

Sanyeu Building Materials

Evangelist of Green Building Materials



Sanyeu Chairman Chen Tung-Ching



Everyone knows that the lobby on ground floor is usually a company's face, but Sanyeu has turned it into the Theme Pavilion of Green Building Materials, moving its own display of architectural spaces to the second floor. "If we lease this floor to a tenant, we can get a few millions annually. But I turned it into the Theme Pavilion of Green Building Materials, hoping that people can learn more about green building materials, and do my part for the earth's environment." Chairman Chen Tung-Ching treats his business as his mission in life, and is the most devoted evangelist of green building materials.

This Theme Pavilion of Green Building Materials that has won the Taiwan Green Classic Award in Services shows visitors the crisis faced by earth, impact to ecology, and various kinds of environmental-friendly green building materials and green architectural technologies through all kinds of installation art. Chairman Chen says, "Every month, many organizations and schools will book with us, and usually about 500 or more people will come visit. We even had kindergarten kids, and our guides would tell them stories. They were always very interested, and said that they would go home and tell their parents to use green building materials. I always felt very satisfied when I heard something like that."

Sanyeu was first a tile dealer, often searched for various building materials overseas. Chairman Chen discovered that in Europe and America, environmental protection was a common awareness. "It was basic for building materials to be non-toxic and harmless to human body; unlike Taiwan where early on we had building materials with dangerous levels of formaldehyde." At the time, Sanyeu screened the materials it imported, so when the government began promoting green building materials, Sanyeu immediately applied for its Nano paint, becoming the first inner-wall paint to receive the Healthy Green Building Material Label, and launching the trend of domestic paint industry shifting its focus to non-toxic and harmless products. "Now, about 70% to 80% of paints in Taiwan are green paints." Chairman Chen said with a sense of satisfaction.

Also, Sanyeu's wooden materials and building partitions were the first in their categories to get the Green Building Material Labels. "We spent a lot of money and time, it was not easy to be the pioneer." However, in his past experience visiting various parts of the world,



Chairman Chen saw other countries' devotion to environment; together with the government's promotion, Chairman Chen decided to focus on green building materials, modifying Sanyeu's corporate mission to "Earth sustainability, human health."

"Green building materials can be categorized into ecological, healthy, high performance, and recycled green building materials. Currently, Sanyeu is more focused on healthy and high-performance products." For example, "Feather - Breathable Brick" can regulate indoor humidity; when indoor humidity is too high, bacteria and dust mite will grow, and they are main causes of skin disease and allergy. If "Feather - Breathable Bricks" are used on some of the walls at home, consumers will be able to create a comfortable space with moderate humidity. Furthermore, the bricks can help maintain air quality in the room by removing odors. "This is truly a very versatile brick. You can put it in your shoe cabinet, closet, or refrigerator, and you will find out how well it dehumidifies, deodorizes, and prevents molding." Chairman Chen took out small souvenirs made from the breathable brick and gave them to us. "You just have to expose them to the sun, and then you can reuse it." What a fighter for environment, never wastes anything if it can be reused.

Another product, "Feather - Renewed Wood," is also strongly recommended by Chairman Chen. "Solid wood has the issues of pests, molding, and discoloration. The pest control agents added to the material is harmful to human body, but renewed wood overcomes these weakness." Consisting of 50% recycled plastic, 40% recycled wood, and 10% functional add-in materials, the renewed wood withstands water, heat, and sunlight. "It is more durable, and



