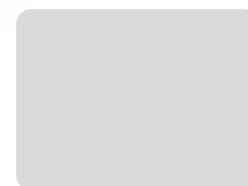




橋樁(2062) 公司簡報

2019年12月





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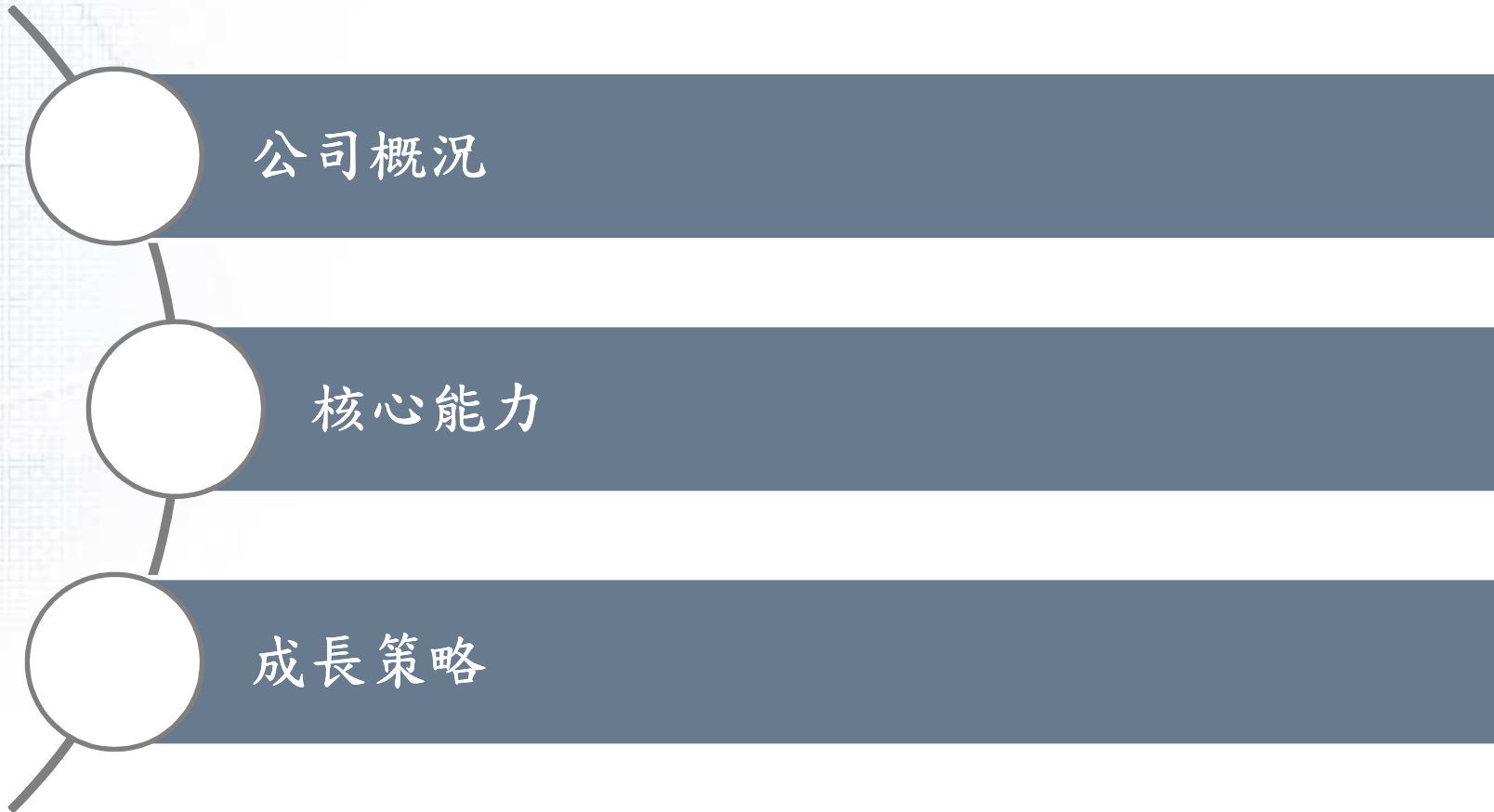
橋樑是您最值得信賴的夥伴



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簡報摘要


- 橋樁是全球廚房衛浴產業中，裝飾設備鋅壓鑄零組件領導製造商。橋樁服務的零組件市場規模達45億美元。
- 橋樁與國際知名水龍頭品牌客戶建立了長期緊密的夥伴關係，這些客戶在北美與歐洲市場的市占率達六成以上。
- 因為成本經濟效益，鋅成為主要的替代材質是目前產業發展重要趨勢。橋樁在此領域具領導地位，可藉此機會加速成長。
- 橋樁透過對先進自動化設備與人才的持續投資，進而促進成為最佳的全方位服務提供者。





橋樁簡介

- 橋樁是全球廚房衛浴產業中，裝飾設備鋅壓鑄零組件領導製造商
- 主要產品：水龍頭、淋浴系統、衛浴配件的零配件與零組件
- 成立年份：1974
- 股票代碼：2062
- 2018年營收：67億台幣
- 員工人數：4,600+
- 全球共有5處營運據點，內含4處生產基地



