

Wire Connects the World







Wire connects the world.

As a child's piano melody floats through your home.

As cars weave through the morning traffic.

As a bridge sparkles in the early morning sunlight.

And as an elevator takes you up to the office.

Much more than you realize, KISWIRE is near.

Making our world a better place.

With the strength to connect and move our lives.

KISWIRE is always there for you.



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Introduction of the Company

No one had thought to take the path before. We took it first.

It was not easy, but it had to be done.

And now, we take other new paths.

A Letter from the Chairman



I would like to take this opportunity to extend my deepest gratitude to all those who have supported KISWIRE over the years. Since our establishment in 1945, we have spearheaded Korea's special steel wire industry through endless technological innovations. We have also aggressively entered numerous markets throughout the world in order to become the industry leader.

KISWIRE has been advancing one step at a time, with a strong conviction to abide by the basic principles and not to fear change. And above all, we are preparing ourselves for the future and for the changes that will come.

Guided by expert management, we have been extremely proactive in responding to the rapidly changing future. We have continuously invested in technological innovations and quality improvement. Furthermore, by expanding our production base and sales network, we are becoming a truly global company.

In order to ensure the greatest convenience and safety, as well as a prosperous future for our customers, KISWIRE and its entire staff are committed to becoming a world-class steel manufacturer by focusing our efforts on what we do best.

Thank you.

Chairman
Hong, Young-Chul

Major Developments

- 1945 Established
- 1961 Established Koryo Steel Factory
- 1969 Renamed KISWIRE Ltd.
- 1972 Opened Yangsan Factory
- 1974 Opened Sooyoung Third Factory
- 1976 Initial public offering of stocks
- 1978 Established TrefilARBED Korea Co.,Ltd.
- 1979 Opened Yoosan Factory
- 1981 Gained Approval for JIS (Japanese Industrial Standards)
for the first time ever in Korea by the Ministry of Int'l Trade
- 1983 Relocated Spring Wire production line from Yangsan Factory
Completed Bead Wire Factory
- 1987 Opened Changwon Factory of TrefilARBED Korea Co., Ltd.
- 1988 Started Low Relaxation PC line
Established Hongduk Cable Co., Ltd.
- 1989 Established Hongduk Industrial Co., Ltd.
Established KISWIRE SDN.BHD in Malaysia
Established Hongduk Fine Cord Co., Ltd.
- 1990 Established KISWIRE R&D Center
- 1992 Gained approval for ISO 9002
Established Hongduk Steel Cord Co., Ltd.
- 1993 Developed wire for Cable Stayed Bridge and Suspension Cable Bridge
- 1995 Declared "No Strikes Ever" between the management and labor union
- 1996 Established Hongduk Engineering Co., Ltd.
- 1997 Developed Oil Tempered Wire
- 1998 Relocated KISWIRE R/D Center to Pohang
Opened K.S.B. Large Sized Wire Rope Factory
- 1999 Established KISWIRE. Inc. (Bead Wire) in the U.S.A.
Opened Ookchon Factory of TrefilARBED Korea Co., Ltd.
Opened Yangsan Micro Cable Factory
- 2000 Established Hongduk STC Co., Ltd.
Opened Poohang Factory of TrefilARBED Korea Co., Ltd.
- 2002 Established Qingdao Tak., Ltd.(Steel Cord) in China
- 2004 Established KISWIRE Cord Sdn. Bhd.
Established KISWIRE Advanced Technology
- 2005 Established Yangtze Tak, Ltd.
Established KISWIRE Qingdao Ltd.



Business Philosophy

Creativity | Trust | Perseverance | Internal Efficiency

Abiding by its mission statement, KISWIRE, as a special steel wire manufacturer, will contribute to national economic development. The Company is promoting creativity, trust, perseverance and internal productivity as its business philosophy. Living by that philosophy, the Company will serve both its customers and the community, and will contribute to the well-being of mankind.

Business Policy

**Greatest Competitive Edge | Rational Management
Globalization | Fulfilling Workplace**

To remain a global company and to realize its mission statement and corporate philosophy, the entire staff of KISWIRE strives for competitiveness, rational management, globalization and a fulfilling workplace.

21st Century Our Vision & Strategy

To Remain an Internationally Recognized Wire Company

To continue as the global leader in the special steel wire industry in the 21st century, KISWIRE has established a long-term management plan, "KISWIRE VISION", to promote quality products, innovative technology, human resource development and globalization.

