



震虎精密科技股份有限公司

SPEED TIGER PRECISION TECHNOLOGY CO., LTD.



總經理 李鴻武先生(右)
執行副總 劉小玲女士(左)
General Manager: Mr. Hung-Wu Lee
Vice General Manager: Ms. Xian-Ling Liu

負責人：李鴻武

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推薦單位：玉山銀行

財團法人中小企業信用保證基金

營業項目：研發、設計、製造及銷售金屬加工
銑削工具、PVD真空薄膜服務

產品名稱：全鎢鋼立銑刀

全鎢鋼鑽頭

全鎢鋼機械紋刀

捨棄式刀片

真空薄膜製造



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TAIWAN SMEG

Business Items :

Research, Design, Manufacture, Sales and Service of Carbide Cutting
Tool, and PVD Coating Production

Main Products :

Carbide End Mill

Carbide Drill

Carbide Reamer

Insert

PVD Coating Production



臺中精密機械園區 營運總部 Headquarter



上海分公司：上虎(上海)精密工具有限公司

Shanghai Branch: TOP TIGER (SHANGHAI) PRECISION TOOL CO., LTD.



作為製造業的「牙齒」，切削刀具早年在臺灣的應用歷程上，多是使用日本、歐美的刀具為主，國產刀具不甚普遍，品質更無法與日本、歐美相提並論，且多數以代工形式為主；然而沒有自己的品牌，永遠只能以壓低生產成本來競爭，並不斷的在品質與價格間互相牽制，遑論做出媲美日本、歐美的高品質刀具。正是在這樣的背景之下，震虎精密創辦人李鴻武先生當時便清楚，唯有發展自有品牌，提升產品附加價值及研發能力，才能真正落實心中的願景：成為刀具市場中最卓越的華人廠商，並協助企業使用高效刀具，走向高品質、創新產品。

企業的成就，來自於有理想的遠見與勇敢貫徹的決心

1998年，震虎精密成立。創辦人李鴻武先生也如同臺灣中小企業一般，想要靠著雙手，在競爭激烈的刀具市場中打出一片天下；僅靠著一臺六軸工具磨床，胼手胝足地開始打拼自



捨棄式刀片 Insert



專利FHP+系列鈷鋼銑刀
Patent FHP+ Series Carbide End Mill

己的江山。2000年有感於全球化經濟規模，與龐大的市場需要，成立國際貿易部門，將公司發展舞臺由臺灣，拉升至世界全球。

於2000年開始，隨著國內外需求不斷增加，為了滿足客戶對交期的需求，歷經4次擴大遷廠，生產設備工具磨床也從草創時期的1臺攀升至70餘臺；自2004年起，陸續引進瑞士鍍膜設備，整合鈷鋼刀具與表面鍍膜的結合形態，在嚴格的品質政策要求下，短短18年間一舉躍升為臺灣刀具產業領先廠商。

然而在品牌發展之路上震虎並非一路順遂。2004年前，公司整體營收超過90%來自代



鈷鋼銑刀
Carbide End Mill



專利自動全檢機
Automatic Inspect Machine



工客戶，然因應市場擴展，唯有發展自有品牌才能真正實現企業願景。因此，就算在2004年營收創下新高，仍毅然決然投入自有品牌「SPEED TIGER」的發展，發展初期遭受到不少客戶的抵制，歷經10年的努力及堅持，終於慢慢得到客戶的認同，在2014年「SPEED TIGER」自有品牌已佔整體營收85%以上。

切削領域的技術知識供應者

震虎不僅期許成為最卓越的華人刀具製造商，成為「切削領域的技術知識供應者」更是震虎的企業使命。除了標準刀具切削參數資料庫外，刀具應用中心致力於創新研發、切削測試，解決客戶各種加工難題。而多年來解決加工問題累積的加工智庫，數據彙整經統計分析後，更可協助客戶縮短打樣時間、便於計算成

本、維護品質，以達真正滿足客戶需求。

根留台灣、展望全球

目前震虎品牌銷售全球160多個據點，遍及歐日等40餘國家，成功地將產品打入國際市場，成為世界加工大廠所青睞的金屬加工供應商。而在越漸激烈的競爭環境中，震虎堅持把廠房生根在臺灣。相信唯有不斷持續改善服務及追求優良品質，才能提升企業競爭力、創造客戶需求，達到企業永續經營之目的。

員工是企业最重要的資產

震虎相信人才是推動企業成長最重要的關鍵因素。2011年聘雇專業的輔導管理團隊，進行內部組織結構的強化；2012年起，更將組織管理重心，放在人才培訓上；依照不同部門，安排一連串相關教育訓練，提升工作技術、充實強化人員心理素質。更在2013年獲得國家訓練品質系統實施計畫(TTQS)銅牌獎的肯定。

「We are family」在震虎內絕對不僅是一句口號，公司在員工照顧上不遺餘力，除了提供安全舒適的工作環境、眷屬及子女津貼、購屋補助及年年調薪外，於2015年更調高員工分紅比例，真正與員工分享共同打拼的甜美果實，打造幸福企業。■



薄膜部 PVD Coating Department



製造部 Production Department



As the cornerstone of Manufacturing, cutting tools from Japan, Europe, and America had been mostly applying in 80s. Domestic tools weren't universal, and the quality couldn't be compared with Japan, Europe, and America. At that time, most of Taiwan manufacturers did OEM, but not their own brands; all can do was lowering the production costs to compete others, not to mention about competing the quality with Japan, Europe, and America. They faced the dilemma of quality or price.

