



**SINGTEX**<sup>®</sup>  
GROUP

**NUMERO ZERO**  
SINGTEX STORY NO. 0

DEC. 2021

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14



# C O N T E N T S

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## Founders

Transcend yourself	Chairman Jason Chen	02 03
Humanistic care	Vice Chairman Amy Lai	04 05
Waterfowl ecology	President Jerry Tsai	06 07

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## Operation management team

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**Vincent Wu**  
**Garment Business Division Vice President**

"The publication of SINGTEX Group-Trial Issue" is officially published!

This is an important milestone for us towards the establishment of the group culture.

I still remember when I joined the company in 2003, the office was located in the residential building on Xintai Road, with less than 40 colleagues and just over 100 million in revenue. After years of progress, SINGTEX has become one of the few textile groups in Taiwan that vertically integrate spinning, weaving, dyeing, finishing, gluing and laminating to garment production and terminal brands.

Under the leadership of the two founders, Jason Chen and Amy Lai, our management team has a clear direction and is moving forward steadily towards the goal of a ten billion group. The production and technical energy we have is intense.

If all colleagues have the same belief, we will be able to succeed!

I wish the Group's colleagues good safety and health.

**Tony Wang**  
**Fabric Business Division Vice President**

I have always proud that "SINGTEX people" has a distinctive temperament and culture. We're able to be literate and martial, confident, and full of value.

We overcome the challenges of the future, whether it is international commercial competition, or internal conflicts and expectations of self-realization.

"Don't forget the original intention" and find your own position. Bravely strive to pursue "goodness". Don't afraid of hard work, talent is brilliant and meaningful.

Congratulations everyone! After 32 years of growth, the first issue of our SINGTEX Group has been published.

Every step of ours will continue to change the present and future of the group together. Through this publication, let you and I work together to write the stories that belong to SINGTEX people.

I wish the group all prosperity and colleagues good health and safety.







We need to overcome difficulties, not be overcome by them.

## A Heart-Warming Career!

My dear my colleagues and friends,  
"Trial Issue", the publication of SINGTEX Group, has finally been published. I hope that everyone can have a fresh take on life after reading this. On my 60th birthday last year, I made a wish that SINGTEX Group could become a "Ten Billion Enterprise" by the end of 2025.

If someone asks me why SINGTEX group continues to grow, I would answer: "we have excellent teams, a great vision and belief, and the courage to accept any challenge!"

If someone asks me what is worth sharing with everyone, I would reply what we are doing is "a heart-warming career".

I believe that the power of goodness is unimaginable. People must overcome difficulties, and must not be overcome by difficulties! Be willing to do it, and enjoy it!

Last but not least, I look forward to connecting everyone's hearts together through this publication.

I wish everyone great health and happiness.

| The Chairman of the Board |

There is no miracle but accumulation,  
and culture is accumulation over the years.



I am proud to publish this first issue of our group.

Through this publication, I hope that our company's culture can grow steadily and be shaped by our energies. Corporate culture progresses "Little by little and bit by bit."

The first thing to be implemented is "don't hide secrets, but share."

Let the seeds of cultural shaping be sown in the group like dandelions!

Let me share some wonderful content from a book, written by Kazuo Inamori.

1. The more chaotic the world is, the more our hearts should cultivate.
2. Cultivating the heart starts with gratitude for everything.
3. Where your thoughts go, your life follows.

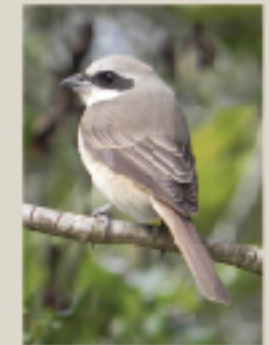
To sum up, I am looking forward to our team's goal of being consistent, coexisting, sharing and co-prosperity.

| The Vice Chairman of the Board |

A handwritten signature in black ink that reads "Amy".



You will see when you believe it!



Imagine the GFUN where we work in and out every day. As soon as you enter the door, you will first see a pink frangipani welcoming you. Then there are Hibiscus tiliaceus Linn, the Taiwan luan tree, and the sea lemon fruit with white flowers and green fruits. If the season is right, you can see red cherries, wine-red vine grapes, etc. This is what GFUN looks like now.

Sometimes you can also meet some charming guests, like the resident birds that can be seen all year round: the black-crowned egret and the blue rock thrush. There are also winter migratory birds that we only see after September: yellow-tailed robin and red-tailed shrike.

