



第22屆國家磐石獎  
The 22nd National Award of Outstanding SMEs

# LiBOND

## 台灣日邦樹脂股份有限公司

### TAIWAN FIRST LI BOND CO., LTD.



張世華董事長(前)與細川羊一社長  
Mr. Chang, Shih-Hua (front, Chairman of Taiwan First Li Bond Co., LTD) and Mr. Hosokawa, Youichi (Chairman of Hitachi Kasei Polymer Co., LTD)

負責人：張世華

地址：嘉義縣民雄工業區中正路13號

電話：05-2218801

傳真：05-2218803

推薦單位：

嘉義縣政府

營業項目：

熱熔膠接著劑、濕氣反應型熱熔膠、溶劑型接著劑、環氧樹脂膠著劑、導熱膠、雙面膠帶等工業用接著劑製造銷售。

產品名稱：

- 熱熔膠 / 熱熔感壓膠
- 溶劑型接著劑 / 反應型溶劑型接著劑
- 環氧樹脂      • 濕氣反應型熱熔膠
- 雙面膠帶      • 導熱膠      • 背膠銅箔
- 工業級玻纖或碳纖維布/ 環氧樹脂預浸料與複材
- 熱固型聚醯亞胺複合材料
- UV光硬化型接著劑



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

Owner : Chang, Shih-Hua (Denny Chang)

Address :

No 13, Chung Cheng Rd., Min Hsiung Factory Area, Chia-Yi, Taiwan, R.O.C.

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Recommended by:

Chiayi County Government

Business Items:

Hot Melt Adhesive, Reactive Hot Melt Adhesive, Solvent Base Adhesive, Epoxy, Thermal polyimide composites, Double Side Tape and other industrial manufacturing adhesive and sales.

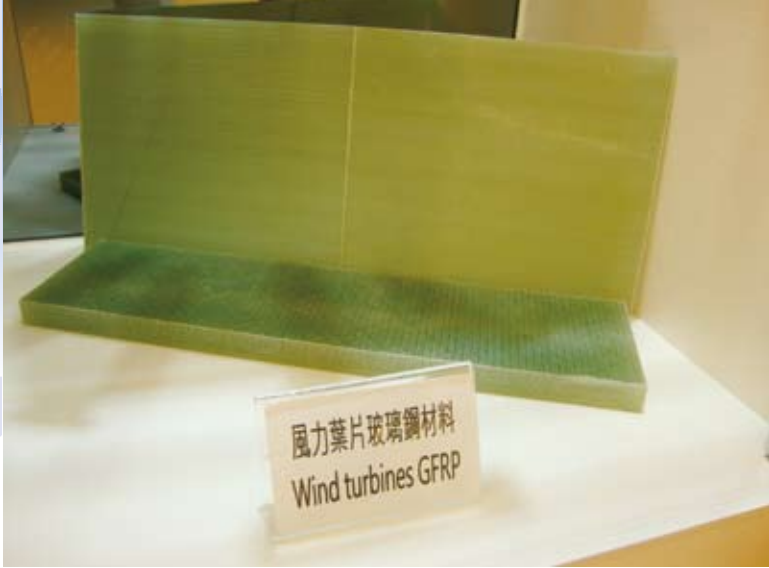
Main Products:

- Hot Melt Adhesive/TPR (HMPSA)
- Solvent Base Adhesive/RSBA
- Epoxy
- Reactive Hot Melt Adhesive
- Double Side Tape
- Thermal Conductive Adhesive
- Resin Coated Copper (RCC)
- Industry carbon fiber prepreg and glass fiber prepreg / Epoxy prepreg resin
- Thermal polyimide composites
- UV CURE Adhesive



公司全景及研發中心

Full view of the company – R&D center



風力葉片玻璃鋼 Wind turbines GFRP

台灣日邦「Li bond」秉持拓荒者精神，追求高效率的積極行動力成為熱熔膠市場的領導者，結合外部多家合作單位精益求精，協助顧客成功獲利。並以誠信、專業、創新、服務作為經營的根本理念，以宏觀的視野，立足台灣，放眼全球，紮實技術及品質，拓展產品應用領域與市場區域規模，抱持永續發展的環境保護理念，與客戶一起善盡綠色地球的環保責任。

### 產學合作 提升競爭力

1986年結合日本「日立化成高分子株式會社」成立「台灣日邦樹脂股份有限公司」，雙方共同合作於接著劑領域中，秉持著不斷創新的精神，持續研究開發新產品投入市場。在持續穩健經營之下，2001年結合中山科學研究院的頂尖技術與優秀人才，逐步強化技術能量；2003年前進大陸成立「日邦樹脂(無錫)有限公司」開拓大陸市場；2012年更於嘉義縣大埔美精密園區設置研發中心，持續帶動產業能力，並提供台灣市場更多就業機會。

