

*Making Life Richer*

美化商品、美化生活

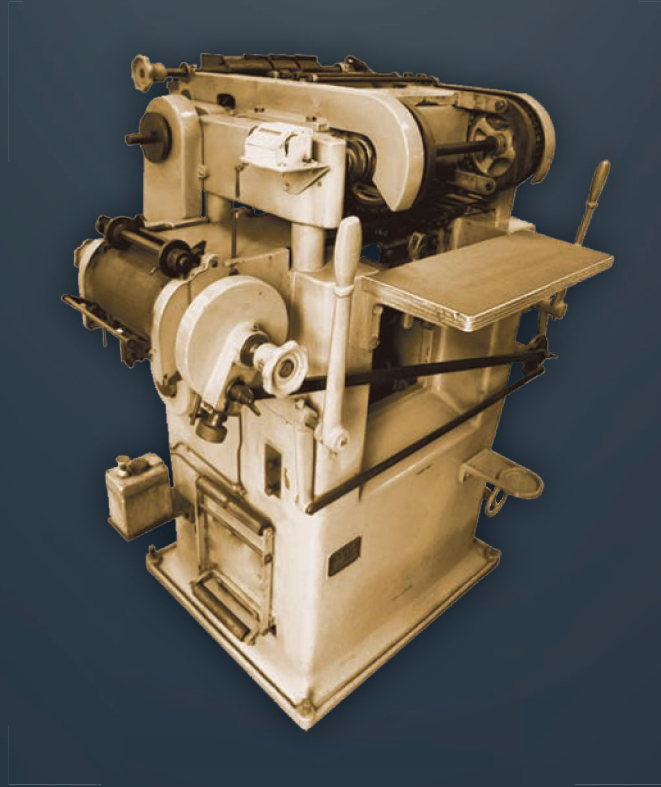


# Your Best Printing Solution Provider

Decoration • Function • Identification • Information

## Corporate Brochure 正美集團簡介





*Since 1969*

CymMetrik's  
very first press in operation  
正美集團第一台印刷機

## 關於正美

## About CymMetrik

---

### 使命

美化商品、美化生活

### Mission

Making Life Richer

### 願景

成為全球印刷應用及增值服務的領導者

### Vision

To be a global leader in printing applications and value-added services.



# 正美集團

## CymMetrik

### 正美集團是大中華區最具規模之標籤與印刷應用加工企業，總部位於台灣台北

- 創立時間：1969年
- 2個事業部：日化事業部、電子事業部
- 3個辦事處：香港、美國加州、越南
- 9個生產銷售據點：台北、上海、深圳、昆山、烟台、重慶、河南、廣東、天津
- 5,000名專業員工
- 超過120億張的年產標籤出貨量

Founded in 1969, CymMetrik has always been a pioneer in providing innovative label printing technologies.

Headquartered in Taipei, it is now the largest professional packaging and label converter in Greater China.

- Two divisions: CPG (Consumer Packaged Goods) and ICT (Information & Communications Technology)
- Three liaison offices: Hong Kong and California, U.S.A., Vietnam
- Nine manufacturing facilities: Taipei, Shanghai, Shenzhen, Kunshan, Yantai, Chongqing, Henan, Guangdong, and Tianjin.
- 5,000 professional employees
- Annual label shipment volume exceeds 12 billion



台北廠 Taipei



上海廠 Shanghai



深圳廠 Shenzhen



昆山廠 Kunshan



烟台廠 Yantai



重慶廠 Chongqing



河南廠 Henan



廣東廠 Guangdong



天津廠 Tianjin



香港辦事處 Hong Kong



美國辦事處 U.S.A



越南辦事處 Vietnam





美國辦事處  
USA Office

天津廠  
Tianjin

烟台廠  
Yantai

河南廠  
Henan

昆山廠  
Kunshan

上海廠  
Shanghai

重慶廠  
Chongqing

台北廠  
Taipei

廣東廠  
Guangdong

深圳廠  
Shenzhen

香港辦事處  
Hong Kong Office

越南辦事處  
Vietnam Office



### 個人護理 Personal Care

正美集團提供個人清潔用品、化妝 / 保養品等各具特色的印刷標籤，不論是正、背標籤、客製化印刷或是促銷標籤，皆能讓客戶的商品包裝，更加吸引消費者的目光。

CymMetrik provides distinctive labels for personal care and cosmetic products. Whether primary or secondary labels, or customized promotional labels are required, CymMetrik has a variety of options to create more eye-catching products packaging.



### 食品與飲料 Food & Beverage

從高質感的礦泉水瓶身“雙面印刷”標籤，到著重燙金製程的啤酒標籤，正美集團提供食品或飲料的客製化標籤印刷，將品牌識別和商品訊息作完美的結合。

CymMetrik provides customized labels for Food & Beverage sector with products ranging from high-definition labels on mineral water bottles with double-sided printing, to hot stamping processes with brand identification and information directly on beer bottles.



### 醫藥保健 Pharmaceuticals & Healthcare

除了不乾膠標籤，正美集團也提供書冊標籤、收縮標籤、吊瓶標籤和可變印紋印刷如噴碼標籤等功能性產品，以揭示藥品使用方式等重要訊息。

CymMetrik offers pressure-sensitive labels, booklet labels, shrink sleeve labels, hanger labels, and variable information printing (VIP) labels to show drug use instructions and other important information.





## 酒類產品 Wine & Spirits

正美集團服務大中華地區主要酒類供應商，服務領域包含黃酒、白酒與紅酒，提供多種印刷製程和加工技術，以滿足客戶的多樣需求。

CymMetrik has developed a good reputation with major liquor vendors in Greater China. CymMetrik labels are found on a wide range of products, including rice wine, red wine, and spirits. Using its multiple-process printing capabilities and converting technologies, CymMetrik can meet customers' diverse needs.