廣東省肇慶市、珠海市

鋅/銅製品專業製造廠

員工人數：3,500+

台灣台中市

營運總部、生產研發中心、
橋智自動化

員工人數：850+

美國肯塔基州、密西根州

鋅/銅製品專業製造廠

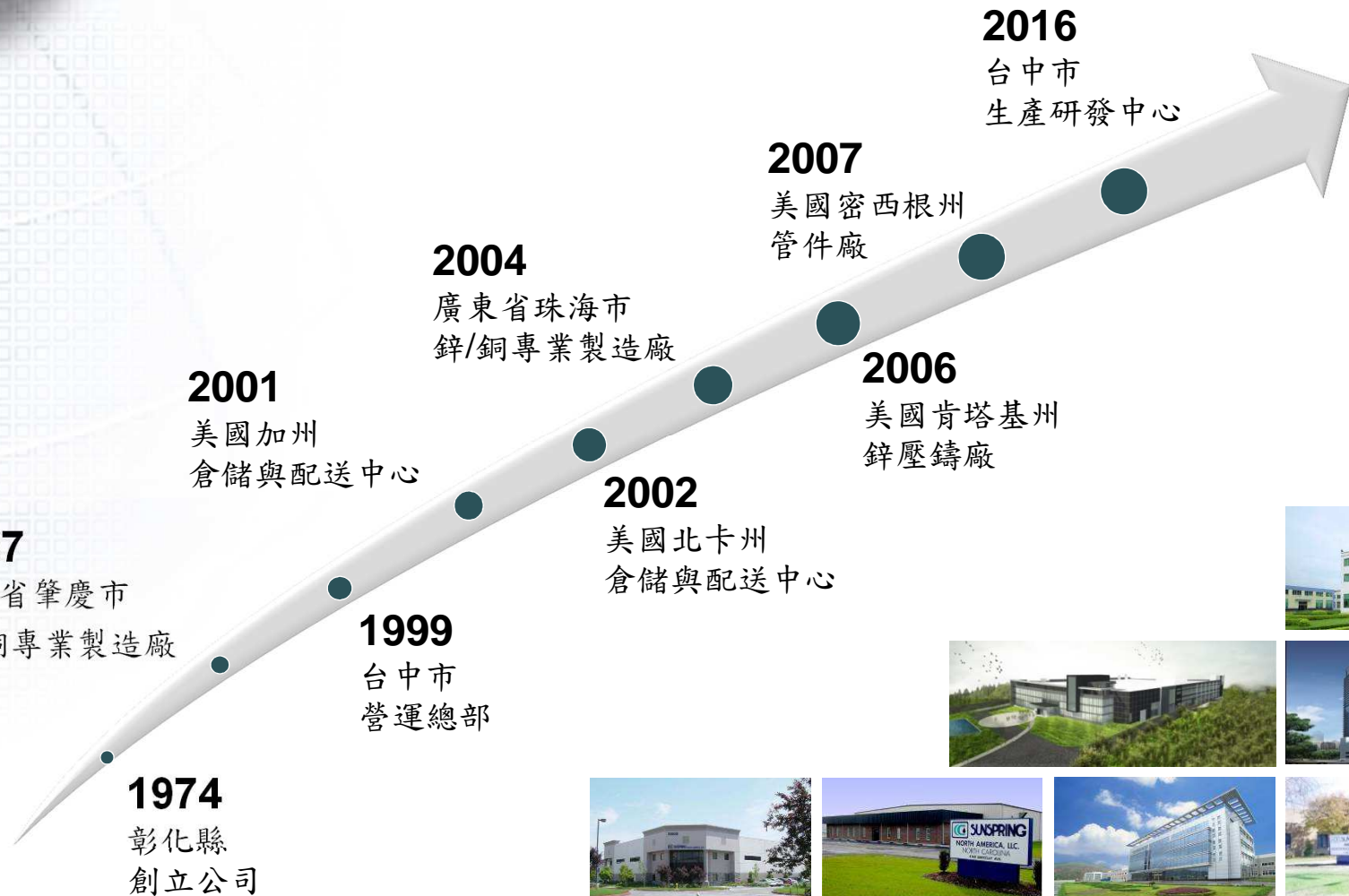
美國北卡

倉儲與配送中心

員工人數：100+



