



# 宜新實業股份有限公司

YI SHIN TEXTILE INDUSTRIAL CO., LTD.



宜新實業是年輕的企業，創立於2013年，2016年在市場迫切需求下開發新式製程，專研生產機能彈性紗種產品，也因為產品獲市場肯定，於2017年創立新的品牌形象「魔術絲」，以新興企業形象投入化纖市場，並同時獲得國家品質認證ISO 9001:2015及全球環保認證公司GRS標章 (Global Recycle Standard)，以機能性、差異性、客製化創造出化纖產業新的市場區塊與未來趨勢。

## 變化萬千魔術絲 引領業界潮流

談到「魔術絲」品牌創意的由來，邱倉沛董事長笑著說：「紡織產業在很多人的眼中是夕陽產業，但在他的眼中，只有不努力的企業，沒有退流行的產業。戲法人人會變，巧妙各有不同，把自家產品比喻成魔術師吸引觀眾的目光」，所以公司設計魔術帽圖像作為企業商標，並結合全球休閒運動風氣盛行及導入全球

環保限塑潮流議題，生產相關系列產品猶如魔術師變化快速。其中更以複合彈性絲奠立業界領導地位，並自我期許成為加工絲界的魔術師，以滿足客戶需求為導向，締造加工絲產品新紀元「Magic Yarn!」。

## 誠懇務實 豎立經營理念

宜新自創立迄今，秉持「機能、環保、創新、共榮」的經營理念及「誠懇務實」的工作態度來面對客戶。邱董事長說：「一位紡織業界的大老闆，用提攜後輩口吻告知，這個傳產需要活水注入，而這個活水便是服務業」，因此在產品開發市場上，以協助客戶生產客製化、少量多樣與客戶間激發出新的產品創意，將服務業經營模式導入製造業經營型態，強調以客為尊創造新的產品市場，滿足品牌商的創新需求，營造雙方合作共榮的經營模式。



董事長暨總經理 邱倉沛 先生  
Chairman & General Manager : Mr. Tsang Pei, Chiu

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推薦單位：中華民國紡織拓展會

營業項目：機能彈性紗製造與銷售

產品名稱：彈性包覆紗、加工絲、特殊紗

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Recommended by : Taiwan Textile Federation

Business Items : Magic Elastic yarn manufacturing  
and sales

Products : Magic Elastic yarn、Texture yarn、  
Special yarn

## 掌握核心競爭力 擴充新型機台投產

宜新的核心競爭力為紡織設備自主性改良能力，將聚酯絲假撚與彈性纖維包覆兩種不同生產設備與技術流程，結合變成一道工序即可完成。除生產設備改裝與品質良率提升外，更重要的核心競爭力是全體經營團隊，邱董事長說：「對於管理階層而言，員工的價值是無可取代，沒有優秀的員工與團隊，就不會有突破的技術與核心競爭力，呈現雙贏帶領公司向前發展」。

另外為滿足未來客戶市場需求變化，購入全新日本TMT-1500型高速假撚機3台，2019年5月完成裝機投產，總投資金額達2億餘元，提高品質要求與自動化程度，降低人力需求。

## 積極參展 行銷海外布局

宜新獲選為經濟部國貿局2019年度「紡織品整合行銷與商機開發計畫」受輔導廠商，參與國貿局/紡拓會TEPP海外行銷計畫，齊力開拓臺灣國際市場。除了既有的日本、越南、泰國市場外，持續參展提升能見度(如：2019西班牙國際紡織成衣機械展ITMA、2019秋冬季東京Japan Creation展等)，整合代理商通路，協同紡拓會合作行銷推廣，與當地合作夥伴策略聯盟，積極拓展歐、美地區Magic Yarn知名度，以增加海外行銷與品牌商之媒合。

## 未來產品開發重點

主要有五大項：一.環保紗系列：身為綠色地球的一份子，積極投入寶特瓶回收塑料再生利用的循環供應鏈，提昇Recycle產品銷售比例；二.異業結盟共同研發吸濕、排汗、抗UV、恆溫、抑制靜電、抗菌等機能纖維新素材；三.增加尼龍66超細纖維應用；四.發展車用纖維：如汽車內裝及座椅布料纖維；五.鞋材用彈性紗。





生產線作業情形 TMT ATF-1500

### 持續創新轉型 永續經營

回首創業歷程，邱董事長說：「為了做出業績翻轉產業形象，公司經營目標明確，員工向心力強，對內無後顧之憂，對外有高度市場敏銳度，與客戶間雙向溝通、共同開發，讓客戶產生高度信賴感，在第一時間把訂單機會都優先給宜新，讓宜新掌握先機創造利基」。在全體員工共同努力下，受惠於機能性運動產品與年輕世代追求潮流的網購新興市場，求新求變的客製化市場需求更加普及，能夠快速與市場接軌，生產相關系列產品廣為熱銷，為公司奠定良好基礎。