## 家庭用品 Household Care

家庭用品如洗碗精，可充分運用產品包裝上的裝飾面積，印刷可突顯商品訴求的精美標籤以吸引目光，再配合瓶身將標籤斬出特殊形狀。正美集團也提供模內標籤(IML)產品，以滿足客戶多樣化的需求。

CymMetrik labels fully utilize available decoration space on household product packaging to highlight product features and deliver eye-catching effects. Furthermore, diverse customer needs are met through die-cutting of special shapes and In-Mold Label (IML) technology.



## 石油化學 Petrochemical

為配合石油或化學藥劑特性，正美集團提供顯示資訊的不乾膠印刷標籤；書冊標籤則可提供使用者更多的產品說明。

In addition to pressure-sensitive labels, CymMetrik provides booklet labels for the petrochemical segment to deliver use instructions to consumers.

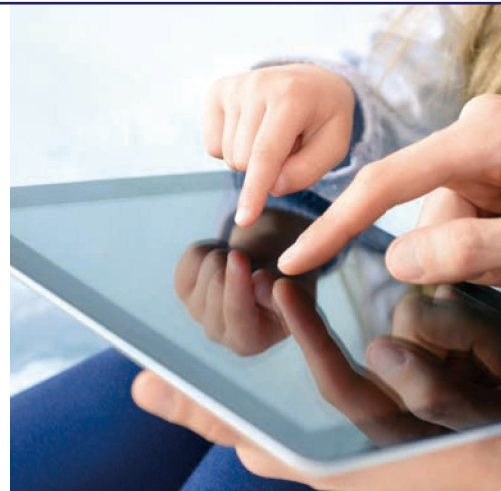




### 電腦 Computers

從傳統序號標籤、觸控板、面蓋、銘板，到絢麗的外殼裝飾產品，甚至是在貨架上可吸引目光的促銷標籤，正美集團提供桌上型電腦、筆記型電腦以及伺服器產品專業的印刷應用技術。

CymMetrik provides a wide variety of professional printing applications, covering conventional serial number labels, touchpads, overlays, nameplates, enclosure decoration, and promotion labels for desktop and notebook computers, as well as server products.



### 通訊 Communications

正美集團除了提供手機產品序號標籤、保全標籤、模切產品、導光片與熱轉寫膜、光學紋路等手機外殼裝飾產品，更為網通產品的外殼面板、銘板與機構件提供印刷服務。

For the communication and networking industries, CymMetrik provides serial number labels, security labels, die-cut solutions, light-guide films, and decorative films for mobile phones, as well as overlays, nameplates, and component printing.



### 消費性電子 Consumer Electronics

正美集團為遊戲機、可攜式播放器和數位相機等消費性電子產品提供全方位印刷解決方案，包含機殼外殼裝飾、序號標籤、規格標籤、點膠標籤、模切產品及CNC雕銑件等。

CymMetrik provides a total printing solution for game consoles, portable media players, and digital cameras, delivering in-mold films, serial number labels, specification labels, domed labels, die-cut parts, and CNC routed parts.





## 電腦週邊 Peripherals

在外接式硬碟、網路攝影機、滑鼠、鍵盤、顯示卡等電腦週邊商品領域，正美集團提供規格標籤、銘板印刷以及外殼裝飾等專業印刷應用技術。

CymMetrik provides professional printing applications such as specification labels, nameplates, and enclosure decoration for computer peripherals, including external hard drives, webcams, mice, keyboards, and graphics cards.



## 電池 Battery Packs

正美集團提供高品質電池標籤解決方案，包含手機電池(包覆型)及筆記型電腦電池等。

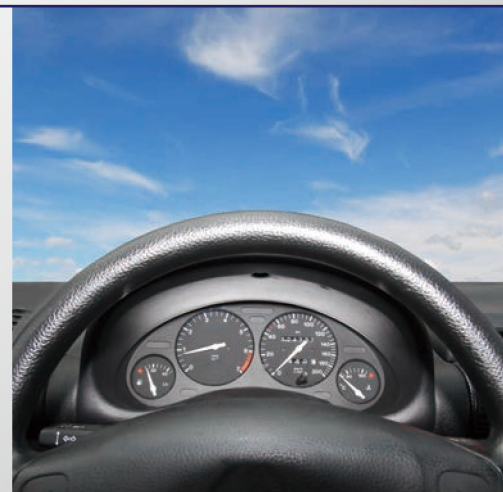
CymMetrik provides high-quality battery label printing solutions including wrapper type labels for mobile phone batteries, and labels for notebook battery packs etc.



## 汽車 Automotive Industry

正美集團提供面板等多樣化印刷解決方案，讓汽車製造商在儀表板上呈現不同的視覺效果，深圳廠也取得ISO/TS 16949認證，以符合汽車產業需求。

CymMetrik (Shenzhen) is ISO/TS 16949 certified to meet the automotive industry requirements, allowing it to offer a variety of printing solutions, such as overlays for instrument panels. This allows car manufacturers greater freedom in offering a customized look.



## 自黏標籤 (Pressure-sensitive Labels)

自黏標籤可用於產品正、背標，以傳遞商品訊息，提升品牌形象並促進銷售；而在貨架上吸引目光的促銷標籤則可增加商品曝光，刺激買氣並且降低客戶行銷預算。

Pressure-sensitive labels on the front and back of products are typically used to deliver product information, enhance branding and promote sales. Attractive promotion labels can help increase product exposure, and stimulate purchases, while reducing marketing costs.

## 品牌標籤 / 說明標籤 / 注意警告標籤 Primary / Secondary / Warning Labels

產品正面的品牌標籤可傳遞品牌與商品訊息並吸引消費者目光；而產品背面的說明標籤，除了揭示產品訊息，更可促進商品銷售。另外，電子產品常見的注意警告標籤則可傳遞產品風險等訊息，避免對使用者造成傷害。

Product front (primary) labels can help create and enhance a brand image and attract consumer attention, while back (secondary) labels can provide product information and use instructions. Warning labels, which are common for electronics products, can advise end users of possible dangers.

