

Sun Rubber Works Co., Ltd

Attitude Determines Everything



Sun Rubber President Chen Shin-Min

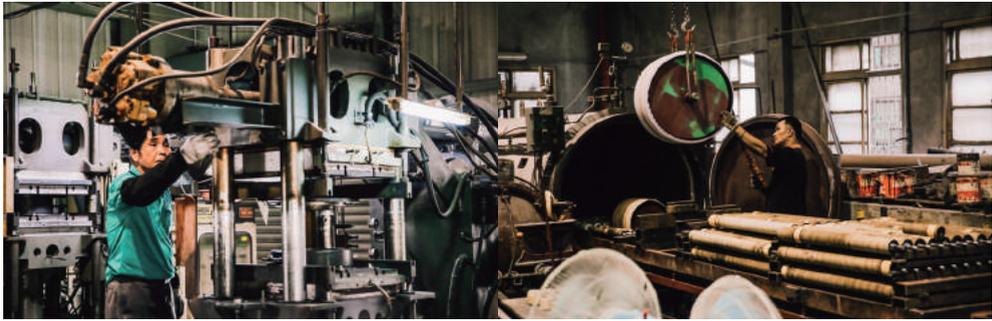


All investors understand one thing, that the owner is one of the key considerations for choosing a target company. The owner's ability, vision, ambition...will determine the fate and future of a company. If we examine Sun Rubber Works President Chen Shin-Min with these criteria, he is undoubtedly one of the top players in the game.

President Chen won the Top Ten Manager honor in 2008 and Taiwan's Top 100 MVP Manager in 2011. In 2012, Sun Rubber Works took home the Industrial Sustainable Excellence Award despite being the "smallest company" in the competition. President Chen is still proud about this achievement.

"I love my job," says President Chen, eyes glittering with passion. "It is a fortunate thing to be able to have your hobby as your job; however, you must constantly learn, observe, and study the trends, and further enhance your expertise." Jokingly referring to himself as a piece of white paper, President Chen had not attended college. After taking over the business from his father, he started from the bottom, and went to seminars and classes whenever he had time. "We did not have high-speed railway back then, and I could only take Kuokuang Bus to Taipei. I went to classes even if they were very expensive." Over thirty years ago, he would go to seminars that cost as much as NTD 3,000, and has attended at least 800 speeches and seminars until now. Not only is he still attending such events, he later went back to school, and is now writing his PhD dissertation.

For President Chen, it is important to continue learning and improve himself. "Competence and the ability to execute are two keys to success." Therefore, even as the second-generation owner, he learned on the job and gained extensive knowledge on all tasks in the company despite having no educational background in mechanical or chemical engineering. He even has a boiler certification. President Chen had stayed in the office and worked until 3 am



and come back in the morning at 8 the next day for an entire week; he had injured his finger so severely that he was almost exempted from military service; he also faced the situation where senior employees resigned collectively. The obstacles along the journey were both challenges and precious lessons, cultivating comprehensively his ability to manage, research and develop, and market, and as the result, he has been able to achieve growth every year after he took over from his father, and reach new heights despite the ups and downs of economy.

Sun Rubber Works produces products for over twenty industries, and has established ties with more than 8,000 clients, and the number continues to grow at a pace of over 1,000 annually. Traditional rubber industry is vulnerable to economic ups and downs, but because of such diversity of products, Sun Rubber Works have no high or slow seasons, and provides clients rapid and timely services. “We deliver the shipment within 3 to 5 days upon receiving the order. The clients will let us know their discontent if it were over ten days.”

Diversity and speed determine Sun Rubber Works’ operation and performance, whereas creativity is the tool that allows Sun Rubber Works to explore different dimensions. Admitting that he is as curious as a cat, President Chen said: “Laziness inspires creativity, and I am always thinking whether there is a better and faster way to do things, or a better product that brings more convenience to consumers.” With this intention, President Chen, who loves to work his brain, and his R&D team have obtained numerous patents in Taiwan, China, U.S., Australia, and Germany. Among these products, the sander wheel known as “Sun Wheel” is a revolutionary product. Sun Rubber Works has changed the material of sander wheel from aluminum alloy to engineering plastic, and the production method to injection formation. This patented product has enabled Sun Rubber Works to transform from an OEM into an ODM with own brand, becoming the market leader in Taiwan, China, and Southeast Asia.

