



新泰工業股份有限公司

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Ching Tai Electric Wire & Cable Co., Ltd.

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The 13th Rising Star Award

主要產品

區域網路通訊傳輸線(LAN)、顯示器(螢幕、投影機等)傳輸線(RGB,DVI)、高解析度多媒體影音傳輸線(HDMI)、醫療器材電線。

企業沿革

- 1963年 公司創立，生產低碳鋼線及鍍鋅鋼線。
1981年 產業轉型，生產訊號用電線電纜，進入電子產業。
1987年 研發出全台第一條RGB (VGA)顯示器用線，進入電腦產業。
1988年 產銷區域網路(LAN)用電線電纜，進入網路產業。
1990年 產銷醫療器材用線，專用於手術相關器材。
1996年 通過 ISO 9002 品質認證。
取得UL安規認證:第5類通訊(耐燃級)，開始生產CM耐燃網通用線。
2001年 取得ETL通訊傳輸特性認證:第6類網通用線。
2004年 取得DELTA認證:第6類網通用線(低煙無毒)。
2008年 取得DELTA認證:第6類增強型網通用線。
取得ETL通訊傳輸特性認證:第7類網通用線。
2009年 開發高解析度多媒體影音傳輸線(HDMI)，結合加工夥伴行銷歐美日消費電子市場。

國際競爭力

- 以善用台灣資源，創造競爭優勢，發揮MIT最大價值為目標。
- 一、設備優勢：投資頂尖設備確保品質，採用歐美日及台灣頂級設備廠商的精密生產與檢驗設備。
 - 二、優質人力優勢：透過台灣專業資深的員工團隊，累積豐富經驗，進行系統化之經驗傳承。
 - 三、優質客戶優勢：以品質穩定、開發能力與專業服務取得優質客戶的信賴，並獲得持續開發新產品的機會，保持主流與領先，將客戶的期待轉化為企業進步的動力來源。
 - 四、工程能力優勢：累積 30 年的訊號傳輸工程經驗，充分展現於開發能力，以提供客戶最專業的解決方案，並善用企業優勢來創造產品差異。採策略性區隔產品與市場，配合客戶與新國際規範的高階需求，積極從事產品升級，在金字塔頂端的產品與市場競爭中，獲得國際客戶信賴及持續新產品開發的機會。



Business Items

Local Area Network Cable (LAN), Display Cable for Monitors and Projectors (RGB, DVI), High Definition Multimedia Interface Cable (HDMI), Medical Equipment Cable.

History

- 1963 Company established.
Began the manufacture of low carbon steel wire and galvanized steel wire for industrial use.
1981 Corporate Transition: Began the development and manufacture of signal and data transmission wire and cable.
1987 Pioneer in successfully developing the first RGB (VGA) display cable in Taiwan.
1988 Began the development and manufacture of Local Area Network Cable (LAN).
1990 Began the development and manufacture of cables for medical usage.
1996 Qualification (ISO): ISO 9002 Certification
Qualification (UL): Category 5 LAN cables(CM.CMP,CMX)
2001 Qualification (ETL): Category 6 LAN
2004 Qualification (DELTA): Category 6 LAN (LSOH)
2008 Qualification (DELTA): Category 6A LAN
Qualification (ETL): Category 7 LAN
2009 Began the development and manufacture of HDMI cables with our strategic partners to provide the best quality HDMI products to the European, US and Japanese markets.

Export Competitiveness

- I. Maximizing the power and advantage of MIT (Made In Taiwan)
- (I) Investment advantage: Using only the best facilities to guarantee the best quality.
Continued investment in a wide range of world class high precision machineries and equipments from Europe, USA, Japan and Taiwan to ensure that the best quality is maintained consistently.
 - (II) Human resource advantage: An experienced and professional team.
A loyal team of professionals with expertise acquired through years of solid training and experience.
 - (III) Quality customer advantage: Success driven by customer expectations.
Winning our customers' hearts with consistent quality, R&D capability and customized services, we gain the opportunity to develop new products and maintain our lead in the market.
 - (IV) R&D advantage: Experts in high speed signal and data transmission technology.
With over 30 years of research and development experience in the field of high speed signal and data transmission technology, we aim to provide customers with the best professional services and solutions.

By effectively maximizing our advantages, we successfully secure a position in a market segment that requires goods and services of high quality and reasonable price, thus differentiating us from many price orientated competitors. Serving this market propels us to work with quality clients and receive the opportunity to develop the latest products and challenge new international standards.





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營運管理

- 一、經營策略：永續經營，追求卓越。
- 二、產品策略：聚焦於最有競爭力的利基產品，高附加價值、高品質需求門檻、高設備投資門檻、高生產紀律需求、高工程經驗含量，即聚焦於競爭者不容易做好之產品。
- 三、客戶策略：
 - (一) 聚焦於領導品牌與重視品質的客戶，也就是有市場競爭力與永續經營潛力的客戶。
 - (二) 積極的開發、品質、交期與客製化服務，贏得信賴並建立雙贏的長期策略夥伴關係。
- 四、品質策略：以「品質就是尊嚴」的精神，建立企業的B2B品牌商譽，以「品質」做為與穩固客戶關係的核心。
- 五、研發策略：
 - (一) 配合客戶與國際規範持續的高階需求，積極從事產品升級並取得認證。
 - (二) 設有安規實驗室、環境實驗室與特性實驗室，確保產品符合安規。
- 六、生產策略：
 - (一) 系統化管理：導入 ISO 品質、ERP 管理資訊、製程管理等系統，監控品質並進行追溯性，製程與參數數位化，減少人為差異與失誤。
- 七、管理策略：
 - (一) 落實公司治理 (目標管理、專業經理人制度、內稽內控)。
 - (二) 落實流程標準化/多功員工制度/代理人制度/人才培訓制度。
 - (三) 落實員工分享經營利潤制度 (績效獎金與年終分紅制度)。
 - (四) 落實尊重與感恩的企業文化。

