



EC EXCEL WIRE SDN BHD

COMPANY PROFILE



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ABOUT US

EC EXCEL WIRE SDN BHD, formerly known as East Coast Wire & Hardware Supplies, was incorporated in 2005, is a well-established mesh and wire manufacturer with 15 years of experience in Malaysia.

EC EXCEL WIRE SDN BHD has been awarded ISO 9001:2015 certification in recognition of the quality management system and SIRIM product certification licence (MS 145:2014) in 2014. We also registered under Ministry of Finance Malaysia as an authorised manufacture and supplier for government project. This is an important milestone for us to move forward.

Today, EC EXCEL WIRE SDN BHD has earned the respect and trust from the engineering, manufacturing, building & construction and agricultural industries for our commitment in innovation, quality and services. Our products are supported by qualified metallurgist and technical product specialist.

WHAT WE DO

EC EXCEL WIRE SDN BHD manufacture and supply wide range of steel and wire products for all field of industries in Malaysia. Our products include Welded Steel Wire Mesh (BRC), Galvanised Wire Mesh, Anti-Climb Fence, Welded Mesh Fence, Chain Link Fence, Steel bar, Hard Drawn Wire, Galvanised Wire, PVC Wire, Barbed Wire, Razor/Concertina Barbed Tape and various type of building materials.

EC EXCEL WIRE SDN BHD is devoted to give our customers the highest quality products and services. Our products are not only sold locally but also to worldwide. We wholeheartedly welcome every interested customers to contact us for further details on our products. We assure you that we will be your trusted partner in achieving success in your business.

VISION & MISSION

VISION

EC Excel will consistently achieve and exceed industries' standard to bring about total customer satisfaction by providing competitively priced quality products which will meet your requirements and services in the most efficient and effective manner.

MISSION

To be creative and innovative to meet market demands and grow our business and become one of the leading wire mesh manufacturer in Malaysia, and thereafter into a leading worldwide export manufacturer and dealer.

OBJECTIVE

- ✓ To provide our customers with the best added valued products;
- ✓ Maintain efficiency in all aspects of our operations;
- ✓ Provide a good and safe working environment for all our employees.

CORE VALUES

Excellence

We strive for excellence in every aspect of the company such as, the operation and administration, process and manufacturing and finally sales and customer service.

Customer

We believe our customers are the most valuable assets of the company and their satisfaction is our unfailing objective.

Teamwork

Every member of the company at all levels work as a team to meet the vision, mission and objectives of the company.

Innovation

We constantly seek innovation in our process and products to meet the changing conditions and demands of the market.

Integrity and Trustworthiness

We seek to uphold the value of integrity and trustworthiness in all our dealings and to build the company's brand and reputation

DIRECTOR PROFILE

Taking our company further

“Building our bridge towards success”

As the managing director, Ng Heng Hong leads EC Excel Wire management and organizational development into well growth and prosperous path. With his experiences in products sales, applying a strong expertise in decision making, long-term strategic planning, and the potentiality of EC Excel Wire is being reveal.

He is graduated from University Technology Malaysia by study Bachelor of Science in Human Resources Development (HRD) in the year 2002. As soon as he graduated he was hired by Benel Office Chair System in Singapore as an export marketing executive.

He worked and honed his skills in Singapore for a year before returning to Kuantan to help develop further the family business of hardware trading from the year 2003 to 2005

Not contented with the above achievements, he formed another company called East Coast Wire and Hardware Supplies at Batu 16, Jalan Gambang, Kuantan, in February, 2005. The company focused in fencing chain link manufacturing and trading in BRC iron mesh and steel bars.

He did the next logical thing in the year 2007 when he formed the company called EC Excel Wire Sdn Bhd to move upstream into manufacturing. The company specializes in manufacturing of wire mesh, BRC in sheet and roll form, CQ bar, various galvanized iron welded BRC, fencing and other products.

