITION	CCIEEME 2012	CWPE 2012	China Plas 2012	The 10th China Dalian International Plastics & Rubber Industry Exhibition	The 14th China Qingdao International Plastics & Rubber Industry Exhibition	China PEC China Plastics Exhibition & Conference	CIM 2012
Location	ZhengZhou	Chongqing	Shanghai	Dalian	Qingdao	Taizhou	Tianjin
Duration	Mar/01-Mar/04	Mar/29-Mar/31	Apr/18-Apr/21	May/16-May/18	Aug/29-Aug/31	Sep/22-Sep/25	Oct/18-Oct/20

2012 Overseas

EXHIBITION	INTERPLASTICA 2012	IPF 2012	PLASTEX 2012	3P-Pakistan 2012	NPE 2012	RosMould 2012
Location	Moscow	Dhaka	Cairo	Lahore	Orlando	Moscow
Duration	Jan/24-Jan/27	Feb/15-Feb/18	Feb/26-Feb/29	Mar/17-Mar/19	Apr/1-Apr/5	Jun/18-Jun/21

EXHIBITION	Malaysia 2012	INTERPLAST 2012	Taipei Plas 2012	Plastic & Rubber Propak Indonesia 2012	Pack & Print & Sign and Graphic 2012	DDTE 2012
Location	Kuala Lumpur	Brazil	Taiwan	Jakarta	Riyadh	Dubai
Duration	Jul/19-Jul/23	Aug/23-Aug/27	Sep/21-Sep/25	Nov/16-Nov/19	Nov/28-Dec/1	Nov/18-Dec/1

Fu Chun Shin Machinery Co., Ltd. (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.

Under the strong recovery of overall economy, FCS has created wonderful results, which include the 7.08% revenue growth and market share increase. For the coming 2012, 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!

Tea Time

A blind boy

A blind boy sat on the steps of a building with a hat by his feet. He held up a sign which said: "I am blind, please help." There were only a few coins in the hat. A man was walking by. He took a few coins from his pocket and dropped them into the hat. He then took the sign, turned it around, and wrote some words. He put the sign back so that everyone who walked by would see the new words. Soon the hat began to fill up. A lot more people were giving money to the blind boy. That afternoon the man who had changed the sign came to see how things were. The boy recognized his footsteps and asked, "Were you the one who changed my sign this morning? What did you write?" The man said, "I only wrote the truth. I said what you said but in a different way. What he had written was: "Today is a beautiful day and I cannot see it."



Do you think the first sign and the second sign were saying the same thing? Of course both signs told people that the boy was blind.

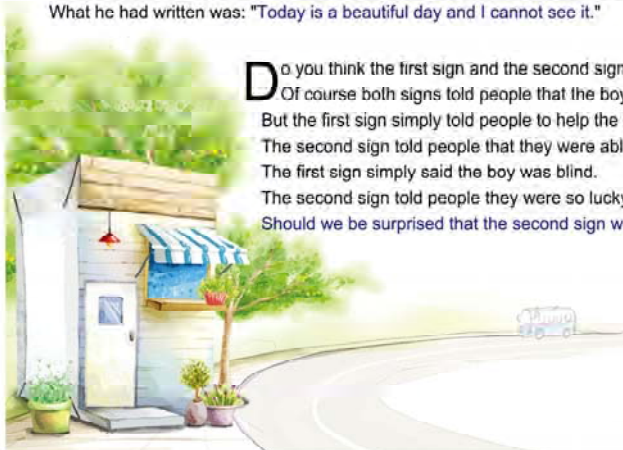
But the first sign simply told people to help the blind boy by putting some money in the hat.

The second sign told people that they were able to enjoy the beauty of the day, but the boy could not enjoy it because he was blind.

The first sign simply said the boy was blind.

The second sign told people they were so lucky that they were not blind.

Should we be surprised that the second sign was more effective?



Moral of the Story:

Be thankful for what you have.
Be creative. Be innovative.
Think differently and positively.

Source: Internet story