



# ASHUN

## 油順精密股份有限公司

### ASHUN FLUID POWER CO., LTD.



油順精密自1984年成立以來，始終堅持以品質確實與交貨迅速的經營理念，服務廣大之顧客群，公司經過多年的努力，已成為臺灣空、液壓零組件(液氣壓缸、液壓閥、活塞式蓄壓器、液壓動力單元、阻尼器)設計與製造之領先企業，產品具有高度客製化能力，依客戶需求與機台種類，設計客人專屬之液氣壓產品，其產品遍及各大產業領域，服務客戶皆為各產業領域之龍頭企業。

#### 營運理念 人才養成

油順35年來不斷調整自身步伐，隨著臺灣經濟演進，世界經濟起伏與產業轉型，透過TTQS人才發展管理系統來完善

職能培訓系統與研發、製造技術升級，持續創造產品價值的延展，建立產業競爭門檻。王董事長說，「不依規矩、不成方圓」是油順的核心精神，「誠信正直、客戶專注、創新、責任」更是公司的核心價值，代表油順對客戶與廠商的承諾。

近年來更以積極轉型成新的產業服務模式「製造服務業」為目標與行動計畫，也就是「第2.5級產業」，面對未來的趨勢與挑戰，油順精密思考如何跨入製造服務創新的領域，將製造與服務進行跨領域整合，提供更多元化加值服務，強化顧客關係及製造價值延展，以帶動業務成長與更多元化創新服務的產出，為企業及客戶創造更大的價值。

## 企業文化 社會責任

油順以誠信正直為待人處事根本，內化同仁工作態度與理念，塑造誠信正直的企業形象文化。而企業社會責任不僅是致力於營收持續成長，員工安心就業外，更結合企業核心能力，在獲利的同時對社會與環境做出具體貢獻。不僅長期關懷與資助弱勢團體，並積極與教育學術機構，進行產學合作，油順於1999年通過ISO-9001品質系統，持續提供客戶最優良的產品外，並在2016年通過ISO-14001與OHSAS18001，產品獲得歐盟CE認證，為進入醫療產業符合客戶需求，使用低鉛產品與綠色切削液，使產品能達到RoHS規範，堅持臺灣接单臺灣生產。

## 展望未來 永續經營

油順精密在研發與創新方面，持續進行液壓相關產品的研發，提高產品附加價值，積極引進國內外先進科技，技術，藉由國內外同業及研究機構的相互合作與互動，以取得技術領先。品質穩定之競爭優勢。展望未來，油順將更積極跨入阻尼器等新產品的開發以及智慧化生產的佈建與整合，在品質第一的前提之下，積極創新產品，並以自我品牌提供客人最迅速的服務，以及品質優異的產品，並用具競爭力的價格，提升客戶在市場上的競爭力，與客戶一起打拼共同成長，為臺灣各項產業提供驅動與進步的力量，並期許以臺灣在地品牌為世界液壓產業中佔有一席之地。



2019德國漢諾威工業展  
HANNOVER MESSE2019



董事長 王進勝 先生  
Chairman : Mr. Chin Sheng, Wang

負責人：王進勝

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推薦單位：中小企業信用保證基金、中衛發展中心、玉山商業銀行、上海商業儲蓄銀行

營業項目：機械設備製造業、國際貿易業

產品名稱：液氣壓制動器、活塞式蓄壓器、液壓動力系統、阻尼器

Owner : Chin Sheng, Wang

Address : No.18, Jingke S. Rd., Nantun Dist., Taichung City 408, Taiwan, R.O.C.

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Recommended by : Small and Medium Enterprise Credit Guarantee Fund of Taiwan、Corporate Synergy Development Center、E .Sun Bank、The Shanghai Commercial & Savings Bank, Ltd  
Business Items : Mechanical equipment manufacturing, International trade

Products : Hydraulic & Pneumatic Cylinder, Piston Accumulator, Hydraulic Power System, Damper





員工教育訓練 Employee Training



公司產線 Production Lines

Ashun was established in 1984, we have always adhered to the business philosophy of quality and prompt delivery, serving the broad customer base. With over 30 years experience, we are the top one of fluid power industry in Taiwan, we are able to according to customers request to offer high-tech design and high-quality customized products, all the customers we serve are the industry representatives in their fields.

