

# 業務簡介 Business Profiles

## 恒昌 Hang Cheung

### 恒昌

恒昌石油化工有限公司成立於一九八二年，以延續集團創業商號「恒昌行」之業務，一直以來專為工業廠家提供工業用漆油、高分子化工產品和混合溶劑等化工產品及專業技術服務，業務對象包括玩具、紙品印刷、木器傢俬、電子和電器等各類輕工業。

「恒昌」堅守「優質、專業」之經營理念。公司嚴格執行品質管理體系，於二零零一年獲得了 ISO9001 (2000版) 證書；去年八月，布吉廠設備先進完善的化驗室考獲了中國實驗室國家認可委員會（簡稱「CNAL」）之認可資格，可為客戶直接提供國際認可之產品檢測報告；公司下設塗料及高分子技術部，共有專業技術人員近二百名，除不斷研發市場導向的化工產品外，亦為終端用戶提供各種度身訂造的技术服務；同時我們自備充裕的物流貨運能力，設有「一站式」之客戶服務中心，為客戶提供了快捷妥善之訂單、查詢、追蹤和送貨服務。

投資兩億港元，生產自動化程度更高，設備更完善的惠陽新廠將於今年投產，配合七月投入運作的企業資源管理(ERP)電腦系統，「恒昌」將步上一個更專業的發展平台，在此平台上，我們具備更優越的條件，並會一如既往地為客戶提供更優質和專業之產品及服務。

### HANG CHEUNG

Hang Cheung Petrochemical Limited was founded in 1982 to take over the business of Hang Cheung Hong, the original founding company. All along, the Company has been focusing on providing industrial paints, high molecular chemical products, mixed solvents and professional technical service to other manufacturing concerns. Its business scope covers a large range of light industries, including toys, paper products, furniture, electronics and electrical goods.

The Company's strong commitment to the principles of quality and professionalism is manifested in its strict implementation of a quality management system. It received the ISO9001 (2000) certification in 2001, and last August, its testing centre at the Buji factory received accreditation from the China National Analytical Laboratory (CNAL), enabling it to provide internationally recognized product testing reports directly to customers. The Company's technical department for paints and high molecular chemicals includes almost 200 technical professionals engaging in product R & D as well as providing customized technical service to end customers. In addition, the Company also has ample logistics capabilities as well as a "one-stop" customer service centre offering speedy ordering, enquiries, order tracking and delivery service.

The \$200 million new plant at Huiyang, with the most advanced automated equipment and facilities, will be on stream this year. Together with the ERP system scheduled to be fully implemented in July this year, the Company's operations will enter into a new chapter, making us even better positioned to provide products and services of the highest quality to our customers.

## 紫荊花製漆 Bauhinia Paints



### 紫荊花製漆

香港紫荊花制漆(大中華)有限公司成立於一九八二年。20多年來，以香港市花「紫荊花」命名並作為品牌的各類油漆，包括民用、建築、汽車、傢俬、輕工業及重工業等。經過多年持之以恆的研究與改良，「紫荊花」品牌無論在品質及形象方面，業內已建立了良好信譽及卓越口碑，廣受香港及中國大陸消費者歡迎。去年兩地銷售額超過四億港元。

多年以來，香港房屋署將「紫荊花」指定為選用油漆，先後完成的工程包括政府屬下的醫院、學校、公園、機場、圖書館、太空館、火車站、禮賓府(前港督府)、政府大型屋邨等等。

「紫荊花」目前在大陸有六間工廠，分別位於惠陽、上海、長春、成都、汕頭及深圳。輻射範圍涵蓋華南、華東、西南、西北、東北各地，更在26個省市、自治區，50多個重點城市設立銷售點及技術服務中心，以先進的化工技術及科學的管理概念，組成一支龐大的精英隊伍，不斷提升品牌形象及服務質素。

### BAUHINIA PAINTS

Hong Kong Bauhinia Paints Manufacturing (Greater China) Co. Ltd. was founded in 1982. Named after the official emblem of Hong Kong, the Company has produced a large range of paint products over the past two decades, including domestic, architectural, automotive, furniture, as well as coatings for light and heavy industries. After years of continued research and improvement, the "Bauhinia" brand has developed a good reputation for quality as well as brand image in Hong Kong and in the Mainland. Last year, a sales turnover exceeding HK\$400 million was recorded.

Since a few years back, Hong Kong's Housing Department put Bauhinia on the approved list of paints. Since then, Bauhinia paints have been used in a number of Government projects, including hospitals, schools, parks, the airport, libraries, railway terminals, the Government House, and many housing estates.

Bauhinia Paints currently have six manufacturing plants located in Huiyang, Shanghai, Changchun, Chengdu, Shantou and Shenzhen. These six plants provide ample coverage and logistics support to all the major regions in China. With sales offices and technical service centres in over 50 cities located in 26 provinces and Zhiziqu, Bauhinia Paints have a large legion of professionals using advanced technical know-how and scientific managerial techniques to continuously upgrade its brand image and the service provided to customers.

