

長聲工業股份有限公司

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主要產品

瓦楞紙印刷與製箱設備、高效水性印刷設備

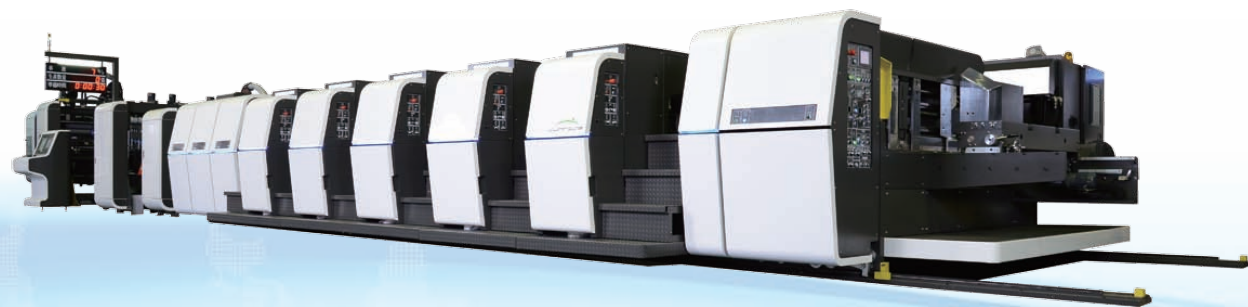
企業沿革

1996年	成立長聲工業股份有限公司
1999年	發表台灣第一台吸風傳送印刷機
2000年	發表台灣第一台固定式印刷機 發表台灣第一台動態套色修正功能印刷機
2002年	發表高線數伺服控制系統印刷機
2004年	發表第一台伺服系統固定式下印印刷機
2007年	發表台灣第一台高速固定式印刷機 中國大陸進口設備第一名
2008年	發表第一台震盪去屑伺服計數堆疊單元 金融風暴期間，成立『共同接單聯盟』，策略使得訂單增加，第一次擴建新廠，並成為台灣最大的領導廠商
2009年	發表台灣第一台紅外線 (IR) 乾燥單元
2011年	設備產能至今保持「最大產能生產線」紀錄
2012年	發表新世代高產能固定式印刷機

企業簡介

長聲工業目前是台灣最年輕的水性印刷機與全自動製箱生產線的製造者。企業以「創新」及「以人為核心」的思維，建立一個領先同業的高效能組織。

秉持『創造最高回報率設備』的理念，『以技術創新為核心，引領市場需求』的經營方針，擁有台灣最大的研發團隊，以創新與研發的清晰形象，擠身世界知名品牌，並以台灣基地佈局全球，產品95%外銷，行銷全球25個國家之頂尖客層，如：台灣前四大紙業皆為長聲的愛用者，台商在國外的投資亦有近7成選擇我們的設備，尤其成為日本高階市場的唯一外來設備，品牌深獲肯定。



Sunrise Pacific Co., Ltd

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Business Items

- * Corrugated cardboard printing and carton making equipment
- * High Efficiency Flexographic Printing Machine

History

1996	Sunrise Pacific Established
1999	Developed Taiwan's first printing equipment with Vacuum Transfer System
2000	Announced Taiwan's first Fixed Type Printer Released Taiwan's first printer equipped with Mark Sensor
2002	Developed a High-Graphic printer with Servo Control System
2004	Developed the first fully self-manufactured Automated Inline Fixed Type Flexographic Folder Gluer with Servo Control System
2007	Developed the first high-speed Fixed Type Printer in Taiwan Ranked No. 1 for PRC's imports in flexographic printing equipment
2008	Developed the first Paper scraps disposal & Servo counter stacker "Alliance of Order Allocation" was initiated to cope with global financial crisis, thus assumed the industry leadership position in Taiwan
2009	Developed Taiwan's first Infrared Drying Unit
2011	The production record-holder of the highest capacity
2012	Launched the High Production Fixed Type Printing Machine

Introduction

Sunrise Pacific is relatively young in this industry, yet our employee centric and innovative culture had propelled our company to be the leading flexographic printing machine manufacturer in Taiwan.

In order to achieve the mission of providing the "highest return on investment", technical innovation had become the company core value and competitive advantage. Sunrise Pacific owned the largest R&D team in Taiwan. The innovations that come out of this team had made us the leading brand not only in Taiwan but also around the globe. 95% of our produce machinery is sold overseas, we are the only foreign brand that managed to penetrate the Japanese market. Sunrise is now the desired brand by Taiwan local Top 4 paper manufacturers and Taiwan manufacturers abroad. Our products have been sold to the leading companies in 25 countries.

