

FUSION Valve – Quality is the life

When FORTUNE Valve was established in 1981, the Taiwanese manufacturer focused on providing low pressure cast bronze valves for the commercial and residential markets, before branching out to supply stainless and carbon steel, iron and brass products.

Since its establishment, FORTUNE Valve has been striving to position itself as a world-class valve manufacturer, supplying products available to all markets. FORTUNE began providing products on a private label basis for many major customers. Despite the company's thriving success in the market, FORTUNE's true path was to pursue recognition by establishing a brand name in a different sector of the valve industry.

By Sarah Bradley



gas market," said Henry. "Our goal is to be a first-tier manufacturer in the valve industry all around the world. We are still growing everyday – through our dedicated teamwork and with our quality product line, we hope one day in the near future, we will be a true major player in the valve world market."

Vertical Integration to maintain quality standards

While building their reputation as a manufacturer of high quality products, FUSION is staying ahead in the industry by providing customers with a complete quality-price-service package for their valve applications. The company strongly believes that being a vertically integrated manufacturer allows FUSION to ensure quality products and services are being provided to their clients.

"It is extremely important to us to be a vertically integrated manufacturer. For valve

"Business has always been good and growing, but we didn't feel like we really had a root. We didn't own our own branding or distribution network and we felt that we needed to establish a good relationship with customers, provide consistent quality and competitive prices," said FORTUNE North America Vice President of Operations, Henry Chen. "We didn't see the possibility of long term stability and we wanted to build a successful long term company, to set up a foundation that we could build upon forever. We didn't want to compete with our own clients who are big in residential and commercial markets."

In 2002, in order to differentiate from its longstanding low-pressure residential/commercial valve market, FORTUNE Valve established a new brand name "FUSION" and started pursuing opportunities in the industrial and oil and gas sectors in the Western Canadian market. In order to build their own quality brand and establish the FUSION brand name as a measure of high value in the industry, FUSION began to solidify its position in the North American marketplace. Though the brand has begun to expand its business globally, the company continues to focus primarily on its business in North American.

"Since day one, it has been our dream to have our own branding. We ran in to some resistance because even though we are well-known in the commercial and residential markets, FUSION is still a new player in the industrial oil and



a casting foundry that could make large diameter products, so we tried to work with some well-known casting foundries in China that provide a lot of casting for major players in the industry in the United States, Japan and Canada," said FORTUNE Group President Jerome Chen. "But we audited them, did our due diligence to ensure that the quality met our stringent QA/QC standards system that is in place. For every pressure containing casting, we test 100% and the failure rate we were experiencing was unacceptable for us and we learned that we had very different mentalities about what we were willing to accept. Some argued that our standards were too stringent, even compared to bigger companies that have been in business for 100 years. But quality is not something we will ever be willing to compromise on; it is the driving force behind the FUSION brand. We decided to manufacture everything ourselves because being a vertically integrated manufacturer gives us the capabilities to monitor and maintain our high quality standards and remain competitive."

Vice President of Sales & Operations for FUSION, Jeff Hughes agrees on the importance of maintaining the level of control the company has on the quality of the end result.

"Vertical integration started off as almost a buzz phrase, but our customers are seeing the real importance and benefits for the long duration. Other major players in the marketplace are starting to lean that way and we believe it's an important quality for us because it gives us full control over everything that goes on with the product line," said Jeff. "Having that kind of control over the products that we are able to provide is the most important thing to FUSION. The soft components are the only

products, they can consist of anything from fifteen to fifty different components and you can't come up with a finished product in order to achieve on time delivery, if you miss even a single component," explained Henry. "Since the beginning, in our residential and commercial days, we have always had our own foundries to make all of our components in-house. This allows us to have control over the quality of our products and it allows us to provide better service to our customers."

The company believes that running their own casting foundries and having the ability to oversee production from all levels, has afforded them the ability to ensure that the product quality that customers expect and deserve, can be properly achieved.

"When we first went in to the industrial and oil and gas market, we didn't have



of an enterprise

parts that we outsource and because we recognize the importance of these pieces to the performance and longevity of our valve products, we make sure we bring in the highest quality materials, which means purchasing the products in Canada and the United States and bringing them in to our facilities in China. We consider this to be another example of our dedication to quality."

The FORTUNE Group has instilled the quality cornerstone in all aspects of the FUSION brand and has always maintained its three core values: product quality, service quality and enterprise quality. As vertical integration allows for the control to ensure product quality, testing procedures are always a fundamental aspect of quality control. With approvals from UL, CSA, FM and API, among others, FORTUNE also has six ISO certified manufacturing facilities in Asia and a large contingent of experienced QA/QC professionals.

"We test 100% of our products to the applicable standards. We have three layers of inspection; first is the self-inspection by the machinist who makes sure the machining is correct to the drawing design. When the component moves to the next step, someone will verify that it complies with the design prior to working with the piece. On top of that we have a QA/QC staff that perform random tests, checking pieces in all stages of the process. Also, our products are all traceable through serial numbers so that the documentation for each valve is available," explained Jerome.

Customer Service & Corporate Culture

Impeccable customer service is a driving force behind the company's corporate culture. As with their views on the importance of quality, customer service

and ensuring that customer expectations are met or exceeded, is another factor on which FUSION is unwilling to compromise.

"Customer service has always been a key focus for FORTUNE. Besides the quality products and competitive pricing, it's our dedication to customer service that has built the strong relationships with our customers. We treat them like they are part of the family and when we established FUSION, we decided to make sure we focused on creating a very customer-oriented company and reviving the old traditional customer service values," said Henry.



"From working with other companies in the past, I have seen that there is a tendency to start leaning away from the idea of true customer service and providing reliable field service. When I joined FORTUNE, I felt that was one of the most important things that we could do," said Jeff. "I felt that to be successful we needed to go back to where



business values and customer service were 15 years ago and that is the primary thing for us, to make sure we react to issues and react to customers and make sure they know that we are here to support them."

together. We do expect dedication and devotion from employees and we want to develop a bond within the company to grow as a team together. Sharing means that everyone benefits from success; the company, the staff and our community. Innovation is progress, which includes new product development, improving existing products and expanding our product offering and learning about and implementing strategies according to market trends and innovation is the driving force."

"Integrity and credibility is what drew me to FORTUNE in the first place. Doing what you say you're going to do is exactly what this marketplace requires and this company has demonstrated this more than anyone," said Jeff. "It's important to our distributors, our customers and to us to create and maintain trust within our network."

New developments for the future

Due to the company's perseverance and vision, FUSION represents a reliable and respectable name in the industry. Today, FORTUNE has manufacturing facilities and distribution networks in Taiwan, China, Canada, and the United States and continues to grow its business, expand its product line and plan for future endeavors.

The company believes that the best way to build their position is by reverting back to the simpler times when business practices relied on integrity, honesty, dedication and respect and believe that it is important for their corporate mission to reflect these beliefs.

"In our corporate culture we have four main focuses. First is integrity, which is the cornerstone of our business practice. We like to be open and honest with our staff, our vendors, our customers and expect the same thing in return. It is the traditional way of doing business, but we believe it is the most efficient as well. We want to make sure everyone meets our high standards," said Jerome. "The second is loyalty; meaning that we want to provide a platform for the company and staff to grow

"We are always looking for ways to grow so that we can serve the customer and industry better. Right now we are developing new products, expanding and modifying our current product line and we are considering bringing out some different flow control products that will compliment our current valve product offering," said Henry. "We are gradually expanding into a global distribution network and we are still a fairly young company, so we are excited about the future."

