



Since 1978



皇華企業股份有限公司

The Envoy Enterprise Co., Ltd.

負責人：蔡煜麒

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推薦單位：兆豐國際商業銀行、彰化商業銀行、高雄市進

營業項目：出口商業同業公會、台灣鑄造品工業同業公會

煉鋼鑄造用粘結劑、塗模劑、保溫套、耐火材

產品名稱：料及國內外產品經銷及代理業務

喃樹脂、鹼性酚醛樹脂、耐火塗料、發熱冒

口、硬化劑、球化劑、接種劑、自動化機械造

模設備、鑄件後處理自動化設備



董事長 蔡煜麒先生

Chairman : Mr. Y.C. Tsai

Owner : Yi Chi Tsai

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Recommended by : Mega International Commercial Bank、Chang Hwa Commercial Bank、Kaohsiung Importers & Exporters Chamber of Commerce、Taiwan Casting Industry Association

Business Items : Manufacture of various resin, coating, sleeve and refractory for steel making and foundry industries use.

Products : No-Bake Furan resin, Green furan resin, Alkaline No-Bake Phenolic resin, Polyurethane No-Bake Binder System, Refractory coatings (Zircon/Graphite/Magnesia based coating), Water and Alcohol based coatings, Powder coating, Exothermic and Insulating sleeves, Exothermic sleeves board, Acid catalyst, Ester catalyst, Core paste, Release agent, Nodularizer, Inoculant, Ferro silicon, No-Bake moulding, OMEGA Moulding system UK, Manipulator and Robots



www.envoyref.com.tw



● 產品展示 Exhibition



● 大發二廠全景 Da-Fa Factory Panorama



● 海外工廠 Oversea factory



● 部門會議 Team Meeting



● 生產一線 Production Unit

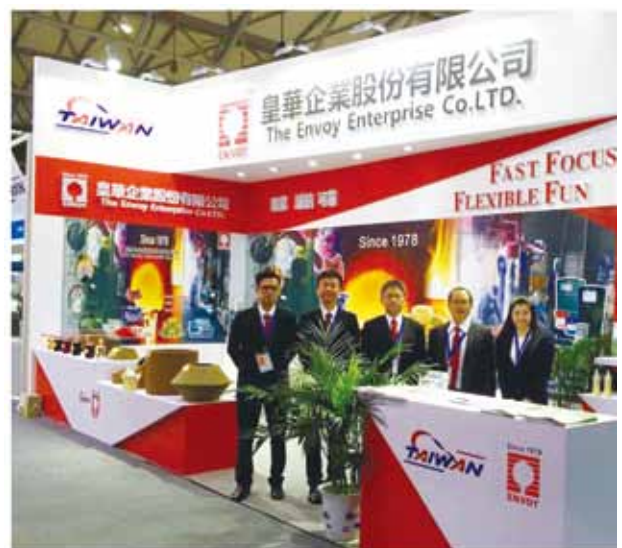
皇華起源於一個位在高雄小港臨海工業區的小型化學製造工廠，其由現任蔡煜麒董事長於1978年在資金匱乏、設備短缺之艱困條件下草創，當時主要從事生產冶金工業使用之化學助熔材料和煉鋼熔煉之耐火材料。

皇華由零開始，面臨財務、人力、設備不足，研發資源有限之種種挑戰。慘澹經營之餘，蔡創辦人積極尋求國際知名廠商之進口代理業務來彌補資金不足之經營困境，其身兼領班、廠長、業務經理各項職務於一身，用有限之資金，從事進口材料之推廣。由於獲得國際代理廠商之信賴，逐漸取得國內之市場占有，並建立生產所需之設備、人力。此時，公司初具規模，逐步邁向成長之路。

