

# Kalloy Makes Innovation Its Mission

Text & Photos: Editorial Dept.

In the run-up to its 30th anniversary, Kalloy has recently been making great strides in R&D, and has also embarked on a vigorous, innovative marketing strategy. In addition to Kalloy's OEM production, it has also introduced the "Uno" brand name, which emphasizes the spirit of excellence. Kalloy's Uno products are environmentally-friendly, lightweight, and thoughtful. As a result, the company is making an entirely new impression, and brand recognition has skyrocketed.

Kalloy's two major plants are located in Taiwan and Shenzhen, China. The plant has roughly 1,000 employees and accounts for 75% of Kalloy's output. The mid- and low-end products made at this plant are mostly supplied to local assembly plants and the European market. The plant in Taiwan employs more than 100 persons, specializes in high-end products, and accounts for 25% of the company's output. According to Kalloy Vice President Emy Liu, Kalloy produces around seven million stems and seat posts annually, as well as roughly five million handlebars.



▲Kalloy Vice President Emy Liu participates in the world's major bicycle shows, and has been tireless at expanding Kalloy's sales.



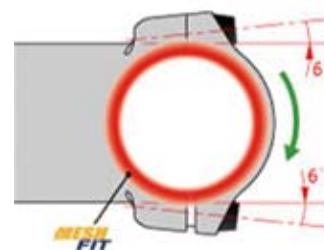
▲Chiu Wen-chi, Kalloy's deputy section chief in charge of marketing, has used a high level of creativity to burnish the image of the company's products.

## Making Innovative Breakthroughs

Kalloy has steadily upgraded its materials and product quality in recent years, and has made some technological breakthroughs. Product design emphasizes optimal stiffness construction ("OSC"), and computer simulations are used to ensure that products maintain adequate strength while pursuing the ultimate in light weight. Kalloy's newest seat post--the ASA105--features 3D forged 7050 aluminum alloy and titanium screws; it weighs only 87

g, and includes such exclusive design features as a Winglet Faceplate, Mesh Fit, and varying thickness.

Although die-casting is a relatively inexpensive process, it has the disadvantage of a poor surface finish, which is




▲Kalloy's Mesh Fit technology employs a 6° clamp angle, and can be tightened easily without the use of extreme torque.



▲ The ASA 105 stem weighs a mere 87 g--less than three strawberries!



► Kalloy's 3D forged BE 304 bar end is only 75 g.

sometimes looks as pockmarked as the surface of the moon. Kalloy consequently introduced an innovative ion coating surface treatment technology employing ions to apply a surface layer. This environmentally-friendly technology increases product abrasion- and scratch-resistance, while leaving a shiny finish that rivals that of forged products. Kalloy has also introduced all-carbon seat posts with quality meeting EN testing standards and weighing an astonishing 146 g. The very fashionable 6061 T6 3D forged BE 304 bar ends feature unique styling, inset screws, and a weight of 75 g. 



▲ Kalloy's highly original Winglet Faceplate (right) is distinctly different from the conventional design (left).



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