To Ensure the Trust of Customers Around the Globe

KISWIRE has earned worldwide recognition through competitiveness in quality, price, service and new product development, as well as through globalization of technology and universality of its brand names.



Development of Global Human Resources

KISWIRE will foster global expertise through comprehensive training and a creative corporate environment so that employees can develop their potential and live up to their dreams.

Service to Our Community and Customers

By providing high-quality products and by fulfilling our obligations as a corporate citizen, KISWIRE aims to contribute to the happiness and well being of mankind.

To Develop Cutting-Edge Technology

KISWIRE will focus on developing high value-added products and next-generation special steel wire products by forming joint ventures with leading companies around the world. Also, the Company will introduce advanced technology as well as develop its own in-house technology.

Key Strategy

Rational Business Strategy

KISWIRE has pursued rational management and worked hard to stabilize internal productivity. Based on that stability, KISWIRE plans to expand to new horizons.

Through continuing management innovations, cost reduction and improved productivity, KISWIRE has built a sound financial structure. This, together with sound management and stable investments, has led to consistent growth.



Competitive Products

Since its establishment, KISWIRE has aimed to be the very best in its “Selection and Target Areas” pertaining to the special steel wire industry. KISWIRE maintains cutting-edge competitiveness in all areas, including strict quality control, excellent products developed through consistent innovation product diversity, price competitiveness, streamlined delivery and customer service.

Global and Regional Strategies

KISWIRE is a truly global company with over 70% of sales generated in overseas markets. Currently, there are production facilities in Malaysia, the U.S. and China. In addition to these facilities, there are branches and sales offices in strategic areas such as Japan, Singapore, the U.S., the Netherlands and China all working together to form a global network. In the future, the company is planning to expand the world market more aggressively by establishing more production plants in strategic locations around the world.

Research & Development


KISWIRE has achieved numerous breakthroughs at its R&D center. These include cost reduction, high value-added product development, localization of materials, and advanced techniques, improvement of productivity through the development of special material and product improvement, advancement of production technology and consistent research development.

Established in 1990, the Center boasts PILOT facilities along with a variety of analyzing equipment to develop high-tensile galvanized large-sized wire rope, invar wire for reinforcing electric cable, and chromium plating of super-conducting wire for the TOKAMAK magnet system in fusion power. With that, the Company participated in a joint venture with blast furnace makers POSCO and NSC and many others, to develop new innovative materials. In the future, through business-academic cooperation with related research institutes and universities, KISWIRE intends to focus on state-of-the-art technology and new materials development in order to play a dominant role in the 21st century.

Labor Relations

KISWIRE works under the basic principle that the only way to co-prosper in this highly competitive market is to form a coalition between labor union and management. KISWIRE established a relationship based on trust in order to maintain exemplary labor-management relations. In February 1995, the entire staff from both Sooyoung Factory and Yangsan Factory joined together to declare a joint resolution between labor and management, promising “No Strikes Ever”, resulting in true unity. The management and the staff are working diligently to make it the bellwether of the industry.





We know just by looking at the color.
We know just by hearing the sound.
Because we communicate in silence with steel.
With sweat and passion, we breathe life into steel.
We create more than a product.
We make dreams come alive.

Products



Spring Wire



Bead Wire



Steel Cord



Galvanized Steel Wire & Strand



Wire Rope



PC Wire & Strand

Spring Wire

Spring wire is high-tensile strength wire, different from mild steel wire, and is classified as high-carbon spring wire, piano wire, music wire, shaped wire and oil-tempered wire.

These high-tensile strength wire products are manufactured according to product function, and thus are widely used in various industries including automotives, high-tech and precision machines, and auto parts.

Elgangs have been acclaimed as superior quality springs used in various precision machines, electronic communication equipment and auto parts. Oil-tempered wire is put to use as an essential part of engine valve springs, clutch springs, and die springs that are subjected to repetitive stress and are used widely in the automobile and other industries.

KISWIRE provides a variety of products to the premier automobile companies and is recognized for its excellent quality and technology both domestically and internationally.

