



三采文化股份有限公司

SUN COLOR CULTURE CO., LTD.



1988年，台北天母一個住家，從事教職的張輝明夫妻倆，從家中一張餐桌開始企劃出版一系列POP、紙雕、DIY美術書，單純的授課教材卻因實用和市場需求，十年50本書創下業績破億的出版奇蹟，讓三采文化成為美術專業書的第一品牌。

縝密眼光，大膽布局

如果說，第一個十年奠定穩固基石，第二個十年三采則展現了多元迷人的風貌。因對出版的企圖心，加上文化生意人的危機感和眼光，1998年創辦人張輝明董事長以出版第一桶金買下當年仍荒涼貧瘠的內湖科技園區辦公室，當時16人的編制卻大膽規劃百人辦公空間，並開始擴編，積極招募行銷、編輯、業務人才，擘劃從單一出版走向綜合出版的版圖。2000年開始，創建健康事典和MOOK書系、引進剛萌芽的韓國兒童知識漫畫、創辦華人世界

第一本自製名牌流行時尚雜誌《BRAND名牌誌》、建立圖文創作人才媒合平台的《創意市集》系列等，不僅本本暢銷、屢創話題，也躋身臺灣十大出版集團！

與國際接軌，創新出版定義，創造內容價值

2010年後，因深切感受臺灣在華人出版扮演非常重要的整合者與領頭羊，三采致力開發許多心理勵志、健康、華文文學和童書創作者，積極海外參展；有計畫經營星馬香港及歐美華人市場，與美日法各大出版集團密切往來，尋求跨界機會；如和公視、美國迪士尼、日本三麗鷗和韓國Kakao IX等娛樂角色公司合作，推出兼具流行與傳遞教育文化的產品，重新詮釋出版暢銷與社會責任這兩者看似矛盾，實則可以結合的理想。因為，人才和創意是出版最重要的競爭核心，熱情之外，出版也是服務業，從讀者出發，不斷翻轉產

品；透過靈活有效的管理，不設限想像，卻又能創造商業價值，才能永續經營。

開放、溝通、共好

創辦人曾以騎腳踏車登頂來形容出版的經營：隨時做好準備，確立目標後要堅持向前衝！而做好準備看似簡單，實際上真不容易，因誰會知道山下的陽光普照，到了山上卻是陰雨霧綿綿呢？因此，產銷、智財權、IT、財務與管理等部門雖獨立專責又跨界整合，人力和組織皆以五年十年做長遠規劃；編輯、行銷和業務是生產、銷售、推廣的鐵三角，開放、溝通和理解是最重要的文化；國際版權部門統籌國外版權引進、推廣、延伸授權的管理；財務和管理部門嚴謹不失靈活，以穩健、強化經營體質為目標；資訊部門除有軟硬體更新維護人員，更針對編輯、版權和進銷存等自行開發系統。

此外，出版有其特殊影響力與社會責任，三采更體悟教育、知識和閱讀深深影響著個人與國家未來競爭力甚鉅，秉持著「善」與「共好」理念，長期透過不同團體或機會捐贈物資、優良讀物予以許多弱勢家庭與孩童，希望閱讀能拉孩子們一把，讓他們看見更多希望與機會，進而改變未來。

一本書的力量，可以改變全世界

面對科技的多元發展，出版不再是傳統出版，而是未來知識經濟發展的重要一環，應重新定為整合跨界人才與需求、開創並管理IP價值的內容產業。因應不斷的變局，張董事長認為：「接納，可以改變自己，改變，才能創造未來。」閱讀形式會改變，但智慧與知識的價值永遠不變，只要有文化的根，就能在「創造、創意和創新」的深度基礎上，與更多的作者、創作者、產業界和政府密切合作，激盪更多的可能，創造美好的閱讀感悟，讓文化與知識的傳遞更有價值而深遠。



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Recommended by : Taiwan Business Bank

Business Items : Book, audio, and magazine publishing; global rights trade, artistic and cultural services, cultural and creative products.

Products : Children's books, science comics, parenting, literature & fiction, psychology & self-help, business & trends, humanities & popular science, popular medicine & health, art & design.



員工福利活動(尾牙同歡、音樂響宴) Welfare Events

The story of Sun Color began with a plan drew up by our founder and Chairman of the Board, Chang Hui-Ming, and his wife one day at home in 1988. The plan was to publish a series of applied art books that teach people how to create POP displays, paper cutting art, and other DIY arts. Thanks to the books' practicality and meeting market demands, what were seen initially as simply teaching materials turned out to be a publishing miracle, generating more than NT\$100 million in sales within a decade with just 50 books. This was how we became a leading publisher in applied art books.

