

PENNENGINEERING® EMPLOYEE SPOTLIGHT SERIES

HOW I THINK INSIDE THE BOX™

An interview with Larry Zhang, New Product Applications Manager, Kunshan, China

You've been a PennEngineering® team member since 2005. How has your work evolved since then?

I started my career at PennEngineering® nearly 15 years ago, working for our PEM® China division in Kunshan. My first role was Process Engineer, where I helped develop and optimize internal production processes for our machining team.

My career path eventually led me to New Product Development. As part of the PEM® China product team, I designed and developed a variety of fastening solutions for different markets and applications.

My interest in working directly with both our sales teams as well as our customers is what led me to my current role of New Product Applications Manager, which I began at the end of 2019. Today I oversee several engineers who support our PEM® and microPEM® customers throughout Asia. Our team also supports our colleagues and customers across Europe and North America.

How do PEMedge™ services give your customers a competitive advantage?

I consider PennEngineering® to be a next-gen company – we are always thinking ahead, innovating, and coming up with new ideas and fastening solutions for our customers.

The PEMedge™ value-add services we offer like teardowns, product testing, application engineering support, and now virtual consult services, allow us to seamlessly collaborate with our customers and help them develop new and innovative products that give them a competitive advantage.

Is there a secret to staying innovative?

Yes – I believe that teamwork, trust and respect all help our organization stay innovative.

Our engineers are highly skilled, independent problem solvers, but we're even more innovative when we come together as a team to discuss new projects and collaborate and share ideas with each other. There's a high level of mutual respect and team support – and that helps us bring bigger and better ideas to life for our customers.

What excites you most about the future of fastening solutions?

I think the use of new materials and a focus on sophisticated aesthetics will make the future of fastening solutions very exciting. We are already seeing great conceptual designs happening in our industry in regard to using new materials, even glass.

New PennEngineering® innovations like the PEM® GHOST™ Fastener Technology can help customers achieve a fully concealed fastener with zero visible evidence of disassembly once it's engaged – making it ideal for applications that require sleek aesthetics.



Larry Zhang
New Product Applications
Manager
PEM® China

In his 15 year career with PennEngineering®, Larry has enjoyed seeing first-hand the phenomenal growth of PEM® and microPEM® products in the global marketplace.

If you ask him what the key to continuous growth is, he'll suggest that you never stop thinking – always be looking for that next big idea.