## 紫荊花製漆 Bauhinia Paints



一九九五年，「紫荊花」為香港首家通過ISO9001質量認證的漆廠；二零零三年所有產品均通過符合國家「GB18581-2001有害物質限量標準」的各項嚴格測試，並獲得三種工業漆FDA證書。目前在上海的廠房已全面投產並引進先進技術和人才，積極發展重工業漆。

一直至今，「紫荊花」集中資源投放在先進設備、技術開發及人才培訓上，著重專業化、廣用性、實用性。隨著中國改革開放的持續深化及經濟蓬勃發展的強勁趨勢，將不斷擴大市場佔有率。在穩定中求進步，在進步中求突破，繼續奉行「重譽、守約、質量第一、用戶至上」的經營宗旨，堅信未來一定有更好前景。

In 1995, Bauhinia Paints became the first paint manufacturer in Hong Kong to have received the ISO9001 quality certification. In 2003, all of Bauhinia Paint's products passed the stringent tests for the new national "GB18581-2001" standards for harmful substances. At the same time, the Company also received FDA approval for three kinds of industrial paints, and these paints are now being produced in the Shanghai plant and successfully launched in the market.

Over the years, Bauhinia Paints have devoted its resources to introducing advanced equipment, technology and staff training, with emphasis on developing the professionalism of its staff, the wide applicability of its products, and on finding practical solutions to coatings problems. With China continuing on its path to reform its economy, growth will be sustained, and Bauhinia will seek to continue to increase its market share. We endeavour to seek progress from a secure base, and we seek breakthroughs in our progress. We abide by our corporate values of "placing a high priority on protecting our reputation, performing as we advertised, and quality and customers come first," and we are confident that the future will be even brighter.

## 江門謙信 Jiangmen Handsome

### 江門謙信

江門謙信化工發展有限公司為本集團與國內啟盛化工發展有限公司合資組建的化工生產企業。於一九九三年四月成立，主要產品為醋酸乙酯、醋酸正丁酯及醋酸混丁酯，總年產銷量超過13萬噸，是中國產銷量最大的醋酸酯企業。

隨著中國的經濟蓬勃發展，市場對我司下游工業，如塗料、粘合劑等行業的需求不斷增長，拉動了對酯類溶劑需求。為滿足急速增長的客戶需求，我司投資擴建的新廠第一期工程已經把我司的產能提升至突破13萬噸，進一步增加我司在醋酸酯行業中的市場份額。同時新廠的第二期工程已經動工，預計於今年中旬投產，令總產能有望達至15萬噸。

在過去的二零零三年，我司對工藝流程作出了重大的改良，令各生產線提升了產能，並大幅度的減少了原材料和能源的消耗。另一方面，在廣州設立了辦事處，進一步加強我司的銷售網絡和客戶服務。在品質以及運作管理方面，我司在去年取得ISO9001:2000的認證，並推行ERP電腦系統，不斷積極優化管理體系。這一系列的工作令公司的產品不斷提升競爭力，使公司保持業務的強勢發展，力爭保持國內最大的醋酸酯生產企業的地位。

### JIANGMEN HANDSOME

Jiangmen Handsome Chemical Development Limited ("Jiangmen Handsome") is a joint venture between the Group and a local company, Qi Sheng Chemical Development Company Limited. The joint venture was formed in April 1993, and the main business is in the production and marketing of ethyl acetate, normal butyl acetate and mixed butyl acetate. Production and sales in the past year exceeded 130,000 tonnes, making Jiangmen Handsome the largest acetate manufacturer in China.

The rapid development of China's economy has led to continued growth in demand for the downstream products like coatings and glue produced by the Group. This growth has stimulated the demand for acetate solvents. In order to meet the rapidly growing demand, the first phase of our expansion plans has already raised our production capacity to 130,000 tpa, thus further increasing our market share in the acetate business. The second phase of the expansion plans is now in progress and is expected to be completed by mid year, giving us a total capacity of 150,000 tonnes.

During the past year, we have made tremendous progress in the technology of our process flow. This has raised our capacity at each production line while reducing wastage of raw materials and energy requirements. On the other hand, our establishment of a Guangzhou office has strengthened our sales network and customer service. In matters relating to quality and operational management, the Company attained ISO9001:2000 certification last year, and we are introducing an ERP system to enhance our management system. These efforts will enable us to continue to raise our competitiveness and place us in a good position for future development of the business and to maintain our position as the largest acetate manufacturing enterprise in the Mainland.



