

# Champion Building Materials

Possibility of Happiness



Champion QC Department Fan Cheng-Shen



A small detail tells the whole picture. Sometimes, you can tell a company's spirit and quality from a small place, such as the cup of refreshing winter gourd tea in front of us in Champion Green Vision.

“Winter gourd tea is a refreshing drink. It gets very hot when firing ceramic tiles, so early on we gave employees winter gourd tea.” Said Marketing Department senior officer Lo Kuei-Lan. Nowadays there are water coolers, but the tradition of drinking winter gourd tea is preserved, becoming a treat to visiting guests. This company develops through this kind of delicate thoughts to establish a brand worthy of its name, Champion. Champion is not only the leader in tile industry in Taiwan, developing Asia's very first polished porcelain tile, it is also the first tile company in Taiwan to receive Environmental Label and Recycling Green Building Material Label, as well as the only local company to obtain EU Ecolabel. Champion is the first tile company in the world to pass BSI PAS 2050 Carbon Footprint Verification. All these came from a chairman who values environmental protection.

“You will not see paper cups here at our company. People bring their own cups to meetings.” Even the chairman brings his own cups around. The company has rules such as when to turn on the AC in the summer, that both sides of paper should be used, and always turn off the light when leaving...etc. Trees cannot be randomly cut down in order to maintain diversity. Therefore, company headquarters in Miaoli has achieved Green Building Gold Certification, and Champion Green Vision achieved Green Building Silver Certification, the Zhaoqiao Plant is honored with Green Factory Certification. Actually, Champion's eco-friendly concept is manifested through every thing, even when they establish overseas factories they have reduction of carbon footprint as the top priority. They establish factories near raw material supplies, and follow the standards of green factory of Taiwan, investing nearly four times more than competitors to establish the factories. “Our factory in Penglai, Shandong, is in a vineyard!” Grapes that are used for wine have high requirements for soil and environment, and having a factory here, Champion must have invested much effort and resources to ensure minimum impact to the environment. Not to mention that Champion uses the wine as gifts to guests.

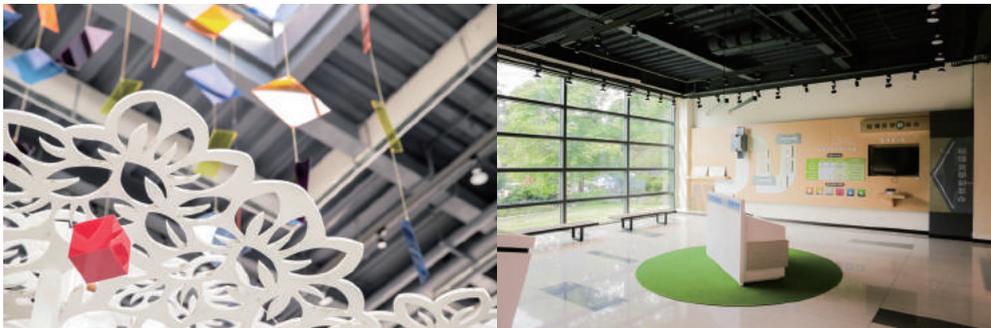
A company like this will obviously be dedicated to developing green building materials, and Champion is currently the first tile company in Taiwan to launch recycling green building materials. Recycling green building material needs to consist of over 15% of recycled



materials. “Usually we use recycled waste materials and broken tiles. We discussed with related departments about adding the materials from pollution prevention facilities, increasing the ratio of recycled materials to 16%-25%.” This not only resolves the issue of recycled materials, but also further meet the principles of Reduce, Reuse, and Recycle.

