



COMART
Innovative ODM reliable partner

怡業股份有限公司

COMART CORPORATION

負責人：何立琪
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電話：02-89111133
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推薦單位：玉山商業銀行
營業項目：行動裝置配件之設計代工、自我品牌、進出口貿易、代理、通路管理。
產品名稱：智能手機與平板電腦之配件產品，如車用固定架、桌架、保護殼、防水盒、無線充電器、車充、傳輸線材，以及相關之車用配件。

Owner : Li Chi Ho
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Recommended by : E.SUN BANK

Business Items : Mobile device accessories design and manufacturing、own branding、import and export trading、distributor、and channel management.

Products : Smartphone and tablet accessories such as car mount、desk mount、protection case、water resistant case、wireless charger、car charger、transmission cable and other car interior accessories.



(左) 董事 賴進炎先生
 Director : Mr. Lai, Ching-Yen
 (右) 總經理 劉恕偉先生
 General Manager : Mr. Liu, Su-Wei



www.comart.com.tw



www.peripower.com



● 產品 Products



● 海外工廠 Oversea factory





● 生產線作業情形 Production line

怡業創立於1994年，產品主軸為iPhone、iPad等各種手持裝置周邊配件，其致力於創新、設計、研發、製造、行銷、代理與品牌經營等核心能力之打造。怡業的經營理念是以人與環境為核心，勇於探索無限可能，讓行動生活更美好。秉持著「滿足行動生活每一刻」的願景與「以使用者為中心」的態度，持續開發最好的產品與應用，並戮力開拓全球市場，希望成為代表台灣之行動裝置配件廠商。

客戶是我們最重要的夥伴

誠信、當責、紀律、創新、利他、團隊是怡業的經營價值觀及企業文化。以誠信為本，以「熱忱細心的業務團隊服務」、「完善的設計研發能力」、「達到比顧客預期更好的



● 卓越事蹟 Awards

品質」為工作要求，並提供從諮詢、產品設計研發到生產製造等完整的價值鏈；為客戶提供一條龍式的整合服務。怡業以客戶的成功為目標，希望成為客戶之經營夥伴，共創共生、共同成長。

持續創新 強化核心競爭力

經過20多年的努力，怡業努力建構五大核心競爭力：一為快速設計與開發能力、二為供應鏈管理能力、三為精實之製造能力、四為智慧財產的佈局、五為品牌與通路管理能力。怡業的研發團隊除有深厚的工業與機構設計能量，更具備超過20年的產業經驗，持續不斷地創新及開發獨特、兼具功能性及設計感的產品，並在多國進行專利佈局，目前國內外有超過150件專利。

在擁有雄厚智慧財產與優質的服務團隊的努力之下，設計代工在全球產業舞台上已站穩腳步，除持續深化設計代工的能源之外，怡業也在車用後裝裝置領域與各系統廠密切配合，成為相關產品於車內固定時所需之重要關鍵零組件供應商。在品牌方面，怡業的自我



● 參展照片 Exhibition

品牌「peripower」、「nufun」以不同的分眾定位，於線上線下同步開展，迎向新零售時代，策略為立足台灣，前進東南亞，放眼全世界，逐步分進合擊，以求達到銷售國際化之成長目的。

善盡企業社會責任 用心照顧每一位員工

怡業深信員工是企業最重要的資產，也是經營的目的，所以怡業重視員工的終身學習，發掘工作夥伴的潛力，共同探討生涯發展，打造與企業共生的發展平台，提供多元化的員工溝通管道，打造友善的工作環境，重視勞工安全與衛生落實5S，提供員工旅遊補助、健康檢查、教育訓練補助、員工紅利等完善的員工福利措施。

怡業長期支持公益，除每月請團隊評估需要協助的弱勢團體並提供款項資助之外，也持續認養需要幫助的學童，另也會召集同仁將家

中少用的物資如衣服、書籍等集中，捐助給有需要的單位；也會募集發票捐贈、贊助各級運動賽事等。此外，持續與宜蘭在地農業配合一畝田計畫，用於回饋夥伴，並將部分稻米捐贈弱勢團體，達到二次公益目的。

展望未來 永續經營

怡業清楚知道，所有的經營績效都來自於工作夥伴、供應鏈夥伴、在地社區與社會及國家的支持，未來，怡業將秉持誠信、利他的原則，以企業文化為主要的競爭基底，落實穩健經營。在技術面，也會持續強化研發與外部投資，關心科技與環境的變化，力求引領下一代使用者之需求。在品牌方面，將用多元管道來提昇產品力，並積極推廣、優化自我品牌來滿足更多的使用者，目標要成為「代表台灣之配件品牌」&「固定類產品隱形冠軍」，立足台灣，放眼世界。▲



● 研發部門 R&D department



● 會議討論情景 Meeting & Discussions



COMART was established in 1994, and its main products are mobile accessories for iPhone, iPad, and others. We are committed to building core competencies such as innovation, creation, research and development, manufacture, marketing, distributors and brand management. Our operation concept is to focus on people and the environment, have the courage to explore unlimited possibilities, and make mobile life better. We uphold “Enrich your mobile life” as our vision and “user-oriented” as our attitude. We continuously develop the best products and appliances, and also strive to open up to the global market, in the hope to become Taiwan’s representative in mobile device accessory manufacturing.

