

Better Life

繽紛的願景 品牌在中國

08 站在時代的高地

10 永續經營 光耀蘇州

24 漫漫創新非凡路 精誠合作



Better Chemistry
Better Life



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「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《Better Life》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。《Better Life》線上閱讀請上 www.ecic.com/quarterly



封面故事：當西方遇見東方，融匯出時尚與典雅之美。感謝電化處陳怡靜同仁（左），一廠符雅茹同仁（右），完美的詮釋宜古宜今的和諧之美。

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 出版日期 2013年9月

登記證 / 台灣郵政台北特字第1097號
 執照登記為雜誌交寄
 許可證 / 台北郵局許可證台北字第4133號

堅持夢想 領袖魅力～ EMBA雜誌專訪

總經理接受EMBA雜誌方素惠小姐專訪，分享他的管理心得

2001年，陳偉望接任總經理職位時，購併的事業和幾個新事業處都在虧損中；經過十年光陰，永光集團的觸角從傳統色料化學品，延伸到特用化學品、醫藥化學品、電子化學品、奈米材料、碳粉等高科技領域，2012年已有百餘項技術取得專利，整個公司的結構也更平衡健康。

■在新產業、新領域沒獲利下，如何堅持下去？

□領導人在置高點清楚產業的大方向，知道自己的堅持是對的，但若不能讓團隊夥伴也看到他所預見的，這就比較遺憾。經營團隊要有共識，避免自己落單，這種比喻叫「牧羊人的領導模式」。基於信任，團隊夥伴提供自己所知的資訊幫助決策更加成熟。一個企業除了生存、獲利之外，還需要更高層次的理想跟信仰。信仰是一種使命感，以此作為更高度的引導原則。信仰的使命感可以幫助我們是否要進入一個新領域時，是以「我們更崇高的理想在哪裡？如果再跨出一步會不會更接近理想？」的角度去思考。

■可不可以舉個實際的例子？

□九〇年代，幾位來自美國最好的碳粉公司的工程師，他們在新竹科學園區成立了全通科技，但技術一直無法突破，只好不斷的增資，到最後連原始股東都想放棄了。當時我們的思考是，放眼台灣沒有



碳粉的產業技術，如能掌握這樣的技術，也能夠獲利的話，不只這家公司跟員工能存活，它的核心技術對台灣會有幫助，也能幫助產業技術紮根。

■全通科技購併後，你們做了哪些調整？

□永光集團購併了全通科技，不是去宣告原本股東的失敗，請你們讓開，讓我們接手來做吧。我們深知全通科技的這群人，他們才是最懂得碳粉技術的人，因著永光集團的加入攜手合作，尋求更多的支持資源。

大約花了十年左右的時間，全通科技轉虧為盈，現在它已是世界第二大的碳粉公司。碳粉技術最核心的部分就在於生產設備，我們從美國、歐洲、新加坡，找到技術上幾個很重要的來源，來指導全通科技突破盲點。這些技術顧問為什麼願意來協助拉拔我們呢？我想這跟永光集團長期的企業文化，和經營者的胸襟有關，能營造一種與人為善的氛圍，讓顧問們願意幫忙永光集團。



“

當新事業還沒開花結果，在面臨堅持還是放棄的抉擇時，
必須有信仰或理想作為引導。
企業規模的大小，取決於領導人本身的管理容量有多大。

”

■作為一個領導人，你覺得現在的自己跟剛接班時有何不同？

□外在環境也一直變化，挑戰不斷，讓我累積很多實戰的學習與成長。這十幾年，我不斷的大量閱讀，閱讀的力量就像積木一樣，在我的思考架構裡轉化為正向的能量。回顧過往，有時我會有種感覺，自己終於把一些事情搞懂了，有些事以現在的角度來看，當初的決策並不是很成熟。現在回過來看，我應該多思考一些架構性的東西。最近我剛好有機會將它整理成一個脈絡。在教會團體裡，我想幫助一些年輕的領導人，提供他們一張藍圖，一個檢查表 (check list)，讓他們去盤點。當你想要成為一個領導人，其實要先想清楚自己個人。

■「管理容量檢查表」內容大概是什麼？

□我在中學時曾當過教會學生團契主席，團契人數卻在我的任內人數持續減少，讓我覺得很挫折。現在回過頭來看，我覺得這就是一個管理的容量 (capacity)。你的管理容量有多大，其實是騙不了人的。有些人管理容量很大，可以運作幾萬人的組

織，他懂得怎麼組織架構，怎麼分權授權。作為一個領導者，我覺得不必然要追求最大的管理容量，但必須要知道自己的容量有多大，在這範圍中怎麼樣去做好決策。

當然，隨著歷練有機會能慢慢培養，管理容量會增加，組織團隊會一起成長，但千萬不要讓團隊大於你的管理容量。一個企業規模大小，不在於這個產業可以做到多大，或是幹部能力有多強，而取決於領導人本身的管理容量有多大。

■管理容量是否與時間管理有關？你如何管理你的時間？

□我最大的體會就是，要懂得每個人的一天就是24小時，千萬不要假設有48個小時。當你想要額外多做一件事情時，要有心理準備，就要在你現在正在進行的清單裡去做取舍。你也要多加思考，現在我想要做的這些事，會是我一廂情願以的想法嗎？這需要傾聽周遭的聲音，需要心胸開放，讓關心我的人，像是家人或朋友來提醒。只有能放，才有辦法掌握更多的未來。🌈

Event Diary 脈動速寫



低碳健康廚房標章

地點：桃園縣府大樓

永光二廠申請桃園縣低碳健康廚房標章認證，業經評定為「金級」，於2013地球日舉辦授證儀式，由二廠葉順興廠長代表領證。桃園縣政府推動低碳健康飲食文化，為鼓勵縣內有供餐廚房者，於食材取得、烹煮、食用以及廢棄等過程中，以低碳及健康的烹煮及管理概念。

2013/4/22



中南美經貿協會參訪

地點：桃園·二廠

永光化學邀請中南美經貿協會理監事及各國駐華使節至廠參觀，借由參訪機會推廣永光品牌。尼加拉瓜駐華大使Mr. William M. Tapia 及宏都拉斯駐華公使 Misael Vallecillo Gonzalez，對於永光集團的經營理念、各事業單位詳細報告及優良產品留下深刻印象。

2013/5/09



永光集團董監事視察蘇州永光

地點：蘇州永光

於蘇州舉行永光集團董事會，會中並參訪蘇州管委會、安泰半導體與三義精 化工等重點行程。在蘇州永光朱傑生總經理的陪同下，董監事們參觀了電化與墨水產線，產線上的產品配方均來自總公司，品質穩定就近滿足客戶的需求。在參觀的行程當中，就以這四台寬幅數位印花機台，最吸引董監事的目光。

2013/5/14



永光化學啟動產品碳足跡盤查

地點：桃園·二廠

於二廠舉辦永光化學產品碳足跡啟始會議，由工研院輔導協助建立碳足跡盤查數據與計算依據，建構環境管理系統，善盡企業社會責任，帶動永光化學產品碳足跡減量新風潮。

2013/6/17



昆台兩地共建染料敏化太陽能電池聯合實驗室

地點：中國江蘇省昆山市

「染料敏化太陽能電池聯合實驗室」揭牌成立，由永光集團與南京大學昆山創新研究院、昆山桑萊特新能源科技有限公司三方共建，可望加速染料敏化太陽能電池專案在昆山產業化步伐，以搶佔太陽電池市場先機；此實驗室可作為三方研發、培養人才的共同基地，共享專業人才、科技資訊、研究平臺，實現兩岸協同合作創新的典範。

2013/7/18



永光色彩不沾您手

Everlan® 手套革系列



Yellow F8G Yellow 4G Yellow F4R Yellow 3R Yellow MR Orange F4R Red F9B Green EG Blue F3B Blue F3R Blue B Beige L



Olive H-GB Brown ENT Brown EGL Brown E5G Brown G Brown R Brown H-DG Grey EGC Grey EGN Grey EBL Black LM Black SPX Black SB

永光化學 · 皮革染料


**Everlight
Chemical**



「磁」是大型城市雕塑，位於上海浦東陸家嘴，以紅、藍兩色構成，把柄直指天際，寓意站在時代的高地，以磁鐵般的強大吸引力，吸引全世界精英匯聚於此。

前言 站在時代的高地

- 1 永續經營 光耀蘇州
- 2 激揚人生 永爭第一

3 深耕中國市場 贏在品牌

4 多走一哩路 與客戶共創價值

繽紛的願景 品牌在中國

5 品牌共建 攜手共進

6 揮灑墨水 勇航藍海

7 成就客戶 成就自己

8 漫漫創新非凡路 精誠合作

站在時代 的高地

中國趨勢概要 及未來發展方針

總經理

陳偉望

蛻變成長中的中國

自從1978年鄧小平推動改革開放，中國經濟持續快速成長。人均GDP由225成長到6,100美元，城市人口比例從20%上升到50%。外匯存底達3.4兆美元，遠高於第二順位日本的1.2兆。2011年出台的「中國國民經濟和社會發展第十二個五年規劃綱要」，描繪了保增長、擴內需、調結構的大方向，以解決在經濟發展過程所面臨的各個關鍵問題。

加速永光化學經營脈動

在改革開放初期我們即深入內地開發染料與UVA中間體貨源，來自中國的原料對我們極為重要，我們與中國供應商的夥伴關係仍持續強化。九〇年代我們在上海設立了第一個內地銷售據點，目前為止，我們已經在天津、青島、上海、蘇州、廈門、廣州等地設有營銷公司。2006年我們在中國發展進入了新階段，在蘇州投資了兩個生產據點，包括獨資的蘇州永光與合資的蘇州三義；蘇州永光是兼具生產、營銷、倉儲、技術等功能的完整事業體。

繽紛大中國 共創好品質

Better Chemistry Better Life是永光化學的品牌承諾。我們在中國共約有200名員工，中國營銷額占集團全球五分之一強，所有事業處在此均有銷售業績，當中多個品項位居市場領導地位。全體同仁共同使命就是要對中國的產業發展與社會進步有具體貢獻。永光ED/LX/CS系列染料，以其高牢度、高再現性、低汙染等優異特性，協助中國紡織印染業者持續改善生產工藝，節能減排。性能優異的噴印墨水，更成為中國紡織產業數碼噴印革命的重要推手之一。耐黃變解決方案協助中國塗料產業，開發更環保與耐久的塗料產品。如在高鐵軌道上奔馳的協和號列車，因表層塗料添加了我們的耐黃變產品而常保光鮮明艷。我們的前列醇原料藥，多年來穩居中國市場領導地位，提供可靠品質保障產婦安全。

展望未來我們將持續加強科研，以更優質的化學產品供應中國市場，為建設和諧美好的社會盡上一份心力。🌱

關於 中國經濟的 4個關鍵數字

2006年起外匯存底
世界第

1

2010年起
成為世界第

2

大經濟體

35年間人均GDP
成長

27

倍 (至2012年)

2011年起城市人口比率
成長至

50 %



蘇州

1

永續事業 光耀蘇州

興建全功能營運據點，就近服務大中華地區，與客戶共創價值。



位於江南的蘇州因物質及精神文化富饒，素有人間天堂的美譽「上有天堂，下有蘇杭」。永光集團斥資美金兩千萬元在人文薈萃之蘇州城東郊的

蘇州工業園區，興建了一座高科技化學工業營運據點「永光(蘇州)光電材料有限公司」——簡稱「蘇州永光」——展現了永續經營中國市場的決心。

軟硬體設施完善

自2006年購地簽約迄今，蘇州永光歷經四階段的建廠工程。在

83,000多平米的土地上興建了11棟廠房、年產能5,000噸的雷射打印碳粉、700噸的數碼噴印墨水、2,500噸的顯影液、500噸的研磨液與300噸的LED封裝劑等。即將加入生產行列的還包括高科技液態染料，高性能PUR貼合膠等類新產品。公司目前有120多位員工，生產、品管、銷售、物流、技術服務

等各功能完整運作，營業額逐年擴大，2012年突破人民幣1.1億。

根基建造磐石上

自籌畫之初，蘇州永光即堅持集團「正派經營」的最高原則，在品質、環保、廢水、安全等方面均以高標準來自我要求。投入資金與時間或許比一般廠商更多，然而我們

蘇州永光戰略位置

因著蘇州工業園區的高度國際化，所有進駐廠商均須篩選，國際級高科技公司方能進駐。永光集團為就近廣大中華市場，2005年於此投資興建生產據點，就近服務大中華地區顧客，提供顧客需求的產品，也為永光集團唯一於海外的生產基地。

蘇州地理位置

位於長江三角洲經濟圈北翼重要城市之一，是為一座現代化程度較高的城市，是江蘇省重要的經濟、對外貿易、工商業中心和重要的文化、藝術、教育和交通樞紐，同時中國最具經濟活力城市、國家衛生城市、國家環保模範城市和全國文明城市之一。其中蘇州工業園區地處蘇州城東金雞湖畔，行政區域面積260平方公里，園區是中國和新加坡政府，於1994年共同合作開發，合作開發區規劃面積70平方公里。園區提供完善的基礎建設，公共與物流設施、國際連線等服務，圓滿達成進駐廠商的需求，同時創造當地就業機會、提高居住需求，也積極建造更多的基礎設施及導入完善的城市規劃。



1. 歷經四階段的建廠工程，總共興建11棟廠房，生產雷射打印碳粉、數碼噴印墨水、顯影液、研磨液與LED封裝劑等產品。 2. 產線上的產品配方均來自總公司，品質穩定就近滿足客戶的需求。 3. 蘇州永光具提供完整的生產、品管、銷售、物流、技術服務等功能。

所有建設與配備，迄今仍能符合政府與客戶日益嚴苛的要求。把根基建造在堅固的磐石上，蘇州永光定能在競爭激烈的市場上屹立不搖。

穩定品質大肯定

曾有某數碼噴印墨水客戶在進行庫存盤點時，發現還存有五年前自蘇州永光購買的庫存品，便委託我們測試看看這批產品還能不能使用？經過我們測試分析發現力度沒有衰退，品質跟購買時是一樣的。客戶很驚訝我們能生產這麼穩定的

產品，禁得起時間的考驗，對蘇州永光的生產與品保系統讚譽有加。

就近服務大中華

著眼於市場需求型態轉向平價優質與環保節能，每家客戶均力求產品創新、節能減排與成本控管，蘇州永光就近協助國內客戶提升環境績效，節省成本。我們會秉持著集團優質的企業文化「正派經營愛心管理」持續建設發展，為國內客戶提供優質的產品與服務。作為永光集團在神州大陸的旗艦單位，蘇州

永光自我期許以「貼近市場、服務客戶、產品選擇、科技創新、多面發展、提昇綜效、企業文化、深耕神州」為目標，期許成為永光集團在大陸的旗艦單位，永續經營光耀大中國。

蘇州永光 黃宗文





上海

2

激揚人生 永爭第一

永光品牌與更多世界著名品牌商共同發展，一起進步。



談到日本最大服裝牌商UNIQLO(優衣庫)在中國市場與永光化學的合作關係，就不得不說一下這位可愛又有點孩子氣的日本老先生——三村清志

副總經理，正是他的執著，我們才有機會與重量級的品牌商合作。

上海欣原紅 UNIQLO特約工廠

早在2000年前我去青浦日資企業——上海欣原紅染紗有限公司推銷永光化學反應性染料的時候，三村副總是該公司的廠長。

當時UNIQLO的襪紗定點在欣原紅生產，而生產上所使用的染料及助劑全部來自日本，其他品牌一概不用，那時三村副總告訴我，永光化學若想替換來自日本的染料，必須先將染料送至日本檢驗合格才會考慮。經過一年多努力的行銷推廣，終於傳來了好