### Operational Philosophy & Talent development

In the past 35 years, Ashun has continuously adjusted our pace. With the evolution of Taiwan's economy, the ups and downs of the world economy and industrial transformation, we have improved the functional training system and R&D and manufacturing technology upgrades through

the TTQS (Talent Quality-management System), and continued to create product value extensions and establish industrial competition thresholds. . Chairman Wang said that “without rules, nothing can be done” is the core spirits. “Integrity, Customer Focus, Innovation, Responsibility” is the core value. They all represents our commitment to the customers and manufacturers.

In recent years, we have actively transformed into a new industrial service model, "manufacturing service industry" as the goal and action plan, that is, " Industry 2.5". In the face of future trends and challenges, we will carefully consider how to enter manufacturing services. Innovative areas, integrating manufacturing and services across sectors, providing more diversified value-added services, strengthening customer relationships and manufacturing value extensions to drive business growth and more diversified innovative services to create greater value for businesses and clientele.



公益活動 Public Welfare

### Company Culture & Social Responsibility

Ashun commits to treat people with integrity, internalize the working attitude and philosophy of colleagues, shape the corporate image culture of integrity. Corporating social responsibility is not only committed to continuous growth of revenue, but also to employees' peace of mind. It also combines the core competencies of the company to make concrete contributions to society and the environment while making profits. Not only long-term care and support for disadvantaged groups, but also actively cooperate with educational academic institutions to conduct industry-university cooperation. In 1999, we passed the ISO-9001 and continued to provide clientele with the best products. In 2016, we passed ISO-14001, OHSAS





2018員工旅遊 Staff Traveling

18001, and the CE certification of the EU. In order to open the medical industry markets, we cater the clientele's needs, such as using the low-lead products and green cutting liquids enables the products to meet RoHS specifications, we insist on rooting in Taiwan and made in Taiwan.

### Future & Perseverance

In R&D and innovation, we continue to research and develop variety of hydraulic products, improve the adding value of products, actively introduce advanced technology at locally and abroad, and achieve technological leadership through mutual cooperation and interaction between domestic and foreign companies and research institutions, competitive advantage of stable quality.

Looking into the future, Ashun will be more active in the development of new products such as dampers, and the integration of intelligent production. Under the premise of quality first, we will actively innovate products and provide customers with the fastest service with self-branding. As well as high-quality products and competitive prices, we will enhance our customers' competitiveness in the market, work together with customers to grow together, and provide driving and progressive strength for Taiwan various industries, and hope the Taiwan local brands of hydraulic industry will have a place in the world.



公司產線 Production Lines

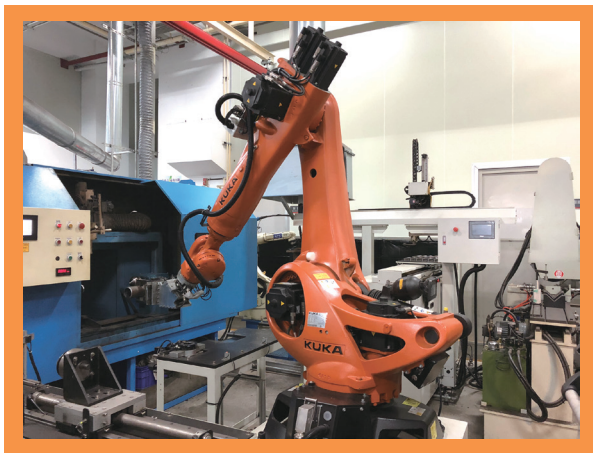


管理審查會議 Management Audit Meeting





公益活動 Public Welfare



公司自動化產線 Automation Production Line

綜合評語  
Commentary

以自有品牌銷售，進入國際知名品牌產品供應鏈，符合隱形冠軍的營運模式。積極投入研發，同時也注入大量資金建構自動加工系統，提升自製能力和產品標準化，對營收及獲利均有顯著績效。除進行產業垂直整合外，對相關客戶和供應商也進行水平整合，以建立產業優勢。根留臺灣，堅持臺灣接单臺灣生產經營模式，願意與上下游協力廠商共同發展，實力值得肯定。

The company has entered the world-renowned brand product supply chain through its own brand sales, which is in line with the business model of the hidden champion. Actively involved in R&D, and with a considerable input on money on automated processing system construction, self-production capabilities and product standardization can be enhanced and remarkable revenues and profits generated. In addition to vertical industrial integration, the company also engages in horizontal integration with relevant customers and suppliers, thereby establishing industrial advantages. Rooted in Taiwan, the company insists on adhering by the business model of accepting orders and manufacture in Taiwan and is willing to seek joint development with upstream and downstream cooperative manufacturers, and its strength is worthy of applause.