The environment is created by us, and the birds and insects visit by themselves. I believe that "the flowers bloom and the butterflies come by themselves", all of our contributions will not be disappointed. When we "believe", we will see.

GFUN is an enterprise that focuses on R&D and innovation, a self-learning enterprise that has grown gradually from a small scale, and a R&D-centric and production-service-oriented enterprise.

GFUN has R&D and production capabilities that others do not have, as well as fixed assets (land, plant, equipment) and a united production team.

To sum up, thank partners in this land, let us create a better future for GFUN. Keep it up!

| The President of GFUN |

*Jerry Tsai (Tsai, QIU-XIONG)*



After 32 years of hard work, SINGTEX finally became a group company and also began to publish the first internal publication belonging to the group. With the publication of this issue, all our employees can witness as our company enters a new milestone.

Recalling that I used to work in Formosa Plastics Corporation, its monthly publication had a great influence on me. The content covered management, technical IE improvement, and introduction to employee club activities.

The "Chairman's Message" at the beginning of the article, particularly inspired me. With this publication, I sincerely hope that it can bring more inspiration and innovation to employees in the company. At the same time, employees can gain an in-depth understanding of the company's vision, governance policies, and the core values of the company after reading this. Then establish the core competence of the enterprise, and finally condense the competitiveness of the enterprise, so that SINGTEX Group is based on the ranks of evergreen enterprises.

Last but not least, I would like to thank everyone in the Integrated Marketing and Design Center for their tireless and selfless dedication to the birth of this publication.

| The President of SINGTEX |

*Sunny (HUANG, SUNG-YUN)*





**Alice Wang**  
**General Administration Division Vice President**

**Proud to Be a SINGTEX Person**

I entered SINGTEX on November 24, 2003, and there were 60 employees then. The company was located in a residential building, and the hardware was not at the industry standard of other large companies. However, regarding education and training, there was already a college system with full-time education trainers. Employees had compulsory credits every year, combined with the annual performance appraisal. It could be seen that the two founders, Jason Chen and Amy Lai, attached great importance to the training of employees. Moreover, the construction of software has far surpassed companies of the same size.

Now the publication of the group is a new milestone. I feel very pleased and very fortunate to have participated in this process all the way. The company is getting bigger and bigger, and rapid growth is inevitable. SINGTEX will be a big stage that needs more talents, I look forward to everyone growing better and better.

Over the years, SINGTEX has developed from a small scale to a public offering to an integrated group. Without these basic skills to cultivate people over the past decades, and the corporate culture established by the two founders, it would have been difficult for us to develop to our current size. It is not easy to grow, so it is up to everyone to inherit this core culture and work hard together!

I wish the issue of the publication great success, and hope that our group will become a benchmark enterprise as soon as possible. As a SINGTEX person, I am proud of it.

**Billy Jhuang**  
**General Administration Division Vice President**

**Fear and Complaint Are Two Major Things That Waste Time**

In the workplace, we often complain because we are dissatisfied with people and things around us. We are all worried and afraid because of lack of self-confidence. These feelings are normal and inevitable.

But if there is only worry and complaint, it is not only a bad thing at work, but also a troublesome thing in life. I think that worries and complaints should be faced positively, and actions and change taken immediately.

Under the trend of rapid changes and increasing competition in the corporate environment, only a company with a corporate culture of learning and execution can be sustainable and beneficial to employees and shareholders in the future.

Let us encourage each other in our endeavors.





# 2021 Award

- **ISPO TEXTRENDS FW 2022/23**  
TOP 5-STORMFLEECE PLUS  
TOP 10-AIRMEM COLORSHELL  
TOP 10-AIRMEM P4DRY  
SELECTION-S.Café® ICE-CAFÉ
- **29th Taiwan Excellence Gold Award**  
AIRMEM COLORSHELL Coffee bio-jacket
- **29th Taiwan Excellence Award**  
S.LEISURE eco-comfy back lace up vest  
SINGTEX PROTECTOR\_Magictex coverall
- **TOG AWARD The Honor of the Year**  
AIRMEM COLORSHELL Coffee bio-jacket  
SINGTEX PROTECTOR\_Magictex coverall
- **Excellence in Corporate Social Responsibility**



