

# Würth Taiwan Relocates to New Branch Office



**Würth Taiwan Branch Contact:**  
**Ms. Angela Hu**  
**Email: [angela.hu@wuerth.com](mailto:angela.hu@wuerth.com)**

The world's leading Adolf Würth GmbH & Co. KG having more than 400 companies serving the markets in over 80 countries and focusing on providing trading of assembly and fastening materials has recently further strengthened its localized service capability in Taiwan with the relocation to a new branch office in Kaohsiung.

## A More Comfortable and Efficient Workplace

This new branch office is located in Zuoying Dist. of Kaohsiung, which is not far away from its previous operation and is quite close to the domestic supply chains and customers that it has been in collaboration with for years. This modern office neatly refurbished with the Würth Group's iconic color and elements fully demonstrates the Group's professional, skilled, and well-organized corporate image. With a main office area for staff to process routine tasks (e.g., quality testing, suppliers development, purchasing, product management, and R&D), the new office is also equipped with a multifunctional meeting room, 2 smaller rooms for group discussion, an area with advanced quality control instruments, and an open social space offering coffee machines and mini bars for everyone to refresh themselves anytime.



➤ Andreas Dierolf, MD of Würth Taiwan Branch Office (left) and Gang Hao Chang, Vice Editor-in-Chief of Fastener World (right)

“Our target is to set up an open, light, and innovative workplace, where people can discuss and get ideas. Different from other traditional offices in Taiwan, this office combined with Asian and European elements in-between is also installed with some eye-catching stuff, such as height adjustable work tables and higher chest tables with enough space to make our staff feel comfortable, help them create ideas and perform well, and most importantly, like to work here,” said Andreas Dierolf, Managing Director of Adolf Würth GmbH & Co. KG Taiwan Branch Office.

## “More Than a Product” A Hub for Innovation and Quality Control

With a more spacious area, this office is positioned as a hub for sourcing in Taiwan with the function of sample testing and suppliers auditing, and is a brainstorming and innovation center for people to create new ideas.

“Taiwan is one of our main sourcing countries, so we need more space to test samples, create ideas, speed up innovation cycles to facilitate more customer-specific service. This office also makes it easier for our vendors to participate in ideas creating process or discuss projects directly with us, so they can understand customers' expectations, needs, or requirements immediately. This is a space where people can chat here as a whole team,” added Andreas.

Würth reporting the record-high 17,078 million EUR sales result in 2021 buys all types of fasteners from Taiwan and also sells fasteners, anchors, concrete screws, material treatments, drills, hand tools, hand operated machines, chemicals for maintenance, lubricants, motor oil, adhesives, etc. worldwide. With around 34,000 sales reps worldwide, Würth also regularly sends its Taiwanese employees to German HQ for training in order to ensure service and quality consistent with the Group's highest standards. This is why the service Würth offers can always win the trust of customers.

“Taiwanese suppliers are one of the best all over Asia, in terms of service, quality and innovations,” said Andreas. With the well-trained staff and the relocation this time, Würth can further optimize its service capability in Taiwan and enhance the real-time connection and collaboration with local Taiwanese supply chains. ■

by Gang Hao Chang,  
Vice Editor-in-Chief of Fastener World

