

傳統產業根留台灣的堅持 以國際化格局經營紡織業

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主要產品

- 一、各類圓編針織布料、經編布料與平織布
- 二、環保性布種、防火布種、機能性布料及特殊後處理布種
(如：石洗、酵素洗)

企業簡介

緣起 在雲林小鎮的鄉下地方，一位窮苦的小男孩，在花生田裡替人採收一整排的花生，只為了想賺取微薄的兩塊半貼補家用，誰知卻遭受到不平等的壓榨，從此激勵了他想當老闆的決心，歷經20餘年的奮鬥後，遇到了生命裡與事業中最重要且影響深遠的牽手—葉淑麗總經理，在她的支持與鼓勵下，二人胼手胝足一點一滴共同孕育了永紡企業的誕生，並在兩人同心協力下，為公司開創一連串輝煌的成績。

- 1992年 公司成立，資本額500萬元。
- 1993年 擠身於臺灣進出口績優廠商之林。
- 1995年 購置新莊區新泰路227號4F辦公室，資本額3500萬元。
- 1999年 榮獲ISO 9001國際品質認證，成為國內第一家通過認證的針織布貿易商。
購置新莊區中正路659號5F做為倉庫，實收資本增為5000萬。
- 2000年 獲得美國杜邦 coolmax 認證。
- 2003年 購置新莊區新泰路227號15F做為Show room。
世華銀行28周年專刊，董事長接受專訪「紡織產業並非夕陽工業」。
- 2004年 接受自由時報專訪，暢談「產業根留台灣」；參與國泰世華銀行大樹計畫。
接受經濟日報專訪談「白手起家，衝出大格局」。
接受遠見雜誌訪談「2005年台灣紡織產業應變之道」。
接受民視新聞專訪「根留台灣」並於非凡頻道同步播放。
- 2005年 成立子公司-英紡企業(主要代理進口男女服飾品牌銷售)。
- 2007年~2012年 持續參與國泰世華銀行大樹計畫，累計捐贈禦寒外套已達2萬多件。
- 2007年 董事長獲頒萬能科技大學第一屆傑出校友。
- 2011年 獲經濟部科技研究發展專案「流行性針織品加值行銷計畫」補助；實收資本7300萬。



國際競爭力

- 一、建立客戶加值化服務平台：
 - (一) 改變現有服務模式，強調與國際客戶之互動。
 - (二) 主動提供客戶多樣化應用服務。
 - (三) 建立樣布風格描彙資料庫，提供客戶即時資訊。
 - (四) 帶動上游製造合作廠商，平行整合。
 - (五) 透過國際網路進行先期產品設計與驗證作業，縮短作業時間與加快產品交貨速度。
- 二、創新的研發與整合：
 - (一) 研發目標：台灣的價錢與技術、日本的品質與精神、義大利的設計與時尚。
 - (二) 求新求變，創新設計，採用最好原料及最嚴格的品控。
 - (三) 開發附加價值極高產品。

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Business Items

- I. Circular-knit, warp-knit, and woven fabrics
- II. Eco-friendly, flame-retardant, functional, and reprocessed
(such as stone-washed or enzyme-washed) fabrics

Company Introduction

- In a remote town in Yunlin County, a poor, family-minded boy managed to earn a meager NT\$2.5 for harvesting a row of peanuts, only to be exploited by his employer. That experience prompted him to spend the next two decades striving to start his own business when he met Sally Yeh, who later became his wife and also the president of his company. With her support and encouragement, they slowly but steadily established Ever Shine Y&F Co., Ltd. and made many achievements.
- 1992 Johnny C.C. Shen founded Ever Shine Y&F Co., Ltd. with NT\$5 million in total capital.
 - 1993 Listed among Taiwan's top-performing exporters.
 - 1995 Acquired an office at 4F, No. 227, Xintai Rd., Xinzhuang Dist.; capital increased to NT\$35 million.
 - 1999 Became the first Taiwanese ISO 9001 certified knitted-fabric trader.
Acquired a warehouse at 5F, No. 659, Zhongzheng Rd., Xinzhuang Dist.; paid-up capital reached NT\$50 million.
 - 2000 Authorized to manufacture Dupont-certified Coolmax fabrics.
 - 2003 Acquired a showroom at 15F, No. 227, Xintai Rd., Xinzhuang Dist.
Chairman Shen gave an interview to Cathay United Bank entitled "Textile-Making: Never a Sunset Industry" which appeared in the bank's 28th anniversary publication.
 - 2004 Chairman Shen gave an interview to Liberty Times on how local companies stay rooted in Taiwan. Ever Shine Y&F became part of Cathay United Bank's Big Tree Program.
Chairman Shen gave an interview to Economic Daily News entitled "Start from Scratch and Achieve Greatness."
Chairman Shen gave an interview to Global Views Monthly on how Taiwanese textile companies should meet the challenges in 2005.
Chairman Shen gave an interview to FTV News on staying rooted in Taiwan; the interview was broadcast live on USTV.
 - 2005 The subsidiary Ever Shine I&F Co., Ltd. was founded (distributor of imported men's and women's wear).
 - 2007-2012 Continued in the Big Tree Program, donating over 20,000 insulated winter jackets to the needy.
 - 2007 Chairman Shen received Vanung University's first Distinguished Alumni Award.
 - 2011 Subsidized by the Ministry of Economic Affairs, Technology Development Program "Value-Added Marketing Plan for Fashionable Knits"; paid-up capital reached NT\$73 million.