消息，欣原紅公司同意全部換用永光化學的Everzol®染料產品。三村副總常說，永光化學染料品質穩定、價格合理，明年還會增加使用量。並且允諾貨款會準時支付給我們，請我們不用擔心。在2012年受國內外經濟放緩及國內環保日趨嚴厲的影響下，



UNIQLO股份有限公司

UNIQLO股份有限公司（ユニクロ，音譯為優衣庫）是經營休閒服裝設計、製造和零售的日本公司，80%以上的產品為中國製造，目前為全球第五大平價服飾品牌。從商品企劃、生產、物流到販售皆統一管理，提供高品質、低價格的休閒品牌「UNIQLO」服飾的製造零售業(SPA)，UNIQLO期許讓所有人都能穿上優質的休閒服裝而努力的新的日本企業。

1.上海東方明珠廣播電台，1994年至2007年間是中國大陸地區的最高建築，是上海的地標性建築。
2.多款人氣商品，深獲消費大眾肯定。 3.因著欣原紅愉快的合作關係，加速了UNIQLO與永光集團高層的互動。 4.UNIQLO認為在中國稱王就代表登上全球王座，已規畫在上海設立全球最大的旗艦店。 5.UNIQLO引領休閒時尚新風潮。

染整廠的訂單減少許多，人工能源等生產成本壓力迅速提高，企業經營相對困難。也因地方政府不支持高污染高能耗的企業的發展，於是欣原紅被迫關閉了。

口碑相傳 見證好品牌

到了2013年春節後，杜音英小姐（原來在欣原紅工務所擔任統計員）突然打電話給我說，三村副總要來公司會面上海德樺黃旭昇董事長及廖南明總經理。原來欣原紅關閉後，三村副總到一家經銷日本化工產品的上海鋌浩商貿有限公司擔任技術顧問。當年在欣原紅合作的UNIQLO

高層與三村的關係密切，於是UNIQLO的訂單通過上海鋌浩公司下單到湖州金駿染色加工，也因當年三村副總與永光化學多年合作愉快的經驗，於是指定染整廠使用永光化學品牌染料。按照UNIQLO的染紗量300噸/月（黑色占五成），以5%計月使用永光化學品牌染料15噸以上。目前確定已使用永光化學Everzol®染料共8支。到今年三月底為止，上海鋌浩公司已經從上海德樺連續進貨兩次做中試染色樣紗，提供UNIQLO及日本其他成衣品牌商選擇。

以上的產品行銷小故事特別要

感謝信任永光化學的好夥伴——日本三村副總，讓我們有幸與日本最大服裝牌商UNIQLO有間接合作的關係。相信未來的永光化學產品必將隨著品牌再造的深入發展而與更多世界著名品牌商共同發展、一起進步。🌈

上海德樺 徐斌





上海、重慶、湖南

3

深耕中國市場 贏在品牌

之所以能夠成功進入湖南關西廠，主要靠得「永光化學」這個金字招牌。



做業務這麼多年，讓我感受最深的還是與重慶關西和湖南關西的合作經歷。日本關西塗料企業在大陸設有四個廠，重慶關西廠在西南，湖南關西廠位於華中。

台灣企業好人文 美的初體驗

2004年末，我與黃旭昇總經理一起拜訪重慶關西的採購部長何鵬。何部長與我年齡相仿，生性較為靦腆，又不失四川人的爽朗。互動後發現何

部長對臺灣很有興趣，對臺灣的歷史也多有瞭解。回想與重慶關西業務合作之初，除了勇氣，多少還帶些機遇。當時我剛開始光安定劑的銷售業務，產品特性並不太熟。況那時何部長也只是聽說過有「永光化學」這間公司，但未曾進一步的接觸過。碰巧

的是，重慶關西廠當時為了接長安鈴木汽車漆的訂單，正在考慮如何全面降低產品成本，就在此時，我聯繫上了何部長。部長對於我司所推薦的產品，在帶著疑惑的心態下開始測試。後來重慶關西廠技術部長毛曉雲對我說：「老劉，當我開始測試耐候性



1. 洪崖洞風貌區是集娛樂、休閒、觀光、餐飲於一體的新興區域。由於建在懸崖峭壁上，既雄偉又新奇，古典而又現代，成功複製了“懸崖上的吊腳樓，記憶中的老重慶”。
2. 鳥瞰綠意盎然的重慶關西塗料廠。
3. 提供完整色系的汽車塗料輔助材料，供業者使用。
4. 塗料中添加UVA可使顏色更加鮮豔持久。



日本關西塗料株式會社

成立於1918年，總公司設於大阪，公司主要經營油漆製造，其產品包括汽車油漆、工業油漆、建築油漆、耐用塗層油漆、船用油漆等，為日本第一大塗料生產商。在中國，關西塗料也是國內最大的塗料供應商之一，擁有十幾個獨資或合資公司，如重慶關西和湖南關西。**重慶關西塗料**成立於1995年，是重慶三峽油漆股份有限公司與日本關西塗料合資。

時，發現你們的產品居然比我們正在用的更好。」加上黃總拜訪時很爽快地答應了何部長所提出的商務條款，雙方的合作也就順理成章了。

禮讚榮光 濃郁基督文化

八年過去了，雖然市場多有競爭，但基於重慶關西廠對永光化學品牌信任有加，十分欣賞永光化學的企業文化帶有濃郁的基督精神。記得有一年何部長到上海出差，恰逢榮董的《永仰榮光》這本書剛在上海明德推出，便送一本給何部長留念。出乎意料的是，當何部長仔細研讀之後，對榮董敬佩有加，有些頂禮膜拜的味道。

品質穩定可靠 優質好客戶

話說當初與重慶關西廠的合作，多少靠著運氣。2006年之所以能成功進入湖南關西廠，主要靠得「永

光化學」這個金字招牌。湖南關西廠是大陸關西汽車塗料企業中最大的一家，業務範圍很廣，服務物件涉及歐美、日系和國產等眾多汽車品牌。2005年初我司與重慶關西廠成功合作之後，便把目光瞄準了湖南關西廠。歷經多次的拜訪湖南關西廠，採購部長張戰軍當時最常的回覆是：不急，再看看。現在回想，這倒不全然是推辭之意，他的確是觀察重慶關西廠使用我司產品的情況。一年多過去了，2006年中期，湖南關西廠終於下了第一筆訂單，雖是區區的幾百公斤，大約為一個月用量的十分之一；但這意味著永光化學已成功的開啟湖南關西的大門。六年了，湖南關西廠也一直名列於我的No.1級別之優質客戶；在湖南關西廠眼中的「永光化學」，意味著穩定、可靠和堅持。

耗時耐候測試 品質大考驗

某次與湖南關西廠技術部長黃鵬聊天時，黃部長的一席話令我吃驚又自豪。她說，測試光安定劑的品質雖然非常耗時耗力，但基於品質考量，每年六到八月他們都會隨機批號測試我司的產品。在比對耐候測試資料時，最後都會發現，與引進之初的資料一樣。「你們真不錯，是個優秀的供應商。」這是黃部長對我司的評價。集團提出了「品牌永光」的概念，有時我在想，什麼是「品牌」？寫到此，我的理解是：「品牌」是肯定，是信賴，是客人的讚賞並口口相傳。



上海德樺 劉鐵馬



廣州

4 多走一哩路 與客戶共創價值

因著專業和誠懇，建立客戶信心，開始全面產品測試。



佛山佑隆印染公司是一家集面料、印花及成品於一體的大型紡織印染企業，一直都是透過經銷商購買永光化學產品，且只有黃紅兩支染料，數量穩定，這種狀態持續了幾年都沒有變化。

金融風暴以來，紡織行業開始進入寒冬，棉價逆勢上漲，人工成本大幅上升，政府政策規定工資上漲幅

度每年10%，然而加工費報價不漲反而下降，各個廠商都在積極尋找出路。

在2008年10月左右，永光化學開始與佑隆直接接觸溝通，雙方配

合得很好。其實他們一直都在尋找合適供應商，以便穩定生產，提高產品質量及增加產量。

來自永光集團總部的技服團隊與廣州明廣的本地業務通力合作，



- 1.廣州國際金融中心：簡稱廣州西塔，建築面積和結構樓層數均為全國第一，是兩岸第六高樓。
- 2.展示室典雅的氛圍，展現佑隆印染以客為尊的用心。
- 3.廣州明廣是長期合作的好夥伴。
- 4.配合國際品牌一同成長，成為重要的協力廠商。
- 5.生產高級純棉印花產品，讓生活更加舒適與環保。



佑隆印染有限公司

是純棉活性印花專業的供應商和批發商，起源於臺灣，從事研發、生產、銷售高級印花、染色棉織物及後整理加工的专业印染企業，耗資兩億元人民幣啟動大塘工業基地建設，廠房內引進瑞士、德國、奧地利進口印、染、整全套生產流水線，生產全程採用電腦化標準控制，呈現節能、科技、環保並重之原則，產品品質達到國內印染行業一流水準。作為佛山大型印染企業。經營理念為以胸懷天下的偉大志向和抱負，實踐著民族藝術走向國際的宏願。

宜家家居 (IKEA)

宜家家居 (IKEA) 來自瑞典，於全球38個國家共擁有325家分店，每年約有7億人次造訪，販售平整式包裝的傢具、配件、浴室和廚房用品等商品。開創以平實價格銷售自行組裝傢具的先鋒，目前是世界最大的私有居家用品零售企業。



與佑隆印染技術團隊進行技術推廣和交流，全面詳細講解每支產品特性，以及各產品之間的相容性，再針對生產中的問題一一解答。結果，因著專業和誠懇，讓客戶樹立起信心，也開始全面測試永光化學的產品。

配合國際品牌 提升企業影響力

佑隆印染接受永光化學定期培訓，共同解決生產難題。經過多次溝通交流，把使用的染料逐一轉換成永光化學產品。

經由雙方直接的互動，佑隆印染生產中所遇問題即時得到解決，產能迅速擴大，機器設備逐步增加，成本得到控制，質量也明顯提高，

從而增強接訂單的能力，到現在每月有400萬米的訂單。

重要時刻 陪伴客戶共同成長

在這個過程中佑隆印染採取的策略是提高產品質量，逐步開發國際知名品牌的訂單，提升企業的影響力。2010年佑隆印染開始與宜家家居公司接觸，之前宜家家居都是與北方的印染企業合作，對南方的企業信心不足。這時佑隆邀請宜家到廠考察，同時邀請永光集團協助。因為我們是宜家家居公司認可的染料供應商，所以當宜家家居提出染料生產過程是否綠色環保？是否符合歐盟規範以及他們自己的規範？供貨是否穩定等問題，我們都能給

予宜家滿意的答案。此外並詳細介紹了永光化學的企業文化、產品定位、服務理念等，最終經過大家面對面的溝通交流，信心建立，佑隆成為宜家家居公司在南方地區唯一的一家協力廠商。

面對嚴峻的大環境，佑隆成功走出自己的路，他們的業績逆勢上漲，每年都有大幅成長，各大染廠都以他們為榜樣，也讓更多的廠商了解到永光化學「多走一哩路」，實現與客戶共贏的優質文化。



廣州明廣 王久元



廣州

5

品牌共建 攜手共進

永光化學始終堅持的企業文化理念，以簡單透明的合作模式，提供健康的供貨體系。



作為商人，他精明強幹，是典型的溫州商人個性；作為管理者，他注重產品質量，將品牌塑造作為首要工作。帶領著團隊在中國修補漆行業掀起

新的浪潮，向品牌之路邁進。他就是我今天要和大家分享的故事主角——廣州澤豐化工有限公司，總經理陳昆權先生。

實踐品牌創業之路

在創辦廣州澤豐化工公司之前，陳總曾在全國各地經營塗料、鈦白粉等業務，直率豪爽的性格積累豐富的人脈關係，因著對國內塗料行

業的熟悉，創辦了廣州澤豐化工公司，主要生產和銷售汽車修補漆。公司創辦初期主要為需求客戶作代工，經營者發現唯有創造品牌的價值，才可以避免永無止境的價格戰，後來為自己的產品作定位，期許要作中低端產品中的貴族，進而塑造自己的品牌。

於是乎，由成立初期的站穩腳跟，並經歷了2008年的金融風暴，

在2009年到2012年間，華南汽車修補漆行業無不充斥著「陳昆權」的名字，陳總用他的行動實踐著他的品牌之夢。

與永光集團結緣

與陳總的相識始於2010年初，至今記憶猶新。那時我剛任職明廣不久，負責UVA產品推廣銷售，在年輕充滿幹勁下，卻缺乏足以令業

1.廣州塔是中國第一高塔，世界第三高塔，是廣州最重要的地標性建築，於2010年開放可俯瞰廣州全景。 2.澤豐化工2011年新建國際標準自有廠房。 3.因著正派經營的理念，搭起雙方互動的橋樑。 4.陳昆權總經理是個勤奮有目標的溫州商人。 5.因著信賴度，讓永光化學UVA產品列為免檢原料。



澤豐化工有限公司

廣州市澤豐化工有限公司經營汽車修補漆及輔料、工業漆、汽車清漆、汽車漆固化劑、塑膠底漆、蘇灰士、環氧底漆、稀釋劑暢銷消費者市場，擁有國內同行業最具創新精神的研發技術隊伍，採用同行業最嚴格的品質標準和檢測手段。創始資本額為30萬元人民幣，至2012年營業額已近2億人民幣，2011年更斥資購買100畝土地，興建國際標準自有工廠。

務員驕傲的業績。有一天，接到澤豐化工諮詢UVA產品的電話，在了解明確的產品需求意向之後預約拜訪面談。在澤豐化工代表會面時，言談中得知該公司正使用某國品牌UVA時，我心裡已經打起了退堂鼓，如果單從價格上作比較，永光化學是沒有任何優勢可言，心想澤豐公司是否和其他的工廠一樣，為生存只注重產品的價格差異呢？雖抱有如此心態，我仍認真向澤豐化工詳細介紹永光化學的經營理念和特化事業處的產品種類，同時贈閱當期季刊。

正派經營理念大考驗

澤豐化工的代表和一般客戶較為不同，他並不急於了解產品的性能和特性，而是想先了解永光化學的經營理念以及公司現況，並了解明廣與永光化學的架構從屬關係。最

後，他問了我一個問題：如果我可以確定跟你拿貨，是否可以給我個人一定的回扣？我明確回應他的問題，表明永光化學的「正派經營」文化理念後，我對這筆生意早已不抱任何希望。

半個月後，澤豐化工的代表忽然造訪明廣辦公室，並向曾總提出合作需求，我才知道原來他不是工廠採購經理，而是澤豐化工的老闆，只是當時他都沒有向我表明其身份。到後來我才明白陳總當時那個問題的意圖：有著多年業務經驗的陳總深知，簡單透明的合作模式能夠保證貨源的品質，而永光化學始終堅持的企業文化理念和健康的供貨體系可以提供貨源的品質保障。原來在我去拜訪之前，陳總已經從同行朋友那獲取永光化學產品樣品並讓其技術人員進行過性能測試了。