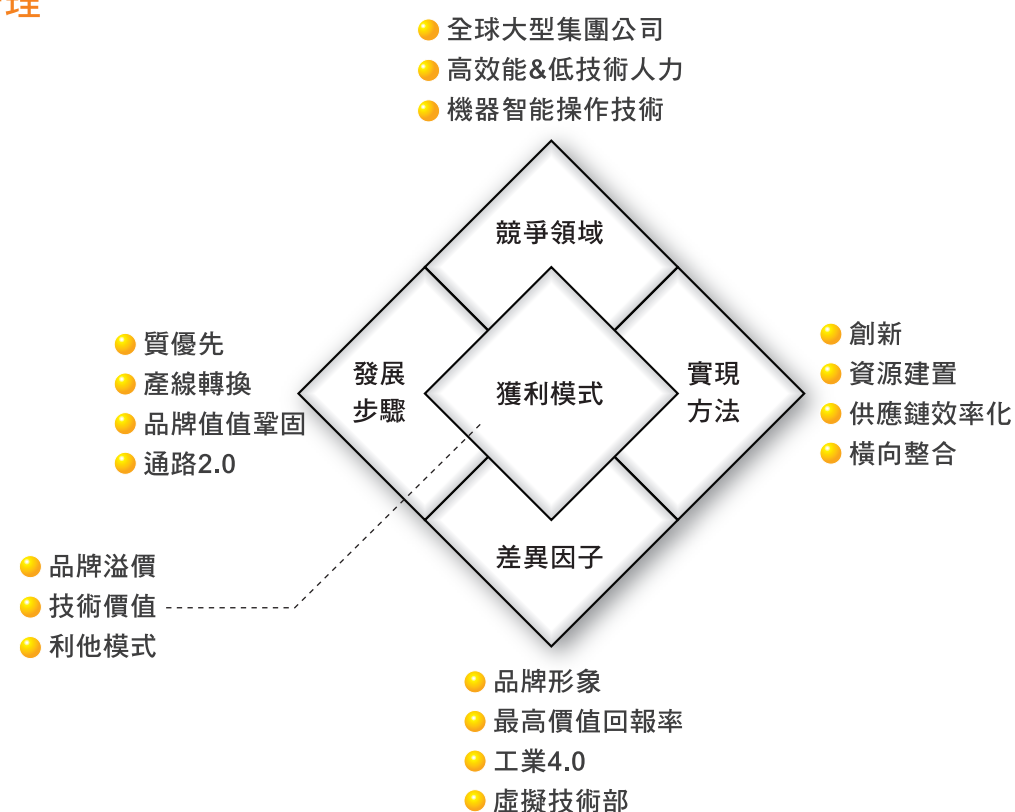


國際競爭力

- 以台灣資源結合技術領先成為市場的主流規格制定者
- 開創設備效能革命
 - ◆ 重定運轉與更換訂單速度的新標準，創造具競爭力的生產效益
 - ◆ 全球最佳產能紀錄
- 機器智能
 - ◆ 生產品質技術革新，以機器智能取代傳統人力技藝，使效率與品質同時達成，創造最大生產價值
 - ◆ 降低人力技術依賴性，縮短三倍學習週期
- 品牌位階
 - ◆ 設備性能與各項指標超越同業標準，規格具指標性，打入日本市場，突破日本「設備輸出國」框架，為目前亞洲高階設備市占最大的領導品牌。
 - ◆ 與歐美日高端品牌位列同價格帶，挾帶規模經濟與技術門檻在成本與品質上的優勢，成為中高階設備的領導品牌



