

永光

季刊

EVERLIGHT
QUARTERLY

2011 / Summer / ISSUE 17

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真正環保的大地自然色

Better Chemistry Better Life

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It takes up
whatever shape it imitates
PU, POLYURETHANE

做什麼、像什麼——PU聚氨酯



Everlight Chemical believes that the world would be a better place if better chemistry is applied to provide better life.

"Everlight Chemical" is a professional brand recognized by our customers, as well as all stakeholders, with the following four distinctive brand values:

永光化學相信，如能運用對的化學品讓生活既環保又有型，這個世界將會更美好！

作為一個被客戶及所有利益相關者認可的專業品牌，「永光化學」具有以下四個鮮明的品牌價值：



General Manager Wei-Wang Chen
總經理

陳偉望

BetterChemis

穩健可靠

Reliability

Everlight Chemical's brand trustworthiness is built upon the core value of integrity, determination to deliver promises, stable product quality and attentive services.

正派經營的理念、履行承諾的決心、穩定的品質與貼心的服務，奠定永光化學的品牌信賴感。

進步創新

Innovation

Focusing on core competency—Chemistry, infusing passion into R&D activities, Everlight Chemical pursues breakthroughs and progresses in chemical technology and its unlimited contribution to the humanity.

專注於化學本業，滿載研究熱情，永光化學追求突破與進步，讓化學對人類的貢獻，無止境地向前演進。

以客為尊

Client-Centric

Everlight Chemical's Quality Policy is "Customer Caring with Value Creation". Our mission is to help our clients achieving their success with our high-quality products, problem-solving solutions and technical supports.

關懷顧客、共創價值是永光化學的品質政策。我們以高品質產品、服務與技術支援，給予客戶支持，協助客戶邁向成功。

造福人群

Welfare

Proactively tackles global issues such as energy crises, climate changes, and aging population, Everlight Chemical makes positive contribution to the welfare of the society with our high-tech products. Everlight Chemical only manufactures products that are beneficial to the mankind.

永光化學積極面對能源危機、氣候變遷、人口老化等議題，提供高科技產品，對人類生活福祉作出具體貢獻。永光化學承諾只生產對人類有正面效益的產品。

Industry Better Life

永光季刊

EVERLIGHT QUARTERLY

「追求進步創新、發揚人性光輝、增進人類福祉」是永光集團的經營理念。透過《永光季刊》的發行，除了傳承企業文化、並與永光集團全球的股東、同仁、朋友分享願景、重要訊息、成果以及深刻的永光文化之美。

永光季刊 線上閱讀請上 www.ecic.com/quarterly



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Everlight Chemical believes that the world would be a better place if better chemistry is applied to provide better life. Infused with passion for the welfare of humanity, Everlight Chemical constantly develops novel products and solutions to make our world a better and more sustainable one, whilst supporting our customers' successes.

永光化學相信，如能運用對的化學品讓生活既環保又有型，這個世界將會更美好！

永光化學追求進步創新，以滿載的研究熱情，透過不斷的加乘與連結，創造出許許多多的可能。永光，以化學專業給予客戶最大支持，協助客戶邁向成功，也為美好的社會及永續的未來，做出具體貢獻。



台灣百大品牌頒獎典禮

TOP 100 TAIWAN BRANDS AWARDS CEREMONY



指導 / Supported by
經濟部
Ministry of Economic Affairs

主辦 / Organized by
經濟部國際貿易局
Bureau of Foreign Trade

執行 / Organized by
中華民國對外貿易發展協會
Taiwan External Trade Development Council




永光化學 獲選台灣百大品牌

Color Chemicals Sales Division II Sylvia Chien 色料營業二處 簡秀珊

Coinciding with the joyful celebration of the ROC's 100th year anniversary, the Ministry of Economic Affairs (MOEA) launched a Top 100 Brands of Taiwan selection competition as a response to Taiwan's achievements in industrial development and also to initiate a new era in Taiwan's brand development. Selection methods included quantitative data, industry peer assessment, consumer surveys, and interviews with opinion leaders in business, government, and academia. 100 Taiwanese brands were selected through these multi-faceted means. Through the selection process of the Top 100 Brands of Taiwan, the MOEA recognized Taiwanese corporations which have made long term branding efforts, in addition to encouraging investment of Taiwanese companies in brand management as a means to improve the international status of Taiwanese brands and achieve the vision of "a hundred flourishing, diverse brands".

It's not an easy thing to stand out from 498 corporations and become selected as one of Top 100 Brands of Taiwan. One must possess qualities such as being "respected, trusted, and popular". This is similar to a good movie: it must have good reviews as well as box office sales. The awards

ceremony was star-studded, with numerous celebrities presenting on the winner roster. Everlight Chemical is honored to be selected as one of the Top 100 Brands of Taiwan after nearly four decades of dedication, receiving the opportunity stand beside other corporations which have made quiet contributions to Taiwan over the years. It is a great honor to lead Taiwan towards the global market as a benchmark company ahead of the trends. As Everlight Chemical approaches the threshold of its 40th birthday, the distinction of being one of the Top 100 Brands of Taiwan is the most honorable and touching gift that we at Everlight Chemical could have wished for.

Everlight Chemical will continue to keep our brand promise of "Better Chemistry. Better Life." through our four core brand values: stability and reliability, customer-oriented services, innovation and progression, and benefit to the general public. In addition to Everlight's roots in Taiwan, we are also focusing on China and the global market. With 30 years of history in the corporate brand, we look forward to becoming the mega brand in the field of chemistry on the international stage after this recognition from the Taiwanese government and society. 

The Fourth on the right is the chairman of Everlight Chemical.
右四為永光化學董事長。

欣逢建國百年的重要時刻，經濟部推動「台灣百大品牌選拔活動」，作為回應台灣產業發展成果，並開啟台灣發展品牌新紀元。選拔方式包含量化數據審核、產業界互評、消費者調查及產官學等意見領袖訪談等，從多面相共同評選出100個台灣品牌。經濟部藉由選拔「台灣百大品牌」的活動，肯定長期深耕品牌的台灣企業，同時也激勵台灣企業投入品牌經營，提高台灣品牌的國際地位，達成「多元品牌、百花齊放」的願景。

想要從498家企業中脫穎而出，成為台灣百大品牌並不簡單，必須俱備「受尊敬、受信任、受歡迎」的條件，就如同一部好電影，除了要有好口碑也要有好票房。頒獎典禮會場裡眾星雲集，看板上的得獎名單星光熠熠，永光化學非常榮幸地在深耕近四十年的此刻獲選為「台灣百大品牌」，與過去在台灣默默付出、辛勤耕耘的各家企業，齊頭並肩站在舞台上，帶領台灣航向世界，成為掌握趨勢的標竿企業，實屬莫大的殊榮。在即將邁入四十歲生日的永光化學，「台灣百大品牌」的殊榮無疑地給了永光公司以及服務於這個大家庭的你和我，最令人驕傲且感動的禮物。

永光化學將以「穩健可靠、以客為尊、進步創新、造福人群」四大品牌價值，實現「Better Chemistry · Better Life」的品牌承諾。永光除了深耕台灣、著眼中國、行銷全球外，也期待經營三十餘年的企業品牌，在擁有台灣政府及社會給予的肯定後，能進一步推向世界之窗，站上世界舞台，成為化學的專業領域中的Mega Brand！



百大品牌活動簡介

台灣產業發展從OEM到ODM，再從ODM轉型至OBM，此一過程正好反映出台灣企業經過製造代工的洗禮，累積了堅實的製造實力，亦從設計代工的經驗，培養了豐厚的創新研發能力。無論是從B2B之觀點或是從B2C之角度，毫無疑問地，台灣企業已經在B2B品牌以及B2C品牌累積爆發之能量，因此，在歡慶建國100週年之重要時刻，經濟部推動「台灣百大品牌選拔活動」選出100個台灣品牌，作為回應台灣產業發展成果，並開啟台灣發展品牌新紀元。

花絮插曲

非常榮幸地，能與會這一場「百大品牌」的百年盛宴。從步入會場的那一刻，你就清楚的知道，在台灣能立足百大確實是至上的光榮！所有採訪媒體的鎂光燈閃爍，得獎企業的領獎人是唯一的焦點，當董事長從吳院長的手中接過這座「百大品牌」的獎座，坐在台下的每個永光人我想內心都是激動而驕傲的！當然，在未來品牌經營的路上，還需要更多的堅持和努力，也但願永光不負期待，能把這樣的品牌價值與承諾推上世界的舞台。



Here & Now



Apr 08

Everlight (Suzhou) Advanced Chemicals
蘇州永光

Starting this April, the 6 σ group offered the 6 σ courses in Suzhou and helped Suzhou colleagues to use the 6 σ techniques in the improvement projects.

今年四月蘇州永光正式導入6 σ ，6 σ 組每二個月派員講授基礎課程，並協助同仁運用於改善案中。

May 03

Orchard Park Hotel, Taoyuan
桃園桃禧航空城酒店

The Specialty Chemicals Business Unit held the Solving the Yellowing Problem of Polymer Resin technical lecture for the companies located in Dayuan and Guanyin townships.

特化事業處針對大園與觀音鄉之廠商，舉辦「解決高分子樹脂黃變問題」特化技術講座。



May 20~22

Beijing Great Hall of the People
北京人民大會堂

Congratulations to Honorable Chairman Mr. Chen Ding-Chuan for being awarded the World Chinese Entrepreneurship Model. 恭賀陳定川榮譽董事長，獲頒「世界華人創業楷模」榮譽。



May 24~Jun 02

2nd Plant, basketball court

二廠籃球場

To promote the friendship and teamwork among colleagues, the Electronic Chemicals Business Unit has held the 2011 Basketball Game Competition. Chao-Wen Lin, Assistant General Manager was responsible for the kick-off ceremony.

為促進電化處同仁間情誼交流及團隊合作，特舉辦2011年籃球競賽活動，由林昭文協理負責開球儀式，整場賽事精采刺激。

May 24~Aug 11

Electronic Chemicals BU

電子化學事業處

To support international toll manufacturing projects, Electronic Chemicals Business Unit has appointed the ELITE English Language Institute of Testing and Education to provide a three-month Japanese language training course after working hours.

因應日益頻繁之國際代工案，特委託菁英國際語言教育中心利用同仁下班後時間，舉辦為期三個月的日語訓練課程。



May 26

Tamkang University Taipei Campus
淡江大學台北校區

Everlight sponsored Tamkang University to hold the Economic Ethics Practice Conference and invited Dr. Sider from the Eastern University to give a speech in the conference. 淡江大學舉辦經濟倫理實務研討會，並與永光化學一起贊助邀請美國東方大學Dr.Sider來台為大家演講。

May 27

Howard International House, Taipei
台北福華國際文教會館

Dr. Sider from the Eastern University held an Economic Ethics Seminar at the Civil Service Development Institute. The topic was "Christian religion, world poverty and the Christian response".

美國東方大學Dr.Sider在公務人力發展中心，舉行經濟倫理研討會，講題為「基督信仰、普世貧窮暨基督徒的回應」，並得到大家熱烈回響。



May 29

Yang Ming Christian Church, Taoyuan
桃園揚名基督教會

11 Filipino employees of Everlight Chemical were baptized at the Taoyuan Yang Ming Christian Church under the blessing of Pastor Jian-Cheng Gong.

共有11位永光菲律賓外籍員工，於桃園市揚名基督教會，在龔建誠牧師的祝福之下，受洗成為基督徒。

May 30

Chihlee Institute of Technology,
Banqiao
致理技術學院

Wei-Wang Chen, General Manager, attended the opening ceremony of the 24th "International Trade Simulation Merchandise Show" in Chihlee Institute of Technology. 致理技術學院第24屆「國貿模擬商品展」，總經理到場參加開幕典禮，並與同學有愉快互動。

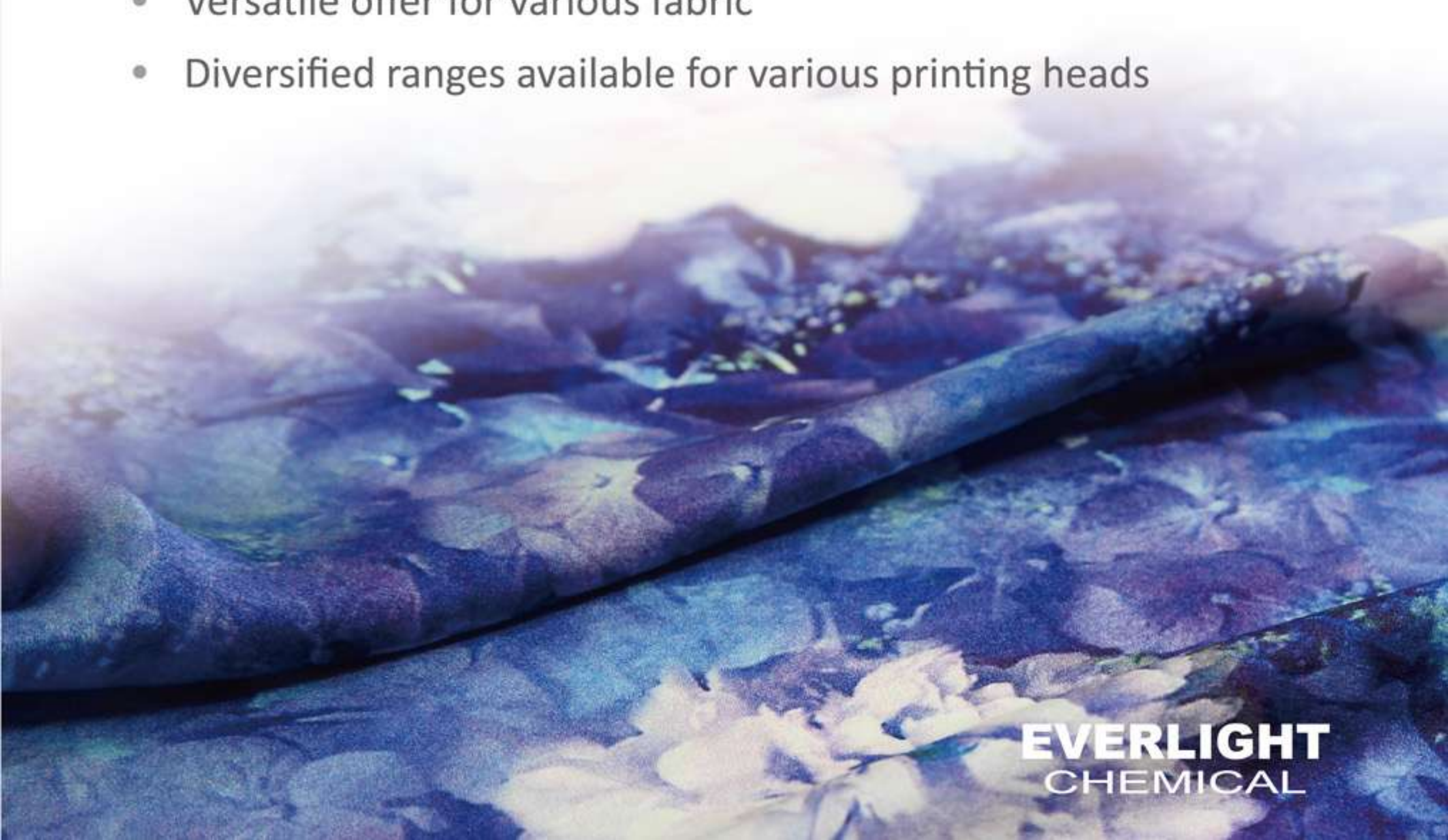


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EVERLIGHT
CHEMICAL



Jun 17

Ambassador Hotel, Taipei
台北國賓飯店

The Taiwan Business Council for Sustainable Development's "2011 members assembly and the One Movement Awards Presentation" invited Den-Yi Wu, the Premier of the Executive Yuan, to be the award presenter. Everlight was awarded for the promotion of the "Carpool incentive project" and the "Everlight healthy low-carbon campaign".

