

Case Study

案例分享

尚機股份有限公司

CHEMEX INDUSTRIAL CO., LTD.

尚機公司自 1978 年成立以來不斷自歐美引進精密模具設備，尤其是英國 PG 的光學成形研磨設備及技術，固此奠定了台灣精密模具之基礎。1982 年尚機台南廠成立，專門生產精密模具及塑膠射出產品，為集團開拓模具及塑膠製品之海外市場，為了提昇品質，本公司更積極地加強品質及研發，通過 ISO-9001:2015 及鄧白氏 DUNS 和德國萊茵 TUV 認證，並且為美國 FDA 合格之病理實驗用耗材供應商。

Testimonials

"As an MBA in Arts & Media Administration with work experience in Canadian Telecom Marketing Corp., I found SparkAmplify a simple/one step solution to outreach media. It makes press releases simplified and helps marketing globally easier with little expense. I would definitely recommend marketing specialists to get a taste of it."

" 根據我自己藝術與媒體管理 MBA 的背景以及在加拿大的電信業經驗，我認為 SparkAmplify 是個很好上手的一站式媒體聯繫平台。SparkAmplify 將新聞稿的流程變得更簡單，也讓國際行銷更容易。我誠摯推薦行銷人來體驗看看。"



Sandarac Lee, MBA
Account Manager of
Chemex Industrial Co., Ltd.

Approach

Step 1:

Build Impression

一頁式視覺化專頁，精彩資訊不漏接

告別傳統制式的 press kit，SparkAmplify 專為媒體需求所設計的品牌專頁，能幫助企業呈現更多元的媒體新聞素材。透過創辦人對談、品牌大事記、展示影片、媒體報導四大區塊，協助媒體快速掌握公司技術、團隊資訊與產品亮點，有效抓住媒體目光。


輕鬆建置符合媒體資訊需求的
視覺化品牌專頁

The screenshot displays a professional brand page for Chemex Industrial Co., Ltd. The layout is clean and organized, featuring several key sections:

- Header:** Includes the company logo, name, and a brief description of their services as a qualified manufacturer for pathology & tissue processing parts.
- Categories:** A horizontal list of product categories: Manufacturing, Healthcare, and Health Care.
- Products:** A list of specific products including Embedding Cassettes, Embedding Cose Wides, Crane Pad Turnkey, Brake Lining Turnkey, and Personal Protective Equipment.
- About Us:** A section detailing the company's history, specialization in injection molding parts, and its role as a sole agent of PG Optical Wheel Division.
- Upcoming Plan:** A section outlining the company's plans for the upcoming year, including the opening of a new factory in Taiwan and the expansion of its product line.
- Quotes:** A section featuring a quote from Charles Lee, General Manager, emphasizing the company's commitment to quality and service.
- Founder's Story:** A section sharing the founder's vision and the company's mission to provide high-quality products and services.
- Product Feature:** A section highlighting the company's expertise in manufacturing precision parts, specifically mentioning the use of high-quality materials and advanced machinery.
- Press Release:** A section featuring a recent press release dated 2020/12/14, announcing the company's commitment to helping health care personnel against COVID-19.
- Timeline:** A vertical timeline of key events, including the start of supplying PPE, the procurement of a vertical injection molding machine, and the ISO 9001:2015 certification.
- Team:** A section introducing the company's leadership team, including Charles Lee (General Manager), Sandra Lee (Marketing Manager), George Chang (Marketing Manager), Vincent Lin (Sales Representative), Amy Cheng (Sales Representative), and Wendy Lee (Marketing Manager).
- Press Coverage:** A section listing various media outlets that have covered the company, such as WhatTheyThink, PipingNews, and MedicalBusiness.
- Press Contact:** A section providing contact information for the company's press team, including Sandra Lee's email and phone number.

Create Story

AI 新聞稿助理整合數據與公關專家系統，透過互動式問答和常用片語輔助，讓零媒體公關經驗的使用者也能寫出專業英文新聞稿，不必從零開始苦思如何下筆，省時又省力。



Export Full Press Release

Jul 28, 2020

CHEMEX is supplying PPEs to help health care personnel against COVID-19

TAMAYUN, TAMAYUN, CHEMEX Industrial Co., Ltd. is a FDA qualified manufacturer of pathology and tissue processing parts. It is an innovative health care and infection blocking company that provides solutions for advancing Cancer diagnosis. Due to the outbreak of COVID-19, CHEMEX has received many inquiries from their existing customers to secure the supply of Personal Protective Equipment (PPEs).

CHEMEX Industrial Co., Ltd.

View brand profile
TAMAYUN

Send us a message

+88861231582

PPEs have been in high demand since the outbreak of COVID-19. CHEMEX comprehensive PPE solutions that help people from getting infected, and have in Taiwan. The goal is to supply the healthcare industry with better protection of their staff and patients.

