



Brand Story Winning Works Sharing (6)

2018. 11. 30

The new episode: General President - [Coleman Liu](#) has been uploaded, welcome to watch.

The first work shared this week is “SZMW-生技课-信赖的产品来源于专业制造” , which won the Silver prize. The video describes MEAN WELL's continuous innovation and improvement in manufacturing, and also the contribution to the environment, customers and employees. ([Click Here](#) to watch or enter the Brand Story website from the intranet and click “得獎作品”)



The second one is “TWMW-RD 設 356-Your reliable power partner” , which won the Silver prize. The author got inspired for MEAN WELL brand identification from a daily conversation.

The story of your reliable power partner

故事概要

在我到職的1~2年後，某天晚上我與從事消防
工程弟弟的對話：



哥，最近我在日月光半導體有個消防排
煙閘門控制的工程作項，需要大約數個
24V/100W的電源，你們公司能否提
供相關的電源？

恩！應該沒問題吧！如果有需要我再請
相關人員與你接洽！



啊！應該不需要了；因為半導體廠工務
主任要求指定電源廠牌電源...

恩！沒關係！



哥，那你在電源業界有聽過『明緯』嗎？

(昏)我已經在那服務2年了.....



最優的品質及服務，就是最佳的行銷
Your reliable power partner



The third one is “TWMW-業務部美亞組-認同品牌·世代傳承”，which won the Golden prize. Here are some customers' impressions about their partnership with MEAN WELL. The full text follows:

MEAN WELL, your reliable power partner!

明緯過去 36 年的發展歷史上，經銷商們扮演著重要的角色。對經銷商而言，在他們的努力下，明緯不僅為他們帶來穩定的獲利也帶來持續的成長。甚至將與明緯的合作當作重要傳家寶，傳承給下一代。

為何經銷商們如此視明緯為重要的夥伴，並長期一起努力經營呢？

“MEAN WELL, take pleasure in supporting us like a family” -Said by Ms. Irene Djuwidja, Riasarana (印尼經銷商第二代)

As the second generation in the family, I am honored to be part of PT. Riasarana Electrindo and MEAN WELL. I have personally seen and feel that MEAN WELL really do live by its name: Good Intention. Their “one-pricing for all” and “reduced price” have granted us the opportunity to grow alongside other developed distributors. Not to forget, the web-based distributor network system and responsive sales representative have been a real convenience for me. Thanks to these exceptional values, someone like me with no experience or degree in electrical, is able to gain market share in Indonesia.

MEAN WELL is definitely a kind of partner that is unlike others. They take pleasure in supporting us like a family and we will do anything for our family. Isn’ t that right?



“MEAN WELL, a company with great potential and passion.” -Said by Mr. Logan Lee, Doosung(韓國經銷商第二代)

While I was working for a company which is related my major(Information Security) after finishing graduate school, I searched and checked the market evaluation of MEAN WELL SMPS by the suggestion my parents, and believed in MEAN WELL's continued growth potential. So I have been working in DOOSUNG since 2015.

When we visited MEAN WELL, we fully agreed with Jerry Lin's advice on the direction of our product sales and were impressed with his passion for work and we thought MEAN WELL and DOOSUNG are in the same direction.



“MEAN WELL, a long term business partner because of our shared values.” - Said by ADM(澳洲經銷商)