公司沿革



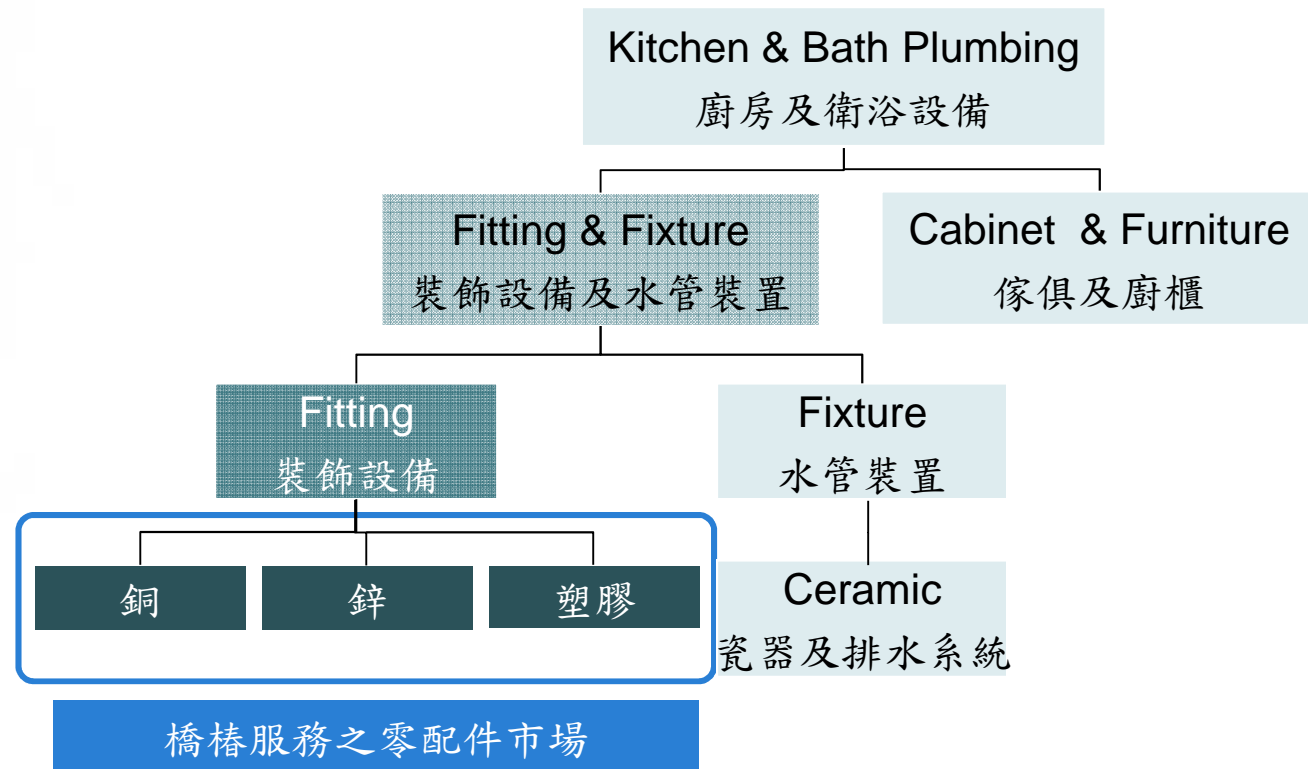
橋樑專注於廚衛裝飾設備產業

全球市場估計值

860億美元*

90億美元**

45億美元**



* 資料來源:裝飾設備及水管裝置- Freedonia, World Plumbing to 2018, Feb 2015.

