



川方企業股份有限公司

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企業沿革

- 1975年 ● 成立
- 1996年 ● 與日本TKK技術合作生產墜落防止裝置
通過DNV ISO 9001國際標準品質保證制度認證
- 2001年 ● DC絞盤通過CE認證
- 2003年 ● 機械式錐形剎車榮獲美、英、德、台灣、大陸等國專利
- 2009年 ● 通過TüV NORD ISO 9001:2008最高品質標準認證
油壓絞盤由TüV Rheinland獲得SAE J706標準認證
- 2010年 ● 更換全新的COMEUP品牌視覺
- 2012年 ● 成立美國子公司開拓美洲市場
- 2014年 ● 專利IDB智能面板全新導入New Seal Gen2系列產品
- 2016年 ● 總公司廠辦位置遷移至瑞芳
- 2017年 ● 智能面板IDB-車用絞盤Seal Gen2 9.5i/si/rsi榮獲台灣精品獎
- 2018年 ● 通過TüV NORD ISO 9001:2015最高品質標準認證
- 2019年 ● 智能面板IDB-泛用絞盤UW-5000si榮獲台灣精品獎

主要產品

AC捲揚機、車用絞盤、軍用絞盤、沙灘車絞盤、工業用絞盤、油壓絞盤、油壓捲揚機、車用吊車及物流搬運吊車。

企業簡介

COMEUP在成立之初即以自有品牌為內/外銷的銷售策略，內銷品牌為“川方牌”，外銷則為“COMEUP”。在民國70年代，“川方牌”的電動捲揚機已成為台灣五金界中捲揚機的第一品牌。在外銷市場為維護產品於當地之合法銷售權益及保障消費者購前或售後的權益，陸續於中國大陸、馬來西亞、印尼、泰國、新加坡、美國、歐盟等37個國家申請商標，確保產品的合法地位。於2000年跨足車用絞盤市場，開啟了COMEUP品牌在歐洲絞盤界大放異采的時代。更值得一提的是，我們歐洲經銷商Arctic Trucks自2007年起即將COMEUP車用絞盤安裝於南/北極探險車上作為救援補給車的配備，在極艱困的環境下利用COMEUP絞盤脫險自救或救助其他夥伴。2010年更換新的COMEUP品牌視覺並以“Work Tough, Play Tough”為標語貫徹產品的精神理念。在越野車用絞盤市場，COMEUP品牌已經成為銷量最大，品質最好，耐用性、抗惡劣環境方面最優秀的產品。

國際競爭力

- 一、以自有品牌COMEUP行銷全球五大洲，尤其在俄羅斯的車用市場COMEUP更是站穩第一品牌的地位，提供消費者最可靠且性能最佳的絞盤產品，提供客戶一次購足的絞盤解決方案，獲得全世界消費者認可的品牌形象。
- 二、擁有持續創新的研發專業團隊，關於智慧財產權的保護尤為重視，專利擁有的美國、德國、英國、法國等先進國家之錐形剎車(CBS)，結合創新設計的智能面板(IDB)功能及絞盤上貼心的斷電開關，以避免車輛上蓄電池漏電..等，為使用者考量的設計功能，為車用絞盤界結合智慧功能面板的第一個創新設計品牌。
- 三、在外銷市場為維護COMEUP絞盤於國外市場之合法銷售權益及保障消費者購前及售後的權益，陸續於中國大陸、馬來西亞、印尼、泰國、新加坡、美國、歐盟等地申請商標，確保產品的合法地位。
- 四、積極參加國外越野4x4競賽活動，COMEUP品牌國際曝光度提高。參賽選手安裝COMEUP絞盤參加比賽，尤其是以雙馬達Blazer競賽絞盤在美、英、俄羅斯、印度、馬來西亞、菲律賓等全球各國的越野競賽活動中獲得極佳的比賽殊榮，COMEUP已是廣為off-road越野界的知名品牌。

營運管理

- 一、以OBM、OEM、貼牌的營運模式，80%的出口業績，企業永續經營根留台灣。
- 二、以穩健的產品品質，持續創新產品、開發新市場；用誠信的態度經營企業，滿足客戶需求開發新客源。提供給客戶易於使用&滿意的優質絞盤



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Products and Solutions

AC Winch, Automotive Winch, Defense & Security Winch, Powersports Winch, Industrial Winch, Hydraulic Winch, Hydraulic Hoist, Heavy Duty Hoist, and Material Handling Hoist.



