



振躍精密滑軌股份有限公司

負責人：陳碧蘭 電話：02-26686075
地址：台北縣樹林市佳園路三段101巷101號
網址：www.martas-online.com

Martas Precision Slide Co., Ltd.

Owner：Chen, Bi-Lan Tel: 886-2-26686075
Address：No. 101, Lane 101, Chiayuan Rd., Sec. 3, Shulin, Taipei County 23854, Taiwan, R.O.C.
Website：www.martas-online.com

The 13th Rising Star Award

主要產品

精密鋼珠滑軌系列產品應用於中高檔辦公傢俱、影印機、汽車工業、醫療櫃、ATM、IPC、廚具、白色家電、工具櫃、防火櫃…等產業。

企業沿革

- 1996年 公司成立。
- 1997年 投資大陸委外工廠，成功打入Ikea供應鏈，產品行銷全球三十餘國。
- 2001年 成為德國Hettich及義大利FGV等國際知名品牌商之合格OEM/ODM供應商，並成功打入Dell & Philips 供應鏈，產品行銷全球60餘國。
- 2004年 響應政府根留台灣，於樹林購地建廠，同年，公司更名為振躍精密滑軌股份有限公司。
- 2005年 通過美國Top 2辦公傢俱廠的OFI 9000驗證，產品行銷全球90餘國。
- 2006年 通過ISO 9001認證。
- 2007年 通過IECQ QC080000HSPM認證。
榮獲『創新研發績優中小企業獎』。
- 2008年 通過ISO/TS 16949認證。榮獲『第15屆經濟部中小企業創新研究獎』。
獲得經濟部工業局97年CITD計畫補助。
- 2009年 通過美國海關『C-TPAT』稽核驗證、通過Toshiba驗證程序。
榮獲美國Top 2辦公傢俱廠評為亞洲32家供應商的第一名，並將振躍列入該公司的策略性夥伴。
獲得經濟部工業局98年CITD計畫補助；與台灣大學簽定產學合作計畫。
獲頒經濟部98年度創新成果表揚、經濟部全國團結圈優秀獎，以及榮獲國家傑出中小企業總經理、行銷經理二大獎、品質團體獎二星獎。
- 2010年 連續二年榮獲美國Top 2辦公傢俱廠評為亞洲供應商第一名。
連續第三年獲得經濟部工業局CITD計畫補助，並通過經濟部『卓越品質提升計畫』案。
通過Canon/Mitsubishi驗證程序。
榮獲第八屆台灣金根獎。
加入金屬工業研究發展中心主導之經濟部科專計畫『金屬系統廚具產業聚落研發聯盟』。

國際競爭力

- 一、市場優勢：滿足客戶質量要求的最低總成本(Total Cost)。
 - (一) 採用更短的行銷通路。
 - (二) 榮獲國際大廠背書：獲頒世界級供應商。
 - (三) 提供顧客化價值：為客戶量身訂做(Tailor-made)，以滑軌裝置增值顧客系統。
- 二、技術優勢：
 - (一) 產品開發技術：1.具備TS16949系統完整開發流程：DFMEA+PFMEA 2.擁有精密機構設計know how 3.整合產官學研資源
 - (二) 工程分析技術：1.逆向工程分析技術 2.模擬分析技術
 - (三) 彈性製造技術：滿足少量多樣與急單之需求 1. 模具模組化 2.製程彈性化
- 三、流程優勢：(一) 通過 OFI 9000 驗證 (二) 通過 ISO 9001 認證 (三) 通過 IECQ QC080000HSPM 認證 (四) 通過 ISO/TS 16949 認證 (五) 通過美國海關C-TPAT驗證



Business Items

A series of precision ball bearing slide products which apply to mid- and high-end office furniture, photocopier, automobile, medical cabinet, ATM, IPC, kitchenware, white goods, tool cabinet, fire cabinet industries, etc.