## 促銷標籤 Promotion Labels

促銷標籤具有美化商品、傳遞訊息、吸引注意等功能，在貨架上除了可增加商品曝光機會，更可刺激買氣並降低客戶行銷預算。

Promotion labels can beautify products, deliver messages, and attract consumers' attention. In addition to increasing exposure of on-the-shelf products, promotion labels can also stimulate purchases and reduce marketing costs.



品牌標籤  
Primary Labels



品牌標籤  
Primary Labels



促銷標籤  
Promotion Labels



促銷標籤  
Promotion Labels



品牌標籤  
Primary Labels



促銷標籤  
Promotion Labels

## 保全標籤 (Security Labels)

保全標籤具有防偽、防拆封、防盜、及特殊保全效果等功能，如水溶性標籤和刮刮墨標籤，能為客戶提供品牌保護，並確保使用者的產品完整無缺。

紋理防偽標籤具有獨特的不規則小金箔或纖維絲熱燙膜與二維碼，可使用智慧型手機軟件掃描產品二維條碼，核對二維條碼上金屬片的分布位置及顏色是否相符，查詢結果準確可靠，也提供與消費者互動的機會，精準營銷。核微孔膜防偽標籤具有技術門檻高及製作工藝複雜的特性，難於仿造。符合國家放射衛生防護基本標準。特殊新奇的驗證方式，可有效辨識產品真偽，也增加消費者的信賴度。

Security labels offer anti-counterfeit, tamper-evident, and special protective features. For example, water contact indicators and scratch-off labels can provide brand protection and assure users that the product is intact.

Textured Anti-Counterfeit Labels feature random foil chips that are stamped with a unique QR code. Consumers can scan the QR code with a QR code reader on their smartphone and check the position and color of the metallic chips to verify the label's authenticity. The label delivers accurate and reliable results for enquiries and provides more opportunities to interact with consumers.

Nuclear Track-Etched Pore Membrane Anti-Counterfeit Label has the highest standards in product technology. It is hard to copy and certified to meet national health protection standards. The unique verification method provides manufacturers with novel labeling options. It effectively minimizes counterfeits on the market and enhances consumer trust.

## 射頻識別電子標籤

### Radio-Frequency Identification, RFID Tags

射頻識別電子標籤(RFID Tag)具有耐久、可重複使用、資料可讀寫能力、穿透性佳，可同時讀取大量資訊，兼具安全性與簡化流程的特性，提供即時正確的資訊，減少仿冒風險，同時改善產品流通效率。

Radio-Frequency Identification Tags are durable, reusable labels with information read/write capabilities. Multiple tags can be read simultaneously without requiring direct contact. Labels can store information for security and process facilitation. Provides immediate and accurate information. Reduces the risks of counterfeits while improving product rotation and recycling.



射頻識別電子標籤  
Radio-Frequency Identification,  
RFID Tags



射頻識別電子標籤  
Radio-Frequency Identification,  
RFID Tags



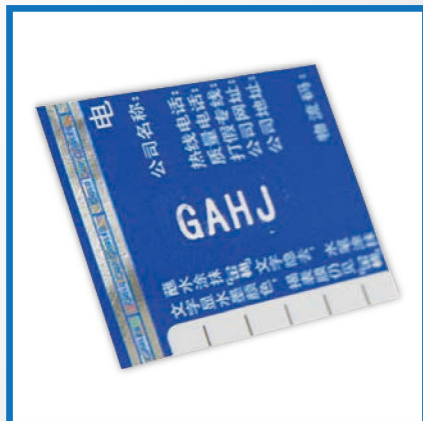
防偽標籤  
Anti-Counterfeit Labels



防偽標籤  
Anti-Counterfeit Labels



核微孔膜 防偽標籤  
Nuclear Track-Etched Pore Membrane  
Anti-Counterfeit Labels



核微孔膜 防偽標籤  
Nuclear Track-Etched Pore Membrane  
Anti-Counterfeit Labels

## 客製解決方案 (Customized Solutions)

正美集團也因應個別客戶的特殊需求與客戶共同開發客製化的產品。

CymMetrik strives to meet customers' special requests and works closely with customers to create cost-effective printing solutions.

### 吊瓶標籤 Hanger Labels

吊瓶標籤具有足夠的力量吊掛重達3公斤的產品。額外的雙夾功能可記錄藥品的劑量水平，為客戶帶來優越的耐用性和實用性。

Hanger Labels can be used to hang a product weighing up to 3 kg. The additional piggyback feature allows them to record the medicine dosage level which delivers superior durability and functionality.

### 收縮膜標籤 Shrink Sleeve Labels

消費者偏好購買獨特、時尚的產品。收縮膜標籤能以醒目的設計來裝飾產品，是客戶產品與競爭者區隔的最佳選擇。色彩豐富而獨特的設計可立即吸引消費者目光，合身的外觀運用360°產品裝飾增加宣傳版面，可提升品牌形象並增加成本效益，且能提供附加的防拆封保全功能。

Consumers are consistently looking for unique, fashionable products. To meet their demands, CymMetrik's Shrink Sleeve Labels are the perfect choice for our customers to differentiate themselves from competitors. The unique and colorful designs attract consumers' attention immediately. Shrink Sleeve Labels fit curved bottle surfaces perfectly and create 360° decoration while increasing the available area for branding and other information. They are cost-effective while also providing additional security features like tamper-evidence.



