



We put precision in your hands™

BTS TOOLS MANUFACTURING (M) SDN. BHD. (534122-W)


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The BTS Group places the utmost emphasis in being precise when it comes to our customers. That means creating a culture where everyone in BTS works within a singular mind frame, from the highest levels of management to the executors of the smallest detail, so that nothing is missed in our goal for precision. All this culminating in a single goal - to put precision in the hands of our customers.



The Future with BTS Group

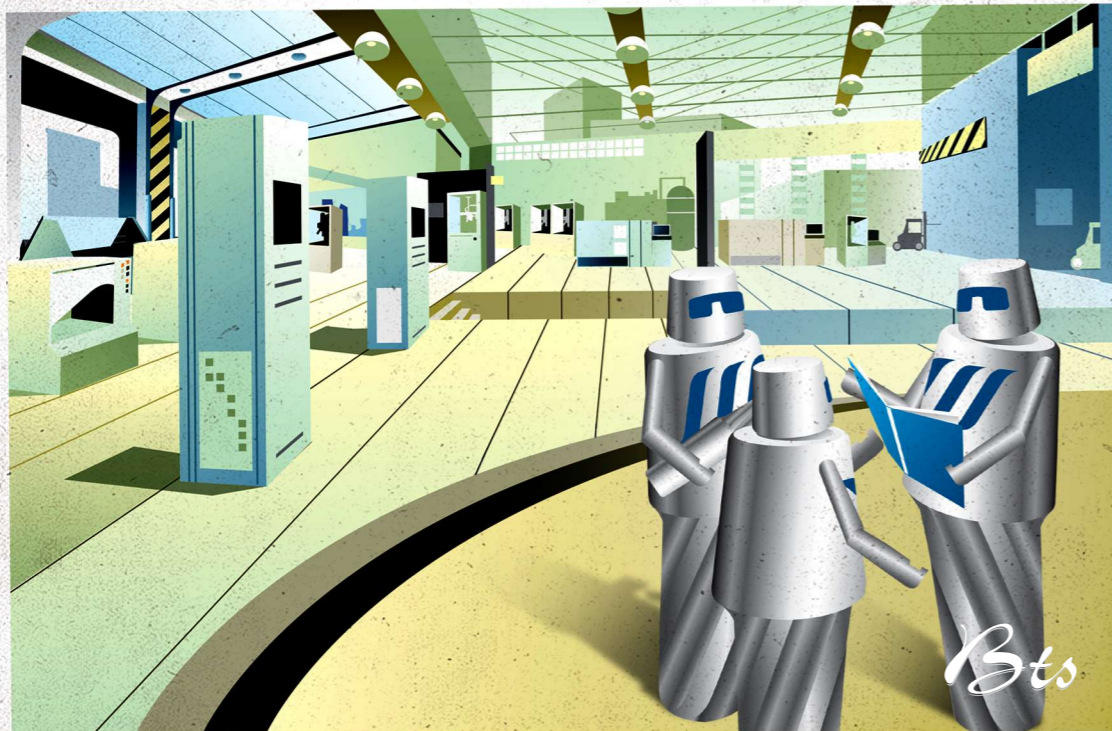
The near future will literally see BTS Group taking to the skies as the group is emphasizing focus on supplying special cutting tools, parts and components for turbine engine makers in the aircraft industry. Apart from that, the group plans on expanding its business to supply more precision cutting tools for surgical and dentistry purposes.

The BTS Group realizes the importance of its human resources when it comes to achieving its goals and therefore has always maintained a strict policy of only hiring qualified experts and well-trained personnel to manage and run the companies. This is a policy that the group will continue to enforce in the future in order to ensure its growth.

This new marketing direction is in line with its current vision of putting Malaysia on the list of global brand names when it comes to producing precision cutting tools. The group believes that the commitment of its resources to the country can help develop the economy that will not only benefit the BTS Group but eventually all Malaysians.



We put precision in your hands™



Company Background

The Precision Cutting Tools Specialist

Although the BTS group started off as a trading company, the group has seen itself expanding into many other sectors within the precision cutting tools business. Today, the BTS group manufactures one of the most sought after precision cutting tools in the region that uses a special blend of carbide material that includes:- drills, endmills, profile endmills, ballnose endmills, reamers, cutters, T-slot cutters, profile cutters, tapered endmills, radius endmills and airfoils among others.

BTS Group manufactures various precision cutting tools that are being used in HDD (Hard Disk Drive), Automotive, Aerospace and Medical Industries. Its expertise in crafting a wide range of precision cutting tools has made the BTS Group a trusted name among many machinery and equipment manufacturers in the SEA (South East Asia) region.