History

- 1975 ● Founded Chuan Phang Ent. Co. Ltd.
- 1996 ● Contracted with T.K.K. in Japan for the production of Keeper
- 2000 ● Awarded DNV ISO 9001 International Quality Certificate
- 2001 ● All DC winch had CE Marking approved
- 2003 ● The CBS (Cone Brake Structure) brake device for winches filed patents in U.S.A., U.K., Germany, Taiwan, and China, etc.
- 2009 ● Certified by TÜV NORD according to ISO 9001:2008 Hydraulic winches had SAE J706
- 2010 ● Announced the brands new COMEUP logo
- 2012 ● Set up the U.S.A branch office
- 2014 ● IDB (Intelligence Dashboard) patented for New Seal Gen2 Series
- 2016 ● New headquarter & factory in Ruifang
- 2017 ● Seal Gen2 9.5i/9.5si/9.5rsi winches were awarded the Symbol of Excellence in Taiwan
- 2018 ● Certified by TÜV NORD according to ISO 9001:2015
- 2019 ● UW-5000si utility winch was awarded the Symbol of Excellence in Taiwan



Introduction

It is corporate strategy selling self-owned brand products domestically in Taiwan and internationally. In 80's, the brand name "Chuan Phang" has already became the first popular brand of AC hoist in Taiwan hardware market. In international sales, in order to protect our partners sales right legally and provide complete product services to customers, the trademark "COMEUP" was registered in 37 countries like China, Malaysia, Indonesia, Thailand, Singapore, USA, EU, etc. In 2000, COMEUP started automotive winch business and became the well known winch brand in Europe. One of COMEUP's famous distributors in Europe, Arctic Trucks, uses COMEUP winch as standard equipment on their rescue & supply vehicles in exploring North/South pole. COMEUP winch won its reliable reputation in self-recovery and rescue winch in the toughest environment. In 2010, COMEUP announced the brand new COMEUP logo with "Work Tough, Play Tough" slogan to promote its product portfolio of Smart and Tough winches with continued leadership in design, innovation and quality.

品牌，台灣製造MIT的優質特性，為客戶創造全方位的【完整的絞盤解決方案】

- 三、ISO 9001:2015認證於產品製作時按照標準作業流程規範，於工具機操作安全性嚴格掌控。產線人員亦接受嚴格的教育訓練以及每日上線作業前置宣導。並且組裝流程文案與改進措施亦按照ISO 9001規範歸檔留存。以穩健的產品品質，持續創造新產品、開發新市場;用誠信的態度經營企業，滿足客戶需求開發新客源。
- 四、重視問題解決及經驗的傳承，將所有客訴資料詳細編冊做為問題解決資料庫及產品特性改善的知識庫。並以優於同業的產品終身保固為消費者帶來最大利益，授權全球各地經銷商，全權負責產品維修需替換的零配件皆可向總公司索取零配件更換，不讓COMEUP產品成為維修孤兒，為經銷商及消費者帶來最大利益及品牌信任。