因推動「共乘獎勵專案」、「健康低碳運動」等具體事蹟，企業永續發展協會頒獎表揚。

Jun 20

Pharmaceutical Business Unit
醫藥事業處

Congratulations to the Pharmaceutical Business Unit for receiving the EU GMP certification from the Medical Product Agency, Sweden.

恭喜醫藥團隊同心協力，展現出世界級的水準，獲得瑞典官方核發的MPA EU GMP證明。



Jul 01

Xinyi Eslite, Taipei
台北信義誠品

The New Hope Foundation held the "Fun Creation Forum" at Xinyi Eslite to share the concept of ecological sustainability. Everlight Chemical joined speeches about learning the Taiwanese tourism and using the green marketing to enhance corporate favorability.

新希望基金會在信義誠品舉辦「FUN創意論壇」，給大家永續生態的概念，永光公司也一同參加認養造林計畫，並帶領大家一同認識台灣觀光以及學習用綠色行銷來提升企業好感度。

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- Improved productivity by less reprocessing risk
- Smart measure to reduce "Energy & CO₂" issues

EVERLIGHT
CHEMICAL

Everlight Entered Tianjin 永光集團進駐天津

We take great pleasure in informing you that, as of June 21, 2011, Everlight Shanghai Ltd. establish trading and warehousing branch in Tianjin in order to provide better service to customers in North China.

為就近提供更完善的支持與服務，滿足客戶需求、達成華北市場銷售目標，永光集團上海德樺貿易有限公司天津分公司於2011年6月21日開業了。

開幕當天假天津政協俱樂部舉辦開業感恩禮拜暨特化產品說明會，集團陳總經理親臨主持，陳如愛協理負責司琴、彭建鋒高專擔任司儀。在彭高專與永光團隊的連繫與努力，台灣CBMC、天津教會貴賓及客戶約90人齊聚一堂，獻上美妙的詩歌和禱告在感恩之中榮耀上帝並祈求上帝的祝福，在所有來賓的見證下，完成開業感恩禮拜和特化產品說明會。

感謝遠從各地出席的客戶們、天津西沽堂教會楊佳智牧師、天津崗緯路堂教會陳思竹牧師及教會讚美隊、台灣CBMC葉徽業副總幹事、聲樂家余秋芝女士，以及集團總部與上海德樺同仁全力支援。



功能定位：

- 展現永光集團企業文化與公司形象
- 拓展客戶達成預定目標
- 華北地區營銷及倉儲據點

Everlight Entered Southern Taiwan Innovation & Research Park, MOEA 永光集團進駐經濟部南創園區

Southern Taiwan Representative Office of Everlight was moved to Southern Taiwan Innovation & Research Park of MOEA on Jan. 3rd, 2011. At the same time, the office was renamed as "Science and Technology Center-Southern Taiwan, Everlight". We are looking forward to provide more diversified service with a brand-new appearance and perspective.



永光公司為了服務廣大的客戶群，展現公司跨足高科技領域的雄心與實力，特將南部辦事處遷往台南科技工業區，2011年1月3日進駐經濟部南台灣創新園區，並正式更名為「南台灣永光化學科技中心」，期待能夠以全新的面貌與氣象，提供客戶更多元的服務。

為了感謝神的恩典，使得搬遷平安順利，特於2011年4月14日，假園區內的國際會議廳舉行新址的感恩禮拜。

功能定位：

- 加強深耕南部客戶，提供多元完善的服務。
- 藉由南台灣永光化學科技中心平台，整合產、官、學資源，與客戶共創嶄新的未來。
- 配合公司跨領域整合政策，調整市場定位，提昇品牌及企業文化形象。



WISE COLLE

知性品薈萃

Exhibition Plans of Everlight 永光色料參展計畫

Date 時間	Name of Exhibition 展覽名稱	City.Country 展覽地點
2011 9/22~9/29	ITMA 2011 2011 國際紡織機械展	Barcelona.Spain 西班牙/巴塞隆納
2011 10/12~10/24	TITAS 2011 2011台北紡織展	Taipei.Taiwan 台灣/台北
2012 4/11~4/13	The 12th China International Dye Industry, Pigments and Textile Chemicals Exhibition 第12屆中國國際染料工業暨 有機顏料·紡織化學品展	Shanghai.China 中國/上海
2012 6/12~6/16	ITMA ASIA+CITME 2012 2012中國國際紡織機械展暨 ITMA亞洲展覽會	Shanghai.China 中國/上海



EVERLIGHT
CHEMICAL

“Higher Ground”

Overcoming difficulties leads to a more meaningful life

困境成就生命的高度

National Lo-Tung Commercial Vocational High School Selina Chen
羅東高商 陳彥菁

教育部中學生網站9910讀書心得比賽 特優獎

陳彥菁同學以「困境成就生命的高度」一文，獲得教育部中學生網站9910讀書心得比賽特優獎。她究竟是誰？大家都很好奇呢！

很高興《往高處行》作者曾玉明女士告知，已與彥菁同學聯絡上，也取得榮董首肯，即將安排「故事本尊、作者與讀者」的溫馨相見歡！

2011年6月13日彥菁同學在媽媽的陪同下，風塵僕僕的從羅東到來，情景宛如粉絲跟偶像之相見，在短短的半小時近距離接觸中，榮董慷慨分享畢生努力向上的價值觀，傳承無價、美好的成功經驗，我相信此行必讓彥菁同學的視野與氣度，因而豐盛、極致，祝福她！（文：總編輯）



This is the biography of Mr. Chen Ding-Chuan, founder and Honorable Chairman of Everlight Chemical Industrial Corp. It is written by Ms. Zeng Yu-Ming, depicting vivid life stories of a miner's boy from Tu-cheng, Taipei who learned, grew, fought and expanded by starting as a janitor of a chemical factory and created a kingdom in the chemical industry during the past 60 years of Taiwan's economic development, with an educational background of only primary school. Mixed with family life and business encounters, religious belief offered him strength to go on whenever there were extreme difficulties and anxieties, filling his life with joys of blessings. Via this book, accumulation of practical experiences and business running philosophies over 60 years are revealed, encouraging entrepreneurs and youths attain more; his personal experiences and religious perceptions are shared in the expectation of helping other lives to grow.

The writer of this article attended a writing contest held by the Department of Education with the reading report on "Higher Ground" and had a pleasant gathering with the leading role and the author of the book after winning the contest.

當我讀完這本書時，我心裡感觸極深；一位出身貧寒的獨立少年對自己的出處不引以為恥，反而盡心盡力的孝敬父母，不怨懟窮困的環境，反而吃苦當吃補，感謝上天的善待讓他有機會替家裡賺錢分擔父母的經濟壓力。

台灣早期的工業社會與現在服務業為主的時代已大不相同，科技的蓬勃發展使人類的生活更便利，陳定川先生過去的許多經驗我們只待追憶，無法親身體驗從中學習；唯有真正在資源匱乏的環境下生活過，才能體悟吃得苦中苦，方為人上人的道理。

相較於陳定川先生勤學耐勞精誠專一的堅忍精神，現代年輕人吃苦的能力每況愈下，做事情總是三分鐘熱度或遇到瓶頸就選擇放棄；但我認為所謂「堅持」不過是多撐幾秒罷了，把事情視為挑戰考驗自己的極限，面對每一場比賽都全力以赴，凡事不畫地自限，最後你會發現結果超乎當初所預料的好，這也是一個發掘自我潛能的契機。

書中提到陳定川先生以多付員工薪水感到光榮，讀到此我想起靜思語中的一句話：「施比受更有福」。從小父母就耳提面命地教導我們佈施行善不只在於種福田，更重要的是過程中幫助他人心靈獲得喜樂的那份充實感非筆墨所能形容；陳定川先生接受過許多人的幫助，深知此道理其箇中意義及可貴之處，當別人需要幫忙時他毫不遲疑伸出援手，透過無私的關懷將這份善心推己及人；或許是受到父母及各企業家的影響，我體會到助人為快樂之本的真諦同時在心裡發願：有朝一日我一定要回饋社會幫助弱勢。

陳定川先生從小就勤奮好學，不放棄任何一個學習的機會。從就讀國小就和大人一起上山撿木炭枯樹枝，到國小畢業出外在麵攤做童工分擔家計，在一場因緣際會下到中華化工當打雜小工友，而後一待就是二十五年，且這期間半工半讀，一路從工友、總務、會計、業務管理、高階管理人一步一步往上爬，扎穩根基；學習當老闆的器度與雅量，久而久之練就優異的管理能力和過人的溝通技巧以及卓越的待人處世態度，更深諳與下屬建立良好關係的重要性，陳定川先生就像塊尚未發掘的璞玉，經過不斷的琢磨讓光芒愈發亮眼。

媽媽常常說她工作的事情給我們聽，透過她的親身經歷讓我們明白職場上有些道理是亙古不變的黃金定律，其中最令我印象深刻的就是「別人不要做的事就撿來做」，媽媽說多做多學受益的絕對是自己，她也因此受到上司的器重拔擢；此相映照書中提及本位主義下，一般員工三不管的灰色地帶，陳定川先生更是發揮多做一點、多走一哩路的精神，勇於扛起責任。

陳定川先生更指出「謙卑」與「理性分析」的重要，由於陳定川先生的帶領，永光化學漸漸在國際產業中嶄露頭角，後來位居高科技企業龍頭，陳定川先生將一切成就歸功於他人和他所榮耀的主，其謙虛態度更獲得大眾的尊敬與愛戴；當台灣的股市飆升至一萬兩千六百點的高峰時，所有人都一窩風的拼命投資，陳定川先生卻不隨波逐流，他運用長年累積的經驗仔細分析利弊得失讓永光在此波投資狂潮中站穩腳步。

好學、進取、正直、寬厚、毅力、盡責、理性、信仰以及倫理道德觀都是陳定川先生的特質，學海無涯永遠不要棄學求知的慾望，把握機會讓自己更上層樓，為人剛正不阿切莫徇私舞弊，寬容待人美德必厚植民心，堅持堅持再堅持非到最後一刻絕不輕易放棄，勇於擔當承認錯誤，評斷事情要從多角切入，常懷包容感恩同理心，設身處地為人著想；若你具備上述品格那企業家的必修學分已到手，絕對會是下一代企業霸主中最璀璨耀眼的夜明珠。💎💎



彥菁同學並非永光眷屬，但因2010年7月參加中國生產力中心「女學生領導力培訓」課程，獲頒「最佳提案獎」，獎品為《往高處行》一書；閱讀後因著感動故寫下此心得。



Special Report
特別報導

Better Chemistry Better Life





Color Chemicals Sales Division II Eric Lin 色料營二處 林俊廷

Established in 1951, ITMA – the International Exhibition of Textile Machinery is the most important fair for textile machinery and chemicals in the world. Collecting all the latest technologies, ITMA is known as the Olympics of the Textile and Apparel Machinery Industry. The most expected ITMA will solemnly get on stage on September 22nd-29th 2011 in Fira de Barcelona Gran Via of Spain.

As a major member of the textile industry, Everlight Chemical Industrial Corporation endeavors to provide quality chemicals and services that create added value together with customers, expectating to become a high-tech chemical group that contributes to the

greater good of human beings. Our exhibition is based on the theme expression of “Better Chemistry - Better Life”.

Injected a great deal of R&D, technology and marketing resources in the coming ITMA, Everlight Chemical Industrial Corporation intends to demonstrate our state-of-the-art products, allowing visitors to perceive the technology innovations we have achieved and the commitment and persistence we have made in quality, so that all the guests sufficiently obtain the latest information of Everlight products. The following topics are further detailed in the subsequent text.

ITMA 國際紡織機械與化料展--誕生於 1951 年，是全球最大且最重要的紡織製造技術商展，匯集了各國尖端的機械、製造工藝、染化料等技術，被喻為紡織製造業的「奧林匹克」。2011年眾所期待的ITMA於9月22~29日在西班牙巴塞隆納 Fira de Barcelona Gran Via隆重登場。

永光化學身為紡織產業的重要成員，一直致力提供高品質化學品及服務，與顧客共創價值，期望成為對人類有貢獻的高科技化學企業集團。
永光化學針對本次展會，以「Better

Chemistry · Better Life」為展出主軸，投入大量的研發、技術和行銷資源，使來訪的貴賓感受到永光化學對產業技術的創新、承諾與品質堅持，並得到最新且充分的產品資訊而滿載而歸。以下這些參展主題，都有文章進行更詳盡的介紹。

一、數位紡織印花墨水：

數位紡織印花墨水：專利創新墨水技術，適用於棉與蠶絲等多種織物，具有以下特色：

數位紡織技術：不需透過傳統染整織布快速上著色





聚氨酯 (PU)：具防水透濕多功能貼合膠（右一為作者）



I. Digital Textile Printing Inks:

Patented innovative ink technologies applicable to cotton and silk fabrics with the following features:

- Free clogging & banding.
- Efficient & Eco-Friendly.
- Versatility for various fabrics.
- Diversified ranges available for various printing heads.


II. Critical Color Solution:

New generation products of special structures offer better compatibility and reproducibility for eliminating critical color issues, perfectly accomplish fashionable colors or render natural shade that float around the natural sky and earth.

- Non-photochromic yellow dyes for volatile colors.
- High Right First Time by remarkable reproducibility.
- Improved productivity by reduced reprocess risks.
- Smart measures to reduce "Energy & CO2" issues.

III. PUR functional adhesives:

High performance adhesives for textile laminations, eco-friendly and fully functionable for enhanced quality of human lives.

- High-temperature sterilization durable laminated textile products.
- e-PTFE, TPU, PU membrane lamination suitable.
- Hazardous substance free / environmental friendly. 

- 供墨順暢且無阻塞噴頭的問題。
- 環保且高效能。
- 適用於多種織物。
- 針對不同廠牌的噴印機噴頭提供解決方案。

二、難染色系解決方案：


新一代的特殊結構產品，展現更佳的相容性與再現性，可解決敏感色系的染色問題，完美達成時尚的流行色系或徜徉於天地間的自然色域。

- 色相穩定、無光致變性的黃色染料。
- 優良的再現性，提升一次對色率。

- 降低重修色風險，提高生產稼動率。
- 降低能源耗損和二氧化碳排放。

三、聚氨酯 (PU) 貼合膠：

多層膜功能性織物的貼合膠解決方案，兼顧環保與效能，增進人類生活品質。

- 耐高溫蒸氣殺菌之特性，特別適合醫療織物之貼合。
- 高黏性，適用於e-PTFE, TPU, PU膜等多層織物之貼合。
- 不含有毒物質的環保產品。 



Barcelona Gran Via of Spain 西班牙巴塞隆納

Barcelona is the passionate capital of Catalonia, an unforgettable city of art, culture and beauty. It has plenty of Gaudi's works, museums, concerts and it's FC Barcelona's football team homeland.