29th Taiwan Excellence Award

29th Taiwan Excellence Gold Award

Excellence in Corporate Social Responsibility

# 2021 Media

- Jan.2021** Taiwan CTS News. 「How to lead Taiwan's textile industry out of a new situation in the post-epidemic era.」
- May.2021** Taiwan EBC Financial News. Taiwan 60 Hz 「The challenge of the epidemic.」
- Aug.2021** Business Weekly Live. 「How to find business opportunities in the epidemic.」
- Aug.2021** ERA News -Taiwan Insights. 「Textile industry creates new value.」
- Sep.2021** TV Tokyo.
- Sep.2021** MJ Nikkei Marketing Journal.
- Sep.2021** Southern Taiwan University of Science and Technology.
- Sep.2021** The New York Times. 「Retailers' Latest Headache: Shutdowns at Their Vietnamese Suppliers.」
- Oct.2021** Formosa Television. 「The National Game New Taipei City 2021.」



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1. Jan.2021 Taiwan CTS News 「How to lead Taiwan's textile industry out of a new situation in the post-epidemic era.」
2. May.2021 Nikkei Marketing Journal.
- 3-4. May.2021 Taiwan EBC Financial News Taiwan 60 Hz 「The challenge of the epidemic.」
- 5-6. Aug.2021 ERA News Taiwan Insights 「Textile industry creates new value.」
7. May.2021 Political Commissar Zhang Jinggen came to visit,Exchange 「Coffee Yam Recycling.」
8. Oct.2021 Formosa Television 「The National Game New Taipei City 2021.」



## Industry-academia cooperation for Department of Film & Television, Lee-Ming Institute of Technology.



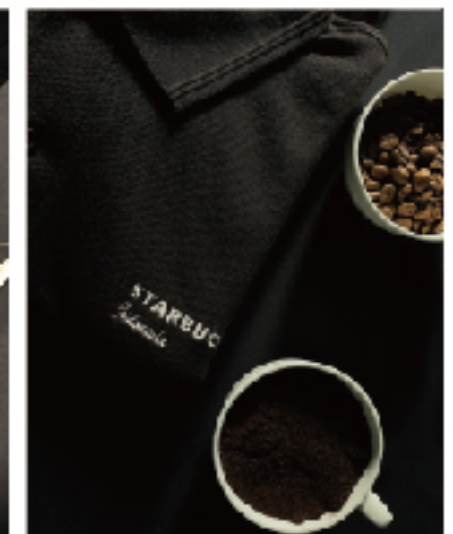
Photographed=Management / Text = Maggie Lin

Digital marketing and education are introduced for better organizational competitiveness in the post-COVID era. During the pandemic, it was not possible to travel overseas for tradeshows to promote products directly to customers. Everything has moved virtual these days.

To master the digital tools currently available for touching storytelling with images and to enhance online marketing skills and precise conveying of product messages with photos, SINGTEX Industrial Co., Ltd. has established industry-academia cooperation with the Department of Film & Television, Lee-Ming Institute of Technology. The teachers from the department, including Golden Horse -winning directors Ryan Chan and Chi-Man Lee and teachers Chang Chun-Chung and Ng Jiamian were invited to share years of experience in filming and give lessons on photography. The curriculum is an industry-academia joint effort about using images to tell moving stories and market products. The purpose is to encourage the adoption of a variety of digital tools within the organization for online/offline seamless integration. This ensures success and creates new business opportunities.



- 1.Aug.2021 Teacher Chang Chun-Chung lectured at the Wugu headquarters.
- 2.Nov.2021 The film studio of Lee-Ming Institute of Technology hosted a hands-on training session.
- 3.Nov.2021 The film studio of Lee-Ming Institute of Technology gave lessons and took a group photo after the class.
- 4-5 Wugu headquarter; taking pictures of products at the film studio.





## SINGTEX's One-Day Learning Camp / “Tough Guy” Physical Training on Mount Guanyin in 2021



Photographed / Text = Dawn Lin

SINGTEX invited a total of 28 senior executives as the first delegation to visit Formosa Plastics for learning and observation on October 2. The second delegation is scheduled for November. Other colleagues will be invited to this educational itinerary.

At Formosa Plastics Group Museum within Chang Gung University in Guishan, Professor Lee Wenyih of the university and Mr. Wen De-Fa, a senior employee with Formosa Plastics, introduced the collection throughout the seven-story museum. The scenes from the Japanese Colonial Period and the early years of Taiwan Retrocession were recreated. The founder and former chairman, Wang Yung-Ching, left home at the age of 15, worked as a delivery boy at a rice store, set up a rice shop of his own, and later founded Formosa Plastics. This history of humbleness and fighting spirits is represented in its entirety. Formosa Plastics is still thriving in different sectors today, happening around you and me. The diligence and dedication in operation and management are the goal and direction our group and team strive for. After the visit, General Manager Yang Chang-Shih shared his slow pace of life in the garden and life as a slasher. It was a great learning experience.