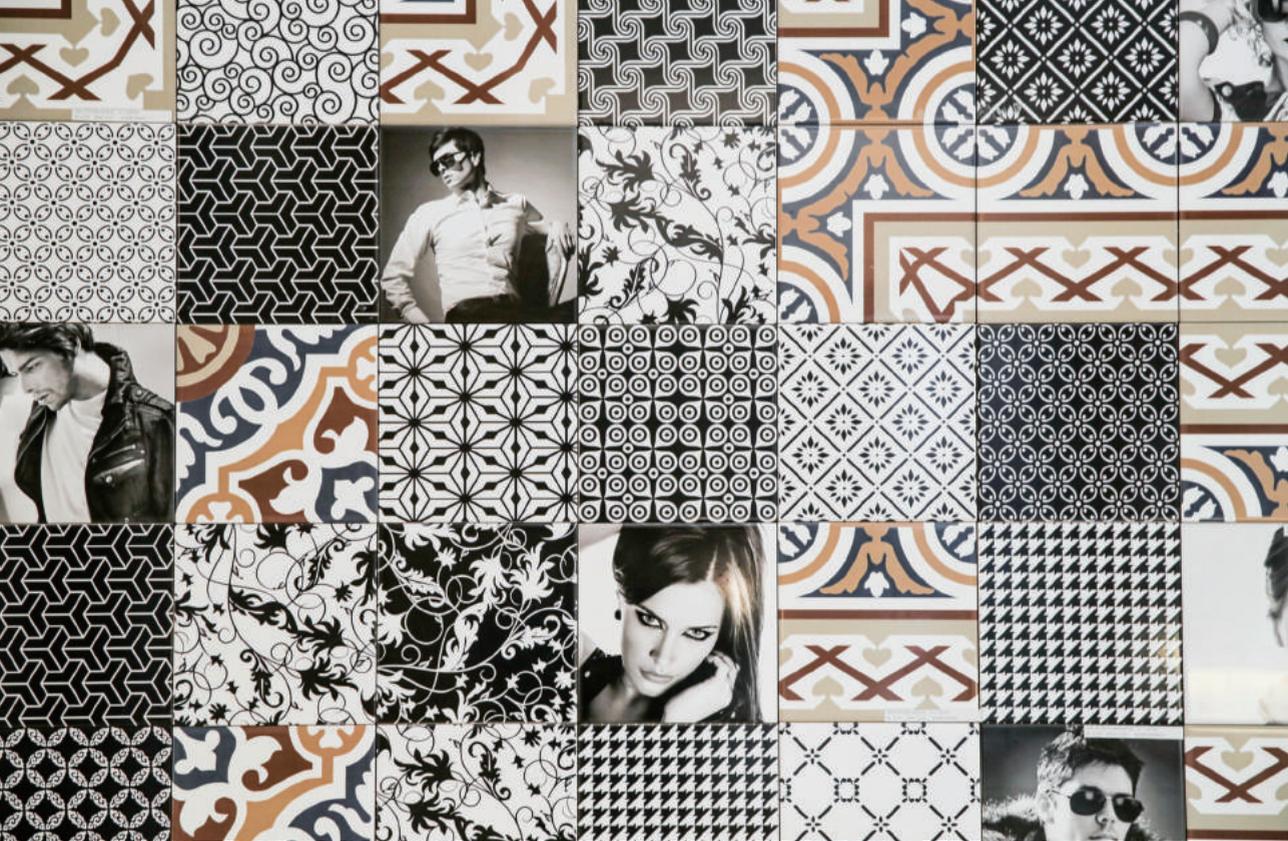


comes in various patterns, colors, and shapes. They actually look very nice.” Said Chairman Chen pointing at the fence made with the renewable wood outside of the meeting room. The fence does showcase more varieties and is more appealing compared to solid wood.

“More importantly, these renewed wood materials can be recycled. There will not be any waste.” Chairman Chen continues, “In the past, product lifecycle was from cradle to the grave; renewable wood has a lifecycle from cradle to cradle, and we can use less of earth’s limited resources.” But some consumers think that, since these products are made of recycled materials, shouldn’t they be cheaper? Regarding this, Chairman Chen was rather sentimental. “Many performance sportswear use recycled PE bottles, why do they still cost so much? The value lies in the technology. Same thing for renewed green building materials. Seven or eight years ago, we still had much barriers and difficulties in the production process. But Taiwan truly is good in terms of technology. After ITRI’s relentless R&D, now the quality and stability of renewed wood materials are very good.” He further adds, “As long as the consumers use more renewed green building materials, with more demand, the price will natural go down. In fact, even if you pay more money for these materials, you can think of it as paying for protecting the environment on earth.” Chairman Chen believes that this is a virtuous cycle. “When we stop hurting the earth, people living here will be better; when people become better, environment will not deteriorate.”

In addition to importing and retailing all kinds of quality building materials, Chairman Chen also practices what he preaches. When he goes to Taipei for meetings, he rides THSR, and transfers to MRT or bus; he walks whenever and wherever possible. “Sometimes I go walking in the park, and when I see people smoking, I will try to persuade them not to.” Not only that, when he goes to a friend’s house or other institution, he always wants to share how to save energy: “You can effectively reduce the indoor temperature by using insulation, and reduce power consumption of AC. Also, use water-saving toilets, if a person saves one liter of water a day, a family of four saves four liters a day. That is 1460 liters a year. An if it is an entire community...”

Start with yourself, and when more people join to protect the environment, and more people use green building materials, earth will have a future. We will have a future. This is perhaps what green building material evangelist Chairman Chen Tung-Ching wants to see the most.



Quality Green Building Material Products by Sanyeu

Feather – Renewed Wood

Made with 50% recycled plastic, 40% recycled pine powder, and 10% UV absorbing high-endurance paint. Fireproof, pest-proof, slip-proof, anticorrosive, withstands acidity and alkalinity, and does not crack. Suitable as wall façade, railings, fence, chairs, flower shelf, and pavilions. Combine with tiles and solar lights for more variations.

Feather – Breathable Brick

Humidity regulating materials made from natural minerals are evenly distributed in the bricks. Dehumidifies, deodorizes, and absorbs hazardous materials such as formaldehyde. Comes in 300 mm x 300 mm x 7 mm; there are also a mosaic series that features the combination of various sizes.

Nano Paint

Formaldehyde-free, lead and mercury free, non-toxic, and odorless. Low TVOC, releases negative ions to purify air. Photo catalyst prevents growth of mold. Easy to clean, reflects UV, and good weatherability.



Sanyeu Building Material Co.,Ltd.

No.99, Houzhuang Rd., Beitun Dist., Taichung City, Taiwan

Telephone : 886-4-24264547 www.sanyeu.com.tw/home.php