



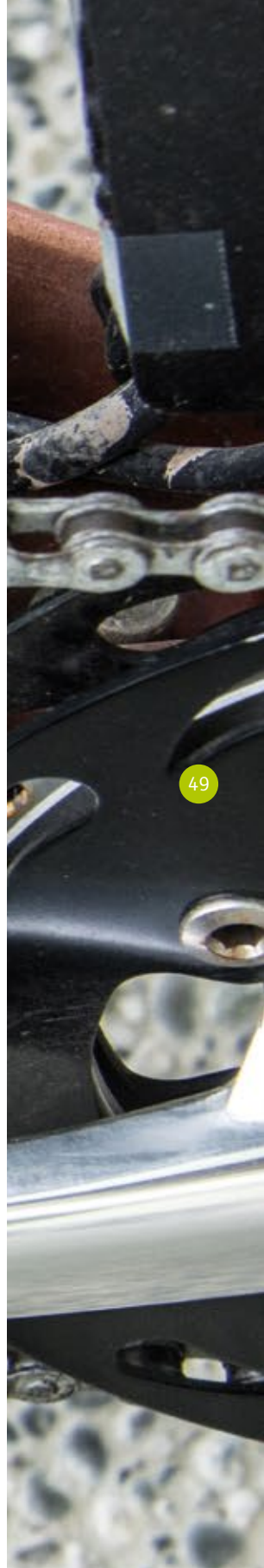
FITNESS & WELLNESS

RUNNING FOR SUCCESS

DK CITY

The history of DK City Corporation is marked by the ingenuity of the owner who cleverly found business opportunities by exploring different ways while constantly focusing on innovation and quality.

DK City was established in 1987 in Taiwan in the city of Taichung (which literally means “Central Taiwan”) making electric armchairs and beds for homes and hospitals. Most of the production was exported to Japan. To learn more about this important company, we spoke to Hans Huang, founder and president of DK City, and to his nephew Hsiung Huang, who is currently the Production Manager.



DIVERSIFICATION FOR GROWTH

A key year in the history of DK City was 1995 when Hans Huang decided to enter the fitness equipment sector with the objective of becoming a high-level OEM and supply to the world's major players of this sector by offering not only assembled and finished products but also design services that benefit from the company's long experience and know-how. Almost 90% of the production of fitness equipments is exported; Europe and the United States are the main markets amounting to 70% of the entire turnover. Recently, DK City has also launched its own brand - DK Fitness - for direct sales to the luxury market.

DK City's drive for innovation was unstoppable and a new product range was started in 2000. This time, the idea was that of eco-friendly personal transport systems, such as electrical scooters, then golf carts, battery operated bicycles, electric wheelchairs and electrically driven handle skateboards. In 2009, two more product lines were launched: the EZpro electrically assisted pedal bicycles and E-bike a totally electric bicycle. Today, their electric bicycles are sold worldwide, including in the United States and Europe, and Mr. Huang is confident that the other clean energy vehicles (golf carts, electric scooters and electric wheelchairs) will soon follow on the same tracks: "I believe that the huge Chinese market will soon open to these products and when that happens DK City will be ready with the right technology at competitive prices".

Today, DK City has four plants with approximately 500 employees to which another about 300 employed in the Chinese factory in the Zhejiang province must be added. Company's products are distributed in nearly 65 countries.

INNOVATION ALSO IN PRODUCTION

In 2014, they decided to stop outsourcing mechanical processing operations to improve the control over the entire production cycle. A dedicated plant for carrying out these processes was opened with all the required machinery like laser cutting, bending, punching and MIG welding. The centerpiece is an ADIGE Lasertube LT8.

"This has allowed us to revolutionize our business model and raise the quality standards of the manufacturing process. We used to outsource these operations to external job shops that use traditional methods. For example, they used punches to pierce the tubes and this caused deformation of the tube walls", said Hans Huang. "Now we can attract new high-end international customers which were once precluded".

To select the supplier, DK City conducted a market survey and compared the features of various systems, including the Lasertube LT8. In particular, they asked different competitors to cut the same part. The cycle time of the ADIGE Lasertube LT8 was much shorter than that of the competition:

1 minute 48 seconds against 4 minutes of the second fastest and this fact was important in the final decision.

Two loading options and three different un-loading positions are standard on the LT8 system and this solution chosen by ADIGE is highly appreciated because it offers a lot of operational flexibility. Last, but not least – is the programming; the ArTube software is ahead of others and makes the system "easy to use".

DK City is not just a simple job shop but has developed remarkable creative skills in-house. They now participate in all major exhibitions of fitness equipment all over the world to present products that are entirely designed and manufactured in-house. This is now possible thanks also to the LT8 which offers freedom in designing new parts with high quality and aesthetic appeal.