The following part of the itinerary was to train up the stamina of thigh muscles! Yinghan (Tough Guy) Peak Trail on Mount Guanyin is a popular hiking trail in Taipei. This trail leads to Yinghan (Tough Guy) Peak (with a height of 616 meters), the highest peak of Mount Guanyin, and a magnificent 270° view of the Taipei Basin. Life is an adventure and the road to the top is never easy. We need to brave on and strike out on our own paths. Dear SINGTEX team, let's go, go, go!







## GUCCI GARDEN TAIPEI ARCHETYPES

Exhibition location : GUCCI GARDEN TAIPEI ARCHETYPES  
 2021.10.21 — 2021.11.03.  
 Songshan Cultural and Creative Park No.2 \ 3 storehouse

Within the Gucci Garden in Florence is a garden of archetypes and an immersive and multi-sensory space that explores the campaigns of the House from the last six years and the creative manifesto of Alessandro Michele. The exhibition displayed in Taipei this autumn and inspired our marketing and design team.

Modern visions, living questions, and the insight of aesthetic feeling are illustrated within the exhibit. Alessandro Michele makes the visitor immerse themselves within the kaleidoscopic aesthetic that multiply in diverse inspirations of utopian worlds, where the border between past, present, and future, between history and mythology, continues to move.



Photographed / Text = Wilson Chang



## Who is waiting out there on stormy seas? We are the strong women.

Have you tried SUP, i.e., Stand Up Paddling? It is similar to surfing, but with long paddles. Paddling by standing up, sitting down, squatting, bending over, lying down or with daredevil acrobatic moves, the choice is all yours!

### First experience with SUP

This happened in Hualien, amid the powerful peripheral circulation of Typhoon Kompasu. No formal alarm was issued for this typhoon. However, its influence was sufficient to make this trip memorable for life!

For the long weekend of the Double Ten Holiday this year, I joined a group of ladies who are into outdoor activities (but not good with swimming) in signing up for "Total SUP Experience" in the Liyu Lake. According to information online, the waters were calm in the Liyu Lake, suitable for beginners.

### SUP itinerary

09:00~11:30 About 2.5 hours for a trip of two kilometers or so

20 minutes – Sign-in at the meeting place, equipped with life-saving appliances, teaching of paddling techniques.

40 minutes – Teaching of paddling techniques in the lake, balancing exercise in the waters.

40 minutes – Exploration around the lake, experience of activities.

30 minutes – Experiencing in the waters, diving into the waters, return to the shore.

20 minutes – Return to the dock for final challenges, taking of group pictures.



Photographed / Text = Winnie Chiu

My friends and I were looking forward to taking many eye-catching beautiful pictures under clear skies for online posing. However, the weather turned against us... On the day we set off for the trip, the winds were blowing and the rains were pouring in the peripheral circulation. Once we were in the waters, waterspouts emerged from the supposedly calm lake and caused fallen leaves to fly around. Many trees on the shore collapsed like dominos. All these images looked like natural disaster movies.

As the situation became worse, the coach immediately asked us to drop the paddles and wait in the pavilion onshore. I was grateful of the support from the coach through thick and thin and the encouragement from team members, as we managed to safely returned to the shore, away from treacherous winds and rains. Despite the unfulfilled wishes for this activity, the bonding of our female friendship will surely get stronger after the narrow escape. It is a lesson learned the hard way that we should seize every moment to make life count.



## Corporate Social Responsibility

- 「Love • Binti」 Jason serves as honorary consultant
- Migrant Worker Employment Standards - No Fee
- 「1% for the planet」 Wugu Wetlands Conservation
- SINGTEX adopts rice fields in Yilan
- SINGTEX® has joined 60+ Earth Hour

1-4 「Love • Binti」 Jason serves as honorary consultant.  
 5 「1% for the planet」 Wugu Wetlands Conservation.  
 6 Migrant Worker Employment Standards - No Fee.  
 7 SINGTEX® has joined 60+ Earth Hour.  
 8-9 SINGTEX adopts rice fields in Yilan.



