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JUNGDOWN INTERNATIONAL CO., LTD.
SINPAC LIMITED



Walking through 70 Years, Standing on the Shoulders of Giants and Heading to the World

Taiwan Feather Exporters' Association (TFEA), founded in 1953 which is less than a decade after World War II, celebrates its 70th anniversary in 2023. Within the challenging post-war reconstruction era, TFEA was established amidst a period marked by some of the most significant social changes and rapid technological advancements in history. These included the profound global impacts of the COVID-19 pandemic between 2020 and 2022, the effects of which continue to resonate. At this moment, we deeply appreciate the contributions of our predecessors over the past 70 years in the down and feather industry, allowing us to stand on the shoulders of giants and reach out to the world.

It's an honor to serve as the 28th Chairman of TFEA with the support of our members. Despite the long involvement of my family business in the down and feather industry, my personal journey started with the feather and down industry after graduating from school, followed by several years of working experience in the finance and technology sectors. The diverse thinking from different industries has enabled me to bring various kinds of nourishment to our company and association, investing new life into our traditional down and feather industry. Introducing innovative management concepts, boosting team morale, and investing in new technology and talents open to embracing new things have been key to widening the industry's path to sustainability.

Given Taiwan's developmental conditions, we've always leaned towards prioritizing quality over quantity. Since August 1, 2023, the Ministry of Agriculture (upgraded from the Council of Agriculture) has been actively promoting "precision agriculture". Down and feathers, as by-products of waterfowl meat, are not only high in quality and price but also increasingly significant in the global trend towards sustainability. With nations cracking down on materials of unknown origins, Ministry of Agriculture has been guiding TFEA in establishing a traceability system to meet the stringent international supply chain demands.

In December 2019, TFEA established the "Taiwan Down and Feather Traceability Audit System" (T-TAS), interfacing with the Ministry of Agriculture's "Domestic Fresh Poultry Traceability System Platform." This data, derived from more stringent internal governmental checks on food safety, is independently certified. The volume of down passing this certification is scarce globally, making it even more precious. In October 2023, TFEA, along with representatives from the Ministry of Agriculture, promoted this initiative in Japan – the first international step for T-TAS.

Besides traceability, Taiwan, long a leader in processing capabilities, launched an "Inspection System" in 2023 through TFEA, targeting end-users. This system aims to provide transparency to consumers about the down in their quilts or jackets. TFEA members' products are registered on our website, with annual inspections conducted before the peak consumer season. The inspection results are published, providing consumers with more information and better product experiences. This also helps spotlight reputable manufacturers who produce high-quality products, garnering market favor.

From CNS, CAS, T-TAS, to the Inspection System, every step taken by TFEA bears testimony to the relentless pursuit of excellence by our predecessors and current members. We hope that through the shocks and challenges in the world and industry, TFEA and its members will not only survive but also develop resilience to welcome each decennial anniversary.

Chairman Chan Ho-Po



In Persistent Effort and Unwavering Dedication, Endeavor to Collectively Craft Centennial Outlook

I am both delighted and privileged to join Chairman Hebert Chan of the 28th term in commemorating the 70th anniversary of TFEA. This milestone affords us a moment to reflect on the feather industry's storied past. Chairman Chan poignantly remarked, "Standing on the shoulders of giants, we stride towards the world." This sentiment resonates deeply with me as feathers have been an integral part of my life, thus fostering a profound emotional connection and a strong sense of duty towards the feather industry and TFEA. Childhood memories flood back when I recall my father' s involvement with TFEA. Under Japanese colonial education, he strived to master Mandarin, diligently rehearsing speeches at home to ensure he could contribute effectively to the association' s dialogue. Such dedication is etched in my memory.

Historic photographs serve as a testament to the challenges involved in establishing and running an association. The formation of TFEA was driven by a desire to secure the maximum benefit and ensure the smooth functioning of the feather industry for its members. During the Japanese occupation, prior to the war, industry members would convene in Dadaocheng to deliberate on the feather market. They shared insights, determined fair purchase prices, and aimed for a consensus to maintain a balanced competitive landscape, which was essential for the industry' s health. In the throes of World War II, with Taiwan's resources under Japanese control, an entity akin to TFEA's forerunner was in existence. The Japanese oversaw feather trading, dictating prices, and even established a feather processing facility in Beitou. My father had the honor of managing that Beitou factory, with my aunt amongst its workforce. Post-World War II, as reconstruction was underway and the entrepreneurial spirit was reignited, there was a distinct absence of leadership. This led the Nationalist government to gather industry stakeholders, aiming to harness their collective strength and form an association in Taiwan.

