

CROWN MACHINERY COMPANY LIMITED

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第24屆 小巨人獎
出口績優中小企業
The 24th Rising Star Award



Business Items

- LCD Optical & Clean Room Classes Film Coating Machine
- CCL& FCCL Coating Machine
- Adhesive Tape & Film Coating Machine
- PU&PVC Artificial Leather Coating Machine
- Textiles, Non-Woven, Fabrics Coating Machine
- Lithium Battery Electrode Plate Coating Machine
- R&D, Pilot & Small Scale Production equipment



History

- 1992 • Initially focused on turkey for PU&PVC synthetic and artificial leather industries
- 1997 • Collaborated with the POU CHEN group to establish a turnkey machinery factory
- 2002 • Developed various Adhesive Tape Coating Machine
- 2003 • New factory in Taoyuan was completed, bringing the office and factory together in one location.
- 2005 • Developed LCD Panel Coating Machine
- 2009 • Developed coating machinery following GMP regulations for medical and personal-use products.
- 2015 • Developed Window Film Coating Machine
- 2017 • President Chuang awarded the Outstanding Entrepreneurs and Golden Merchant Excellence Award
- 2020 • Won The Excellent Enterprise Award and D&B Top 1000 Elite SME Award for consecutive years.

Introduction

Crown Machinery is a professional machine manufacturer, equipped with high-quality design and manufacturing teams. We have the ability to provide up-to-date market analysis and comprehensive plant planning tailored to the needs of the customer. With 30 years of rich experiences, customer-oriented manufacturing capabilities, and excellent after-sales service Crown Machinery is well received by major multi-national companies.

Adhering to the mission of "establishing a learning-oriented enterprise, maintaining sustainable business, working for the benefit of mankind, and making the Earth a better place", we continue to develop coating, drying and laminating precision machinery, making CROWN a leader of the industry.



Export Competitiveness

I. Remote maintenance services

Crown Machinery has the ability to remotely monitor and provide global technical maintenance services 24 hours a day.



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II. International expansion strategy

(I) Short-term goal: Establish a factory for experimental machinery.

(II) Mid to long-term goal: Build a new plant in Longtan, Taoyuan within three years.

III. Since 1992, Crown Machinery has been consistently focused on development and innovation

of coating, drying and lamination process machinery. In addition to having a global mindset, Crown is able to provide services with zero time difference to customers around the world.

Operation Management

I. High-end market: Adopt the strategy of cooperating with competitors to achieve a win-win situation

II. Mid-market: Strengthen the supply chain and help the suppliers to become strategic partners.

III. Low-end market: Outsourcing lower price equipment to strategic partners for sales under sub-brands to ensure the high-quality image status of our own brands and continue to expand market share.



Social Responsibility

I. Employee care and benefit system

Our company provides employees with a competitive salary and comprehensive benefits. We assist employees in their career development and enhance company retention.

II. Employee education and training

Introduce a master-apprentice skill inheritance system and train employees with multiple skills through short-term specialization training. An education and training plan is established annually, with experienced senior colleagues serving as lecturers to pass on knowledge to frontline colleagues

III. Social welfare activities

President Chia-Yu Chuang actively participates in various charity events. Every year, we donate to scholarship programs and after-school care programs for rural schools to help disadvantaged students.

