

17.高幟通風工程股份有限公司

17.1 高幟通風工程股份有限公司簡介

高幟通風-指揮氣流的魔術師，通風工程的唯一選擇

表 3-1 高幟通風工程股份有限公司簡介

公司名稱	高幟通風工程股份有限公司
公司品牌	高幟、Golden Flag
創立時間	民國 68 年
公司人數	約 60 人
經營理念	穩步經營、革新精進、務實求是
公司產業特質	1. 消防排煙、通風設備專業的風機製造與工程 2. 經營項目包括各式抽風機、空氣污染防治、廠房通風、風管工程、消防排煙、地下室通風、空調設備、空氣淨化器等設備之製造及其工程
具有隱形冠軍的資格	目標市場 以內銷市場為主，公司的理念為提供客戶穩定的品質及滿意的服務。舉凡大樓、廠房、公共設施等大型建築的排煙、抽煙及通風工程皆是公司的服務範圍。全臺灣第一家施作大樓通風工程的公司，早期市場占有率達 90%。 產品品質 於 1996 年通過 ISO9001 品保認證，成為全國第一家通過 ISO9001 之環保、通風設備製造廠，以優良的品質及滿意的服務作為全體同仁共同努力目標。隔年完成由工研院主導的「業煙控與通風系統改善及軟體開發計劃」，正式導入軟體於生產過程中，提升產品品質。公司所開發的產品皆通過 TAF 實驗室測試，並取得節能標章認證。
未來展望	提昇產品技術、積極培訓人才、引進新知、多元發展。

17.2 中文產業故事短篇

高幟通風成立於 1979 年，40 多年來專注於設計和製造通風機器設備，並提供相關的工程服務。通風系統在現代建築中扮演著重要的角色，攸關室內空氣品質、安全及能源使用效率。公司在產品和服務的品質上嚴格把關，使得其品牌在業界中廣為人知，成為市場的領導者。

(1) 領導與經營策略

高幟通風的成功與領導者的經營策略密不可分。公司的創辦人對於產品品質和性能有著強烈的執著，強調所生產的通風設備必須具有高效、低耗能，以及滿足客戶需求。這種對品質的堅持反映在公司的產品與工程服務上，使其在市場上贏得了良好的口碑。

在員工管理方面，領導者將員工視為家人，同心協力的完成工作任務；在工作方面，領導者實行授權管理，僅關注最終結果。領導者同樣關心員工福利，建立了一個融洽的組織文化，並時時以身作則，樹立一個團結的團隊。

(2) 關鍵技術或服務模式

高幟通風以自主研發和設計為基礎，擁有多項先進技術，能開發高效、低耗能的通風設備，並應對市場需求的不斷變化。公司亦投入於風管配件的製造和安裝，全面掌握通風與風管工程，來確保整個通風系統的品質和效能，並提供客戶客製化的解決方案。此外，高幟通風也積極研發節能通風設備，以迎合環保和節能的趨勢。

公司的核心價值不僅表現在產品品質上，同樣展現在優質的工程服務。公司提供全方位的服務，從工程規劃、設備生產、安裝、測試到售後維護，以一條龍的服務模式為客戶提供便捷性，並確保通風系統能穩定的長期運行。

(3) 研發創新

高幟通風鼓勵員工自主研發和創新，以保持在校業裡的技術領先地位。公司的研發部門約占整體員工的 10%，致力於設計及生產通風設備及風管等重要元件，以及確保產品的品質和性能。高幟通風還擁有 TAF 認證的實驗室，用於風機性能測試及安舒特耐溫測驗，可進一步驗證產品效能。此外，公司與研究機構密切合作，參與通風設備節能標準的制定，帶動整個行業往更高效節能方向發展。

(4) 品牌

高幟通風對品質的堅持是其品牌成功的一部分。由於產品具有高品質及高效節能的特性，能滿足客戶需求，在市場上贏得了客戶的信任與口碑。公司憑藉著設計能力和產品品質，以及屢次獲獎，在市場上擁有絕佳的知名度。所以，公司