收縮膜標籤  
Shrink Sleeve Labels



吊瓶標籤  
Hanger Labels



收縮膜標籤  
Shrink Sleeve Labels



客製解決方案  
Customized Solutions



收縮膜標籤  
Shrink Sleeve Labels



收縮膜標籤  
Shrink Sleeve Labels

## 特殊標籤 (Specialty Labels)

特殊標籤可展現多樣化的產品特性。例如書冊標籤可提供較大的版面，以傳遞更多的商品訊息，保護膜可保護商品外觀；光柵片和雷射標籤則可以強化視覺效果並促進產品銷售。

Specialty Labels are rich in product features. For example, booklet labels have a larger label layout to deliver more product information. Protective films offer surface protection of products. Lenticular and hologram labels can increase the visual effects and promote sales.

### 書冊標籤 Booklet Labels

書冊標籤具有宣傳頁、產品規格書、用途說明書等功能，可大幅提升標籤使用面積，內容可呈現多國語言，並可多次貼合保持產品整體外觀。

Booklet Labels offer features such as information pages, product specifications, and use instructions. They can significantly increase the label area so more content can be presented in multiple languages without spoiling the appearance.

### 保護膜 Protective Films

保護膜具有保護商品和傳遞圖紋訊息的功能。例如：手機包裝盒內的包覆式保護膜可以保護手機外觀，避免刮傷，也可以強化視覺效果，提供消費者在打開產品包裝的第一時間，有新鮮且愉快的開箱經驗。

Protective films provide features like mobile phone protection and message delivery. They can also enhance the product's visual effects and provide consumers with an impressive out-of-box experience.

### 牙刷背卡 Backing Cards

牙刷背卡具有產品保護和傳遞訊息等功能，可有效運用標籤空間，傳遞多樣訊息，並強化商品視覺效果，促進商品銷售。

Backing Cards provide features like product protection and message delivery and can effectively use label space to deliver multiple messages. They can also enhance the product's visual effects and promote sales.



書冊標籤  
Booklet Labels



書冊標籤  
Booklet Labels



保護膜  
Protective Films



書冊標籤  
Booklet Labels



保護膜  
Protective Films



牙刷背卡  
Backing Cards

## 銘板/面板 (Nameplates & Overlays)

在產品表面的銘板/面板印上了高質感及展示訊息的圖紋效果，不僅可揭示功能性資訊，也讓原本單調冰冷的產品多了一份生命力，強化品牌識別，進而促進產品銷售。

Texture-rich artwork and patterns on product surfaces serve to reveal product information and enhance the vitality of the products. They further strengthen brand recognition that in turn promotes sales.

## 機構件 (Components)

機構件多為塑膠基材，具有成型易、重量輕、耐蝕性佳、絕緣性優的功能。另外結合印刷及表面處理後的金屬效果，具有美觀及防護的特殊功能，能為客戶帶來成本優勢、美觀、輕薄等利益。

Filmic substrates and components are easily formed while being light-weight, corrosion resistant, and good insulators. They can be printed and surface treated for a metallic effect while still having a protective function, as well as the benefits of cost efficiency, enhanced appearance, lighter weight, and thinner dimensions.

## 導光片

### Light-guide Films

導光片印刷具有交期短、成本低、適用於各不同種類之材料的特性，除了提高生產效率、降低客戶成本，還可以提高材料選擇的彈性。

Light-guide Films can be produced with shorter delivery time, lower costs while being applicable for different materials, thus increasing productivity and flexibility when selecting substrates.

## 觸控板

### Touchpads

觸控板多應用於筆電，可針對客戶的產品外觀需求，提供最專業的設計建議；使用不同的基材並結合導光片應用，提升產品質感。

Touchpads are commonly used in a wide range of laptops. CymMetrik can offer customers the best-suited solution for product design based on color selection. The touchpad can be produced from different substrates while and combined with light-guide film technology to enhance product value.



銘板  
Nameplates



面板  
Overlays



觸控板/導光片  
Touchpads & Light-guide Films



機構件-電池標籤  
Components - Battery Labels



觸控板  
Touchpads



觸控板/導光片  
Touchpads & Light-guide Films

## 模切產品 Die-cut Parts

模切產品在製程上可同時貼合多層材料，適用多種基材，包含雙面膠、泡棉、絕緣材料、網紗材料、功能性薄膜、金屬箔等；可對不同層的基材並執進行模切、打洞、壓凸、排廢等高複雜的加工能力，再貼合產出成高模切精度的產品，滿足客戶獨特多樣化的需求。

生產效率高，有效縮短產品交期。具有屏蔽電磁波干擾、散熱、絕緣、防水、導電緩衝、聲學設計音質改善、固定接著、產品防護或包覆等特殊功能，可作為手機、消費性電子產品、車用零配件或醫療設備等內部組件。

Die-cut parts can be laminated from multiple layers of materials with highly complex finishing processes to produce high-precision parts to meet customers' unique needs. The substrates include double-sided tapes, foams, insulation materials, meshes, functional films, foils. CymMetrik offers complex converting capabilities such as die-cutting, punching, embossing, piece cutting and waste tearing for different substrate layers and makes high-precision laminated products. High production efficiency can shorten the lead-time. Die-cut parts can be used as shields against EMI/RFI or other functional application requirements such as thermal management, insulation, water resistance, buffers, gaskets, acoustical design, bonding, protection or coating. It is best suited for decorative trim parts and components of mobile phones, consumer electronic devices, car electronics or medical equipment.

## 視窗裝飾薄膜 Decorative Films

視窗裝飾薄膜具有多種基材選擇、符合耐磨要求、高品質印刷技術等功能，為客戶帶來多樣印刷效果，可應用於創造產品差異化，並依客戶需求縮短開發時間以提升獲利，同時整合供應鏈，開發客製化產品。

Decorative Films offer many features such as a variety of substrates to match wear resistance requirements and high-quality printing technology to deliver varied printing effects. They are used to create product differentiation and improved profitability with shorter lead-time while being integrated into the supply chain to develop customized products.