Meticulous visions with audacious plans

The solid foundation laid during the first decade paved way to how we began to flourish in enchanting diversity in the decade that followed. In 1998, Mr. Chang Hui-Ming bought an office at Taipei NeiHu Technology Park with the first pot of gold he made. It was a bold move that came from his publishing ambition and foresight. The office was large enough to accommodate hundreds of employees even though at the time the company had only 16 employees. Aiming to become a general publisher rather than genre-specific publisher, we began to expand our business by recruiting marketing, editing, and sales talents. At the turn of the new century, we began to introduce health guidebooks and the MOOK collections. We also brought in a series of Korean science comics for children when such type of comics was still quite new at the time, even in Korea. In addition, we launched the first fashion magazine to be created among all ethnic Chinese regions, called BRAND, introducing trends and chic products to the readers. This was followed by the Creative Designs book series that allowed picture book talents to showcase their works to the world. Every

single one of our publications was a hit and created buzzes. This is how we became known as one of the top ten publishing groups in Taiwan!

Connect with the world, redefine publishing, and create values from content

As we came to recognize the key role Taiwan could play in the Chinese publishing world, both as an integrator and as a leader, we began to amass resources to grow our group of authors in genres such as self-help, health, Chinese literature, and children's books since 2010. We tirelessly took the authors to exhibitions overseas. We made plans to reach out to Chinese readers in markets such as Singapore, Malaysia, Hong Kong, Europe, and the Americas. We also kept in close touch with major publishing groups from the US, Japan, and France, and were always on the lookout for collaboration opportunities across industries. For instance, we teamed up with entertainment companies such as Taiwan Public Television, The Walt Disney Company, Sanrio Company of Japan, and Kakao IX Corporation of South Korea. Together we offered products that were not only educative and cultural but were trendy as well. They continue to stand as testaments to how we reinterpret and reconcile the seemingly conflicting aspects between bestselling and corporate social responsibility. We believe that talented people and creativity lie at the core of a publisher's competitiveness. A publishing business cannot stand alone with mere passion; rather, it is a service business that must take into account of what the readers want and adjust incessantly its line of products accordingly. Agile and effective management are what it takes for a business to become sustainable. To generate business values, we need to create an atmosphere that allows people's imagination to run free.

Be open-minded, communicative, and go far together

Our founder once remarked that running a publishing business is akin to cycling: one needs to be prepared at all times, set the target, and off you go with full force! At first glance, it may seem as an easy task to become prepared, but the truth is otherwise, for no one expects the weather to turn rainy and misty up in the mountains when it is warm and sunny at the foothills. That is why all departments, from sales & marketing, intellectual property, IT, to financial management, work in tandem despite being professionally independent from each other. Human resource and organizational plans are being crafted with five-year or ten-year visions down the road. Editing, marketing, and sales help form the iron triangle that links production, sales, to promotion. At Sun Color, open-mindedness, communication, and mutual understanding are cultures that we cherish. While the global rights department handles foreign rights purchasing, promotion, and extension licensing, the financial management department aims for steady and robust management through meticulous, albeit agile, approach. In addition, our IT department is equipped with software/hardware maintenance talents, who also help develop the company's unique rights platform and procurement-sales-inventory system.

As a publisher, we are truly aware of our social responsibilities and the impact that we can make. In order for people and our nation to stay competitive, education, knowledge, and reading are crucial. We are also aware that not everyone enjoys the same privilege. Accordingly, we continue to make in-kind and book donations to disadvantaged families and children through various groups and at many occasions. We strive to “do good things” and to “go far together with our stakeholders,” looking forward to giving kids hope and opportunities for a brighter future through reading.



卓越事蹟 Merits & Awards

The power to change the world lies within a book

In face of diversified technological development happening currently, publishing is no longer just an industry in the conventional sense, but rather is playing a key role in the development of knowledge economy for the future. It is therefore necessary to redefine publishing as a content industry that integrates talented people from across various fields, that integrates various demands, while creating and managing values generated from intellectual properties. As winds constantly change from time to time, Chairman Chang firmly believes that “by embracing such changes, people undergo transformation from within; it is only possible by then that they become empowered to create a desirable future.” Reading forms may change, but wisdoms and values of knowledge stay on forever. As long as our cultural roots run deep, immense possible outcomes always lie ahead, waiting to flourish as we work closely with more authors, creators, industries, and the government with these three pillars in mind: “Creation, Creativity, and Innovation.” This is how wonderful reading experiences come by. This is how passing on culture and knowledge becomes meaningful and impactful.



1. 出版作品 Publication
2. 工作情形 Production
3. 電影欣賞會 Movie Shows

綜合評語
Commentary

以前瞻眼光，創建百人辦公空間，其具備獨立智財權部門管理運作，並與全球超過800個以上出版社、版權代理和作家合作。以創新商業模式和新媒體工具，與國際品牌跨界合作，是目前出版界唯一取得微軟合作夥伴的公司，同時也將AR擴增實境互動式結合印刷技術，改變傳統閱讀模式。在國內出版界穩定成長，具創新創意之特色，足為典範。

With a forward-looking insight, aiming to move from single publishing towards the domain of comprehensive publishing. The company's independent intellectual property department operates independently, working with over 800 publishing companies, copyright agents, and authors from around the world. Through an innovative business model and new media tools and cross-border cooperation with international brands, the company is the only in the publishing industry to have acquired partnership with Microsoft. At the same time, the AR interactive printing technology has changed the traditional way of reading. The company with innovative and creative features achieves steady growth, making it a role model for domestic publishing companies.