Export Competitiveness

- I. Initiating a value-added customer service platform:
 - (I) Change the existing service model to focus on interactions with customers worldwide.
 - (II) Actively provide customers with a diversified range of services.
 - (III) Build a database to describe swatch styles and keep customers informed on a real-time basis.
 - (IV) Encourage business partners from the upstream supply chain to conduct horizontal integration.
 - (V) Speed up the manufacturing and delivery process with online product design and certification in advance.
- II. Innovative R&D and integration:
 - (I) R&D goals: Taiwanese prices and technologies, Japanese quality and excellence, and Italian design and fashion.
 - (II) Relentlessly seek changes and innovative designs, use the best raw materials and the strictest quality control.
 - (III) Develop extremely high value-added products.



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營運管理

- 一、經營理念：
以誠信為原則、高品質為目標、根留台灣、善盡社會責任、創造雙贏。
- 二、企業策略：
 - (一)「持續創新研發」，「提高顧客滿意」並不斷提升和改善，創新技術，且提供高附價值的產品來滿足客戶的需求。
 - (二)導入ISO 9001之品質保證系統，藉由各作業流程之標準化，有效率的落實於各部門。
 - (三)以少量多樣爭取高單價訂單，配合下游廠商利潤公開化，共同接單創造營收。
 - (四)健全的財務管理，確保公司營運周轉。
- 三、研發管理：
產品開發的原則是，以新技術關鍵、製程合理化（省時、省力、省料、節能）及高品質紡織產品為主，兼顧差異化、多元化纖維材料之產品研發應用為研發架構。
- 四、積極參與國際展覽：
 - (一)經由參展，加強本公司國際化與對市場的敏感度，並掌握未來市場的流行趨勢，以提升產品研發的水準與嶄新的經營理念，強化國際的競爭力。
 - (二)透過國際展覽，推廣本公司產品、技術及服務理念，以拓展海外市場的版圖、開拓客源建立公司形象以及擴大出口市場的機會。

企業特色

- 一、重視員工福利：秉持照顧員工、利潤分享的原則，獎勵優秀員工入股，另外還有節慶獎金、婚喪喜慶津貼、國內外旅遊、慶生會、春酒與不定期餐敘等等...
- 二、專業教育訓練：不定期聘請不同專業領域之教授、博士等專家學者授課講習，加強員工的專業技能、提升行銷及語文等方面的能力。
- 三、致力社會公益：與國泰世華銀行基金會合作，自93年起，即以「大樹計畫-讓幼苗長成大樹」為主軸，致力幫助偏遠地區清寒學童成長，並積極贊助及關懷其他弱勢團體。

綜合評語

- 一、公司規模雖小，但本著根留台灣、永續經營理念，雖然產業面臨全球紡織品貿易配額取消及低工資國家如大陸、東南亞國家等產品取代，仍然堅持台灣製造，區隔競爭產品，以強化市場競爭力。
- 二、積極投入研發創新，亦致力於開發新產品以主動提供創造需求，並藉由強大資料庫系統及客戶加值化平台為主訴求，提供客戶創新之研發產品。
- 三、結合台灣供應鏈廠商，合心協力建置垂直專業分工式供應鏈，從素材、布料編織、成衣設計、加工等採協力式結合不同業者，建立共生群聚效果，創造整體競爭力。
- 四、外銷營業額逐年增長，且獲利明顯上升，足見其優質經營管理能力；除專注於紡織業的努力之外，也本著取之社會、回饋社會精神，積極照顧弱勢團體，善盡社會責任。



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Operation Management

- I. Corporate philosophy:
Our principle is honesty, our goal is high-quality, remain Taiwan-based, be socially responsible, and create a win-win situation.
- II. Corporate strategies:
 - (I) In addition to ongoing R&D efforts for innovations and enhanced customer satisfaction, the company makes continuous improvements based on new technologies, while providing high value-added products that meet customers' needs.
 - (II) With standardized operating processes, the ISO 9001 quality assurance system has been efficiently introduced to departments across the company.
 - (III) High-priced orders are secured using a wide-range product portfolio, with small-quantity production for each model; a joint order-taking mechanism is in place to share revenues with low-stream partners by disclosing profitability information.
 - (IV) Ensuring a healthy leverage ratio with financial soundness.
- III. R&D management:
Our development principle is "new and key technologies, a reasonable manufacturing process that saves time, labor, materials and energy, and high-quality textiles." The R&D framework involves differentiation and applying a variety of fiber materials to innovative products.
- IV. Enthusiastic participation in exhibitions worldwide:
 - (I) Participating in exhibitions will globalize the company and make it more sensitive to market fluctuations so it can grasp upcoming trends, improve product development efforts, and establish a new corporate philosophy for enhanced competitiveness worldwide.
 - (II) By participating in international exhibitions, the company promotes its products, technologies, and philosophy to expand its overseas markets, find new customers, build a corporate image, and seek additional opportunities in export markets.



Enterprise Characteristics

- I. An emphasis on employee benefits: We strive to take care of our employees and share our profits; as such, outstanding employees are encouraged to become shareholders and all employees are entitled to cash bonuses on holidays and important occasions (such as weddings and funerals), company trips, birthday parties, New Year's banquets, luncheons/dinners, etc.
- II. Vocational training for employees: Employees are given occasional speeches by professors and experts from different backgrounds. The speeches are expected to sharpen the employees' vocational skills and marketing and language abilities.
- III. A commitment to social welfare: Since 2004, the company has joined forces with the Cathay United Bank Culture and Charity Foundation's "Big Tree Program: Helping the Seedlings Grow into Trees" to help economically underprivileged schoolchildren in remote areas and other charitable initiatives.

