



Cutting Edge Solution

# Chain Headway Group



The key to successful corporate management lies in operation in both objective and subjective conditions, where the former of the present time is beyond our control, but the latter, i.e., the subjective managerial condition can be created by the Company's managing team. In the inevitable tendency of market competition, it is critical to forge the Company's core competitiveness. Driven by the company's strategy for development (Channel-Value-Added-Platform, CCVP), in 2019, our local tactical applications were changed with time.

First, in respect to the markets, the Company developed the Southeast Asian market by carrying out deep-rooted localized operation; in the Indian market, a branch was established to conduct localized operation, too; in China, the business strategy was changed to basing in Eastern China as the center for expanding to other provinces, with more resources pumped into the Chinese market particularly this year. In response to the applications of smart, automatic production tools being more focused on quality stability and performance increase, our merchandise integration is changed as well, while the investment and production of European and Japanese equipment and the merchandise integration thereof also provide best cutting benefits.

In respect to talent fostering, the Company is concentrated on the corporate core values (responsibility) and introduced industrial-academic collaboration programs to build a platform for workplace development, improve living quality for employees and reinforce competitiveness in the industry. Besides, how to respond to the business model in the age of discontinuity in future (looking at the present from the future) is a more important issue to focus on. Furthermore, what is essential as emphasized by our White Paper for Golden Decade Strategy is that the foci of our business development include the combination of cutting systems and fixing & jig systems, customization for our clients, enhancement of processing efficacy, and to exhibit the Company's values.

IN





# INNOVATIVE

# RELIABLE

# STABILITY

## Innovative R&D & Quality Stability that Keep Up with Time

In order to effectively serve our supporting partners, we have been constantly extending our service stations and, by committing to developing products that the markets need, we have kept upgrading our existed products as well. We also keep on on-job training in personnel's specialized services, maintaining fast delivery mode and connecting the world's industries to advance toward the goal of leading in technology.



Loyalty, Honor



Life symbolizes thriving,  
meaning commencement and smooth flow

## Brand Spirit and Corporate Values

Hand in hand with partners, head for development

Since 2013, CHAIN HEADWAY has hoped to create maximum value of the corporate brand by Corporate Identity System. It is a hope that, in line with CHAIN HEADWAY's motto for service - to meet customer's need for processing in a fast manner - it would be more possible to demonstrate CHAIN HEADWAY's core philosophy in its corporate image, brand identification, product packaging, and exhibition image overall.

CHAIN HEADWAY uses the symbol of "CC" as its main corporate identity, where the green "C" means the Company's life symbolizing thriving, which means commencement and smooth flow, and the orange "C" means loyalty and honor of customers, implying the vitality and loyalty of smooth collaboration between CHAIN HEADWAY and customers. The interlocking double C carries the hope of building close cooperation with customers and forging brand new service quality, to become a partner whom customers trust.



### Precision Chucks

As early as 1991, CHAIN HEADWAY has begun the marketing of machine accessories, precision milling tools and chucks under the "SYIC" brand, which gained good reputation among peers in machinery industry.



### Cutting Tools

In 1994, CHAIN HEADWAY has begun the input of funds, talents and technology to develop cutting tools.



### Assisting Tools

In 1999, the marketing of assisting tools under the brand name of LEMMA was launched to satisfy our clients' need for a total solution.





## Corporate Values



### Innovation

This is the foundation for CHAIN HEADWAY's core abilities. Only by persisting in constant innovation, including product innovation, managerial innovation, organizational innovation, information innovation, technology innovation, service innovation and quality advance, along with effective integration can the Company work out the true benefits of innovation. This is the way of sustainable business for the technological industry that is evolving each day.



### Speed

This is the essence of CHAIN HEADWAY's cultural values, as time is the greatest cost in competition. We pursue the intensity and speed of research and development to constantly satisfy the clients' needs for processing. As customers' expectation for products has been the target of CHAIN HEADWAY, we keep on pursuing to surpass the goals of speed of new item cycle, speed of quality inspection, speed of delivery and speed of service.



### Integrity

This is the value that CHAIN HEADWAY persists in most and the competitive edge that CHAIN HEADWAY most treasures. In keeping sound cooperative relationships with its employees, clients and partners, CHAIN HEADWAY must stick to its principle of integrity. As only insisting in doing the right things is our corporate value that cannot be replaced by whatsoever, the principle of integrity is CHAIN HEADWAY abides by in managing the business.



