

## Appreciated clients surface UA Floors' hidden values

Ua Floors is Taiwan's largest exporter of wooden flooring products, and its products can be found in buildings around the world, including the U.S. Pentagon, De Beers retail stores, the world's tallest skyscraper—the Khalīfa Tower in Dubai, and [i]Store outlets in Taiwan, among other famous locations. Despite such considerable success in the commercial market, the chairperson of UA Floors, Andy Su, and his team are now winning hearts in the consumer market with the addition of two important elements to Ua Floors' products. Interestingly, both of these elements are “invisible.”

Generally speaking, the wood flooring industry is not considered to be particularly high tech. This, however, caused the team at Ua Floors to think carefully about how to use technology to bring even more added value to its wooden flooring. Even though its flooring products were already highly valued for their ease of assembly, anti-insect properties, impact resistance, durability, and appearance, and had even received global certification of the highest standard, Ua Floors decided to focus on developing two important “invisible” elements that greatly benefit its consumers.

Usually, the installation of flooring products requires powerful glues and antiseptic chemicals, which, as a result of temperatures changes over time, can become harmful volatile organic compounds (VOC). The International Agency for Research on Cancer (IARC) has indentified one such compound—benzene—as a carcinogen, while another element—formaldehyde—has been classified by the World Health Organization (WHO) as carcinogenic matter. Although these invisible toxic substances do provide a certain level of pest control, long-term inhalation of these substances is not recommended.

All wood flooring products from Ua Floors, however, use advanced hot-press technology, developed in conjunction with Taiwan manufacturer Jetcoat. In this process, layers are bonded together and then sealed with a non-toxic coating. This has enabled all Ua Floors' products to meet both the stringent Super E0 (European formaldehyde emission standards) and the Japanese Emission Standards (JIS/JAS) F\*\*\*\*. And though this benefit is not really visible to consumers, it has enabled Andy Su, the chairperson of Ua Floors, to sell his flooring products with peace of mind, knowing that these non-toxic products will allow consumers to enjoy a safe and healthy life in the future.

Another important invisible element of Ua Floors' flooring products comes from the

use of far infrared technology. Utilizing a 100-meter production line and multi-channel processes, inorganic materials is nanosized to become a surface coating. This invisible surface coating offers benefits at the molecular level. For example, when a person touches a Ua Floors' flooring product with this coating, it is possible to observe, through a microscope, that within one to two minutes, the person's peripheral blood has gradually become smaller and is flowing better, due to the resonance response.

In Taiwan, Ua Floors' products are particularly popular among families with children, as well as senior citizens, and its flooring products can be found everywhere from kindergartens to senior citizen activity centers. Those in the 35-50 year-old age group make up the company's second largest consumer group, especially among those who pay attention to personal health matters and environmental protection. For consumers across all groups, however, Ua Floors' flooring products deliver value that, though at times invisible, certainly goes a long way in benefiting their lives.

貼心，藏在看不見的地方

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台灣出口量最大的木地板公司誌懋(UA Wood Floors)，他們的產品已經鋪進美國五角大廈、全美 De Beers 鑽石門市、世界最高塔哈利法塔、iStore 台灣直營店... 等知名地標。誌懋董事長蘇振毅是個虔誠的基督徒，對他而言，商業上的成績斐然，是有雙「隱形」的手在背後推動與鞭策，他的下一個目標，是與消費者分享他的福氣！

木地板這項傳統產業，技術門檻不高，這幾年蘇振毅團隊考慮的重點，是人們踩在地板上，還能有什麼附加價值？

許多看得見的價值，包括木板接合的精細度、木板防蟲蛀的能力、抗撞擊性、耐磨耐久性、外觀、木頭質地...等，誌懋都取得全球高規格認證。而看不見的「隱形」價值，才是誌懋獲得客戶青睞的秘密武器。

首先，板材中為達到硬化、膠合、與防腐作用的化學物質，會隨時間與溫度的變化大量逸散在空氣中，成為有害人體的揮發性有機化合物。國際癌癥研究署已將其中的苯列為確定致癌物；而甲醛亦被世界衛生組織視為一級致癌物。這些肉眼看不見的有毒物質，雖然防蟲防腐，但長期吸入，恐怕住在裡面的人也活不下去。誌懋的木地板產品，透過熱熔技術，黏合層層的合板，並且與台灣製漆大廠協承

昌(Jetcoat)合作，讓表面塗層無毒且耐刮，所有產品早已通過符合歐盟最高 Super E0、日本最高 F\*\*\*\*等級認證。對蘇振毅來說，無毒，雖然看不見，但客戶以後還會再見面，看到他們平安健康，賣產品也就心安理得。

另一項隱形價值，則是在地板中運用奈米科技技術，這條長達百米的製程，多道工序將無機礦物奈米化後，注入木材導孔管當中。這項「隱形」的技術，讓人體接觸地板表面後，身體與血液中的水分會互相產生共振。透過顯微鏡，可清楚看到由於水分子變得細小，末端血液流動變快。

在台灣，誌懋的產品特別受家中有小孩與年長者家庭的青睞，包括許多老人活動中心、幼兒園等。而主要付費者，年齡為 35-50 歲，這些資訊發達、重視健康環保、又有經濟能力的消費群，錢都花在刀口上，蘇振毅看不見的貼心，雖然都藏在看不見的地方，反倒成為消費者眼中實實在在的價值。