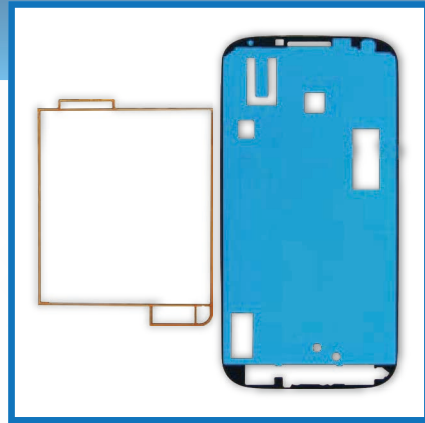
模切產品  
Die-cut Parts



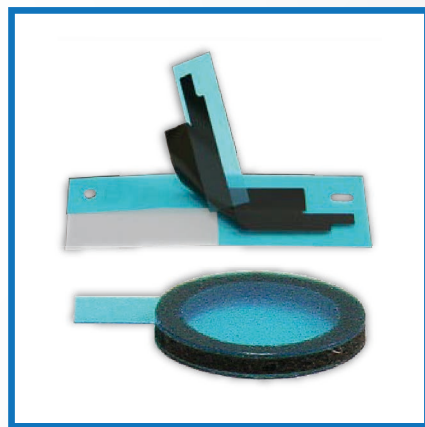
模切產品  
Die-cut Parts



視窗裝飾薄膜  
Decorative Films



模切產品  
Die-cut Parts



模切產品  
Die-cut Parts



視窗裝飾薄膜  
Decorative Films

## 數碼印刷 / 可變圖紋印刷 (Digital Printing)

數碼印刷又稱可變圖紋印刷，具有圖紋可隨需求變動，即需即印的特點，無需製版與底片，可滿足更富變化的印刷內容；並有印刷長度近乎無限長（跳距不受限制）的優勢。同時可使用通過食品級FDA認證油墨，消費者使用更有保障。數碼印刷交期較短，可滿足客戶少量（多樣化）或限量特製的市場。尤其適用於各式條碼、QR Code、序號、亂碼、防偽服務及數量管理的產品，可達到100%客製化。

Digital printing is also known as variable-data printing (VDP) or variable-information printing (VIP). It facilitates on-demand printing, does not require a printing plate and film, and allows for personalization. Digital printing has virtually unlimited repeat length, which makes graphic designs of infinite length possible. CymMetrik Digital Printing features FDA-approved inks, which increased the number of industries that can use the technology. Digital printing technology gives customers a shorter lead-time and it is definitely a perfect fit for high-mix/low volume or limited-edition applications. It is especially suited to customers that need barcodes, QR codes, serial number, and random-number printing for number management and anti-counterfeiting applications.

## 外殼裝飾 (Enclosure Decoration)

客戶可依產品需求而選擇不同特性的外殼裝飾，運用多樣化圖紋可大幅提升產品美觀性，吸引消費者注目，並促進商品銷售。

Customers can select different features for Enclosure Decoration based on their product needs. Using diverse motifs can significantly improve product appearance, attract consumers' attention and promote product sales.

## 模內標籤

### In-mold Labels, IML

模內標籤能完全結合商品外觀並創造“無標籤外觀”的效果，讓客戶以極具成本優勢的方法美化商品，並傳遞商品訊息，吸引消費者目光。

In-mold Labels can be fully integrated into the product appearance to create the no-label-look effect, allowing a cost-competitive method to decorate products, deliver messages and attract attention.



數碼印刷  
Digital Printing



數碼印刷  
Digital Printing



模內標籤  
In-mold Labels, IML



數碼印刷  
Digital Printing



模內標籤  
In-mold Labels, IML



模內標籤  
In-mold Labels, IML

## 模內薄膜

### In-mold Films, IMF

模內薄膜的圖紋背印具有抗腐蝕、耐磨抗刮，射出成型後圖紋可立即展現在塑膠件表面上，無需額外模具和治具成本，適合大曲面或包覆深度較大的立體裝飾，免噴塗製程，能為客戶帶來彈性的產品設計、符合環保要求等生產利益。

The back print patterns of In-mold Films allow anti-corrosion and scratch resistant layers to be affixed directly onto plastic surface without additional tooling and fixture costs after injection. The benefits of in-mold film include 3D decorative covering for larger, curved corners, solvent-free production, design flexibility, and compliance with environmental requirements.

## 模內轉寫薄膜

### In-mold Roller/Release, IMR

模內轉寫薄膜結合射出成型及彩繪圖案轉寫，單一製程即可完成，圖案表面兼具美觀效果及耐磨特性，藉由印刷方式呈現多樣圖紋等功能，能為客戶帶來成本優勢、自動化生產、生產時間短等利益。

In-Mold Roller/Release is completed using a single process combining injection molding and the pattern transfer processes. Features include beautiful appearance, wear-proof characteristics, and delivery of attractive patterns, low cost, automated production, and shortened production time.

## 光學紋路薄膜

### Micro-optical Films, MOF

光學紋路薄膜主要具有多樣材質、多種表面效果、多變化觸感、符合耐磨要求、量身訂做專屬圖紋等特性，正美集團除了為客戶帶來一次購足、創造產品差異化、成本優勢等利益，也具有免用傳統噴塗和大量溶劑的環保生產效益。

Micro-optical Film features versatile material selection, diverse surface treatments, tactile feedback, abrasion resistance, and tailor-made pattern designs. In addition to being a one-stop shop for customers, CymMetrik provides product differentiation, cost advantages, solvent-free, and greener production processes.