### Responsibility

This is the important cornerstone for CHAIN HEADWAY to continue developing. Whatever we've take from the society, we shall give them back and make contribution to the society. As the society is the environment which we exist in, its development and corporate development are the crucial factors that affect CHAIN HEADWAY's sustainable development. Besides corporate development, we take social advance more importantly during our business management. The Company leads its employees to be friendly to the environment, conserve energy, beautify our surrounding and care about the society. Under CHAIN HEADWAY's developing policies, social responsibility is always an unchanged idea.

# Initial Intention of Contribution to Industry

We keep up with the time and work with you to lead in technology

## 1991-1995

Business of machine accessories.



## 2001-2005

Change of business model  
Collaboration with partners to expand distribution channels.

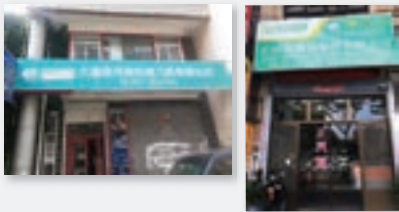


1990

1995

2000

2005



## 1996-2000

Extension of market by setting foot in China market.



Cooperation with European & US tool makers to increase market quality and share resources.



## 2006-2010

Talent fostering  
Industrial-academic cooperation.

## 2011-2015

Quality reengineering & efficiency enhancement  
Receipt of awards.



2010

2015

2019

未來



## 2016-2019

Preparation for deployment in South-east Asia. Keep up the time. Root in high-end equipment business and take good control of quality.



High-end facilities for full control of quality.



## March into 2020

HQ Building inaugurated for expanded operation and leading in technology to go global.



# Honor and Recognition

CHAIN HEADWAY gained recognition among the industry through its efforts and experience over years.

## 2010

- ACM - Golden Pin Design Mark
- SCM - Golden Pin Design Mark
- ACM - Taiwan Excellence Award

## 2017

- HCM Aluminum Alloy Face-Milling Cutter (Dynamic Balance & Internal Coolant Structure) Taiwan Excellence Award

## 2011

- CBMC - Golden Pin Design Mark
- CSBJ - Golden Pin Design Mark
- TTQS (Talent quality management system) Bronze medal

## 2018

- A-Team 4.0 Golden Award

## 2012

- BR - Golden Pin Design Mark
- CSBJ coolant - Golden Pin Design Mark

## 2013

- TCS Torque Tapping Extender Replacement Kit - Golden Pin Design Mark
- Octagonal Positioning Rounded Corner End Mill Blade - Golden Pin Design Mark

## 2015

- R&D in SBIR Light-Weight Aluminum Alloy Cutter - Taiwan SMEs Innovation Award
- Aluminum Alloy Face-Milling Cutter – German Patent Nr. 20 2015 102 712
- Aluminum Alloy Face-Milling Cutter – Golden Pin Design Mark
- Aluminum Alloy Face-Milling Cutter – Taiwan Excellence Award



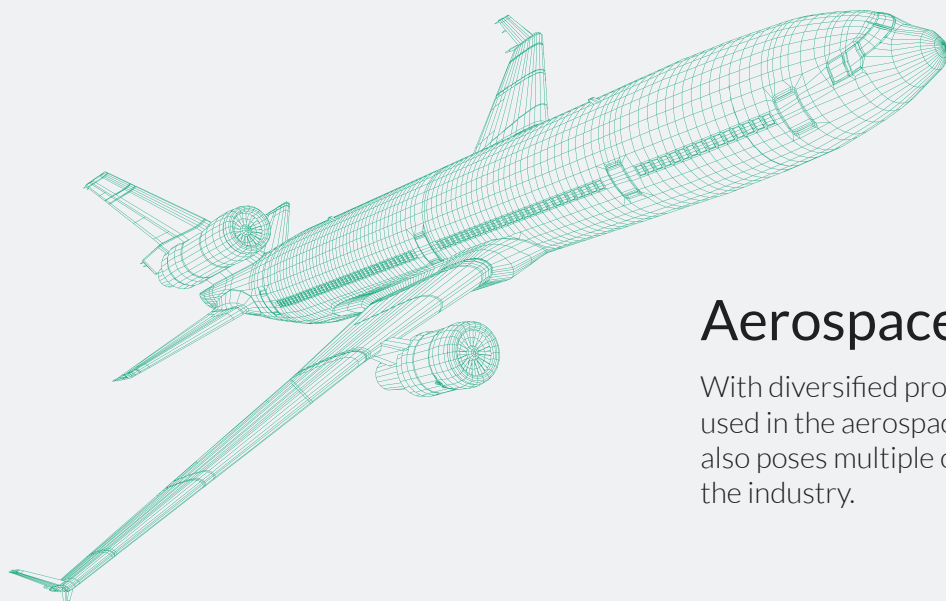


# Effectively Solve the Needs for Processing

In the tendency of expensive energy and material costs, the material cycle, efficacy and wear of materials become a focus of development in every industry.