尋求創新、成功轉型

持續發展過程，皇華仍然專注於煉鋼及鑄造領域產品之生產製造及引進階段性的生產設備。於此同時，也體會到生產技術、設備、環境及研發之重要性。逐漸從早期非鐵金屬的

助熔劑產品轉型到鑄造及煉鋼產業使用之粘著劑、塗模劑、保溫冒口及高溫用耐火材料，並於1997年和美國賓州BAKER Refractory Corp. 於臨海工業廠成立合資企業，生產各種高溫用不定型耐火材料。1998年取得ISO 9001認證，並於2010年和業內在國際最知名的德國公司簽署技術合作，於次年設立大發工業區二廠，引進先進生產設備、致力於提昇研發能力及工作環境安全。皇華的努力獲得肯定，於2015年取得ISO 14001環境安全衛生之認證。



● 2017第十五屆上海國際鑄造博覽會
2017 chinese international casting Expo in shanghai



企業提升、邁向卓越

由於國內市場規模有限，成長到一定程度，市場逐漸趨向飽和。此時，皇華已累積一定技術水準，經營團隊也具備國際化視野，除追求成為最受客戶歡迎之供應商外，也積極開拓外銷市場。皇華立足臺灣，行銷國際，依據公司傳統經營理念，加上獨創的差異化經營策略，以迅速回應、彈性接單、專注本業研發，以小博大。不但在國內市場佔有率最高，也在國際外銷市場佔有一席之地。數年來，榮獲高雄進出口商業同業公會進出口績優獎，也讓臺灣自創品牌在國際上得以和世界知名品牌競爭。

善盡責任、回饋社會

皇華創業40年來，從零開始，堅持在臺灣生產、研發、行銷，進而邁向國際市場，成果斐然。作為一個企業，皇華同時重視企業五大面向--包含對員工、客戶、供應商、社區及政府應盡之責任。經營之餘，除了照顧員工也不

忘回饋社會，積極參與公益活動，對國家社會盡一分力量。也因此獲得臺北工專創校100年所頒贈傑出企業獎及中山大學社會服務類傑出企業之肯定。

培植人才、永續發展

中小企業最弱一環是缺乏高級人才及人才長期培育，皇華有感於此，對員工在職教育訓練相當重視，除要求公司各部門參加外部訓練課程外，也不定時邀請專家學者授課，並鼓勵高階幹部出國參訪，培訓國際化人才。

40年來，皇華積極應對產業技術和環境之變遷，與時俱進。深知企業要永續經營發展必須有前瞻的目光、策略性規劃、與靈活的執行。有鑑於此，皇華積極地培養接班團隊，觀察因應產業環境之變化，持續不斷創新變革，以滿足未來產業之需要，朝產品創新、環保、安全、永續之發展目標邁進。▲



● 卓越事蹟 Achievement Awards



● 實驗室 Laboratory Center



● 經營團隊 Envoy management team

Humble Beginnings

Founded in 1978 by President Tsai, Envoy started out as a small chemical manufacturing plant in Kaohsiung's Lin-Hai Industrial Park. The Company's core business was manufacturing chemical fluxes materials and high-temperature refractory for steel making--both of which are commonly used in the metallurgical industry.

Having started from scratch, Envoy was faced with many challenges such as limited capital and shortage in personnel, facilities and R&D funding. To help supplement the business' finances, President Tsai actively sought import-trading dealerships from internationally-known vendors. Taking on multiple roles as the lead man, plant manager and business manager in the early days of his entrepreneurship, President Tsai earned the trust of vendors and buyers alike with hard work. As a result, Envoy, over time, claimed a good share of the domestic market and the Company was on its way to further growth.

Growth and Development

As Envoy became more established and mature, it gradually shifted its core business from manufacturing non-iron chemical fluxes to binders, refractory coatings, exothermic sleeves and high-temperature resistant refractory materials used in the casting and steel-making industries. In 1997, Envoy formed a joint-venture company with Baker Refractory Corp. (PA, USA) to manufacture various high-temperature amorphous refractories in its Lin-Hai Plant.