The BTS Group History

The name BTS first emerged when Mr. David Lim founded the trading company, BTS Tools Sdn Bhd in 1996. This company was solely involved with the trading of imported high tech tools from Italy and Germany.

However, within 4 years, as the company prospered with its trading endeavors, Mr. David Lim began to recognize the opportunities in tools manufacturing. With the vision of running a group of companies to better serve the precision cutting tools market, Mr. David Lim began diversifying the business by setting up a holdings company in the year 1999.

By the year 2000, the BTS Group set up its second company, BTS Tools Manufacturing (M) Sdn Bhd. As its name implies, this new company would begin crafting some of the most reliable products in precision cutting tools. Through the acquisition of a vital manual grinding machine, the manufacturing arm of BTS Group began conducting business with Honda Group of Companies.

Its business partnership with Honda Group of Companies was a turning point in the group's history that helped set off the BTS Group's impressive growth over the years that has remained to this day. It was only 2 years after the inception of the manufacturing company when the government began to recognize BTS Group's potential and supported the group by helping acquire the manufacturing company's first CNC grinding machine.

In the same year, BTS Group capitalized on the Mould and Die market in Thailand which eventually led to the forming of the BTS Tools (Thailand) Co. Ltd. company in Thailand to cope with the enormously positive response from the Group's northern neighbour.

BTS Group has also been involved in the HDD (Hard Disk Drive) sector since 2003 and this segment has also seen positive growth.

As the group continues to grow, the founder and its management is now ready to take it a step further. In the year 2007, BTS engaged in substantial branding exercises that is poised to make the BTS Group a recognized name in precision cutting tools crafting the world over.





Vision

To make Malaysia a recognized leader in manufacturing high-tech precision cutting tools.

Mission

To emerge as a high-tech company specializing in all aircrafts, cutting tools and tool components.



Organisation Chart



Profile of Directors

Mr. David Lim (Founder and CEO of BTS Group)

Mr. David Lim is the founder and the current CEO of the BTS Group. He is the man hugely responsible for developing the then fledgling trading company into a conglomerate of companies dealing in precision cutting tools.

His passion for mechanical engineering first developed back when he was a student. Following the completion of his General Certificate of Education after high school, he went on to pursue a diploma in mechanical engineering before going on for his post-graduate degree in a highly complex field - Mechanical Thermo Dynamic.

Upon receiving his post-graduate degree, Mr. David Lim obtained a job as an assistant engineer in one of the leading Japanese audio manufacturers, where he worked a couple of years before taking on a job as a mechanical design engineer at one of the German automotive equipment and power tools company.

Not long after, he was offered a job as a senior mechanical engineer at a foreign based company where he worked for 4 years dealing with telecommunication product designs and was a key person in decision making.

The next job he landed put him in a different role. As a project manager in one of the plastic injection companies for the national motorcycle project, Mr. David Lim was responsible with liaising with customers to develop new projects and communicating with various internal departments.

However, he still wasn't satisfied with that new role, and finally decided that he should pursue his own dreams. By 1996, only 8 years after his first job, he started his own company, the trading company called BTS Tools Sdn Bhd. Starting from a humble trading company, he has built himself a precision cutting tools manufacturing empire that has seen tremendous growth. Today, the BTS Group is an established name in precision cutting tools in Malaysia.

Company Director of BTS Group:

- /// Ms. S. F. Leong
- /// Mr. Peter Lim
- /// Mr. Jon Lim



Product Description



Precision Cutting Tools

/// HDD Industries
/// Automotive Industries

Tool Type	Function
Drill	Making step or straight holes depending on process. Tolerance +/- 0.002mm.
Endmill	To do milling process for square, round, radius or chamfer slots. Tolerance +/- 0.002mm.
Reamer (Step Reamer)	To ream a step hole for a more precise finishing. Tolerance +/- 0.002mm.
Cutter (Bore and Facing Cutter)	To make holes with precise tolerance. Tolerance +/- 0.002mm.

Aircraft Tools/Parts



Tool Type	Function
Profile Endmill	To do profile milling process.
Ballnose Endmill	To do radius milling process.
Airfoil/Vane	To compress air for the jet engine so that there is better circulation for the engine.

