

9. 鉉穎機械股份有限公司

9.1 鉉穎機械股份有限公司簡介

鉉穎機械-刀庫、刀塔與分度盤裝置中不斷推陳出新的低調王者

表 3-1 鉉穎機械股份有限公司簡介

公司名稱	鉉穎機械股份有限公司
公司品牌	HYDEX
創立時間	民國 76 年
公司人數	約 40 人
經營理念	瞭解市場需求、不斷研究開發、創新突破、視員工為家人
公司產業特質	<ol style="list-style-type: none">1. 斥資投入刀庫、刀塔及 CNC 分度盤的研發、改良、製造，目前已成功開發出廣泛系列的精密刀庫、刀塔及 CNC 分度盤2. 無論是品質、性能、價位都具有極佳優勢，深獲許多知名工具機廠肯定
具有隱形冠軍的資格	<p>目標市場</p> <p>產品外銷至諸多國家，如中國、韓國、越南、日本、美國、印度、土耳其等，並藉由網站及展覽的方式展現公司多元化的產品，吸引客戶目光。</p> <p>產品品質</p> <p>擁有豐富的精密加工經驗及設備，對於各種工具機重要零組件的生產皆採廠內自行加工，徹底掌控零組件之精度與品質，打造出使用者最期盼的性能。</p>
未來展望	建置標準廠房，推動公司上櫃及上市。

9.2 中文產業故事短篇

鉉穎機械創立於 1987 年，透過不斷的技術創新，以自有品牌 HYDEX 投入刀庫、伺服刀塔、CNC 分度盤等工具機重要零組件的生產，並展現了公司在這個領域的實力。鉉穎機械以傳統的方式維繫供應鏈網絡，海外則透過代理商進行銷售和推廣，在許多國家都可見到其產品的蹤跡。

(1) 領導與經營策略

鉉穎機械的經營策略可分為國內市場和國際市場。公司自行管理國內銷售，而約 4 成的產品透過海外代理商銷售。這種策略讓代理商在國際市場中發揮關鍵的作用，包括產品銷售、售後服務、培訓和維修。

公司目前最大的競爭優勢在於實力豐厚的技術研發，銷售團隊主要由公司領導者和家族成員構成，在數位行銷和市場推廣方面略顯薄弱。因此，公司計劃將引入專業人員，強化數位行銷能力，提高線上知名度，吸引更多國際客戶。

此外，公司一直以來的經營理念之一都是將員工視為家人。公司透過惜才、留才的理念，努力保留老員工的經驗，也有助於維持公司的研發能量。

(2) 關鍵技術或服務模式

鉉穎機械專注於生產高精密度的工具機零組件，包括刀庫、刀塔和分度盤等。公司擁有豐富的精密加工經驗，可深刻了解這些裝置在操作上可能發生的問題，進而能研發符合使用者需求的客製化產品。

公司的服務模式包括代工和自有品牌並行，這種模式讓公司能夠提供更多元化的產品。在銷售方面，公司於國際市場上委由代理商進行產品銷售與售後服務，全方位的提供客戶支援。

(3) 研發創新

鉉穎機械擁有實力強大的內部研發部門，目前領導者由第二代接班人擔任，有助於將公司理念貫注於研發精神中。公司迄今擁有多項發明專利，表現出卓越的研發實力和產品獨特性。研發團隊具有豐富的經驗，可不斷改進產品，以保持技術領先地位。公司同時也申請 ISO 認證，確保生產流程符合國際標準。

(4) 品牌

鉉穎機械自 20 多年前開始經營自有品牌 HYDEX，並作為公司的代表品牌。HYDEX 的產品占公司總銷售額的 7 成以上，公司積極提高品牌知名度和識別度。自有品牌在國際市場上因產品具有高可靠性而廣受認可，有助於擴大客戶群。

公司目前的品牌策略主要依賴代理商在國際市場建立強大的銷售網絡與售

後服務。公司目前已成功銷售到中國、韓國、越南、日本、美國、印度、土耳其等國家，並以交期迅速和高性價比的特色建立了品牌形象。

(5) 顧客與市場

鉸穎機械的目標市場為尋找高精密度客製化刀庫或分度盤產品的客戶。雖然中國市場近年略有萎縮，但韓國和越南市場則呈現持續成長。公司的客戶來自各行業，對產品品質有極高的要求。公司以高精密度、高自製率、客製化和交貨速度快作為競爭優勢，提供高品質產品，贏得客戶的信任。

