



Ek Archery Research: Old hands with new bones

You may be familiar with the name Poe Lang, the Taiwanese archery manufacturer, but the family firm has now developed a specialist archery research branch to design products for the sheer joy of shooting.

If you have ever sold – or indeed used – a modern compound bow or crossbow there is a good chance that parts of it were manufactured by Poe Lang Enterprise in Taiwan.

Founded by Liu Chi-Chang in 1986 as an original equipment manufacturer for the major name brands in the archery industry, Poe Lang has been producing a myriad of quality archery equipment and components for 30 years.

Coming from the humble beginnings of mastering the traditions of wooden product laminates from his father, Mr Liu was introduced to archery by a friend and outdoor enthusiast.

He was immediately fascinated with the dynamics of bow limbs and saw the potential in improving performance through subtle alterations in fabrication techniques.

His passion for engineering and

innovation encouraged him to build his first crossbow and soon Poe Lang opened its doors.

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While becoming famous for the quality of its fibreglass limbs, Poe Lang fulfilled orders for North American archery companies, while Mr Liu and his team of craftsmen continued to develop their own designs.

Poe Lang's much-copied Jaguar crossbow and Cobra System pistol crossbows were the result of the company's belief that reliable and durable items could be produced economically for those who enjoy recreational shooting.

After decades of pioneering manufacturing solutions for the likes of Ten Point, Barnett, PSE, Bear Archery and Carbon Express, Mr Liu was keen to break away from OEM production to bring his own

innovative designs to the archery market.

Poe Lang's initial attempt at branding its products as "Perfect Line" was met with the typical technological copying that is prevalent in Asia and many competitors' populated the market with their own copies of its flagship models.

BUCKING THE TREND

Undaunted, Mr Liu and Team Poe Lang reconsidered their approach and built a diverse R&D team that would work closely with his craftsmen.

Mr Liu reflected: "We have an old proverb that applied to our situation: 'The best time to plant a tree was 20 years ago, the second best time is right now'. To penetrate a mature market like the world of archery we must go beyond innovation, we must get right down to the values and desires of the archer."