模內薄膜  
In-mold Films, IMF



模內薄膜  
In-mold Films, IMF



模內轉寫薄膜  
In-mold Roller/Release, IMR



模內薄膜  
In-mold Films, IMF



光學紋路薄膜  
Micro-optical Films, MOF



光學紋路薄膜  
Micro-optical Films, MOF

## 熱轉寫膜

### Heat Transfer Decoration, HTD

熱轉寫膜主要具有將印紋轉至成品上、圖案清晰、不易脫落、多色圖案一次成圖，可應用於塑料與金屬等多種表面材質功能，形成不同的光澤度及觸感效果，為商品帶來有別於視覺效果外的觸覺體驗。適用於小曲面3D轉角及立體凸紋裝飾產品，製程免噴塗具有綠色環保優勢，能為客戶創造產品差異化、縮短開發週期及降低生產成本的效益，也具有低訂購量等特性，適合少量多樣的客製化市場。

The main features of Heat Transfer Decoration include easy image transfer, durability, fine graphic reproduction, single-process work, and versatile material support for plastic and metal surfaces. It attracts consumers' attention by offering a tactile experience such as the soft-touch effect in addition to visual effects. HTD is best suited to decorate products with small curved corners and tactile effects. CymMetrik's HTD products are manufactured using solvent-free production processes that are environmentally friendly. HTD also creates product differentiation and cost advantages with shorter lead-time and a lower minimum order quantity (MOQ) for high-mix, low-volume customized products.

## 金屬外殼裝飾

### Metal Printing Decoration, MPD

金屬外殼裝飾是在金屬材料上施作印刷的裝飾工藝，並將完成印刷後的產品，進行沖壓成型。具有可呈現金屬質感、立體觸感、可直接3D成型等優點。金屬外殼裝飾製程生產週期短、生產效率高，同時全製程環保無污染，提供了有別於市場現有金屬外觀製程工藝之外的新選擇，特別適用於筆記型電腦A、C件；手機、平板電腦背蓋及各式裝飾件。

Metal Printing Decoration (MPD) is a new metal decorative application using printing technology, and the MPD sheet can be formed into a decorative part by stamping while still presenting a quality metal texture and tactile effect. The great advantage of MPD is that it allows for decoration before 3D forming. MPD is one of the most economical process of all the current decorative technologies, as well as being a green production process. CymMetrik's MPD technology offers a new option for decorating metal surfaces.



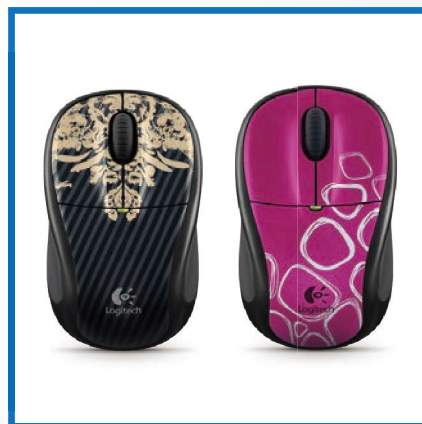
熱轉寫膜  
Heat Transfer Decoration, HTD



熱轉寫膜  
Heat Transfer Decoration, HTD



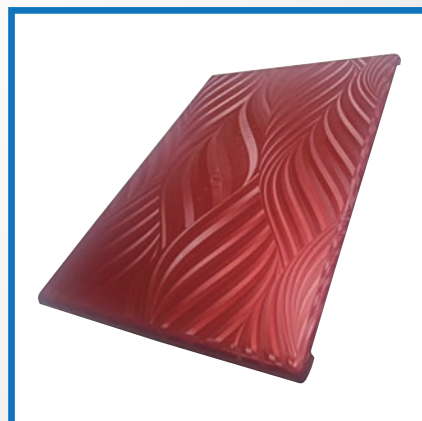
金屬外殼裝飾  
Metal Printing Decoration, MPD



熱轉寫膜  
Heat Transfer Decoration, HTD



金屬外殼裝飾  
Metal Printing Decoration, MPD



金屬外殼裝飾  
Metal Printing Decoration, MPD

## 全方位服務層次 Full Spectrum Services

正美集團提供全方位的服務層次。生產據點的選擇，以貼近客戶，提供在地支援，掌握客戶需求為考量；並及早參與客戶的產品開發，縮短上市時間。同時，在產品設計階段，協助客戶並提供解決方案。

CymMetrik provides full spectrum of services. Manufacturing sites were selected to offer proximity to customers and provide local support for customer needs. CymMetrik is eager to be involved in customers' product development as early as possible to shorten time to market. CymMetrik also assists customers with suggestions and solutions during the design phase.

## 客製化解決方案 Customized Solutions

正美集團擁有超過40年的印刷經驗，具備整合供應鏈能力，提供最適化的流程，以達到最大的成本效益，創造顧客價值。持續引進數位印前系統，提升製版及產品品質水準。在製程上，擁有輪轉、網版、柔版、凹版、平版膠印、數碼印刷等印刷能力，也具備貼合、多層模切、熱燙、冷燙、雕銑、壓凸、熱壓成型、自動沖床等多項加工能力，滿足客戶多樣化的產品需求。

With more than 40 years' experience in the printing industry, CymMetrik is able to integrate and optimize the supply chain to maximize cost efficiency. CymMetrik continuously introduces digital prepress systems to raise quality standards. CymMetrik is capable of all processes including letterpress, silk screen, flexography, gravure, offset and digital printing together with various finishing capabilities such as lamination, multi-layer die cutting, hot-stamping, cold foiling, die-cutting, CNC precision routing, embossing, forming, and auto-punching. CymMetrik's multi-process capabilities can meet diverse customer needs.

## 最佳化品質保證 Optimal Quality Assurance

正美集團的數碼作業流程，可全程監控品質，透過嚴謹的測試，保障產品品質，也取得多項認證，以符合各類標準及規範。

Product quality can be assured throughout the production process with CymMetrik's internal systems and rigorous acceptance testing for product verification. We have also acquired various certifications to ensure compliance with all standards and meet customers' specific requirements.