分享品牌小故事

爾後與修補漆客戶分享陳總這則正派經營小故事時，客戶總是充滿疑問的詢問，他做的那些中低端的產品需要用那麼好的UVA產品嗎？而陳總也用他的實際行動回應著競爭者的質疑，修補漆產品營業額連續三年保持20%以上的成長率，澤豐公司的某牌修補漆在市場上已經深入消費者的消費理念中，在中低端同類產品中處於領先地位。在2013年營業額目標更是直指突破2億人民幣大關！而目前在陳總的原物料管理中，永光化學的UVA產品可以列為免檢產品，這就是永光化學品牌帶給客戶的信賴度。



廣州明廣 汪笑



1

杭州

6

揮灑墨水 勇航藍海

數碼印花短短幾年快速發展，機器變化從慢速到中速再到快速機器，我們的墨水即時因應市場需求而調整，從而得到市場肯定。



2008年金融風暴，紡織行業持續低迷，大量染廠紛紛倒閉或是轉行，能存活下來的染廠70%都在虧本，極少數能夠盈利，隨之而來的

就是各染料商之間的價格戰，利潤降到最低但業績仍舊持續下滑，一時之間大家信心全無，看不到未來路在何方。

永不放棄

記得當時廣州明廣業績衰退，下修年度目標逐步調整銷售策略。然而此時，總部推出數位印花墨水，雖

然這個市場資訊不明朗，但廣州明廣曾昆木總經理和童永泉副總經理還是毫不猶豫把這個產品引進。

這一路走來，數碼印花墨水跌跌撞撞，但這種不放棄不服輸的信念，得到了上帝的眷顧，我們的業績逐步上升，每年成長超過100%，2012年營業額達到850萬人民幣，公司的業績呈現上升趨勢。

一站式服務

杭州京京科技是JV33杭州總代理，這款機器他們賣的非常火，每年大概可以賣400台，目前這個地區80%都是這種機器，全部是他們賣的。在同我們合作之前，他們只是賣機器，墨水沒有賣開，有很多國內的墨水廠找他們合作，都不是很成功，問題比較多。後來開始同我們



京京科技

杭州京京科技為數碼設備商，為日本Mimaki杭州地區經銷售，其經銷系統屬台灣永享聯盟的下屬經銷商，銷售的產業有三大塊，除了傳統的廣告噴繪產業外也銷售數位紡織產業，噴印設備年銷售約200~300台，JV33為主力機種，是現階段杭州絲綢打印的主力機種。

- 1.「西湖斷橋」為杭州西湖十景之一，位於白堤東端且名氣最大，早在唐朝已建立，遇冬雪有斷橋殘雪的美譽。
- 2.快速發展的數碼印花。
- 3.瓶瓶罐罐的墨水，洞悉未來的發展趨勢。
- 4.讓打開衣櫥，變成是一種視覺享受。
- 5.色彩豐富變化多端的數碼印花。
- 6.技銷團隊配合客戶的一站式服務，讓產品勇闖藍海。

接觸，一開始他們也是抱著試試看的心態，選擇兩家客戶來推廣，一段時間下來客戶反應還不錯，這時候他們開始全面推廣，在這同時我們總部技服和研發全力配合，同他們一起到客戶端解決生產中的疑問，就這樣客戶有問題我們努力解決，彼此信心建立起來，他們知道同永光集團合作不用擔驚受怕，品質有保障。墨水搭配機器，一站式服務，客戶省心又放心，他們機器越賣越好，墨水銷量也就隨之上升，到現在一個月銷售達4噸，我們的墨水在杭州地區已經形成影響力。

抓穩趨勢

數碼印花行業最近一年又出現新的態勢，歐洲各種快速機紛紛推出，國內設備廠商緊跟步伐，不同的機器商搭配不同的噴頭，而且各種工

業噴頭並不全都開放，如精工和京瓷他們都需要認證，這些都對我們提出了新的挑戰，我們現有的墨水都不適用，需要重新調整墨水。永光化學作為專業的墨水生產商，在行業內已經形成了一定知名度，很多客戶對我們也提出了這方面的要求，希望我們能儘快提供相配套的墨水。

鄂爾多斯集團他們使用的是精工噴頭，墨水從日本進口過來，價格非常昂貴，而且供貨非常不穩定，因此他們希望能同我們合作，目前樣品已經在測試當中，效果都還不錯，不久應該會有訂單。工業噴頭墨水使用量非常大，一台快速機一個月就能消耗1噸墨水，憑藉著專業能力穩打穩紮，配合知名企業擴大影響力，有能力與信心抓住這個新的市場契機，在工業噴頭擁有一片藍天。

紅藍一線間

數碼印花短短幾年，發展非常快，這其中機器的變化也是一代接一代，從慢速到中速再到快速機器，我們的墨水都能即時做出調整，從而得到市場肯定。在傳統染料這片紅海當中，我們獨闢蹊徑，找到了自己的藍海，並憑著堅強的信心持續航行，未來的路也並非一帆風順，但我們信心堅定，能克服艱難險阻，勇敢的航向藍海。



廣州明廣 王久元



北京

7 成就客戶 成就自己

優質的夥伴，
是企業長遠發展的重要資產。



永光化學與華潤紫竹藥業的合作關係可追朔至2003年。當年華潤紫竹在中國醫改政策的推動下正積極開發計畫生育產品項目，多方尋找合作

供應商。永光化學醫藥營業處何文龍副處長與華潤紫竹藥業在互惠互助的前提下，順利談妥合作計畫。經過雙方密切的配合，不僅完成該原料藥在中國的申報作業、取得批文；而紫竹的產品也成功上市，數年之後成為中國的市場領導者；就此開展了兩家公

司十年來的合作關係。

掌握機會

近年中國醫改政策重點為加強基本醫療衛生制度，提高藥物治療水準，降低人民醫療費用支出。醫保目錄涵蓋越來越多的藥品，醫療保險藥品支出隨之節節

上升，因此政府鼓勵本地藥廠開發學名藥以降低藥品單價，同時要求質量標準與國際接軌，確保用藥安全。中國大陸的醫藥產業市場總量因而持續成長。

華潤紫竹藉由核心技術優勢，掌握政策利多，挑戰高難度的無菌製劑產品。華潤紫竹陳總表示，在



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華潤紫竹藥業有限公司（原北京紫竹藥業有限公司）

成立於1969年，前身是北京第三製藥廠國有企業。2000年改制，是中國重點計劃生育、生殖健康用藥的科學研究及生產的廠家，通過中國新版藥品GMP認證的製藥公司，擁有一流生產的廠房和國際水準的設備與管理機制。近年來更迅速成長，以核心技術，逐步確立了計劃生育用藥、生殖健康用藥、眼科製劑、普通治療藥物製劑、生物製品五大系列為主的產品體系；2011年，換股成為中國前五大的華潤醫藥集團成員之一，2013年8月華潤醫藥集團內部整合，北京紫竹更名為華潤紫竹。



4

- 1.北京故宮博物館:前身是明清兩代皇宮。號稱世界上接待遊客最繁忙的博物館。
- 2.無論品質與技術，永光化學醫藥處所生產的產品都禁得起考驗。
- 3.吃好藥，保健康。
- 4.優質好夥伴一起邁向新里程。

開發無菌製劑項目時曾評估過兩家以上的合格供應商，原料藥的品質都符合要求，最後拍板定案，依然採用永光化學的原料藥，主因為華潤紫竹與永光化學的夥伴關係是經過千錘百鍊的。華潤紫竹除了認同永光化學的技術服務與產品品質，更重要的是對夥伴的信賴。此案子延續了兩家公司互惠互信的合作默契，華潤紫竹協助永光化學順利取得中國原料藥批文。

邁向未來

就像一列火車，華潤紫竹在競爭激烈的市場上，不斷往前邁進，逐漸將策略眼光投射到國際市場。但製劑要能在國際市場上市可不是

件簡單的事情，沒有三兩三，豈敢上梁山。永光化學在國際市場已深耕多年，早已練就一身扎實的好功夫，有能力與藥廠客戶一同面對官方審查與市場的挑戰。永光化學的醫藥原料藥已通過美國FDA與歐洲MPA查廠，不論是品質或技術資料，都經得起考驗。同時在技術服務上，永光化學的同仁們相當重視客戶的問題與需求，協助他們完成研發的工作，彼此真誠的交流，積極仔細地回應問題，溝通順暢。我們相信這就是為什麼很多客戶會選擇永光化學成為他們進軍國際的重要夥伴，因為優質的夥伴是企業長遠發展的重要資產。

在中國，華潤紫竹是優秀且成

功的市場領導品牌。身為重要供應商與夥伴的我們感到與有榮焉。十年過去了，市場有了變化與競爭，但華潤紫竹仍秉持對夥伴的信任，欣賞永光化學的企業文化，認同永光化學的理念，在互信互惠的基礎下，深化了項目的合作，我們將共同發展，共同進步，一起邁向新的里程碑。

醫藥處 黃帥



廣州

80

漫漫創新非凡路 精誠合作

從客戶所下的訂單，從5KG、10KG增加到20KG，
讓我看到了曙光，看到了未來發展的方向。



捷凱貿易有限公司

主要經營項目為銷售化工原料、顏料、日用品、建築材料與五金交電等產品，經營理念為「始終堅持誠信和讓利於客戶，堅持用自己的服務去打動客戶」。2005年5月初開始與永光集團廣州明廣子公司互動，其專長為工業塗料和汽車塗料之應用，為廣州明廣的UVA產品塗料業代理商之一，總經理張成沃先生曾於2011年12月來台參觀並拜訪永光集團。

「永光」就是永仰榮光，這個名字太好了，人活著幾十年，總需要朝著個人的理想、信念、目標，夢想而努力奮鬥，為著美好的生活而努力追求，正因為

努力才有榮耀，付出才會發出光輝。

2005年5月初，有幸地接觸到臺灣永光集團廣州明廣子公司，開始對永光集團的UVA產品產生了興趣，在廣州明廣和永光集團特化技術處的協助和支持下，掌握了永光的UVA部分產品在工業塗料和汽車塗料中的應用，然後到我司服務多年的客群中推介。之後，從客戶反饋回來的資訊中，UVA效果確實不

錯，大大地堅定了我對永光產品的信心，從客戶訂單5KG、10KG到一個包裝20KG中看到了曙光，看到了發展的方向。之後，在廣州明廣和特化處全力支持和配合下，我司的應用UVA客戶不斷擴大，令我司的經營狀況提高到另一個新的階段。從此，對「永光」這個名字產生更大的關愛。

隨著時光的流逝，一轉眼八年時

間，永光集團一直呵護著我，我心也一直關注著永光集團，從產品的提升到企業的發展壯大，從企業的文化到人文修養的提升，一直在我內心中撼動，正因為跟著這樣的國際優秀企業，在我個人人生旅途之中劃下一道亮麗的光彩。從我一個小小的貨易公司，逐步邁向一個與國際公司親密接觸專業營銷商，一個小小的貿易商人能得到永光集團

“ 正因為努力才有榮耀，
付出才會發出光輝。 ”



江門捷凱張總（左三）陪同永光集團陳董事長（右一）參訪江門四方威凱精細化工有限公司。

董事長的厚愛，是我人生中最大榮耀，內心那種欣慰是無以言表，也許是上帝的恩賜，真心感激！

人的際遇說來也很巧，茫茫商海，百業競爭，我從1995年開始從事塗料化工中的添加助劑，2005年一個偶然的機會在客戶中認識當時廣州明廣公司的業務員，瞭解到永光集團的UVA添加劑，雖然大家的產品性能不同，不算是競爭對手，引進永光集團的產品，對我公司經營的產品有進一步的提升，對客戶的塗料抗老化，抗黃變的品質有更大的提高，就這樣我與廣州明廣結緣在一起。記得當時國內塗料行業應用的UVA產品是汽巴公司和德國科萊思公司的產品，永光集團的EV系列產品當時並不盛行，這並不重要，重要的是好產品，品質穩定的

產品，市場自然採納，加上服務到位，客戶必然首選。2008年國際大公司合併收購，剛好給我們創造了良好的機會，抓住時機在客戶中積極推廣，銷售量逐步增大，時至今天，雖然我司的UVA銷售量微不足道，但堅信：只要勤奮努力，美好明天是會有的，正所謂「商道酬勤」。

2011年12月，承永光集團的厚愛，邀請到美麗寶島臺灣參訪，可以說是我平生莫大的榮耀。榮董的《往高處行》給予我的啟迪，陳董事長給予我的厚愛，永光集團全體同仁給予我的支持和信賴，內心深處無比震撼。心靈深處唯有感激一句，感謝神恩！

八年時間，與廣州明廣結下兄弟情緣，彼此互相信任，相互鼓舞，從未發生過任何不愉快的事情，可見我們之間的真誠和信任。在大家的共同努力下，公司業績不斷有所提高，相信：主要我們共同努力會創出更加輝煌的業績，更加堅信：主要我們懇誠相待，精誠合作，攜手共進，我們今後的日子會更加精彩，捷報頻傳，凱歌飛揚。🌈

廣東江門市
捷凱貿易有限公司
張成沃





充電時刻 Knowledge & Growth

好態度決定好將來
勤勉志工讓愛無限
品牌體驗完美感受
人在蘇州心繫台灣



當責態度決定好未來



當小孩不小心碰到了桌子而大哭，中國媽媽見狀第一個動作就是伸手打桌子，然後哄小孩：「乖！不哭！」。

而日本媽媽卻不會這樣處理，她會要求小孩重新繞桌子走一遍，然後啟發他：「人之所以會撞上桌子，一般有三種情況。一是你跑得太快，刹不住腳；二是不注意看路；三是你心裏在想別的事情。你剛才是屬於哪種情況？」桌子是死的，它不會主動來撞人，所以人會撞上桌子，是人的錯，而不是桌子的錯。

中國媽媽伸手打桌子，就等於在教育孩子，那都是桌子的錯，不是你的錯，在這樣的教育下成長的孩子，遇事情首先是推卸責任，千方百計為自己尋找開脫的理由，而一門心思挑別人的毛病。日本媽媽的做法，則是在教育孩子要勇敢的承擔自己的責任，而不要去一味的指責別人。在這樣的教育下成長起來的孩子，凡事總是先檢討自己的不足。

來到永光集團工作已經三年了，我體會到部門與部門之間相處之道，當別人給我們指出不足時，首先不是去反駁、爭辯而是檢討；發現我們錯了就馬上改，若沒錯的但也需重視別人的建議，當成是一個警訊。

態度決定一切，同樣的事，態度不同，結果也就不同。所以想把事情做好，必須先端正好態度。與大家共勉，勇於承擔，為永光集團大家庭提供最好的工作態度。🌈



蘇州永光 王資卡 <

漂亮的成績單



2008年 上旬，獲知公司將安排我在2009年初，要派駐至蘇州永光進行第一期碳粉產線的設置，當下心理其實是有點忐忑不安，從沒出過國的我沒想到第一次出國就是要派駐國外…；在緊鑼密鼓的學習與各單位持續不斷的溝通協調中，時間過的很快，2008年11月公司安排黃冬生副總帶著我，進行了我人生第一趟的蘇州永光處女行，也是第一次見到了這4年來的頂頭上司朱傑生總經理、陳如愛協理與黃宗文廠長，在他們熱情與主動的關懷下，也逐漸消除了我不安情緒，堅定了前來蘇州工作的信念。