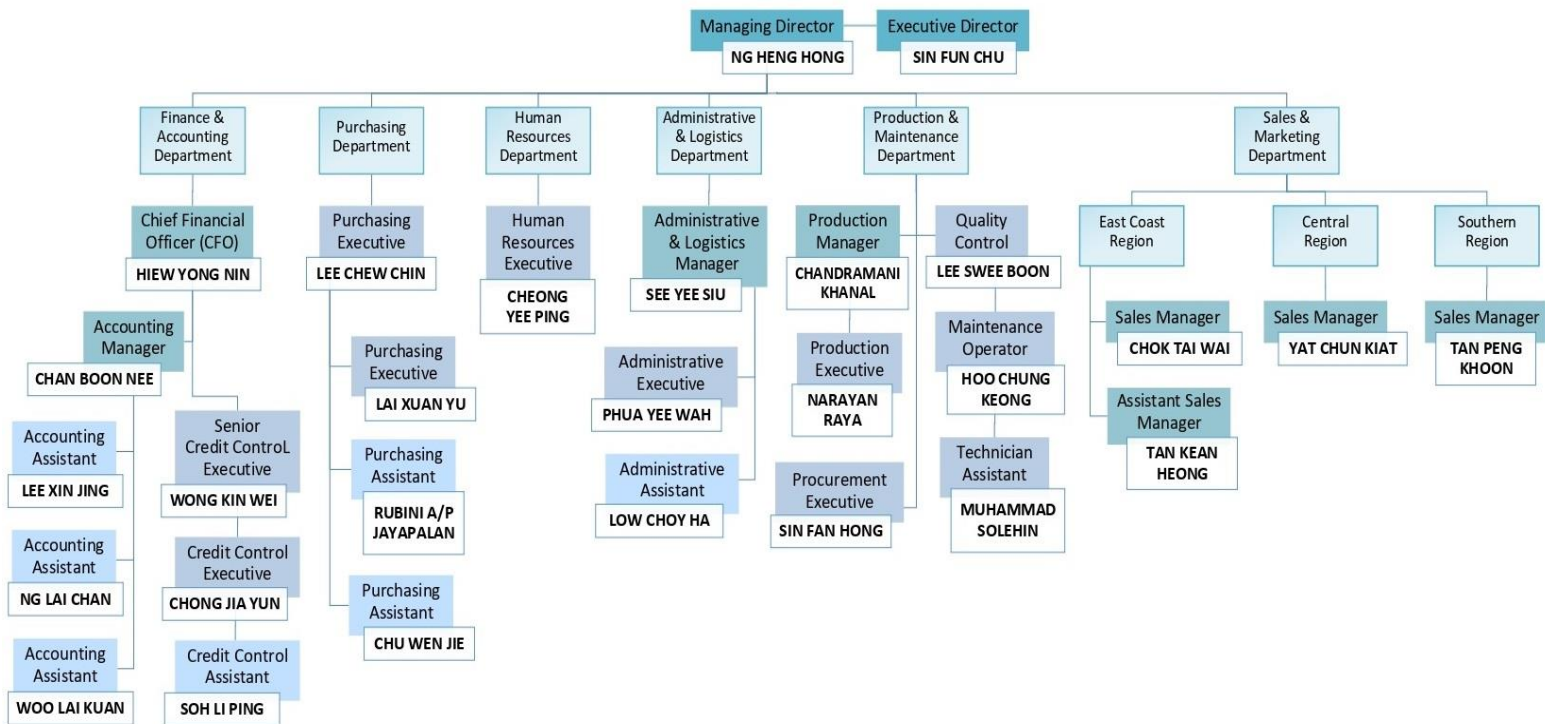
With more than 15 years of experience in the steel business, EC EXCEL WIRE SDN BHD has developed good business relationships with more than 500 customers across the region. Our sales network stretches across countries such as New Zealand, Australia, Singapore, Brunei, Indonesia, Thailand, Myanmar and Vietnam. Our diversified customer base includes smaller steel stockists, hardware and trading companies, as well as companies from the engineering, marine and construction industries.

Supplier Network

We have a strong sourcing capability and source our steel from established steel mills representatives around the world. With a diversified supplier base, coupled with our ability to purchase in bulk, we are able to source for and ensure high quality and competitively-priced supply of steel products and materials.

Samuel Ng (CEO)

OUR TEAM



EC EXCEL WIRE SDN BHD is helmed by founding members with a strong management team commanding extensive industry experience. The core team comprises of dynamic individuals with passion and dedication and are instrumental in developing the status and profile of the company as a reputable steel and wire manufacturer. Over the last few years, EC EXCEL WIRE SDN BHD oversaw significant growth and expanded regionally including exporting to other ASEAN countries, Australia and etc.

Our continued success depends on every employee, from back-end to the front office. Due to their relentless pursuit of excellence and commitment to high standards, our team has helped translate the Company's goals into substantial accomplishments over the years. Every member of the EC EXCEL believes strongly in the vision, mission and core values of the company.

Since our inception, our team has been growing extensively and it is our ambition to continue to differentiate our services while expanding our geographic footprint. Each employee is a specialist in his or her field. Together as a team, we make sure you are investing in the right places where you get the best returns, while building loyalty across every touch point.