### 確實執行經營理念

日邦的經營理念「正道經營」，以感



耐熱型聚醯亞胺樹脂 Heat resistance polyimide resin

恩、認真、嚴謹深入、反應真實、做出成果的基本態度；確保員工、供應者、客戶、市場以及社會相關連所有人事物的利益與價值。聚焦在「顧客成功獲利」的「利他」角色，鼓勵創新、精進品質、提升產品技術競爭力，永續發展、持續投資。

日邦的熱情不侷限於事業經營，對於社會回饋全體上下皆能貢獻自己的一份心力，無論是獎學金、捐書的助學活動、捐血助人或及賑災奉獻，日邦人的熱誠能凝聚成一股大力量，令國家更添競爭力、社會日趨豐饒。

### 精進研發 多元發展永續經營

研發中心成立是台灣日邦轉型升級所必備的新能量，高階複合材料的開發，帶動台灣航太產業的成長，風力葉片材料等生產，支持再生能源的發展，對全球節能減碳做出實質貢獻。日邦未來的發展是「從台灣到大陸、到亞洲、到全世界！」就是對台灣經濟成長的打拼。

日邦的核心競爭力來自於重視研發創新，不但具備航太級複材技術及環氧硬化劑合成技術的RCC創新專利，視為高貴先端的科技產品。還擁有中山科學研究院和日立化成集團技

術支援，以持續創新做為永續發展的重點。並結盟顧客共同研發，開發新客戶。對外拓展擴大市場需求，成為知名品牌全球供應鏈之合格供應商，成為國際大廠隱形冠軍支持者。對內導入ARCI法則活化組織間的連結，關懷員工福祉、提升員工待遇，更不斷增加退休準備金提撥率，照顧員工退休後生活。

### 創業維艱 豐盛生活

創業之初，當時的慶邦為了引進國內未有的歐美先進BOSTIK接著劑產品，張董事長親自騎著小摩托車，冒著風雨從台北到淡水某公司毛遂自薦卻吃了閉門羹。當時日邦與進口商簽約代理，在對市場認識不深，及顧客無法適用之下，庫存水位不斷上升。為維持公司營運不得不開立一家小餐廳，甚至得借用攸聯公司一隅持續經營，與夫人胼手胝足努力維繫資金來源，如此經過一年半後才好不容易找到真正的客戶，用最陽春的砧板、菜刀、水壺提供熱熔膠棒產品，奠定了日邦的基礎，此時此刻回首當年心中仍有無限感恩。



2013年第4季董事會 2013- Q4 Directors board meeting

### 敬天愛人 承諾與信念

初中時，母親所送的聖經上記述：「不可叫人小看你年輕，總要在言語、行為、愛心、信心、清潔上都作別人的榜樣。」如此勉勵期許我能爭氣、走正路，但時至今日我仍持續努力中。「Yes, I Do.」對家、對人的承諾；「Yes, I Can.」一直做到成功的信念，這二句話是我們一生的分享。

日邦的成功關鍵就是具備了：對的人，一群有理想抱負的同仁，持之以恆在工作崗位不斷革新一同做大事；對的事，我們的產出講求環保綠化；對的意念，動了善心，起了善工；對的做法，有成就的事都是由小事起頭，出錢還要出力；對的時間，兩岸三地台灣、大陸、日本從未有的天時、地利、人和，機會來了，技術、行銷、生產整合發揮的舞台有了，我們靠著感恩行事。■



合成實驗室 Synthesis laboratory



Taiwan First Li-Bond (TLB) is the pioneer leading manufacturer of hot melt adhesive (HMA). We focus on fundamental technology which can become commercialized innovation, we also pay attention to the result which can bring profit and market share to our customer. Last but not least we are involving deeply on eco friendly and protection so Li Bond and our customer can achieve sustainability for our environment.

### **Collaboration between industry and school, improving competitiveness.**

TLB has built up business with Hitachi Kasei Polymer(HKP) in 1986. TLB and HKP mutual co-operate in the field of adhesives, uphold the spirit of continuous innovation, research and development of new products into the market continuously.

Under the continuous growth, in 2001, TLB combined with the top technology and talents of Chung-Shan Institute of Science & technology to strengthen the technical energy. In 2003, we established Li-Bond Resin (Wuxi) co., Ltd. to marched into the mainland China market. In 2012, we also set up the R&D centre in the Dapumeiyuanqu in Chiayi to continue to drive industrial capacity, and to provide more employment opportunities for the Taiwan market.