** 資料來源: 以橋樑客戶的採購金額推算



廚房與衛浴設備

Fitting
裝飾設備

Fixture
水管裝置

Cabinet & Furniture
傢俱及廚櫃



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核心能力



堅強的管理
團隊



最佳的解決
方案



緊密的客戶
關係

堅強的管理團隊

楊正發

創辦人/集團總裁
超過50年產業經驗

楊淑絹

執行長室 資深特助 >15年經驗

史申

中國生產中心 營運長 >35年經驗

蔡青益

生產研發中心 副總 >35年經驗

王明勝

生產研發中心 副總 >25年經驗

葉俊廷

執行長室 資深副總 >30年經驗

楊慶祺

董事長/執行長
超過20年產業經驗

Ken Slusher

北美營運中心 資深副總 >35年經驗

黃進芳

生產研發中心 副總 >40年經驗

楊順生

生產研發中心 副總 >30年經驗

胡之琪

業務處 副總 >35年經驗

汪政弘

業務處 副總 >30年經驗

鄭進發

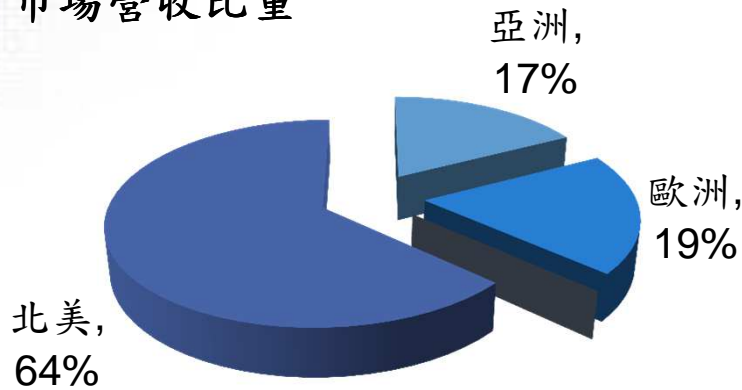
中國生產中心 副總 >40年經驗

緊密的客戶關係

我們的客戶在北美及歐洲水龍頭市占率超過六成

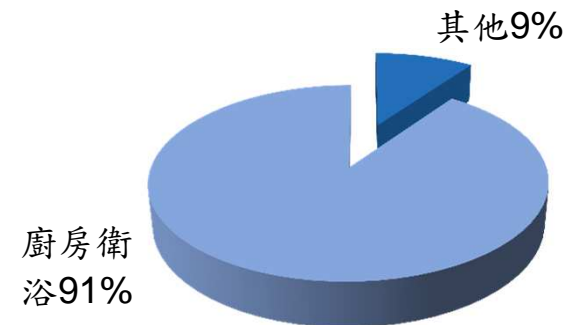


市場營收比重



註: 201909YTD資料

產業營收比重

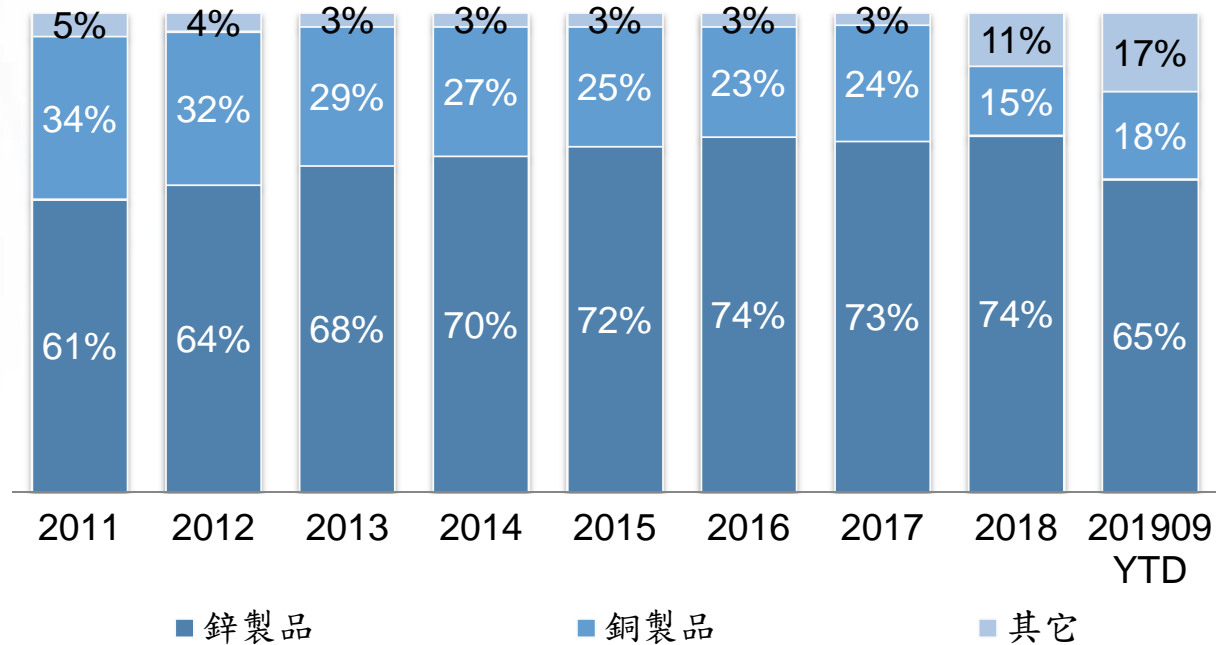


* 其它包括家居裝飾和其它應用

最佳的解決方案

- 全球廚房衛浴產業中，裝飾設備鋅壓鑄零組件領導製造商

鋅製品佔產品組合接近七成





從鋅製品到全方位的解決方案

背景

- 鋅的原料成本是銅的1/3
- 更趨嚴謹的飲用水法規
- 鋅替代銅製品的趨勢從美國擴展到歐洲及亞洲的水龍頭市場

橋樑利基

- 橋樑自1990年代即投入鋅產品的研發與製造
- 橋樑專精鋅製程，產品良率穩定、生產週期快速
- 橋樑與全球知名衛浴品牌，在鋅製品解決方案上有緊密的合作關係
- 橋樑穩健的財務基礎有助於市場的領導地位