Our people are the primary reason our customers recommend EC EXCEL WIRE SDN BHD to others.



- ✓ OUR EMPLOYEES ARE PRICELESS TO US
- ✓ COMMITMENT
- ✓ REACHING OUR GOALS

EC EXCEL INCOMING ORDER FLOW

1.0 MARKETING

The marketing divisions seek to achieve the following:

- Grow our customer base both locally and oversea in a consistent manner.
- To achieve the company's sales and financial targets.
- Build up a good relationship with all our customers and potential customers.
- Build up a good reputation for the company by marketing our products and services with honesty and integrity.

1.1 PURCHASING

The purchasing division operates with the following objectives:

- Maintain adequate stocks to meet the orders and ensure there are sufficient raw materials for manufacturing at all times.
- To co-ordinate with the operation staff and workers to ensure the efficiency of production.
- Build up a good relationship with the suppliers.
- Survey and update the company on the market price of the competitors from time to time.
- Build up a data base on the suppliers in market.

EC EXCEL INCOMING ORDER FLOW

1.2 PRODUCTION

The production division operates on the following guide lines:

- Practice the culture of maintenance of the machineries
- Reduce wastages by practicing wastage control
- Practice good quality control to ensure high quality finished products
- Maintain constant check on the finished stock to avoid lost of products
- To ensure all the wire rods meet up with the weight as ordered
- Ensure the productions meet the production schedule
- To co-ordinate closely with the marketing division to meet the orders
- Running a 24 hours production cycle everyday to meet the orders

1.3 DELIVERY

All delivery must be on time

- Always meet the customers' requirement
- Be friendly and polite when delivering the products and services
- Draw up the best delivery schedule by planning production effectively and precisely



