



聯通實業有限公司

Lantong Industrial Co., Ltd.



負責人 謝坤龍
Owner Mr. Hsieh, Kun-Lung



聯通廠區
LYT Processing Line



負責人 Owner : 謝坤龍 Hsieh, Kun-Lung

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推薦單位 Recommended by :

駐泰國台北經濟文化辦事處

Taipei Economic and Cultural Office Thailand

營業項目 Business Items :

汽、機車零件、金屬物品表面處理

Business items: Automobile, motorcycle, and metal parts surface processing

產品名稱 Main Products :

電著塗裝

Product name: Electro Deposition Paint Coating (EDP)



聯通廠區
View of Lantong



聯通生產線
Lantong's Processing line

離鄉背井 一步一腳印

1989年8月，負責人謝坤龍辭掉了台北市政府捷運局的工作受聘來泰工作。並且帶著懷胎八個月的太太及大女兒來到泰國。起初由於文化及語言的隔閡常常被佔便宜亦吃了不少悶虧。又因為微薄的薪水不足以養家，便決定自行創業。一路走來25個年頭，終於能在異地落地生根開花結果，奠定事業的根基，開創屬於自己的一片天。

胼手胝足 奮力一搏

聯通實業有限公司是由謝坤龍先生於1989年遠赴重洋來到泰國之後所成立的专业電著塗裝的公司。秉持著到海外創業初生之犢不畏虎的精神，不斷的求新求進步，擴展至今已有二個廠區及三條生產線，可容納被塗物長度長達4米，成功的打入泰國各大汽車組車廠的供應鍊廠商之一，並成為泰國最大電著塗裝加工廠。

堅持品質 履經風浪不退縮

電著塗裝是以環保的樹脂原料，工件帶負電，加上水溶性帶正離子的塗料用靜電吸附的原理，在五金工件上形成保護防鏽層，其附著性與防鏽性是金屬表面處理中最好的一種，所以被廣泛用於汽機車零配件上。而公司所用的塗料皆由台灣進口不含重金屬的高級塗料，每當遇到日本客戶，對於公司非日系的原料而產生懷疑時，負責人謝坤龍總是與日本客戶據理力爭，甚至把使用台灣的塗料所加工後的電著工件送至國際認證合格的公證機構進行檢測，包括耐腐蝕性、耐酸性附著力等，證明都不輸日本產品。不但打開公司的知名度，也替台灣



聯通廠區 LYT Processing Line

的產品品質爭了一口氣。

將心比心 注重員工福利

公司自成立以來經歷了日本海嘯及泰國大水災等兩次重大的事故，全球消費力下滑。尤其是對汽車行業造成很大的衝擊，聯通實業不但沒有裁員，也不變相放無薪假，更不扣員工的福利。他認為，唯有給員工一個安心工作的環境，未來才能在景氣復甦後與公司一起打拼。此外，更深入照顧員工的家庭，除頒發獎學金給員工優秀子女，更首開先例，帶領優秀員工至國外旅遊，足跡遍至台灣、北京、韓國等。不僅能增進員工的視野，亦加強工對公司的向心力。由於團隊同心協力，公司才能在短暫的時間內建立新廠，增加生產線。

持續改善，永續經營

「優良的品質，交貨迅速，且讓客戶滿意的服務」是聯通能在激烈競爭的市場中屹立不搖的經營理念，並擁有精準設備的實驗室，備有各項檢驗儀器，包括鹽水噴霧實驗機、光澤度測試計、杜邦式沖擊實驗機、皮膜彎曲試驗機、膜厚測量機、恆溫水槽等。都能以自行檢測滿足客戶對品質的需求。並且陸續在2013年

擴建第三廠、員工訓練中心及宿舍，更設立研發中心導入ERP系統，實行看板管理。為公司永續經營而努力。積極做到讓客戶能完全放心把訂單交給聯通。

熱心公益，回饋社會

負責人謝坤龍除了致力於汽車產業的發展外，更發揮取之社會用之於社會的精神。除了每年固定認養學童?助學金外，不論國內發生

的莫拉克風災、日本大海嘯及泰國水災都出錢出力，更幫助滯留在台灣的泰勞返鄉與家人團聚。把台灣人的堅忍不拔及人飢己飢，人溺己溺、發揮大愛的精神溶入泰國當地社會。充分表現了台灣人特有的人情味。創業成功之餘亦不忘為台灣盡一份心力，竭盡所能幫助需要幫助的人。■



A journey led to an unexpected successful business

In August 1989, Mr. Hsieh Kun-Lung left his job at the Taipei Metropolitan Rapid Transit Corporation (MRT). Along with his eight-month pregnant wife and his daughter, they moved to Thailand. Coping with cultural differences and communication difficulties, Mr. Hsieh Kun-Lung was exploited. Unable to support his family with his current salary, Mr. Hsieh Kun-Lung decided to start his own business. With a business loan, 25 years of hard work had paid off, Mr. Hsieh Kun-Lung now sets root in Thailand, and is a very successful entrepreneur.