巴塞隆納是加泰隆尼亞自治區的首府。這是個令人難忘且充滿藝術、文化和美麗的城市。它擁有許多藝術家高迪的作品、博物館和音樂會，也是 FC Barcelona 足球隊的故鄉。



Digital Textile Printing —Digital Treasure of Ours

你我的數碼寶貝—數位印花

Digital technology, digital textile, “digital” is common seen in magazines and advertisements; digital processing is close linkage to our daily lives and works.

Digital Treasure of Dyeing Industry

In the dyeing industry, fabric printing is one of the dyeing techniques where colors and patterns are taken onto textiles. With traditional methods, patterns are mainly “printed by screen” onto the textile; but in digital printing, the color and pattern are sprayed onto the fabrics using inkjet printing method. We may find them in versatile objects in our daily lives; colors and patterns on substrates such as clothes, shoes, handbags, scarves, neckties, and handkerchiefs that we wear on ourselves as well as bedroom accessories, window drapes, wall-paintings in our homes may all be produced by digital printing.

Since digital printing has derived the high-contaminating, power-consuming and labor concentrated traditional dyeing industry into a state-of-the-art realm that is more environmentally friendly, faster and of great versatility;

therefore digital printing is digital treasure of dyeing industry.

Digital Treasure of Everlight

The Everjet RT-E5 series is a range of reactive ink for Digital Textile Printing (DTP) which is applicable inkjet printing of cellulosic and protein fibers especially that of cotton and silk; suitable for all digital printing facilities using piezoelectric type Epson print heads, including machines of Mimaki JV33, Mimaki JV5, Epson GS6000, Mutoh 1618, etc. Four main colors Yellow (Y), Magenta (M), Cyan (C), and Black (K), three auxiliary colors Red (R), Orange (O), Blue (B)) and three light colors Light Magenta (LM), Light Cyan (LC), Gray (G) are incorporated to compose a wide color gamut (a total of 10 ingredients) that fulfills all coloring needs of various graphics.

Digital Treasure of Ours

To DTP customers, the first aspiration for selecting inks is to maintain smooth printing; long-period printing cannot endure any blockage in the printhead; followed by the expectation of an instant production after re-starting the machine; the third aspiration falls on a high-

ting



R&D Center Sam Chen
研發中心 陳小山



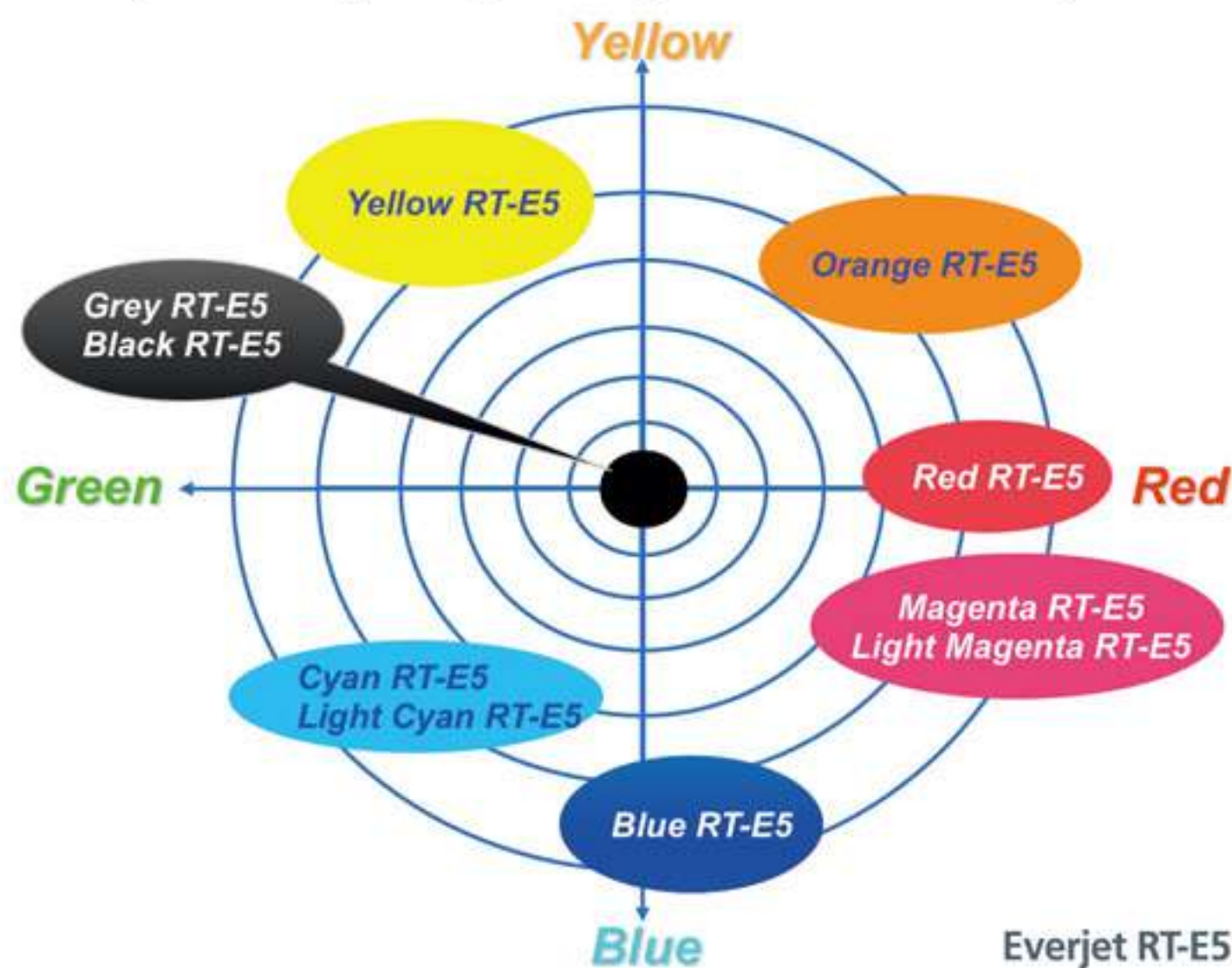
Technical Service/Marketing Division
Stone shih 技術行銷處 石坤旺

1. 客戶使用永光數位墨水之旗袍
2. 客戶使用之噴印機台
3. 永光使用之測試機台



stability of ink that gives consistent ink-flow and color brightness over a long-period of storage. In order to satisfy customer needs, Everlight purchased high-cost inkjet printers from Italy and performed long-term printing tests. All the new generation inks are subject to continuous printing over 100 meters. The result shows a nozzle blockage rate of less than 0.2%, ensuring the stability for the customer in long-term printing conditions. All inks are tested by inkjet printers furnished with different Epson printheads for ensuring the compatibility of inks to Epson printheads; all inks showed good moisturizing property to the printhead without blocking the nozzle. Durability tests are performed by prolonged storing at 60° C to -10° C temperatures; the performance and printing intensity are very good and stable after returning to the normal temperature, ensuring consistent quality of customers' production. Everlight attained several patents addressing technical breakthroughs, including 3 in DTP ink colorants and 3 in DTP ink formulation mainly for the elevated purity of stable ink colorants and formulated ink products.

Looking ahead, Everlight will continue to play the role of a DTP ink developer in the ink supply chain, providing the market with products that comply with inkjet printhead evolution as well as with customer needs, so as to satisfy the market needs. 🏠





“

Dyeing industry will no longer be a sunset business with Digital treasure!

You and I can be designers with the help of Digital treasure!

Lives are more colorful with Digital treasure!

有了數碼寶貝—染整工業不再是夕陽工業！

有了數碼寶貝—你我都可以是設計師！

有了數碼寶貝—人生越來越多彩多姿！”

常在許多雜誌或廣告文宣看到數位科技、數位紡織、數位……，數位與生活已是習習相關，工作上也不例外。

染整業的數碼寶貝

在染整業界中，印花是染色工藝之一，利用「印」的方式將顏色或圖案花樣呈現於紡織品上。在傳統印花工藝時，使用的方式是以「刮印」為主，在數位印花工藝則是利用噴墨印花機將顏色或圖案「噴印」於紡織品上。如果你留意生活的周遭，你會發現處處存在著它的蹤跡，如身上穿的衣服、鞋子、手中拿的包包、常用的圍巾、領帶、手帕及家裏的寢飾、窗簾、壁畫等等，上面的色彩、圖案都可能是數位印花的產物。

由於數位印花技術使得原本高污染、高耗能、高人力的傳統染整工業，變得更科技、更環保、更快速、也更多元化，所以數位印花可以說是染整業的數碼寶貝。

永光的數碼寶貝

Everjet RT-E5系列產品是永光色料事業處，新推出的高品質的反應性數位紡織印花(Digital Textile Printing, DTP)墨水，可適於纖維素及蛋白質纖維之噴印，特別是棉及蠶絲。凡是使用壓電式Epson噴頭之相關數位印花設備都可使用，諸如Mimaki JV33、Mimaki JV5、Epson GS6000、Mutoh 1618等機型。墨水顏色除了黃(Y)、洋紅(M)、青(C)、黑(K)四個主色外，還包括了三個輔色系：紅(R)、橘(O)、藍(B)及三個淺色系：淺洋紅(LM)、淺青(LC)、灰(G)，這樣豐富的顏色(10個品項)組合，可以滿足各式各樣的圖案色彩需求。



你我的數碼寶貝

對於DTP客戶而言，最希望能夠獲得列印順暢性佳之墨水為優先，長期列印不能阻塞噴頭；其次是希望設備停機再開時，能夠即時生產；最後是墨水穩定要高且安定，在長時間儲存下仍能夠墨水出墨及色光穩定。為了能滿足客戶之要求，永光不惜成本由義大利採購了噴印機，歷經了長期噴印測試，新一代的墨水都經連續噴印100米以上測試，噴嘴斷孔數都小於0.2%，此可確保客戶在長期列印生產條件下之穩定性。且為了能確保墨水相容於Epson噴頭，所有墨水都經不同Epson噴頭之噴印機測試過，墨水對噴頭保濕性佳，不會阻塞噴頭。另外也為確保客戶在運送、儲存及使用條件需求，所有墨水都經60℃及-10℃長時間的儲存測試，回到常溫後其列印性良好且力度穩定，此可確保客戶在生產時之品質一致性，針對技術的突破，永光申請的多項專利包括DTP墨水色料3篇及DTP墨水配方3篇，主要是能提供高純度之穩定墨水色料及其配方產品。

展望未來，永光DTP產品開發將以墨水供應鏈之角色，跟隨著噴頭發展及客戶需求，持續開發符合市場需求之產品。

Silk Scarf, Cheongsam and Digital Printing

2011 China (Shanghai)
International Printing Industry Expo

絲巾、旗袍、數位印花—中國印花工業展

Technical Service/Marketing Division Tim Wang
技術行銷處 王殷光



Textile printing is a very important part of the fashion industry. In the mean time, the process of textile printing also implies extremely high difficulty and complexity. New technology has brought textile printing into the digital era which provides more brilliant colors, higher efficiency and more diverse possibilities. Everlight supplies printing inks to support this new digital era. Therefore, Everlight is participating in the Expo to promote the printing dyes- the Evercion P range, and the digital printing inks – the Everjet RT range.

It is worthy of mention that this is the first time that Everlight has used silk scarves and cheongsams that are printed with Everlight's digital inks in the Expo instead of displays of chemicals and posters. With beautiful exquisite colors and superior feeling to touch, Everlight's booth attracted many visitors' attention. Thanks to the excellent visual effects and a clear theme of digital inks, some Chinese and international printing equipment manufacturers have inquired about the possibility of cooperating with Everlight. This is the positive benefit of

participating in exhibitions.

In the past, Everlight has defined its products as industrial products. As a result, it was difficult to find an appropriate product to display in the exhibition, and the only appeal we displayed was Everlight's image. However, in the 2011 Expo, we clearly represented the strength of Everlight products in the fashion industry via the demonstrated apparel fabrics. Although some visitors thought Everlight was a silk scarves manufacturer, we believed the experiential presentation would establish a model for our future exhibitions.

With the ambition to expand its international market exposure, Everlight has participated in more expos in recent years. Therefore, we need more diverse display contents and human resource support. To support this Expo, people from EVSH, CCBU, TSMD and R&D worked together to provide appropriate services for different consumers. All members with long-term mutual understanding have done their best to make all the functions work together. This should be the results of Everlight's culture which is deeply rooted in all employees. 

1. Digital Printing 數位印花
2. Silk Scarf 絲巾
3. Cheongsam 旗袍



“ We believed such experiential presentation will establish a model for our future exhibitions. 相信本次的展覽型態，為未來相關展覽會樹立很好典範——看得到、摸得著的體驗式展覽。

”

印花產業一直是流行的代表，是時尚工業中很重要的一環；同時印花布的製程也意味著極高的難度與複雜度。隨著科技的進步，印花產業已經來到數位的時代，給印花布帶來更多的色彩，更快速的效能，更多元的可能性。而永光在數位印花所扮演的角色，則是關鍵的耗材——墨水的供應商，所以此次參展的目的，就是為了行銷永光的傳統印花染料—Evercion P以及數位印花墨水—Everjet RT。

特別值得一提的是：這次是永光在紡織系列展中，首次以實際的成品——絲巾、旗袍型態呈現，全部展品皆由永光的數位紡織墨水所噴印的。由於花色精美，手感極佳，引起很大的迴響，成為展會中最“吸睛”的展位。歸功於視覺效果極佳，加上100%永光墨水噴印，主題訴求明確，一些中國或國際的設備大廠，紛紛探詢與永光合作的可能性，這也正是參加展覽會才有的正面效益。

在以往的展覽中，永光的產品都定位為工業級

產品，似乎跟民生端有一段距離，也不容易有明確的展品來襯托，因此主要訴求都是形象類別。而此次的展覽，清楚的展現出永光產品在時尚工(產)業的實力，雖然還是有為數不少的人以為我們是賣絲巾的，我想實品展覽在訊息傳遞上有其直接性的效果。相信本次的展覽型態，為未來相關展覽會樹立很好典範——看得到、摸得著的體驗式展覽。

隨著永光在國際市場拓展的企圖心，近年來的參展頻率隨之增加，展覽的內容更加多元，需求的人力層面更加寬廣。以這次的展覽來說，結合了上海德樺、營業一處、營業二處、技術行銷處、研發處…等多方人馬，依照不同的顧客性質，提供正確的服務。憑藉著永光團隊長久培養的默契，在第一時間大家就自動自發的發揮自己的功能，這應該是永光的文化特質深植在每個員工身上，才會有的效果吧！



Environmental Friendly Nature Shades

真正環保的大地自然色

Technical Service/Marketing Division Robin Pan
技術行銷處 潘垣宇



Both Shade and sensitive shades are so-called the tertiary color*¹ in chromatics. It is very difficult to reach the Right First Time (RFT) production with a normal trichromatic combination. However, in practice, any process is always subject to errors associated with the equipment and the technique used, and hence the final product will vary in quality. Everzol CS range, based on tertiary colors, is designed to provide the RFT solution for earth tone and sensitive shades in textiles.


