



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs



力誠實業股份有限公司

HONE-STRONG INDUSTRIAL CO., LTD.

負責人：蘇慶福

地址：台北市大同區環河北路一段73號4樓

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推薦單位：台灣銀行 延平分行

營業項目：各類圓邊針織布

產品名稱：各類彈性、涼感、保暖、刷毛、
麻花布、環保、吸濕排汗、抗
UV、防撥水等功能性針織布料

Owner : Su, Chin-Fu

Address : 4th FL. No.73, Sec. 1, Huan-Ho N. Rd., Taipei,
Taiwan, R.O.C.

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Recommended by :

BANK OF TAIWAN YENPING BRANCH

Business Items :

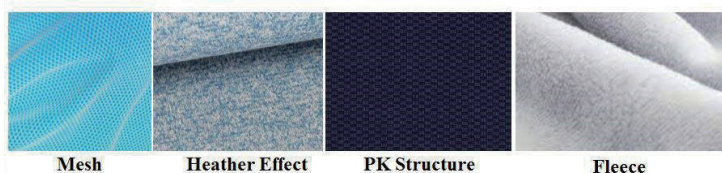
Circular knit Fabric

Main Products :

Functional circular knit fabric: Flexible, cooltouch, warmtouch,
fleece, heather effect, eco-friendly ,Moisture management, UV-
Cut, DWR.



董事長蘇慶福先生
Chairman: Mr. Su, Chin-Fu



Mesh

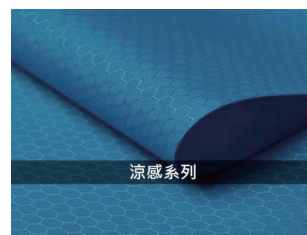
Heather Effect

PK Structure

Fleece



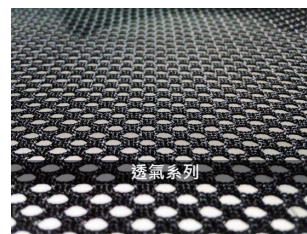
保暖系列



涼感系列



防撥水系列



透氣系列

公司產品 Product



力誠主力客戶 Partners



<http://www.hone-strong.com.tw>



力誠大家庭 Hone-Strong Team



主管會議討論 Manager Meeting

力誠實業成立於1977年12月，由董事長蘇慶福先生一手創立。迄今邁入第40周年，公司主要生產長短織功能性布料，早期經營傳統布料，近年因應市場需求及提升競爭力進行產業轉型，投入各類新型針織布的研發及經營。現今產品主力即為創新研發導向的機能性針織布，客戶皆為國際知名品牌，產品暢銷全球。

擷取教訓 專注本業 穩健經營

蘇董事長在早期股市大興之際，曾歷經投資股市失利，在慘痛教訓後領悟出，不做投機事業，只做投資事業，並嚴格控管資金不超過20%之本業外投資，「不做外行人生意，只做內行人生意，唯有專精本業最務實」即成為董事長經營方針。近40年來，力誠實業歷經紡織產業的興起及泡沫化，本著不服輸的韌性「沒有夕陽產業的束縛，積極開創科技產品」的精

神，深耕本業投入研發創新，創造與同業間差異化的價值。

務實銷售成長 創新研發策略 開拓全球佈局

力誠實業視客戶為最重要的企業資源，與客戶共同成長，並為顧客提供全球無國界的整體服務。每年協同客戶研發布料1,000種以上，更整合上、中、下游廠商及客戶之間的資源，使開發的方向及過程更快速及準確。現今力誠專注於針織布的創新研發，已獲得品牌客戶高度的肯定。未來將持續以創新的經營策略、務實的管理能力，強化力誠於機能性布料產業的實力及競爭力。

根留台灣 落實環保 永續經營

蘇董事長深刻體會根留台灣才是公司永續經營的根基，因此產品100%國內生產，100%直接外銷，生產流程專人控管。工廠實驗室依照AATCC、ASTM、ISO、GB等不同檢驗標準，嚴格要求配合廠商將製程中用水量和廢水處理達到標準。力誠的關係企業彩力染整已全面符合政府規定之環保規定，且成為與環保局配合24小時廢汙水線上自動監控系統之模範工廠。



各界表揚 Certificate of Appreciation



樣品室 Sample Room

「惜福、關懷、回饋」成就社會企業典範

創業以來，力誠實業本著「取之於社會、用之於社會、回饋於社會」之理念，積極深入瞭解社會需求，從事白米捐贈及寒冬送暖，10餘年來每年捐贈300多萬元物資給需要的群眾，並於2015年設立「財團法人慶福社會福利慈善事業基金會」，由公司稅前盈餘提撥10%，全體股東將盈餘分派及個人其他投資之收入捐贈20%給基金會統籌運用，亦即每賺3元即拿出1元做公益，共同從事福利慈善，實踐企業社會責任。

「分享、共享、均享」是力誠對員工的承諾

以「小、精、美」及「扁平化組織」的

方式架構公司階層。企業的成功，除了董事長個人魅力領導，最重要是全體員工的營運績效。力誠員工本著公司理念：「績效經營、群策群力、團結和諧、敬業樂群、實事求是、貫徹執行」，連年創造佳績。有鑑於此，提供員工多項超越業界之福利，除超額提撥員工退休金及每人1000萬意外險，每兩年更安排榮總全身無痛健檢，職工福利會每年舉辦國內外旅遊等。20多年來每年持續提撥稅後30%盈餘給全體力誠人共享、均享。在慶祝力誠邁入40周年，感謝員工的貢獻與努力特頒給年資滿三年以上員工六兩黃金，滿一年以上一兩黃金並附紀念獎座。