Although wastewater processing plant is very costly, but the company has valued environmental and social corporate responsibilities since the founder first founded Champion, and believes that this is its calling. Quality Control executive Fan Cheng-Shen said: “We recycled the hot wind produced from the kilns, and use it for powdering and drying to save energy. We insist on using the more expensive natural gas rather than heavy fuel that causes pollution.” After years of implementing these eco-friendly policies, carbon emissions reduced by Champion over the years is equivalent to the amount absorbed by eight Daan Forest Parks; that is about five thousand trees planted annually. Champion has also saved over 1,500 standard swimming pools of water. Impressive achievements. And the green building materials have won the hearts of consumers with great qualities, and share of sales has increased from 7% in the first year to 25%. “Many construction companies market their projects by listing Champion recycling green building materials as a feature!” With great quality, outstanding aftersales services, and 15-year warrantee for household products, houses that use Champion tiles are very popular now.

“Tile is a product that takes time to reveal its true colors.” Said Lo Kuei-Lan, “Someone used imported polished tiles recommended by designer, and after only six months the surface goes cloudy, and then they found out that it was illegally imported form southeast Asia and





Africa.” Bad tiles discolor and warpage, and it takes effort and money to fix them. No wonder Champion is the number one brand.

Not just the consumers love Champion, to Champion’s employees, this is a company where they enjoy safety and security at work. The owner shows his care for them in all aspects. For birthday parties, there are cake, gift coupons, and lucky draw. “In the past, the owner wrote birthday cards to those who were having birthdays.” Also, the company has set up a zero-disaster bonus; from the moment you step out of your home, travel to work and return home, if you accumulate enough hours without being involved in any accidents, on the road or at work, you get the bonus. This is to encourage employees to beware of own safety. Needless to mention that the company provides the most optimal working environment, as it strives to minimize noises and dust. It is truly safe to work for such a company.

This thoughtfulness is extended beyond the walls of the company. Over the years, Champion has taken concrete actions to go to places and serve people that are most in need, contributing to charity works. Launched since 1996, Champion has been involved in charity works and donating money to the less privileged with the “One Dollar Tile for Love” campaign, where Champion donating one dollar for each case of tiles sold, accumulating over 100 million NTD. Through concrete actions, Champion helps out minority groups and students from less fortunate families, hoping to lead by example and generate social awareness.

From taking care of its employees and consumers, to caring for those in need, what Champion strives to pursue is perhaps the possibility of a happy corporation, or even a happy society.

# Quality Green Building Material Products by Champion

## Green Building Material Series (Gres Porcelain, Stoneware – Floor Tile, Wall Tile, Light Façade Tile)

Using a certain ratio of recycled materials to contribute to environmental protection.

### Healthy Aerobic Brick

With “vitamins in air” negative ions added, turning home into forest.

### Nano-Anti-Bacterial Tiles

Photo catalyst absorbs sunlight to trigger the self-cleaning and anti-dirt functions of the tile. The active oxygen on the surface is also antibacterial. The texture and color of natural stone make it suitable as wall tile.

### Nano-Self-Cleaning Tiles

Nano grade silver ion is mixed with glaze, and through silver ion, and oxidation and reduction, the tiles are made antibacterial. Suitable for kitchen, restaurant, bathroom, and hospital.

### Digital Ink-Jet Printing Series

Using digital ink-jet printing to create all kinds of images and realistic patterns, such as wood pattern, such as natural stone material or fair faced concrete.

### Wood Tiles

The realistic wood pattern is natural and primitive, featuring rich and swift lines. Anti-friction, waterproof, pest-proof, and contains no formaldehyde. Fire retardant and anti-corrosive. Easy to take care of, and in general, the wood tiles are highly economical; therefore, more and more consumers are choosing the wood tiles to create natural and comfortable living environment.

### Champion Marble Tiles

With state-of-the-art technology that saves energy, reduces carbon emissions, and protects environment, Champion fuses home renovation and natural beauty into one. Creating durability through firing at 1,200-degree high temperature and adopting high-tech ink-jet printing, Champion creates highly realistic stone tiles with unparalleled shiny texture and polished glaze surface. Home renovation now is ageless like the natural world, and manifests the glory of the Magnificent rocks.



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