2009年3月中下旬，緊湊的碳粉一期設備安裝工程，開始如火如荼的進行，期間全通科技各部門的主管，陸續前往蘇州出差，協助進行相關知識職能的教育訓練與生產的規劃討論，在各單位緊密的配合合作下，克服了種種困難，碳粉一期工程終於在5月如期完成，並持續進行各種設備的試行與驗證，直到7月榮董蒞臨蘇州主持按鈕啟動典禮，蘇州碳粉廠正式投入量產，短短半年的时间已經將產能發揮到100%，並且還供不應求，猶記的當時聽到主管在感嘆：「雖然產能壓力大，

但是被客戶訂單追著跑感覺挺不錯的！」。

時至2013年5月，蘇州永光碳粉產線共經歷了4次設備增設與1次廠房擴建案，在各級長官與各單位同仁的努力下，皆能圓滿的達成任務，目前蘇州永光碳粉產線具備以下能力：

- 1.完善穩定的生產能力，年產能5000噸。
- 2.有效的品管機制。
- 3.積極的技服能力。
- 4.快速發貨能力—隔日發貨機制。
- 5.滿足客戶需求，彈性的調整能力。
- 6.規模性的小包裝能力，年產能500萬瓶。

每一個能力建立，對所有幹部都是一種考驗，所幸在公司品格教育的基礎上，學習到如何培養各種美好的品格，並在長官不厭其煩的指導與容錯的鼓勵下，持續自我成長，總算可以繳出張及格的考卷不負所託，同時也滿足了自我成就感。

來到蘇州永光已經邁入第5個年頭，這些年來幫助我的長官與朋友們，謝謝你們，最重要的是要感謝我家人的支持與諒解，畢竟每年呆在台灣的時間尚不足2個月，能與家人相處的時間就更少了，雖然偶爾會聽到老媽埋怨說：「這個家對你來說好像是旅館一樣，住了兩天人又不見。」但是老媽在我拿著行李箱準備出門時，還是不忘囑咐我要認真努力工作，照顧好自己別生病了。媽媽，謝謝您！

最後期望蘇州永光持續蓬勃成長，也讓我沾沾光。🍀



蘇州永光 陳韋帆

嶄新開始與挑戰



1. 一幢幢寬闊新穎的建築，宣誓著永光集團立足蘇州，深耕中國的決心。
2. 利用在地的優勢，提供客戶快速與優質的服務。
3. 一步一腳印的逐夢踏實，往高地續航。
4. 數位印花技術永無止盡的精進，滿足了客戶需求。
5. 研究發展與優質創新是維持市場競爭力的利基。



2009年4月13日，生平第一次出國，我帶著忐忑不安的心，前往蘇州永光長駐，一切都是未知與展新的開始，就當作是給自己的新挑戰吧！

初到蘇州永光，K棟碳粉產線近似「毛胚屋」的狀態，身負重任是在二個月的期限內，產能從無到有的完成及建立品保檢驗的能力，彷彿是「地獄式」的準備工作。從實驗室規劃設計、發包施工、監工；檢驗用的打印機複印機採購、整理；物性檢驗用的儀器評估、採購、安裝調適、檢驗結果與全通科技進行同步比對；到檢驗人員的招聘、訓練等大小事同步在進行，更在空調尚未安裝好接近40度C的溫度下，揮汗如雨的進行儀器的測試及比對。這段期間多虧了全通科技的王緯智經理及羅智元經理的大力幫忙，才能如期的完成了這艱鉅的任務，並且很巧的在我生日6月29日這天，順利的完成第一次試車及檢驗。

品保部就像我的小孩一樣，從2009年開始建立，推動著看著它漸漸成長、茁壯；2010年8月通過ISO9001及QC080000的稽核；2011年10月搬遷至J棟占地540

平方米的大空間；2012年建立技服團隊為客戶提供打印耗材搭配性測試的服務，透過在地之便，能更快速為客戶提供服務；因應全球各地區客戶對環境測試的需求，2013年3月建立「步入式環境測試間」。現階段的計畫是在年底前建立後混合配方研究小組，積極配合全通科技研發團隊，透過對後混合配方的及時調整，能更迅速、更完善的服務客戶，使產品達到客戶的要求。這幾年的變化，就像看著自己的孩子從呱呱落地、牙牙學語一直到長大成人，每一階段都是充滿著感動及感謝，感謝所有一路走來幫助過我們的人，我相信未來的日子裡我們必定會繼續進步，體驗前所未有的感動！

蘇州永光 劉仲軒





總經理室 李明達

大家好，我是集團內部品牌講師—李明達。雖說「講師」的角色是教導別人，但我個人卻覺得收穫最多的是自己。在人資處所舉辦的兩次品牌講師交流會中，聽到其他講師分享他們的授課心得，真的是非常精采，每位講師、每堂課、每位學員，都會激盪出不一樣的火花，也慶幸我們單位內有三位品牌講師，每次上完課後，我們都會互相分享上課的狀況、觀察到什麼，以及後續要怎麼改進，而

為了讓學員們能夠真正體會永光品牌，我們所使用的教材、教具也需不斷調整、創新，若案例不夠，我們就上網搜尋其他案例；若遊戲不夠好玩，我們就一起集思廣益來發展新遊戲，以前的我，認為「進步創新」應該是指產品的創新，想不到我們在無形之中就已經在做這些事情了，從學員在課堂中的互動，我很清楚的看見永光品牌個性與品牌價值，也讓我感受到：永光化學未來無可限量！

品牌體驗營心得



二廠最後一堂體驗營課後合影留念。



蘇州永光 陳尚奇

看到四月份在蘇州永光舉行的品牌體驗營照片，回憶裡的陣陣歡笑，似乎又縈繞在耳裡，這真是一個讓我印象非常深刻的活動。

乍聽「品牌再造」，第一印象是既商業又專業的名詞，有點深澀冷硬的政令宣導感覺。但經歷其中，卻感受到嚴謹中的輕鬆喜樂，不論是靜態的演述宣導，或是動態的互動參與，配搭的相得益彰！每一個活動設計都能在歡笑中深植入永光品牌的豐富意涵，使我們不僅了解再造的歷程點滴，更明白這是一個你我有份，相互努力，共同成就的同行之路。

品格教育是同仁們引以為傲，且樂於傳講的永光文化，在淺移默化的推廣中，將那好的品格種子，栽植在你我內心，使品格不再是老生常談，或是曲高和寡，而是能引領並落實在生命與生活中，讓個人得到建造，也能影響到每一個家庭、生活、人際關係，使美好彰顯。而這次的品牌再造，亦是與品格環環相扣，彰顯出永光特質。不論是穩健可靠、進步創新、

以客為尊、造福人群的品牌價值，或是誠信可靠、樂觀盼望、愛心關懷的品牌特性，都是表達出永光集團的價值觀。

此次動態活動設計中，有同心共闢鱷魚潭、高塔堆疊、救生援救等單元。高塔堆疊尤其讓我回味再三。高塔需要高度，也要穩固，每組都公平的都擁有一樣的架塔素材，吸管、紙張、紙杯、牙籤等，練習共分兩次。經過組員們的熱烈討論中，初次就激盪出不同的集體創意，並攜手建造，每座高塔，有瘦長型，有矮壯型，不論高低或結構，都代表同仁集思廣益、研究創新的精神。而第二次，有了前一次的經驗，大家體驗出高度與基底同樣重要，於是在改良與結構加強上，更有豐富的新創意，表示著創新，是用心的與時俱進，在經驗中，用群體的智慧與努力來完成。

這次的蘇州永光品牌體驗營，淺顯易懂的說明了品牌再造的精神與期許，相信參與的每位同仁，能在認同中，帶出凝聚的力量。



二廠 黃欣淨

身為永光集團一份子的我，這一年多來對「Better Chemistry Better Life」、「穩健可靠」、「進步創新」、「以客為尊」、「造福人群」等品牌價值，「誠信可靠」、「樂觀盼望」、「愛心關懷」等品牌個性，這些品牌文化早已耳熟能詳，但聽再多都不如親身體會來得印象深刻。

「品牌」是什麼？它不僅是logo，也是企業的靈魂，可以為企業帶來商機。「品牌(Brander)」原意是烙印，顧名思義就是要讓人刻骨銘心，廣為人知。成功的品牌將賦予企業更大的價值，可以讓客戶願意以更高的價格來購買，這個「品牌」績效就是成功了！

公司精心安排「品牌體驗營」，以各廠處

各梯次小組別的方式，透過遊戲與活動訴說永光化學的品牌架構及中心理念。在上課之前我心中最大的疑惑就是「品牌」要如何體驗呢？會是教條式洗腦教學嗎？會枯燥乏味嗎？上過課後我才發現跟想像的完全相反！

講師以故事和貼近生活的例子，生動的傳達「品牌」意象，深入淺出的讓大家快速了解到「品牌」是什麼，「品牌」對於企業的重大影響；更利用分組遊戲來集思廣益，透過每個人獨特見解，互相交流加深了品牌的滿意度、信任度與忠誠度。潛移默化的交流間，對於「永光化學」這四個字產生了更多的認同，讓我清楚的知道該如何經營，並朝「Better Chemistry Better Life」的目標努力。🌈



↑ 二廠體驗營：努力建高塔。
→ 二廠體驗營：建好囉！小心別碰到了～



研發中心 嚴佳琳

什麼是「誠信可靠」呢？在品牌體驗營的活動中，讓我有深刻的體認和反思。

在「你儂我儂」遊戲中隨意被鋪陳在地板上的彩色地墊彷彿是市場上的永光產品；客戶若對市場上產品還不熟悉時，就像是被蒙著眼並隨己意選擇產品；講師給的規則像是產業中的潛規則；導引者則是永光同仁。我們必須先充份了解公司的商品定位、特色(那彩色地墊的位置)及掌握客戶關係與特質；當客戶給我們機會來介紹產品時，我們才能使用客戶能聽得懂的語言或方式來引導客戶使用永光產品。當客戶首次接受我們推薦時，因著彼此還需要熟悉，會使認可永光產品的速度上會較為緩慢；這就好像在遊戲中，即使有人指導，被導引的人要踩下那第

一步時，有時腳步仍不敢放得太快，但幾次之後信任感建立了，不但前進的速度可以加快，心中的忐忑不安也明顯的減少。

在遊戲中期，講師會要我們單用聲音來引導而不要觸碰被導引者的身體，這也讓我想到，許多時候越貼近客戶，甚至帶著客戶一步一步走，客戶是比較容易產生信任。但是，當環境產生變化，不再能像過去那樣貼近顧客時，有什麼方法可使客戶仍信任永光化學呢？我個人認為要能持續做到「誠信可靠」是需要在各個面向去努力的，包括：客戶關係、產品品質、技術服務、創新研發、資訊科技、風險管理…等等。每位同仁都在這些面向上扮演著重要的角色，顯然，維繫品牌，需要大家一起來！🌈

一日志工 讓愛無限



↑ 染布DIY成就自己，也成就了愛心家園的院生，讓愛的種子深耕。
← 因著擠奶油DIY做蛋糕的教學相長，激發出院生無限的信心與喜樂。

為了要製作「真愛」的月會品格宣導短片，有同仁提議說，是否請愛心社協助，利用假日，邀請家人、朋友當一日志工，並真實的紀錄所有的互動過程；大家都覺得這想法非常有意義，化真愛為回饋社會的真實力量，讓愛不是空談與理論。

感謝愛心社幹部的協助，讓我們如願的到了觀音愛心家園當一日志工。當天活動我們特別挑選了幾首詩歌，這些詩歌可以幫忙帶動現場氣氛，也邀請二廠同仁協助染布教學的體驗活動，也讓觀音愛心家園的院生們，指導我們DIY動手做蛋糕。無論是當我們捲起衣袖一同揮汗整理環境，或是DIY染布、DIY作蛋糕還是魔術表演時，整場活動互動氣氛良好，彼此互相教授學習，這時讓我感受到愛是無疆界的。

快樂的時間總是短暫，結束時看他們開心拿到自己動手做的染布，覺得自己也收穫很多。

經過這次的活動，自己最大的感受就是體會到他們的純真，還有執著於被交付的工作，雖然院生他們有很多的不足，他們就是很認真的想去完成每一件事情，我想他們所需要並不僅是一些物資，最需要的是我們多給予他們機會與掌聲，尤其看他們做蛋糕的時候，臉上充滿自信的神情是讓我最印象深刻的，相信如果我們能給他們更多的鼓勵，更多的機會及舞台讓他們學習發展，他們也能表現得很好。

公司一直以來很用心在社會關懷，尤其透過愛心社經常參與很多公益活動，像園遊會義賣等，也廣邀公司同仁一同參與。公司秉持著愛心管理，讓員工有一個受尊重的工作環境，推動品格教育，讓員工在工作或生活中有正確行為的價值觀，同時公司也提供一個好的成長與學習空間，也因此吸引了這麼多優秀員工，我想公司要達到Better chemistry Better life是指日可待的。



知識小框框

觀音愛心家園是身障者的一個桃花園，2006年正式立案。對身障者最好的疼惜不是憐憫，而是讓身障者擁有尊嚴與自信，搭個舞台與給個機會，讓他們可以在勞動中獲得成就與自信！愛心家園設有蛋糕烘焙坊，歡迎大家吃蛋糕做愛心。

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新鮮人



蘇州永光 徐芳

學歷：皖西學院

興趣：旅行

專長：烹飪，宅在家裡發明一些小食，不過通常只有我一個人把它吃完

播下品格的希望種子

美國學者威廉·詹姆斯這樣說過：「人的思想是萬物之因。你播種一種觀念，就收穫一種行為；播種一種行為，就收穫一種習慣；你播種一種習慣，就收穫一種性格；你播種一種性格，就收穫一種命運。總之，一切都始於你的觀念。」這一觀點同樣適應於企業的生存發展同任何生命體一樣，永光化學之所以有四十年的歷史，我想這公司的企業文化大有關聯。公司本著穩健可靠、正派經營、進步創新、以客為主、造福人類為宗旨，不但贏得了良好的企業口碑、穩定的客戶資源，更贏得了員工對公司的信賴。

品格是全世界共通的問題，不是簡單的文化問題，1997年集團導入了

「品格第一」的活動，透過月會、海報、公司網站等公開表揚壽星或員工好的品格，來將品格的精神文化貫穿及融入到公司的企業文化中。

現今社會以利益掛帥，鮮少重視員工利益。永光集團非常注重品格，以人為本的信念始終如一，在這個道德卑微的年代中更顯珍貴，讓我真正的明白，什麼是「正派經營、愛心管理」。對外，我們誠實經營不欺騙，產品的生產要求對人類無害；對內，完整的教育訓練讓新人能快速的進行工作，同事間相處的非常融洽，聽不到抱怨，彼此間相互信任。雖然我在工作上還在適應，但在同仁們的幫助與支持，我將會表現得越來越好。🌱

放飛夢想 感恩生活

抱著多學習的態度，我選擇做銷售。很幸運，永光集團廣州明廣貿易有限公司就提供我這個工作的機會，剛進公司就能感覺到同事們的熱忱之心，尤其是上級的諄諄教誨、摯誠相待，讓我銘感五內！

誠信作為企業信譽的基石，它構成了企業寶貴的精神財富和價值資源，公司的“正派經營，愛心管理”讓我感觸很深。明廣的月會是全員參與，並且內容不但有我們明廣當月的經營狀況，而且包括總部的相關信息，這就讓我們員工對總部的主方向有所瞭解，有了目標才有動力。四月月會中的品格教育主