Customers are our most important partners

Integrity, responsibility, discipline, innovation, benevolence, and teamwork are COMART’s business values and company culture. Integrity is our basic foundation, with “enthusiastic and attentive sales team service,” “comprehensive design and development capabilities,” and “highly satisfying quality” as our work requirements. We also provide complete value chain, from consulting, product design and development, to product manufacturing, offering customers a one stop shop service. We make our customer’s success our goal, in hopes of becoming our customer’s business partner, creating

mutual benefits in innovation and manufacture, and growing together.

Continuous innovation, strengthened core competitiveness

Through more than 20 years of hard work, COMART strives to construct five core competitive strengths: first, rapid designing and developing capability; second, supply chain management capability; third, sophisticated manufacturing capability; fourth, a strong patent portfolio; fifth, brand and channel management capability. Our R&D team not only possesses a solid engineering and structural design ability, but also has more than 20 years of field experience, continuously creating and developing distinctive, high-functioning, and trendy products. As for patent portfolio, we currently have more than 150 domestic and foreign patents.

Under the hard work of service team with strong intellectual property and high quality performance, our ODM/OEM has set its foot on the global industry stage. Besides having the extensive capability of design and manufacturing, COMART also closely cooperates with the aftermarket installed product field and partners, becoming the key component supplier in the car interior mount field. In the aspect of branding strategy, COMART’s own brands “peripower” and “nufun” are set with different target markets, welcoming the new retail era by launching both online and offline. The strategy is to set foot on Taiwan, and then enter Southeast Asia, reaching out to the world, step by step, in order to achieve internationalized sales growth.

Efforts in creating good corporate social responsibility: taking care of every employee diligently

We truly believe that our employees are our most important asset, also the purpose of our business



● 公司旅遊 Company incentive tour

operation. COMART pays attention to the employees' lifelong learning, discovers the potential of its working partners, explores career development together, creates a mutually beneficial development platform provides a diverse network of employee communication channels, creates a friendly working environment, pays attention to labor safety and 5S health implementation, provides employee travel allowance, medical examinations, education training allowance, employee bonuses and other employee benefits.

COMART gives long-term support to social welfare. Besides assessing disadvantaged groups that need assistance and providing financial aid, we also sponsor schoolchildren in need; invite employees to collect home supplies that aren't being used (for example clothes, books, etc.) and donate it to the units in need; raise receipt donations; sponsoring sports events. Furthermore, we continuously cooperate with Yilan local agriculture to reward partners and also donate some rice to the disadvantaged groups, therefore performing multiple good deeds with one action.

Looking to the future, a sustainable development

We are aware that all the business performance comes from the support of our working partners, supply chain partners, local communities, society



● 榮獲第19屆小巨人獎經營團隊合影
19th Rising Awarding Ceremony -Team Photo

and the nation. In the future, COMART will uphold integrity and benevolence as our principles, using our working culture as the main foundation of our competitiveness, implementing solid and stable operation. As for our skills, we will continuously strengthen research and development and invest externally, put great concern into the changes in technology and environment, and strive to lead the demands of the next generation of users. In branding, we will use various channels to enhance product strength, also promote vigorously, optimizing our own brand to satisfy more users, our goal is to become “Representative brand of accessory in Taiwan” and “Mounting Products’ Unseen Champion,” based in Taiwan, reach out to the world. ▲



Commentary
綜合評語

專注本業，著重研發與創新，擁有多項全球專利保護。以設計代工為核心，深耕自我品牌及通路，一條龍經營模式，透過線上線下併行的通路策略，帶動營收持續成長，經營績效亮眼，公司屢獲獎項肯定，成長潛力可期。

Focusing on their original business, Comart Corporation stresses R&D and innovation and owns multiple global patents. Through ODM-oriented services, Comart Corporation deeply cultivates private brands and channels. The one-stop business mode and online and offline channel strategies drive a continuous growth and excellent operation performance. Its multiple awards also prove the potential of Comart Corporation.