展望未來

鋅替代銅製品的趨勢持續中

全方位的解決方案

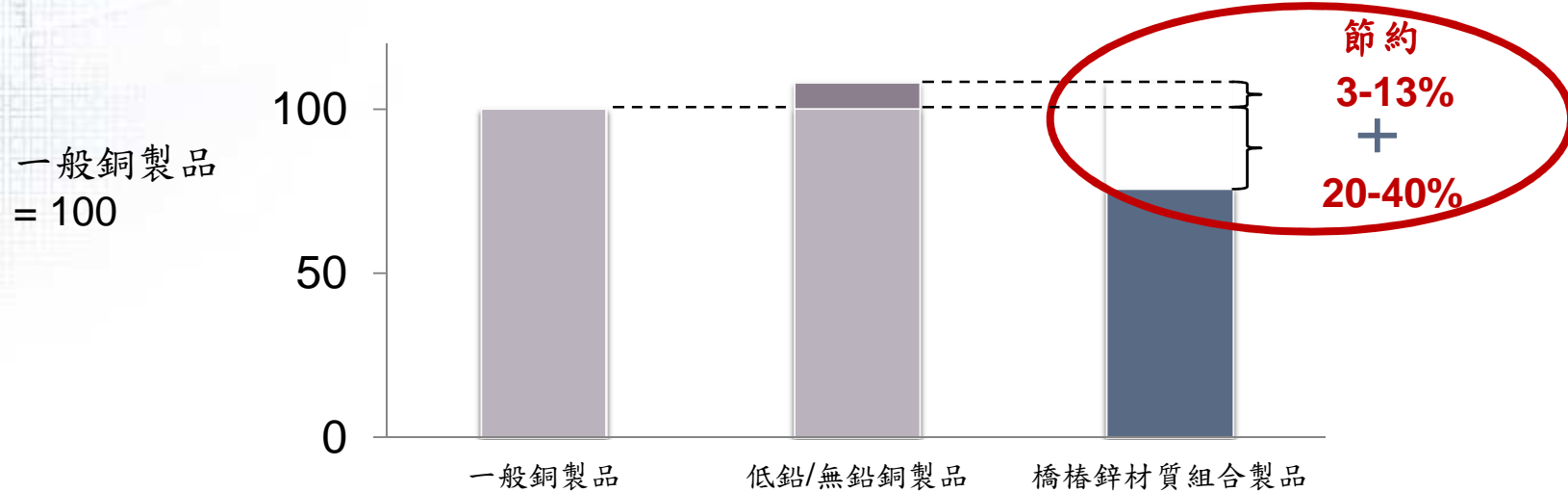
最佳的解決方案

相關規範日趨嚴謹，促使客戶尋求更佳方案

市場持續尋找更經濟的替代方案

獲取市場機會需要快速反應能力

水龍頭零組件之製造成本



資料來源：橋樑估計

*註：橋樑鋅材質組合製品 = 鋅製水龍頭本體 + 彈性水路

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鋅模組產品設計 解決方案

我們的鋅模組產品設計* 提供 > 20% 製造成本節約 vs 一般黃銅

獨立彈性水路設計

水沒有接觸鉛或者鎳金屬

100%符合飲用水與低鉛含量標準規定



*註: 鋅模組產品設計: 鋅壓鑄水龍頭本體 + 彈性水路

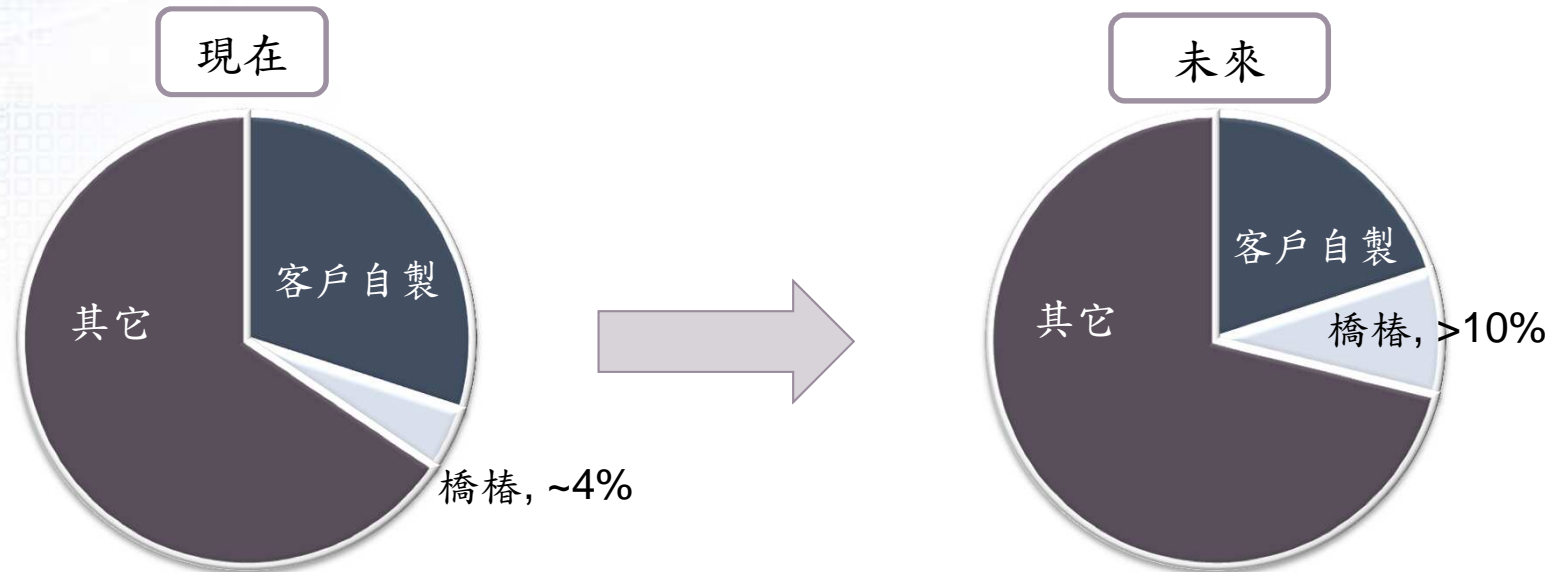
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橋樑致力成為全方位服務提供者

