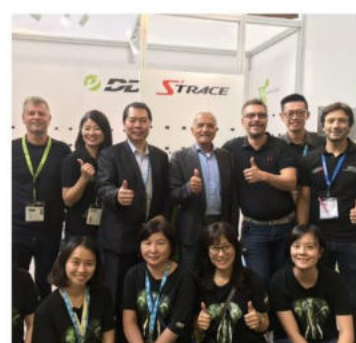
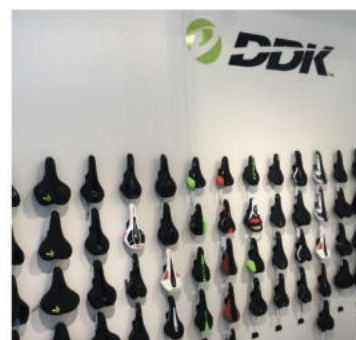




鋒明(越南)國際有限公司

PRO ACTIVE GLOBAL VIETNAM CO., LTD.

採訪專欄 AWARD WINNER INTERVIEW



公司介紹

鋒明國際集團是第一家同時擁有社會責任標準(SA8000)、品質管理系統(ISO 9001)、環境管理系統(ISO 14001)、職業衛生管理系統(ISO 45001)等多項國際認證的自行車坐墊專業製造廠。企業創立於1970年,2000年至越南投資創辦鋒明(越南)國際有限公司,經過50餘年的努力已發展為鋒明國際集團,主要行銷於歐洲、亞洲以及中南美洲。鋒明國際集團擁有越南唯一的自行車坐墊實驗室,在自行車坐墊製造產業是東協最大的製造商,一年供應全球700萬台以上之自行車坐墊,擁有全球市佔5.5%的亮眼成績。

企業宗旨

鋒明國際集團秉持著理念創新、精益求精、永續經營三大原則,將品質視為企業經營之核心,相信產品會說話,並透過觀察市場需求,同理且優化顧客之使用感受,力求不斷創新研發並投入智慧生產以及自動化製程,以創造符合顧客需求之舒適產品。

品牌故事

鋒明國際集團於2014年發展地順風順水之際,受越南513排華暴動牽連,讓集團6,000坪之廠房付之灰燼,受創之嚴重受到國際矚目!但鋒明國際集團秉持對客戶、員工及集團的責任感,努力重建並積極爭取資源,事件隔週即租廠恢復生產,並於隔年2015年即落成新廠,積極且正向地展現臺灣企業的韌性,並發展為全球前五大的自行車坐墊製造商。



董事長
CEO

蔡文瑞

Mr. Richard Tsai

卓越創造不凡
Make a difference.

COMPANY INTRODUCTION

DDK Group is the first professional bicycle saddle manufacturer to hold certifications of SA8000 (CSR), ISO 9001 (QMS), ISO 14001 (EMS), and ISO 45001 (OH&SMS) simultaneously. The group was founded in 1970 and it established an affiliated company in Vietnam, which evolved into DDK Group after more than 50 years, mainly marketing in the EU, Asia, and Latin America. DDK Group has the only bicycle saddle laboratory in Vietnam and is the largest manufacturer in ASEAN in the industry. Moreover, it is among the top five bicycle saddle manufacturers globally, supplying over 7 million products worldwide each year, with an impressive global market share of 5.5%.

ENTERPRISE PURPOSE

DDK Group holds the three principles of innovation, excellence, and sustainable management. It regards quality as the core of the business operation, and by observing market demand and optimizing consumers' experience, DDK Group strives to innovate continuously. DDK Group has invested in intelligent production to create comfortable products that meet consumer needs.

BRAND STORY

The 513 riots destroyed years of painstaking efforts of DDK Group in one night in 2014. The company's property and factory of 19,800 m² were burned down which severity of the damage received international attention! However, it upholds a responsibility to customers and itself, DDK Group worked hard to rebuild and a factory was rented to resume production the following week after the incident. Furthermore, DDK Group completed a new factory in 2015, positively demonstrating the resilience of Taiwanese enterprises, and developing into the world's top five bicycle saddle manufacturers.

企業未來展望

「只有從國外看臺灣,才能發現世界究竟有多大!」鋒明國際集團以冒險進取精神,勇闖異地創業,期許成為全球自行車坐墊製造的第一領導品牌。未來將緊跟循環經濟趨勢,結合同業資源互利,積極培養產業人才,並規劃進行各項拓展計畫,包含:積極完善自動化智慧生產設備、成立DDK越南工業區集合供應鏈與拓展物流連結、啟動DDK越南平福、中國南通,以及臺灣新廠之營運、布局歐洲倉庫產線投資,並回臺上櫃!

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GOLD AWARD



越南 VIETNAM

DDK COMFORT PLUS 系列坐墊

DDK COMFORT PLUS SERIES SADDLE

DDK COMFORT PLUS 系列坐墊之創生，源自於緊跟電動自行車市場崛起之趨勢，更來自於傾聽騎乘者之心聲所研發而出的解決方案。因觀察到約有 65% 至 95% 之騎乘者，在長時間騎乘下產生坐骨結節及會陰部之壓迫，而降低騎乘舒適度與騎乘效能之情形，為改善困擾特研發 COMFORT PLUS 系列坐墊，以減壓雙泡棉、減震底殼之創新設計概念與專業技術，依據騎乘者坐骨寬度、騎乘角度以及騎乘習慣的不同，發展此一系列共計 8 款之系列產品，分別為運動型 2 款、長途型 4 款以及舒適型 2 款等款式，供不同族群之騎乘者依照需求自由選購。



The creation of the DDK Comfort Plus Series bicycle saddle comes from understanding cyclists and following the rising trend of the e-bike market. DDK Group observed that about 65% to 95% of the bicycle users had experienced their ischium pressuring the perineum during prolonged cycling, resulting in the reduction of comfort and cycling performance. To solve the problem, it developed the Comfort Plus Series bicycle saddle. With the innovative design concept and professional technology of two pressure reducing foam and shock-absorbing frames, DDK Group developed this series of 8 products according to the bicycle users' ischium width, angle for cycling, and different cycling habits, including two models of sports, four models of long-distance type, and two models of comfort type for different groups of bicycle users to choose from.



FUTURE OUTLOOK

“Only when you observe Taiwan from abroad does it remind you how big the world is.” DDK Group has been venturing into foreign countries with a pioneering spirit, aspiring to become the No.1 leading brand in saddle manufacturing in the world. DDK Group plans to follow the trend of the circular economy, combine mutual benefits with inter-industry, cultivate industrial talents, and carry out various expansion plans, including actively improving the automatic intelligent production equipment and establishing the DDK Vietnam Industrial Zone to consolidate the supply chain and expand the logistics links. DDK Group is initiating the operation of its factories in Bình Phước, Vietnam, and Nantong, China, and a new factory in Taiwan, laying out a European warehouse production line investment, and returning to Taiwan for listing!

產品通路

獲獎系列產品已於臺灣上市販售，消費者可至各大電商平台及自行車實體通路選購。

SALES CHANNEL

The award-winning products are now available in Taiwan. Consumers can purchase them on major e-commerce platforms and in bicycle stores.

獲獎與認證 AWARDS & CERTIFICATION

2015 年 國家磐石獎

Received the National Award of Outstanding SMEs in 2015

2015 年 海外臺商磐石獎

Received the Outstanding Overseas Taiwanese SMEs Award in 2015

2014 年 海外華人創業楷模

Received the Model of Overseas Chinese Entrepreneurs Awards in 2014