

協磁股份有限公司

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主要產品

泵浦及過濾機

企業沿革

1978	協磁股份有限公司正式成立於台北，專業從事無軸封泵浦之設計、製造與銷售。
1993	AMD系列磁力驅動無軸封泵浦榮獲第一屆中小企業處創新研究獎
1999	通過 ISO 9001:1994 認證。
2001	AMF精密過濾機榮獲經濟部中小企業處第八屆創新研究獎
2006	正式於公司內導入以消除浪費、縮短交期並提升全面品質為目標的精實生產體系。
2012	通過 ISO 9001/ISO 14001/QC080000。
2013	通過 ISO 17025國際標準泵浦測試試驗室認證輔導並通過認證。
	正式推出AME系列金屬PFA內襯磁力驅動泵浦
2014	當選鄧白氏第一屆中小企業菁英楷模。
2014	AVF系列變頻罐裝泵浦獲頒第21屆中小企業創新研究獎。

企業簡介

協磁股份有限公司自成立以來即採取OBM的製造策略，以“ASSOMA”為品牌，專注於磁力驅動無軸封泵浦及過濾機的開發、設計、製造與行銷，至今已經營36年。服務的對象以高科技電子產業，如半導體、面板、PCB、太陽能及石化和特用化學等產業為主；主要的競爭者皆是歐、美、日等國家一流的泵浦公司。公司成立初期的營運是相當艱困的，在技術力、製造力、行銷力、組織力甚至財力皆不足的條件下，憑藉著一股優勢仍然堅持以自有品牌去做。值此國際間產業及經濟變化如此快速的年代，協磁公司因為以OBM的製造策略所訓練培養出來的對產業、顧客、服務、技術、經營管理與國際趨勢演變的敏感度，對協磁公司在全球化的經營與發展上有相當大的助益。



ASSOMA INC.

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Business Items

Seal-less Chemical Pumps & Customized Precision Filter Systems

History

1978	ASSOMA INC. established in Taipei for the design, production and sales of seal-less pumps.
1993	AMD Series pumps received first annual Taiwan SMEs Innovation Award.
1999	Certified for ISO 9001:1994.
2001	AMF Series Precision Filters received 8th annual Taiwan SMEs Innovation Award.
2006	Launch Lean Production System for eliminating waste, shortening delivery and enhancing total quality.
2013	Established test laboratory and received ISO 17025 test laboratory certificate. Launched AME Series PFA lined magnetic drive seal-less pumps.
2014	AVF Series canned motor pumps received 21st annual Taiwan SMEs Innovation Award. Won Top 1,000 D&B SME Award.

Introduction：

ASSOMA INC. has been operating under an OBM strategy since our establishment over 36 years ago using the "ASSOMA" brand. Our key activities include the development, design, production and sales of magnetic drive seal-less pumps and precision filters. The key industries we serve include high-tech industries, such as semiconductor, TFT-LCD, PCB, and solar, as well as petrochemical and specialty chemical industries, competing directly with top pump manufacturers from Europe, America, and Japan. With our OBM strategy, we have honed our skills to be consciously aware of changes in industry, customer needs, service needs, technology, and management. In an age where industries and economies are undergoing rapid changes, we aim to leverage our core competence towards the management and future growth of ASSOMA INC.



國際競爭力

- 一、品牌力：“ASSOMA”英文品牌的由來，即是“Associated with Magnet”的簡寫，一來名稱有意義，二來名稱簡單又好記。
- 二、商品力：協磁公司在產品開發上有個不成文的規定(其實是一種習慣與文化)，即每一項新產品的開發(1)要能解決顧客的問題或滿足市場的需求，(2)要形成差異化的優勢，(3)要申請專利，最好是發明的專利。
- 三、成功推展中衛合作體系的「精實生產體」，全面優化公司在品質、成本及交期的能力。
- 四、通過ISO 17025測試實驗室認證，提供客戶泵浦產品國際性認可的性能測試報告。
- 五、代理商全球化網絡服務機制，提供給海外客戶在地化的售後服務。