執行目標

- 提升在鋅製品解決方案的市場地位
- 以鋅製品解決方案為基礎，跨足其它服務
- 滿足客戶一站購足需求
- 提升市占率

廚房衛浴產業裝飾設備零組件市場



資料來源: 橋樑估計





追求穩健成長的投資計劃

短期方案

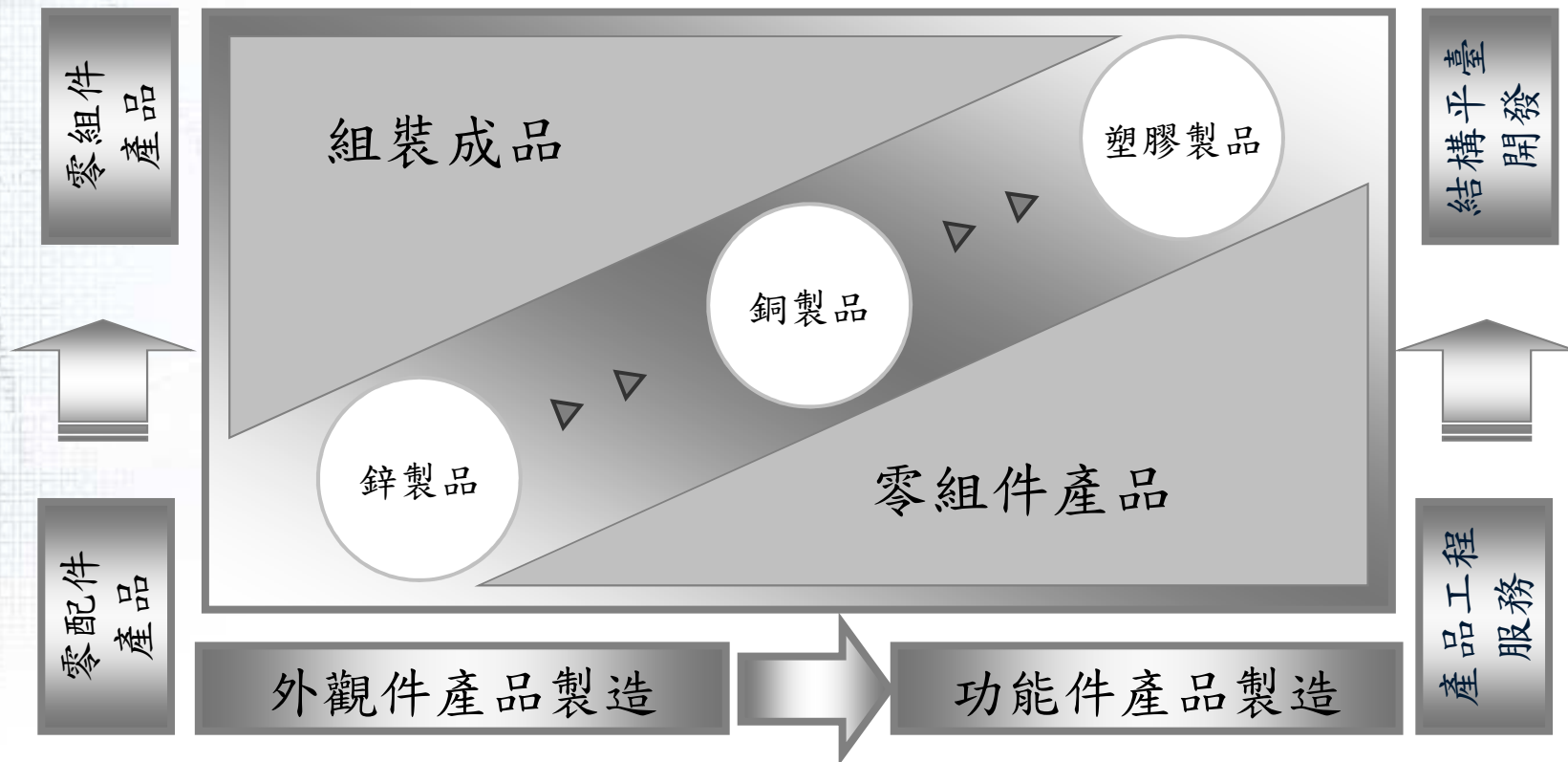
- 解決產能瓶頸
- 優化中國的勞工管理

長期對策

- 三階段自動化計畫：提昇生產效率和品質
- 台中新廠：生產研發中心產能擴充
- 擴展管理團隊以因應未來成長

製造能力發展策略

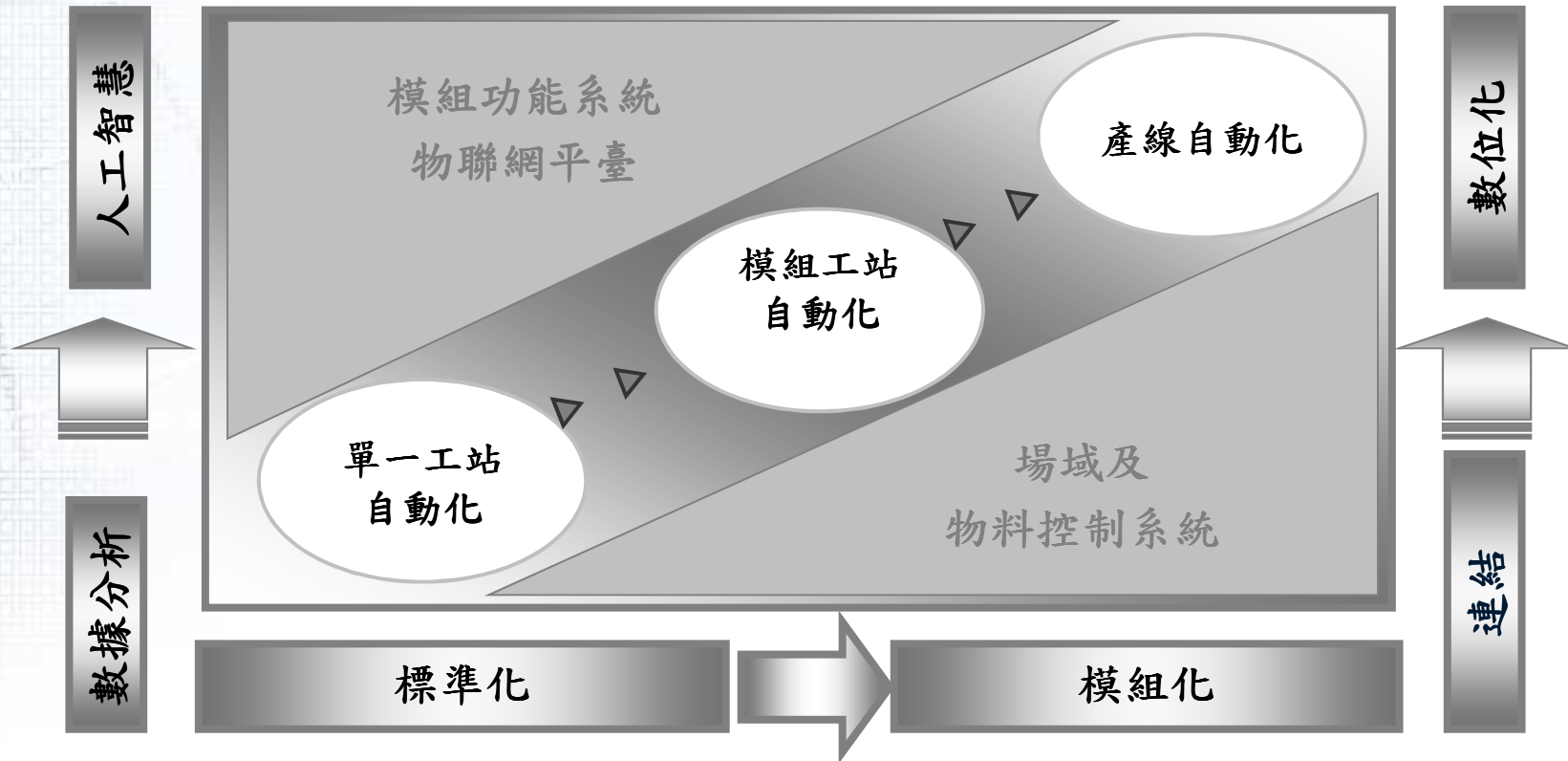
