

Perma Enterprise

Problem-Solving Expert



PERMA president Robert Sun(right)PERMA International Sales Department manager Grace Sun(left)



Perma is a modest, honest, and streamlined company. From owner to employees, every one wears uniform to work. Perma has over forty employees, who make good use of time during official eight hours working time and do not work overtime or engage in excessive customer business party after work.; Perma adopted five-day working week policy even before official implementation by the government. What is the key for Perma to achieve profit growth even during global recession? The answer is its ability to problem solving.

President Robert Sun recalled his fateful encounter with adhesives before founding the company: “At the time, a Swedish engineer at the company I worked used this (adhesive) to quickly fix a broken pipe. It was amazing. Having always wanted to start my own business, I though I should really introduce such wonderful adhesive to Taiwan.” In the beginning, the adhesive was imported in small batches. President Sun set strict daily sales goals, and would not rest before he reached them. So just like this, taking things a step at a time, President Sun worked hard and visited potential businesses and companies that used adhesives. Over thirty years ago, it was rare for college graduate to be a salesman. “When I demonstrated how to use the product, many questions were asked. To solve their problems, I had to look for answers.” Every problem he solved, he gained more knowledge to another product, and gradually, Perma became an adhesive expert that accumulated great reputation through outstanding technical services.

By the seventh year, Perma aimed to explore blue ocean, and imported from Japan products of more advanced technology and greater value-added, in order to solve more complex problems of clients. Later on, Perma established technical cooperation partnership with Japanese company and set up a factory in Taiwan, and has since embarked on a journey of R&D and manufacturing, while also insisting on green manufacturing process. “My first job was in Nanzi, Kaohsiung. Every day I went to work, there would be a layer of dark ash and dust on my desk; air quality was very bad, and I thought that it was not a place to stay for too long. I quitte after a few months.” President Sun was profoundly affected by that memory, and does not want to have anything to do with products that are toxic or will cause pollutions. “This is about my conscience!” Coming from a chemical engineering background, President Sun understands that the chemical engineering industry plays a large role in environmental pollutions. He loves nature, and does not want his company to play a role in the destruction of environment and health, and that is why he has always paid much attention to materials and manufacturing process. “At our company, we use water for whatever that can be washed with water during the manufacturing process; or we use soap water. Sometimes when we need a solution, we use edible alcohol. We do not try to cut down the cost and be stringy. Some people use methanol, which is not good to human body. Although it costs six times more, but we insist on purchasing 95% edible alcohol



from Taisugar. Sometimes I even joke with my employees and warn them not to drink the alcohol.”

To President Sun, having faith in what you do and always giving your best is important . This is why he never asks his employees to work overtime. “Eight hours a day is plenty enough to get work done if you make good use of your time. Besides work, you need another eight hours to sleep and leave another eight hours to yourself which you may study or spend time with families and friends. Don’t you think it is too much to take sleep and personal time to work? If our people have difficulty in finishing work in time, I will make adjustment to ensure he or she received help and the problem is solved” The reason for not spending excessive time throwing business party to please customers is even more straightforward: “If your product is not good, it is not good; it is not like you can drink more glasses of wine and get the client to buy it. At Perma, we do business with integrity.” As for the company’s policy of five-day week, “Well, it is because I need to rest too. I think it’s better to lead by example. Work hard when it is time to work, and relax when it is time to take a break.”

At Perma, every one shares the same belief: anything that should be done, do it right from the very first step. “It is like when a typhoon hits, you should stay home and take care of your family; Typhoon safety precaution should be done carefully beforehand in the company and when typhoon hits, what happens, happens. No one should be forced to come and check on the office, my people’s safety is the of utmost important and should not be put at risk. This shows President Sun’s philosophy of governance, and also explains the birth and promotion of its “Modified Silicone Sealant” series, which was the first sealant to be awarded the Green Building Material recognition.





Silicone has a wide range of application; however, when it is exposed to outdoor environment, it goes through certain changes. Especially, when it is used on the exterior of a building, after exposing to natural elements, silicone oil will release and contaminate the surface of substrates and the oil released will attract dust; the rain will then wash the dirt off the surface and cause the dark stains all over the façade. This is the reason why most of the buildings in Taiwan look dirty and dusty only a few years after they are built. At first, Perma only developed traditional silicone adhesives, but they realized that Japanese buildings are all clean when the company participated in a trade fair overseas. Grace Sun, head of International Sales Department, said: “Their (Japanese) buildings look clean, and you don’t see people cleaning the exterior wall and façade of the buildings all the time; after all, labor cost is high in Japan. Later we found out that the sealant they used is the key to clean exterior.”

So Perma took a few years to research and study the sealant for exterior wall, introduced successful and advanced technology from overseas, and then made adjustments and improvements in accordance to Taiwan’s environment and climate. It took the company nearly three years to finally succeed. “At the time, Taiwanese market of this type of silicone was dominated by foreign products, and they were expensive. Our product was relatively more affordable, and it passed all the tests and was certified as green building material.” Said President Sun. Because Perma was the first company to submit an application, they had to spend millions of dollars for the tests and inspections. They did almost all the necessary tests and passed all of them.

“At first when we tried to break into the market, we sent out free Modified Silicone Sealant to developers, wanting to find out the true effect of the product. This developer had never used our product before, so he went back to the building every year to check on it. One, two, and three years later, he found out that the effect was good, and had since used our product. Modified Silicone Sealant not only is stain-resistant, it is also earthquake-proof and fireproof. Some other products are not as flexible, and crack easily after an earthquake, which will lead to leaking.” Tried, tested, and true, Perma’s Modified Silicone Sealant has gained great reputation among developers with its high quality and affordable price; many high-end development projects used the product, and used it for marketing.

“Using the right product in the beginning will save you lots of troubles later on. You don’t need to wash the building as often, and if you calculate those costs on water, detergent, and workers, you actually save a lot of money, and it is environmental friendly.” President Sun believes that one should always look further down the road, just like at Perma, they not only produce industrial, everyday, and architectural adhesives, they have also ventured into the bio-tech industry. Perhaps in the near future, we can see Perma manufacturing adhesives for medical uses!

Quality Green Building Material Products by Perma

Modified Silicone Sealant Series—flexible organic exterior tile adhesive, pollution-free MS silicone sealant

certified Green Building Material, and conforms to EU RoHS Directive, UL Flame Retarded Test, SGS, and Heavy Metal Content Restriction. Solves the problems of sealant pollution and falling of exterior tiles. Safe, beautiful, and paint applicable.

Perma Cement Do-It-Yourself Series

Certified Green Building Material, and conforms to EU RoHS Directive, UL Flame Retarded Test, SGS, and Heavy Metal Content Restriction. The series includes various kinds of instant glue, hot melt glue, and epoxy putty, and is perfect for DIY home repairs.



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