宜新除追求營運模式必須更趨於彈性、機動、品質至上，使公司穩定獲利成長外，並積極投入社會參與，落實企業社會責任，創造企業永續經營的價值，2018、2019連續二年調薪將獲利與員工共享，每年捐助基金會發送弱勢團體物資及贊助捐贈偏鄉二手筆電等，願景成為創新、環保並兼顧社會責任的幸福企業。

展望未來，在面臨現今市場多變性以及國內外同業間的強力競爭，宜新正面臨企業重新塑造轉型的契機，正在蛻變中的宜新會更謙卑、更用心，把服務業服務客戶的精神導入製造業，以滿足每一位引頸期盼的客戶。



研發部門針對商品進行討論 R&amp;D department

Yi Shin is a young company established in June, 2013. In 2016, the company implemented a self-developed production process emphasized on the manufacturing of functional elastic yarn. In 2017, we registered “Magic Yarn” as the trademark of our product line. In the same year, we got ISO 9001:2015 and GRS certified. We keep our focus on functional and customized products in order to supply value added items to customers.

### Magic Yarn

Talking about Magic Yarn, Mr. Chiu, the board of director said, most of the people see textile industry as a sunset industry. However, in his eyes, there is no out-of-fashion industries, only enterprises who are not willing to make full efforts.

The reason why we named our trademark as Magic Yarn is because magic always gives people full of surprise and simultaneously encourages them to pursue a brighter future. Our Magic Yarn does catch everybody's eyes with its specific production technique. This is also to tell people the coming of the new era of textile industry.

### Company philosophy

With the management concept of “Innovation, Service, Collaboration, Prosperity”, Yi Shin becomes the leading manufacturer for DTY (Draw Textured Yarn) and functional elastic yarn. Our advanced automated facility fits perfectly for the fast fashion customization. Together with our superior yarn processing technique, we give our customers strong competitiveness in the flexibility of specification variation without sacrificing product quality and stability.



員工福利-團體旅遊 Company trip



會議討論情景 Meeting for production and marketing

## Core value

The advantage of our specific yarn processing technique is to bond POY and spandex together in one machine. This is to enhance production efficiency, stabilize product quality and further reduce production cost. Moreover, we always have the strongest ambition in developing functional products. We work closely with the upstream suppliers and downstream fabric mills and brand owners in order to ensure customers' demands will be fully satisfied.

3 sets of TMT-1500 from Japan were joined the force in 2018 for the purpose of meeting the market demand of specification diversification and to go higher automation.

In addition to our commitment to customers, we always treasure the devotions of our employees, said Mr. Chiu. Without their greatest efforts, there will be no power for the company to move forward.

## Global Marketing

Yi Shin Textile Industrial Co., Ltd. is nominated to be the participant of Textile Export Promotion Project 2019 held by Ministry of Economic Affairs (Bureau of Foreign Trade). This aims to find and exploit new market opportunities worldwide. In addition to Japan, Vietnam and Thailand, we continue to attend trade shows in Spain, Germany and the States to aggressively expand our business globally.

## New product development

- Environmental protection: as a member of the global village, we have been working on the recycled related products for many years.

Leading the textile industry in Taiwan to the trend of eco-friendly products. In addition to the GRS certified product line, we continue the development of dope dyed yarn series to reduce the use of water and chemicals and to avoid environmental pollution.

- We cooperate with various companies through vertical integration and horizontal alliance to co-develop products for moisture management, UV protection, anti-static and anti-bacterial, etc.
- The application of ultra-thin Nylon 66 fiber.
- The application of yarn in automotive industry.
- The application of elastic yarn in footwear industry.

## Innovation and sustainability

In recent years, the global market for synthetic fibers has been benefited from functional sports products and the growing market of younger generations. This causes the market demand for customized products becomes stronger.

With the help of our unique production facility and yarn processing technique, we make customization easier for our clients.

Besides being ambitious in business, Yi Shin has always been very aggressive in social participation. Our actions include supporting the livelihood and education of the underprivileged and caring for environmental protection.

In the future, we will for sure face more and more challenges from the competitors around the world. However, we will be humble and dedicated to overcome the difficulties and to take traditional textile manufacturing to another level of customization.





1.生產線作業情形 TMT ATF-1500

2.3.產品 Magic Yarn

### 綜合評語 Commentary

擁有專業經營團隊，技術嫻熟，以機能彈性紗，帶動化纖產業新趨勢，其自創品牌具高視覺、高機能、高值化的核心優勢，因持續創新，也創造產品差異化，奠立穩健發展基礎。公司客製少量多樣的經營模式和精確的開發能力，與國際服飾品牌合作，產品價值高。另也通過全球環保GRS認證，新技術降低電能需求，對社會貢獻良多。

Boasting a professional management team and skillfulness, the company promotes the new trend of the chemical fiber industry through its organic functional stretch nylon yarn. Its own brand has the core advantages of high visual appearance, high function, and high value. Through continuous innovation, product differentiation is achieved, thereby laying a solid foundation. With the business model of customized small-volume and large-variety production and precision development capabilities, the company cooperates with international apparel brands to provide high product value. Additionally, the company has passed the global environmental protection GRS certification, with new technologies that reduce power demand and contributing positively to the society.