## 研發中心 Research & Development Center

此外，正美集團成立了研發中心，統合專業研究人員的能力，針對印刷製程建立標準化的平台，讓我們在材料組成、結構設計、製程技術不斷突破，為顧客創造更高的價值。在產品與技術的創新上，也申獲多項專利權的核發與認證。

In addition, CymMetrik is dedicated to innovation. By establishing a research and development center, we have made breakthroughs in material composition, substrate structure design, as well as printing and converting techniques to create greater customer value. We have also acquired a number of licensing patents in the product and technology development.



## 品質保證

### Quality Assurance

“品質保證”是正美集團深獲客戶長期信賴的關鍵。各廠致力取得各類認證，除了UL與CSA認證，同時都已擁有ISO 9001與ISO 14001認證。深圳廠更通過ISO/TS 16949品質管理系統驗證，提升服務汽車業客戶的能力。

A robust Quality Assurance System is the key in winning customers' confidence and satisfaction. CymMetrik has acquired UL and CSA certification and each plant has ISO 9001 and ISO 14001 certification. For customers in the automotive industry, CymMetrik (Shenzhen) leads other facilities with ISO/TS 16949 certification.

## 環境管理系統

### Environmental Standards

為善盡企業社會責任，因應電子產業客戶需求，各廠除了ISO 14001環境管理系統驗證外，也分別取得IECQ QC 080000有害物質過程管理系統驗證，同時產品均符合歐盟RoHS規範。

In light of the requirements to ensure environment preservation and corporate social responsibility (CSR), all manufacturing sites have acquired ISO 14001 and IECQ QC 080000 certificates, as well as complying with RoHS and relevant standards.

## 職場安全

### Workplace Safety

正美集團也重視員工的健康和職場的安全衛生條件，深圳廠已取得職業健康安全管理體系認證OHSMS (Occupation Health Safety Management System)，確保員工擁有安全的工作環境，減少事故、疾病和傷害。

CymMetrik regards employees as its greatest asset, and aims to make CymMetrik one of the best places to work. Employees are entitled to have a safe and healthy working environment; and with this in mind, the environment is designed to be stimulating while Industrial Hygiene and Health are the primary factors. Moreover, CymMetrik (Shenzhen) has a certified Occupational Health and Safety Management System to assure a safe working environment that avoids injury, illness and accidents at work.

## FSC™ CoC 認證

### FSC™ CoC

深圳廠也導入FSC™ CoC (Forest Stewardship Council™ Chain of Custody; 產銷監管鏈認證)，以確保供應商材料或加工產品，均來自於負責的林業，在維護地球生態的前提下，生產FSC™認證的產品。

CymMetrik (Shenzhen) has also acquired an FSC™ chain of custody certificate, which guarantees the raw materials used and products are from responsibly managed forests.

## 各類認證

### Various Types of Certification



## 榮耀與獎項

### Honors and Awards

榮獲世界標籤大獎、太陽盃亞洲標籤大獎  
全場創新大獎等獎項

World Label Awards, Taiyo Cup Asia Label Awards  
for Grand Innovation Award



# 企業社會責任

## Corporate Social Responsibility

正美集團40多年來秉持“誠信”的核心價值，堅持以“人”為本的信念，重視員工發展，強調企業倫理與道德的重要性，除了不斷追求創新並提供增值服務，更重視企業與社會的可持續性發展(sustainability)，善盡企業公民(corporate citizen)的責任。

For more than 40 years, CymMetrik has been adhering to its core value of “Integrity” and a people-centered business philosophy. Employees are valued, as is the importance of business ethics. In addition to pursuing innovation and value-added services, CymMetrik puts a great deal of efforts in ensuring sustainability and act responsibly as a corporate citizen.

有鑒於全球暖化、氣候變遷日益嚴重，正美集團特別重視環境方面的議題，將CSR活動列為集團年度重點方針和行動方案，並推廣3R的概念：減少使用(Reduce)、重複使用(Reuse)、回收使用(Recycle)，以降低廢棄物對環境的衝擊。

In light of the threats of global warming and climate change, CymMetrik particularly addresses environmental challenges and commits to implementing CSR initiatives as a strategic objective. It also promotes the “Three-Rs” concept: Reduce, Reuse and Recycle to minimize waste disposal and impact on the environment.

正美集團也鼓勵員工參與公益，與當地政府和非營利組織合作，透過贊助、認養及義工等方式支持環境保育及社區關懷，以實際行動回饋社會，為所在的社區環境、弱勢族群奉獻一份心力，持續為“美化商品、美化生活”的集團使命作出更大的努力。

CymMetrik also encourages social awareness projects through sponsorships, adopting projects and encouraging employees to volunteer and take concrete actions to contribute to community development and enhance environmental conservation.



## 正美集團SER政策

# CymMetrik's Social and Environmental Responsibility Policy

作為全球品牌客戶的夥伴以及電子、日化產業供應鏈的一員，正美集團於2010年制定了社會與環境責任政策（Social and Environmental Responsibility；SER），並期許及逐步要求所有的供應商及合作夥伴均應遵循SER 相關標準及守則，共同實踐並回饋社會。

As a global supply chain partner in printing applications for brand owners in the Information & Communications Technology (ICT) and Consumer Package Goods (CPG) industries, CymMetrik is committed to ethical business practices. CymMetrik introduced its Social and Environmental Responsibility (SER) policy in 2010 and we expect our suppliers to uphold the SER policy of CymMetrik and ensure compliance with all standards and guidelines while also contributing to society.

**秉持核心價值、善盡社會責任**

Adhere to corporate core values and fulfill social responsibilities.

**遵行法規標準、追求環境永續**

Adopt programs that meet or exceed applicable laws, regulations, industry codes or standards to pursue environmental sustainability.