The inception of the association was marked by friction among various factions, including military groups, the Shanghai clique, and local feather industry figures, each with diverging interests. Initially, the influential Shanghai faction sought to dominate the industry, sidelining local Taiwanese operators. However, with the establishment of TFEA in 1953 by the government, initially influenced by external forces, it was not long before the governance rightfully transitioned to those genuinely invested in the feather trade. The formation of TFEA was by no means an easy feat; initially, industry players remained divided, choosing competition over collaboration. Following World War II, the swift onset of the Korean War exacerbated resource scarcity during an already difficult wartime. Some operators, seeking to cut costs, deliberately adulterated feather raw materials and exported them globally. Consequently, Taiwanese feathers were, regrettably, branded as "low-priced and low-quality" during that era. In an effort to curb this detrimental competition, key industry figures convened for an intensive three-day summit in Beitou, culminating in the creation of an export quota system. The prospect of guaranteed quotas spurred the rapid establishment of numerous feather factories, particularly in the Changhua region. Despite the surge in operators, adherence to the quota system facilitated collaboration, upheld quality standards, and secured global customer satisfaction through fair pricing. The precise date of the export quota system's inception is unclear, but to my knowledge, it prevailed for approximately five years. In this golden era, collectors, manufacturers, and exporters thrived, bringing prosperity to the industry. Regrettably, this period of success sowed the seeds of its own undoing as complacency took root, with profiteering leading to rule breaches and the resurgence of harmful competition. This adverse shift compelled my father to seek opportunities beyond Taiwan, leading to the founding of the successful Heliang Feather Factory in Singapore in 1964. Despite our overseas success, Taiwan remained close to our hearts, and we continued to engage in the challenging Taiwanese market.

In 1995, I assumed the chairmanship of TFEA at the behest of Mr. Liu Yong-Qing, the preceding chair. Despite my youth, I embraced the challenge and later passed on the mantle after serving the 19th and 20th terms. Having matured within the industry, I was eager to once again contribute, leading me to actively pursue and assume the chairmanship in 2010. I focused on fostering legal, societal, and reputational improvements within Taiwan's feather industry. My commitment to TFEA was unwavering, as I often reassured members that, while I held the chair, the betterment of TFEA would always be my guiding principle. Given Taiwan's small size and limited resources, collaboration within the industry is essential. This conviction has been shaped by my extensive experience. In today' s era, where freedom and equality are innate and everyone possesses inherent rights, running a business justly is paramount. Adapting to global economic trends and making judicious adjustments are collective corporate responsibilities. The association's mission is to facilitate communication and coordination among operators, uphold industry order and ethics, and cultivate a favorable business environment.

Since joining the feather industry in the 1970s, following in my father's footsteps, I have witnessed nearly five decades of change. This year, as TFEA marks its 70th anniversary, I am honored to celebrate alongside Chairman Chan of the 28th term. Looking ahead to our 80th, 90th, and 100th anniversaries, I extend my heartfelt wishes for continued prosperity. It is my earnest hope that TFEA will sustain its esteemed legacy and operations for many years to come, enabling all our industry colleagues to flourish and enhance their quality of life in a fair and reasonable manner.

Honorary Chairman





(From left to right) Director-Secretary Lin Tsung-Yi of the Livestock Research Institute, Ministry of Agriculture; Directo Chiang Wen-Chuan of the Department of Animal Welfare Division, Ministry of Agriculture; Chairman Hebert Chan ; Chairman Hong Zheng-Min of NANSEI; Honorary Chairman Chen Koon-Yaw

Taiwan Feather Exporters' Association Celebrates 70 Years of Leading the World's Feather Industry

The global market for the down and feather industry is currently valued at over $5 billion, experiencing an impressive annual compound growth rate of 7%. Down, renowned for being the lightest and most effective natural insulating material on the planet, boasts exceptional qualities: it's lightweight, warm, moisture-absorbing, breathable, and quick to dry. Due to its rarity—each duck or goose produces only a small quantity of fine down—down is often referred to as "soft gold," highlighting its high value and scarcity. Furthermore, down goes beyond its physical boundary with the celebration of its sustainable qualities of being biodegrade, regenerative and of minimal carbon footprint. As an unparalleled, sustainable, and eco-friendly material, down's popularity among consumers is firmly grounded in its environmental benefits as much as its functional superiority.

