Once a local-based hardware shop. Now a multi-million dollar business.

Shun Zhou, from its humble beginnings in 1988, transformed into a Total Solution Centre, supplying materials for the construction and maintenance of ships and oil rigs. Group Managing Director Albert Oon attributes its success today to their Core Values. The first being his team of dedicated 40 staff.

“Our people are our soul. Hardworking. Determined. Always persevering. Hand-in-hand, we have created Shun Zhou together”, says Albert Oon.

The Shun Zhou story depended on the team embracing growth through continual innovation into Robotics, an AI-based intelligent quotation system and an RFID based Enterprise Resource Planning system.

The company expanded its warehouse into a multi-storey complex, three times its former size, catering to a larger range and volume of inventory, newer machinery and the robotics fabrication facility to produce its own products.

Along with its people and infrastructure, Shun Zhou is also about a Customer First ethos, with the goal of delivering an extraordinary level of service. This professionalism is what customers and partners wanted. That ethos is ‘We Put Your Interest Above Ours’.

And Shun Zhou emphasised on excellence in quality. “Anything that goes out of my warehouse has to look as good as brand new. Our products represent our company. Our branding. And in the end, the customer will feel that buying from us is worthwhile”, says Albert Oon.

In 2013 & 2016, Group Managing Director Albert Oon won Entrepreneur of the Year Award. “We made it because of the faith and confidence our customers and business partners have in us. We look forward to becoming a world-wide conglomerate one day so that we can do more for our valued business partners, our staff and Society”, says Albert.

And to that end, the company has been giving back to society, through the Shun Zhou Foundation, a non-profit organisation to benefit the poor and old as a form of social sustainability.

To inspire the next generation, which Albert believes is the path to happiness.
To create synergy within the Shun Zhou Group, a Total Solution Centre was set up comprising of the IQS (Intelligent Quotation System), Inventory and Warehousing, Fabrication, Logistics and Products. Each of the components above is part of an overall ERP system (Enterprise Resource Planning) that multiply the group’s integrated capabilities and competitive edge, to the benefit of all their customers.

The total solution centre was designed to align with Shun Zhou’s mission, which is to supply mission-critical and essential pipes, fittings, valves and peripherals to the Marine, Oil and Gas industries augmented with the high level of responsiveness, excellent customer care, effective solutions and stringent quality assurance.

“A TOTAL SOLUTION CENTRE”

“THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS”
— Aristotle
At the heart of Shun Zhou’s operations is the information flow across its business processes, including its automated quoting workflow, called IQS (Intelligent Quotation System).

More than twice as faster as the conventional human intervention, IQS’s Self-Help mode operates via buyers dropping their orders (Excel or PDF format) into the system. IQS then uses OCR (Optical Character Recognition) and AI/machine learning to parse the document to create a purchase order. Chatbots are also used via mobile phones ordering to speed up this process, reduce paperwork and cut down error rates through authentication within the process.

This cut down manual and repetitive orders and allowing buyers to focus more on sourcing exotic products. Customers also have a ‘single point of contact’ across multiple interfaces, even when they are interacting with different members of the sales team.

Throughout the entire ordering process, notifications are sent to customers pro-actively, making the workforce more productive.

Besides streamlining workflow and productivity for Shun Zhou, IQS also provides a critical competitive edge for their customers who want to expand business opportunities without increasing experienced staff over heads. By keeping the overheads lean, both Shun Zhou and their customers can maximize revenue gains.
Along with the warehousing advantage, the Shun Zhou Group integrated an in-house fabrication facility within, to provide customers with the capability to customise their materials according to their requirements. These capabilities including: Precision Machining, Custom Fabrication and Modifications.

The Shun Zhou Group’s fabrication division has also introduced Robotic welding arms to speed up the fabrication process. Compared to an experienced human welder, which take 45 minutes to weld a piece of walkway grating, the Robotics arm can now do it in 5 minutes. Delivery time can be reduced by up to 70% and this also enhance our price competitiveness.

The Shun Zhou Group is able to provide warehousing support to help customers manage their inventories. This greatly defray cost in inventory management and is why customers prefer working with them.

The RFID enables the Shun Zhou Group to identify, track, manage and optimise the deployment of critical assets for improved business efficiency, ensuring that inventory is in the right place at the right time.

Visibility is improved with the real-time updating of inventory and less error-prone scanning.
ROBOTICS  Automation is a proven solution to create competitive advantage and better manage the increasing skilled labour shortage in Singapore. In terms of the welding operations in the Shun Zhou Group’s fabrication division, robotics frees up highly skilled welding professionals to perform more challenging tasks. This is achieved also with improved weld integrity and consistency, and a significantly increased throughput. It’s challenging for even the most skilled human welder to produce exactly the same quality over the course of an eight-hour shift. Fatigue quickly sets in when workers wear heavy, protective gear and assume awkward positions to properly present the torch to the workpiece. Robots are much better at this kind of work.

The first weld of the day is identical to the last. Modern robotics technology means even short runs are economic, capacity increases, and the human welder is kept safe. Robotic welding is definitely the future of metal joining technology.
The Awards and Products Display Area. This is the entrance into the Shun Zhou Showroom, where the Clients Room and Operations Team Area is housed. Designed with extraordinary attention to detail, incredible precision, and materials fabricated from our inventory, the showroom showcases the in-house fabrication skill of our team.

