

**AROMATE**  
Innovation in Air Fresheners

# 睿澤企業股份有限公司

Aromate Industries Co., Ltd.



總經理 黃祺娟 (左)  
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General Manager Jane Huang (Left)  
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推薦單位：

中國生產力中心

營業項目：

研究、開發、設計、製造及銷售空氣芳香劑

產品名稱：

空氣芳香劑



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Recommended by:

China Productivity Center

Business Items:

Research, Develop, Design, Manufacture And Sales of Air Fresheners

Main Products:

Air Fresheners



新店總公司 Aromate Headquarters in Xindian



實驗室 Lab

「AROMATE」一字有芳香夥伴的含意。睿澤企業一開始先以 OEM/ODM 方式成功將「AROMATE」此品牌形象行銷到世界各地，客戶分佈於歐、美、亞及非四大洲，外銷比例達90%，產品行銷全世界超過三十五個國家，連公認最難打入的日本市場，睿澤也獨占鰲頭，成為日本知名廠商之代工廠，市場上許多國外口的車用芳香劑，其實都是睿澤的產品。近年來，由於產品開發已漸趨成熟以及對市場需求的感知，睿澤開始將重心集中在「AROMATE」自有品牌的行銷推廣。

### 無心插柳 柳成蔭

成立於1995年9月的睿澤企業，一步步走來，其實非常辛苦。黃祺娟總經理與吳漢元先生原本夫婦兩人都在美國念書、工作，一開始本來只是想回台灣陪家人一段時間，卻沒想到從此就此誤打誤撞進入車用芳香劑的天地。

黃總經理本來負責一家本土家用芳香劑國外行銷的工作，後來公司結束營業，她跟幾位同事打算一起創業，沒想到她投入了資金後，其他同事卻因為找到工作，紛紛退出。不甘投入的金錢就此損失，黃總經理索性自行創業。

從國外回來的黃總經理在接觸了車用芳香這個傳統產業後才發現並不容易。例如，台灣的汽車用品市場紊亂，甚至生產端也找不到相關的機械設備、品質規劃等方案供參考。黃總經理只好跟機械工程出身的先生兩人土法煉鋼，自行設計製造機械，從兩、三人的小公司慢慢做起。台灣市場切入不易，就走外銷市場，畢竟她擁有經營國際市場的經驗，可以善用這項優勢。

於是，夫妻兩人開始跑遍世界各地的展覽，一來可以拓展海外人脈，二來也可以站在第一線，立即知道市場需求，做出反應。同時為了讓睿澤擁有彈性、快速生產的流程與機制，睿澤的自動化機器大多自行設計。在行銷與生產兩端密切的配合下，睿澤因而可以立即反應市場的變化，同時生產出市場需求的產品，就此慢慢打開知名度，奠定國際市場的基礎。

### 以「家」為出發點的企業經營文化

「產品創新」、「堅守專業」、「服務誠信」、「效率敏捷」是睿澤企業的經營理念。堅信人才培育才能使睿澤穩健成長，黃總經理非常重視以下四點：一、人才培育：素質優化成長，知識庫建立，經驗傳承；二、同舟性：領導決策包容多元文化與開放溝通；三、務實性：塑造家庭化與工作的平衡；四、穩健性：永續經營並深耕台灣。

也因上述四點，讓員工能夠有學習及成長的機會，亦能安心於工作；因此睿澤企業於2006年榮獲「經濟部頒發第九屆小巨人獎」；2009年榮獲「98年度創新研發績優中小企業選拔表揚」；2010年榮獲「99年度經濟部產品創新成果」；2012年取得「台灣智慧財產管理制度」認證及2012年獲得「101年度中小企業品質管理提升計畫」，中國生產力中心推薦睿澤企業為優質示範企業觀摩廠商。

此外，睿澤企業平時對於社會福利機構的贊助亦不落人後，除長期贊助一些較大的機構外，並考慮到若干弱勢社福機構在經費較缺乏時，提供就業機會支援與訓練照顧，達到取之於社會用之於社會的社會責任。