2.0 RANGE OF PRODUCTS

2.1 WELDED MESH (BRC)





2.0 RANGE OF PRODUCTS

2.2 STEEL BAR





2.0 RANGE OF PRODUCTS

2.3 HARD DRAWN WIRE





2.0 RANGE OF PRODUCTS

2.4 GALVANISED WIRE MESH

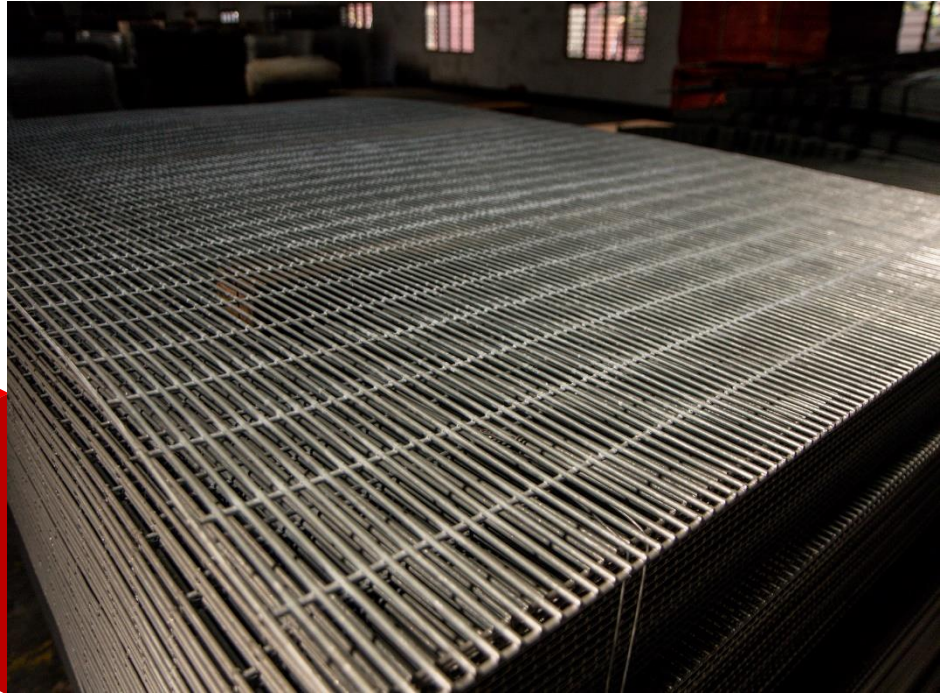




2.0 RANGE OF PRODUCTS

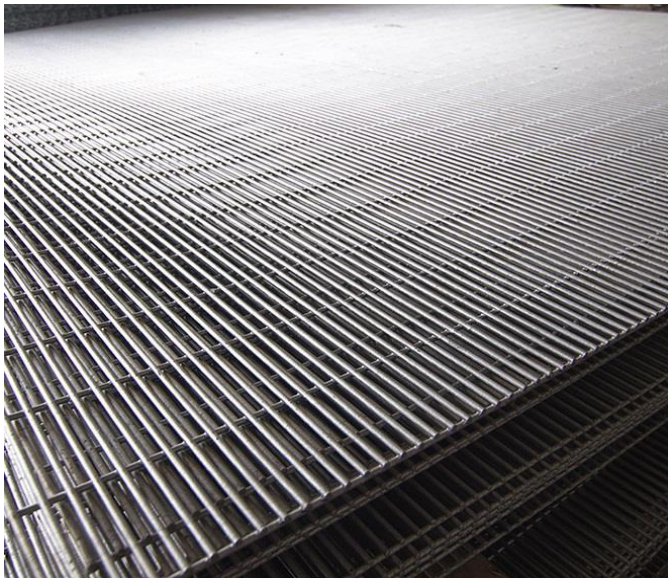
2.5 CHAIN LINK FENCING





2.0 RANGE OF PRODUCTS

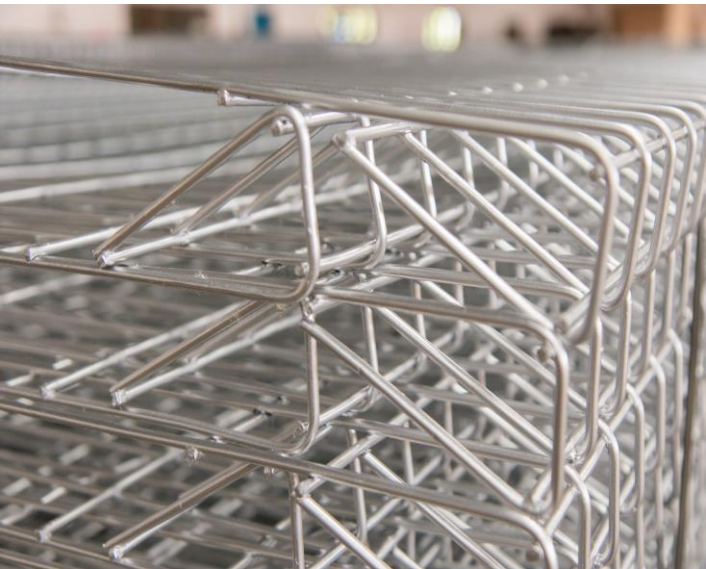
2.6 ANTI CLIMB FENCE

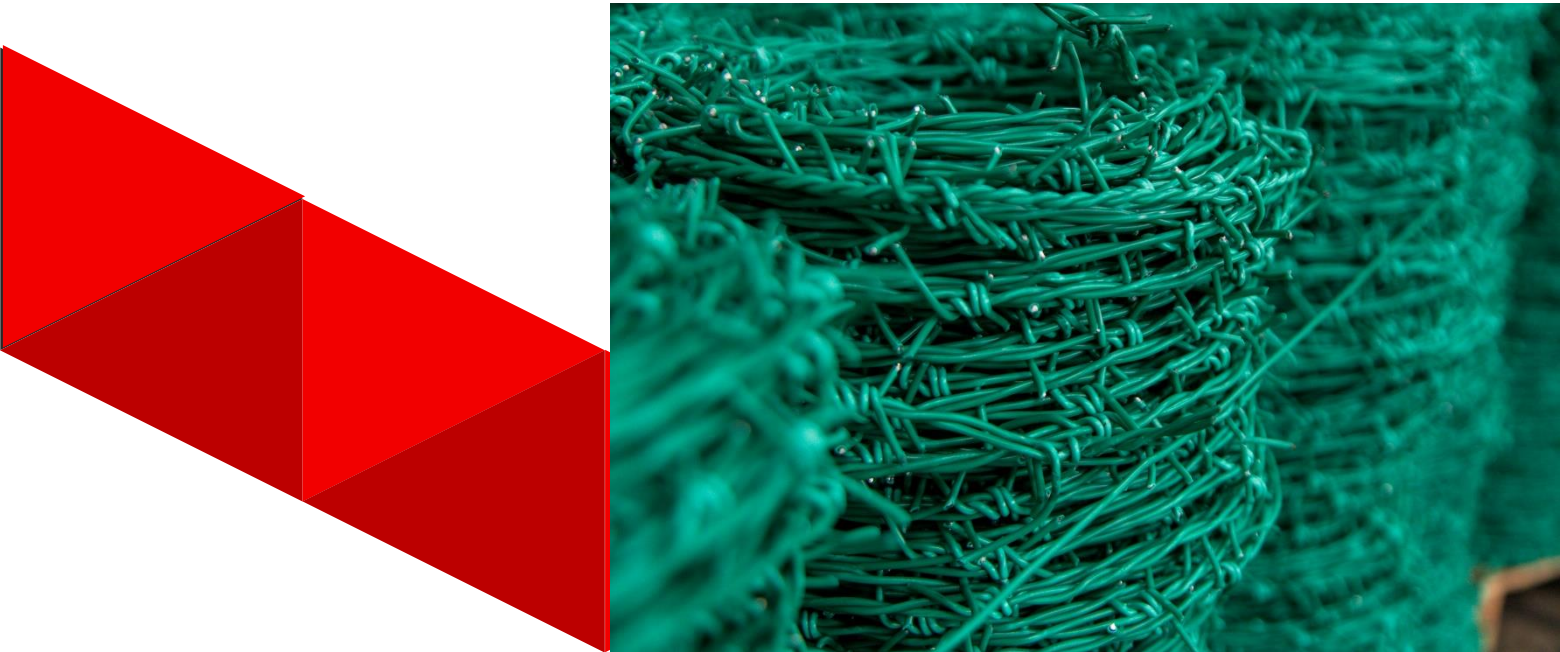




2.0 RANGE OF PRODUCTS