營運管理

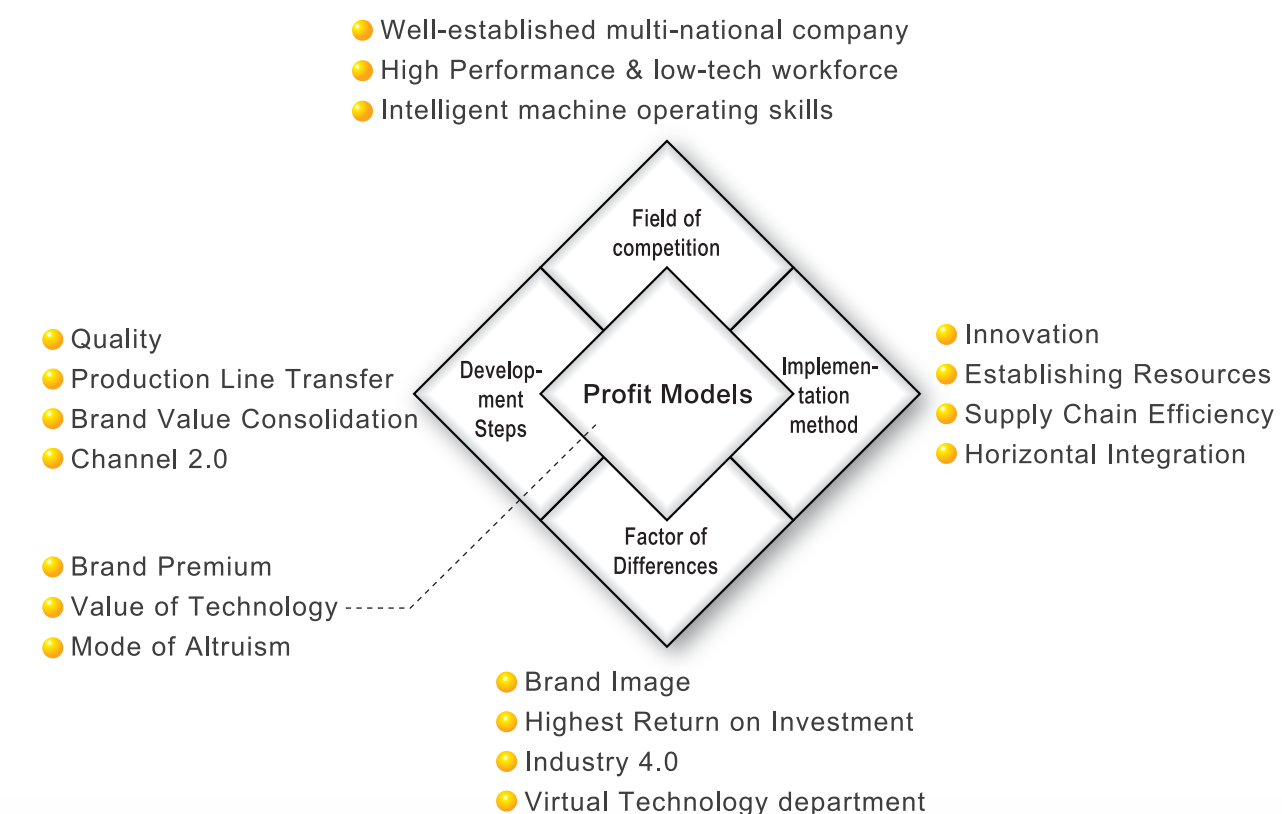


- 競爭領域
高人力成本區、已開發國家、區域型或開發中國家大型與集團式企業為競爭領域，藉由設備智能化降低對人力之依賴性，提升用戶端更高的生產質與量。
- 實現方法
為實現上述規劃，將展開創新、資源建置、供應鏈效率化與橫向整合四個面向，創新基因深化，創新平台建置為出發點，集結資本、人力、技術等資源，推動組織再造計劃。供應鏈效率提升，建立平台串聯即時性，以求最佳產能比。綜觀台灣二線品牌，有鑑於市場與大陸重疊嚴重，資源不足再加上質、量、價失去優勢，預估3年內此類廠商將釋出產能，整合這些資源以補足長聲產能不足缺口，進行產線分級。
- 差異因子
以技術為導向創造活力與創新的品牌形象，具親和力與信任感；以創造價值回報為產品設計的考量，

Export Competitiveness

- We turned into the mainstream manufacturer in the industry by utilized the great resources and advanced technology in Taiwan.
- Machine Efficiency
 1. The machine, with fully competitive production efficiency, sets the new standard to redefine the speed of operation and change the various order type.
 2. Globally record-holder of the highest capacity.
- Machine Intelligence
 1. The technology innovation on production triggers intelligent machine to replace manpower, which delivers both efficiency and quality to maximize the value of output.
 2. The simple operation process helps shorten the training time dramatically for workers.
- Brand Recognition
 1. The machine features are one of the best among our competitors; we also play a crucial role in defining product specifications. Penetrating into the Japan market as a machine manufacture was a milestone to our business. Our devotion to the flexographic industry led us to become the leading brand with highest market share for the high-end equipment in Asia.
 2. Even though our price range is on par with American, European and Japanese high-end brands; but our economic of scales and technical innovation had provided a niche in upper-intermediate market.

