

# Shang Chuen Weighting Machine Co., Ltd.

Wide-ranging digital weighing scales, kitchen scales, pocket scales and bathroom/body fat monitor scales

The Shang Chuen Weighting Machine Co. Ltd. supplies a range of digital scales, including refrigerant scales for the refrigeration industry; computing scales for the retail industry; weighing scales for hotel, catering, food service, and industrial uses; counting scales for the logistics industry; kitchen scales; pocket scales; and bathroom/body-fat monitoring scales for household and personal use.

Among the innovative new products introduced by the company in 2011 are a smartphone-size scale, a lighter scale, and a BMI health management scale with USB and RS-232 ports primed for remote healthcare devices.



Shang Chuen began life in 1983 by selling electronic scales; sales were so brisk that just two years later, the company decided to set up manufacturing facilities and develop its own products.

Success followed, as good quality convinced the Shimadzu Corp. of Japan to begin placing subcontract orders with Shang Chuen in 1994.

Booming business prompted the company to open a factory in Guangdong, mainland China, several years ago. The Guangdong factory's operations complement those of the company's Taiwan factory.

Shang Chuen's products are available worldwide, with major markets including the United States, the Middle East, Latin America, Japan, and Russia. Around 60% of the products hit shops carrying the brand name "SATRUE", which sounds very close to "highest precision" in Taiwanese vernacular pronunciation. The remaining 40% or so are shipped on contract to brand name clients.

Having been in the industry for over 28 years, Shang Chuen's ultimate goal is to supply precise and ever-improving scales through the application of stringent controls in accordance international standards.



## [Shang Chuen Weighting Machine Co. Ltd.](http://www.satrue.com.tw)



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