## 效率敏捷 秉持產品創新

幾年下來，睿澤已經在國外累積不錯的知名度，反應快速的研發、生產，更為業界津津樂道。強大的研發能量，亦幫助睿澤打入一般公認最封閉的日本市場。黃總經理表示，日本公司聽到睿澤的產品的品質佳、交貨準時、又能快速針對市場變化推出新產品，於是自己找上門，希望睿澤能協助代工。只是這天上掉下來的禮物，要承接並不是那麼容易，日本人非常謹慎，前三年都處在觀察期，只給睿澤一小部分訂單，而且生產出來的產品還不在日本的本土市場上銷售，反而找國外較小市場販售。經過三年的觀察後，發現睿澤的產品確實品質穩定、精良，才慢慢增加訂單。經過辛苦的嘗試、努力後，睿澤車用芳香劑在日本已經打響知名度，紛紛吸引了其他日本公司下單。目前，日本已經是睿澤企業最主要的客戶。

能夠成功在車用芳香劑領域闖出名號，黃總經理稱自己是選擇成為「在小池塘裡的大魚」。像車用芳香劑這樣的產品，一般都被大廠列為日常用品裡的一小部分，或是小型的家

庭式工廠在生產製造，市場上並未獲得重視，所以當睿澤看上這塊較少人留意的市場，便決定以成為專業的車用芳香劑廠為目標，專注在車用芳香劑的研發製造上。果真，在大廠無暇顧及，小廠無力拓展的狀況下，睿澤走出了自己的一條道路。

## 深耕台灣 布局全球市場

藉由國內外的展覽及在國外累積不錯的知名度，反應快速的研發、交期準時、重視品質，以最高標準取得各國的認證，是睿澤成功的關鍵因素；為加強永續經營基礎，並隨產品開發已漸趨成熟、優質平價產品及新興市場三大趨勢，睿澤開始將重心集中在加速推動品牌化的腳步。

睿澤希望，以「AROMATE」為名的香氛產品能提供給大家有品質保障、放心安全及多樣化的香味選擇。讓人們在同樣的空間中，可藉由香氛來營造新的情境感覺。睿澤企業將以「Be Fresh with Aromate，清新芳香你的每一天」為宗旨，繼續努力，一同提昇大家的生活品質！■

"AROMATE", stands for partner in aroma. With a successful business on OEM / ODM and exporting 90% of its market oversea, Aromate marketed its brand image to over 35 countries worldwide, including Europe, USA, Asia and Africa. Aromate has also become a renowned OBM subcontractor to the Japanese company. Many of the world air freshener products were produced by Aromate. Due to it gradual development and achievement of the market demand and awareness in air freshener market business, Aromate expands it target on "Aromate" own brand marketing strategy.

## Unintentional opportunity leads to unexpected progress

Aromate was founded in September 1995 by Jane Huang. During such time, it was filled with hardship experienced but she managed to overcome many difficult times. Originally, she and her husband were studied and worked in the USA. Later in her life, she decided to spend some time with her family in Taiwan. Under an unintentional opportunity, she unexpectedly entered into the field of car air freshener business.

Jane Huang was originally worked in a local air freshener company as an international Sale. But after the company closed down, she and few of her colleagues decided to start up their own Air Freshener business. Later all of her colleagues switched job





自動化設備 Automatic Equipment

and left the company but she hesitated to invest more money to a loss business rather she started her own business.

After returned back from oversea and experienced in this traditional industry, she realized that it wasn't easy to manage such industry. During that time, car accessories businesses in Taiwan were not in a trendy period and there were no any related equipment facilities available. Therefore, Jane had to depend on Henry Wu, who has a Mechanical Engineering background, for reference and guidance in the business. From a small company of 3 employees, she realized it would be hard to break into Taiwan market trend rather she applied her own International marketing knowledge to expand her business oversea.

The couple began to participate in many exhibitions around the world to enter the overseas business. By doing so to expand overseas contacts, Aromate are able to get the first hand market information and react on those demands. Aromate's products utilize the latest automatic machineries which were designed in-house. Gradually, Aromate recognized as the key player in the international air freshener market.