營運管理

協磁公司在化工泵浦領域是以OBM為主ODM為輔的經營模式，從公司的組織圖及從業人數來看，是屬於麻雀小但五臟俱全的公司。為了使公司在全球化的競爭環境當中脫穎而出，並具備優異的競爭優勢，協磁公司以「創新、差異化」策略，落實執行ISO9000品質經營體系、導入精實生產系統、善用外部資源、做好供應鏈管理，並結合協力廠商營造以「中衛體系」為中心的精實生產體、流程資訊電腦化、並讓協磁公司能貼近顧客端掌握市場利基，以利開發出符合顧客需求的產品與服務。曾獲得三屆的創新研究獎，而且產品都能發揮「叫好又叫座」的成績，是協磁公司能展現「小而美」特質的明證。



Export Competitiveness

- I. Our brand "ASSOMA" refers to "Associated with Magnets" which is meaningful and easy to remember.
- II. As a general rule (and part of our culture), all new products must solve an existing issue, must have distinguishable competitive advantage(s), and must apply at least one patent, preferably utility patents.
- III. Successfully developed our Core Lean Production Team and improved our ability to steadily enhance our product and service quality, reduce costs and waste, and shorten delivery lead-time.
- IV. Our certified ISO 17025 test laboratory allows us to offer customers with internationally recognized performance reports.
- V. Our global network of agents work together to provide after-sales service to customers even if the pumps were acquired indirectly through OEMs.

Operation Management

ASSOMA INC.'s business model is based primarily on an OBM model with ODM as our secondary model. Structurally, we are made up of a small, yet functionally complete team, tasked with the job of maintaining and evolving our advantage in the competitive marketplace. Our strategy is based on innovation and differentiation, with full implementation of ISO 9001 management system as our foundation. On top of that foundation, we built-in supply chain management, information management system, and implemented Lean Production system not just internally,

but through our team of suppliers as well. On the customer end, we focus on customer industries and processes to obtain a good grasp of market demands, allowing us to develop new products and services to better fit customer needs. Our success in developing customer oriented products is validated through our winning of the Taiwan SMEs Innovation Award three times.

Social Responsibility

- I. Continued commitment towards full compliance of ISO 9001, ISO14001, and QC080000.
- II. Received Green Growth Award from bsi in 2013.
- III. Perform carbon footprint analysis of our AMX-Series pumps to discover ways to reduce our environmental impact.
- IV. Monthly donation to the Genesis Social Welfare Foundation and the Taiwan Fund for Children and Families. Other contributions include supporting local educational institutions such as National Tsing Hua University, Shan-Jiao Junior High School, and Hai-Hu Elementary School, as well as for disaster relief efforts after the Kaohsiung gas explosion.



社會責任

- 協磁公司為求履行企業社會責任，公司大力推展對於環保、社區參與、社會服務、社會公益、消費者權益、人權、安全衛生與其他社會責任等活動：
- 一、取得ISO 9001、ISO 14001、QC080000認證。
 - 二、bsi 2013年前瞻綠趨勢永續年會獲獎。
 - 三、AMX產品進行碳足跡盤查。
 - 四、每月定期捐款「創世基金會」、「台灣兒童暨家庭扶助基金會」、不定期捐款「清華大學」、「山腳國中」、「海湖國小」、「高雄氣爆捐款」等。



綜合評語

- 一、建立自有的品牌ASSOMA，主要外銷國家為大陸、韓、日本，並擁有全球服務網，提供銷售前、中、後的整合服務，客戶滿意度高，無軸封泵浦產品應用領域廣，未來市場具成長。
- 二、透過「ISO品質系統」、「精實生產」、「流程資訊化」實現品質、成本、交期、服務、速度(QCDSS)的經營訴求。善用財務訂單銷售等管理資訊系統，易管理且能創造客戶價值。
- 三、公司在化工泵浦領域是以OBM為主ODM為輔的經營模式，電動機開發及軸承故障偵測，具技術創新價值。
- 四、導入碳足跡盤查系統具有減緩地球暖化效應、提供產學合作平台且具成效，參與熱心公益及捐款。