Under such situation, Hung-Wu Lee, Speed Tiger founder, knew that only developing our own brand to enhance the added value of products and R&D ability can truly carry out the vision: Be the best Asian manufacturer in cutting tools market, and assist enterprises in using high efficient cutting tools to produce high quality and innovative products.

Our achievement is created by the ideal ambition and consistent determination.

SPEED TIGER PRECISION TECHNOLOGY CO., LTD. was established in 1998. As other Taiwan's SMEs, Mr. Lee started from scratch, only relying on one set of six-axis grinder, in the highly competitive cutting tools market. In 2000, we set up International Trade Department to match up with a huge market demands and globalization.

Since 2000, we have gone through 4 times expanding factory, and the production equipment was purchased up to 70 sets, in order to match up with the domestic and foreign demands. Speed Tiger has

introduced coating equipment from Switzerland for integration of the combined forms of carbide cutting tools and coating since 2004. By following the strict quality policy, Speed Tiger quickly became Taiwan's leading manufacturer in the tool industry within 18 years.

However, Speed Tiger hasn't been very successful when developing our brand. Before 2004, the 90% of company's revenue is from OEM customers. Developing own brand is the only way to truly accomplish the vision. Thus, even the revenue hit the new high, he still took the plunge to promote SPEED TIGER brand. Though there were many backlashes from customers. After 10 years of efforts and insistence, our customers began to support us gradually. In 2014, over 85% of company's overall revenue is under the brand of SPEED TIGER.

Supplier of Technical Technology and Knowledge on Cutting Field

Speed Tiger expects to not only be the best Asian manufacturer in cutting tools market, but also be the "Supplier of Technical Technology and Knowledge on Cutting Field" which is our mission. Speed Tiger Test Center not only focuses on innovating standard tools cutting parameter, but also innovate R&D and Cutting test to solve users various kinds of cutting problems. Since the decades of solving cutting problem experience that had been organized and analyzed to be the useful data. Speed Tiger Test Center use this data to reduce the customers producing sample cycle time; that's much systematic to evaluate the cost and keep the quality to satisfy the users' demand.

Root In Taiwan, Aim for Worldwide Markets

Speed Tiger has up to 160 sales locations in 42 major industrial countries from Europe, Japan, etc. Speed Tiger is also appointed as metal processing consultant supplier by many global well-known processing plants. Even in such highly competitive global market, we insist that we should build new factory in Taiwan. Speed Tiger believes that keeping



辦公室 Office



全員教育訓練 Employee Training



慈虎社：淨灘活動 Love Tiger Club: Beach Cleansing Activity

improving service, pursuing premium quality, and creating customers' demand actively is the way to accomplish the objective of sustainable operation.

Employee is the most valuable asset of the company

Speed Tiger believes employee is the key factor of corporation growth. From 2011, Speed Tiger started to strengthen the structure of interior organization by hiring professional consultant. In 2012, the training category was not only for vocational education but also for spiritual enrichment. In 2013, we were awarded the bronze medal of Taiwan Training Quality System.

"We are family" is not just a slogan. Speed Tiger spares no effort to provide employee safe and comfortable working environment, marriage subsidies, child educational subsidies, house purchase subsidies, and wage increase every year. In 2015, Speed Tiger even has increased the percentage of

employee bonus. By doing so, Speed Tiger wishes to share the fruitful results and achievements with employee, and create a happiness enterprise.



綜合評語 Commentary

專精於精密銑刀製造，且以「Speed Tiger」品牌行銷全球市場，產品已外銷全球35個國家。已建立標準化的規模生產，且能配合客戶需求迅速客製化，以彈性量產縮短交期。並透過技術團隊共同開發，成為客戶的最佳夥伴。重視教育訓練及員工福利，員工向心力高。近年營收不斷成長，對整體經濟及就業市場貢獻卓著。

Specialized in manufacturing high-speed carbide cutting tools and marketing products worldwide in its own brand "Speed Tiger," ST products are sold in 35 countries across the world. In addition to standard production, ST can make immediate responses to custom orders to shorten lead time through flexible production. With collaborative development with the technical team, ST becomes the best partner of customers. It also wins high organizational commitment from employees for its sound education, training, and employee welfare systems. With continuously annual sales, the company has made significant contributions to Taiwan's economic development and job market.