

Title: No Summertime Friend

Sub-title: Introducing the Paint with the Highest Cost-to-Performance Ratio in Taiwan

Alan Hsiung is a young entrepreneur in Taipei who love exercising and interacting with other people. Every summer, though, he becomes particularly busy, from morning to night, taking care of many things, including answering phone calls, confirming details, scheduling work, and overseeing construction projects. In fact, from the moment he opens his eyes until the moment closes them, he is busy, and weekends and holidays are no exception.

In the summer, when Hsiung's friends are lucky enough to reach him on the phone, they know he will always be busy. Over the past few years, Hsiung's friends have gradually come to the realization that when it comes to Hsiung and the summer, one thing is clear: He is definitely not a summertime friend!

Not a summertime friend? The simple truth is that Hsiung's best-selling products are most popular in the summertime, which means he often ends up exhausted at this particular time of year.

Years ago, Hsiung noticed that Taiwan is full of 30-to-40-year-old houses. In Taipei, for example, up to 40 percent of the homes are more than 30 years olds. In addition, the current rate of urban renewal will likely never surpass the established existing housing. Therefore, one of the most economic and feasible ways to renovate these old houses is to transform them with paint.

Though the market is full of a wide range of functional coatings, Hsiung has chosen to focus on thermal insulation paint, with an emphasis on original technology, and he continues to challenge himself to produce the highest standard of thermal insulation paint in Taiwan.

In the beginning, Hsiung and his partners specialized in applied materials, and they worked together in the Industrial Technology Research Institute, which is Taiwan's high-tech hub. Unfortunately, the results they produced failed to meet expectations, and they were faced with increased competition from both imported and domestic products. At the time, many wanted to give up, especially after they had burned through the initial investment without producing any notable results. Hsiung, however, simply refused to give up. He had faith in Taiwan's R & D capabilities. And even though many of his colleagues around him chose to pursue PhDs instead, for six years Hsiung remained dedicated to one single mission: to make a long-lasting, high-performance thermal insulation paint named Heatax.

Heatax utilizes nanotechnology and polymer technology, which deliver stronger molecular cohesion. In specific, Heatax's nanotechnology helps to strengthen intermolecular forces, so the surface tension becomes stronger. This also greatly enhances the degree of weather-coating for higher durability. In

addition, the ceramic hollow-thermal break particles deliver excellent insulation coating reflectivity for a better heat reflection rate. These particles also provide thermos-bottle-like characteristics by effectively blocking thermal conduction.

After Heatax was launched, word quickly spread among customers, agents, distributors, and even the media. Without any commercial publicity, Heatax still came to be widely hailed for having the highest “CP value” (cost-to-performance ratio) of all thermal insulation paints in Taiwan. Within a few short years, many of Taiwan’s biggest companies, including the Taiwan Chinese Petroleum Corporation, United Microelectronics Corporation (UMC), Formosa Plastics Corporation, and China Telecom, had become Hsiung’s customers. Even Taiwan’s long-standing Kou Guang Transportation Company has used Heatax to paint the shells of its buses.

To meet the demands of foreign customers, Heatax has achieved several certifications, including the United States’ Intertek, Singapore’s GreenLabel, mainland China’s CMS, and Taiwan’s SGS, among others.

Although many milestones have already been reached and some even surpassed, including making Heatax an affordable option for people to use in improving their own living spaces, Hsiung still has one important goal that he wishes to achieve: to spend a summer weekend at the beach with his friends!

For more information, please visit: [www.heatax.com.tw](http://www.heatax.com.tw)

## 夏天沒朋友的人

### 台灣頂級隔熱塗料的故事

在台北工作的年輕創業家 Alan Hsiung，愛好運動、喜歡與人接觸。每到夏天，他就會特別的忙碌，從早到晚事情忙不完：接電話、確認細節、調度工班、施工... 從睜眼到閉眼，一刻都不得閒，周末假日也不例外。

夏天時，Hsiung 的朋友找他，經常電話打不進去，好不容易講到電話，沒幾句就會碰到插播，這幾年來，朋友逐漸知道，夏天別找 Hsiung，他也成為朋友口中：夏天沒有朋友的人。

夏天沒有朋友？簡單的答案是，Hsiung 的產品在夏天特別暢銷，簡直讓他疲於奔命！

Hsiung 很早就留意到台灣有太多超過 30、40 年的老房子，以台北市為例，超過

30 年的老舊房舍比就高達 40%以上，而都市更新的速度，永遠追不上房子變舊的現實。老屋翻新最經濟且最可行的辦法之一，就是以塗料方式進行改造。

市場上各式各樣機能性的塗料，出身科技業的 Hsiung，鎖定隔熱漆(thermal insulation paint)，而他對自己的挑戰，是做出全台灣最頂級的產品。

剛開始的時候，他與一群專精於應用材料的夥伴們，熱情埋首於台灣研發大本營「工研院 ITRI」，可是天不從人願，努力的結果不如預期，加上越來越多的同類型進口與本土商品，競爭越來越激烈，許多人相繼放棄；雪上加霜的是，投資燒錢卻一直沒有成果，他的團隊，甚至收到「撤案」通知。Hsiung 硬是不放棄，他始終對台灣的研發實力有信心，身邊同儕花了 5 年念博士，而他一共花了 6 年，只學會一件事：做出壽命與性能兼備的隔熱漆 Heatax。

Heatax 透過奈米與高分子技術，造成更強的分子聚力，(The nano technology helps strengthen the intermolecular forces, hence the surface tension become stronger too) 大大提升塗料的耐候度(high durability)，同時在配方中再增添陶瓷中空微珠(ceramic hollow thermal break particles)，使隔熱塗料不只擁有優秀的反射率(heat reflection rate)，更形成保溫瓶(thermos bottle)般的特性，利用微珠群組成的中空絕緣層，阻隔室內、室外的冷熱傳導(effectively block the thermal conduction)。

產品推出後，客戶、媒體、代理商、經銷商... 很快的傳開，在沒有商業宣傳的情況下，台灣的消費者，將 Heatax 喻為 CP 值最高(highest cost/performance ratio)的隔熱塗料。短短幾年內，台灣許多龍頭企業，例如中油、聯電、台塑、中華電信，都是 Hsiung 的客戶。另外，由於 Heatax 的塗料用途廣泛，連台灣歷史最悠久的國光客運巴士外殼，也塗上 Heatax 隔熱。

近期因應國外客戶的要求，Heatax 陸續通過美國 Intertek，新加坡 GreenLabel，大陸 CMS，與台灣 SGS 等多項認證。

跨過人生一個接著一個重要的里程碑，Heatax 讓更多人能以經濟實惠的方式，改善居住空間，而 Hsiung 現在最大的小小心願，是找個夏日周末，約一群朋友到海邊玩水。