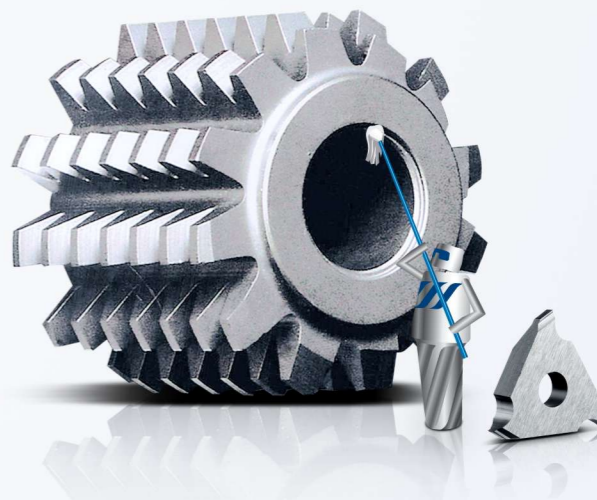
Medical and Surgical Tools



Tool Type	Function
T-Slot Cutter	To make slot holes.
Profile Cutter	To make profile holes.
Tapered Endmill	To do tapered milling process.
Radius Endmill	To do radius milling process.

Other Tools

Tool Type	Function
Profile Insert	To make profile shapes and cutting cycle time of one pass cutting.
Gear Hob	To make gears for watch movements and automotive gear shift level.



Technological Capacity

Major Machineries Acquisition



/// 2000

EWAG WS11SP Manual
Grinding Machine.

/// 2002

Ewamaticline CNC
Grinding Machine.

/// 2003

CNC Rotoline
Grinding Machine

/// 2006

Walter Helitronics Minipower
CNC Grinding Machine

/// 2007

Rollomatic Smart NP4



Branding - A Tool for BTS

As BTS Group emerges as one of the leading names in its field, it has become more important to develop the company name into a globally recognized brand. As such, the group began a branding campaign in 2007 to increase their brand recall. This include the creation of a new aesthetic brand image to communicate more clearly with their target audience.

Their entire branding exercise is summed up with their new slogan "We Put Precision in Your Hands". This slogan is chosen because the group wants to convey to the public that their utmost goal is to deliver tools of precisions. As "precision" also means being correct or right, this is a subtle message to the public that BTS Group will always be an entity that wants to do right by their customers.

The BTS Groups has also engaged in one of the boldest branding moves in the country. In order for BTS to be conceived as a Malaysian brand that is dominant locally and internationally, we are now involved in sports. In a bold branding move, BTS' decision is based on a few reasons.

First, BTS is aware that such a move will create awareness for the company in Malaysia. Sports is gaining a broader fan base, both in Malaysia and internationally.

This means exposure not only to the community of precision cutting tools manufacturers and buyers but also to the public who have never even heard of precision cutting tools. This creates brand awareness. When the public thinks of precision cutting tools, they will think of BTS.

Next, BTS is aware that global awareness is achieved through international exposure during telecast - live, delayed or recorded - of the sporting events. When this happens, a potentially new target group is introduced to BTS. This helps consolidate our position as a main player in field of precision cutting tools not only in Malaysia, but also internationally. As such, penetrating newer markets is made easier. All this fits in with one of our goals at BTS, to quickly start building BTS into a strong Malaysian brand name.

Our involvement in the sporting arena will also help position BTS as supportive of Malaysian participation in the global sports arena. BTS will be perceived as a company that gives back to society, thus creating a positive image for our brand, which is one that is caring and serves society.

BTS is fully committed to conceiving a strong brand image, and endorsing sports in Malaysia ultimately serves also to uphold the spirit of "Malaysia Boleh". It believes in the importance of national pride combined with a winning fomula for producing precision cutting tools of the highest quality to enhance its status worldwide as a premier manufacturer and supplier. This is a sentiment that is shared by BTS Group and their business philosophy.

Chronicle of Events

The BTS Group keeps itself active by participating in many corporate events, exhibitions, conferences and business functions in order to maintain the group's progressive growth. This is a commitment to its customer and staff to improve the quality of products and delivery of services. Here are some of the events that BTS has been involved in the last decade.

Corporate Events

/// 14th March 2003

Registered as MATRADE member in order to participate in MATRADE's Oversea Promotion Activities.

/// 31st March 2004

Registered as FMM Members.

/// 13th December 2006

Appointment as Member of the Evaluation Committee of Technofund.

- Member of Evaluation Committee will be assessing the overall aspects of the applications (technical/commercial) under the Advance Material Sub-Cluster.



Locations

We strive to provide excellent service coverage for our customers. That is why we have offices located in geographical key areas of our customers to provide them with the best services possible.

Malaysia



Northern Region

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Central Region

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Vietnam



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Come visit us here.



We hope to see you soon.