大地色系與敏感色系大致上均屬於色彩學上的三次色*¹，若欲以三原色染出這些色系，一次對色相當困難，主要是因為三原色容易受到染程條件不同，以及色光微量偏差，而影響最終染色結果的一致性。Everzol CS系列是以三次色的基礎，提供紡織品敏感色系一次對色的解決方案。

The shade and sensitive shades represent the critical hue in chromaticity spaces.*² It is easily to shift in hue between the contrast colors, The result is very sensitive and distinguishable by vision. For example, the dark green color can cause yellowish hue to shift toward the bluish hue of the spectrum. Also, the brown color is between reddish and yellowish, while the grey color is between yellowish and bluish. Those sensitive shades, in practice, are very difficult to match exactly and the reproducibility is never perfect, since the dyeing process in the dyehouse is not always steady. There, shading or re-coloring become needed in order to satisfy customers' requirements. Most re-work will cause excess water and energy consumption, carbon dioxide emissions and high wastewater treatment. This will make people doubt whether the so-called shade are really environmental friendly.

To avoid the fatal re-work, the particular technical feature has been considerably developed and refined in robust production, allied with good quality and high compatibility of

novel dye range. The specification, consequently, is essential that three individual members of Everzol LX are compatible with each other, possessing similar dyeing behavior. For an examination of Everzol LX, the visual effect of any process random errors was so small as to render with bulk-bulk shade reproducibility.

For coloring nature shades, the Everzol CS range has utilized the tertiary color concept to approach the critical shade through one major color, and then to match the shade by shading with the other colors. As a result, the impact from the process variation will be relatively much lower than that of a traditional trichromatic combination.

Achieving critical shade shades- olive, khaki and gray- have long been a challenge for the textile industry. EVERLIGHT products, Everzol LX and Everzol CS, can be utilized very successfully with a breakthrough solution. At the same time, they contribute to minimize the environmental problems encountered in reactive dyeing. 



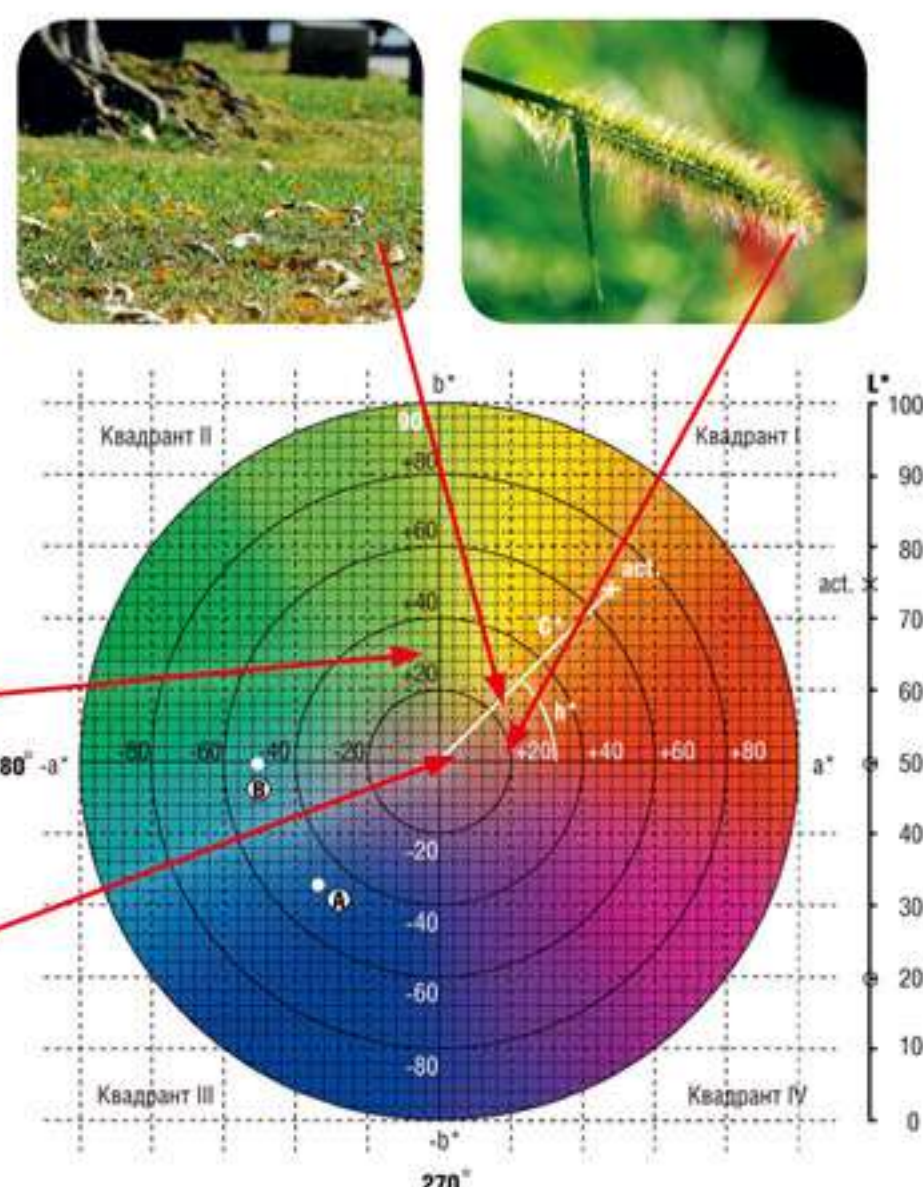
*1 Tertiary Color 三次色

Unlike primary colors so-called red, yellow and blue, a tertiary color is a color made by mixing complementary one primary color or black with one secondary color, in a given color space such as RYB. Meanwhile, the secondary color is a color made by mixing two primary colors. And the black is a combination each of RYB colors equally.

在染色應用中，人們習慣把紅、黃、藍三色稱為三原色，即基本色。實際上，紅、黃、青三種色光的染料是代表色的三原色；其他所有的顏色都可以用此紅、黃、藍三色以不同的比例混合拼成；等量的三原色相混合可以得到黑色。原色與原色相混合可以得到二次色。兩個二次色混合或者以任何一種原色和黑色拼合所得的顏色稱三次色。



*2 Shade around the color circle 環保大地色域座標



環保自然色與敏感色的色域幾乎集中在色相相對容易在對比色之間游移的區域*2，使人們的肉眼能很輕易地察覺顏色不同，例如軍綠色容易在黃色與藍色之間游移，棕色容易在紅色與黃色色相偏移而灰色容易在黃紅藍的色相中跳躍，這些色系在染色的製程中，容易因為製程參數的不穩定而導致了色相的偏差，而施染者為了符合客戶及消費者的要求與期待，不得不在染色中追加染料或者重新入缸修色，以符合目標色彩，如此反而增加了染色的資源、廢水處理及二氧化碳排放量，不禁讓人質疑，環保色真的環保嗎？

反應性染料以三原色施染的過程中，染料容易受到製程條件不同而影響最終的染色結果，要達到良好的再現性，降低重修率需仰賴染料的品質與優異的相容性，以Everzol LX系列的搭配可以達成在製程條件的異動不穩定的條件下，保持三支染料的不同步上色性，使色相上差異很小，降低重修率及批次之間的差異。

大地色、自然色落於三次色之中，以傳統的三原色容易因為秤量誤差或製程條件的變異而產生色相的偏差，Everzol CS系列利用了三原色的概念，以單支染料接近目標顏色，再以其他染料補足所需色光，以調色的觀點來看，較傳統三原色組合更為穩定，也因為單色就接近目標顏色，所以製程條件的變異，影響也就相對低了許多。

橄欖綠、土黃色、灰色等敏感的大地色系，長久以來就是施染者染色的難題，在環保色真的環保的質疑中，永光產品能夠提供真正的環保大地色，因為我們解決了討厭的敏感色。🏡🌿

It takes up what ever shape it imitates—

PU, POLYURETHANE

做什麼、像什麼—PU聚氨酯



R&D Center Joshua Ko
研發中心 柯子衡

"Come on, let's go take measurements for our water-resistant breathable coat." This is a common sentence people use, reflecting innovative promotion concepts that the company employs for its line of stick-on products, the EVERECO® Series; it is also a demonstration of employee welfare. PU, or polyurethane, is a polymer with versatile characteristics capable of structural design and being synthesized based on different requirements for making hard PUs that can shatter into pieces, soft and flexible PUs, and highly tough and resilient PUs. Furthermore, PU can be easily polymerized with other high polymers into compounds featuring low-temperature resistance, excellent resilience/toughness, and high adhesion force. Therefore PU products are commonly seen in versatile applications such as auto parts, sporting and leisure garments, interior building decoration, etc. A brief introduction is given with new perspectives and experiences for readers to further understand the PU material.

I. Auxiliary for color-fastness to light of textile

Bright and colorful clothing apparently increases quality of living in the dressing category. When the ozone layer gets thinner day after day, keeping the original color of clothes that we wear is becoming a topic worth studying. New types of PU auxiliaries for color-fastness to light are co-polymerized by special design of the PU structure, using

natural water as the solvent to perform dispersion and fabrication, eliminating the need of adding formaldehyde or other harmful solvents, and therefore taking account environmental requirements while increasing the color-fastness to light of the textile.

II. Adhesive for medical fabric

A medical care system is an important link in society that provides ailing people with good care and does its best to cure the injured. Medical care personnel are at the front line and confront all kinds of bacteria and viruses. Effective protection is necessary to prevent them from becoming infected and from impairing their own health and safety, so they can do their best to save the sick. Therefore "Medical Protective Clothing" plays an important part in this. The most commonly seen operating gowns in Taiwan are made of cotton fabric to be disposed of right after use. The protection effect is weak, and it is not environmentally friendly. In western countries, medical protective clothes are made by adhesion, and they can be recycled for re-use after high-temperature sterilization; therefore they are both environmental friendly and safe. Everlight EVERECO UR-200 medical adhesive gel is exactly produced for this purpose. Medical protective clothing using EVERECO UR-200 as the adhesive not only features strong adhesion and good resistance against water wash, it also endures 100




1. PU polyurethane auxiliary improves color-fastness to light of the fabric.
PU聚氨酯助劑提升織物之光牢度
2. Medical protective clothing offers sufficient final-line protection for medical care personnel.
醫護人員最後一線的防護罩～醫療防護衣

sterilizations at a temperature as high as 140° C and a pressure up to 2 atm, providing optimal protection for medical care personnel.

III. Application in optoelectronic materials

"What? PU can be used in optoelectronic products too?" A common question asked by people regarding application in this realm. In fact Polyurethane has already been used in many electronic products. Here are some examples: while cell phones are getting cheaper and cheaper and they are more frequently changed by the user, using PU adhesive to replace screws can effectively lower the manufacturing cost and increase the yield. The adhesive coating on optoelectronic panels can effectively improve optical and physical characteristics. These are the major directions of the on-going developments of PU.

The scope of development in chemical characteristics and applications of Polyurethane is quite amusing. It has multiple physical and chemical features just like the Swiss knife that have versatile functions. PU offers many opportunities for breakthroughs in realms where general materials with low molecular weights are hard to reach. 

「走啊，我們去套量一下防水透濕外套的尺寸」！這是最大家最近常說的一句話，也代表公司對於EVERECO®系列貼合膠產品上創新的推廣理念，以及員工福利的呈現。PU聚氨酯是一種多才多藝的高分子材料，可以按不同需要設計結構與合成，可做出「摔得碎的堅硬PU」、「橡皮糖狀的PU」或是有「高度韌性與彈性的PU」；此外也易與其他多種高分子材料共聚形成複合材料，擁有耐低溫、彈/韌性佳、黏著性良好與應用性廣等優點，所以常見於汽車材料、運動休閒服飾、建築內裝以及醫療器材等等應用領域。為了讓大家對於PU聚氨酯材料有更多的認識，在此作一些不同用途的簡單介紹，希望能讓大家有新的看法與體驗：

紡織日光牢度助劑：


色彩亮麗的一物，明顯提升人們「穿」的生活品質，所以如何在現代臭氧層日益變薄之際，能夠維持身上衣服原本的顏色，就成為一個值得討論的課題。新型態之PU聚氨酯日光牢度增進劑，經由特殊的PU結構設計與共聚合成，不添加甲醛等有害溶劑，即可使用最天然的「水」作為溶劑，進行分散以及製造，所以在提高紡織品光牢度的同時，兼顧對於環保的需求。

醫療織物貼合膠：

醫療體系是社會上很重要的一環，它讓病痛中的人們得到照護，並盡力使傷病者康復。而醫護人員站在第一線，在面對各式細菌、病毒時需要有良好的防護而不致被感染而損及自身健康與安全，才能盡力的救治病患；所以「醫療防護衣」即是其中重要的一個部份。台灣常見的「手術衣」通常是用過即拋的棉織品，防護力較不足，且不環保。歐美國家使用的「醫療防護衣」是以貼合方式製作，可在高溫消毒後循環使用，以兼顧環保與安全。永光EVERECO UR-200醫療用貼合膠即滿足此需求而存在，以EVERECO UR-200進行貼合之醫療防護布，不但具有強韌的接著力與耐水洗能力，更具有耐受140°C高溫2大氣壓消毒100次之耐久性，提供醫護人員最良好的保護。

光電材料用途：

「什麼？PU聚氨酯竟然可以用在光電產品上？」這往往是許多人對於此應用領域所問的第一個問題。PU聚氨酯其實已經應用在許多的電子產品之中，例如：由於手機越來越便宜、更換也越來越頻繁，使用PU黏著劑取代螺絲可有效降低製造成本並增加良率；光電面板上之塗層材料可有效增加製程中的光學性質以及物理性質等等，都是正在開發與進行之方向。

PU聚氨酯的化學特性及應用是一項很有趣的發展領域，它就像一把瑞士刀一樣，具備多種物理及化學特性。在一般小分子材料無法達到的境界，PU都有突破的好機會！ 

PUR Functional Adhesives

High Performance Adhesives for
Textile Laminations

- High-temperature sterilization durable laminated textile produce
- e-PTFE, TPU, PU membrane lamination suitable
- Hazardous substance free / Environmental friendly



EVERLIGHT
CHEMICAL

& Knowledge Growth 充電時刻



Knowledge is power:

- Characters
- BCMS
- Carbon Footprint
- TIPS

品格豐沛社會的內涵

BCMS降低企業的風險

環保減少地球的碳排放

TIPS提升專利的品質



Making Character First :