**促進員工發展、保障健康安全**

Support and promote employee development; protect the health and safety of employees, customers, and the public.

**致力節能減排、美化人類生活**

Strive to maximize energy efficiency and minimize waste; enrich lives through products delivered to the global communities.



## 聯絡我們

## Contact Us

---

### 正美企業股份有限公司 CymMetrik (Taipei)

台北市南港路三段50巷31號(南港遠東智慧科學園區內)

No. 31, Lane. 50, Sec. 3, Nan-Kang Rd., Taipei 115, Taiwan

郵遞區號 Zip Code : 115

Tel : +886-2-2785-2285

Fax : +886-2-2785-2700

### 上海正偉印刷有限公司 CymMetrik (Shanghai)

上海市青浦區徐涇鎮明珠路1028號

1028, Mingzhu Rd., Xujing Town, Qingpu, Shanghai, China

郵遞區號 Zip Code : 201702

Tel : +86-21-3981-2847

Fax : +86-21-3981-2846

### 深圳正峰印刷有限公司 CymMetrik (Shenzhen)

廣東省深圳市寶安區福永街道興圍社區寶安大道6042號

6042, Bao'an Avenue, Xingwei Community, Fuyong St, Bao'an, Shenzhen, Guangdong, China

郵遞區號 Zip Code : 518128

Tel : +86-755-2777-9092

Fax : +86-755-2777-9094

### 昆山華冠商標印刷有限公司 CymMetrik (Kunshan)

江蘇省昆山市陸家鎮春陽路168號

168, Chunyang Rd., Lujia Town, Kunshan, Jiangsu, China

郵遞區號 Zip Code : 215331

Tel : +86-512-5787-2828

Fax : +86-512-5787-5678

### 烟台正展精密印刷有限公司 CymMetrik (Yantai)

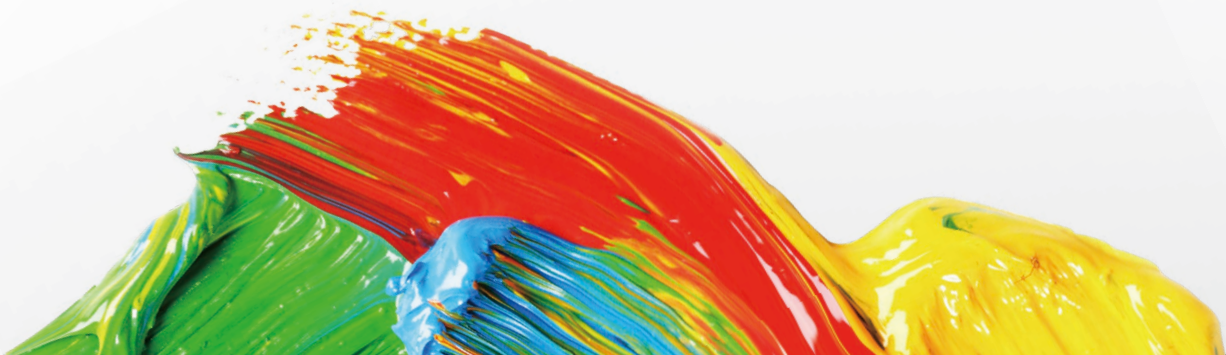
山東省烟台市經濟技術開發區廣州路11號

11, Guangzhou Rd., Yantai Economic and Technological Development Area, Yantai, Shandong, China

郵遞區號 Zip Code : 264006

Tel : +86-535-216-5798

Fax : +86-535-216-5788





## 重慶正永精密印刷有限公司 CymMetrik (Chongqing)

重慶市北碚區同興工業園(盈田蔡家工谷5號)

No. 5, Intian Caijia Industry Valley, Tongxing Industrial Park,  
Beibei District, Chongqing, China

郵遞區號 Zip Code : 400700

Tel : +86-23-6826-2888

Fax : +86-23-6826-2288

## 河南正茂精密印刷有限公司 CymMetrik (Henan)

河南省開封市尉氏縣產業集聚區(第八棟廠房)

8th Factory, Industrial Park of Weishi County, Kaifeng, Henan, China

郵遞區號 Zip Code : 475500

Tel : +86-371-2251-0828

Fax : +86-371-2251-0822

## 廣東正博精密印刷有限公司 CymMetrik (Guangdong)

廣東省東莞市洪梅鎮梅沙村望沙路段正騰工業廠區

Zhengteng Industry Park, Wangsha Road, Meisha Village,  
Hongmei Town, Dongguan City, Guangdong, China

郵遞區號 Zip Code : 523159

Tel : +86-769-8120-2128

Fax : +86-769-8120-2899

## 天津正合精密印刷有限公司 CymMetrik (Tianjin)

天津市西青汽車工業區中聯產業園4號樓1-2層

F1-2, Building 4, Zhonglian Industrial Park,  
Xiqing Automobile Industrial Area, Xiqing, Tianjin, China

郵遞區號 Zip Code : 300380

Tel : +86-22-5806-2918

Fax : +86-22-5806-2908

## 香港辦事處 Hong Kong Office

香港新界荃灣海盛路9號有線電視大樓25樓11B室

Unit 11B, 25th Floor, Cable TV Tower, No.9 Hoi Shing Road,  
Tsuen Wan, New Territories, Hong Kong

Tel : +852-2389-6293

Fax : +852-2389-6066

## 美國辦事處 USA Office

62 Bonaventura Dr., San Jose, CA 95134, USA

郵遞區號 Zip Code : 95134

Tel : +1-408-435-5065

Fax : +1-408-435-5075

## 越南辦事處 Vietnam Office

20th Floor, A&B Building

76A Le Lai Street, Ben Thanh Ward, District 1, Ho Chi Minh City, Vietnam

郵遞區號 Zip code: 7000