題是勇敢一鼓起勇氣，因履行責任而敢做敢當。品格教育是使我對人生價值思考的一次昇華，真正的成功不在乎你擁有多少物質上的財富，而在於你做人的品格，品格高尚的人不會因為盲目的追求而喪失對朋友、對親人、對社會的責任感。

常懷感恩之心，心生寧靜。在明廣實習的這段時間裡，公司花大量時間和精力培養我，我感恩於心！銷售要面臨很多挑戰，但我相信通過努力和大家的幫助，我能戰勝困難，「路漫漫其修遠兮，吾將上下而求索」，我堅信暴風雨過後會見彩虹。🌈

新鮮人



廣州明廣 章文亮

學歷：南昌大學

興趣：聽音樂，閱讀英文，運動

專長：籃球



Life & Others 鮮活什錦

東吳人文豪情天下
金雞湖畔萬人競跑
青海湖自然大寶鏡
柬埔寨烽火見真情





蘇州精緻文化——評彈及昆曲

「唱的比說的好聽」，古文古詩一般印象都是用唸讀的，事實上用唱的更好聽，這是我到蘇州生活六年後的新發現。原本我對中國傳統藝術，一向敬而遠之，一則是鑼鼓吵雜，並不覺的好聽，二則臉譜化妝很誇張，不覺的有何美感，三則實在是太慢了，一個字繞了幾圈上上下下，一句話要唱很久，早已失了耐性。

古韻今風

來到蘇州後，發現蘇州人喜歡評彈及昆曲，不只有老年人，即使年輕人也很喜歡，大都能哼上幾段。開始時因為完全聽不懂，自然也不覺的好聽。直到一次在飯館，有免費的評彈昆曲，唱戲的老師，看我們是外來人，親切地和我們對話，唱一段「牡丹亭」之前，先為我們講解內容。老師將此曲與西方羅密歐茱麗葉做一比較，「牡丹亭」深情愛意的含蓄表達，更顯的深遠流常。為何女主角，散步在花園看個池塘落花垂柳，可以唱那樣久？原來句句都是意有所指，若能細細品味，真的絕妙好聽。若說西方世界是以莎士比亞為榮的話，中國更應以湯顯祖為傲了。若是能靜下心來，不疾不徐的進入這幽幽的古典文學的殿堂，原來並不枯燥。而這樣的精緻藝術，早在四百多年前，就流傳在蘇州江南一代，可見當時魚米之鄉高水準物質條件，並得以孕育出如此底韻深厚的精緻文化。是評談與昆曲被「聯合國教科文組織」並列「人類口述和非物質文化遺產代表作」，

真是當之無愧。

評談比較像是「唱」故事，一人或二人，拿著琵琶或三弦，邊說邊唱，對話與詞句都是古文古詩，高雅優美，因為是蘇州話，除非看到歌詞，否則不易聽懂。昆曲是中國百戲之祖，除了「唱」之外，加上戲劇元素，是用演的，有服裝，走位身段等等。

昆曲比京劇好聽，我想是在於發聲唱腔不同，比起京劇鬧哄哄高亢的吊嗓，昆曲共鳴點放低，唱起來輕輕柔柔的，也就更讓人有放鬆與閒適之感，對現代人來說，聽昆曲令人沉靜抒壓，還可提升文學素養。

聽評彈昆曲好地方

蘇州到處有人在唱評彈，茶館，老字號的飯店，旅遊景區等等。古城平江街，經整治後已成觀光步行街，沿街很多茶館餐廳，幾乎家家都有免費的評彈或昆曲。經「張家巷」沿著指標往裡，會看到「蘇州評彈博物館」，再更往裡有「蘇州昆曲博物館」，不論是入館或是表演都是免費的。來蘇州別急忙，到平江街，帶本書，點壺茶，對著窗外小流水，進入一個慢調斯理底韻深厚的高音世界……。



蘇州永光 陳如愛

2013 第四屆蘇州環金雞湖國際半程馬拉松賽
THE 4TH SUZHOU JINJI LAKE INTERNATIONAL HALF MARATHON

金雞湖半程馬拉松

到蘇州永光已屆滿兩年了！在週末最常做的事就是騎自行車到處晃晃逛逛，有時候往老城區，有時騎往工業園區。工業園區有個離宿舍很近的金雞湖，騎著自行車環湖看看湖邊風光，圓融時代廣場、月光碼頭、李公堤…等等美景全數盡收眼底。金雞湖景區總面積11.5平方公里，大約1.5小時可以悠閒的騎完，但是這次的目標是參加金雞湖的半程馬拉松，用跑的方式來欣賞金雞湖景致。

蘇州的四月天，正是春暖花開的時節，跑馬拉松可說是非常適宜的天氣。蘇州環金雞湖國際半程馬拉松賽舉辦到今年是第四屆，看到每年參與的人數越來越多，平常有在慢跑的我，雖然只是3、5公里的短程，也想試試自己的體能，這次剛好有這個機會來親身體驗一下蘇州的半程馬拉松賽。

今年參加人數約為28,000人，主辦單位設有半程馬拉松21公里，迷你馬拉松5公里，以及家庭親子跑2.5公里。第一次參加比賽就要跑21公里，說實在是有點難度，況且平常也沒跑過這麼長的距離，但是來參加比賽就是要參加最困難的才有參與感。

超級多的參賽者擠在不算寬的起終點站，導致我一開始花了將近5分鐘才跑離起跑線。前面輕輕鬆鬆



的30分鐘，看著親子跑的參賽者早已抵達終點站，迷你馬的跑者也快到達終點了，半馬才算剛剛開始艱辛呢！慢慢的跑到10公里的時候覺得金雞湖怎麼這麼大，平常騎自行車也沒騎這麼久，而且人怎麼愈跑愈少？看來大部份的人都跟我一樣是志在參加，不在得獎。

等我跑經過14公里的看板時，手表顯示時間已經過了2小時，腳雖然開始痛，路還是要繼續跑下去。剩下1/3的路程，凡跑過必留下痕跡，我開始跟接下來的每個看板照相。15、16、17……等我跑到18公里的時候，看到宿舍就近在眼前，好像比跑回終點還要近許多，最最痛苦的是右腳也開始抽筋，讓我一度產生放棄慢跑的念頭，想要先回宿舍休息洗澡去。但是我把頭甩一甩，將怠惰的想法甩去，還是堅持跑下去，就算用走的也要走到終點！當我用盡所有力氣忍受腳抽筋的疼痛跑過終點站時，看看LED螢幕顯示時間為3小時06分鐘，好險主辦單位還沒開始撤收，雖然跑超過規定時間一樣有完賽獎牌一枚及紀念品可以領取。

這次縱然只是參加半程21公里馬拉松，時間還超過規定賽程，但是慢跑在金雞湖畔跟悠遊騎自行車有非常不一樣的感覺，明年我還要再來挑戰，目標就設定在2小時內跑完。



蘇州永光 蕭凱元



蘇州旅遊記趣

進入永光這個大家庭已經5年有餘，在職期間經歷我先生（蕭凱元）派駐至蘇州永光生單位，我們的戀情一下子發展成遠距離。兩岸交流一年後，兩個人決定結婚，一個在台灣規劃德國自助蜜月旅行，一個在對岸製作喜帖與婚禮DVD，並於台灣舉行婚宴後成為侯鳥夫妻，一直到2013年4月1日我也派駐至蘇州永光，目前於品保一部實習，兩個永光人終於可以一起生活不用再分隔兩地。

雖然到職至今日才兩個月，但我對蘇州可一點也不陌生！趁著凱元派駐至蘇州永光的期間，我已經在2012年清明節連假時到大陸進行過幾天的自助旅行了！蘇州有名的水路並行，河街相臨的水鄉風光，最有餘韻的一條古道非平江路莫屬。4月的天氣清風徐徐，平江路的風景春和景明，更是適合踏青散步的好日子，走在平江路的石板上，踩著的是清靜古樸與歷史見證，建築的是老式民宅與小橋流水，遠眺也見不著高樓鋼筋水泥的景觀，實在與蘇州工業園區的現代化風格迥異。

平江路上走著走著可聽到一陣古琴悠揚，是蘇州著名的文化一彈評，看台上的小姑娘表演的是江南曲藝：彈評、相聲以及古箏，如果對其有興趣多走幾步路還有彈評博物館可以參觀，看台上的人自彈自唱彈評或崑曲，別有一番風味。除了感受古早味風情以外，蘇州政府花了很多心思維護整個平江路的市容，讓古代與現代風情兼容並序、相互融合。現在的平江路開了許多茶藝館，讓茶客們能夠品嚐蘇州太湖洞庭山有名的碧螺春茶葉；連鎖店「貓的

天空」讓遊客可以慢慢選張喜愛的明信片，代客寄給遠方的親友報平安。

除了水鄉古巷平江路，另有一處是古代名人蘇軾留下的一句名言「到蘇州不遊虎丘，乃憾事也！」，為了不讓此次旅遊留下任何遺憾，咱們當然得到虎丘一遊啦！遊客到虎丘，第一眼所見即是虎丘塔。虎丘塔原名雲岩寺塔，是一座平面八角，高七層的做樓閣式磚塔。虎丘塔最有名的即是近300年來，由於地質構造和基建原因，虎丘塔開始不斷傾斜，傾斜角度為 $3^{\circ}59'$ ，塔頂偏移2.34公尺，是一座與西方義大利比薩斜塔齊名的東方中國斜塔。不勉俗的我，也仿效西方遊客推倒比薩斜塔般地推倒虎丘塔，想像自己就是佛列格般的可以推倒小人國度的建築物。

江蘇省面積是台灣的3倍大，蘇州面積也是大台北地區的3倍大，要用短短幾天的時間將她玩透透根本是不可能的任務！所以外地來的遊客只能精挑細選、去蕪存菁地將最具有人文特色、在地風情的景點玩過一遍，這樣也算是不枉此遭了！



蘇州永光 鄭婷芳



青海湖騎行遊記

1. 牧人一聲號令，羊群快速奔向下個草原。
2. 遠方，唐古拉山、拉薩，會不會是下一個目標。
3. 薰衣草及遠處慵懶的牛群。
4. 爆轟試驗場：核爆基地。

——群年紀不小，但渴望一直在路上的人...搭了30小時的火車，到西寧了；看著手錶已經晚上九點了，天空亮著；放下行李就去找吃的啦，烤羊肉串、酸奶、牦牛肉以及各種美食，

第二天起來，羊雜湯，羊腸麵，吃的渾身騷味，渴望著快點開拔前往青海湖一探究竟。

在青藏高原東北部，一面藍色寶鏡鑲嵌在雪山草原之間，這就是美麗的青海湖。她的周長360km，面積達4583平方公里，海拔為3197米，是中國最大的

鹹水湖。每逢內地夏季酷熱難耐之時，這裏的氣候涼爽宜人。藍色湖面煙波浩渺，岸邊成群的牛羊點綴草原，金黃色的油菜花猶如織毯，萬鳥翔集鳥島濕地，景色動人。

在第十一屆環青海湖國際公路自行車賽落下帷幕後，隨著蘇州的車友們親臨感知青海湖之美，分享騎遊青海湖之趣。讓這些美麗的風景勾勒出我們的嚮往！

從開闊的望不到邊的草原對比蘇州精緻的小橋流水；從藏民爽朗的紮西德勒到夥伴們的吳儂軟語；從每天起床羊肉湯到蘇式湯麵；從筆直的看不到盡頭的馬路到車水馬龍閃爍的燈光；路上陣陣吶聲到車陣中的喇叭聲，伴隨著一望無際的湖面、牛羊、花海、陽光、陣雨、加上少數人的高原反應；連續四天的騎行，大家都收穫滿滿的規畫下次的行程。🌈



➤ 蘇州永光 葉時青



柬埔寨情緣

1997，註定不平凡的一年，7月，香港回歸；小平卻在2月辭世，未能看到光輝一刻；當年元旦剛過，我就遠赴柬埔寨工作，未知之中滿是忐忑。

由廣州直飛首都金邊，在機場只須花20美金打點一下關員，就順利辦好落地簽證了。在這裡，只要肯花錢，沒有不可能的事。這不，我未曾摸過方向盤，就已經取得了駕照，而且還是永久有效的！

西哈努克港是我在柬埔寨唯一遠遊的地方，那裡的天藍得開闊，有翱翔之欲；那裡的海綠得透澈，有暢遊之歡；那裡的沙白得細膩，有懷柔之親。彎彎的海岸線，樹影婆娑，海風徐徐。最妙的是這裡的螃蟹，沉箱養於海中，烹食時連海水一起蒸熟，不加任何調料，味道鮮美得不忍下箸。精剝細拆，細嚼慢嚥，生怕漏掉一絲一毫，兩隻蟹竟吃了一個多小時。這人間美味，日後未曾再嘗過了。

快樂的日子總是短暫的，6月間局勢突然緊張起來，那拉列與洪森終於開打了。記得那天，不時的槍炮聲擾得人心惶惶，美金現鈔都用油布封好藏於鞋墊裡，隨時準備跑路。晚上，都躲到了地下室。外面炮聲隆隆，震得塵土輕飄。大家不發一言，腦袋一片空白。不知過了多久，有人提議撤離。當一群人像難民一般擁出院門時，赫然看到馬路對面一排輕重機槍和火箭筒指向我們，腳都軟了。翻譯解釋了一通，原來

軍隊以為我們駐地有赤柬分子，正計劃攻進來呢，懸啊！兩天後回去，門前仍有坦克部隊集結。駐地早被肆掠一番，兩台車子沒了，院子中還留下兩枚未爆炸的火箭彈。

萬幸人沒事，也因此收穫了愛情。每週一次給家人和女友報平安，都是按約定時間，寫好大綱，看著秒表來打的。及至武裝衝突發生，只能打經理的「大哥大」，信號又不好，親人的焦慮難以言表。女友的來電帶著哭腔，想起天各一方的煎熬，一時語塞。腦海閃過「情人怨遙夜，竟夕起相思」，衝口而出「嫁給我吧！」。電話那頭沉默了幾秒，一句「回來吧！我答應你！」，淚水頓時朦朧了雙眼。

提交完離職申請，7月15日，我輾轉經越南西貢飛香港，回到了祖國親人的懷抱。歷時180多天的柬埔寨奇幻之旅也宣告結束。



廣州明廣 李參

守望稻田

與一切相比
稻穀更接近現實與喜悅

在五月颱風的摧殘下
稻穗一步步地向泥土貼近
沒有了昔日的金燦與飽滿

稻穀接近水田的那一刻
讓五個月醞釀的夢
徹底破滅

在暴風雨的五月
無聲地發芽
長出了綠油油的一片



廣州明廣 黃俊福

稻穀 一天天遠離她的價值
無情的天氣
是母親心中的痛
老天沒有眷戀這位老人

在烈日與陰霾交換的日子
我看見母親
垂頭喪氣地凝望著這片土地

七月
母親又開始播種
開始守望著稻花盛開
——這片大地豐收的預兆

母親一生擁有的稻穀
一粒粒堆積起來
就是一座高聳入雲的山 🌈

Editor's Notes

編輯手札



大家都是我們的VIP

現今的世界市場已經改變成以服務價值為取向，不管是服務業，科技業甚至傳產業，大家都在喊服務。服務是只有起點，沒有終點；沒有最好，只有更好。無論是觀念、態度、方法都要不斷求新求變，且需在改變中尋找新思維，用心傾聽客戶的心聲，以同理心處理，才会有真正優質的服務，也才能更貼心的完成每一項業務。這同時也是永光化學一直以來的堅持和信念，才能在競爭激烈的國際市場中創造出自己的品牌價值吧！

全世界都在說中國化

大陸近年來經濟快速成長，成為全球最受矚目的地區。廉價而質佳的勞力吸引許多國外企業赴中國投資，外商直接投資金額（FDI）由1990年的35億美金，增加到2012年的1117億美金，增加了將近31倍之多。外商投資於東亞與東南亞地區的資金，幾乎有一半是到了中國。永光並沒有缺席中國的這趟快速成長之旅，陸續於天津、青島、上海、蘇州、廈門、廣州等地成立營銷公司，甚至於蘇州設立永光集團全球唯一的海外製造工廠。展望未來永光化學將持續秉持品牌精神，為建設和諧美好的社會盡上一份心力。

新感動？心感動？

還記得某期季刊曾經提到「永光三多人」——夫妻多，親戚多，同學多，很湊巧地我也是三多人之一。當我還是活力高中生的時候，偶然翻到老爸帶回家的永光季刊，雖然編排看起來並沒有最愛的流行雜誌那般活潑，照片的質感也沒有一般時下雜誌那般漂亮，但卻讓我對於父親工作的公司多了一點認識，原來每天早出晚歸的老爸在忙碌的是這些東西啊！很奇妙地過了10年後，我成了季刊的編輯，在經過好幾個月的努力，終於準備要出刊了，看看桌上塗塗改改的修正版面，心中好像有了些感動。說不定，哪天現在翻著季刊的您，10年後也是季刊的編輯喔！

主編

李敏 謹

Better Chemistry
Better Life



2013 / Issue 25

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Event Diary



Low-Carbon Healthy Kitchen Label

2013/4/22

Location: Taoyuan County Hall

Everlight Chemical 2nd Plant applied the certification of Taoyuan Low-Carbon Healthy Kitchen Label, conducted by Taoyuan County Government, and has been assessed as "Gold" grade. Ye Shunxing, plant manager, was on behalf to receive the award in the ceremony hold in 2013 Earth Day. The county government promotes a low-carbon and healthy food culture to encourage the county meal suppliers to take the low-carbon and healthy concept through the Ingredient obtained, cooking, eating and discarding process.