Building a Culture of Character in Any Organization

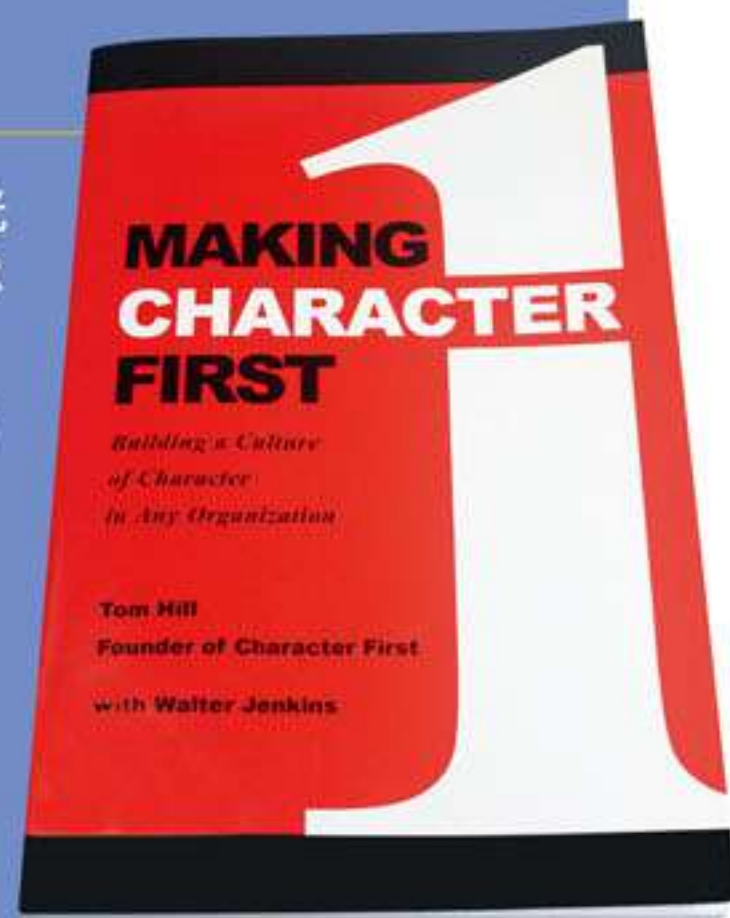
品格第一：建立品格文化在任何組織

Tom Hill

Tom Hill先生，1997年9月曾來台擔任「品格第一企業講座」講師，當時永光共有六十位主管全程參加；最近Tom Hill先生出版《MAKING CHARACTER FIRST》一書，新書中公開分享永光推動品格的案例。

Tom Hill先生認為品格是全世界共通的問題，不是單純的文化問題，而永光化學在1997年導入「品格第一®！」活動，是台灣第一家實施「品格第一®！」的企業。透過月會、公司網站、海報等，公開表揚壽星或員工的好品格，也將「品格第一®！」的精神融入公司活動。

十四年後的今天，「品格第一®！」仍持續有效運作；例如舉辦「兒童品格營」活動，由員工擔任志工來幫助員工子女及鄰近學校，共同紮根品格教育。「品格第一®！」讓員工充分發揮潛力，強化家庭價值觀，進而影響社區，甚至整個台灣，讓台灣成為亞洲品格第一的起點。（文：總編輯）



Everlight Chemical Industrial Corporation—
Taipei, Taiwan

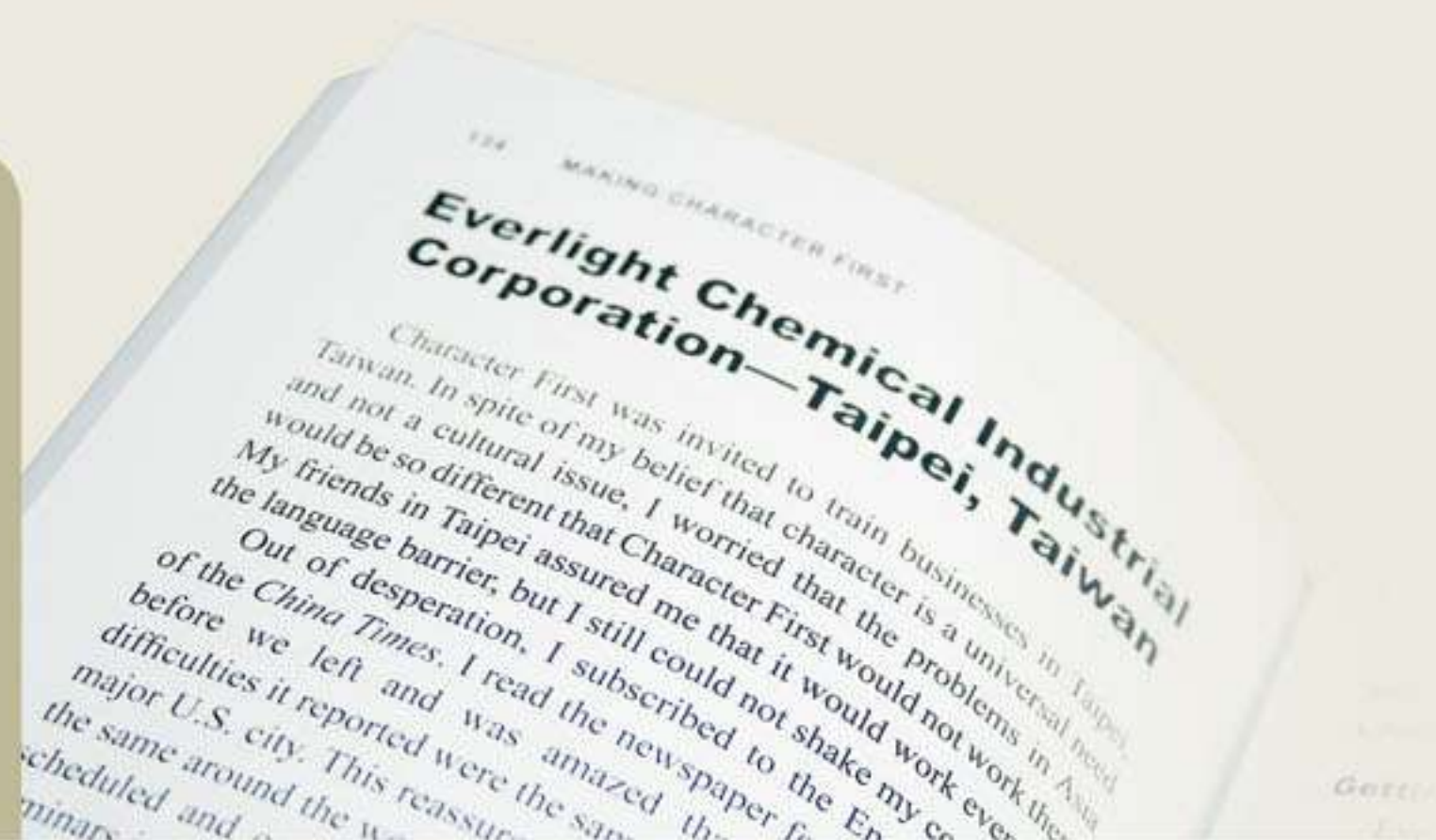
Character

First was invited to train businesses in Taipei, Taiwan. In spite of my belief that character is a universal need and not a cultural issue, I worried that the problems in Asia would be so different that Character First would not work there. My friends in Taipei assured me that it would work

even with the language barrier, but I still could not shake my concerns.

Out of desperation, I subscribed to the English version of the China Times. I read the newspaper for several months before we left and was amazed that the problems and difficulties it reported were the same as in any newspaper in a major U.S. city. This reassured me that character issues were the same around the world. With my confidence

本書作者湯姆希爾(Mr. Tom Hill)先生，畢業於俄克拉荷馬州州立大學電子工程學系，擔任Kimray公司董事長，從事油田設備和控制之製造。他亦是俄克拉荷馬州品格第一董事會成員，常應邀到世界各國演講。畢生致力於推動品格活動，鼓勵和幫助個人與家庭成長；共育三名子女與二十個孫子。（文：總編輯）
資料來源：<http://www.makingcharacterfirst.com/pages/about-tom-hill>



renewed, we scheduled and conducted the first of many Character First seminars in Taiwan.

A Revelation in Taiwan

The first major company in Taiwan to use Character First was Everlight Chemical Industrial Corporation, the country's dye industry leader. Everlight's founder and Chairman of the Board, Ding-Chuan Chen, had been teaching integrity and character inside his company since founding it in 1972.

Mr. Chen learned about the Character First training that was scheduled for September 1997 in Taiwan. He immediately recognized that the training would help reinforce Everlight's management philosophy: "The pursuit of progress and innovation, the stimulation of individual potential, and contribution to the quality of life."

Mr. Chen attended the training and brought 60 managers from Everlight. To his team, the three-day seminar was a revelation—and within four months, Everlight was implementing Character First company-wide.

Getting Started at Everlight

Everlight began by translating Character First materials into Chinese for its employees to read and discuss. It also began to praise for character in monthly meetings, on employees' birthdays, and daily, when anyone saw good character being exhibited. Some departments created a "character mailbox," and people who witnessed good character were encouraged to jot it down and drop it in the box. The boxes were opened during monthly meetings, and the character reports were shared with all of the employees. After the meetings, some departments also documented

key points on cards that employees can wear around their necks.

Everlight communicated the character qualities it expected in several ways, including publishing a quarterly magazine, using character cards and posters, and posting real-life examples of good character on the company website. The company began holding an annual celebration, with booths for its employees to play character games. Everlight changed its employee evaluation to include character as 20 percent of every individual's performance review. During job interviews, applicants were now required to answer questions about character.

Thirteen years later, Character First continues to be an integral part of the company. It has become a platform to help its employees reach their full potential, increase their families' sense of worth, and impact their communities.

Beyond Everlight

Mr. Chen's commitment to character training has grown beyond the implementation at Everlight—he believes character is essential for his community and Taiwan as a whole.

In December 1998, he assumed the role of Chairman of the Board of the Pei Ji Educational Foundation, with the goal of promoting character education throughout Taiwan. With the foundation, Mr. Chen has introduced character training to elementary schools throughout Taiwan and launched a summer camp near the Everlight factory, where many Everlight employees volunteer to help students learn character.

Taiwan was just the beginning of Character First's influence in Asia. We have now conducted seminars in Korea, Singapore, Indonesia, Malaysia, Mongolia, Philippines, Hong Kong, Macau, and China. 🇮🇹 🇨🇳



Sun Tsu's Art of War for the Business World: 企業界的孫子兵法：BCMS

Office of General Manager Tienwang Wu 總經理室 吳添旺

BCMS

Sun Tsu's Art of War: "The Art of War teaches us to rely not on the likelihood of the enemy's not coming, but on our own readiness to receive him; not on the chance of his not attacking, but rather on the fact that we have made our position unassailable." No matter what the reason is, once upstream supply chain is disrupted or production is suspended, these events will result in an inability to output goods. In turn, this may result in serious crises when orders cannot be fulfilled according to contract. The aim of promoting BCMS implementation, early planning, adopting and continually practicing various BCM programs is to reduce the incidence and impact of disasters while ensuring business sustainability.

Natural and Man-made Disasters Arrive One After Another

Scenario 1: Compounded serious disasters hit the Tohoku region of Japan on March 11th, disrupting power supply and road transportation. The nuclear disaster at Fukushima nuclear power plant forced hundreds of thousands to evacuate their homes because of the dreaded threat of nuclear pollution.

Scenario 2: Osama bin Laden was killed by US operatives on May 1st; terrorist organization threatened to launch attacks in retaliation.

In the face of a string of natural and man-made disasters, catastrophes and climate changes, we must adopt various pre-emptive responses and contingency measures as soon as possible in order to reduce the possible impact of these disasters and avoid

operational disruptions.

In response to Scenario 1:

Initiate the 311 Emergency Response Project

Investigate immediately which raw materials were purchased from Japan. Have suppliers been affected by the disaster? What is Everlight Chemical's current raw material inventory like, and what volume of materials is currently in transit? Will the delivery of subsequent orders be affected? What actions need to be taken for those raw material items that have been classified as high risk? When necessary, activate the backup and support program, so the 311 disaster will have a minimum impact on our side.

In response to Scenario 2:

Review Carrier Transportation Risk Management

A full series of attacks by terrorist organizations could result in product supply disruptions. Purchasing units and sales units must submit separate Carrier Transportation Risk Management reports for review. All carriers should be required to submit a written response regarding potential political risks, including whether the carriers have risk management systems in place, what specific risk management actions they have adopted and so on.

Practice Repeatedly to Go From Unfamiliar to Skilled

The risk assessment made for BCMS primarily addresses events which have a sudden impact or harm, outside of the scope of our daily management responsibilities. What precautions can we take

孫子兵法：「用兵之法，無恃其不來，恃吾有以待也；無恃其不攻，恃吾有所不可攻也。」不管任何原因，一旦供應端的供貨中斷、或我方生產被迫中止，都將造成貨品無法輸出，訂單無法依約履行的重大危機。推動BCMS、及早規劃並採取各項BCM計畫並持續演練，就是要降低災害發生機率與衝擊，確保企業永續經營。

天災人禍，紛至沓來

情境一：日本311複合式重大災害重創日本東北地區，供電能力與道路運輸中斷！福島核電廠重大核災事件更迫使數十萬人撤離家園，核污染令人聞之色變！

情境二：賓拉登於5月1日遭美國獵殺身亡；恐怖組織揚言將發動恐怖攻擊進行報復。

面對接二連三的天災人禍、氣候丕變，我們必須儘早採行各項預應及應變措施，以降低各項災害所造成之衝擊、避免營運發生中斷。

因應情境一：啟動311緊急應變專案

立即清查有哪些原料是從日本地區採購？供應商是否受災？

beforehand? What residual risk factors must we continue to focus on after implementation of these preventive measures? We should then develop appropriate contingency plans and pursue continuous training and revision so that all employees become familiar with them. So that these responses become habits, become natural reactions, so that in the case of disaster our emergency response will be conducted effectively right away, with great familiarity with the response measures.

At the same time, through crisis management plans made in advance, all units can communicate and deal with all stakeholders (table 1) effectively in the shortest possible time after disasters occur. When these stakeholders clearly understand the correct facts about the incident, this will minimize the impact and harm that this information may have. Various units can then begin the recovery plans which have been prepared beforehand in unison, so that normal operating standards are reinstated in the shortest possible time.

Always Be Prepared

When companies plan and prepare properly, they can keep risk incidence and severity of risk to a minimum! Construction of BCMS and sustainable development of various BCM programs is the equivalent possessing Sun Tsu's Art of War for the business world. There will be no need to fear either internal or external operational risks anymore! 