Taiwan has firmly established itself as a leading global player in down processing. The Taiwan Feather Exporters' Association (TFEA) is at the forefront of this achievement, playing a pivotal role in uniting and coordinating the industry. By fostering collaborations among industry players, government agencies, and academic institutions, TFEA not only facilitates industry prosperity and international exchanges but also enhances the image and credibility of Taiwan's down and feather products. This commitment has been crucial in creating a high-quality, reliable consumer market, ensuring the sustainable operation of the industry. Reflecting on the association's 70-year journey reveals its significant influence on the evolution of Taiwan's down and feather industry. In Taiwan's early rural history, the process of slaughtering, de-feathering, draining, and collecting feathers from ducks and geese was a common practice. Families would eagerly exchange these feathers with the recycling industry, laying the foundation for what would become a globally dominant supply chain in the down and feather industry. From the 1950s to the 1970s, Taiwan was the world's most prominent down and feather processor, handling almost all the world's feathers. However, with changing economic and social landscapes, the industry shifted its focus to China and Southeast Asia. Leveraging advanced technology and extensive global industrial relationships, Taiwan has maintained a significant presence in the industry. By importing primary feathers and refining them into high-grade down for export, Taiwan has become a crucial supplier in the international waterfowl down market, annually importing and exporting nearly 30,000 tons of down, contributing to a trade value of over NT$7 billion. This volume represents a quarter of the global market share, significantly boosting Taiwan's foreign exchange earnings and establishing Taiwanese traders as leading processors and raw material providers of high-grade down globally.

Despite initial research efforts by agricultural units like the Livestock Laboratory in exploring down traits and processing techniques, these were hindered by technological and capacity limitations. Nevertheless, the feather industry thrived through specialized tasks such as washing, splicing, and customizing, quickly aligning with global trends and incoming raw material processing. My personal engagement with TFEA began during my tenure as head of the poultry production department at the Council of Agriculture. At a time when modern poultry slaughtering practices were being promoted to mitigate avian influenza risks, and traditional market slaughtering was banned, the poultry industry faced a critical structural adjustment. Despite the "3 hardships" nature (dangerous, highly man power demanded,, unpleasant) of slaughtering work, the financial investment in new facilities was substantial. Our

analysis of slaughtering ROI revealed that "feathers offset slaughtering costs" played a significant part. We discovered that the income from waterfowl feathers, paid per capita to washers, was a crucial revenue stream, with the market value of down feathers fluctuating between 10-25% of the live poultry price, particularly in the case of white goose feathers.

On May 7th, 2009, the Executive Yuan approved the "Program for Excellence in Fine Agriculture and Health." This program marked a visionary shift, aiming to transform agriculture from a production-centric to a lifestyle-oriented industry. It emphasizes agriculture's multifaceted roles and envisions transforming it into a modern, green ecological, and service industry. This ambitious plan sought to position Taiwan's agriculture as healthy and accessible to all, leading in science and technology, and characterized by comfort, fashion, and joy. The program also underscored the importance of elevating the excellence of agriculture as a priority. In light of this, I proactively approached President Kun Yao Chen of the TFEA for insights into the overarching industry and specifically the domestic down industry. Despite limited past interactions between the TFEA and agricultural government bodies, President Chen shared his extensive industry experience and personal journey generously and candidly. His practical and valuable recommendations for boosting the value-added aspect and overall development of the domestic waterfowl industry were particularly insightful. His professional dedication and strong commitment to his mission were remarkable. After a thorough analysis of the current state, we identified three primary constraints: the absence of a robust, internationally recognized inspection system in Taiwan, the lack of a certified origin and labeling system for finished products, and an insufficient supply of original Taiwanese down. Consequently, after several discussions with academics and experts from TFEA, we established a framework for the production and supply of original Taiwanese down products. This initiative aims to promote the sustainable development of the waterfowl industry. The strategies and approaches to enhance the quality of Taiwan's original down include:

