

久馨股份有限公司

負責人：賴復進

網址：<https://www.long-new.com>

地址：407 台中市西屯區工業區八路 17 號

電話：04-2359-2826



企業沿革

- 1972 年 創立大昌隆工業社 生產壁紙印刷機、製袋機
- 1976 年 改名為久馨工業 外銷至印尼、菲律賓、沙烏地
- 1991 年 改名久馨工業股份有限公司 製造印刷機為主
- 1997 年 遷廠至台中工業區
- 2000 年 開始生產獨立馬達印刷機
- 2003 年 外銷至東南亞五十餘國
- 2005 年 擴張產能，設立二廠
- 2009 年 與日本技術合作設立三廠
- 2012 年 久馨總部新廠落成，與日本技術合作製造塗佈機
- 2013 年 與德國技術合作客製化機械

主要產品

印刷機、軟包裝設備、塗佈客製機

企業簡介

自 1972 年創立以來，久馨歷經三次的轉型過程，從家庭式工廠生產壁紙印刷機，至今與日本及歐洲技術合作致力於印刷塗佈機械製造的領域。

走過半個世紀，扎實的技術與豐富的研發經驗，一直是久馨深獲好評的基石，為落實永續經營理念，除了斥資調整企業結構成為現代化，高效率的企業體，也努力經營顧客關係，重視售後服務，提供專業的諮詢及數據化的資料，迅速解決應用問題和產品技術問題，更是依照市場需求提供客製化機械的服務。

近年來，久馨推行優化企業，並以「品質、創新、專業、當責」為主要核心，作為員工遵循的宗旨，並推動員工知識管理，品質計畫及完善的供應鏈來提高生產效率。久馨積極佈局全球市場，在面對快速變遷的全球化經營模式，我們挾著過去的成功經驗，依不同客戶需求，積極開發多元化產品及拓展週邊設備，持續邁向永續經營的道路。

出口實績及國際競爭力

- ① 久馨產品行銷遍布 50 餘國，主要為東南亞一帶，設備銷售量達 2000 台以上，其中凹版印刷機佔銷售量的六成，客戶的規模在 50-200 人之間居多。
- ② 久馨的產品品質相較中國穩定且售後服務更好、更即時，價格也相較歐美日本同業有一定優勢。在客製能力上也比中國競爭者高，能提供客戶較高客製程度的機器，中國同業的客製能力普通，歐美日同業的客製能力高，但價格高昂。綜合比較下，久馨的 CP 值勝出，讓顧客以中階價格即可享有高品質產品及服務。
- ③ 由於價格紅海的攻擊，以及市場對於高度客製化需求，印刷設備製造廠除了整機智慧化，更需提供高階客戶完整服務，因此透過加值服務鞏固高階客戶合約，並藉由數位轉型之能量，增加本司市場差異。

營運管理與績效

- ① 久馨近年來運用數位轉型，導入 PLM 研發設計生產協同平台，滿足客人多樣化需求，提升客製化能力。
- ② 優化 EKB/ 戰情室，智能物流及 SRM 供應商平台，強化流程運作、工作支援以及營運決策的提升。
- ③ 強化品牌形象，更新行銷面工具 / 目錄，優化網

站、定時發送電子報，維繫客戶關係。

- ④ 提升新產品 / 新服務或新商業模式，開發雲端智慧平台並創造新利潤空間與價值，增進對於顧客的接觸、認識、訊息掌握與拓展的能力與成效。

永續經營

- ① 環境保護：從碳盤查開始著手減碳及碳管理，設置太陽能光電設備，採用綠色產品。
- ② 社會責任：每年歲末寒冬送暖捐贈弱勢團體，設立久馨清寒獎助學金，幫助低收入但願意努力向上的學生完成學業。
- ③ 公司治理：建立資訊安全機制，強化資安管理，確保資料安全。提供完善的薪資福利、教育訓練和績效評估制度，定期舉辦員工健檢。

綜合評語

1. 累計銷售超過 2000 臺設備至全球逾 50 個國家或地區，也逐步拓展中東與中南美洲市場。
2. 企業策略成功，分散市場客製化交機，有利於公司業務之穩定發展。
3. 運用 AI 物聯網等科技，實現用電優化，提升能源利用效率。



Long New Industrial Co., Ltd.

Owner : Mr. Lai Fui Ching

Website : www.long-new.com

Address : No.15 8th Rd., Taichung Industrial Park, Taichung, Taiwan.