A little rough, but by no means dull, the industrial style is characterised by an individual unfinished concrete flooring, a pipe wall where our awards are displayed proudly, products display on the right and cross-sections of pipes in a wall of concentric display shelving. The main feature of this style is the unfinished look that focuses on combining bare and rough surfaces with a clean and flat finish. Its goal is to act as a showcase for all that is related to industry and manufacturing.
The Clients’ Room. Modern but not minimalistic, contemporary and original, the Showroom expresses a retro spirit of the Industrial Revolution. With a visual appeal that lies within utilitarian surfaces and salvaged objects, it lacks pretension and represents a hardworking, proletarian quality, celebrating humble materials. That is as affordable as you need it to be.

This stripped-back architecture is perhaps the best expression of the direct and open style of our preferred business relationships. What it represents is also the rigorous in-house R&D in fabrication technologies, in precision work coupled with high-speed accuracy.

“If you want to go fast, go alone. If you want to go far, go together.”
— African Proverb.
From the quotation process to pre-fabrication, warehousing, and packaging to final delivery, Shun Zhou provides customers a complete end-to-end solution, ensuring peace-of-mind.

With a well-trained and dedicated operations and logistics team in place, the entire value-chain also underlies stringent quality control procedurals and planned contingency measures as well.

Complementing Shun Zhou’s value-added services in Fabrication, Warehousing and Logistics, customers also benefit from the wide range of inventories, covering Pipes, Valves, Fittings and the peripherals. Coupled with the warehousing, pre-fabrication, and logistics to store, customise and deliver according to pre-arranged schedules, the Shun Zhou Group’s total Solution Centre provides a compelling reason to its preferred partners.
VALVES

CAST IRON VALVES
- FLANGE END GLOBE / ANGLE
- FLANGE END GLOBE SDNR (SCREWED DOWN NON-RETURN)

BRONZE VALVES
- FLANGE END SDNR (SCREWED DOWN NON-RETURN)
- GLOBE / ANGLE

Hose Valves
- CAST IRON FLANGE END HOSE GLOBE / ANGLE
- BRONZE FLANGE END HOSE GLOBE / ANGLE

Butterfly Valves
- LEVER HANDLE BUTTERFLY
- WORM GEAR BUTTERFLY

BALL, COCK, NEEDLE
- BRASS - BALL
- DRAIN COCK
- NEEDLE - BIB COCK
- ANGLE NEEDLE
- STAINLESS STEEL - FULL BALL
- REDUCING BALL

Air Vent Heads

BUTT WELD FITTINGS

45° ELBOW
- ASME/ASTM SA/A234 WPB
- SGP - SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

90° ELBOW
- ASME/ASTM SA/A234 WPB
- SGP - SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

TEE (STRAIGHT/REDUCING)
- ASME/ASTM SA/A234 WPB
- SGP - SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

180° RETURN ELBOW
- ASME/ASTM SA/A234 WPB
- SGP - SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

REDUCER
- ASME/ASTM SA/A234 WPB
- SGP - SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

Pressures

Seamless Galvanized Pipes
- ASME/ASTM SA/A53
- ASME/ASTM SA/A106
- API 5L GR.B
- SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

Seamless Carbon Steel
- ASME/ASTM SA/A53
- ASME/ASTM SA/A106
- API 5L GR.B
- SCHEDULE 40
- SCHEDULE 80
- SCHEDULE 160

Galvanized Steel Gas Pipes (SGP)
- JIS 3452
- BS1387

Steel Gas Pipes (SGP)
- JIS 3452
- BS1387

Flanges

Carbon Steel - ASME/ASTM SA/A105

Low Temp - ASME/ASTM SA/A350 LF2

Stainless Steel - ASME/ASTM SA/A182 F316/L

Duplex SS - ASME/ASTM SA/A182 F51/F60

Super Duplex - ASME/ASTM SA/A182 F53/55

Alloy - ASME/ASTM SA/A182 F5,11,22,91

High Yield - ASME/ASTM SA/A694 F52,56,60,65,70

Flanges
PIPE COUPLINGS & EMERGENCY REPAIR SOLUTIONS

GRIP TYPE • MULTI-FLEX TYPE • HINGE TYPE

CERTIFICATIONS

BARS

BRASS
• JIS H3250/3604BD
• ROUND, HEX, SQUARE

COPPER
• C1100
• ROUND, SQUARE, FLAT BAR

STAINLESS STEEL
• 304/316

COLD FINISH
• JIS G3123: SS400
• ROUND, HEX, SQUARE

ZINC ROD

GASES

• INDUSTRIAL GASES
• SPECIALTY GASES/ OTHERS
• PALLET
• MEDICAL GASES
• REFRIGERANTS

HIGH PRESSURE PRECISION TUBES

CARBON STEEL
• ST37.4 / ST 38 / ST52.4

STAINLESS STEEL
• ASTM A213/A269 TP316/L
• ASME/ASTM SA/A312/A269

COPPER STRAIGHT
• JIS H3300/C1220T

COPPER ANNEALED
• JIS H3300/C1220T

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PLATES & GRATINGS

PLATES
- SHIP BUILDING
- STEEL PLATES
- CHECKER PLATES
- BRASS
- COPPER
- LEAD
- GALVANIZED
- BLEACHING PLATES
- STAINLESS STEEL MESH
- PERFORATED SHEETS

GRATINGS
- GALVANIZED GRATINGS

COMPRESSION FITTINGS

STAINLESS STEEL, CARBON STEEL, BRASS
- FLARED
- FLARE-LESS
- THREADED

FITTINGS

STEEL/BRASS THREADED FITTINGS, THREADED REDUCING FITTINGS

FIBRE REINFORCED POLYMER GRATINGS

- SPARK-LESS
- CHEMICAL RESISTANT
- MOULDED
- GRITTED SURFACE

THREADING FITTINGS

SHUN ZHOU
SAFETY EQUIPMENTS

WELDING CONSUMABLES & SPARES