Another product, green plate, which is praised by National Taiwan University professor as “a great contribution to mankind,” is a one-of-a-kind innovation. Currently, the product has obtained 15-year patent in Taiwan. President Chen recalls that early on, the scrap materials from production of rollers and corner guards were recycled to make reclaimed rubber, but the process produced strong odor, and people gradually stopped doing it. Sun Rubber Works had to burn carts and carts of scraps. At the time,



he felt wrong seeing the black smoke going up into the blue sky, but did not know what to do. Later, Environmental Protection Administration demanded that scraps be recycled, and waste-processing fee was NTD 4 per kilogram, which was quite a substantial cost for a company that produced great amount of waste material.

“I was thinking how to deal with the waste, a method that would not impact the environment and saves money?” The problem did not slow him down, and under his leadership, the waste materials became Sun Rubber Works’ exclusive product. It took them six years, and dozens of millions in R&D, and President Chen proudly says: “We are the only company in the world that overcame the stickiness of rubber through physical method; each plate is made of two portions of waste rubber and one portion of regrind plastic. In Europe and America, a product is considered environmental-friendly as long as it contains 30% recycled material; in that case, our green plate is 200% environmental-friendly.”

Sun Rubber Works’ green plate with stone pattern is suitable for outdoors. “I position it as a landscape façade material. It is scratch and dirt proof, and with rubber’s low water retention characteristic, there will not be any moss.” President says, “Once I went to the seventh redevelopment zone in Taichung, and I saw many of the luxury villas using our green plate as edge guards!” Another architect used green plate on bathroom floor, because it is slip-proof. These creative ideas also impressed President Chen. Green plate was invented, and now the consumers can be creative with how they use it, and this is what President Chen loves to see. “Our green plate is truly amazing. Some buildings use marble or ceramic tiles for the façades, but they fall off as the cement is eroded off or expands and shrinks due to temperature change. It often causes injuries of people. However, you only need six nails to hold the green plate in place, and it will almost never fall and hit people.” He adds, living up to his reputation as Sun Rubber Works’ “super salesperson.”

Although made from recycled material, the product embodies enormous R&D effort and care for the environment. “I often tell my employees that we are not selling things, but selling a kind of value. For example, for our road safety products, we are selling a value of life, and our green plate is a value of environment.”

“Every person must have his or her belief,” said President Chen, who loves to create marketing slogans for own products, “I had coined the phrase ‘flexibility determines your height’ for our road safety products, and it was quite popular. In the future, I have already come up with another phrase, ‘height determines influence,’ for a suitable product. However, for today’s Sun Rubber Works, I will sum it up as ‘attitude determines everything.’” Yes, Sun Rubber Works’ achievements today are the results of President Chen’s constant learning; he always has a sense of crisis, as he continues walking on this journey of innovating the traditional industry of rubber.





Quality Green Building Material Products by Sun Rubber

Sun Rubber Works Green Plate

Utilizing scrap rubber and high-density PE and customizing molds to manufacture products in accordance to customer needs. Durable, weather resistant, acid and alkali-resistant, and sound and thermal insulation. Through nanotechnology, the product is dust-free and self-cleansing. Allows easy and rapid construction. The product has a wide range of applications, and is suitable for driveway walls, flowerbeds, façade decoration, soundproof material, swimming pool slip-resistant mat, and fabricated houses.



SUN RUBBER WORKS CO.,LTD

No. 63, Lane 22, Section 1, Xinren Road, Taiping District, Taichung City, Taiwan.

Telephone: 886-4-22781058 www.rubbers.com.tw