#### **"Home" as the foundation of corporate culture**

"Innovation", "Professional", "Integrity" and "Efficiency" are the business philosophy of AROMATE. Jane Huang is deeply emphasized and carries out the following four directions: first, personnel training: optimizing growth in quality, creation in knowledge and experience heritage; secondly, multi-culture harmony and open communication; third, pragmatically: balancing work and family life; fourth, soundness: sustainable

development and cultivation.

According to the above philosophy, employees could engage in their work fully without any pessimistically concerns but also have the opportunities to learn and grow. In 2006, Aromate received the "Rising Star Award" from Taiwan's Ministry of Economic Affairs and recognized as the Flourishing companies in Taiwan. At the end of 2009, Aromate was presented with the "Innovative Technology Advanced Business" award by the New Taipei City government. In September of 2010, Aromate received an "Industrial Technology Advancement Award" from Taiwan's Ministry of Economic Affairs for its achievement in the air freshener industry's membrane technology. In 2012, AROMATE has granted the "Taiwan Intellectual Property management system" certification. In the same year obtained "The Small and Medium Enterprise of Quality Management Upgrade Project Plan". Also, AROMATE was recommended for the high-quality enterprises and most observed manufacturer by the CPC group.

With kind consideration, AROMATE has actively sponsorship with various social welfare agencies and large organizations in providing funding to their needs. Aromate provides employment opportunities and training supports to social welfare organizations in reaching the goal of "Gaining from society, paying back to society".

#### **Efficiency & Innovation**

Throughout the years, AROMATE has developed a solid reputation in many foreign countries for its strong and advanced RD technology and production capabilities. These are the key elements for Aromate business to immerge to the Japanese market. Jane Huang further expressed that with this key elements and the company consistency in products' quality and rapid innovative delivery products; this has really brought in a golden opportunity to start up an OEM business with the Japanese companies. The first three years of business with the Japanese customers were just the beginning, although it was a small order but they had carefully observed and witnessed that Aromate products had the standard quality. Therefore they had entrusted the business with Aromate and place large orders. After all the exhausting attempt and effort, Aromate gained publicity in the Japanese market and continuously

receiving orders. Today Aromate has established the good air freshener innovative company by the Japanese.

Generally, car air freshener is occupied only a small portion of the daily necessities and usually it is not popular in the markets. But AROMATE still look up to this market and aimed to be an innovative professional car air freshener company. Consistently in focusing on more research and develop in this market, AROMATE had beat the odd and produced a path of its own.

### Think globally, Act locally

AROMATE has gained publicity nationwide with domestic and international exhibitions. The key factors for AROMATE success was the rapid product development and on time delivery as well as the good quality standard products. Based on the above strength, AROMATE now is focused in creating and promoting private brand to the emergent market.

AROMATE air freshener products provide you with quality assurance, safety and a wide selection of fragrance flavors. So that people can utilize a desirable fragrance flavors selection to experience their own desirable atmosphere, such as forest, ocean,



睿澤品牌產品 Aromate Branding Product



展會 Trade Show



員工旅遊 Incentive Tour

green pastures, garden and various exotic places. Last but not least, Aromate also provide multipurpose product such as odor eliminator to improve and generate a healthy and fresh environment. As what we addressed in our slogan, "Be Fresh with Aromate; Aromate is your aroma partner everyday, everywhere".

公司以自有品牌"AROMATE"行銷，並以OEM、ODM方式為國外知名品牌客戶代工，外銷比重約90%。

「Be Fresh with AROMATE, 清新芳香你的每一天」成為公司自我期許的使命。導入ERP系統，並注重員工教育訓練，勞資關係和諧，近年營收增長，且逐年辦理增資，財務結構穩健，值得肯定。

Apart from distributing products under its own brand "AROMATE", Aromate Industries is an OEM/ODM service provider for world-leading brands, with an export rate at 90%. "Be Fresh with AROMATE" has been the self-motto of Aromate Industries. Besides implementing the ERP system and emphasizing employee training/education, Aromate Industries has maintained great labor-management relations and boosted revenues every year. By capitalizing the company each year, Aromate Industries has achieved corporate financial stability, which is worthy of praise.

綜合評語  
*Commentary*