公司主要透過電子郵件與客戶建立深厚的顧客關係，並利用官網或通訊軟體提供產品資訊。海外市場的拓展則憑藉代理商在國際上的網絡進行推廣，公司也會積極參加國際性的展覽活動，或是自行拜訪客戶，為公司的業務成長提供了有力的支持。

(6) 產業挑戰與發展策略

儘管在競爭激烈的市場中穩定經營了 35 年以上，鉸穎機械仍然面臨著多個挑戰。首先，中國的價格競爭一直對公司造成壓力，因此公司領導者認為公司未來必須轉型，朝向智慧化的方向發展，以面對來自世界各地的挑戰。

其次，公司擁有許多發明專利，但產品僅在臺灣受到法律保護。這導致對手在海外市場短時間內模仿產品，並以更低廉的價格銷售。為應對此挑戰，公司計畫將市場重點放在高精密度及客製化的高端市場，並努力保留人才及老員工的經驗，維持公司的研發能量。

(7) 小結

鉸穎機械以客戶導向、技術創新和多元化的業務模式，在競爭激烈的市場中取得了成功。公司的自有品牌 HYDEX 在市場上獲得一致的好評，成為公司經營中重要的一環。公司在國際市場的拓展也取得了良好的進展，透過與代理商的合作，確保公司在穩定中穩定成長。

9.3 英文產業故事

Hydex Machinery - a low-key champion constantly innovating in tool magazines, servo turrets, and rotary tables

Table 3-9 Introduction to Hydex Machinery Industrial Co., Ltd.

Company Name	Hydex Machinery Industrial Co., Ltd.
Company Brand	HYDEX
Incorporation Date	Incorporated in 1987
Number of Employees	Around 40 people
Business Philosophy	Comprehending market demands, ongoing research and development, pioneering breakthroughs, and valuing employees as part of our family
Company Attributes	<ol style="list-style-type: none"> 1. Through investments in research, improvement, and the manufacturing of tool magazines, servo turrets, and CNC rotary tables, the company has successfully developed a comprehensive range of precision tool magazines, servo turrets, and CNC rotary tables. 2. It has demonstrated exceptional advantages in terms of quality, performance, and pricing, earning recognition from numerous renowned machine tool manufacturers.
Qualifying as a Hidden Champion	<p>Target Market Products are exported to a wide array of countries, including China, South Korea, Vietnam, Japan, the United States, India, Turkey, and many others. The company actively presents its diverse product range on its website and at exhibitions to captivate the interest of potential customers.</p> <p>Product Quality Leveraging extensive expertise in precision machining and equipment, the company handle all vital components for a variety of machine tools in-house and maintain full control over component precision and quality, ultimately delivering the high-performance standards that users seek and demand.</p>
Future Prospects	The construction of standardized factory facilities and the company's pursuit of going public and obtaining a listing on the stock market.

Hydex Machinery, established in 1987, has consistently proven its prowess in the realm of tooling components, which encompass its self-branded HYDEX tool magazines, servo turrets, and CNC rotary tables. This achievement has been realized through relentless dedication to technological innovation. In order to sustain its global reach, Hydex Machinery maintains a robust supply chain network, utilizing both traditional methods and enlisting agents for international sales and promotion. As a result, its products have garnered widespread recognition in numerous countries worldwide.

(1) Leadership and Business Strategies

Hydex Machinery has structured its business strategy to encompass both domestic and international markets. The company manages its domestic sales operations in-house, while roughly 40% of its products are distributed through overseas agents. This approach assigns a pivotal role to agents in the international market, encompassing various facets such as product sales, after-sales service, training, and maintenance.

The company's primary source of competitive advantage currently resides in its robust commitment to technological research and development. However, its sales team mainly comprises company leaders and family members, leaving room for enhancement in the realms of digital marketing and market promotion. Consequently, the company has outlined plans to introduce professional personnel to bolster its digital marketing capabilities, augment its online visibility, and attract a more extensive international customer base.

Moreover, an enduring philosophy at Hydex Machinery is its treatment of employees as an extended family. Rooted in the belief of valuing and retaining talent, the company actively strives to preserve the expertise and experience of its senior employees. This, in turn, contributes significantly to maintaining the company's research and development capabilities.

