

映象有限公司

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企業沿革

- 1984 年 成立於台北縣蘆洲，主要製造家電模型。
- 1996 年 與 PHILIPS 合作，跨入國際電子模型製造。
- 2000 年 與多家手機品牌合作，奠定高精度產品模型技術基礎。
- 2005 年 引進 3D 列印技術，開啟多元製程整合。
- 2013 年 設立美西分公司，提供跨時區即時服務。
- 2017 年 加入航太 A-Team 4.0 聯盟，邁向高精密製造。
- 2018 年 樹林廠落成，建置陽極處理實驗室。
- 2022 年 開發多樣化技術，導入自動化切割機與 PVD 設備。
- 2023 年 中壢新廠開工，榮獲「國家人才發展獎」、「運動企業認證」。
- 2025 年 中壢智慧綠色廠啟用，打造永續智造基地。

主要產品

- ① 精緻外觀模型：以精密 CNC 加工與多樣化表面處理技術，如實呈現各式產品外觀與質感。
- ② 機構概念模型：專注可行性驗證與結構整合，協

助客戶於開發初期快速完成設計驗證。

- ③ 航太精密零件：通過 AS9100 航太品質認證，打入 A-Team 4.0 供應鏈，參與勇鷹號製造。
- ④ 小量生產：提供「一站式製程整合」的敏捷生產模式，滿足少量多樣的生產需求。

企業簡介

映象有限公司以「精密模型製造與設計整合」為核心，提供從外觀開發、機構驗證到小量製造的完整服務。歷經四十年專業深耕，從家電模型跨足電子、醫療與航太領域，展現卓越技術與創新實力。

具備五軸 CNC 加工、陽極處理與 PVD 鍍膜等多樣製程，能精準還原設計概念並兼顧外觀與結構品質。通過 ISO9001、AS9100、ISO14001、ISO27001 等多項國際認證，並導入智慧製造與數位管理系統，確保高效能與穩定品質。

秉持「永續發展、精益求精、創新轉型」的理念，映象持續投資研發與人才培育，結合設計美學與綠色製程，打造兼具創意與責任的智慧製造品牌。

出口實績及國際競爭力

映象外銷比重達 95%，北美市場佔約八成，歐洲與亞太各佔一成，與全球逾千家品牌合作，產品涵蓋電子、醫療、文創與航太等領域，展現卓越技術與國際信任。

面對全球供應鏈分散化趨勢，映象以「零時差溝通、彈性調度、單一窗口整合」為優勢，提供從設計開發、打樣製作到小量生產與包裝設計的一站式服務。採用 FCA 報價與外匯管理策略，有效因應匯率與關稅變動，維持穩定獲利與市場彈性。

公司配置 30 台 CNC 加工機與 20 餘項表面處理技術，形成「高整合、高彈性、高效率」的製造體系。憑藉精密工藝與穩定品質，穩居國際模型與精密製造領域的關鍵地位。

營運管理與績效

映象建立完善治理架構，設有策略發展委員會、ISO 文件中心與 TQM 推動小組，並運用 Power BI 即時監控品質、成本與交期，提升決策效率與管理透明度。

公司積極推動數位轉型，導入 ERP、CRM 系統整合，串聯生產與專案流程，提升資訊流通與營運效能。投入逾 8,000 萬元升級自動化與 IOT 設備，使生產效率翻倍、人力精簡且品質穩定。

在人才培育上，映象建構九職系訓練地圖與 iCap 認證制度，強化專業技能與留任成效。近年報價接受率 68%，驗收通過率逾 92%，客戶滿意度持續超過九成，展現穩健營運與卓越績效。



永續經營

映象以「綠色製造」為核心，推動能源轉型與碳管理，導入智慧電錶、EMS 節能系統與太陽能設施，目標 2030 年碳密度下降 25%、每年減碳約 102 噸。在社會責任面向，映象落實性別平權與健康職場，女性主管佔 17%，男性育嬰留停比率達 44%，並推行彈性工時與員工關懷制度。

公司亦完善接班計畫與風險管理，建立數據化預警機制，確保營運穩健與世代傳承。並與明志科大、長庚大學等多家學校合作，推動產學鏈結與技職人才培育。映象以「設計驅動、科技落實、精益創新」為願景，持續打造兼具創意與永續責任的世界級模型品牌。

綜合評語

1. 主要產品為精緻外觀模型製作，高精密零件加工，涵蓋科技、醫療、美妝等，客戶均為國際頂級客戶，需求穩定，並建立信賴與良好關係。
2. 多元製程整合、數位管理工具完整，提供客戶一條龍服務，透過自動化設備導入，發展高階機構設計能力。
3. 具專案管理制度，5S+S 管理良好。