Operations Management



We aim at the well-established multi-national company as the field of competition. In order to provide better qualitative and quantitative value to our customers, efforts are put on the machine intelligence to enhance the production efficiency and reduce the chance of relying on skilled workforce. In order to fulfill the schemes, we will be focusing on building innovation platform, reaching the economic of scale, working toward organizational restructuring and



避免價格導向干擾而影響對客戶產生最佳回報的設計抉擇。工業4.0：技術與需求上非追隨、同步、超前，將技術與需求放在下個主流戰場，領先需求，協助客戶發現需求。

● 發展步驟

2014年企業的產能缺口達30%，產能不足，在質與量的選擇，以質優先，將資源投入在三大「質」1.客戶結構調整、2.服務滿意度、3.產品品質。其次，以新世代之產品進行產線轉換，將產品利潤結構與客戶價值倍數提升。品牌價值的鞏固，以新世代產品跳脫台灣價格區間框架，以質優先的方向，讓市場發酵、固化品牌價值。最後，以通路2.0打造「延伸型通路」、創造通路型產品、串聯通路規模、管理通路模式。

● 獲利模式

獲利模式針對品牌溢價、技術價值與利他模式三個面向發展。

品牌溢價15%+高階領域最大規模經濟優勢；並且在技術管理、專利布局、高階技術低成本化與廣泛使用，具產品分級能力，產生技術價值。以利他模式串聯資源網，取得資源最大化人，將長聲暫居全球第二的市場地位推向全球第一。

社會責任

● 富環保概念的產品

1. 引領紙箱輕磅化潮流

開發獨家無破壞紙板傳送系統等多項技術，創新的設計避免破壞材料強度並減少紙箱基重，符合國際輕磅化及環保要求，發揮地球公民的關鍵角色。

2. 開發領先全球的節墨系統

● 企業內部價值創造

1. 員工教育

依部門屬性定期安排課程，精進技能

2. 鼓勵創新

以創新引領為基底，打造台灣價值，脫離過往市場規模框架。運用台灣技術資源，塑造精品形象，將水性印刷機推升至國際頂層位階，創造價值鏈。

● 慈善活動

1. 社區公益

2. 關懷弱勢團體



一、主要外銷日本、中國大陸、印尼、越南、菲律賓等25個國家，外銷比重高，技術獲得肯定，具國際級品質。



二、為臺灣領導品牌，有清晰的通路商選擇標準，提供巡檢服務，與國外許多大廠合作，提供中高階機種，有助於價值創造，具市場競爭力。

三、無庫存接單生產，具有效率性，擁有核心技術力，以技術領先與差異化的策略在全球拓展，具有不斷成長的動能。

四、重視社區關懷、公益募捐以及重視員工權益、工安與教育訓練，對育幼院善加照顧，具有環保思維。



external technical integration. The supply chains' information update sharing on the platform is required for considering the best productivity ratio. Also, we plan to integrate the second-string brands in Taiwan to solve the issue of inadequate capacity. Our brand image is built upon technology-oriented manufacturing. When it comes to product design, the top consideration is to create value for our customers. Understanding customers' needs makes us stay ahead of our competitors. Sunrise takes part in customers' tech departments, making the technical application as efficiently as possible and gets direct access to the market demand.

In 2014, we have a 30% shortfall in meeting continuous rising market demands. We took drastic steps in the organization in order to overcome the challenges we faced. The first step taken was to restructure our customer based, thus we listened to our customer needs, which enabled us to produce products that are of quality and improve customer satisfaction. The next step was to invest in R&D, shorten the learning curve in new

product development and create a team that think outside the box, to enable us to produce product that is both innovative and price competitive to our customers. Lastly, we build "Channel 2.0", a campaign created to connect all channels in a singular platform.

The profit model is a combination of branding, technical value and the altruistic mode. With effort on the largest scale of economy in the high-end field and dedicating to technology management, our goal is to maximize resources by connecting the network with model of altruism. To promote company's global ranking status from the second to No.1

Social responsibility

● Green manufacturing

1. The lightweight carton paper

- ◆ One of the numerous techniques Sunrise developed is the cardboard transmitting system which reduces paper wastage. We led the trend of using the lightweight carton paper to help conserve environment.
- ◆ The introduction of the ink-saving system gets beyond our competitors worldwide.

2. To invent the internal value for business

- ◆ Education: A continual learning system is our way in showing our commitment of people investment.
- ◆ Innovation: Innovation-based strategy gives additional value to Taiwan industries. With plentiful technology resources, fine image of MIT products can be shaped in the advanced manufacturing products being promoted to the high-end markets globally, which also creates the value chain for Taiwan.

3. Charity Campaign:

- ◆ On regular basis we support the community service.
- ◆ We also provide further assistance to the underprivileged organization.