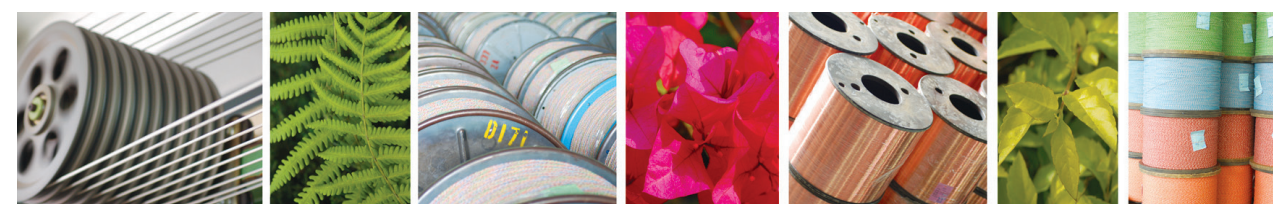


Operation Management

- I. Corporate strategy: Commitment to sustainability and excellence.
- II. Product strategy: To focus on our competitive advantages and develop products with high barriers to entry (quality requirements, capital requirements, managerial discipline requirements, R&D requirements), and differentiate ourselves from our competitors.
- III. Customer strategy: To achieve a long term cooperative partnership relationship with quality orientated customers with our proactive development, consistent quality and delivery, and customized services, to create a win-win situation and build the foundations for future opportunities and growth potentials.
- IV. Quality strategy: "Quality is Our Dignity". Without quality, there is no dignity. This motto symbolizes our determination and commitment to guarantee the best quality for our customers.
- V. R&D strategy:
 - (I) To actively work with customers to develop higher level products and attain various qualifications.
 - (II) Effectively utilize our laboratory (safety, environment and performance testing) to ensure full product compliance.
- VI. Operation strategy: Systematic approach to operation management through the introduction of various systems including ISO system, ERP system, production management and tracing system, quality monitoring system to achieve process standardization, quantification and reduce the "human factor" variance.
- VII. Management strategy:
 - (I) Effectively allow management of each level the opportunity to demonstrate their ability to pursue greatest good of the company through target management, and be awarded accordingly while maintaining an adequate internal control and audit system.
 - (II) Establish standard procedures, job trainings and rotations to allow everyone to become capable of multi-tasking.
 - (III) Establish a company culture of respect and gratitude (towards fellow co-workers, customers and suppliers).

Enterprise Characteristics

- I. Solid foundations:
With the determination to the continuation of our success and excellence, we strive towards our goal by establishing a strong foundation, one step at a time.
- II. Focused expertise:
By pooling our resources and focusing on our area of expertise, we strategically position ourselves in an unique market position with a competitive advantage.
- III. Commitment to long term growth and sustainability:
By encouraging honesty and sincerity towards everyone we meet (customers, suppliers and co-workers), we strive to build a harmonious "win-win" situation with everyone involved, and thus promoting good long term partnership relationship, maximizing synergy.
- IV. Endless pursuit for excellence:
We don't aim to be the biggest, but strive to become the best and most reliable.
- V. Keeping our roots in Taiwan:
By staying in Taiwan, we have the opportunity to gain access to many valuable resources and give something back to our community.
- VI. Global perspective:
With the determination to firmly establish ourselves in the global arena, we continue to challenge our limitations day by day to create the most competitive company.



企業特色

- 一、穩健踏實：基礎紮實，長遠佈局，不貪圖急功近利，以永續經營為願景。
- 二、精研專業：匯聚有限資源形成局部優勢，聚焦策略性產品，聚焦於策略性客戶。
- 三、永續經營：對客戶、供應商、員工誠正信實，建立互信互利的長期夥伴關係，共存共榮。
- 四、追求卓越：不追求最大，但追求卓越與可靠。
- 五、立足台灣：根留台灣，善用MIT的優勢，回饋社會。
- 六、放眼世界：不斷挑戰突破昨日的限制，以世界市場為明日競爭格局。

綜合評語

- 一、擁有優質國際品牌客戶，並聚焦高階產品建置供應能量，兼具專業與核心競爭優勢，且能符合世界一級的要求，提升生產附加價值以確保營運。
- 二、建立上下游供應鏈之互信、分享利益關係，能符合客戶需求之彈性製程，事先作好因應之生產技術對策，使之創造出三贏局面。
- 三、以人為本的管理哲學，穩定的勞資關係，提供優質與穩定的人力資源；並持續進行研發，開發符合國際規範之產品，發揮技術領先之優勢。
- 四、根留台灣，善盡社會責任，推動會員紅利分享制度，具備「小而美特色」。