For CHAIN HEADWAY who has done research in the area of tool cutting for nearly three decades, whether in drilling, chamfering, tapping, milling, turning/thread cutting, slotting/severing, or boring, “stability” and “accuracy” have become basic thresholds for tools. In the future, the Company will be targeting at “versatility” and “exclusivity”, and employ the former to realize single equipment capable of more diverse process types and the latter to get out of the old box of standard products. With these two objectives, the Company will exercise design of customized tools and craft analysis, making breakthrough in existing processes and seeking higher efficacy to achieve the purpose of high efficiency and low consumption. In the analysis of crafts of cutting positions, model design, post-process crafts, test statistics and data analysis are used to present product improvement programs for enhancing product performances.



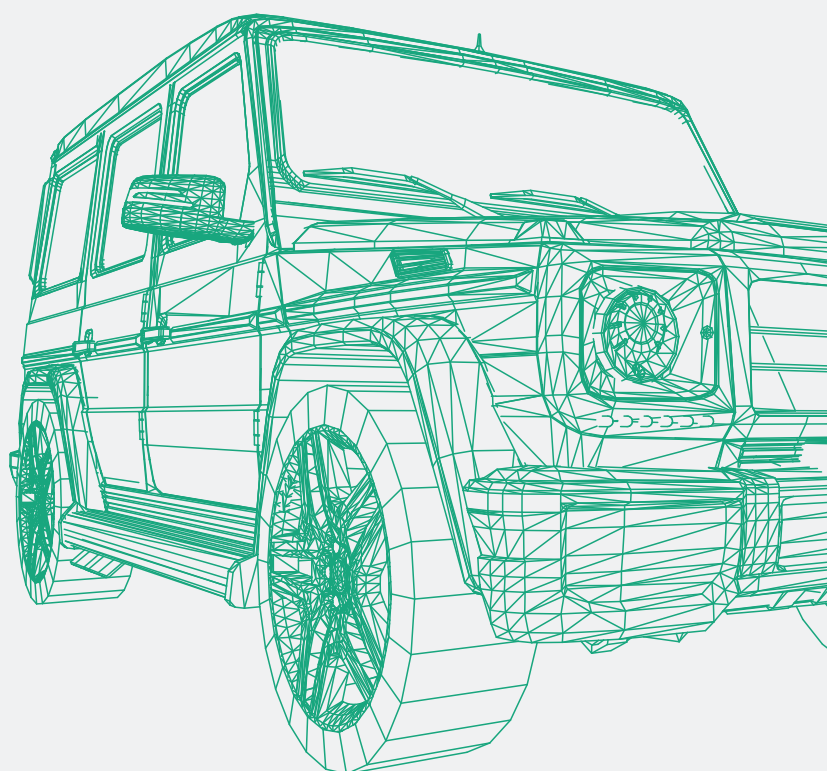
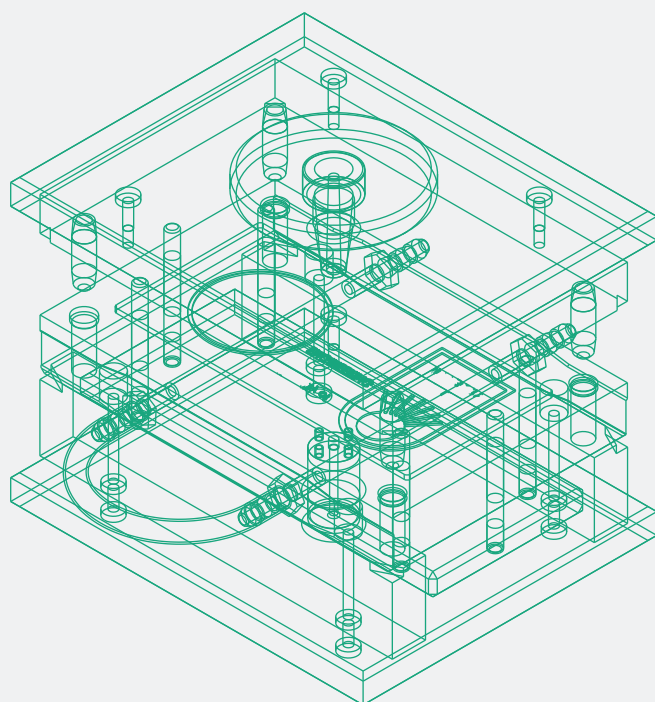


## Aerospace Industry

With diversified processing of the special materials used in the aerospace industry, such processing also poses multiple challenges to manufacturers in the industry.