永光現有原料庫存&在途數量如何？後續訂單交運是否受影響？被列為高風險的原料項目，需採取何種應變措施？…必要時應啟動備援方案，讓311災害對我方之衝擊降至最低。

因應情境二：檢討「承運商運輸之風險管理」


恐怖組織全面發動攻擊，有可能造成供貨運輸中斷。採購單位與銷售單位要分別就「承運商運輸之風險管理」提報檢討。應要求所有承運商針對「預應潛在政治風險」提出書面回報，包括該承運商有無風險管理系統、採取哪些具體風險管理措施等等。

演練操兵，從生疏到純熟

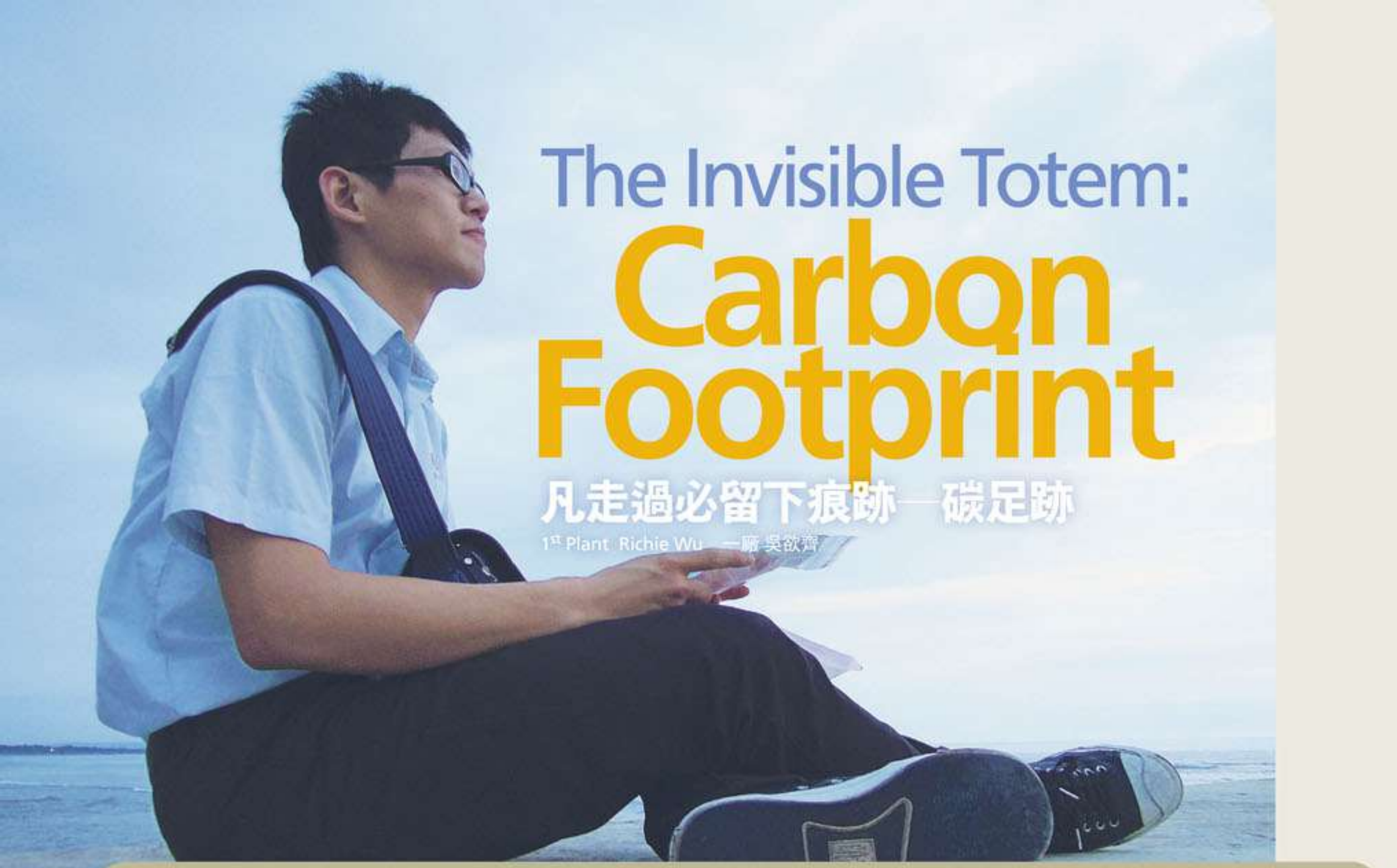
BCMS所做的風險評估，最主要是要針對突如其來、超出我們日常管理範圍的危害衝擊事件，我們可先備有哪些預防措施？執行這些預防措施之後，還有哪些殘餘風險必須繼續關注？進而發展相應的應變處置方案，並且透過持續演練與修正，讓所有同仁都能夠熟悉，變成一種習慣、一種直覺反應，以便萬一災害發生時，能在第一時間就以熟練的處置經驗，有效的進行緊急應變。

同時，透過事先做好的危機管理計畫，各單位在災害發生後最短時間內，便對各利害關係者(附表)進行即時有效的溝通與各項處置，讓這些利害關係者能清楚了解到事件之正確資訊，就能將此部分之危害衝擊降至最低。各單位也能依照事先準備好的復原計畫方案水平展開，期在最短時間內恢復到正常營運水準。

居安思危，有備無患

企業做好規劃與準備，就能將「風險發生機率」與「嚴重度」降至最低！建構BCMS、持續發展各項BCM計畫，等於是擁有企業界的孫子兵法寶典；對內外部之營運風險，是沒在怕的啦～～

The Needs and Expectations of Stakeholders 利害關係人的需要與期望	
Interested Party 利害關係人	Primary Needs and Expectations 主要需要與期望
(1) Supervisory nization/group 主管機關團體	Compliance with government laws and regulations 遵守政府法令法規要求
(2) Client 客戶	Products that are high in quality and affordable 產品品質好、物美價廉
(3) Shareholder 股東	Sustained profitability, high degree of financial transparency 持續獲利，財務透明度高
(4) Employee 員工	Good work environment, excellent benefits 工作環境品質讚、福利佳
(5) Supplier and partner 供應商與夥伴	Mutual benefit and sustainable development 互惠互利及持續性發展
(6) General public 社會大眾	Attention to environmental protection, good business ethics 重視環保、良好企業道德



The Invisible Totem: Carbon Footprint

凡走過必留下痕跡——碳足跡

1st Plant: Richie Wu 一廠 吳欲齊

When you are on diet, you will trace every calorie you get from food labeled as Nutrition Facts, 350 calories per sandwich, 200 calories per bottle of milk... However, do you know you can calculate the carbon footprint from the carbon label of the product as well? What is carbon footprint? It is the amount of greenhouse gases (GHG) emissions for a particular product from cradle to grave and has units of tons (or kg) of carbon dioxide equivalent. Human activity also has its own carbon footprint, which comes from the beverage you drink, the gasoline your car consumed on driving to work, even the electricity your smart phone used when you use it. The carbon emission from above activities can be calculated by the amount of the energy consumption or by the product's carbon label.

The data on the carbon label is the carbon emissions of the product. As illustrated in graph one, the drink's carbon emission is 300 CO₂ equivalents. Consumers, however, cannot compare different types of products just by the numbers, for instance when comparing green tea sweetened or unsweetened. Each product has particular ingredients with different levels of carbon emissions. Disclosing the carbon emissions is the first step to carbon deduction. Business can use the PDCA cycle on the process map to find the opportunity to reduce the carbon emission. Carbon reduction is just like weight control.

You need to manage energy consumption by ingesting fewer calories from a healthier diet. Business can also reduce the carbon emissions via the product development. With new formula or new production strategy, Business can produce environment friendly products. Disclosing the information of the products' GHG emission arouses the manufacturers' awareness and eventually leads to reduce energy consumption and lower production costs. It also makes the business stronger and more competitive, and creates a win-win situation for both environments and the enterprise itself.

Carbon reduction of human activity is based on the personal habit. You can choose to go to work on public transportation such as bus or MRT, purchase the product with the eco-label, turn off the power of electronics after use. Carbon reduction has recently gained great public awareness. Businesses are more willing to share the information of CO₂ emission to the public and it is possible that Eco-label becomes a must on each and every product on shelves. Everlight had provided the information of CO₂ emission from 2005 to 2007 on Taiwan GHG Emissions Registry, which was validated by DNV. Everlight proceeds further to verify and validate the CO₂ emissions from 2008 to 2010 this year. Safety & Health Division will, furthermore, carry out internal training on the Carbon Footprint Verification by end of this year. 



揭露產品碳足跡，可作為產品未來減碳之基礎，降低生產時成本支出，更能提升企業形象及商業競爭力，達成企業與環保雙贏，最終達到碳中和的目標。



——明治一個350大卡、牛奶一瓶250大卡 …，或許您曾為了計算一整天所攝取的熱量，仔細研究商品所標示的營養成分及卡路里，然而您是否留意過可以藉由商品的碳標籤計算您個人的碳足跡呢？碳足跡，What's that？意指產品自取得原料、生產製造、產品使用至最終廢棄所產生的碳排放量，此為產品碳足跡。個人活動亦有其碳足跡，不論是您喝的飲料、上班通勤所耗費的無鉛汽油、甚至當你緊盯智慧型手機時，手機電池所需的耗電量等，以上皆可藉由碳標籤提供的資訊或是統計能源使用量，進而推估個人的碳排放量。

碳標籤上所標示的數據正為該產品的碳排放量，如圖一所示，然而消費者選購商品時，不能只憑標籤上的數據去判定該企業是否環保，由於各產品其成份配方不一(含糖或無糖綠茶相比)，產品碳排放量也會有所差異。揭露碳足跡資訊只是減碳行動的開端，企業可採PDCA方式，自產品製程地圖找尋減碳契機。若將減碳計畫譬喻為瘦身，減少能資源耗費如同減少卡路里的攝取，妥善管理能資源猶如改變您的飲食習慣，藉此改善生產時較不具效率之環節。另外，可從產品研發著手，以減碳為出發點，研擬新配方或生產策略，生產對環境較友善的創新產品。揭露產品碳足跡，可作為產品未來減碳之基礎，降低生產時成本支出，更能提升企業形象及商業競爭力，達成企業與環保雙贏，最終達到碳中和的目標。

個人碳足跡與生活習慣有密不可分之關係，筆者偶爾會發現當某場會議結束後，與會人員經常疏忽要隨手關燈及關閉投影機。下班後，這些電器有可能是24小時運轉而無人知曉。若要減少個人的碳排放，勢必從改變生活習慣作起，如：搭乘大眾運輸交通工具、自攜餐具或水杯、隨手關閉電源，選購具環保標章之商品。永光為將減碳活動與生活連結，發起「永光1運動」並於各廠推行，為減緩地球暖化盡一份心力。產品碳足跡方面，目前永光已主動於「國家溫室氣體登錄平台」揭露經查證2005~2007年溫室氣體排放資訊，今年各廠繼續再展開2008~2010年溫室氣體排放盤查，同時針對產品碳足跡展開教育訓練，待各廠遴選出合適標的產品，擬定於今年第4季請輔導單位進廠輔導並著手進行產品碳足跡相關調查。



永光「1」運動



每週三健康低碳日，餐廳不提供紅肉



不提供免洗餐具、茶杯



「Walk for Health and Earth」，鼓勵員工上下
相鄰樓層多走樓梯，少搭電梯



每月1日共乘汽車或騎腳踏車



傳手節約能源



1. There two ways to calculate the carbon footprints, such as B2C(business-to-consumer) and B2B(business-to-business). B2C includes every product life cycle from cradle to grave. All GHG emission from the raw material, manufacturing, transportation, use, and recycling of products should be calculated. B2B includes only product from cradle to gate, that means from raw material, manufacturing till this product has been transported to the gate of next business.

碳足跡計算分為B2C(business-to-consumer)及B2B(business-to-business)。B2C包括從搖籃到墳墓各階段，即產品從原物料開採、擷取、運送、產品製造、配送、消費者使用，到廢棄階段的GHG排放量均需納入計算；B2B則是計算從搖籃到大門，即從原物料開採囊括至該產品運送到下一個工廠或企業大門前。

2. Carbon neutrality refers to achieving net zero carbon emissions by balancing a measured amount of carbon released with an equivalent amount sequestered or offset, or buying enough carbon credits to make up the difference.

碳中和：先經過盤查，再透過執行額外的減碳措施後，若還有超額排放量，以碳抵換(carbon offset)方式，達到溫室氣體零排放之目標。

Taiwan Companies Enhance IP Management with TIPS

如何提昇企業智財管理效能？—永光集團經驗分享

R&D Center and Medical Pharmaceutical center were the first units of Everlight Chemical introduced TIPS. Everlight Chemical has enhanced both the quality and quantity of its IP management systems, and is heading toward the goal of an ideal IP management system. The basic architecture of TIPS is an IP management system, and it works globally. Our clients will be impressed if we tell them that we have good IP management specifications.

原文出處 http://tw.naipo.com/portals/1/web_tw/Knowledge_Center/Application/publish-48.htm

本文轉載自 北美智權 李淑蓮 2011.03.10

節錄內文：

歐盟對台灣液晶面板製造商反托拉斯法案，廠商付出近新台幣300億罰金，國際大廠利用智慧財產訴訟或托拉斯法打擊台灣廠商，讓人質疑政府在國際爭訟中，有沒有提供台灣企業實質協助？

政府在消極面是協助企業建立簡便、有效率且低成本之智財管理制度，保障智慧財產避免侵權，面對侵權訴訟亦能備妥證據；積極面則是推動智慧財產報告書，擬定內部研發策略、智慧財產策略及事業策略，達到三位一體的企業目標。

低成本高效益的智財管理制度

經濟部工業局自2005年委託資策會科技法律研究所推動台灣智慧財產管理規範（Taiwan Intellectual Property Management System, TIPS），已有近百家企業通過驗證。並於2月10日舉辦「台灣智慧財產管理規範（TIPS）頒證暨資源運用說明會」，除邀請工業局副局長周能傳頒發台灣智慧財產管理規範登錄證書外，亦邀請永光集團分享智慧財產管理模式，與導入TIPS實務經驗。

永光集團 — 強化智財管理制度 提升專利品質

研發中心智權室副主任李明峻表示，由於原料藥下游廠培力藥品也導入TIPS，在上下游供應鏈結構完整的考量下，便以醫藥事業處與研發中心作為首次TIPS導入範圍。

集團導入TIPS，首先希望建立建全的智慧財產管理制度。TIPS重視PDCA（Plan-Do-Check-Action）管理循環，檢視既有智慧財產管理制度後，發現某些智權管理環節有不理想之處，因此藉導入TIPS補強較弱環節。

另一導入TIPS原因是時機已成熟。集團於1995年成立技術資料中心，專責專利檢索、專利申請、專利維護及專利商品化。為讓智財管理系統及資源更有效運作，遂於2000年成立智權中心專責智財管理。智權中心於2005、2006年提出「核心流程改造計劃」，主旨及精神與TIPS相仿；進行近5年後，已是導入TIPS的好時機。TIPS管理標的為專利、商標、著作權及營業秘密，集團在專利管理上已成熟，因此重點放在商標

及著作權管理。

2010年4月規劃導入TIPS、7月5日始增修文件，12月15日通過TIPS認證，集團僅8個月就導入TIPS；主要是因智財管理相關文件本就備妥，因此縮短導入時程。TIPS驗證部分，未出現主要缺失，故順利通過；次要缺失分別是文管中心未將失效文件依規定處置、稽核室進行TIPS自評時未涵蓋所有章节。此外，研發單位實驗紀錄及人資處員工承諾書條款等兩項，均給予建議供改進。

導入TIPS前後，智財管理有7項明顯差異：（1）新增定期審查智權管理制度之有效性及合宜性，半年舉行一次審查會議、（2）新增與整合相關管理制度文件、（3）修訂員工任用與離職之管理制度（要求員工簽署授權同意書）、（4）新增智慧財產事務委外管理制度（增加遴選機制）、（5）修訂資訊設備安全之管理制度、（6）新增定期整理智財清冊、及（7）擴大員工智財訓練範圍。

導入TIPS除擁有健全的智慧財產管理制度，降低營運風險，更有效提升智財管理文化，將智財管理融入每一環節。未來以提升專利管理價值為目標，將專利品質及商品化程度提高，使專利業務從「成本中心」提升至「附加價值中心」。

TIPS是基本管理架構，在國際市場上是共通的，客戶知道永光在IP管理上有好的規範，會有好的印象。公司高層的認同及支持對導入TIPS有很大幫助，畢竟這是企業文化及規範，不是個別部門單打獨鬥可以成功的。🏠

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成立於1995年，以美國專利撰寫、送件申請、諮詢、管理及維護等主要服務範圍，協助台灣多家知名高科技企業在美國及全球市場運用專利保護他們的產品。(文：總編輯)

TIPS小常識

參考網站：<http://www.tips.org.tw/>

Q：TIPS與ISO 9001有什麼不一樣？

A：TIPS與ISO 9001有共同點也有相異之處。

共同點：

- 理念相同，追求持續改善
- 架構相同，重視PDCA（Plan-Do-Check-Action）
- 管理循環，基礎類似，制度基本要求相近

相異處：

- 系統標的不同，TIPS以智財權取得／保護／維護／運用為標的
- 定位不同，TIPS著重智財管理能力之自我提昇
- 文件化程度不同，TIPS僅要求基本管理制度文件化
- 目的不同，TIPS以滿足組織達成營運目標之需求為目的

Q：那些企業需要導入TIPS？

A：廠商可以加入TIPS網站會員，利用其線上自行檢視系統檢視企業現有之智財管理系統。在逐題填答問項完成後，便會獲得智財階段初步推動建議及分析圖表。目前智財推動建議分4階段，即A草創、B茁壯、C成熟及D發揚。A、B為未建置或只建置部分智財管理制度之企業，而C則是已建置智財管理制度之公司，基本上，於A、B、C階段的企業均可考慮藉由TIPS來使其智權管理制度系統化。至於D階段的企業則已經擁有完善的智財管理制度，可以不需要TIPS來輔助其智財管理。

Q：企業導入TIPS的規模有沒有限制？

A：TIPS並非單獨針對大企業，它適用於所有組織，一個機關或機構中的單位或專案團隊，亦可成為TIPS的適用對象。例如：公司整體或特定部門、單一實驗室或產品專案等均可。



新鮮人

2nd Plant Maoyuan Du
二廠 杜茂源

學歷：國立高雄應用科技大學
化學工程學系

專長：化學工程

嗜好：旅遊、電影欣賞、閱讀

Enthusiastic and Down to Earth – LOHAS Life 積極踏實 樂活人生

I believe one will finally achieve if he persists. I am grateful to Everlight for providing the safe, calm and steady, and relieved working conditions. So I can expect to have a happy-live life in the future.