History

- 1996 Martas Limited founded.
- 1997 Investment in outsourcing plant in china with success in becoming member of IKEA chain.
Products were marketed to over 30 countries worldwide.
- 2001 Became were qualified OEM/ODM manufacturer for internationally famous companies, German Hettich and Italian FGV, with success in penetrating the Dell and Philips supply chain and the products were marketed to over 60 countries worldwide.
- 2004 In collaboration with Taiwan's policy to leave the head quarter in Taiwan, the company purchased land in Shulin for plant construction and the company was renamed to Martas Precision Slide Co., Ltd. in the same year.
- 2005 Certified by the second largest office furniture plant, OFI9000 validation, in U.S. Products were marketed to over 90 countries worldwide.
- 2006 Certified by ISO 9001.
- 2007 Certified by IECQ QC080000HSPM.
Awarded with "Taiwan Small & Medium Enterprises Innovation Award."
- 2008 Certified by ISO/TS 16949.
Awarded with "The 15th Taiwan Small & Medium Enterprises Innovation Award."
Received the 2008 CITD program funding from Industrial Development Bureau, Ministry of Economic Affairs.
- 2009 Certified by C-TPAT audit validation plant at U.S. customs.
Recognized as the first place among the 32 vendors in Asia by the second largest company in U.S. as well as becoming strategic partner of the company.
Certified by Toshiba validation procedure.
Received the 2009 CITD program funding from Industrial Development Bureau, Ministry of Economic Affairs.
Awarded with 2009 Recognition in Innovation from the Ministry of Economic Affairs.
Awarded with National Team Excellence Awards.
Awarded with National Outstanding SME General Manager and Marketing Manager.
Awarded with 2nd Place in Quality Group.
Signed Industry-University Cooperative Program with National Taiwan University.
- 2010 Awarded with two consecutive years for the Best Asian Suppliers certified by the second largest U.S. company and put Martas into the world-class vendor.
Received the CITD program funding from Industrial Development Bureau, Ministry of Economic Affairs for three consecutive years.
Certified by Canon/Mitsubishi validation procedure.
Awarded with the 8th Taiwan Golden Root Award.
Certified in "Quality Enhancement Plan" from Ministry of Economic Affairs.
Member of "Industrial Cluster of R&D Alliance for Metal Kitchen System" of Ministry of Economic Affairs projects led by Metal Industries Research Development Centre.
Received the Instant Technical Assistance Program of SME from Industrial Development Bureau, Ministry of Economic Affairs.

Export Competitiveness

- I. Advantages in markets: minimum total cost with meeting the requirements of clients for quantity and quality
 - (I) Adopt shorter marketing channel.
 - (II) Received the endorsement of international companies: awarded with Supplier Excellence Award.
 - (III) Customer-oriented: Tailor-made products and slide devices which add value to clients' systems.





振躍精密滑軌股份有限公司

負責人：陳碧蘭 電話：02-26686075
地址：台北縣樹林市佳園路三段101巷101號
網址：www.martas-online.com

Martas Precision Slide Co., Ltd.

Owner：Chen, Bi-Lan Tel: 886-2-26686075
Address：No. 101, Lane 101, Chiayuan Rd., Sec. 3, Shulin, Taipei County 23854, Taiwan, R.O.C.
Website：www.martas-online.com

The 13th Rising Star Award

營運管理

一、公司的理念 (Martas Way)

(一) 經營理念：

正直：說到做到，勇於負責。 五贏：建立五贏的合作夥伴關係 (Partnership)。
創新：重視Slide 2.0的創新研發。 永續：建立永續的水壩式經營。
品質：推動全面品質管理。 全球：運籌全球資源。

(二) 使命：為全球大型辦公傢俱、廚具、汽車與創新產業大廠，提供物超所值與創新服務。

(三) 願景：2015年成為一家舉世聞名的滑軌供應商。

(四) 價值觀：誠信正直、客戶導向、團隊合作、創新服務、持續學習、無所畏懼。

二、經營策略：

(一) 第一階段：1996-2000年：全部成本領導策略 (二) 第二階段：2001-2004年：全部最低價策略

(三) 第三階段：2005-2008年：物超所值策略-1 (四) 第四階段：2009-2012年：物超所值策略-2

三、人力資源管理：

人力3.0，重視人才資產的管理，實現對人才資產的保值、增值、資產組合與風險管理等需求。

四、企業電子化：

2000年導入ERP管理系統並結合內部控制，管理公司接單、採購、生產、出貨、倉儲管理、資金狀況與帳務管理等作業；2010年導入微軟CRM系統。

企業特色

一、產品特色：符合3倍BIFMA (美國辦公傢俱協會) 的品質要求、重視環境保護、量身訂做、多項關鍵的專利卡位。

二、經營穩健，深具成長潛力：

(一) 第一階段：供應鏈整合者 (二) 第二階段：產業代工先行者 (三) 第三階段：自有品牌實踐者

(四) 第四階段：價值鏈整合者

三、企業競爭優勢：

(一) 提供物超所值的產品與服務。(二) 透過國際大廠背書，降低新客戶的採購道德危機成本。

(三) 採用最短的銷售通路。(四) 運用VA/VE機制，提高成本優勢。(五) 運籌全球資源，分解與重組價值鏈。

四、表現卓越並對社會經濟具示範效果：

(一) 榮獲美國Top 2辦公傢俱製造廠評為世界級供應商(全球六百家供應商獲選8家，7家位在北美，亞洲僅頒贈一家)。

(二) 全球第一家滑軌廠通過無有害物質管理IECQ QC080000HSPM認證。

(三) 亞洲第一家滑軌廠通過汽車產業品質管理ISO/TS16949認證。

(四) 參與跨國研發案，成功打入Philips和Dell的供應鏈。(五) 產品行銷全球90餘國。

五、獨創的五贏夥伴關係：

公司發展思維裡同時兼具所有利害關係人的權益，包括客戶、供應商、員工、環境及企業股東都能得到相對的報酬，使整個供應鏈的發展更能符合人類的天性，創造出更堅實的合作與連結，共享五贏榮光，並扮演好更積極的企業公民角色。