## For Your Business

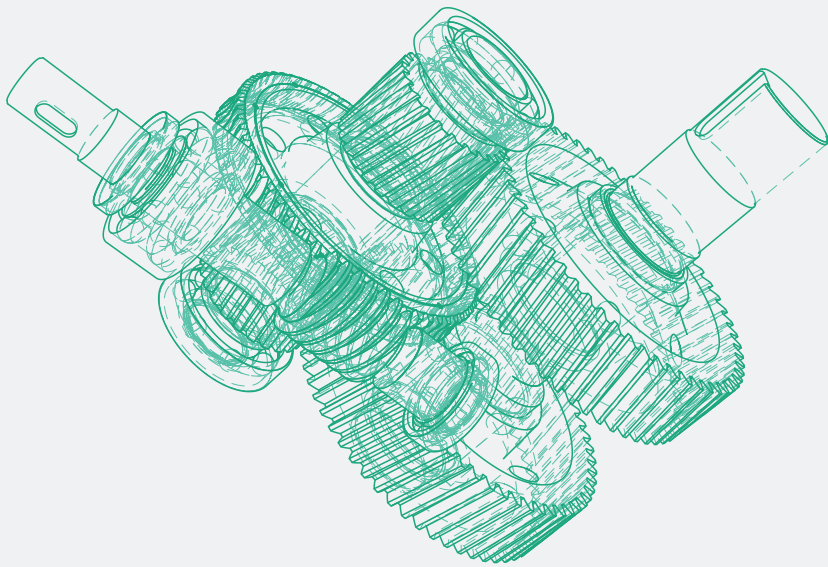
We provide customized services to your industry.





# Specialized Services for Different Industries

CHAIN HEADWAY sells as many as 22,000 items of products as well as provides services of customized products to solve any processing need. We have specialized personnel who are able to offer best integrated programs to generate maximum production benefits for clients. CHAIN HEADWAY offers integrated programs of cutting and innovatively developed products to help our clients take full advantage ahead of others in this ever-changing industry.

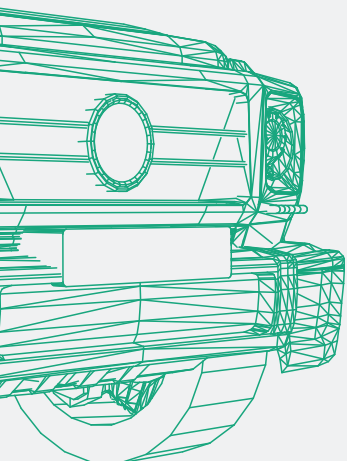


## General Processing Industries

As the greatest challenge faced in processing general is speed and price, choosing the right processing tools is inevitable.

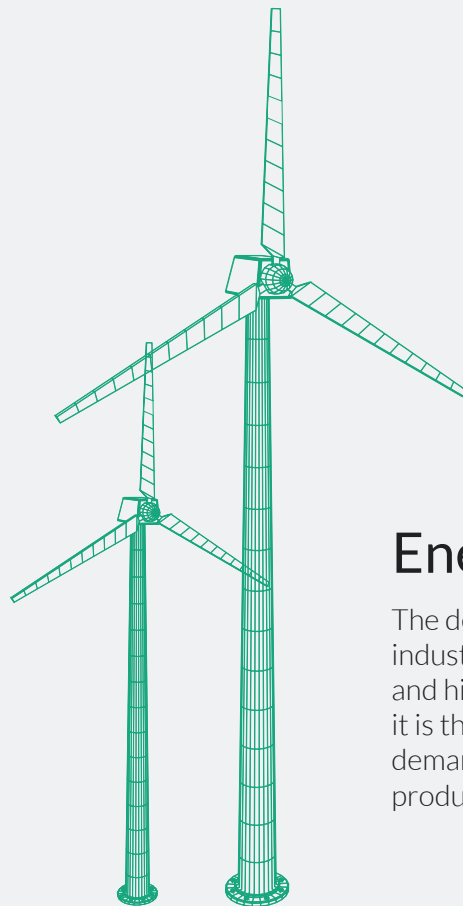
## Mold Industry

The development of the mold & die industry is closely related to industrial development. To respond to increasingly shorter product life cycles, the production of molds should be faster and faster, too.