社會責任

- 一、將環保觀念納入企業政策，在產品研發和製造方面，重視綠能、減碳環保之執行；推行辦公室減廢、資源回收及再利用，宣導減碳、節能、抗暖化行動。
- 二、友善的工作環境，一切按性別平等法&勞基法保護員工。員工入股增加向心力，公司獲利年年分紅與員工&股東，共享成功果實。福委會成立為員工謀取最大的福利，年年員工旅遊董事長皆親自參與，與員工&家屬同樂，員工向心力強。
- 三、重視教育訓練，落實新進員工完整教育訓練，並在實際工廠的生產線上採取師徒制，加速融入生產創造價值，人員流動率低。
- 四、由創辦人成立財團法人寶春社會福利慈善事業基金會，舉凡急難救助、醫療補助、社會補助、獎助學金及贊助其他社會公益活動..等不遺餘力，如回饋及照顧鄉里，贊助瑞芳分局大寮派出所鄰里監控系統設備；贊助台灣世界展望會偏鄉孩童助學金..等。



綜合評語

- 一、從事各式絞盤、捲揚機及吊車生產，大部分以自有品牌「COMEUP & COMEUP WINCH」外銷5大洲超過60個國家，外銷市場穩定。
- 二、擁有多項專利，於越野車用絞盤市場中，COMEUP品牌已成為銷量最高、品質最好，耐用性及抗惡劣環境方面最優之產品。
- 三、長期從事社會公益，注重勞工權益，以「穩健創新、誠信經營」之信念善盡企業社會責任，為弱勢團體奉獻心力，熱心參與地方事務。



Export Competitiveness

- I. Global marketing with self-owned brand “COMEUP”, we provide reliable and durable winches with total solution for our customers. It is our brand image and won a good reputation.
- II. With an elite RD team, we keep innovating products. We also take extra effort in protecting intellectual property right. For example, combining the patented CBS (Cone brake structure) with whole new design IDB (Intelligence Dashboard) provides first visual interface on winch indicating real-time winch and battery statues, which makes COMEUP an advanced automotive winch brand in the world.
- III. In order to protect our global partners' legal sales right and provide complete product warranty and services to customers, we registered trademarks in 37 countries in the world like China, Malaysia, Indonesia, Thailand, Singapore, USA, EU, etc.
- IV. We proactively participate in international 4x4 off-road competitions, which increase COMEUP brand exposure. Racers install COMEUP winch, especially the twin-motor competition winch, Blazer, won many championships in USA, UK, Russia, India, Malaysia, and Philippines racing events, making COMEUP a well known competition winch in off-road field.



Operation Management

- I. COMEUP exporting in OBM, OEM patterns, take about 80% business annual revenues. We stay in Taiwan and continues developing sustainably.
- II. With honor and integrity attitudes, we provide customers total solutions and full services. With reliable and innovative products, we keep developing new markets. It is COMEUP's priority and the characteristics of “Made In Taiwan” products.
- III. COMEUP follows ISO 9001:2015 international standard quality assurance procedure, taking control on every safety aspects. Members also need to pass serious education trains and take propaganda before everyday works. In addition, we keep improving and recording working procedure, which making product quality stabilized.
- IV. COMEUP focuses on problem solving and experience inheriting. We take serious review of every customer feedback and complain to improve ourselves, and record in database when problem solved. In order to bring the best benefit for customers, we provide product lifetime warranty. We also support distributors to take responsibility to supply maintenance and services to customers, making COMEUP a reliable brand.



Social Responsibility

- I. We focus on using green energy and reduce carbon emission in product manufacturing process. We also practice in recycling and reducing wastes at office to achieve environmentally friendly business goal.
- II. COMEUP keeps a friendly working environment, and takes equal treatment for every member. Chairman, Mr. Huang also joins every company activities and strives for employee's welfare, which increase the gathering strength of every member in COMEUP Industries.
- III. COMEUP focuses on experience inheriting and education. Every new employee takes complete field training, and leaded by senior to make employee establish sense of belonging of COMEUP family.
- IV. It is also COMEUP's purpose to contribute society. Mr. Huang founded 寶春 Social Welfare Charity Foundation, providing emergency succor, medical aids, scholarships, and also sponsor Taiwan World Vision International for charity activities. COMEUP also sponsor Ruifang police department surveillance system to keep the society safety and peacefully.