

# 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，因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

**Chemex Industrial Co., Ltd.**  
Chemex is FDI qualified manufacturer for Pathology & Tissue Processing firm with various department dealing with tissue Pad & Lining Turbines, we help our customers to Make their Future.

**Categories:** Manufacturing, Healthcare, Health Care

**Systems:** Embedding Cabinet, Embedding case Wheel, Drive Pad Turbines, Brake Lining Turbines, Personal Protective Equipment.

**About Us**  
CHEMEX is the sole agent of PG Optical Wheel Division. Specialist in Injection Molding parts and the Machinery of Brake Pad Lining production. The CHEMEX ANAHEIM Hydraulic Machine is widely used with 80% of Brake System manufacturers in Taiwan, and the major manufacturers of China, as well as customers in around the world.  
Meanwhile, CHEMEX has established the FDA registration as a qualified manufacturer of Pathology and Tissue Processing parts and being the OEM/ODM manufacturer of many well-known organizations such as Leica, ThermoFisher, Sartorius, etc.  
Chemex - Make Your Future

**Upcoming Plan**  
Chemex plans to attend the upcoming 2020 MED (Oct. 18-21) in Reno, USA if COVID-19 situation be eased. We expect to visit our customers including Genetec Biogistics, ThermoFisher, Tissue Tek, etc. We also actively helping our customers to the supply of Personal Protective Equipment in fighting against COVID-19, such as Face Mask, Face Shield, Disposable Gown, Isolation Gown, Protective Eyewear/Goggles, Glove Gowns, Hand Sanitizer Dispenser, Disposable Shoe, etc. For more details please refer to [https://chemex-group.com/news/industry-news/med\\_2020.html#?topic=2020upcomingplan](https://chemex-group.com/news/industry-news/med_2020.html#?topic=2020upcomingplan)  
Jun 08, 2020

**Quotes**  
“ To not judge and to love mercy and to work humbly with your God.”  
Charles Lee  
General Manager

**Founder's Story**  
The value of life lies not in the length of days, but in the use we make of them; a man may live long, yet get little from life. Whether you find satisfaction in life depends not on your tale of years, but on your zeal.

**Product Feature**  
Automatic Mask Blank Making with Thin Core of Mask Outer/Cartridge Machine (Made in Taiwan)

**Press Release**  
2020-07-28 | [CHEMEX is supplying PPE to help health care personnel against COVID-19](#)

**Timeline**  
2020-09 | **Start** Start supplying Personal Protective Equipment to Customers  
2019-12 | **Event** Procure of Vertical Injection Molding Machine For Insert Molding  
2019-02 | **Witness** Brake Pad Turbines in Turkmenistan  
2017-12 | **Event** Procure 3rd All Electric Injection Molding Machine  
2015-12 | **Witness** ISO 9001:2015 Certified  
[READ MORE](#)

**Team**  
Charles Lee  
General Manager  
Sandara Lee  
Assistant Manager  
George Chang  
Marketing Director  
Vincent Lin  
Finance & HR Officer  
Amy Cheng  
Sales Representative  
Wendy Lee  
Production Manager  
Alice Lin  
Marketing Specialist

**Press Coverage**  
2020-09-01 | [whattheythink.co](#) CHEMEX is supplying PPE to help health care personnel against COVID-19  
2020-07-28 | [printingnews.com](#) CHEMEX is supplying PPE to help health care personnel against COVID-19  
2020-07-28 | [whattheythink.co](#) CHEMEX is supplying PPE to help health care personnel against COVID-19  
2020-07-28 | [medicalintelligence](#) CHEMEX is offering PPE to the Healthcare Sector to fight against COVID-19  
2020-07-18 | [pharmnews.com](#) CHEMEX is supplying PPE to help health care personnel against COVID-19

**Press Contact**  
Sandara Lee  
sandara@chemex.com.tw  
+886(9)2552982  
[Press Kit](#)



# Results

The image displays two screenshots of news articles. The left screenshot shows a PharmiWeb article titled "CHEMEX is supplying PPEs to help health care personnel against COVID-19" dated 15-Jul-2020. The article discusses CHEMEX's role in providing PPE solutions to healthcare workers in Taiwan and other regions. The right screenshot shows a MedTech Outlook article with the same title, dated Tuesday, July 21, 2020, featuring a photo of Charles Lee, CEO of CHEMEX, and a quote from him about the company's commitment to providing high-quality PPE solutions.

## Overall:



742

Total Media



5

Placememnts



118

Media Engagement



1M<sup>+</sup>

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，不僅能快速地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。