綜合評語

一、自有品牌占90%以上，由於國際行銷通路短，且市場客戶適度分散，已逐步進入國際大廠供應鏈，榮獲全球第二大辦公傢俱製造廠評為世界級供應商。

二、運用產學合作、產業聚落、客戶供應鏈廠商及運籌公司等形成策略聯盟，並積極開發各種創新產品及自動化生產技術，具多項關鍵性專利防止抄襲，研發成果優異。

三、導入TQM，品管制度完整，執行亦堪稱落實，以零客訴為經營目標。

四、經營團隊企圖心旺盛，發展目標明確，且勞資和諧，內聚力強，具有永續經營條件，前景甚佳。

II. Advantages in technology:

(I) R&D:

1. Strict products development process certified by TS16949: DFMEA and PFMEA
2. Good command of precision mechanism design know-how
3. Industry-Government-Academy-Institute cooperation

(II) Engineering analysis:

1. Reverse Engineering
2. Simulation Analysis

(III) Flexible Manufacturing System:

meet the requirements of rush order and products in small amount with diversity. 1. Modular molds 2. Flexible process

III. Advantages in process:

(I) Certified by OFI9000 validation

(II) Certified by ISO9001

(III) Certified by IECQ QC080000HSPM

(IV) Certified by ISO/TS 16949

(V) Certified by the C-TPAT validation at U.S. customs



Operation Management

I. Martas Way:

(I) Management philosophy:

Integrity: Keep promises and take responsibilities.

Five Wins: Establish a five-win partnership.

Innovation: Emphasis on the innovative development in Slide 2.0.

Sustainability: Establish sustainable dams management.

Quality: Promoting overall quality control management.

Globe: Apply global logistics resources.

(II) Mission: Precision Slide manufacturers that provide a bargain and innovative services to globally large-scale Office furniture, kitchenware, and innovation industries.

(III) Vision: Become a globally prestigious slide manufacturer in 2015.

(IV) Values: Honesty and integrity, customer orientation, teamwork, innovative service, continuous learning, fearless.

II. Operational strategy:

(I) The first phase (1996-2000): Cost Leadership (II) The second phase (2001-2004): The Lowest Pricing

(III) The third phase (2005-2008): Best Cost Provider-1 (IV) The fourth phase (2009-2012): Best Cost Provider-2

III. Human resources management:

HR3.0, emphasizing the management of human capital and realizing value-keeping, value-adding, portfolio, and risk management of human capital.

IV. e-Enterprises:

In 2000, introduced ERP system combined with Internal Controls to deal with orders, purchasing, production, shipment, warehouse management, capital position, account management, etc. In 2010, introduced Microsoft CRM system.

Enterprise Characteristics

I. Product features: meeting 3 times BIFMA requirements, emphasis on environmental protection, Tailor-made, with many essential patents.

II. Robust management with great potential:

(I) The first phase: supply chain integrator (II) The second phase: pioneer OEM/ODM factory in the industry

(III) The third phase: Own Brand Manufacturing (IV) The fourth phase: value chain integrator

III. Competitive advantages:

(I) Provide clients with economical products and services

(II) Reduce the moral hazard transaction cost of potential clients through endorsement of international companies

(III) Adopt the shortest marketing channel (IV) Enhance cost advantage through VA/VE

(V) Apply global logistics resources and rearrange value chain

IV. Benchmark of excellence for economy and society:

(I) Awarded with Supplier Excellence Award certified by the second largest office furniture plant in the world (8 suppliers are awarded out of 600 ones in the world. Among the 8 suppliers, Martas is the only one in Asia with others in North America.)

(II) The first slide manufacturer in the world certified by Hazardous Substances Process Management (IECQ QC080000HSPM)

(III) The first slide manufacturer in Asia certified by ISO/TS 16949 - Automotive Quality Certification

(IV) Participant in international R&D projects, penetrating the Dell and Philips supply chain

(V) Products have been marketed to over 90 countries worldwide

(VI) Member of "Industrial Cluster of R&D Alliance for Metal Kitchen System" led by Metal Industries Research & Development Centre, enhancing the competitiveness of kitchenware industry in Taiwan

V. Unique five-win partnership:

As developing, we consider all stakeholders' benefits, including customers, vendors, employees, shareholders, and the environment. In this way, supply chain is infused with benevolence and steady relationship is established in the five-win situation. Moreover, we will keep playing the role of corporate citizen positively.