



誌懋股份有限公司

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企業沿革

- 1992年 ● 成立優雅品牌木地板
- 1995年 ● 率先使用符合歐洲低游離甲醛E0、E1板
- 1998年 ● 跨足國際市場
- 2003年 ● 參與國際NWFA與WFCA專業地材協會組織，引進國際木地板標準製造
- 2005年 ● 參與國際大型建材展覽/通過SGS抗菌測試與CE標準之防燄測試
- 2008年 ● 成功研發、上市具遠紅外線與抑菌功能之木地板
- 2010年 ● 全台第一家取得FSC世界森林管理協會認證/通過日本JIS無毒認證/取得綠建材標章認證
- 2011年 ● 全台第一家取得MIT台灣製造微笑標章認證之木地板
- 2012年 ● 北、中、南成立展售門市
- 2013年 ● 北美成立CA分公司
- 2014年 ● 通過日本JAS木地板製造廠工廠認證
- 2015年 ● 全台第一家木地板榮獲《台灣精品獎》殊榮
- 2016年 ● 發表研究成果於英國BMC補充與替代醫學期刊
- 2017年 ● 成功開發具遠紅外線功能之超耐磨地板且取得FloorScore標章
- 2018年 ● 榮獲《MIT金選獎》/成功開發圓盤鋸痕、帶鋸痕表面處理之古查爾斯頓系列
- 2019年 ● 榮獲中華民國全國商業總會企業優良品牌肯定
- 2020年 ● 榮獲經濟部中小企業處頒發之《破殼而出優質企業獎》肯定
- 2021年 ● 古查爾斯頓系列-喬治城楓木榮獲2021《台灣精品獎》肯定
- 2022年 ● 樂活台北系列榮獲2022《台灣精品獎》肯定

主要產品

複合式木地板

企業簡介

Ua Floors成立於1992年，現為全台灣最大規模之木地板製造商，占台灣木地板出口超過9成，生產總部位於雲林科技工業區，占地10,000坪，每月最高產能高達50,000坪。『Ua Floors』為誌懋自有品牌，Ua取自於台語諧音，意指細緻之意，旨為提供社會大眾觸感細緻的地板。

誌懋的高品質在全球市場上獲得許多國際的地標案場指定使用，包含美國五角大廈、全美De Beers鑽石門市、世界第一高的哈里發塔。



國際競爭力

- 一、一地生產，國際行銷：Ua Floors 將「立足台灣，放眼國際」作為事業版圖拓展的利基點，2021 年更將台灣相思木製作成木地板，其獨特紋理與色澤在歐美材種中一枝獨秀，一上市便暢銷全美、供不應求，再次在國際間打響台灣招牌。Ua Floors 全球之通路策略以經銷體系為主、連鎖地材商策略聯盟為輔，擁有北美與台灣市場許多通路據點。於 2021 年第二季已突破前 10 名大關，顯示近年在多方努力下，MIT 木地板對於美國逐漸具之供應影響力。
- 二、取得多國專利與認證，創造差異化：Ua Floors 的主要競爭優勢來自於擁有的遠紅外線獨家專利、日本抗菌授權專利及國際專業認證之製造品質，將無毒、能量、健康、綠生活的使命與目標實現於北美與台灣市場。取得各國產品品質認證，例：日本 JAS 與 JIS 認證、美國 FloorScore、CARB 與 EPA 認證、ISO 等認證，確保消費者在使用木地板的同時不會破壞環境、更可免於甲醛危害。



營運管理

- 一、沒有最好，只有更好：嚴謹的品質管理，每月舉辦 5S(整理 (SEIRI)、整頓 (SEITON)、清掃 (SEISO)、清潔 (SEIKETSU)、素養 (SHITSUKE)) 競賽，從最簡單的日常與工作環境落實品質文化，形成良性競爭與共同文化。
- 二、醫學環境，從建材開始：Ua Floors 研發策略以提升產品之獨特性與市場競爭力為目的，每年投入約 2% 之研發費用，近年因應市場趨勢，將「抗刮」、「養生照護」、「抑菌」功能置入產品中。
- 三、關注細節，成就未來：分別以五大方向進行品牌塑形：
 1. 健康樂活
 2. 美學感動
 3. 穩定舒適
 4. 節能環保
 5. 服務保養