Visit of Latin American Business Council

2013/ 5/ 09

Location: Everlight Chemical Second Plant

At the invitation of Everlight Chemical Industrial Corporation, a delegation of board members of Latin American Business Council and ambassadors of member states visited our second plant. The visiting tour is aimed to promote the whole new Everlight Chemical brand and the professional nature of Taiwan's chemistry industry. Nicaraguan Ambassador Mr. William M. Tapia and Honduras envoy Misael Vallecillo Gonzalez were deeply impressed by Everlight Group's corporate philosophy, in-depth presentation of each business unit and quality chemistry solutions.



Board Members of Everlight Chemical visited her subsidiary

2013/5/14

Location : Everlight(Suzhou)Advanced Chemical Ltd.

Everlight Chemical held its board meeting at its Suzhou subsidiary, Everlight (Suzhou) Advanced Chemical Ltd. Afterward, they also visited Suzhou Administration Committee, Antai Semi-conductor Corporation and Sanyi Fine Chemical Mechanical Corporation. In the company of Mr. Ju Jiesheng, general manager of Suzhou Everlight Advanced Chemical Ltd., board members observed the electrolyzed and digital print assembly line. All product processes and formulations are from Taiwan head office to providing consistent quality to meet customer need. Four broad bandwidth digital printing machines were most eye-catching to the board members during their visit to Suzhou.



Everlight Chemical initiates the measurement of the corporation's carbon footprint

2013/6/17

Location: Second Manufacturing Plant in Taoyuan, Taiwan

In order to build a more environmentally friendly management and make a contribution to society, Everlight Chemical held an initiative meeting regarding the measurement of carbon footprint at Second Manufacturing Plant in Taoyuan. With the assistance of the Industrial Technology Research Institute, Everlight Chemical has started a system to track and calculate the carbon emissions of the product. By doing so, Everlight Chemical leads the chemical industry in embracing the new trend of reducing resource consumption.

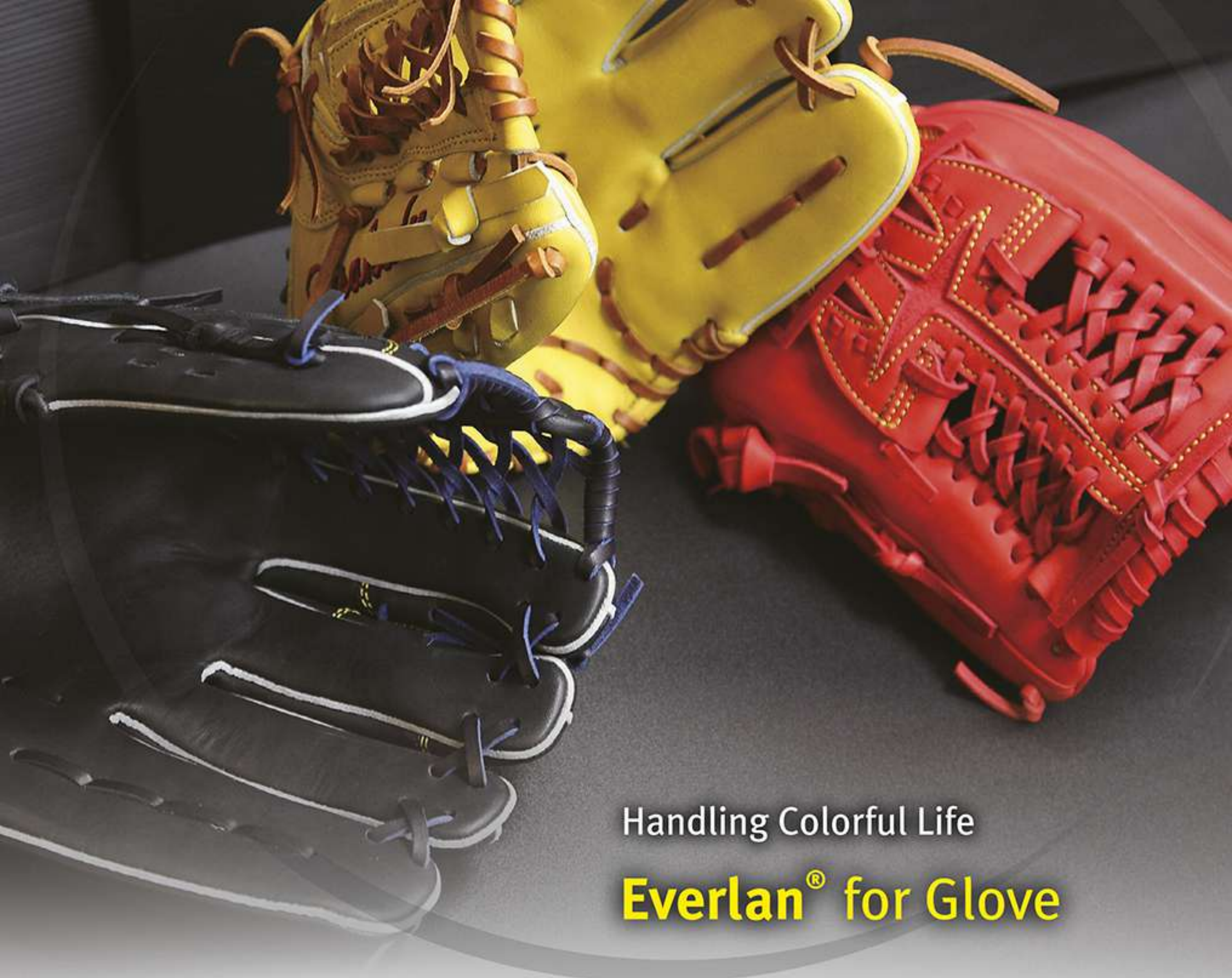


Cross-Strait Establishment of Dye-sensitized Solar Cell Joint Laboratory

2013/7/18

Location: Kunshan, Jiangsu, China

Dye-sensitized Solar Cell Joint Laboratory is inaugurated. It is jointly established by Everlight Chemical Group, Kunshan Innovation Institute of Nanjing University and Kunshan Sunlaite New Energy Co. in order to accelerate the industrialization of DSC project in Kunshan to seize the market opportunities. This lab is a base for tripartite joint research and personnel training through sharing the professional personnel, technical information and research platform. That achieves the model of cross-strait cooperation and innovation.



Handling Colorful Life

Everlan[®] for Glove



Yellow F8G Yellow 4G Yellow F4R Yellow 3R Yellow MR Orange F4R Red F9B Green EG Blue F3B Blue F3R Blue B Beige L



Olive H-GB Brown ENT Brown EGL Brown E5G Brown G Brown R Brown H-DG Grey EGC Grey EGN Grey EBL Black LM Black SPX Black SB

Leather Dyes


**Everlight
Chemical**



"Magnet", a huge city sculpture, is located in Lujiazui Zone, Pudong district of Shanghai. This "U-shaped Magnet Sculpture" is painted with red and blue pointing up to the sky, which implies its powerful magnetism attracts elite around the world to the city.

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Standing on the Highland of the Era

China's trends and Everlight Chemical's development

General Manager

Wei-Wang Chen

China is transforming and growing

China's economy has continued to grow rapidly ever since Deng Xiaoping's push for reform in 1978. The country's per capita GDP grew from USD\$225 to USD\$6,100 and the urban population rose from 20% to 50%. Foreign exchange reserves amounted to USD\$3.4 trillion far exceeding Japan, the second in rank with USD\$1.2 trillion. The introduction of "China's Economic and Social Development's Twelfth Five-Year Plan" in 2011 listed the objectives including capital growth, expanding domestic demand, and adjusting the structure of the macro economy in order to solve all the key issues during the process of economic development.

Accelerate Everlight Chemical's Business Pulse

During the initial period of reform, Everlight Chemical entered the Mainland China market in seek of suppliers for dyes and UVA intermediates. Raw materials from China are extremely important to us and we continue to strengthen our partnership with suppliers in China. In the 90's, we established our first China sales office. Everlight Chemical now has marketing and sales offices in Tianjin, Qingdao, Shanghai, Suzhou, Xiamen, Guangzhou and other cities. In 2006, our development in China entered a new stage. We built two production bases in Suzhou, including the solely owned Everlight (Suzhou) Advanced Chemicals Ltd. and the joint venture 3E Chemical (Suzhou) Ltd.. Everlight (Suzhou) Advanced Chemicals Ltd. is a business entity performing functions of production, marketing, warehousing and technical services.

Creating quality together for a brighter China

"Better Chemistry Better Life" is Everlight Chemical's brand promise. We have about 200 employees in China, and sales in China account for more than one-fifth of the global revenue. All Everlight Chemical's product categories have great sales performance with several items ranked as leading products in the market. The mission for all employees in China is to contribute to the country's industrial development and social progress. For example, the Everzol® ED/LX/CS series of textile dyes, known for their high fastness, high reproducibility, low pollution and other outstanding features, helps the Chinese textile industry to improve productivity, energy conservation and reduction carbon emission. Our high performance jet inks have become a major force behind the digital printing revolution in China's textile industry. Anti-yellowing UVA solutions help the Chinese coatings industry to develop more environmentally friendly and durable paint products. For example, the addition of our anti-yellowing products to the cover coating of the high-speed train Xiehe helps the train keeps its bright vivid colors. Our pharmaceutical active ingredient, misoprestol, continues to hold its leadership in the Chinese market improving the healthiness of pregnant women.

Everlight Chemical will continue to strengthen our scientific research to provide better quality chemical products to the Chinese market in order to contribute to the harmonious and bright future of China. 

4 key figures about Chinese Economy

World's
No. **1** foreign exchange
reserves since 2006

World's
2nd largest economy
since 2010

27 folds in per capita GDP
growth in 35 years

50 % urban population
since 2011



1 Sustainable Development Shines at Suzhou

Here is where Everlight Chemical group has invested and built a full-function operation to serve the Pan Chinese area and create value with clients.

Suzhou



With its bountiful resources and culture, Suzhou, to the south of Yangtze River, is reputation as a paradise on earth. Everlight Chemical group has

registered capital of 20 million U.S. dollars to build its high-tech chemical facility in Suzhou Industrial Park to the east of downtown Suzhou. The facility is named Everlight (Suzhou) Advanced Chemicals Ltd., (hereinafter refer to as "Suzhou Everlight"), demonstrating its commitment to the Chinese market.

employs more than 120 employees to coordinate all operations including production, QC, marketing, logistics, and technical service. The annual sales volume is increasing and exceeded RMB 110 million in 2012.

Complete hardware and software facilities

Since the 2006 land purchase contract, Suzhou Everlight has been through four stages of facility construction. The 11 plants are built on the 83,000 m² land area to yield, in annual output, 5,000 tons of laser toner, 700 tons of digital printing ink, 2,500 tons of developer, 500 tons of chemical slurry and 300 tons of LED encapsulants. More new products including high-tech liquid dyes and high performance PUR adhesives will be scheduled for production soon. The company currently

Outstanding fundamentals

Since the planning stage, Suzhou Everlight has adopted and insists upon 'Business by integrity', to take the initiative to require high standards to product quality, environmental protection, wastewater treatment and safety. However those committed more capital and time than most companies, our facility and equipment are met the ever-rising standards demanded by both government and clients. With commitment to the fundamentals, Suzhou Everlight will remain strong despite the harsh competition in the market.

Strategic location in Suzhou

Suzhou began its development in the Spring and Autumn period and has a history of more than 2,500 years. Land and water routes form a double-grid of transportation. Its "three east-west, three north-south, and one circular" system of canals remains intact today. As a relatively modern city, Suzhou is heart of Jiangsu Province's economy, foreign trade, industry, culture, art, education, and transportation. It is the most economically dynamic city in China and approved as one of the national hygiene cities, national environment protection model cities, and national civilized cities.

The map beside reveals the scale of economic development in China. The coastal economic development area in the earlier years is like a bow, and the west-bound development along the Yangzi River is like an arrow. China has yet to unleash its economic strength, and Suzhou is the tip of the arrow. From inland transportation, including railway, roads and river channels, to outbound hubs, including customs, harbors and airports, Suzhou has the advantage of location and is therefore an excellent choice for deployment.

Regarding human capital, Suzhou has been the center for scholars and literati since the beginning of history. Among 202 first place winners of state examinations during the Ming and Qing dynasties, 35 originated from Suzhou, an impressive ratio of 17%. The Suzhou High School has a history that can be traced back to AD 1035, and for almost one thousand years the school has cultivated countless talented youth. Today, Suzhou is still the top choice among the young and competitive talents throughout the nation.



Introduction to Suzhou Industrial Park

The Park is located at the bank of Jingji Lake, east of downtown Suzhou, and was a joint investment by the governments of China and Singapore in 1994. The Suzhou Industrial Park, 260 square kilometer land area, offers full infrastructure, public and logistics facilities, and international connections to satisfy its tenants' needs. At the same time, it provides job opportunities for the local population and improves living standards. It is actively developing more infrastructures and developing urban plans.

Suzhou Industrial Park is a benchmark city for the world and elites from around the globe gather here. All park applicants are screened to stringent standards and only world-class, high-tech companies are approved. Here is where Everlight Chemical group has invested and built a full-function operation to serve the Pan Chinese area and create value with clients.