加入永光這個大家庭已有4個多月，回想熟悉環境與學習工作技能的過程中，都有一種積極踏實的感覺，雖然之前並沒有相關的工作經驗，但是在部門主管的細心教導及課內同仁之間的經驗傳承，使我能夠迅速將工作上手並融入公司的生活步調。部門裡工作氣氛總是很有朝氣，同事之間相處融洽，總讓我有出門在外工作卻有「家」的感覺。

而公司特別重視品格教育，所以部門裡都會定期開會一起詳讀品格資料，當月的核心品格，會彼此討論並發表各自的心得與意見，不光是提升員工的專業能力，更要使人人都能修身養性，從生活中力行好品格，把好品格變成

好習慣，而好的習慣就能成為好的氣質。

我現在都是用積極學習、樂在工作的心情與態度迎接每一天。確確實實的把每一件事情做對、做好；遇到挫折與困難，用樂觀積極來面對各種挑戰。每天都要對自己有所省思，這樣每天才會有所得。再加上部門主管的叮嚀與同事們的關心，工作起來總是很有幹勁，有種被大家所關心的歸屬感，在這樣的工作環境與氣氛下，定能激發出更好的績效。

雖然工作現在才剛剛起步，不過期許自己能發揮所學，一同與公司成長與進步。我也相信細水能長流，心存感恩公司提供了一個安全、安穩、安心的工作，我才能許自己在未來有個樂活人生。💖

Charge Oneself – Face the Future 自我充實 迎向未來

進入永光已經7個多月了，想當初剛進到永光對於新的環境感到陌生，心裡也是緊張跟興奮，緊張的是自己是否能表現的合乎主管們的期待，也興奮新工作帶給我的挑戰。大約工作1、2星期左右，處長叫我到辦公室找他，心想是否是工作上表現不如他的預期，懷著緊張的心情進到辦公室，原來處長是關心我這幾天是否適應了環境，這讓我想起永光的「愛心管理」，使我在工作上心情感到放心，更能在工作上好好的表現自己的能力。

每個月的品格教育宣導上，藉由品格的教育大家相互的學習。在每次的品格宣導上大家會選出一位符合本月品格特質的人，讓同事們都可以在平常就從自己工作上學習到別人的良

好的品格，讓自己能看到自己不足的地方，可以從哪方面下去補足。

進公司到現在，知道自己還有很多需要學習的地方，同事也常常給予我協助，希望自己能更快的上手。

處長也常會提醒著我們自我學習的重要性，除了工作上的專業也要多學習其他的領域。技銷處是要對於客戶的需求，提供服務及解決方案，並且進行行銷及推廣，因此除了需要專業的知識之外，客戶也包含國外的客戶，所以當務之急是必須要提升自己的語文能力。我相信機會是留給有準備的人，當機會到來的時候才不會有「書到用時方恨少」的感覺。💖

新鮮人

Technical Service/
Marketing Division
Albert Lin
技術行銷處 林敬博

學歷：義守大學化學工程學系
專長：化學工程
嗜好：球類運動、閱讀



Our Technical & Service Team not only provides the technical service and solution for customers, but also handles our marketing and promotion worldwide. Therefore, it is crucial to strength both of our linguistic skills and professional expertise.

Life & Others

鮮活什錦

台灣
TAIWAN
No.1!

Search for Taiwan's No.1:

- Ceramic Glaze
- Happiness Desserts
- Bed & Breakfast
- Steamed Dumplings

巷弄間的幸福甜點、鼎泰豐的小籠包，都是饕客們難以忘懷的味蕾；指間抓住流風和白雲，就從民宿開始；發現台灣陶瓷之美，就在陶色釉惑；準備你我好心情，大家一起趴趴GO，尋找台灣No.1的感動！





陶色釉惑

Miss Mei

Ceramics Attraction

While you are at Yingge in Taipei, what you see, touch, hear and play are related to ceramics. The daughter-in-law at Yingge like me must recommend this "Jingde Town" in Taiwan. Let everyone has a chance to accept baptism of ceramics arts with me. Do you know? The kiln fire has been burning over two hundred years at Yingge already!

來到台北鶯歌，看得到的、摸得到的、聽得到的、玩得到的，都是「陶瓷」這一回事！身為鶯歌好媳婦的我，決定大力的行銷一下這個「台灣的景德鎮」，讓大家有機會與我一起接受陶瓷藝術的洗禮。你知道嗎？窯火在這裡燃燒了兩百年！

鶯歌石：鶯歌地理性的指標

是鶯歌最重要的地標，也是鎮名之由來，那顆「鶯歌石」是板塊撞擊造山運動台灣成形過程中，由海裡浮上來的，所以在鶯歌石上也可以找到貝殼化石。另有近乎神話的傳說，鶯歌石會吐霧食人、瘴氣蔽天、迷人去路；這個穿鑿附會的傳說，為樸實無華的鶯歌鎮披上一層神秘的面紗，也使「鶯歌石」成為鶯歌地理性的指標。

鶯歌陶瓷博物館：生動的呈現台灣陶瓷史

歷時13年，是第一座以陶瓷為主題的專業博物館，為了保存及提升當地陶瓷產業而成立的；館內以台灣燒窯技術及陶瓷文化為主體，藉模型、多媒體、圖文、實物、情境擬真等方式，將台灣兩百年陶瓷史生動的呈現在遊客面前。在每年夏天，陶博館會舉辦鶯歌國際陶瓷嘉年華的饗宴，更是親子暑期同遊的好去處！

近幾年來MIT (Made in Taiwan) 可是品質保證的代表，像





是台灣的陶瓷重鎮鶯歌，不只有著多樣的瓷器藝術品，就連瓷器餐具的種類樣式也是相當的多，所以要認識這個獨特的地方，除了到博物館觀賞作品之外，也可以參與館內陶藝DIY的課程。

鶯歌陶瓷老街：

曾是陶瓷窯業發源地、今是創意工藝新商圈

陶瓷老街的範圍涵蓋尖山埔路及重慶街一帶，為鶯歌陶業最早的聚集地。近年透過規劃讓鶯歌老街有了新風貌，整齊統一路燈、行道樹，並結合當地產業的素材如陶瓷座椅、陶製垃圾桶....等等。今日的陶瓷老街已沒有過去煙囪林立的景象，而是創意精緻的文化商圈，不僅是賞購陶瓷的好地方，更可實際參與手拉坯、捏陶土等體驗活動，是親子一起捏陶玩泥巴的好地方！

老街上有一條60年代的古隧道窯，這種貌似隧道的連續式燒窯，有品質穩定的優點，很受窯廠青睞，當時是用來生產馬賽克瓷磚。由「古早窯」店家保留的隧道窯，為陶瓷老街上僅存，全長約25公尺，你不妨走進去參觀感受一下，紅磚窯體內蘊含了無限的古意。

假日的午後時光，悠閒愜意的走在街道上，不時還會傳來悅耳的陶笛樂聲，讓整各人頓時心曠神怡不少。

看了以上的介紹不妨利用週休假期，以輕鬆漫步的心情感受陶都風情吧！

1. 玩陶DIY
2. 「古早窯」建於民國60年代，窯體全長約25公尺
3. 簡單的杯、碗、盤等生活陶也具有藝術水準
4. 「鶯歌石」：新北市鶯歌最重要的地標
5. 陶瓷老街：北台灣賞購陶瓷的熱鬧商圈



Yingge One-day Area Recommendation:

Starting from Yingge stone mountaineering footpath in the morning, the views of whole Yingge will be showed out in front of you when you climb to top. Visiting the Yingge Ceramics Museum in the afternoon, you will see the art crafts from famous artists all over the world and learn the development of the ceramics history in Taiwan. After visiting museum, just walk around the Jianshanpu Road, the ceramics old street. You will see different kinds of special ceramic accessories and have a chance to play with ceramics. In the holiday afternoon of holidays, you will hear pleasing music played from ocarina. Whether you are an expert or not, you will have a fruitful trip from Yingge.

推薦一日遊鶯歌的行程：

早晨從鶯歌石登山步道出發，登高處時可眺望鶯歌鎮全景。午後參觀鶯歌陶瓷博物館，欣賞中外名師的創作，了解台灣兩百年陶瓷史的演變。再到尖山埔路的陶瓷老街走走，可讓你把玩陶藝、欣賞五花八門的陶藝精品。假日的午後時光，悠閒愜意的走在街道上，不時還會傳來悅耳的陶笛樂聲，讓整各人心曠神怡不少。所以無論是看「門道」或看「熱鬧」，來一趟陶瓷城巡禮，一定讓你收穫良多。





Next Station →
Taoyuan, Taiwan

Happiness Dessert Station

下一站→桃園 **幸福甜點站**
Miss Fish

Heaven is a place on Taiwan. We got multi-dimensional social culture and great food. Diversified diet culture is our advantage to attract tourists to be in Taiwan. Today, my recommendations of Taoyuan dessert are Chocolate Lava from Wang Steak which got hot and ice cold flavor melt in the mouth; caramel pudding from NOVOTEL which you could taste the savor of sugar and rich milk; sweet and smooth Boston Pie from Cake King. It's a pleasure with licking fingers. Join us now with delicious food and unattempted happiness.

福爾摩沙是一個令人嚮往的天堂，多元化的臺灣社會，創造多元的臺灣文化，飲食文化也成為吸引觀光客來台的一大利器！臺塑王品的企業標語：「只款待心中最重要的人」；甜點則是我款待自己最直接的方式，因為甜點代表著幸福的味道；但一想到身材，每每經過甜點店，我大都“window shopping”疾步而行，真是無奈啊！

寶島到處有美食，住桃園的我，美食更是隨手可及！今天就先不管身材這檔事，走！跟著我一起享受、嚐鮮！





烤得香脆的焦糖，與布丁合而為一，
糖香奶濃說不出的滑溜順口好味道！



焦糖布丁

從小到大，我最愛吃的甜點就是「焦糖布丁」，不管日益走樣的身材「獨哈」此味，故取得「焦糖布丁小姐」封號。這道甜品常見的是香草口味，焦糖的顏色雖不太好看，外層焦糖吃起來脆脆、甜甜的，內層布丁則是柔軟爽滑。

若有機會來到桃園機場，享用諾富特飯店品坊歐式自助餐時，看到醜醜的「焦糖布丁」，千萬別被它的「外表」所矇騙，不吃你肯定會後悔的啦！烤得香脆的焦糖，與布丁合而為一，糖香奶濃說不出的滑溜順口好味道，精緻到不用味蕾都能蠱惑人，這般人間美味可是顛覆了一般焦糖布丁的口感呢！



波士頓派

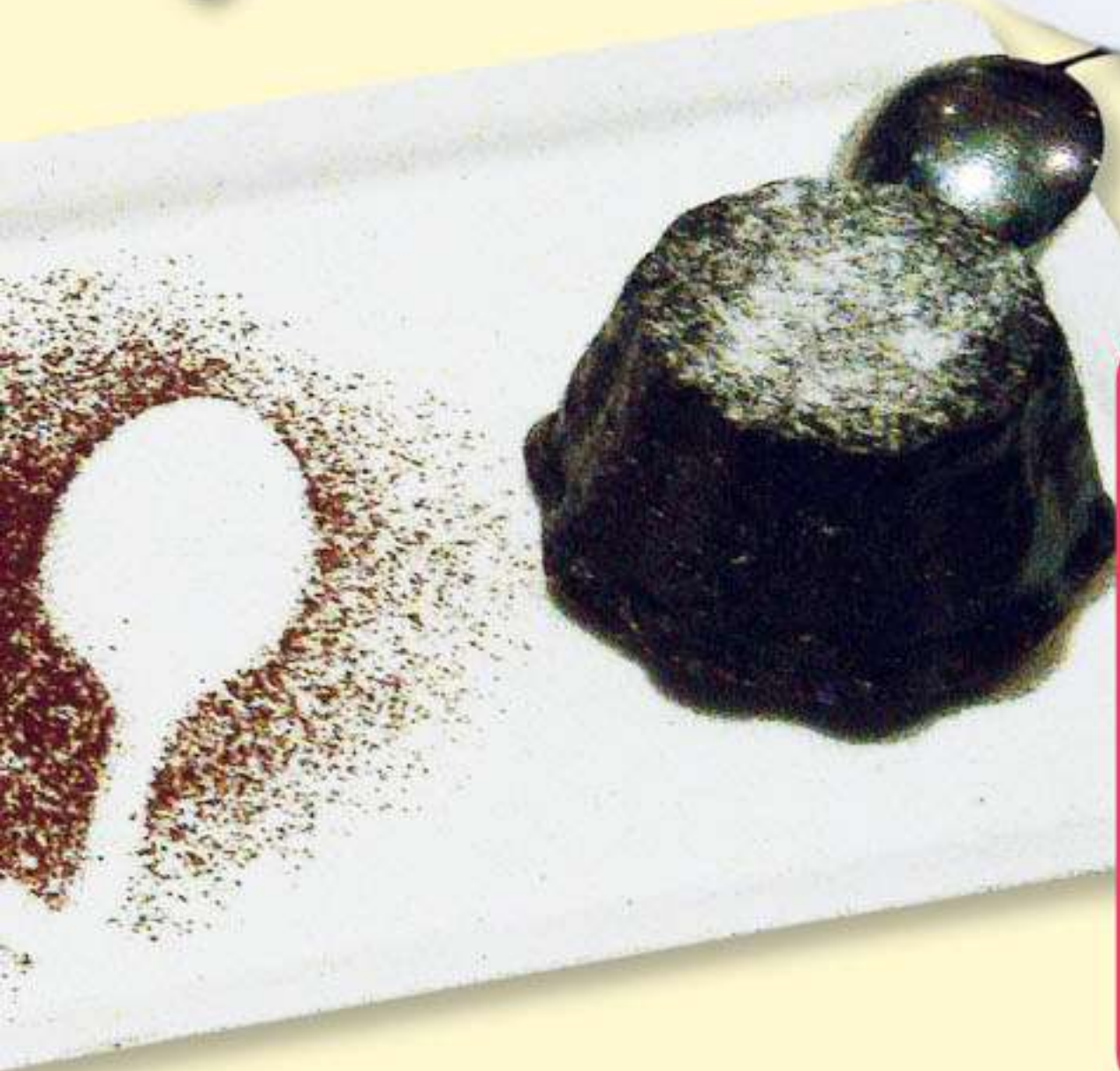
住在桃園這一帶的人，都知道老字號的「佳樂蛋糕舖」，其中最令人念念不忘的就是「波士頓派」。圓圓又白白胖胖的原味波士頓派，裡頭共有三層蛋糕+兩層奶油，就是如此簡單的組合；中間看起來很可怕的奶油竟然