PPEs are used to prevent COVID-19 related infectious diseases. The protective equipment includes Face Mask, Face Shield, Protective Goggles, Protective Goggles, Hand Sanitizer, Disposable Gloves, etc. CHEMEX is dedicated to providing solutions to businesses on the pandemic battle, and seize a tremendous opportunity in the border countries such as Africa and South America. The recent demand for PPEs has transformed the line of service and led to a significant increase in CHEMEX's product sales and product availability as well as fueling a strong brand reputation in the healthcare industry. In addition, CHEMEX has partnered with the national teams of Taiwan including Korea, Malaysia, and Borneo in the distribution of high-quality face masks, gloves, and covered products. Moreover, he purchased more than 150,000gms N95 Examination Goggles from Chemex to protect their employees in Belgium, Singapore and Sydney.

Top Competitive Advantages:

- Made in Taiwan (not China)
- Reasonable pricing
- FDA or CE certified

Notarize Technical Specifications:

- ASTM Level1 -Level3 Type I-4FFs Face Mask
- AAM PPE11 2 -11 Protective Goggles
- AAM PPE11 11 Isolation Gowns

"With 60+ years of Corporate experience, Howe witnessed many businesses fail due to greed and unethical behavior. I believe the value of life lies not in the length of days, but in how we make use of it. A man may live long, yet gain little from life. Whether you find satisfaction in life depends not on the number of years you lived, but on your will. CHEMEX was founded in 1978 looking to make our customers' needs realistic. Nowadays as different solutions for the life and health care industry by utilizing producing to supply high-quality parts for advancing cancer diagnosis. "To act fairly and to love mercy, at the same time we work heartily with your address." said CEO of CHEMEX Industrial Co., Ltd.

About CHEMEX Industrial Co., Ltd.

Founded in 1978 and headquartered in Taiwan, Tamayun, CHEMEX Industrial Co., Ltd. is an OEM manufacturer in developing innovative solutions to pathology and tissue processing parts. We recently posted to change the way people protect themselves. CHEMEX empowers and inspires people to keep their life eternal even under the threat of COVID-19 pandemic. The company is making its services affordable available for health care distributors and even OEMs around the globe by supplying PPEs to help their businesses or customers working under the pandemic. For more information, please visit <http://www.chemex.com.tw/>.

Additional Information:

- Press Kit Download: <https://brand.spartan.grandio.com/chemex-industrial-co-ltd>
- Facebook: <https://www.facebook.com/CHEMEXTECH>

Tag

Media Contact: Send us a Message
Email: sandar@chemex.com.tw
Phone: +886 6 22313146 ext. 15

Engage Media

平台擁有超過 8 萬筆的國際媒體資料庫，由 AI 分析記者撰寫的文章內容與主題偏好後，依據你的產業類別與屬性，推薦給你最適合的媒體，並給予溝通切角建議。自動化的新聞稿發布與媒體聯繫信件流程，能幫助你輕鬆開始建立媒體關係、開展報導合作計畫。

[illegible]

Results



Overall:



742

Total Media



5

Placememnts



118

Media Engagement



1M⁺

Monthly Unique Traffics

作為還算熟悉新聞媒體曝光流程的企業，尚機在本次專案服務中更著重於精準投放及成果分析。本次的新聞稿主打 PPE 防疫物資，在此次發布共取得 5 篇媒體報導曝光，包含 PharmiWeb、MedTech Outlook 等醫療科技相關媒體。SparkAmplify 系統也會持續追蹤曝光，並陸續收錄於尚機的專頁中。

媒體公關的挑戰

對企業來說，取得國際媒體曝光，不僅能快速讓更多人接觸到公司資訊，更能有效幫助企業建立信任感和聲譽。新聞稿相較於其他行銷方式的成本並不高，如果能自行操刀，更會是一筆有效率的資源挹注。

如何踏出媒體公關行銷的第一步，讓品牌自己說故事、甚至跨足國際市場，對之前較少媒體公關相關經驗的廠商來說是一大挑戰。即使是已經掌握新聞媒體公關流程的企業，若能更有效率地接觸對的媒體、追蹤曝光成效，也能幫助公司有效節省人力和時間。

SparkAmplify

SparkAmplify 發現這些需求，導入 AI 和數據新技術，解決傳統媒體公關流程較難顧及的問題。



80k+

media
influencers



1500+

brands



25+

countries

全方位媒體行銷 SaaS 服務：

運用 AI 與數據讓你一站拓展國際媒體曝光

SparkAmplify 專精於媒體分析與互動，運用人工智慧與數據分析技術，成為品牌與媒體間最直接的溝通平台。擁有超過 8 萬筆的媒體資料庫，至今已有 1500 多名來自全球 25 國的使用者，包括亞洲多國國家級外貿發展機構與創育組織，如新加坡 Enterprise Singapore、日本 JETRO，及台灣知名國際創新創業訓練營 G Camp、XR 新創產業推手 XR EXPRESS TW 等，皆運用我們的服務向國際媒體推廣相關活動。

在本次與經濟部和貿協合作之強化數位貿易與電子商務措施方案中，國際新聞稿曝光服務提供企業完整的平台功能，附加專業的新聞稿校訂和翻譯服務，幫助企業撰寫專業新聞稿、主動聯繫產業媒體，提升獲得國際媒體報導的機會，同時掌握媒體行銷 know-how，更加熟悉新聞稿曝光流程，往後也能繼續借助媒體之力推廣品牌業務。