## 凌志潤滑油 Best Lubricants



### 凌志潤滑油

凌志潤滑油以提供高品質的潤滑油產品為經營方針。隨著中國經濟的急速發展和中國加入WTO後的發展新趨勢，國內對潤滑油的需求不斷增加之餘，對潤滑油的檔次及性能的要求也在不斷提升中。加上基礎油成本持續高企，低檔產品的利潤不斷受到蠶食。面對此急劇改變中的市場形勢，凌志作出相應的策略，包括：

- (1) 發動機油「升級、換代」的步伐將會加快，配合汽車OEM廠對潤滑油性能的較高要求，推出高檔油品，淘汰低檔油品，以提高力士品牌在中國市場的知名度及認受性。
- (2) 加大力度發展工業潤滑油，尤其是特種潤滑油的產品開發，包括與廣東省腐蝕防護與表面工程學會合作研製各種系列防銹、潤滑、清洗和金屬切削加工產品，並致力於拓展此利潤較高的產品系列之市場。

### BEST LUBRICANTS

Best Lubricants' mission is to provide high quality lubricants products. With the rapid growth in China's economy and the new developments following China's WTO entry, the lubricants demand in the Mainland has grown significantly while the quality and performance requirements for the lubricants have become higher than ever before. At the same time, the cost of raw materials like base oils have soared, eroding the margins on lower-tiered products. In face of this rapidly changing landscape for the lubricants business, Best Lubricants have embarked on a new strategic direction, namely:

- (1) In keeping with the higher lubrication requirements of the newer cars, the move to upgrade the product portfolio of engine oils will be accelerated. We will be launching new products to replace the older, lower-tiered products with a view to enhancing the awareness and loyalty of our "Hercules" brand.
- (2) Strengthen our efforts to develop the industrial lubricants business, in particular the specialty lubricants. Such efforts include the co-operation with the Guangdong Anti-corrosive and Protective and Surface Engineering Association to develop a range of anti-corrosive, lubricating, rinsing and metal cutting products, and to endeavour to develop the market for this series of higher-margined products.

## 葉氏油墨 Yip's Ink



### 葉氏油墨

葉氏油墨有限公司自一九九八年成立以來，一直專注發展塑料印刷油墨、紙凹油墨及金屬塗料等。六年間銷量達至行業前茅（有關數字見下圖），於二零零三年的九月更錄得單月銷售達到1,295噸的佳績。過去的會計年度共錄得油墨銷售達10,500噸的新記錄。

葉氏油墨目前分別擁有中山、上海兩廠，並在廈門、成都及雲南設有銷售及運作中心。產品結構由創業初期的表印、複合油墨到今天的技術水平較高的如通用型、無苯、醇溶等油墨。在以華南、華東為主要地區的，廣大客戶群中，豎立起「洋紫荊」油墨的品牌形象。

零四年二月，我中山廠被中山市政府評選為市級的「技術中心」，且獲政府資助作進一步的科研發展。

### YIP'S INK

Since Yip's Ink was established in 1998, it has been specializing in developing printing ink for the plastics film packaging materials, gravure ink for paper (for cigarette packaging), and metal coatings. Within 6 years, Yip's Ink has grown to become an industry leader (volume and turnover figures attached below). In September 2003, sales reached a record breaking level of over 1,295 metric tons, and in the past financial year, a new sales record of 10,500 metric tons was achieved.

Yip's Ink now operates from two manufacturing facilities, in Zhongshan and Shanghai respectively. It has sales and distribution centres in Xiamen, Chengdu and Yunnan. The product slate has developed from the technically simpler products of the earlier days, like surface printing inks for plastics shopping bags and lamination ink for food packaging, to today's more sophisticated General-purpose lamination inks, aromatic-free, and alcohol-based inks. The Company has successfully raised the profile and the brand image of "Bauhinia Variegata" inks among the consumers of inks in the South China and East China regions.

In February 2004, our Zhongshan plant has been recognized by the Zhongshan Government as a "technological centre" for the township, which enables the plant to be eligible for Government funding for further R & D work.

## 葉氏油墨 Yip's Ink



上海廠經歷年餘的運作已初見成熟，在上年度銷售油墨 3,000 噸的基礎上，本年度力爭翻一番，以鞏固以華東為中心，拓展華北、華中等重要城市。

中山新廠已完成買地、註冊等政府手續，已步入正式規劃、設計等程序，相信年中可開始土建。近期正組織各技術、廠務同事外訪歐洲的名牌同業，吸收經驗，務求新廠盡善盡美。

After more than a year since start up, the Shanghai plant is now operating smoothly. This year, our target is to double last year's turnover in Shanghai in order to consolidate our position in East, Central and North China.

The site for a new plant in Zhongshan has been acquired, and design and construction plans are now in progress. We expect to commence construction around mid year. Visits to leading European ink manufacturers by our technical and production teams are being organized for the purpose of experience sharing in order to ensure that the new plant in Zhongshan will be up to world class standards.