不需特別進行額外的廣告推銷，客戶通常是主動與公司聯繫，尋求公司的服務。

此外，高幟通風與研究機構合作，積極推動通風系統的性能和效能標準，並將其轉化為國家標準。這種參與顯示了公司對永續發展和環境保護的承諾，也加強了公司品牌的形象。

(5) 顧客與市場

高幟通風以內銷為主，核心業務為通風工程，並提供一條龍的服務，落實客戶至上的理念。目標市場為建築大樓和工業市場，其客群往往對通風工程的需求複雜且須高度客製化。由於高幟通風能提供專業的通風解決方案，滿足客戶對高品質、高效節能的嚴格要求，因而在這些市場中特別引人注目，擁有眾多的客戶。

(6) 產業挑戰與發展策略

通風系統市場吸引了眾多的參與者，使得競爭變得激烈。業者為了搶奪市場占有率，經常以價格競爭作為手段。為了避免劣幣驅逐良幣，高幟通風不斷提升其產品、工程及服務的品質，以確保在市場上保持競爭力；並尋求透過技術創新和多元化，擴大產品組合，以吸引更多客戶。

未來，隨著環境法規日益嚴格，業界對節能減碳的需求將更為急迫。高幟通風已領先行業積極投入相關的研發多年，並制定發展策略，以保持公司的市場領先地位。

(7) 小結

高幟通風為通風工程行業的領導企業，透過技術創新、研發多元化產品及滿足顧客需求等方式，堅守公司提供客戶穩定的品質及滿意的服務之理念。公司深入了解市場需求，以量身訂做的客製化通風解決方案，贏得了客戶的信任和忠誠。公司並積極面對市場上節能的趨勢，將其轉化為發展機會，以研發高效節能的通風設備，展現對環保和社會責任的用心，並引領行業發展。

17.3 英文產業故事

Golden Flag Ventilation - the maestro of directing airflow, the sole choice for ventilation engineering

Table 3-17 Introduction to Golden Flag Ventilation Industry Co., Ltd.

Company Name	Golden Flag Ventilation Industry Co., Ltd.
Company Brand	Golden Flag
Incorporation Date	Incorporated in 1979
Number of Employees	Around 60 people
Business Philosophy	Steady Operation, Continuous Innovation, Practical and Realistic
Company Attribute	<ol style="list-style-type: none"> 1. Specialized in the Manufacturing and Engineering of fire smoke Exhaust and Ventilation Equipment 2. Business projects encompass the manufacturing and engineering of diverse products, including exhaust fans, air pollution control systems, factory ventilation solutions, duct engineering, fire smoke exhaust systems, basement ventilation, air conditioning equipment, air purifiers, and other related machinery
Qualifying as a Hidden Champion	<p>Target Market</p> <p>With a focus on the domestic market, the company's philosophy is to provide customers with stable quality and satisfactory service. The company's service scope includes smoke exhaust, smoke extraction, and ventilation engineering for large buildings, factories, public facilities, and other large constructions. As the first company in Taiwan to undertake ventilation engineering for tall buildings, it achieved an early market share of 90%.</p> <p>Product Quality</p> <p>In 1996, the company obtained ISO9001 quality assurance certification, becoming the first environmental protection and ventilation equipment manufacturer in the country to achieve ISO9001 certification. The pursuit of excellent quality and satisfactory service has been a common goal for all employees. The following year, the company completed the "Industrial Smoke Control and Ventilation System Improvement and Software Development</p>

	Program," led by the Industrial Technology Research Institute (ITRI). This program officially introduced software into the production process, enhancing product quality. All products developed by the company undergo testing at the TAF laboratory and have obtained energy-saving certification.
Future Prospects	Elevating product technology, proactively nurturing talent, incorporating new knowledge, and pursuing diverse development.

Golden Flag Ventilation, established in 1979, has been dedicated for over 40 years to the design and manufacturing of ventilation equipment, along with providing related engineering services. Ventilation systems play a crucial role in modern buildings, influencing indoor air quality, safety, and energy efficiency. The company strictly ensures the quality of its products and services, making its brand widely recognized in the industry and establishing itself as a market leader.

(1) Leadership and Business Strategies

The success of Golden Flag Ventilation is closely tied to the leadership's management strategy. The company's founder has a strong commitment to product quality and performance, emphasizing that the produced ventilation equipment must be efficient, energy-efficient, and meet customer needs. This dedication to quality is reflected in the company's products and engineering services, earning it a good reputation in the market.

