Green Solution

當消費者選購電子產品享受科技生活，或從超市買來食物準備大快朵頤，甚至只是打開一根細小的棉花棒，在拆開包裝的那一瞬間，許多人已經開始享受到一種接近吹毛求疵的服務—綠色包裝。

When consumers enjoy whether the benefits of technology from electronic products, the dining experience from supermarket take-out, or simply tear open a tiny cotton swab, they are, in the meantime, experiencing a nearly picky service-- green packaging.

台灣有一家專門生產包材的公司，自詡為品牌背後的品牌，他們認為一流的產品不能沒有一流的包裝，由於傳統的複合式軟性包裝—也就是塑膠材料最為詬病之處就是會在包裝上殘留有毒的化學溶劑及重金屬，這家公司想出了一個解決之道，透過綠色製程做出水性彩墨印刷和水性接著劑，環保、無毒、無污染，讓塑膠包裝也能與環境和平共處。

Here is a story of one Taiwanese company that specializes in producing packaging materials, regarding themselves as the "Brand behind Brands." They believe that top-notch products cannot thrive without top-notch packaging. Conventional package -- namely plastic material -- has been criticized mostly for residue of toxic chemicals and heavy metals. This company, however, has figured out a brilliant solution involving: green. They have developed water-based color-printing ink, water-based adhesives, and they make sure every part of its production line is green.

而所謂的綠色製程，就是製程管控制度(IPQC)，包括進料、製程、成品都必須接受嚴格的檢驗，這家公司在2005年也挑戰了全世界最嚴格的日本SONY綠色夥伴認證，讓所有電子產品、醫療用品、食品包裝等，都能符合世界第一的標準。

Their secret is they become very picky when it comes to IPQC, "In Process Quality Control." From material sourcing, production line, to final products, it’s all subject to strict inspections. Their green process has passed SONY Green Partner certification, which is known for its most demanding criteria. In addition, all their packaging materials for electronics, medicine, food, and more are able to meet global foremost standards.

這家公司之所以得到國際廠商的青睞，在於他們看重綠色產品的每一個環節，他們有一套嚴的標準來檢驗供應商，從原料、製程到產品上中下游形成一條綠色供應鏈，說服與輔導客戶一同走向環保包裝行列，而秘密武器就是這批環境管理師。他們被分散到公司各個部門，嚴格執行歐盟WEEE、RoHS、Eup、REACH等指令，只要收到訂單，這批環境管理師就能保障客戶一定能收到符合綠色製程的產品。

International big brands favor this company for its strictness on every part of the production. The company even sets tough standards to evaluate its suppliers. Sometimes they even lead their upstream partners to form a green supply chain. The company’s key weapon-- a group of picky Environment Management Specialists, working within various departments to enforce strict protocols, making sure the final products meet the global green standards such as WEEE, RoHS, Eup, REACH.

這條綠色供應鏈提供了一種從原料、加工過程到產品都不受到環境汙染、也不汙染環境的服務，至今 已取得 18 項環保包裝材料發明專利，只要客戶有需求，幾乎什麼東西都能有效包裝，例如米是東方人的主食，一般米的保存期限不超過一年，但是在戰場上必須儲藏糧食時怎麼辦呢？這家公司為國防部打造了專屬的戰備米包裝，不僅能阻隔氧氣跟水氣，讓食用期限拉長到五年，包材的高阻隔性、耐用程度甚至能讓整包米從高樓墜下都不破裂。

So far, they have been granted 18 patents for its eco-friendly packaging materials. Per customers’ requirement, literally anything can be packaged efficiently and eco-friendly. For example, reserved food for wars needs to be preserved longer. This company has developed specific war-time supply rice package exclusively for Ministry of Defense, stretching expiration date to over 5 years by completely blocking oxygen and humidity. In addition, the package is shockproof and shatterproof. A full package of rice could fall from high rise building without breaking up.

近年來研發的高科技綠色包材，也廣泛應用在具有高附加價值的晶圓與 IC 產品之包裝上，特殊研發的鋁塑膜可以運用在信用卡專用微薄型鋰電池的外殼，讓小小的信用卡能具有儲存、讀取個人資料功能，未來能夠發展成暢行世界的通行證，而這家公司提供的綠色包裝服務也獲得第二屆綠色典範獎肯定。

Their high tech service has also been widely applied in packaging high value items such as silicon wafers and IC chips. This unique aluminum film is developed to package the ultra-thin lithium battery enabling smart credit cards to store, retrieve, and record date. The company’s nearly picky service has helped them won Taiwan’s Green Classics Award.

從一個傳統高污染塑膠製品產業脫胎換骨，並且跨越到綠色產業，這家公司推出的GP無毒、無氧包材不僅贏在起跑點，綠色供應鏈接近吹毛求疵的服務態度也加深在世界市場的競爭力，這是一個憑藉著 綠色環保的製程與產品，從一家本土企業通往國際市場的成功故事。

Transforming from a high-polluting conventional plastic manufacturer into a green industry model business, this company has well positioned itself in the industry. Its unrelenting quality control has strengthened its competitiveness in the global market. Like its international partners jokingly say: We like them because they are picky.

Every day is a green day. Green trade project office reports.