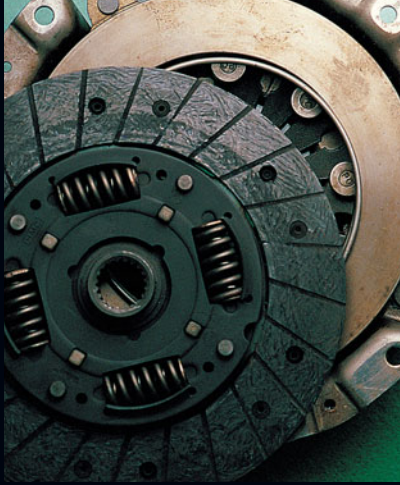
In the future, KISWIRE promises to keep improving customer service and delivery standards.

By sectioning the market and product lines, competitiveness will be enhanced. KISWIRE will also concentrate on high-tech development through joint research with related companies such as automobile, machinery, construction and other related enterprises.

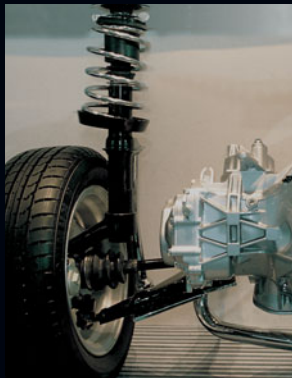








We create life's beautiful, comforting melodies.

