



台灣維順工業股份有限公司

HEARTWAY MEDICAL PRODUCT CO., LTD.



董事長 王怡婷女士(右)
總經理 何永河先生
President : Miss Wang, Yi-Ting (right)
Management Director : Mr. Ho, Yung-Ho

負責人：王怡婷

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推薦單位：台灣醫療暨生技器材工業同業公會
台灣中小企業銀行 西屯分行

營業項目：外銷醫療、復健器材(輪椅、鋁合金輪椅、便器椅、洗澡椅、電動輪椅、電動代步車、醫療復健相關產品)

產品名稱：輪椅、鋁合金輪椅、便器椅、洗澡椅、電動輪椅、電動代步車、醫療復健相關產品



<http://www.heartway.com.tw>

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Recommended by :

Taiwan Medical and Biotech Industry Association

Taiwan Business Bank Hsi Tun Branch

Business Items :

Export of medical, rehabilitation equipment (wheelchair, aluminum wheelchair, commode chair, shower chair, power wheelchair, power scooter, medical rehabilitation-related products)

Main Products :

wheelchair, aluminum wheelchair, commode chair, shower chair, power wheelchair, power scooter, medical rehabilitation-related products



產品 HW5_Carbonfiber

產品 S19



經營團隊 Business Partner



公司大門全景 Company Overview

台灣維順成立於1995年，專注於醫療器材輪椅、鋁合金輪椅、便器椅、洗澡椅、電動輪椅、電動代步車、醫療復健相關產品之研發、生產與行銷世界5大洲80餘國，長久以來獲得服務客戶一致的肯定與信賴。對於高品質的堅持與創新，使台灣維順先後獲得德國 RW-TUV ISO 9002及RW-TUV ISO 9001與ISO 13485 TUV NORD 等品質認證，行政院衛生署GMP之認證，美國FDA產品認證，經濟部第三屆小巨人獎，第17、18、19、21、22屆台灣精品獎，經濟部第12屆工業精銳獎，經濟部第19屆中小企業創新研究獎及前五大外銷復健醫療器材出口廠商等殊榮。

捐助興學 贊助社福團體

台灣維順積極參與社區的公益活動，捐助興學與贊助社福團體，舉辦參訪與研討會促進產業整體成長，多次捐贈自有產品提供弱勢團體使用，以及協助弱勢者申請各項政府購買輔具補助。將企業經營理念「和諧、穩健、創新」與企業文化「關懷心、專業情、國際觀」在捐助興學、產品捐贈、照顧弱勢、學術研討參訪等社會公益上展露無遺，更與公司產品特

性相互輝映。

技術生根 穩定發展

台灣維順透過不斷的開發客戶、不斷的研發新產品、不斷的創新且穩健的發展，同時定期的檢視其成果；藉以適時的修正企業管理的方向。提供高品質且低成本的產品給經銷商，並從接觸經銷商，了解經銷商的實際需求與使用者習慣的改變，進而快速調整銷售策略與通路。同時本著技術生根、穩定發展之研究開發理念，投注了大量資金與人力以研發各式創新產品；從設計研發到採購生產製造，完全在台灣生產製造。除擁有完整高效率的工作團隊，公司更重視研發，將核心技術應用到所有產品線上，並加強建立全球性的計畫和管理。除了在歐洲、美洲、澳洲、亞洲等已開發國家市場的發展，並且主動掌握市場資訊，積極建立自主性的銷售管道並朝向創立自有品牌 Heartway 而努力。

企業社會責任

環境資源的保護為21世紀最重要的企業社會責任，本公司除致力於改善產品以符合節能減碳的世界趨勢並且贊助多項社會公益、環境保護



等活動，在為全體股東爭取最大利益的同時，也以實際行動善盡企業公民之義務。從最基本的照顧所有員工的家庭與眷屬做起，這是公司責無旁貸的責任，在2009年全球金融風暴，公司不但沒有進行裁員、減薪、停工甚至是休無薪假，公司更承諾在往後更不會發生。

信任 熱情 溝通 共享 道德

經營團隊成員聚集一起共同創業，除了志趣具有一致性、親情與友情、能夠給企業帶來關鍵資源、專業技術與管理能力的互補性、具有充份信任等特質。加上在創業初期由零開始一直披荊斬棘掃除前進的障礙與困難，共同的經歷凝具了經營團隊的向心力。因此「信任」為基礎的創業文化成為非常重要的組織資本，維繫創業團隊的存在和創業熱情的持續。創業成員具備充份溝通能力、共享規範與價值觀、