2.7 WELDED MESH FENCE





2.0 RANGE OF PRODUCTS

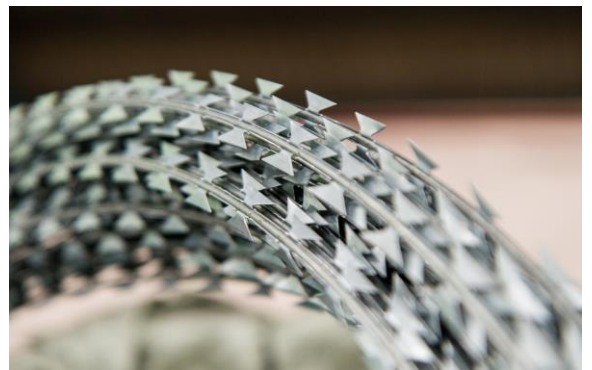
2.8 BARBED WIRE

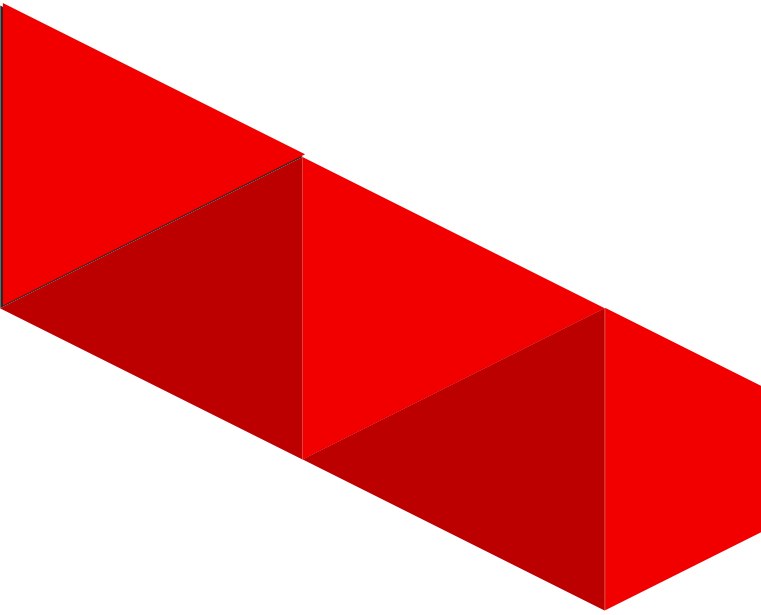




2.0 RANGE OF PRODUCTS

2.9 RAZOR BARBED WIRE





2.0 RANGE OF PRODUCTS

2.10 GALVANISED WIRE (GI WIRE)



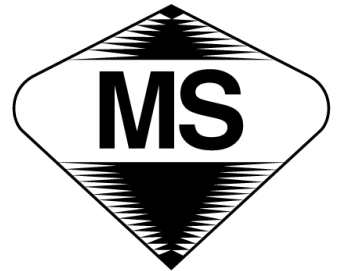


2.0 RANGE OF PRODUCTS

2.11 PVC WIRE



ACHIEVEMENTS



SIRIM



CERTIFICATE



074



**“YOUR INTELLIGENT CHOICE
IN REINFORCEMENT
SOLUTION “**



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