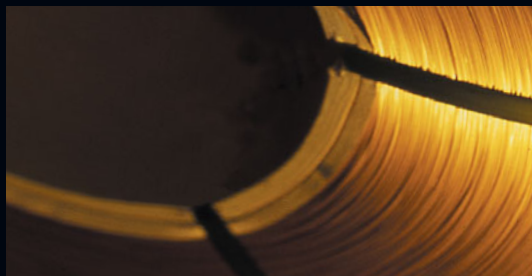


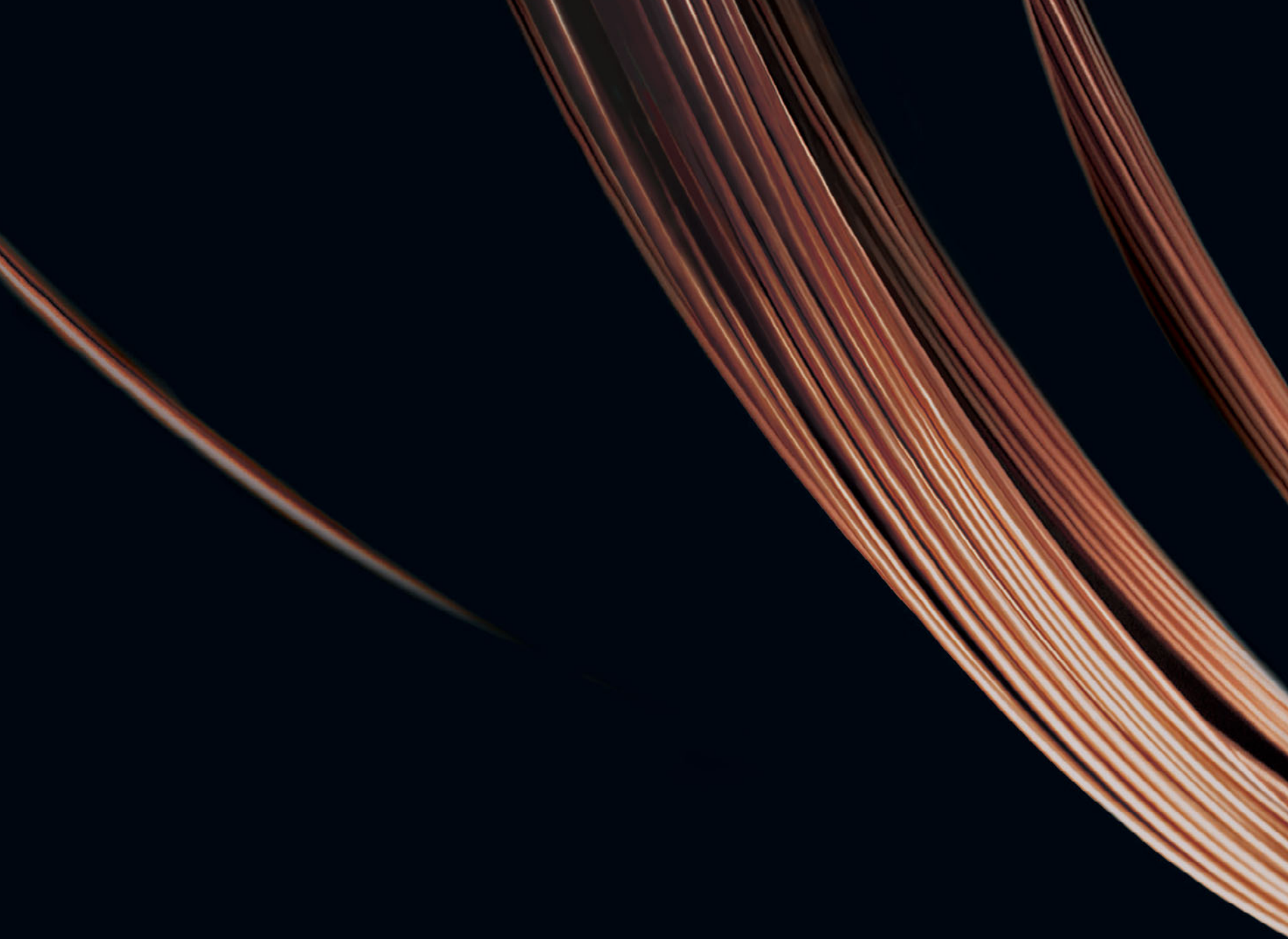
Bead Wire

Bead Wire is an essential reinforced material for tires on automobiles, earthmoving equipment, large trucks and aircraft. This product prevents tires from changing shape due to air pressure or external forces, and it safely locks the tire onto the rim to prevent vibration while driving.

KISWIRE supplies top-quality bead wire to domestic tire makers as well as to prominent tire producers. Currently, numerous large factories specializing in bead wire are in full operation in both Korea and the U.S., along with a global sales network.

KISWIRE continues to earn trust from tire manufacturers thanks to indisputable superior quality, timely delivery and thorough customer service. In the coming years, KISWIRE will strive to advance the development of bead wire technology in tire manufacturing in our R&D labs and through in-house technological development and joint research projects with related companies.







BEAD WIRE
VCI

BEAD WIRE	
LIST NO.	HB-042
QTY.	
COIL NO.	
NET WT.	
GROSS WT.	
HT.	



We will build on quality and fame.



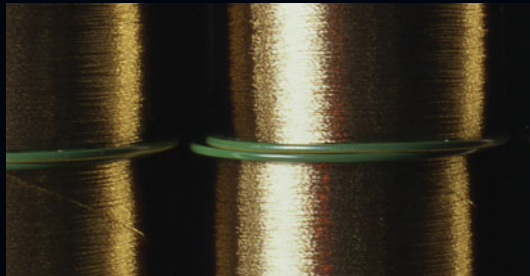
Steel Cord

Steel Cord is a steel radial tire reinforcement product that stabilizes tires during long hours of extreme driving conditions, and is used in the belt and carcass of the tire.

Together with the world-renowned steel cord maker, TrefilARBED Group, KISWIRE supplies to prominent tire manufacturers and is recognized as a premier brand, based on its quality and technology.

Additionally, KISWIRE's internal system has been recognized for its quick, accurate response and its precise solution to customers' technical demands. As a result of this internal system, KISWIRE has gained a reputation for having the technology to deliver goods and to respond to client demands. Particularly, the development of "Ultra-Super High-Tensile Steel Cord" and a variety of new structures have contributed greatly to advancing the tire manufacturing process. KISWIRE will aggressively respond to customer needs through joint research with affiliate companies as well as in-house technology development.

Besides steel cord to reinforce tires, we at KISWIRE offer an assortment of products including belt cord for reinforcement of conveyer belts, and hose wire for high-pressure hoses.





Customer safety is assured,
thanks to extensive know-how
and continuous improvement.





Galvanized Steel Wire & Strand

Galvanized steel wire and strand are the culmination of state-of-the-art technology and excellent quality galvanization. These products are mainly used for reinforcement of distribution/transmission electricity cable, fiber optic cable, and sheathing of underwater fiber optic cable.

