

Chia Cheng World Industrial Co., Ltd.

Washroom accessories, bathroom accessories, bathroom fittings, and toilet partitions

Established in 1965 by its chairman, Lai Yi-te, Chia Cheng World Industrial Co., Ltd. today is one of Taiwan's leading makers of metal washroom accessories, bathroom fittings, kitchen racks, and toilet partitions for use in hotels, commercial buildings, and public facilities and establishments.

With consummate production capability and abundant metalworking know-how, the company is a well-known supplier, on an OEM or ODM basis, of a variety of high-caliber bathroom fittings and washroom accessories using such materials as stainless steel, brass, and zinc. In some markets, the products are marketed under Chia Cheng's own "ARTICLE" brand. Products are made both in Taiwan and at a factory that the company set up in China's Shandong Province in 2000.

Lai reported that he will inaugurate a new headquarters at the end of this year to accommodate strong global demand. He claimed that his company is pouring about NT\$250 million (US\$8.3 million) into the construction of the new company headquarters complex, which encompasses offices, production lines, and a large logistics center. The new complex will double Chia Cheng's production and inventory capacity, and boost its assembly capacity 10 fold, greatly shortening delivery times.

Lai also announced another ambitious plan; after the new facility comes on line, he said, Chia Cheng will begin marketing its "ARTICLE" own-brand products in the vast and promising Chinese market.

Currently, Chia Cheng supplies its quality products mainly on the OEM/ODM basis to big customers in the U.S., Canada, Europe, and Latin America. It will continue launching new products to better serve its customers around the world.



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