社會責任

- 一、產品研發面：耐用與環保一直是 Ua Floors 產品的開發指標之一，在不破壞地球環境下生產與銷售。
- 二、企業經營面：Ua Floors 以零餘料為製程目標，全廠鋪設太陽能板並設立集塵系統，將能源、木屑、餘料蒐集再利用。
- 三、產業發展面：Ua Floors 為求環保效益最大化，更帶領雲科工業區的企業參與推動「永續環保輔導計畫」等環保措施，成功讓雲科工業區的綠能覆蓋率榮登全國第一。

Ua Floors 堅持根留台灣，配合政府政策積極投入「投資台灣行動方案」，持續創造台灣經濟動能。我們始終認為「經濟成長」和「環境保護」是身為國際化企業不可忽視的議題，Ua Floors 取自於大自然給予的木材，除了珍惜每一吋資源外，更著力於創造三贏的策略，「做」不只無毒更要健康的木地板、「跨」產業共同維護環境保護、「帶」台灣品牌登上國際舞台。



綜合評語

- (1) 出口複合式木質地板至美國、加拿大等市場，為我國最大規模之木地板製造商，占我國木地板出口超過九成。
- (2) 自有品牌 Ua Floors 行銷全球，提供大眾觸感細緻的地板，追求卓越止於至善，獲得全球許多國際地標案場指定使用，包含美國五角大廈、全美 De Beers 鑽石門市、世界第一高-哈里發塔。
- (3) 臺灣第一家獲得 MIT 木質標章，具獨家專利、日本抗菌授權及國際專業認證，將無毒、具能量、健康綠生活的使命，實現於美國及臺灣市場。

UA WOOD FLOORS, INC.

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Business Items

Composite Flooring

History

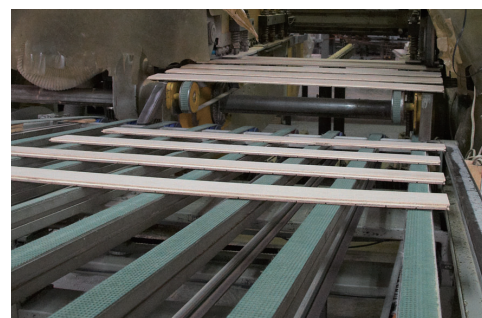
- 1992** ● Ua Floors was established
- 1995** ● Started to use E1(E0) plywood to meet Formaldehyde Emission of European Regulations.
- 1998** ● Entered the global markets.
- 2003** ● Became the member of NWFA (National Wood Flooring Association) and WFCA (World Floor Covering Association). Also, we adopted the international guidelines for wood flooring manufacturers.
- 2005** ● Participated in major international building materials exhibitions / Passed SGS antimicrobial test and CE standard flame retardant test.
- 2008** ● Introduced the hardwood floors with F.I.R(Far-Infrared Ray) and Antimicrobial Technology.
- 2010** ● Obtained the certification of FSC (Forest Stewardship Council) and JIS (Japan Industrial Standards) F★★★★.
- 2011** ● The first wooden flooring in Taiwan to obtain the MIT Taiwan Manufacturing Smile Mark certification
- 2012** ● Establish sales shops in north, middle, south of Taiwan.
- 2013** ● Established California branch in North America.
- 2014** ● Certified Quality Overseas Handling Operator with Japanese JAS.
- 2015** ● First wood flooring manufacturer received Taiwan Excellence Award.
- 2016** ● Published the research about effects of F.I.R. floors to hypertensive rats on BMC medical journal.
- 2017** ● Successfully developed high wear-resistant flooring with far-infrared ray technology, and acquired the Floor Score certification.
- 2018** ● Received Taiwan Golden Select of MIT Smile Product Certificate / Developed the techniques of circular and straight saw marks effects in Olde Charleston Collection.
- 2019** ● Recognized as an excellent brand and awarded by the National Business Association of the Republic of China.
- 2020** ● “Breakthrough Quality Enterprise Award 2020” by Ministry of Economic Affairs, Small and Medium Enterprise Administration.
- 2021** ● Received Taiwan Excellence Award 2021-Olde Charleston Collection-“Georgetown Maple”.
- 2022** ● Received Taiwan Excellence Award 2022-Tapei City Collection.