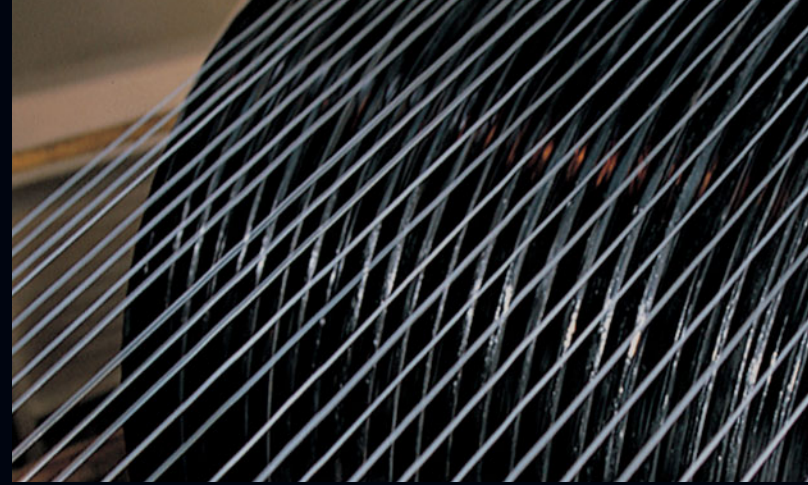
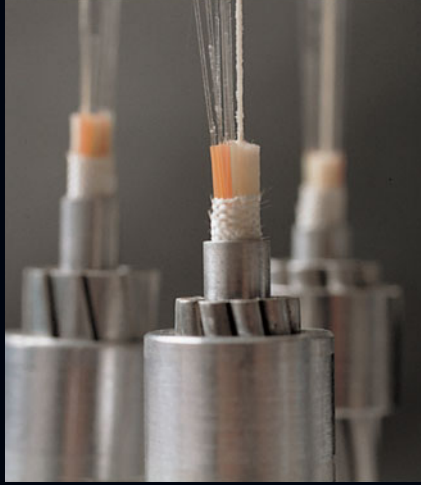
Our Company is meeting customers' demands for quality by offering surface corrosion-resistance and straightness of fiber optic galvanized steel wire and strand. We have developed and supplied invar wire, with low-thermal-expansion-coefficient nickel, which has enabled increased effectiveness and greater power transmission, while reducing the diameter of the wire.

Through streamlined research analysis, consistent supply of raw materials, timely delivery of high-quality products, prompt response to customers' needs, and speedy problem-solving, the Company has won client trust.

In the future, KISWIRE will continue to develop high value-added goods including aluminum coated wire, invar wire, and bluing wire. Furthermore, joint research will be conducted with other affiliated companies including wire manufacturers.







Rapid connection of life and energy.

Wire Rope

Wire rope is a multi-purpose product being used in numerous industries for power transmission, load tolerance, tensile purposes and many other applications. This product is utilized over a wide spectrum of industries including mine excavation, petroleum exploration and the fishing industry. Shipping equipment, machinery, aircraft, cranes, elevators, cable cars, and bridges also require our product.

Presently, KISWIRE's "Elephant Wire Rope" is in constant demand by customers around the world. Known for not only its quality, but for its price and after-service, this product is being exported to over 60 nations. Based on trust and a win-win partnership with our customers, the product is ordered again and again by consumers and dealers.

KISWIRE has targeted high value-added products and special high-strength rope manufacturing in order to create new products. Most notably, Neptune rope, a wire rope used in petroleum excavation, has received international acclaim for its design, raw material selection, coating, and technology.

In the future, KISWIRE plans to further expand its specialized steel market, and target markets in developed nations, including the U.S., Europe, Japan and Asia in order to move into specialized sectors of rope manufacturing.









We are a proud leader at the helm of the world.



PC Wire & Strand

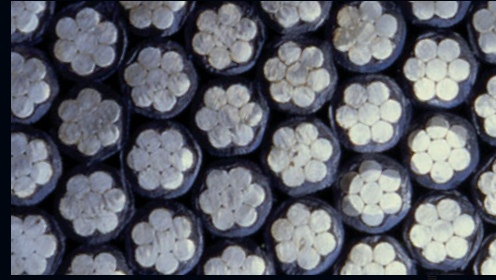
Steel wire for prestressed concrete and steel strand for prestressed concrete are used in civil engineering to support concrete structures. According to its use, the products are classified as PC steel wire and PC steel strand which add galvanization and/or a coating process, general unbonded PC strand and H.D.P.E. (high-density polyethylene) used in stay cable, and epoxy-coated PC strand (surpass-coated PC) which is the result of KISWIRE's latest state-of-the-art technology.