Tel : +886-4-23592826



History

- 1972 Da Chang-Long was founded. Starting business as a cottage factory ; mainly producing wall-paper printing machine and bag making machine.
- 1976 Started export business to Indonesia, Philippine, Saudi Arabia and changed company name to Long New Corporation.
- 1991 changed company name to Long New Industrial Corporation. Main products are printing machine
- 1997 Factory relocated to Taichung Industrial Park.
- 2000 Developed printing machine equipped with ELS (electrical Line Shaft) system.
- 2003 Export markets developed to over 50 countries mainly in Southeast Asia region.
- 2005 Capacity expansion: establish a second plant
- 2009 Continuously working on product innovation and improvement, started technology exchange with Japanese company, establish a third plant
- 2012 New Head Office -10,000 s.q.m. The affiliate of Long New was founded based on cooperation with a technological partner from Japan.
- 2013 Cooperated with a German company to design and manufacture customized M/C

Business Items

- ① Printing Press
- ② Flexible packaging machines
- ③ Coating & Customized machines

Introduction

Founded in 1972, Long New began as a cottage workshop producing wallpaper printing machines. After three major transformations, Long New has become a market leader in printing and coating machinery manufacturing through collaborations with Japanese and European partners.

With over 50 years of solid technical expertise and extensive R&D experience, Long New has established a strong reputation in both domestic and international markets. To implement its philosophy of sustainable operations, Long New has made significant investments in restructuring the enterprise to become a modern, highly efficient organization. The company is committed to maintaining and continuously improving customer

relationships, with a strong focus on after-sales service, providing professional advice and data-driven information, and delivering prompt support for application and technical issues. In response to specific market demands, Long New also collaborates closely with clients to develop and produce customized machinery.

In recent years, Long New has been optimizing its operations, guided by its core values of quality, professionalism, innovation, and accountability. The company has implemented knowledge management, quality enhancement programs, and comprehensive supply chain management to improve production efficiency. In today's rapidly changing global business environment, Long New actively expands its presence worldwide. Leveraging its past successes, the company is dedicated to developing diversified product lines and peripheral equipment, continuing its journey toward sustainable business operations.

Export Competitiveness

- ① Long New's products are marketed in more than 50 countries, mainly across Southeast Asia. The company has sold over 2,000 machines, with gravure printing presses accounting for about 60% of total sales. Most of Long New's customers are medium-sized enterprises with 50 to 200 employees.
- ② Compared with Chinese competitors, Long New's products offer greater stability and more responsive after-sales service. At the same time, the company maintains a clear price advantage over its European and Japanese counterparts. In terms of customization capability, Long New surpasses most Chinese competitors by providing machines with a higher level of customization. While European and Japanese manufacturers also offer strong customization capabilities, their prices are significantly higher. By comparison, Long New delivers the best overall value, allowing customers to enjoy high-quality products and professional service at a mid-range price level.
- ③ Due to aggressive price competition and the growing market demand for highly customized solutions, printing manufacturers must not only offer smart automation but also provide comprehensive services for high-end customers. To strengthen long-term partnerships with premium clients, Long New focuses on value-added services and leverages digital transformation to enhance its market differentiation.

Operation Performance Management

- ① In recent years, Long New has embraced digital transformation by implementing a PLM (Product Lifecycle Management) collaborative platform that integrates R&D, design, and production. This enables the company to better meet diverse customer needs and enhance its customization capability.
- ② Long New has optimized its EKB system, Digital Command Center, smart logistics, and SRM supplier platform to strengthen operational processes, improve workflow support, and enhance business decision-making efficiency.
- ③ Strengthen brand image by updating marketing tools and catalogs, optimizing the website, and regularly sending e-newsletters to maintain customer relationships.
- ④ With a newly developed cloud based smart platform, Long New enhanced new products, services, and business models to create new profit opportunities and value, while improving the company's ability and effectiveness in reaching, understanding, engaging, and expanding its customer base.

Sustainable Management

- ① Environmental Protection: Initiated carbon reduction and management through product carbon footprint management, installation of solar photovoltaic systems, and adoption of green products.
- ② Social Responsibility: Each year, Long New provides donations to underprivileged communities during the end-year winter season. In addition, the company has established the Long New Scholarship to assist low-income yet ambitious students in completing their education.
- ③ Corporate Governance: Long New has implemented information security systems and strengthened cybersecurity management to ensure the safety of data. The company also offers comprehensive compensation and benefits, structured training programs, and performance evaluation systems, while organizing regular health check-ups for employees.