## Automotive Industry

In view that the fast development of the automotive industry requires light-weight materials and special applications, we offer solutions with cutting-edge tools.



## Energy Industry

The development of the energy industry depends upon durable and highly efficient raw materials; it is thus remarkably strict and demanding in the course of production and manufacture.



## CHAIN HEADWAY's Specialized R&D Team

Be it heavy process, light process or ordinary process, a number of particular processing conditions or non-general processing conditions that technicians encounter are without doubt distressful for the technicians.

The specialized teams of technology and design at CHAIN HEADWAY are able to help you solve your specific needs in least time. With abundant experiences in various industrial fields over years, we are able to accurately design tools and clamping systems customized for you. We trust that to possess good specialized technology teams as your good partner is sure to enhance your productivity and benefit significantly.



## Our Specialized Technology and Design for Your Special Needs

Time + Efficiency + Stability = Benefits

We are dedicated to planning on better innovated and more efficient customized service for you.



Effectively help  
improve production  
process



Increase tool life  
Increase productivity



Optimize processes  
for mass  
production planning





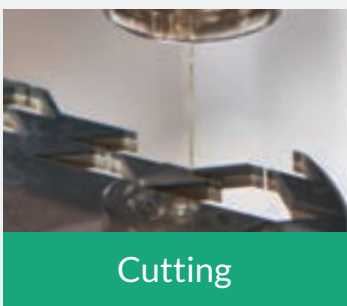
# We Insist in Rigorous Procedures of Manufacture

We not only sell you products but also help you by using our specialized techniques and knowledge!

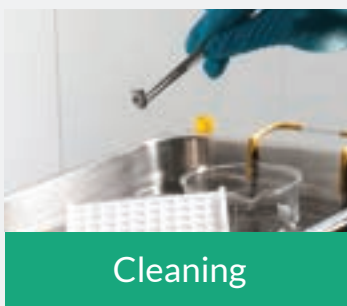
To address process needs of all kinds, our product range includes tool shanks, cutting tools, blades and auxiliary tools. Also, we never compromise when it comes to attention to details. The important task of CHAIN HEADWAY is to address customers' needs, to which end, good communications and being ready to assist are essential. To fulfill this task, rigorous inspection procedures and standards are in place in terms of both manufacture and inspection. At CHAIN HEADWAY, a diverse range of product and kind professionals are always available.



Tool base / PCD blank



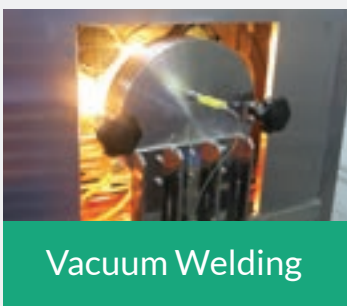
Cutting



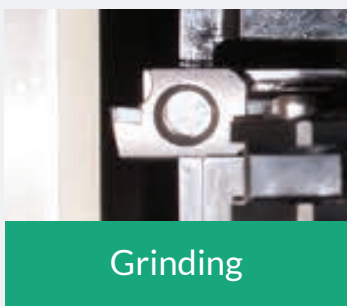
Cleaning



Welding



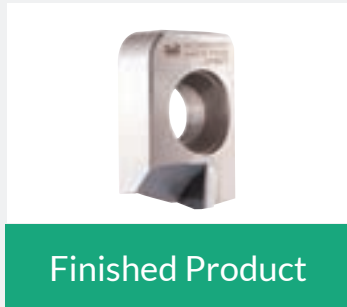
Vacuum Welding



Grinding



QC



Finished Product

# Constant Temperature Plant Stable Quality







## Complete QC/testing facilities

### CHAIN HEADWAY's technical guarantee

Stable production | Efficiency enhancement | Precision grinding | Precision welding  
High-optic precision measurement | High-resolution measurement





## Digitization

Fast information  
search and data  
at the fingertip

In the progressive digital era, CHAIN HEADWAY has begun to make digitized services available, such as RWD website (which helps optimize viewing on smart phone), social media propaganda (which helps update the clients regarding latest messages) and electronic catalogues, all allowing the clients to get the information they need quickly and in the easiest manner at any time.





# 26 Service Bas

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# Presence in the Globe

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LINE



Whatsapp



Wechat

Company Information Please Paste Here

Other Sales Region Please Review Our Website