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History

- 1984 Founded in Luzhou, Taipei County, specializing in home appliance models.
- 1996 Partnered with PHILIPS, entering the international electronics prototyping market.
- 2000 Collaborated with leading mobile phone brands, establishing high-precision model expertise.
- 2005 Introduced 3D printing, integrating multi-process capabilities.
- 2013 Opened a West Coast branch in the U.S. for real-time cross-time-zone service.
- 2017 Joined the Aerospace A-Team 4.0 Alliance, advancing into high-precision manufacturing.
- 2018 Relocated to the newly completed Shulin Plant, featuring an in-house anodizing laboratory.
- 2022 Expanded process diversity with automated cutting and PVD coating systems.
- 2023 Broke ground on the Zhongli plant; received the "National Talent Development Award" and "Sports Enterprise Certification."
- 2025 Inaugurated the Zhongli Smart Green Plant, building a sustainable smart manufacturing base.

Business Items

- ① Precision Appearance Models
High-fidelity product mockups crafted through

- advanced CNC machining and diverse surface finishing techniques, authentically representing product aesthetics and textures.
- ② Mechanical Concept Models
Focused on structural integration and feasibility validation, enabling clients to accelerate design verification in early-stage development.
- ③ Aerospace Precision Components
Certified under AS9100 Aerospace Quality Management and a proud member of the A-Team 4.0 supply chain, contributing to Taiwan's Brave Eagle aircraft program.
- ④ Low-Volume Manufacturing
Provides an agile, one-stop process integration model that fulfills diverse small-batch production requirements.

Introduction

Image Model Co., Ltd. specializes in precision model manufacturing and integrated design solutions, providing comprehensive services from aesthetic development and mechanical validation to small-scale production. With over four decades of expertise, the company has evolved from appliance modeling to serving the electronics, medical, and aerospace industries—demonstrating continuous innovation and technological excellence.

Equipped with 5-axis CNC machining, anodizing, and PVD coating capabilities, Image Model transforms design

concepts into tangible products with both aesthetic refinement and structural integrity. The company is certified under ISO 9001, AS 9100, ISO 14001, and ISO 27001, and implements smart manufacturing and digital management systems to ensure performance consistency and quality assurance.

Guided by the principles of sustainability, continuous improvement, and innovation, Image Model invests heavily in R&D and talent cultivation—merging design aesthetics with eco-friendly processes to shape a responsible and creative smart-manufacturing brand.

Export Competitiveness

With 95% of its production exported, Image Model serves more than 1,000 global brands—80% to North America, and 10% each to Europe and the Asia-Pacific region. Its models span electronics, medical, cultural, and aerospace applications, earning the trust of clients worldwide.

Amid global supply-chain diversification, Image Model leverages real-time communication, flexible coordination, and single-window integration to provide end-to-end services—from design and prototyping to low-volume production and packaging.

Through FCA pricing and foreign-exchange strategies, the company effectively mitigates currency and tariff risks, maintaining both agility and profitability.

With 30 CNC machines and 20+ surface-finishing techniques, Image Model operates a highly integrated, flexible, and efficient manufacturing system—securing a leading position in global modeling and precision manufacturing.

Operation Performance Management

The company maintains a robust governance framework featuring a Strategic Development Committee, ISO Documentation Center, and TQM Task Force. By utilizing Power BI, it monitors quality, cost, and delivery in real time to enhance decision-making efficiency and transparency.

Image Model drives digital transformation by integrating ERP and CRM systems that link production and project workflows. More than NT\$80 million has been invested in automation and IoT upgrades, doubling productivity and

ensuring stable quality with streamlined manpower.

Its talent-development system includes nine professional training tracks and the iCap certification program, strengthening both skill growth and retention. With a quotation acceptance rate of 68%, project acceptance rate above 92%, and customer satisfaction exceeding 90%, Image Model demonstrates operational excellence and consistent performance.

Sustainable Management

At its core, Image Model practices green manufacturing—promoting energy transition and carbon management through smart meters, EMS energy-saving systems, and solar power. The company aims for a 25% carbon-intensity reduction by 2030, cutting approximately 102 tons of CO₂ emissions annually.

In social responsibility, Image Model advocates gender equality and workplace wellness—17% of managerial roles are held by women, and 44% of eligible male employees take parental leave. The company also promotes flexible work schedules and comprehensive employee-care programs.

Succession-planning and risk-management systems are data-driven, ensuring business continuity and generational succession. Collaborations with Ming Chi University of Technology and Chang Gung University strengthen industry-academia partnerships and build technical-talent pipelines.

With a vision of "Design-Driven, Technology-Realized, and Lean Innovation," Image Model continues to evolve as a world-class modeling brand uniting creativity and sustainability.