一片好好維護的布衛生棉可以用2年以上 3





## Public welfare/donations

Over the past 32 years, SINGTEX has been dedicated to R&D high-end outdoor functional fabrics and has established vertical integration capability. With the shell fabrics developed by SINGTEX, our subsidiary GFUN Industrial Corp. manufactures high-end, water-proof and breathable P3 protective gear. This product uses hot-melt adhesives to prevent blood or viruses from penetrating through pinholes along machine sewing threads and provides comfortable and thorough protection to medical personnel. At the outset of the 2020 pandemic, this product passed the green lane program of the Ministry of Health and Welfare (MOHW) and became part of the national anti-COVID textile team. Within a short period of time, it obtained the pharmaceutical manufacturing permit, pharmaceutical vending permit, the MOHW's Class I medical equipment permit, the MOHW's Good Manufacturing Practice (GMP) certificate for medical equipment. In the meantime, Magictex's P3-series protective coveralls received the MOHW's medical equipment permit and the order from the MOHW for supplying hundreds of thousands of P3 coveralls (the highest grade in Taiwan) to domestic medical personnel. P3 coveralls must pass rigorous tests in synthetic blood penetration and bacteriophage (virus) penetration.

Committed to the corporate mission of serving as a "heart-warming company", SINGTEX's subsidiaries Magictex Apparel Corporation and GFUN Industrial Corp. established the national anti-COVID textile team at the beginning of the pandemic. They pursued a proactive transformation of the SINGTEX PROTECTOR water-proof and breathable product line by adding medical-grade and non-medical-grade PPE (personal protective equipment) research.



### Medical Institution

- Jul. 2020 Far Eastern Memorial Hospital
- Jan.2020 National Taiwan University Hospital
- Feb. 2021 Mackay Memorial Hospital
- Feb.2021 Taipei Veterans General Hospital
- Mar.2021 Tri-Service General Hospital
- Apr. 2021 Linkou Chang Gung Memorial Hospital
- Feb.2021 Fu Jen Catholic University Hospital
- Aug.2021 Trung tâm y tế thành phố Đà Nẵng, Bình Dương / Phòng khám đa khoa phường An Bình, Đà Nẵng, Bình Dương

### Police Jun.2021

- Taipei City Police Station
- Taichung City Police Station
- New Taipei City Police Station

### School

- Asia Eastern University of Science and Technology
- New Taipei Municipal Zhang-shu International Creative Tech. High School
- Daqiang Senior High School of Nursing and Home Economics
- George Vocational High School of Taipei

### Others Mar.2020

- 2020.5 Taoyuan City Fire Department
- 2020.4 Taoyuan City Government
- 2020.8 Ministry of Foreign Affairs
- 2021.6 Economic Development Department of New Taipei City Government



# TRANZEND



Our values are built and derived from three elements - Sartorial Aesthetic, Technology and Sustainability. We believe this creates an indisputable perspective towards menswear. Our design integrates sports elements and heritage fashion from sustainable sources – providing every customer comfort and the ability to adapt to different environments. We see the emerging market of menswear and apply functional yet sustainable textiles to ready-to-wear items, breaking the impression of formal menswear, allowing style and function to co-exist. We aim to create a paradigm shift, a new era and perception, mirroring our slogan - stand as a legend, move like a beast.

Official website



More product's information

TRANZEND

www.tranzend.co

TEL (02) 8512-7888 # 849

ADD No.10, Wucyuan 2nd Rd., Sinjhuang Dist., New Taipei City 248020, Taiwan

 <p>Ultra PPE Jacket</p>	<p>30% OFF</p> <p><b>\$2086</b> <del>\$2980</del></p> <p>Discount code SINGTEXPPE</p>	 <p>DWR Roll Top Tote Bag</p> <p>SAVED \$110</p> <p><b>\$290</b> <del>\$400</del></p> <p>Discount code SINGTEXBAG</p>
 <p>Ultra Suit</p>	<p>Exclusive discount</p> <p>Blazer :\$6499 <del>\$11000</del> Pants : \$2499 <del>\$5400</del></p> <p>Discount code for blazer SINGTEXBLZT Discount code for pants SINGTEXPANT</p>	 <p>Ultra Coat</p> <p>SAVED \$7520</p> <p><b>\$7980</b> <del>\$15500</del></p> <p>Discount code SINGTEXCOAT</p> <p># Limited sale</p>

## Employee Welfare Committee

Employee Benefits : Birthday cake and voucher  
September : Moon Festival voucher  
November : Employee travel voucher

Christmas gifts will be given in December !





## SINGTEX STORY NO. 0

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