Introduction

Ua Floors was established in 1992 and is now the largest wood flooring manufacturer in Taiwan. Production headquarter locates in the Yunlin Technology Industrial Park, covering an area of 360,000 square feet, accounting for more than 90% of Taiwan's wood flooring exports, and the monthly maximum production capacity of 20 million. "Ua Floors" is Chih-Mao's own brand, and "Ua" is derived from the Taiwanese harmonics, meaning delicate, with the aim of providing the public with a "delicate" touch of flooring.

Ua Floors' high quality has been designated for the "flooring application" in many international landmarks in the global market, including the Pentagon Building, the De Beers Diamond Market in the United States, and the world's tallest Burj Khalifa.



Export Competitiveness

I. One place production, international marketing :

Ua Floors has made "Taiwan as a base for international expansion" as the niche. In 2021, Ua Floors has applied Taiwan Acacia wood into wood flooring, and its unique texture and color are unique among Europe and America. At the time that Taiwan Acacia was launched, it has sold well throughout the U.S..

Ua Floors' global distribution strategy is mainly based on the distribution system and supplemented by the strategic alliance of flooring chains. In 2021, Ua Floors has reached the 10th in the second quarter, indicating that MIT wood flooring is gradually gaining supply influence in the U.S. with the efforts of many parties in recent years.

II. Obtain multi-country patents and certifications to create differentiation :

Ua Floors' competitive advantages lie in its exclusive F.I.R. patents, Japanese antimicrobial authorization patent, and international professional certification of manufacturing quality. Ua Floors keeps realizing its mission and goal of non-toxic, energy, healthy, and green living in the North American and Taiwan markets. Receiving various certifications, such as JAS and JIS in Japan, Floor Score in the U.S., CARB, TSCA TITLE VI of EPA, and ISO 9001.

Operation Management

I. No Best, Only Better: With strict quality management, we monthly hold 5S (SEIRI, SEITON, SEISO, SEIKETSU, SHITSUKE) competitions to implement quality culture from the simplest daily and working environment, so as to improve and form a healthy competition and common culture.

II. Medical environment from building materials : Ua Floors' R&D strategy aims to enhance the uniqueness and market competitiveness to invest about 2% of its annual expenses on R&D, incorporating anti-scratch, health care, and anti-bacteria functions into the products.

III. Attention to the detail for the future : In five different directions:

1. Healthy Living
2. Aesthetic Sensations
3. Stability & Comfort
4. Energy Saving & Environmental Friendly
5. Service & Maintenance

Social Responsibility

I. Product Research & Development Side : Durability and environmental protection have always been one of the development indicators of Ua Floors products, which are produced and sold in a non-destructive way.

II. The Business Side : Ua Floors has set the goal of zero waste material in the manufacturing process, and has installed solar panels and dust collection systems throughout the plant to collect and reuse energy, wood chips, and waste material.

III. Industry Development Side : In order to maximize the benefits of environmental protection, Ua Floors has led the enterprises in the Industrial Park to participate in promoting environmental protection measures such as the "Sustainable Environmental Protection Pilot Program," and successfully makes the Green Energy Coverage Rate in the Industrial Park the highest in Taiwan.

Ua Floors insists on staying in Taiwan and is actively involving in the "Invest in Taiwan Action Plan" to be in line with government, so as to keep creating economic momentum in Taiwan. We always believe that "economic growth" and "environmental protection" are issues that cannot be ignored as an international company. Ua Floors makes use of wood given by nature. We also focus on creating a three-win strategy, "making" wood flooring that is not only non-toxic but also healthy, "cross-industry" to protect the environment, and "bringing" Taiwan brands into the international stage.



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