1. Through four stages of facility construction, the 11 plants are built to produce laser toner, digital printing ink, developer, chemical slurry and LED encapsulants.
2. All product processes and formulations are from Taiwan head office to providing consistent quality to meet customer needs
3. Suzhou Everlight provides a complete operations including production, QC, marketing, logistics, and technical service.

Reputable stable quality

A client in digital ink business took an inventory and found the storage stock purchased from Suzhou Everlight five years ago. It entrusted us with the test to see if this lot of product can be used. Through our test, the stock quality was as good as new. The client was surprising to that Everlight Chemical is capable of producing a high stable product that survives aging, and gave a lot of credit to Everlight Chemical's production and quality assurance systems.

Proximity to Pan Chinese Market

The market now demands low prices, high quality and environmental protection; the clients pursue product innovation, energy conservation and cost control. In response to the situation, Suzhou Everlight is in the market to assist domestic

clients with enhancing environmental performance and cost saving. We shall continue to excel with our culture of "Business by integrity, management by caring" in our development, and provide good quality products and services for our clients. As the flagship of Everlight Chemical group in Mainland China, Suzhou Everlight is committed to fulfill "market proximity, client service, product choices, technology innovation, diversified development, synergy enhancement, corporate culture, and deep-rooted development in China."

EVSZ
Zong-Wun Huang





2

Excitement of Life, Fight for the Top

Everlight Chemical will improve and grow with more global brands.

Shanghai



Speaking of the cooperation in the China market between UNIQLO, the largest apparel brand in Japan, and Everlight Chemical, we must mention an

old Japanese gentleman, who is lovely and rather childlike: Mimura Kiyoshi, vice general manager. It is his persistence that has made possible our cooperation with a super-heavy brand.

Shanghai Xinyuanhong, a UNIQLO contract factory

When I visited a Japanese-owned company in Qingpu, Shanghai Xinyuanhong, a yarn dyeing company, to pitch Everlight Chemical reactive dyes, Mr. Mirura was the Factory Manager. At that time all UNIQLO yarn for socks was produced at Xinyuanhong, and all dyes and reagents used there came from Japan exclusively. Mr. Mimura told

me that our dyes must pass tests in Japan before Everlight Chemical could be considered as a substitute for Japanese material. After more than one year of struggle, the good news finally came. Xinyuanhong agreed to fully adopt Everlight Chemical's dyes, the Everzol®. Mr. Mimura always said that Everlight Chemical's dyes are stable, the price is fair, and would order more in the next year. He also promised punctual payment so that there's no need to worry. However, as the domestic economy slowed down and environmental regulations became more stringent in 2012, the dyeing factory experienced diminishing orders. Rising costs in labor and energy rapidly exerted pressure as well. Business was hard to maintain. The local

1.Shanghai Oriental Pearl TV Tower, China's tallest building from 1994 to 2007, is Shanghai's landmark. 2.The variety popular items certainly receive consumer recognition. 3.Because of the close cooperation with Xinyuanhong, that accelerates the further interaction between UNIQLO and Everlight Chemical. 4.UNIQLO recognizes that the largest brand in China is on behalf of the world champion. It plans to establish the global largest flagship store in Shanghai. 5.UNIQLO leads a new wave of fashion movement.



UNIQLO

UNIQLO is a Japanese company that focuses on leisure wear design, manufacture, and retailing. 80% of its products are made in China; it is now the fifth largest low-price apparel brand in the world. UNIQLO is a specialty store retailer of private label apparel (SPA) that centrally manages merchandise planning, production, logistics, and retail to offer high quality, low price leisure wear. UNIQLO is a new breed of Japanese corporation that aims to offer good quality leisure wear for everybody.

government acted unfavorably to high-pollution and high-energy consumption industries. All things considered, Xinyuanhong was shut down.

Word of mouth praises good brand

After the Lunar New Year in 2013, Ms. Du Ying-Hong (former Accounting Manager of Xinyuanhong) gave me a phone call that I didn't expect and informed me that Mr. Mimura was coming to visit Huang Hsu-Shen, Chairperson of Everlight (Shanghai) Ltd.. It was the time when the General Manager, Liao Nang-Ming, was sent to Shanghai. Then I learned that after the shutdown of Xinyuanhong Mr. Mimura had been hired as a Technical Advisor by Shanghai Tinghaw, a trading company representing Japanese chemical products. Because of the close relations developed during Xinyuanhong cooperation between the top brass of UNIQLO and Mr. Mimura, orders that Shanghai Tinghaw received from UNIQLO were forwarded to Huzhou Jinglu for dyeing. Similarly, Mr. Mimura's years of good experience with Everlight Chemical compelled him to request the dyeing company to use Everlight Chemical's dyes. Based on UNIQLO's yarn dyeing volume of 300

tons per month (half of which is black) and 5% of it uses Everlight Chemical's dyes, it is estimated more than 15 tons of Everlight Chemical dyes will be used every month. For now, it is certain that eight items of Everzol® dye has been used. As of the end of March this year, Shanghai Tinghaw has placed two orders with Everlight (Shanghai) Ltd. to dye their pilot yarn samples presented to UNIQLO and other Japanese ready-made apparel brands.

This story of product marketing owes gratitude to a good partner who trusts Everlight Chemical, Mr. Mimura, who has made it possible for us to work indirectly with UNIQLO, the largest apparel brand in Japan. It is believed that in the future the Everlight Chemical brand makeover will allow products from Everlight Chemical to further develop and progress with more global brands.

EVSH
Bin Syu





3

Branding to Chinese Market

"Everlight Chemical" wins its reputation in Hunan
Kansai

Shanghai, Chongqing,
Hunan



Being a salesman for so many years, the most touching experience I've ever had was working with Kansai Plant in Chongqing and Hunan. Kansai Paint

Co.,Ltd. has four plants in mainland China, the one in Chongqing is in the southwestern area, and the one in Hunan is in the centre of China.

First experience of beauty and humanities in Taiwanese enterprise

In late 2004, the General Manager Huang Hsu-Sheng of Everlight Chemical (Shanghai) Ltd and I visited the Purchasing Director, Ho Peng, at Kansai Plant (Chongqing). Mr. Ho is about my age and a little bit shy, but he still has the bright and clear attitude of Sichuan people. After interact with Mr. Ho, I found he's not only interested in Taiwan but also know some of Taiwan's history. Recalling my memory, my first cooperation with Kansai Plant (Chongqing) is not only with courage but also with luck. At that time I had just started selling light stabilizers and was not really familiar with features of the product. At the time, Mr. Ho

had only heard about "Everlight Chemical", but hasn't had any contact. Luckily, when I connect to Mr Ho. Kansai Plant (Chongqing) was thinking how to reduce the prime cost of the product in order to accept an order from Suzuki Automobile (Changan). Mr Ho. Then started to test the product I recommended with doubts. Later, the Technical Director of the Chongqing Kansai Plant, Mao Xiaoyun said to me "Liu, I found your products are much better than the one we are using when I do the weatherability test." As our General Manger Huang accepted the commercial terms frankly when we visited Mr. Ho, it made sense that we started our cooperation right away.

Praise the glory of Christian culture

Eight years later, although the market has become quite competitive, due to Kansai Plant's (Chongqing) trust in Everlight Chemical and their appreciation of



- 1.Chongqing People's Square connects to Great Hall of the People and Musium. It is decorated with flowers and trees and is the largest cultural and sightseeing hotspot in the city.
- 2.A bird's eye view of Kansai Paint (Chongqing).
- 3.Supply full spectrums of auto auxiliary products.
- 4.Adding UVA into paints allows colors to keep bright and long.

Kansai Paint Co., Ltd.

Founded in 1918 with headquarters in Osaka, Kansai Paint is the largest paint manufacturer for automotive paints, industrial paints, architectural paints, wear-resistance coating paints, marine paints, etc. In China, Kansai Paint is also the largest paint supplier, with more than a dozen wholly-owned facotories or joint ventures, such as Kansai Plant (Chongqing) and Kansai Plant (Hunan).

Kansai Paint (Chongqing) was founded in 1995, and it's a joint venture between Chongqing Sanxia Paints Co., Ltd. and Kansai Paint Co., Ltd.

Christian culture at Everlight Chemical, our cooperation has advanced quite well. I remember one time, Mr. Ho took a business trip to Shanghai when we were just about to launch the book "Praise Glory Forever", written by our Honorary Chairman. We offered a copy to Mr. Ho. Ever since, Mr. Ho admired our Honorary Chairman even more.

Quality products and good customers

When I look back, it was really with the help of luck to work with Kansai Plant (Chongqing) is the largest automotive coatings supplier in China, which provides services and products to many European, American, Japanese and Chinese automobile companies. At the beginning of 2005, when we started to work with the Kansai Plant (Chongqing), we also aimed to work with the Kansai plant (Hunan). After several visits to the Kansai Plant (Hunan), the Purchasing Director Zhang Zhan-jun's reply: "No hurry, we need to think it over". Looking back now, I understand he didn't really decline our proposition. He indeed was checking out our products performed at the Kansai Plant (Chongqing). A year later, in mid-2006, Kansai Plant (Hunan) finally placed its first order, though it was a mere few hundred kilograms, which was about one-tenth of one month's usage. However, this meant Everlight Chemical had successfully initiated a business relationship with Kansai Plant (Hunan). Six years later, Kansai Plant (Hunan) becomes my key account. For

Kansai Plant (Hunan), "Everlight Chemical" means stability, reliability and persistence.

Weatherability test A hug test of product quality

Once, I had a chat with the Technical Director, Huang Li of the Kansai Plant (Hunan), and what she said surprised me and made me proud. She said, the quality test of the light stabilizers is quite time-consuming, but in order to maintain the quality control, they would randomly test our products from June to August each year. When they compare the weatherability test data, they found that Everlight Chemical provided consistent quality from beginning to now. "You're indeed a very good supplier", complimented by Mrs. Huang. When Everlight Chemical Group started the "Everlight Chemical branding" campaign, I wonder to myself what is a "brand"? Now, I feel that "a brand" means approval, trust and recognition by reputation to customers. 🌈

EVSH
Tie-Ma Liou





4

Value Creation with Customers for One Extra Mile

With profession and sincerity, we obtain client's trust and they start to do overall product tests

Guangzhou



YARNOON Printing & Dyeing Co., Foshan, is an enterprise of fabric, textile dyeing, printing and final product. The purchased products from Everlight Chemical through the dealer for only two of yellow and red items for years. After financial crisis, the textile industry entered a gloomy winter. The cotton prices rose contrarian and labor wages increased in 10% annual growth by government policies. However, the processing costs were asked to decline. So, all manufacturers were looking for a way out eagerly.

In October 2008, Everlight Chemical began to contact directly and established well collaborative relationship to YARNOON. Indeed, YARNOON has been looking for reliable supplier to stabilize production, improve quality and increase productivity. In the meantime, the technical service team from Everlight Chemical Headquarter has teamed up with Ethical (Guangzhou) Ltd. for technology promotion and exchange. Allow YARNOON to understand Everlight Chemical's product

features and the compatibility of dye ranges. They solved problems of processing one by one. With the professionalism and sincerity to enhance client's confidence, YARNOON began to evaluating products of Everlight Chemical comprehensively.

Work with international brands to enhance business influence

YARNOON accepted the regular training provided by Everlight Chemical and solved the processing problems together. After several communications, YARNOON decided to replace dye one by one with Everlight Chemical products. Through the direct interaction between the two companies, YARNOON's processing problems could be treated in time. That let it expand productivity rapidly, increase equipments

1. Guangzhou International Finance Center, or Guangzhou West Tower, is the sixth tallest building cross strait, with a ranked first in the construction area and floor number in China. 2. Elegant showroom presenting the YARNOON's client-centric intention. 3. Ethical (Guangzhou) Ltd, a reliable long-term partner. 4. Accompany the growth of international brand to become its important supplier. 5. Manufacture high-grade cotton printed products to provide better life.



YARNOON Printing & Dyeing Co.,

originated in Taiwan, is a professional supplier and wholesaler in reactive printing cotton fabrics. It engages in R&D, manufacture, sales on high class printing textiles, dyeing and finishing cotton fabrics. The company invested RMB 200 million to start the Datang Industrial Base construction. The plant will be equipped with a full set of printing, dyeing and finishing production lines, imported from Switzerland, Germany and Austria. The whole process will be controlled by computerized standards. Based on the principle of energy conservation, technology and environmental protection, the product quality still meets the highest level of domestic dyeing industry. As a large-scale dyeing enterprise in Foshan, the company holds a philosophy to mind the world and to promote national arts on the international stage.

IKEA

IKEA is a Swedish company, operating 325 stores in 38 countries. There are over 700 million visitors to IKEA's stores every year. IKEA, selling flat-pack furniture, accessories, bathroom and kitchen articles and other goods, is the pioneers at creating self-assembly furniture at a modest price. Currently, the company is the world's largest furniture retailer.


gradually, control production costs properly and also improve product quality significantly. YARNOON has become more competitive and received more orders. They are 4,000,000 meters per month by now.

Accompany the growth of customers at important moment

In this process, YARNOON's strategy was to improve its product quality and gradually generate the orders of international brands in order to enhance its business influence. In 2010, YARNOON started to contact IKEA, who used to work with the north enterprises in Mainland China because of the lack of confidence to the south enterprises. During that time, YARNOON invited IKEA purchasers to visit its factory and also asked Everlight Chemical staffs to assist. Since Everlight Chemical is one of the dye suppliers approved by IKEA, we have provided IKEA satisfactory answers when they asked "Is the dyes production process environmental friendly? Does it

complies with EU and IKEA specification? Is the supply stable?"

Besides that we also introduced Everlight Chemical's culture, product positioning and service concept. After having completed face to face communications, the trust has been built. YARNOON has become the only supplier for IKEA in the south of China.

Facing the grim environment, YARNOON found its way out. Its sales grow significantly every year. Many major dyeing manufactures followed YARNOON. That allows more companies to understand Everlight Chemical "goes one extra mile" to achieve win-win situations with customers. 

ETGZ
Jiou-Yuan Wang





5

Working Together to Build the Brand

Structured from its corporate culture and philosophy, Everlight Chemical builds a healthy supply chain system with a simple and transparent mode of cooperation.

Guangzhou



As a businessman, he is a competent stereotype of Wenzhou businessman. As a manager, he focuses on product quality and sets branding as his

top priority. Under his leadership, his team hit a new wave in China's refinishing paint industry and successfully branded the company to the market. He is the main character in the story I'm going to share with you – the General Manager of the Guangzhou Zefeng Chemical Co., Ltd. – Mr. Chen Kunquan.

Heading towards Entrepreneurial Branding

Mr. Chen used to run business in coatings, titanium dioxide, and other products in his prior experience. With his forthright personality, he built wide network connections and knowledge of the domestic paint industry. He then founded Guangzhou Zefeng Chemical Co., Ltd to manufacture and sell automotive refinishing paint. The company started by OEM for customers, but Mr. Chen soon found that he needed to create the brand value otherwise it's hard to strive through the endless price wars. Therefore,

Mr. Chen marketed his brand and aimed to be leading brand among the competitive after-market industry. Ever since the startup of the company, the company endured through the financial crisis of 2008, and become prosperous till now. Mr. "Chen Kunquan" is well known in the southern China automotive refinishing industry. He has realized his dream of creating his own brand.