Strengthening Taiwan's International Credibility and Inspection Capabilities:
- **Establishment of Down Inspection Laboratories: Set up laboratories that meet international standards for down inspection.**
- **Certification for Laboratories: Actively assist these laboratories in acquiring key certifications such as IDFB (International Down and Feather Bureau) and TAF (Taiwan Accreditation Foundation).**
- **Personnel Training and International Cooperation: Enhance the expertise of personnel in down inspection and analysis, and foster cooperation and exchanges with international inspection organizations.**

Promotion of Labeling System for Domestic Down and Finished Products:
- **Revision of National Standards: Work with the Bureau of Standards, Inspection and Quarantine of the Ministry of Economic Affairs to update national standards for down.**
- **CAS Product Certification: Advocate for the CAS (Certification Assessment System) product certification system specifically for down products.**
- **Establishing Labeling and Tracing Systems: Develop a labeling system for down originating in Taiwan and a T-TAS (Taiwan Traceable Agricultural Standards) down tracing system for finished products.**

Enhancement of the Quality of Taiwan's Down Products:
- **Advancement of Production Systems: Continuously improve the production system for waterfowl to boost down quality.**
- **Development of Production Techniques: Innovate and refine techniques for producing high-quality waterfowl down, establishing specific grades for the down.**
- **Improving Slaughtering and Pre-treatment Processes: Focus on enhancing the processes involved in slaughtering waterfowl and the initial treatment of the feathers, crucial steps in quality maintenance.**

Establishment of a Production and Marketing System for Taiwan's Original Down Products:
- **Data Collection and Analysis: Gather comprehensive data on the production and marketing aspects of original down.**
- **Integration of Production and Marketing Chains: Link feather processing units, waterfowl slaughterhouses, and farmers through contracted production and marketing agreements.**
- **Consumer Awareness and Branding: Work towards bolstering the image of Taiwan's original down and increasing consumer awareness.**
- **Collaboration with Cultural and Creative Industries: Partner with these industries to design and manufacture stylish down products that embody Taiwanese characteristics.**
- **Cross-Industry Collaborations: Engage in collaborations across various industries to strategize and optimize the marketing of finished products in targeted markets.**

Reflecting on the past decade and beyond, the Taiwan Feather Exporters' Association (TFEA) has meticulously implemented its strategic plan, showing substantial progress under the leadership of past chairpersons Kun Yao Chen, Chao Kai Chang, and Hebert Chan. Thanks to the unwavering support from its member manufacturers, the Association has witnessed promising initial outcomes. This progress highlights the TFEA's pivotal role in uniting and guiding its members, enabling them to firmly establish their roots in Taiwan, thereby contributing significantly to the national economy, fostering industry growth, and promoting a collective thriving.

In the current business environment, the emphasis on corporate social responsibility, encompassing Environmental, Social, and Governance (ESG) factors, has become a critical metric for assessing the sustainability of corporate operations. The down and feather industry, integral to this trend, can't remain unaffected. Key welfare issues for waterfowl like ducks and geese, including the absence of swimming facilities during rearing, limping, feather pecking, beak trimming, overcrowding, poor air quality, respiratory problems, and forced feeding practices (notably in foie gras production) are crucial. Moreover, in some regions, the harsh method of live feather plucking still causes severe harm to the birds, necessitating urgent attention. wareness of these issues is increasing among consumers and businesses, amplifying the demand for sustainably sourced down and feather products. The industry is responding by adopting identifiable responsible down standards (RDS), Global Recycle Standard (GRS) labels, and Recycled Content Standard (RCS) labels, thereby transforming traditional practices. The Taiwan Feather Exporters' Association, with the support of the Ministry of Agriculture, has initiated the "Taiwan Down and Feather Traceability Audit System" (T-TAS). This system ensures traceability and integrity of domestically produced down and feathers, significantly enhancing product quality and safety, aligning Taiwan's industry with international standards, particularly with Japan. Moreover, TFEA encourages its members to achieve various certifications, including international bluesign certification, Global Recycling Certification System (GRS), and domestic ISO quality and environmental management system certifications, promoting a circular economy approach. As someone who has worked closely with past guild chairpersons, secretaries-general, and members, I feel honored to have been a part of this remarkable journey. I am deeply grateful for everyone's dedication, expertise, and unity towards advancing Taiwan's industry. On the occasion of the TFEA's 70th anniversary, I extend my heartfelt congratulations, wishing the Association and its members prosperity and success. I hope that Taiwan's down and feather industry will continue to be a leader in the global market for many more years to come.