While focusing on its core function of manufacturing products in casting and steel-

making, Envoy never lost sight of the importance of keeping its relevance and competitive edge through continuous improvements and investments in its human resources, environmental protection, production skills and R&D. This foresight and progressive efforts resulted in the Company's receiving the ISO 9001 Certification in 1998 and led to Envoy's signing a Technical Collaboration Agreement, in 2010, with the best-known German company in the field. Subsequently, in 2011, Envoy established its second plant in the Da-Fa Industrial Park, committing to acquiring state-of-the-art equipment and further elevating the production skills, quality and safety. In 2015, Envoy was awarded the ISO 14001 Environmental Safety and Health Certification as a result of its dedication to R&D and effective environmental management.

Path to Excellence

Envoy's steady growth soon met with a new challenge as the limited domestic market became saturated. With its high-level technical skills garnered over the years and the management team's global vision, Envoy set out to actively explore the exporting market besides aiming to become the most sought-after suppliers by buyers.

Building on the Company's traditional management philosophy, Envoy further adapted and adopted differentiated business strategies. Through quick and timely response, high flexibility in delivering orders and its in-house R&D, a modest company such as Envoy was able to carve out a lion share in the domestic market and distinguish itself



in the global exporting market. A Taiwan-based, self-made brand that could uphold its competitive edge against the internationally-known brands in the business, Envoy has earned the recognition of the Kaohsiung Importers & Exporters Chamber of Commerce and received its Excellence Award many years in a row.

Social Responsibility: Giving Back

2018 marked the 40th anniversary of Envoy since its founding. Starting from zero to a full-fledged company, Envoy has held on to its roots, basing its business in Taiwan and manufacturing its products locally. While the Company reaps success in both domestic and global markets, it takes to heart the importance of a business' social responsibilities—to its employees, clients, suppliers, the community and the country. In light of this, Envoy actively seeks ways to promote the welfare of its employees and engages itself in philanthropic activities that give back to the community and society. The Company's commitment to this cause was affirmed by President Tsai's Alma Mater and Envoy was honored with the Distinguished Social Service Award given by National Sun Yat-Sen University and the Outstanding Enterprise Award given by the Taipei Institute of Technology on its centennial anniversary.

Planning and Building a Sustainable Future

One of the biggest challenges of the small and medium-sized enterprises is the lack of quality high-



● 國際學生企業參訪 International Students Field Trip

level staff and a long-term plan to nurture and retain such talents in the company. Recognizing this issue, Envoy stresses the importance of its employees' continuing education and training. Personnel from all departments are required to attend training courses offered by the Productivity Center and Management Consultants companies. Besides arranging periodic talks by experts, Envoy also sends senior staff abroad to advance their learning and to foster their world view.

For 40 years, Envoy has strived to keep up with the rapid technological advancement and the ever-changing business environment. The Company recognizes that, in order to continue growing and to build a sustainable future, it is critical to have a keen vision, strategic goals, proactive plans and innovative approaches. To that end, Envoy is dedicated to building a business culture that is adaptive and innovative; a manufacturing environment that promotes productivity and safety; and, lastly, nurturing a team of capable, forward-thinking talents to whom the Company baton may be handed over. ▲



擁有自行研發能力和完整技術，提供符合國際化環保需求及工業4.0智慧型自動化產業設備，並與國際知名廠商技術合作，不斷提升國外市場佔有率。利用4F行銷策略，以客製化和差異化產品鎖定客戶，提供專業服務，公司營收不斷提升，獲利情形良好，實力值得肯定。

Owens the capability of self-development and comprehensive technologies, provides smart automatic industrial equipment addressing Industry 4.0 as well as international environmental protection requirements and increases overseas market share through the technology collaboration with global renowned enterprises. With 4F marketing strategy, Envoy targets customers with customized diversified products and provides professional services to drive continuous revenue growth with high profit. The strengths of Envoy deserve recognition.