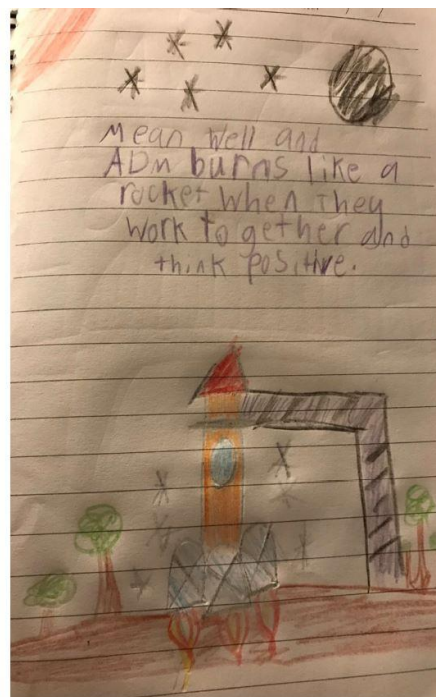
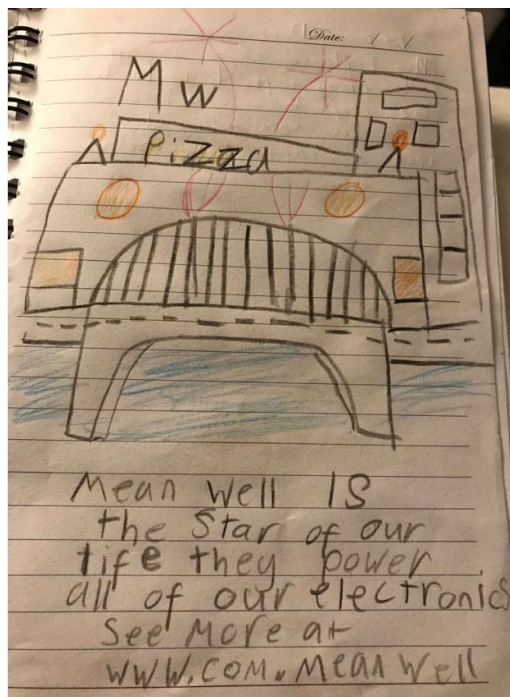
When Mr. Jerry Lin founded MEAN WELL in 1982, he chose the name because it reflected the “good intentions” of the company. MEAN WELL believes in being a reliable company, having reliable people and developing reliable products. Integrity and sincerity is core to every MEAN WELL employee. MEAN WELL strongly believes in doing the right thing for the customers.

ADM recognizes MEAN WELL as a long term business partner because of our shared values. Our shared values are at the heart of what makes the MEAN WELL & ADM relationship a long term business success.



不僅如此，在過去的拜訪的行程中，我們更是發現在經銷商的第三代中，明緯的品牌也正在他們心中發芽中。我們從他們童言童語的作品中，看到了明緯品牌的傳承力量，也看到了未來的希望！

An 11 years boy Mr. Oliver Brown who is the son of Mr. Jonathan Brown and Mrs. Kristin Brown, wrote a story about MEAN WELL when he was 8 years old.



The fourth work is “GZMW-采购部-传承【善意】的品牌精神、【意正心诚】的企业文化及【信赖】的伙伴关系”，which won the Bronze price. The full text follows:

身为世界标准电源领导品牌，我们将供货商视为伙伴，在每年的供货商大会中，将明纬的现况与产品发展方向提供相关供货商以共创双赢。



明纬拥有自有品牌，拥有 100%自主选择合作厂商的权利。然而，合作超过 10 年以上的厂商却占总合作金额的 70%以上，足见明纬特别着重经营长期的信赖伙伴关系。



明纬是个善意的品牌。当供货商伙伴出现困难时，明纬总是挺身而出帮忙。仅过去十年中，向明纬提出提前付款等纾困申请的厂商就不下 10 家，这种善举让许多厂商铭感在心并更能支持明纬。



明纬的品牌魅力已成为厂商产品推展的最佳业务员。厂商产品只要设计于明纬电源供应器，就很容易营销出去。



犹记得大约 10 年前某主力供应商临时倒闭，影响着 70% 环形线圈供货，正当一片慌乱，手足无措时，想到了向当时的变压器厂商求助。当初最支持明纬的杰信、音律，现在也成了明纬重要的供应商。

我们常想，买卖双方除了商业交易行为之外还有什么？这种患难见真情，雪中送炭的情怀至今仍令我印象深刻。尔后，厂商也明白的告诉我...明纬品牌形象这么好，不帮忙明纬要帮忙谁？

我们得说，这是明纬常与人为善，得道多助的最有力证明。这么多年来，明纬本着「取之于社会，用之于社会」的动机，在「明纬社会公益委员会」的带动下，致力于人文、环保、关怀等公益活动的推展，这些活动也经常性地向合作的供货商伙伴们传达并获得相当热情的赞助与参与。我想正是这股正向力量的带领，让认同明纬品牌价值的供货商伙伴们不断地靠拢明纬，才能在需要的时后派上用场，提供相互的支持，让问题得以解决。

我们深信，透过善意的品牌形象、公正透明的采购平台，明纬与厂商一定能紧密合作、共创未来。



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