- 全方位服務提供者, 滿足客戶一站購足需求



快速反應市場
降低營運成本
達成客戶期望

製程自動化策略藍圖

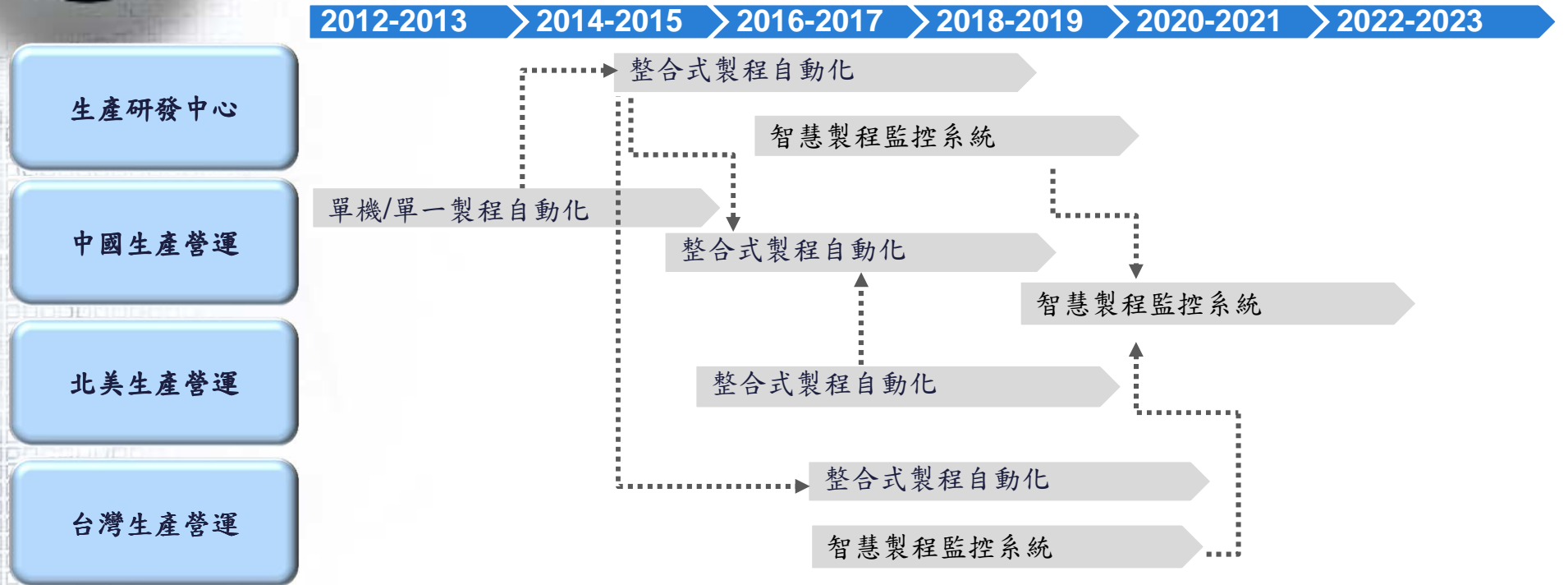
- ▶ 整合計劃與執行
- ▶ 為快速價值創造而優化



- 充分可視；可追溯性及透明度
- 營運效率優化
- 透過整合控制與資訊以達成任務



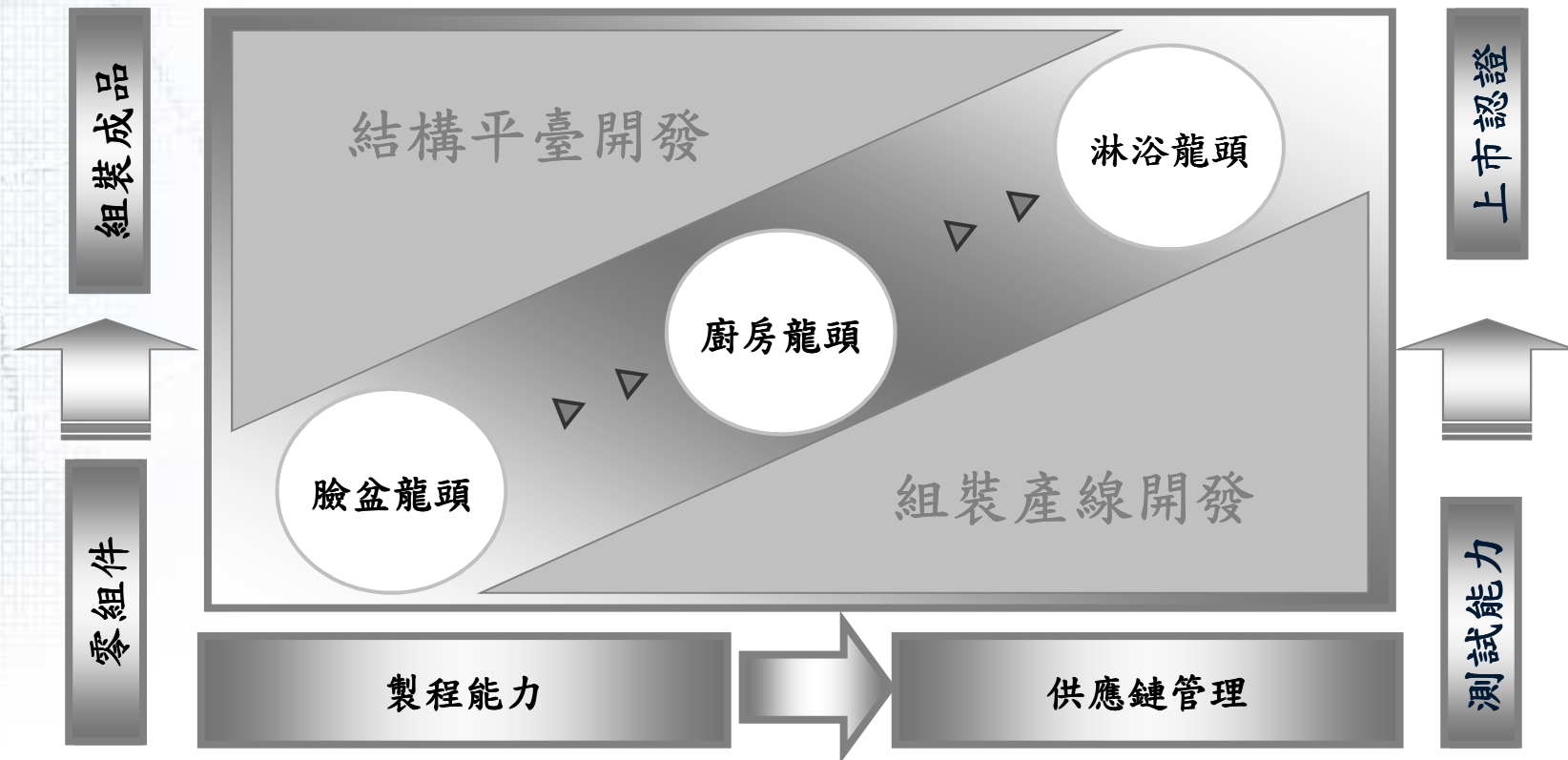
三階段自動化生產



	第一階段 (2012-2015)	第二階段 (2015-2019)	第三階段 (2016-2022)
重點	單機/單一製程自動化	整合式製程自動化	智慧製程監控系統
主要目標	提升生產量穩定性 & 降低勞動力依賴度	穩定良率和產出、減少搬運報廢率	提升良率 & 效能優化 及時製程監控

組裝能力發展里程碑

◆ 成為“解決方案提供者”



臉盆: 單把手:側面/頂部安裝&雙把手:中心套/寬幅
 廚房:拉出/拉下/側裝式出水口
 淋浴:單把手/雙把手/三把手/羅馬浴缸



Thank You for Your Attention!

PRIDE



Passion



Reliability



Integrity



Dedication



Excellence

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