

U.S. FASTENER Export/Import UPDATE

TRADE DATA ANALYSIS

by Zepol Corporation

The U.S. trade economy has transformed over the last 12 months, and imports have fallen off significantly while exports have stood still. The fastener industry has not been immune to these market forces.

Fastener trade by value for HTS Code 7318 exposes the weakness in fastener imports; the overall value is down more than 43 percent from last October. The lack of strength is led by the largest categories, including Threaded Screws and Bolts (HTS – 7318.15) and Nuts (HTS – 7318.16).

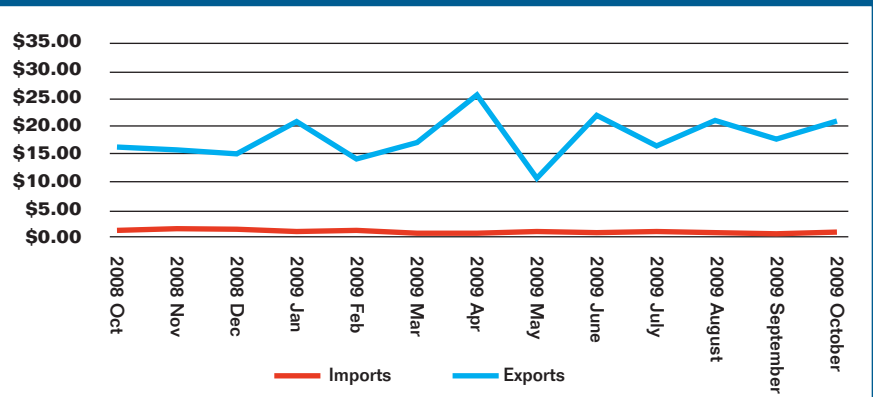
This edition's pricing trend is for Coach Screws (HTS – 7318.11.0000) and shows that export pricing is up and down, while import prices have remained stable over the last 13 months.

Finally, with the antidumping investigation concluding for Taiwan and the extension of the investigation by the Department of Commerce for China, manufacturers in other countries will look to capitalize on this trade instability. From October of 2008, imports of fasteners from China and Taiwan are down nearly 50 percent.

OCTOBER 2009 EXPORTS AND IMPORTS: IRON OR STEEL FASTENERS

Product	Export Value	Change from October 2008	Import Value	Change from October 2008
731811 Coach Screws, Threaded	\$1,056,441	-20.50%	\$1,204,338	-41.75%
731812 Wood Screws, Threaded (other than coach screws)	\$550,732	-26.11%	\$1,672,369	17.13%
731813 Screw Hooks and Screw Rings, Threaded	\$1,791,593	-51.83%	\$972,001	2.50%
731814 Self-tapping Screws, Threaded	\$4,306,676	-2.32%	\$31,194,594	-50.03%
731815 Screws and Bolts, Threaded, NESOI (with or without nuts or washers)	\$87,376,764	-24.53%	\$98,791,861	-44.66%
731816 Nuts, Threaded	\$37,873,822	-6.95%	\$42,663,891	-42.49%
731819 Articles, Threaded, NESOI	\$13,134,629	-2.20%	\$4,562,926	-29.43%
731821 Spring Washers and other Lock Washers	\$1,954,460	-24.91%	\$1,536,162	-44.86%
731822 Washers (other than lock washers)	\$10,474,959	-19.78%	\$10,541,566	-43.78%
731823 Rivets	\$6,695,224	-25.09%	\$3,180,947	-39.80%
731824 Cotters and Cotter Pins	\$4,777,503	-6.48%	\$2,785,712	-25.88%
731829 Articles, Nonthreaded, NESOI (fasteners)	\$20,910,128	-29.03%	\$15,905,949	-27.63%
Total	\$190,902,931	-20.22%	\$215,012,316	-43.21%

IMPORTS AND EXPORTS \$/KG FOR COACH SCREWS (HTS 731.18.10000)



FASTENER INDUSTRY (HTS CODE 7318) TOP 5 COUNTRIES

EXPORTS				IMPORTS			
Country	Value	Change (Sept 2009)	Change (Oct 2008)	Country	Value	Change (Sept 2009)	Change (Oct 2008)
Canada	\$68,654,448	5.0%	-13.4%	Taiwan	\$64,266,579	14.5%	-46.2%
Mexico	\$49,528,457	2.3%	2.5%	China	\$45,156,554	17.0%	-49.2%
United Kingdom	\$8,488,380	18.9%	-24.5%	Japan	\$36,816,459	4.4%	-11.2%
China	\$6,178,278	30.7%	28.9%	Canada	\$17,887,137	4.0%	-40.1%
France	\$6,297,453	18.9%	11.5%	Germany	\$12,541,424	11.9%	-27.5%

TOP 5 COMPANIES LISTED IN AMS DATA

Product Description with Screw, Fastener or Bolt

November 2009

Consignee	Shipments	Metric Tons
Porteous Fastener	120	2,865
Anixter, Inc.	101	682
The Hillman Group	58	1,905
John Wagner Associates	50	1,026
American Bolt and Screw	34	238

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TOP 10 REASONS TO ADVERTISE WITH AMERICAN FASTENER JOURNAL



10. Credibility

For more than 25 years, readers have turned to the AFJ as the informational authority of the fastener industry.

9. Targeted Distribution

Advertising in the AFJ allows your company to reach fastener industry decision-makers. Your advertising message will be in front of pre-qualified fastener buyers who are looking for your specific products.

8. Opt-in Circulation List

Readers of the AFJ have asked to receive the magazine by print, digital or both. Your ad will no longer be lost or mixed in with junk mail and spam.

7. Relevant Content

Current events and relevant fastener industry issues and trends shape our editorial content.

6. Frequency

We increase awareness of your company within the fastener industry! Your message can be seen daily with the FASTENER NEWS NOW releases, bimonthly with the AFJ magazine, and quarterly with eZines. We ensure your ads will be seen by our readership and circulation.

5. Affordability

AFJ advertising rates offer greater value than other methods and our competitors. We offer unique and cost-effective ways to advertise. You will get noticed by all the right people: your customers!

4. In the Spotlight

Each issue of the AFJ has a limited number of ad spaces, allowing your ad to receive maximum exposure. A limited number of ads create greater visibility for you.

3. Immediate Response

The digital version of the AFJ and the electronic news in FASTENER NEWS NOW allow immediate response to your ads. Your product is just a click away! And, it is all FREE to your customer!

2. Exceptional Creativity

Our graphic designer and sales team continually raise the bar by creating new ads to reach the markets of our clients.

1. Clear Results

The ROI for your advertising campaign will be quantified. Daily, you will get responses from FASTENER NEWS NOW. On a weekly and monthly basis, you will get feedback from the AFJ magazine, the *American Fastener Source Guide* and eZines. You'll see clearly why your advertising dollars should go to the AFJ.