不甜不膩，蛋糕不但膨鬆綿密，還帶著香草的清香氣味，吃起來也不會軟趴趴，反而是扎實濃密的口感，入口時可感受到奶油的香濃及蛋糕的柔軟！吼~吼~吼~這真是太好吃啦！



烤濃漿巧克力冰淇淋

王品的各式甜點以精緻聞名，舉凡杏仁芙蓉冰淇淋、法式烤布蕾、烤濃漿巧克力冰淇淋、巧克力布朗尼、葡萄紅酒凍、玫瑰纖果巧克力塔、鮮果葡萄柚雪酪…等都有它的支持者；一向不愛吃巧克力的我，多年來卻「死忠」於「烤濃漿巧克力冰淇淋」，足以證明此甜點是如何的特別，才能讓我「巧克力擺中間，身材棄兩旁」呢！純巧克力在200℃的烤箱烘烤成濃漿後，搭配香純的香草冰淇淋一起享用，冷熱交替的獨特口感，嗯~總是讓我吮指回味樂無窮！每吃一次就會喊說：「冷熱口感~真奇妙啊！」





Features a Small B&B Travel Light

特色小民宿輕旅行 Miss R.

Taiwan is a lovely island, an isle filled with many different specialty bed and breakfast locations. These B&Bs located on mountains, fields, and by the sea await your discovery. Why not take some time to explore them on the weekend?

台灣雖然只是個短短幾百公里的小島，但四面環海的地型，有綠油油的平原、有空氣清新的森林、也有藍的海天連成一線分不開的花東海岸線。也幸虧它只是一個小小島，很容易在週休二日時，順手收拾一下輕便行李，把平常煩人的瑣事都暫時拋到腦後，抹上夏日的防晒油、穿著夾腳的人字拖、戴著太陽眼鏡，懶洋洋的往可愛小民宿漫步出發！

【小小阿爾卑斯山】清境農場

在清境農場，很有一種置身在歐洲的感覺，到處都是獨棟的像城堡型的小別墅，連帶的冰涼涼的空氣都浪漫了起來。這間民宿的特色其實不是房間，而是它吃早餐的餐廳以及發呆的木椅。因為海拔高的關係，早上吃早餐的時候，旁邊會有夢幻的霧氣環繞著，斜倚在靠窗發呆的大型貴妃椅上，面對的就是翠綠的山坡和樹梢上金光閃閃的晨光，在這個小小與世隔絕的地方，很容易把煩惱都暫時丟的遠遠的。

【田野間的幸福小城堡】宜蘭

在台灣雖然還沒有迪士尼，但是如果想要住在童話故事裡，只要把車開往國道五號，一小時之後就可以在宜蘭落腳了，更有許多特色民宿也會和當紅的偶像劇配合。這間民宿的外觀就是一間城堡，房間的佈置更是以歐式鄉村風為主調，雙人床必備的床紗應該是很多女孩子的首選。房間還有一個小陽台，陽台通常都是童話故事很

【小小阿爾卑斯山】清境農場

1. 和雲海一起吃早餐吧
2. 坐著放呆的大躺椅

【田野間的幸福小城堡】宜蘭

3. 童稚的課桌椅
4. 夢幻紗帳的床

【沒有海灘男孩也可以很陽光】花蓮

5. 民宿老闆獨家生態池
6. 民宿主人現做早餐

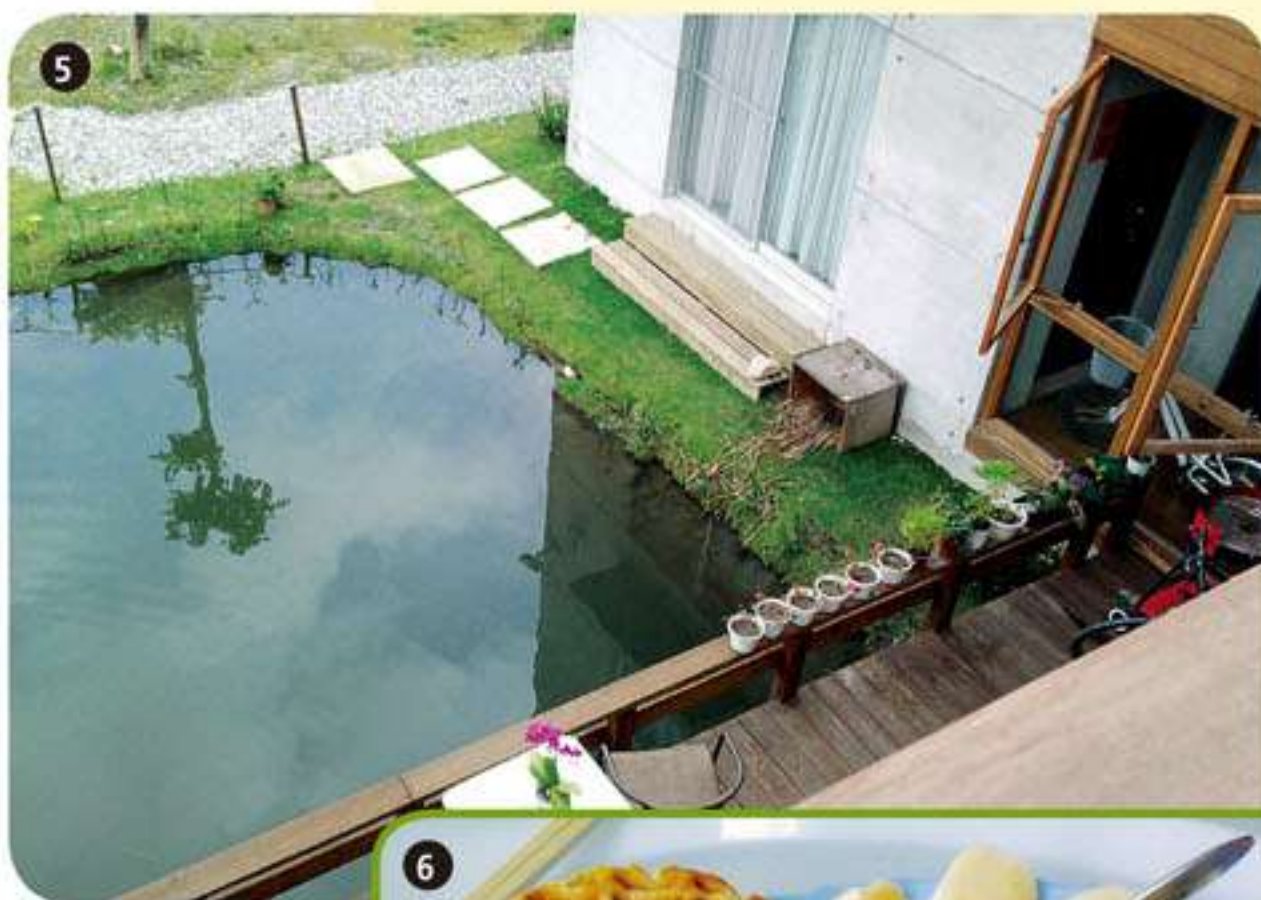


重要的場景之一，雖然沒有長髮公主站在這、也沒有羅密歐在樓下唱歌，不過充滿童趣的小學生椅子可以讓大人也坐下來發個呆，看看綠油油的稻田和有可愛穀倉的小庭院。

【沒有海灘男孩也可以很陽光】花蓮

海灘男孩是七年級生小時候一部重要的日劇，它80%重要的部份就是主角是兩個當年的大帥哥！故事也剛好發生在海邊的小民宿。所以夏天的季節來了，不妨往海邊走走。這間民宿雖然沒有座落於海邊，但也離市區和觀光景點都很近。民宿主人在自家佈置了一個小動物園，養著從薑母鴨店救回來的鴨子，當主人煮早餐給房客吃時，鴨子還會走進餐廳呱呱叫幾聲跟客人要早餐。吃飽之後，不妨打赤腳和鴨子一起在院子亂亂走也很幸福喔！

其實台灣有許多數不盡看不完的景點，更有許多可愛又別具特色的小民宿，在挑選民宿的時候，也請記得多多留意消防安全設備，讓行程能夠玩的安心也玩的盡興。許多民宿的主人更會準備道地的特色下午茶或是豐富的早餐。雖然服務沒有像五星級飯店來的快速有效率，但民宿濃濃的人情味不正也是台灣的特色嗎？！❤❤





Din Tai Fung, a world famous dumpling store located in Taipei, Taiwan. Special dishes like Steamed Pork Dumplings, Steamed Chicken Soup are masterly cuisines with high recommendations. Steamed Pork Dumplings is called Xiao Long Bao in Chinese. The flour skin appears almost translucent. There are pork and soup inside the dumplings. After steamed, the soup becomes juicy and hot. When you eat, you'll feel the perfect soup on your tongue, and amazing burst of flavor in your mouth. Steamed Chicken Soup is quality clear broth chicken soup. The chicken is tender, the broth is flavorful - combination of long boiled chicken, vegetables and many nutrients. It can give you energy after you eat it. For offering delicacies and friendly service to their customers can be attributed entirely to the quality, and enthusiasm of their staff. So I can promise that, if you try it, you'll like it.

想到美食就想到台灣，一說到台灣就不能不提「鼎泰豐」有名的「鼎泰豐」小籠包，他究竟有什麼樣的魔力讓國內外的旅客都如此著迷呢？現在我們就來揭曉答案吧！

小籠包

小籠包的精髓在於「皮」，做工精細的包子皮是鼎泰豐的驕傲，若皮太厚則香味不出、顯示餡之不足；皮太薄則容易破，造成湯汁外溢，所以皮的拿捏最為重要。鼎泰豐的包子皮則是「增一分太厚，減一分太薄」的完美比例，皮薄不失其嚼勁，不會一夾就破！當然內餡也是馬虎不得，肉質滑順不油膩，想必是肥肉與瘦肉的調和到位，一口咬下，即是扎實的內餡及滿滿的湯汁，這時一定要用湯匙接著，免的讓湯汁溢出。品嚐原味的小籠包可以感受到鮮美的湯汁，或是亦可搭配適當的薑絲黑醋也別有一番風味，這的確是鼎泰豐的鎮店之寶。

元盅雞湯

另一道鼎泰豐的人氣單品元盅雞湯，小小一盅的雞湯，卻可以吃出一整隻雞的精華。湯頭喝起來清爽不油膩，但

味道又濃郁，雞肉用筷子輕輕一撥，就從骨頭上滑落，而且是入口即化的軟嫩，讓人無力招架，不知不覺一口接一口，喝完這盅雞湯覺得唇齒留香，是我喝過最好喝的雞湯了，要不是吃太撐了真想再來一碗。

最後我只能說，鼎泰豐真是名不虛傳的企業，用餐的顧客絡繹不絕，從一踏入店門就有親切的服務人員帶位，而且每個座位都是清潔乾淨之後才會把客人帶上座，享受美食的過程中，服務人員也會適時的添加茶水，其中還有令人印象深刻的透明廚房，從玻璃窗中可以清楚的看到每一位師傅認真的搓桿麵皮、用心料理，經過層層的把關之後，才會把食物端上桌，看到這邊想必大家肚子都餓了，口水也流不停了，那就心動不如馬上行動，去親身感受那份對烹飪用心、品質用心、服務用心……的「鼎泰豐」國際料理吧！

1. 小籠包斷面秀
2. 傳說中18摺完美比例
3. 美味的小菜
4. 鮮甜營養的元盅雞湯
5. 讓人嘖嘖稱奇的排骨麵
6. 玻璃窗內師傅用心地製作小籠包



Editor's Pen 編輯手札

Big congrats on Everlight be selected as one of the Top 100 Brands in Taiwan. We also thank to the effort that our medical team's contribution, and received the MPA EU GMP certification of Misoprostol-HPMC from the Medical Product Agency, Sweden. Everlight steps on the gas on collaboration between both straits, and it was worthy blessing and thankfulness. Project of "Branding Everlight" will continue share our progress and joy within our quarterly, and please give us your fullest support.

喜樂

欣逢ITMA 60週年慶，永光化學以「Better Chemistry · Better Life」的主軸參展，本期(17)的封面與特別報導結合ITMA參展主題，將同步於會中發送永光季刊；能參與這般的國際盛宴，季刊團隊非常喜樂！

恭喜永光入選台灣百大品牌，這是公司永續經營品牌之光榮成就。肯定醫藥團隊展現世界級的水準，Misoprostol-HPMC獲頒瑞典官方核發的「MPA EU GMP證明」，產品得正式銷售於歐盟各會員國。



蛻變

季刊團隊珍惜任何蛻變與成長的機會，繼上期(16)進行排版大變裝後，為航向全世界，實現永光季刊的國際化，本期(17)大幅增加了英文摘要的篇數，期許逐年增加英文版面為永光季刊努力的目標；18期起將陸續分享「飛鷹計劃」蛻變成果，有關「Better Chemistry · Better Life」的品牌承諾，以及「穩健可靠、以客為尊、進步創新、造福人群」四大品牌價值，敬請支持與期待。

感恩

歷經數十寒載的深耕，大中華地區繼廈門分公司之後，旋即於天津設立分公司；回首這半年來，集團加速台海兩岸脈動，值得感恩與祝福。

6月13日是個溫馨的日子，是《往高處行》故事本尊、作者與陳彥菁同學相見歡的溫馨日！很榮幸，我能親眼見證這溫馨與感恩的一刻。

在禧年，我看到永光的生命力量，真的！

Editor *Wei-yuh Chen*
總編輯 陳彥菁



Everjet RT

Digital Textile inks

Everjet RT range diminishes using thickener, avoid preparing additional paste, can obviously reduce waste stream and energy.