Connecting with Everlight Chemical Group

I can still remember vividly my first encounter with Mr. Chen in early 2010. I had just started to work for Ethical (Guangzhou) Ltd. and was assigned to sell UVA products. I was young and energetic but could not be proud of my sales record. One day, I received an enquiry call from Zefeng Chemical for UVA products. I made an appointment to visit the company after confirming the intention. During the meeting with a representative of Zefeng Chemical, I

1. Canton Tower is the tallest structure in China, and the third-tallest freestanding structure in the world. It's the most significant landmark of Guangzhou since operated in 2010, providing a panoramic view of the spectacular city landscape. 2. Guangzhou Zefeng invested its own international-calibre factory. 3. Guangzhou Zefeng and Everlight Chemical build partnership because of belief in business with integrity. 4. Mr. Chen Kunquan is a hardworking and targeted Wenzhou businessman. 5. Out of trust and confidence, UVA products from Everlight Chemical are classified as "no inspection required".



Guangzhou Zefeng Chemical Co. Ltd.

manufactures automotive refinish and auxiliary materials, industrial paints, automotive varnish, car paint curing agents, plastic primer, lacquer primer (surfacers), epoxy primer and thinner which are quite popular in the consumer market. The company possesses the most innovative technology and R&D team in the industry in China and they apply the most stringent quality standards and testing methods. Founding capital amounted to 300,000 yuan, and the turnover for 2012 was nearly 200 million yuan. In 2011 the company made an investment and brought 100 acres of land to build its own international-calibre factory.

learned that they were using UVAs from an international brand that targeted at lower prices, and immediately I was ready to quit. I wondered whether this company was just like the others who only care for the prices, but I still thoroughly presented Everlight Chemical's philosophy and the product portfolio of our Specialty Chem. B.U. and offered a copy of our quarterly magazine.

A Challenge to Integrity of Business Philosophy

Zefeng Chemical's representative was different from other customers in general and does not seem to put all attention to the product's performance and features. He cared more about our business philosophy and wanted to learn the company structure of Everlight Chemical Group and the relationship between Ethical (Guangzhou) and Everlight Chemical Headquarters. At the end of the meeting, he asked me "If I assure you the purchase order, will you give me some payback in return?" I rejected his request immediately without a doubt and stated that Everlight Chemical is an "honest business". Two weeks later, without prior notice, this representative of Zefeng Chemical visited the General Manager Tseng of Ethical (Guangzhou) and offered a cooperation plan. Only then did I learn that he is not a Factory Purchasing Manager, but the General Manager of Zefeng Chemical. He purposely hid his identity when we first met. Later I learned Mr. Chen's intention in doing so: with years of business experience, he

knew that a simple and transparent mode of cooperation can ensure the quality of supply. Now He understood that Everlight Chemical would always adhere to its corporate culture and its healthy delivery system could guarantee the product's quality. In fact, prior to my visit, Mr. Chen had obtained from peer friends Everlight Chemical's product samples and had already conducted performance testing.

A Brand Story to Share

Every time I share this anecdote with other customers, everyone wonder why he needs such high-grade of UVA for medium to low-end products. Mr. Chen took actions in response to those questions, and in return Zefeng's refinishing products' turnover continuously grows at 20% for three consecutive years. Zefeng Chemical's refinish paint becomes a benchmark in this industry and holds a leading position among similar low-end products to customers. Their turnover projected to surmount over 200 million yuan! At present, in Zefeng Chemical's raw materials management procedure, UVA products from Everlight Chemical are classified as "no inspection required". This is the reliability Everlight Chemical offers to its customers. 🌈

ETGZ
Siao Wang





6

Ink in the Blue Sea

Digital printing developed rapidly in recent years. The processing machines evolved from low speed to middle speed and then high speed. Following the technology trend, our ink products meet the market demand and are already recognized by the customers

Hangzhou



The textile industry has remained discouraged since financial crisis in 2008. Many dyeing factories closed down. The one who remains lost 70% of their

investment. Only small amounts make profit. Prices war of dye begins. The profit had been minimized, but the sales still went lower and lower. At that time, no one could see the path of the future. Everyone lost their faith.

Never give up

It was the time when Ethical (Guangzhou) Ltd. experienced dropping of sales and quickly responded by cutting down annual target and adjusting sales strategy. It was about the same time when Everlight Chemical launched digital printing inks. It was a time that the market was unclear. However, General Manager Tseng and Deputy General Manager Tung of Ethical (Guangzhou) Ltd. dove into this market without hesitation. It once was a journey through a valley of thorns, but their persistence at last earned the blessing of God. Sales grew gradually at more than 100% per year. In 2012 the sales volume exceeded

RMB 8.5 million, and sales are still going strong.

One-stop service

Hangzhou Jingjing Technology is the general dealer for JV33 in Hangzhou. This processing machine is a hot seller: 400 units clear the deck every year. In this region, 80% are JV33 which sold by Hangzhou Jingjing Technology. Before our cooperation, they only sell machines. Many domestic ink companies try to cooperate with them but there's no successful result. When Hangzhou Jingjing first made contact with us, they did not have big confidence, and choose two clients to try. After a period of time, the client responds was pretty good. Then the company launched a full-scale campaign with full support from Everlight Chemical's technology service and R&D departments. They jointly visited clients to solve online problems. We put in great efforts and gradually earned trusts and confidence in customers. Hangzhou Jingjing knew they



1. "Xihu broken bridge", one of the top ten Hangzhou Xihu scenery, lies at the eastern end of the White Caseway. It was constructed in the Tang Dynasty and famous for its beautiful winter scene.
2. Fast expanded digital printing.
3. Cans and bottles of ink see through the trend of future development.
4. Make opening the closet become a pleasure of sight.
5. Rich and Colorful digital printing.
6. The one stand service of technological selling team let the products surf the blue sea bravely.

Digital textile inks

Hangzhou Jingjing Technology Co., Ltd., is a digital printing machine supplier and Japanese Mimaki dealer in Hangzhou. Its business fields include traditional advertising printing and digital textile printing.

They sale 200-300 digital printing equipments annually, mainly JV33, which is the major type in Hangzhou by now

didn't have to worry about doing business with Everlight Chemical Group with satisfaction and quality guaranteed. By providing machine and inks as one-stop service, they saved a lot of trouble for clients. As sales of machine grew, sales of ink rose, too. We are now selling four tons every month. We gain dominance in Hangzhou area.

Stay with the trend

A new trend has emerged in the past year in the digital printing industry. High-speed machines are coming from Europe and domestic equipment manufacturers are keeping pace. Different ink heads are designed for different machines, but the industrial ink heads are not an open market. For example, Seiko and Kyocera require certificates. These are all new challenges for us. Not all of our inks are compatible and some need adjustments. As a professional ink manufacturer, Everlight Chemical has earned a certain level of reputation. Many clients have asked us to provide compatible inks. The Ordos group uses Seiko's ink heads and the inks are imported from Japan at steep prices with unstable supply. Therefore, Ordos would like to cooperate with us. Now, samples tested shows positive results and orders are expected soon. Industrial ink heads run inks at a

large volume. One high-speed machine may consume one ton of inks a month. With our expertise in the chemicals and cooperation with major companies, we are capable and are confident to grasp the great opportunities to expand our market shares in the blue sea of digital printing market.

A thin line between red and blue

In a matter of only a few years, digital printing has boomed like a rocket and newer generations of machines keep coming, from low speed to middle speed and then high-speed models. We are able to adjust our inks promptly and have therefore earned recognition in the market. Among the red sea of traditional dyes, we have found our own path that leads to our own blue sea with strong confidence. Difficulties may wait for us in the future, but we will overcome the challenges and head forward into the blue sea. 🌈

ETGZ
Jiou-Yuan Wang





7 Customer Achievement, Self Accomplishment

High-quality partners are crucial assets for an enterprise's long-term development.

Beijing



The collaborate relationship between Everlight Chemical and China Resources Zizhu Pharmaceutical can be traced back to 2003. That year,

under China's medical policy reform, China Resources Zizhu was actively developing family planning products and looking for suppliers. Ho Wenlong, Head of Pharmaceutical Sales Div., established cooperation projects with China Resources Zizhu Pharmaceutical under the premise of mutual benefit. Both parties worked closely and not only complete the process of obtaining approvals in China for the active pharmaceutical ingredients, but also allow China Resources Zizhu bring its products into the market successfully. A few years later, this company became the market leader in China; thus the two companies' collaborative relationship carried on for two decades.

Seize the Opportunity

In recent years, China's medical policy reform emphasized strengthening basic health system, improving drug treatment

standards and reducing people's medical expenses. The health insurance directory covers increasingly more drugs and medical insurance expenditure have increased as well. Therefore the government is encouraging local pharmaceutical companies to develop generic drugs in order to bring prices down. Meanwhile, drug quality needs to meet international standards to ensure safe use of medicine. The overall market for the pharmaceutical industry in Mainland China continues to grow.

China Resources Zizhu not only had the advantage of possessing core technology, they also mastered policy requirements and took up the challenge to produce sterilized products. Zizhu's Vice General Manager Mrs. Chen stated that while in the process of evaluating suppliers for sterilized products, more than two companies qualified for

1. Beijing Palace Museum: Formerly the Royal Palace during the Ming and Qing dynasties, it now enjoys the world's highest number of tourist visits.
2. Whether for quality or technology, products from Everlight Chemical's Pharmaceutical can always withstand the test.
3. Take good quality medicine, maintain good health.
4. Good quality partners move together towards the next milestone.



2



3



4

China Resources Zizhu Pharmaceutical Co., Ltd (Beijing Zizhu Pharmaceutical Co., Ltd.)

Founded in 1969, it was formerly the National Beijing Third Pharmaceutical Factory. In 2000, the company went through restructuring and became China's key drug research and production factory for family planning and reproductive health. The company received approval of the new version of GMP certification while acquiring a first-class production plant and equipment management system that meets international standards. In recent years, the company's core technology has grown even more rapidly. It has gradually established five principal product lines –family planning medication, reproductive health drugs, ophthalmic preparations, pharmaceutical preparations for general treatment as well as biological products. In 2011, the company converted its shares to become part of China's top five pharmaceutical companies, China Resources Medications Group Limited.

their quality of active pharmaceutical ingredient. However, their final decision was to deal with Everlight Chemical, since the collaborative relationship between the two companies have been through thick and thin. China Resources Zizhu recognized Everlight Chemical's technical service and product quality, but most importantly was the trust between partners. This project allowed the continuation of the two companies' mutual trust, benefit and cooperation. China Resources Zizhu was also successful in helping Everlight Chemical obtain the approval in China of the active pharmaceutical ingredient.

Into the future

Like a train, China Resources Zizhu couldn't stop moving forward in the competitive national market and gradually entered into the international market. However, it has never been easy to have dosage forms listed in the international market. A company without the ability dares not step out. Everlight Chemical has been working in the international market for years and has acquired a solid capacity while working with pharmaceutical clients to face the challenges of stringent official regulation and market competition. Everlight Chemical's active pharmaceutical ingredients have been approved by the U.S. FDA and the Swedish MPA factory inspection. Hence, both quality and technical information

have withstand any type of challenges. In terms of technical services, Everlight Chemical employees are extremely attentive to customers' problems and needs while helping them complete their research and development work. Such genuine relationship creates a more effective communication bridge between Everlight Chemical and its clients. We believe this is why many customers choose Everlight Chemical as an important partner when entering the international market, since a high-quality partner is an important asset for long-term development.

In China, China Resources Zizhu is an excellent and successful market-leading brand. We are extremely honored to be their main supplier and partner. Ten years have passed and there are numerous changes and competition in the market, but China Resources Zizhu still trusts this partnership and appreciates Everlight Chemical's corporate culture and its ideas, and continues to work with us based on the principle of mutual benefit. We will develop and progress together in order to reach the next milestone. 🌈

API
Jiou-Yuan Wang



8 Cooperation on the Path of Innovative and Excellence

Guangzhou

I saw the twilight of the future direction from customer's orders. The increasing orders from 5KG, 10KG to 20KG.

Jiekai Trading Company

With business focus in chemical materials, coloring materials, commodity, building materials, auto and electric parts, Jiekai Trading Company's management philosophy is firmly established in his "insistence on integrity and profit sharing with partners and tailored service that touches hearts". Since the first cooperation in May 2005 with Ethical (Guangzhou) Ltd., a subsidiary of Everlight Chemical Industry, a broad partnership has been developed particularly in industrial coating and auto parts coating and Jiekai has become an authorized distributor of Ethical (Guangzhou). General Manager of Jiekai Trading, Mr. Jang Chenwo, paid a visit to Everlight Chemical Headquarter in Taiwan in December, 2011.

Everlight means rely the glory. It is a great name. Living for decades, fight for beliefs, faiths, and goals. Fight for dreams, pursuing for a better life. Because the hard work, there is glory. And giving shines splendor.

In May 2005, I had a chance to get in touch with Ethical (Guangzhou) Ltd., a subsidiary of Everlight Chemical, to learn that the Everlight Chemical's UVA products could be applicable in the coating industry. With the assistance of Ethical (Guangzhou) and the Specialty Chemical Division of Everlight Chemical, I gained more knowledge about the application of Everlight Chemical's UVA products in industry coating and car coating industries and started to promote those products to my customers. The feedback was tremendous; I became more confident in Everlight

Chemical afterward. The orders placed from customers increased from 5KG, 10KG to 20KG a pack. I could definitely see the potential. With the full support of Ethical (Guangzhou), my customers increased and my business expanded.

Time flies; it has been eight years since I first began to work with Everlight Chemical. I have learned a lot from them. Her business values, mission and philosophy all resonate in my heart. Because I encountered this excellent international corporation eight years ago, my life and my career became different. My small scale trading company is now a professional distributor for an international corporation. I am greatly thankful to God and to Chairman

“ Because the hard work,
there is glory.
And giving shines splendor. ”



Chairman of Everlight Chemical and General Manager Chang of Jiekai Trading visited Jiangmen Sifang Fine Yingte Co.,Ltd

Chen of Everlight Chemical.

It was a coincidence for me to meet a salesperson of Ethical (Guangzhou) through one of my customers in 2005. I was excited to learn Everlight Chemical in Taiwan was adding new types of auxiliaries for color-fastness to light because I was trying so hard to find some chemical components to coating materials in order to strengthen their resistance to light. The new technique I learned from Everlight Chemical solved my problems and certainly upgraded the quality of my products and business. Since then, we work more closely together. During those periods of time, UVA coating materials were mostly imported from Ciba Specialty of Switzerland or from German companies. Products from Everlight Chemical were not well known then. However, with its growing reputation for stable quality and service, Everlight Chemical built its own market. In 2008, the merger and acquisition of many big international enterprises, we grasped the opportunity to promote Everlight Chemical products to many of them. Today, even though my company is not the biggest UVA agent in China, I believe my future is bright. It is an old

saying, "Where wholehearted dedication directs, the whole world will step aside and let it move forward."

December 2011, I was invited to visit Taiwan by Everlight Chemical. It was a privilege to me. I was also inspired after reading Honorable Chairman Chen's biography "Moving Onward". Once again, I am grateful to the support of Chairman Chen and all the staff of Everlight Chemical. Sincerely, I want to give thanks unto our gracious God !

During these eight years working with Ethical (Guangzhou), we trust and encourage each other. There is no unpleasant experience ever happen between us. Our sincere mutual trust and earnest work will enhance our business and make a contribution to the future. 🌈

Jiekai Trading Company
Jang Chenwo
Cheng-Wo Jhang