Last thing to do is to give up

Lantong Industrial Co., Ltd. is the second factory established by Mr. Hsieh Kun-Lung, after moving to Thailand in 1989. With continuous innovation and development, the company now expands to two factories and three processing lines; the maximum work piece that can be coated is up to 4 meters. After successfully entering the supply chain of major automobile manufacturing suppliers, Lantong is now Thailand's largest electric deposit coating (EDP) processor.

Quality Guaranteed

EDP is a coating method that uses electrical current to deposit paint onto a part. A negative charge is applied to a metal part and immersed into a bath of positively charged paint particles. The paint particles are drawn to the metal forming an even,

continuous film over the surface, protecting the metal from rust and corrosion. Due to its strong adhesion and corrosion resistance, EDP is one of the best surface treatments for metals; therefore widely used in automobile and motorcycle industries. Lantong utilizes high quality, water-soluble, heavy metal-free paint imported from Taiwan. Oftentimes, our Japanese customers doubt the quality of using non-Japanese branded paints, but Mr. Hsieh Kun-Lung is able to prove our quality by sending our coated parts to recognized certification institutions to test for adhesion quality, corrosion resistance, and etc. Results show that we are of the same quality compared to parts coated with Japanese paint therefore allows us to take pride and proliferate the reputation of local Taiwan brands.

Put oneself in else's shoes, emphasis on employees' well-being

Ever since the establishment of Lantong, the company went through two major natural disasters, the Tsunami in Japan and the flood in Thailand. Global purchasing power decreased, impacting the

automobile manufacturing industry greatly. However, Mr. Hsieh Kun-Lung did not lay off any employees nor did he force unpaid leaves, and furthermore, he did not reduce employee benefits. Mr. Hsieh Kun-Lung believes that giving employees a promising working environment will allow the company to face the economy after its recovery, together as one. Moreover, Mr. Hsieh Kun-Lung awards scholarships to outstanding children of employees. He also created a precedent in taking employees to travel abroad, to locations such as: Taiwan, China, South Korea. Lantong's footprints has been distinct all over southeast Asia, thus broadening employee horizons, increasing teamwork, and enabling the company to continuously expand in short periods of time.

Continuous development, continuous change

"Guaranteed Quality, Fast Delivery, Customers First" is Lantong's company motto, and it is how we stand strongly ahead of our competitors. To satisfy customer's demand for quality, Lantong has its own quality assurance laboratory and is fully equipped with: salt spray tester, gloss tester, DuPont impact tester, bending tester, water tester, and many more. In the year 2013, the third factory, employee training center, and dormitory was completed. Moreover, a R&D division was established, implementing a ERP platform and Factory tracking system. Lantong is confident and ready to serve more customers.

Reaching out to the society, active in community service

Other than committing to the development of the automotive industry, Mr. Hsieh Kun-Lung believes in "taking from society, and returning back to society". During his free time he exerts his passion in community services. Apart from adopting and providing scholarships for local students, Mr. Hsieh Kun-Lung also provided donations and labors for disasters whether it's the Morakot typhoon in Taiwan, the severe flood in Bangkok, or the March 11 tsunami in Japan. Mr. Hsieh Kun-Lung also sponsored Thai laborers working in Taiwan to return home to unite with their families. Sharing the warm hospitality spirit of Taiwanese people with others.



員工旅遊台灣行 Employee Trip to Taiwan

- 產品生產過程運用專業技術及採用高品質原料，以節能減碳及降低汙染，達到生態保護目標。建立企業「將心比心」文化，善待廠商及員工，重視員工發展與培訓，提供績優員工國外旅遊創造雙贏。
- 熱心參與各項公益活動及僑社、台商聯誼組織業務，企業每年在工廠所在鄉鎮，贊助節慶活動，回饋地方，增進台泰民間友好關係，並推動白色工廠行動，防止員工吸毒，捐款協助戒毒。
- This company uses professional technology and high-quality materials to save energy, reduce carbon emissions and minimize pollution to achieve the goal of ecological protection. Based on the corporate culture emphasizing "putting oneself in someone else's shoes," the owner treats suppliers and employees nicely, values employment development and training and arranges overseas tours for high-performing employees to create favorable conditions for all parties.
- The owner actively participates in various charitable activities and compatriot and Taiwanese business associations. The business also sponsors local festivities every year to requite local society and to promote friendship between the Taiwanese and Thai people. The business also promotes the Operation White Factory to prevent employees from using drugs and even donates funds to help employees to quit drugs.

綜合評語
Commentary