In employee management, the leader views employees as family members, collaboratively working towards shared goals. In the professional realm, the leader adopts a delegated management approach, emphasizing ultimate results. Employee welfare is a priority for the leader, fostering a harmonious organizational culture and leading by example to cultivate a cohesive and united team.

(2) Key Technologies or Service Models

Golden Flag Ventilation, based on independent research and design, possesses advanced technologies to develop efficient and energy-saving ventilation equipment, adapting to the evolving market demands. The company is also involved in the manufacturing and installation of ductwork accessories, ensuring comprehensive control over ventilation and ductwork engineering to guarantee the quality and efficiency of the entire ventilation system. Additionally, Golden Flag Ventilation

actively engages in the development of energy-efficient ventilation equipment to align with environmental sustainability and energy-saving trends.

The company's core values are not only reflected in product quality but also demonstrated in high-quality engineering services. The company provides comprehensive services, covering everything from project planning, equipment production, installation, testing, to after-sales maintenance. With an end-to-end service model, the company ensures convenience for customers and ensures the stable long-term operation of ventilation systems.

(3) Research and Innovation

Golden Flag Ventilation encourages employees to engage in independent research and innovation to maintain its leading position in the industry. The company's research and development department, comprising about 10% of the total workforce, focuses on designing and producing essential components such as ventilation equipment and ducts, ensuring the quality and performance of the products. Golden Flag Ventilation also possesses a TAF-certified laboratory for fan performance testing and Insultec temperature endurance testing, providing further validation of product efficiency. Additionally, the company closely collaborates with research institutions, actively participating in the formulation of energy-saving standards for ventilation equipment, driving the entire industry towards higher efficiency and energy conservation.

(4) Brand

Golden Flag Ventilation's commitment to quality is a key part of its brand success. With products known for their high quality and energy efficiency, the company can meet customer needs, earning trust and positive reputation in the market. Leveraging its design capabilities and product quality, along with multiple awards, Golden Flag Ventilation enjoys excellent recognition in the market. As a result, the company doesn't need to engage in extensive advertising; customers often proactively reach out to seek the company's services.

Furthermore, Golden Flag Ventilation collaborates with research institutions to actively promote performance and efficiency standards for ventilation systems, translating them into national standards. This involvement demonstrates the company's commitment to sustainable development and environmental protection, further enhancing its brand image.

(5) Customers and Market

Golden Flag Ventilation primarily focuses on the domestic market, with its core

business being ventilation engineering, providing end-to-end services to uphold the customer-first philosophy. The target markets include high-rise buildings and the industrial sector, where customers often have complex and highly customized ventilation needs. Due to Golden Flag Ventilation's ability to offer professional ventilation solutions that meet strict requirements for high quality and energy efficiency, the company stands out in these markets, attracting a significant customer base.

(6) Industry Challenges and Development Strategies

The ventilation system market has attracted numerous participants, intensifying competition. In order to secure market share, industry players often resort to price competition. To avoid a race to the bottom, Golden Flag Ventilation continuously enhances the quality of its products, engineering, and services, ensuring competitiveness in the market. The company also seeks to expand its product portfolio through technological innovation and diversification, aiming to attract a broader customer base.

In the future, as environmental regulations become increasingly stringent, the industry's demand for energy conservation and carbon reduction will become more urgent. Golden Flag Ventilation, having taken a leading role in the industry, has actively invested in related research and development for years and formulated development strategies to maintain the company's market leadership.

(7) Conclusion

Golden Flag Ventilation, as a leading company in the ventilation engineering industry, adheres to the philosophy of providing customers with stable quality and satisfying services through technological innovation, diversified product development, and meeting customer needs. The company deeply understands market demands, offering tailor-made customized ventilation solutions that have earned trust and loyalty from customers. Actively addressing the trend of energy conservation in the market, Golden Flag Ventilation transforms it into development opportunities by researching and developing highly efficient and energy-saving ventilation equipment. This reflects the company's commitment to environmental protection and social responsibility, leading the industry's development.