PC wire strand is mainly used in the upper plates of bridges, as cable for special bridges and for the maintenance of bridges. In construction, this product is used in concrete pilings and supports for the construction of buildings, domes for nuclear power plants and reinforcement of LNG concrete tanks. It is also used in the floor and roof reinforcement of sports stadiums. Besides these general uses, the products are essential in large-scale cargo recovery and offshore platform jobs in which cranes and other recovery equipment cannot be used, in construction maintenance, anchors for civil engineering work, and of course, for rail ties for railroad and high-speed trains. Additionally, these products can be extensively used in construction materials for PC panels, high-pressure concrete water pipes, marine structures, towers and runways.

For the first time in Korea, air spinning wire and PWS (parallel wire strand), which are super high-tensile galvanized steel wire and strand, were manufactured by KISWIRE. These are utilized in main cables for suspension bridges and cable-stayed bridges, and for reinforcement decks of specialized bridges.

In the future, KISWIRE will continue to develop special structural-component products used in such areas as bridges and concrete tank construction. Through strategic alliances with both domestic and international companies, our Company plans to win the bids for large-scale projects.







서해로 세계로

한국도를 잇다



We are building a stronger and safer world for all.





International Branches & Affiliates

Our gaze is always fixed upon the world.

Our hearts are open to the future.

With endless creativity and constant challenge.

We widen our horizons and bring the future near.

All the world is our workplace, and the future is our biggest market.

Regional Branches

KISWIRE, LTD.



Sooyoung Factory

wire rope, PC wire and strand,
galvanized steel wire and strand



Yoosan Factory

wire rope, galvanized steel wire
and strand



Spring Wire Factory

spring wire, piano wire, music wire,
shaped wire, oil-tempered wire



Bead Wire Factory

bead wire



Yangsan Factory

belt cord, small-sized wire rope,
elevator wire rope

TREFILARBED KISWIRE., LTD.



Yangsan Factory
steel cord



Changwon Factory
steel cord



Oochun Factory
steel cord



Pohang Factory
steel cord

HONGDUK STEEL CORD CO., LTD.



steel cord, bead wire

HONGDUK INDUSTRIAL CO., LTD.



bead wire, PC wire and strand, spring wire

National Affiliates

HONGDUK STC CO., LTD.



steel cord

HONGDUK FINE CORD CO., LTD.



steel cord

HONGDUK CABLE CO., LTD.



steel cord, hose wire

KISWIRE ADVANCED TECHNOLOGY



super conducted wire

HONGDUK ENGINEERING CO.,LTD.



production and maintenance of wire rope
& cable-making machine, tester and equipment

International Branches

KISWIRE CO.

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Fax. +81 3 3808 2835 / 6 6532 7724

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Tel. +1 213 386 5420

Fax. +1 213 386 6981

KISWIRE TRADING(S) CO., LTD.

(Singapore)

Tel. +65 6 227 0939

Fax. +65 6 227 2297

TREFILARBED KISWIRE, LTD.

(Shanghai, China)

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KISWIRE QINGDAO OFFICE

(QingDao, China)

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Fax. +86 532 8389 9018

TREFILARBED KISWIRE, LTD.

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Fax. +60 3 2381 4151

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Fax. +1 201 461 8021

KISWIRE EUROPE B.V.

(Dongen, Netherlands)

Tel. +31 162 370230

Fax. +31 162 370231



KISWIRE SDN. BHD. (Johor, Malaysia)

wire rope(Neptune), PC wire and strand, spring wire,
galvanized steel wire and strand, steel cord, hose wire

Tel. +60 7 333 0178

Fax. +60 7 333 2475



QINGDAO TAK, LTD. (QingDao, China)

Tel. +86 532 8859 0118
Fax. +86 532 8859 0119



KISWIRE, INC. (Newberry, SC, U.S.A.)

bead wire

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Fax. +1 803 405 0307

KISWIRE CORD SDN. BHD.


Tel. +60 7 255 1475
Fax. +60 7 255 2475

YANGTZE TAK, LTD.

Tel. +86 513 598 0111
Fax. +86 513 598 0119

KISWIRE QINGDAO LTD.

Tel. +82 532 8689 5059
Fax. +82 532 8689 7119



KISWIRE is always close to the customer.
In daily life and in factories around the world,
KISWIRE has stood by you in the past.
And will always be with you in the future.

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