(2) Key Technologies or Service Models

Hydex Machinery specializes in the manufacturing of high-precision machine tool components, encompassing tool magazines, tool turrets, and rotary tables. With a wealth of experience in precision machining, the company has acquired an in-depth understanding of potential operational challenges associated with these components. This profound knowledge serves as a catalyst for the creation of tailored products that precisely align with user needs.

Hydex Machinery's service model incorporates both contract manufacturing and the promotion of its proprietary brand, resulting in a diversified product portfolio. When it comes to sales, the company relies on international agents to handle product distribution and provide comprehensive after-sales support to ensure a high level of customer satisfaction.

(3) Research and Innovation

Hydex Machinery takes pride in its robust in-house Research and Development (R&D) department, currently under the leadership of a second-generation successor. This leadership ensures a steadfast commitment to fostering the spirit of research and development within the company. Hydex Machinery holds multiple invention patents, a testament to its exceptional R&D capabilities and the uniqueness of its products.

The R&D team at Hydex Machinery is characterized by its wealth of experience, facilitating ongoing product enhancements that sustain the company's technological leadership in the industry. In a proactive move towards quality assurance, the company has initiated the process of obtaining ISO certification. This step underscores Hydex Machinery's dedication to aligning its manufacturing processes with international standards, further reinforcing its commitment to excellence.

(4) Brand

For over two decades, Hydex Machinery has successfully cultivated its proprietary brand, HYDEX, which stands as the company's flagship. Representing over 70% of the total sales, HYDEX products have played a pivotal role in the company's sustained success. Actively committed to elevating brand awareness and recognition, Hydex Machinery has strategically positioned HYDEX as a reliable and renowned choice in international markets.

The proprietary brand has garnered significant acclaim globally, particularly for its highly dependable products, contributing substantially to the company's expanding customer base. Hydex Machinery has implemented a robust brand strategy, heavily leveraging its network of agents to establish a strong sales presence and deliver after-sales services in international markets. Noteworthy achievements include successful product sales in diverse countries such as China, South Korea, Vietnam, Japan, the United States, India, Turkey, among others.

Renowned for its prompt delivery and exceptional cost-effectiveness, the HYDEX brand has solidified its image as a preferred choice, further reinforcing Hydex Machinery's standing in the competitive market.

(5) Customers and Market

Hydex Machinery strategically targets customers with specific needs for highly precise customized tool magazines or rotary tables. While the Chinese market has experienced a slight contraction in recent years, Hydex Machinery has identified sustained growth opportunities in markets such as South Korea and Vietnam. The company caters to a diverse clientele spanning various industries, where stringent demands for product quality are the norm. Key to its success are competitive advantages rooted in high precision, a rapid in-house production rate, customization capabilities, and swift delivery, all of which contribute to the provision of high-quality products and the establishment of trust among customers.

Hydex Machinery nurtures strong customer relationships primarily through email communication, supplemented by detailed product information available on its official website and communication software. The company's foray into international markets is facilitated by a network of agents who actively promote its products within their international spheres. Furthermore, Hydex Machinery proactively engages in international exhibitions and may conduct direct visits to customers, offering substantial support for the company's business growth.

(6) Industry Challenges and Development Strategies

Despite maintaining a steady presence in a fiercely competitive market for over 35 years, Hydex Machinery confronts several persistent challenges. Chief among them is the enduring pressure of price competition emanating from China. Recognizing the necessity of staying ahead in the global arena, the company's leadership envisions a strategic shift towards smart solutions as a key element in effectively navigating these challenges.

A second formidable challenge stems from the limited protection of the company's numerous patents, which are currently safeguarded solely in Taiwan. This leaves room for competitors to swiftly replicate products and undersell in international markets. In response, Hydex Machinery is proactively recalibrating its market focus, emphasizing the high-precision and customized high-end segments. Simultaneously, efforts are underway to fortify the company's talent pool, retaining the experience and expertise of existing employees to ensure the continued strength of its research and development capabilities.

(7) Conclusion

Hydex Machinery has triumphed in a fiercely competitive market by prioritizing a customer-centric approach, fostering technological innovation, and adopting a

diversified business model. The proprietary brand, HYDEX, stands as a testament to the company's achievements, consistently earning acclaim and integrating seamlessly into its core operations. Notably, Hydex Machinery has made substantial strides in establishing a global footprint through strategic collaborations with agents, thereby ensuring a trajectory of steady and sustainable growth in international markets.