

Marine Town to launch US subsidiary

By IBI Magazine



Marine Town, a Taiwanese manufacturer of marine hardware products, is to set up a US subsidiary in Seattle next year for distribution of its anchor systems and LED lighting.

The company, which is celebrating its 20th anniversary this year at METS, will open an 11,000sq m warehouse in Anacortes,

Washington in spring 2009. The move represents the company's first foray into the US market.

"The marine business worldwide is down," says Marine Town president Richard Tung. "Certainly the market seems to be most difficult in the US than in Europe at this time, but even in the down market with pressure on lower price, customers still want to maintain high quality products."

Marine Town's strategy for growth is to continue innovating in new products and increase its efforts in quality control. "Most of the customers who follow this strategy are still in a very good position moving forward into next year," Tung adds.

Headquartered in Taipei, Taiwan, Marine Town has been developing marine hardware products since 1988. The company has manufacturing facilities in Guangzhou, China and specialises in investment casting.

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