未來，力誠實業將秉持一貫作風，群策群力，不斷創新再突破，提升優質競爭力，以達永續經營成長，邁向下個40年。■



榮獲總統頒發「敬軍楷模獎」
The Honor to Get "Excellent Soldier Award" from the President



辦公室 Office



HONE-STRONG was set up at 1st December, 1977 solely by Mr. Su, Chin-Fu and it has been 40 years since then. The company was focusing on common fabric at the initial stage and now it is mainly producing various functional fabrics. To fulfill market needs and promote competition capability, HONE-STRONG has changed its business type and pour resources into R&D and management to different & new types of knitting fabrics. And now the majority of products is the functional knitting fabric in orientation of research innovation. Our customers are all famous brands from world-wide and have best selling to the global markets.

Bouncing from Tradition, Innovating R&D Strategy, Global Assessment

Chairman Su had investment losses in early time when the stock market was sizzling; he realized that company cannot rely on speculation but only the right investment. And he restrictedly control the company funds cannot be used over 20% for investing different industrial markets. “Make money from what you are good at and it is pragmatic to focus on those you are already good” is the managing policy of the chairman.

In 40 years, HONE-STRONG has been through the good and bad times in fabric industry but still keep deeply rooted in the same industry; pouring resources into innovative R&D and has turned itself into a star industry. It was difficult for every steps we took. HONE-STRONG takes its spirit of not

being defeated as sunset industries and toughness to invent new technology products. Aiming at research & development to create the differentiation between same industries.

HONE-STRONG treats customers as the most important assets and grow with them to provide the integrated services without borders in global markets. There are over 1000 joint developed fabrics with our customers every year and invest around 10 million NT dollars in R&D. Also, HONG-STRONG integrates the information among vendors and customers to have more speedy and precise direction and progress in development. Now HONE-STRONG is focusing on innovative R&D capability enhancement in knitting which has received positive identity from our branded customers. In the near future, we will keep the innovative managing strategy, as well as pragmatic management capability and enhance HONE-STRONG’s strength and competitiveness in functional fabric industry in the world.

Rooted in Taiwan, Practical Environmental Protection, Sustainable & Steady Operating

In response to the current political situation, the chairman Su has deeply considered that only rooting in Taiwan is the base to sustainable running of the company. Our products are 100% made in Taiwan, 100% abroad selling directly and specialized controlled for the production flow.

The factory lab is self-restraint and also restricted to vendors on cooperating to reduce the



公益活動 CSR



water-consuming and wastewater process requirement according to AATCC, ASTM, ISO and GB standards. Our associate affiliates BEAUTY-STRONG is now the modelling factory to cooperate with EPB and have 24-hours auto wastewater online-monitoring system.

Social Responsibility Appreciate, Treasuring, Feedback

Feedback to society is HONE-STRONG sustaining responsibility. For a long time, HONE-STRONG has kept its idea of “what is taken from the society is used in the society”, and deeply understand what was needed from society. HONE-STRONG donates rice and other charity activities in winter times. Every year HONE-STRONG donates around three million NT dollars materials to set a good example for other companies and expect them can also join. The Fortune Social Welfare & Charity Foundation was set up and funded for 30 million NT dollars in July, 2015. The foundation will have aside from company surplus for 10% with all stock holders' agreement and 20% income from other investments to use on overall planning. It means whenever HONE-STRONG earn 3 NT dollars, there will be 1 dollar used for charity activities and contributes to social welfare.

Commitment to Employees Benefits evenly distributed and shared

The success of a company is not only the charismatic leadership of the chairman but also the performance of all employees. To let employees work safely and happily, and happiness, HONE-STRONG provides many company benefits which is above average to gather employees' coherence. We exceed the number in regulation of Retiring Fund and give extra 10 million casualty insurance and health-check in Veterans General Hospital biennially to everyone. Besides, there's also Staff Welfare Association built for conducting staff activities like domestic/abroad travel etc.

HONE-STRONG keeps its promise to provide almost 30% of the profit after tax with all employees in average share for more than two decades. Gratitude



國外旅遊(澳洲) Australia Travel

to our employees to tough it out. HONE-STRONG also sympathize the effort and contribution from our employees. We award 1.2 oz gold trophy for 1 year seniority employees and 7.23 oz gold trophy for 3 year seniority employees during celebrating HONE-STRONG 40-year-anniversary.

HONE-STRONG is a happy company for our employees. We will uphold the same style on continuous innovation and breakthrough in team work.

HONE-STRONG will keep innovating and striving for the best in the next 40 years. ■



綜合評語 Commentary

本著「沒有夕陽產業，只有夕陽產品」之精神，從早期OEM升級為ODM，創造與同業間差異化價值，積極進行上下游的垂直整合，致力研究發展，提供更高值化的產品與服務，100%國內生產，100%直接外銷，秉持“根留臺灣”，足堪楷模。

In the belief that "there is no such things as sunset industries, only sunset products", Hone-Strong evolved from an OEM company into an ODM company to differentiate itself from its competitors. Through aggressive vertical integration and R&D, it was able to provide products and services with higher added value. 100% of products are manufactured domestically for overseas export, making it a model of a company that is "maintaining its roots in Taiwan."