將個體利益融進群體利益、共有的關懷與尊重的產品信念，經營團隊演變為一個道德團隊。成員對信任以及自我約束成為一個公共的行為準則，在公司經營的每一個活動上，在技術或資源領域上「能力和資源」的互補，隨著經營環境的日趨複雜多變以及企業技術和資本不斷密集化的趨向，成為經營團隊的成功要素。 ■

產品 PF7S



2014德國展覽 Rehacare International 2014



生產線 Production Line



Heartway Medical Products CO., Ltd. was established in 1995, starting as a manual wheelchair manufacturer with outstanding quality. In order to stay competitive in the market, Heartway is dedicated to develop different product lines, including light-weight wheelchairs, power wheelchairs, and also the power scooters.

The logo of Heartway is the primary driver behind business philosophy and culture norms. This logo symbolizes the spirit of overcoming any challenge and adversity, the determination to succeed, and turning the weakness to the strengths.

A Public-spirited Company

“Harmony, Moderation and Innovation” is HEARTYWAY brand value. Our management sustains business growth over the long term. HEARTYWAY’s business philosophy and culture reflect our desire to give back to our communities and societies, on both a local and global scale. This commitment to social responsibility is core to our beliefs, our values, our management team, and how we conduct business globally and locally. We are passionate about improving the quality of patient care and are driven by a deep desire to leverage our unique skills and talents to make a difference in mobility and healthcare.

Technology Driven & Steady Development

We are always adjusting the company’s management strategies by dedicating in the development of global market, perfect products and excellent R&D

capability. For providing high quality and inexpensive product to our distributor, we evaluate the desirability of products and services. We also adjust the sales strategy and channels to meet the market demand.

In the meanwhile, Heartway has introduced the most high-tech, high-precision, and fully automated manufacturing facilities to utilize the assembly line to produce the affordable power mobility products. Our R&D team is engaged to provide customization products according to customers’ needs in a professional manner. We are proud to say that our products are all made in Taiwan.

Our products have distributed into many countries and regions such as Europe, America, Australia, and Asia. Now we are engaged in developing our own brand “Heartway” to satisfy customers’ needs and publicize the advantage of “Made in Taiwan”.

Corporate Social Responsibility

In 21st century, environmental protection is a very important corporate social responsibility. Therefore, HEARTWAY products are also produced under the principle of energy saving and carbon reduction. We have supported many activity of public welfare. We are not only manifestos of pious intentions, but also real action.

HEARTWAY believe that take care all employees is our duty, so we did not lay off any employees, decrease salary or suspend production during the financial meltdown in 2009. We also



promise to our employees that there will never be any unfair treatment.

Trust, Passion, Communication, Sharing, Ethic

In the early stage of company, the members of management decided to establish Heartway Medical Products CO., Ltd. It is not only the same interesting, friendship, but also the complementary of the members, the mutual trust. We build the cohesion by overcoming many challenges and barriers together. Hence, "trust" is a very important factor in our company culture. It shows our entrepreneurship and the passion of our team.

Heartway team is with the capability of communication, sharing the common aims and beliefs, developing the high quality products to meet social concern. Our management works ethic and a sense of responsibility. Mutual trust and introspection

are also the top guiding value to our employees. By the complementary of technique and resources, we are able to accommodate to the complex and volatile environment, and build a successful HEARTWAY team.



國外旅遊 Company Tour



員工早操 Morning Exercises



員工教育培訓 Full Employee Training

綜合評語 Commentary

公司產品自產自銷世界五大洲八十餘國，重視研發，並以自有品牌「HEARTWAY」積極開拓電動代步車市場。落實品質管理制度，符合FDA(QSR)、ISO13485、ISO9001、CMDR等相關規範要求，所有產品均建立器材主資料檔(DMR)，完整產品管理及售後追蹤，企業經營成果業績逐年攀升，深具成長潛力。

The company's products are self-manufactured and self-marketed to 5 continents and over 80 countries around the world. It focuses on R&D and uses its self-owned brand "HEARTWAY" to actively expand the electric scooter market. It implements quality management system, which is in line with FDA (QSR), ISO13485, ISO9001, CMDR and other related regulatory requirements. All of the products have its own established Equipment Data File (DMR), which offers comprehensive management and post-sales follow-up. The company's management performance and sales have grown over the years with great growth potential ahead.