### **Executing business concept certainly.**

The management philosophy of TLB is “Doing business with integrity”, with the basic attitude by thanksgiving, serious, rigorous in-depth, real reaction, and making the great achievements which to protect the interests and value of our employees, suppliers, customers, markets and all things associated with social. Focus on the “customer successful profitable” in “altruistic role” in encouraging innovation, improving quality, upgrading product technological competitiveness, and sustainable development and investment.

TLB’s enthusiasm is not limited to business operations, but also for making contribution to the society in TLB’s big family such as scholarships, book-donation for the students, blood donation, and



RCC背膠銅箔塗佈機  
RCC lamination coating equipment

disaster relief. TLB’s enthusiasm can unite into a large force, so that it enhances the competition power for the nation and the society becomes rich.

### **Research and development refinement, diverse development and sustainable management**

The establishment of TLB R & D center is one of the key success factors of business transformation. High-end composite materials development promotes the growth of Taiwan’s aerospace industry, wind blade materials supports renewable energy development, it does contribute substantially to global energy saving and carbon reduction.

The future of TLB development is “From Taiwan to the mainland, to Asia, to the whole world”, striving for Taiwan’s economic growth. The core competitiveness of TLB is from research and innovation, having aerospace grade composite technology and innovative development of epoxy resin combination in RCC products-Patent, which is as the top-level and advanced of technology products.

TLB also owns Chung-Shan Institute of Science & technology and HKP technical support to continuous innovation as the focus of sustainable development. TLB joints research and development with customers, and develop new customers. TLB



纖維布預浸機  
Fiber sheet prepreg equipment

Outward expands market demands, to become the qualified supplier of global well-know brand supply chain, to become invisible international big factory champion supporter. Internally, using ARCI rule to activate link between organizations, and care employee's welfare, promote employee's treatment, continuously increase to retire reserve to appropriate a rate, to take care of the employee retries living.

Difficult to start, rich life.

At the beginning of entrepreneurship, in order to introduce the BOSTIK adhesive into Taiwan, Mr. Zhang (President) rode a small motorcycle in person and braved wind and rained to visit customer from Taipei to Tamsui, but met the cold shoulder. At the same time, TLB made a contract with agency, they were not deeply understanding the market, and the customer had no idea to use it. The stock level rose continuously. In order to maintain the company operation, he was forced to open a small restaurant and even used one corner of the Aims Company to run the business, and worked hard with his wife to keep the sources of funds. After one and half years, TLB made strenuous efforts to find out real customers finally. Used the simple tools like cutting board, Kitchen Knife, Kettle, to produce the HMA products. At this moment, Mr. Zhang (President) is remembering the past which still have infinite thanksgiving in the heart.

### **Respect for nature and love for mankind, promise and conviction.**

When Mr Zhang studied at Junior high school, his mother gave the Holy Bible recorded to say: "Let no man despise thy youth; but be thou an example of the believers in word, in conversation, in charity, in spirit, in faith, in purity." It encourages and expects me to make a good achievement, and walk right path, but I'm still keeping on making a great effort。 "Yes, I DO" is to the home and to the person's commitment. "Yes I CAN" is for attaining successful conviction, these two words are the life of Mr. Zhang (President) to share with all.

The successful key of TLB is to have: "The

Right Person" a flock of colleague with good idea and ambition who sustained innovation in the workplace, and do great event. "Do The Right Thing "all of our products are required for environmental protection. "The Right idea Matter" creates a sound kindness and benevolence. "The Right Method" things are accomplished by a small beginning, but also contribute money. "The Right Time" two straits three sides of Taiwan, Mainland China, and Japan have never get the right time, right place, with right person, our opportunity is coming, we could integrate with technology, marketing, and production. We should do things with an indebted heart.

以"創意而非競爭"的模式擬定藍海策略作為公司願景，其經營模式係扮演大型企業背後的隱形翅膀，確保大型品牌的優越品質。以自有品牌"Li bond"行銷，外銷比重約50%，財務結構穩健。勞資關係和諧，公司近三年平均員工待遇逐年提升，原物料採購重視就地取材，對台灣經濟貢獻有正面助益。

By setting the "creativity not competition" blue ocean strategy as its corporate vision, TLB has been operating on the invisible wing of "creativity not competition" to ensure its excellent quality as a leading brand. Distributing products under its own brand "Li bond", the TLB has maintained an export proportion at 50% of its output on a stable financial structure. With good labor-management relations, the TBL has raised employee salaries each year over the past three years. Insisting on purchasing locally, the TLB has also made positive contributions to Taiwan's economic development.

**綜合評語**  
*Commentary*