Ministry of Agricultural
Department of Animal Welfare

Chiang Wen Chuan

Taiwan's Feather Trade of A History over 100 Years

Duck and goose rearing has traditionally been an integral part of rural livelihoods in Taiwan, thriving in a conducive natural environment. Initially, only the meat of these birds was valued. It was later that their feathers, once considered mere waste, were recognized for their economic worth. While Europe had long appreciated feathers for their insulating qualities in bedding materials, in Taiwan, the feather export industry dates back to at least 1896, indicating the inception of the feather trade even earlier.

(Photos provided by HOP LION FEATHER WORKS CORP. and KWONG LUNG ENTERPRISE CO.,LTD)



1914

This year marked a pivotal shift towards feather processing. Initially, feathers in Taiwan were merely collected in their raw form. The "Taiwan Provincial Gazette" reported that in 1914, Huang Lao Yin from Hemei Township in Changhua County established a feather sorting factory. This development transformed raw feathers into a more lucrative product, propelling the central region of Taiwan into the forefront of the feather processing industry.

1918

The Japanese, during their occupation of Taiwan, founded the "Taiwan Feather Export Promotion Society" in Beitou. Equipped with sophisticated machinery such as inspection, wind sorting, sand removal, and washing machines, this facility marked the advent of automation in the Taiwanese feather and down sector. Primarily, the factory procured roughly sorted feathers from small, local businesses across Taiwan, further refining them into 75% down for export purposes.

1936

On the eve of World War II, Taiwan's feather export volume exceeded 430,000 kilograms.





1937

With the outbreak of the Sino-Japanese War, Japan declared feathers as essential military commodities, leading to stringent control over their production and sale. In Taiwan, all feathers had to undergo processing at the Beitou Feather Factory before they were eligible for export.

1941

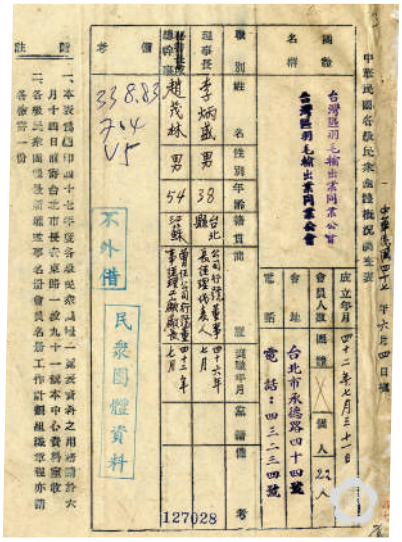
The Pacific War's onset disrupted Taiwan's external trade connections, with Japan remaining the only viable market. The feather export volume sharply declined. Data from the Bank of Taiwan show a shutdown of feather exports between 1943 to 1945. This trade hiatus led to the shuttering of numerous businesses.

1950

The Korean War catalyzed a spike in U.S. demand for feathers, mainly to manufacture insulated sleeping bags for military use. Since the primary feather-producing nations, besides China, were the Eastern European Communist blocs, Taiwan emerged as a crucial feather supplier among democratic nations, heralding a golden age in its feather industry. During this era, feather export prices reached unprecedented levels, quintupling the average pre-war price of $1.4 per pound in 1931 (compared to a mere $0.25 in 1931). From the 1950s through the 1970s, Taiwan became the world's central hub for feather processing.

1953

The establishment of the Taiwan Feather Exporters' Association.



1960

With the Western world experiencing rapid economic growth and increasing prosperity, there was heightened demand for down-filled bedding and military gear such as sleeping bags and jackets. This surge further boosted Taiwan's feather industry. Xizhou and Puyan in Changhua County, situated close to the prime duck and goose farming areas, became key centers for down and feather processing. At this stage, Taiwan specialized primarily in raw material processing, with the refined down needed for finished products being imported from Europe and America.

1970

The expansion of Taiwan's textile sector spurred the growth of its garment manufacturing industry, including the production of down jackets and sleeping bags. Taiwan exported over a million down jackets annually to the U.S. alone. Though Taiwanese feather factories had incorporated automated machinery, manual labor remained the backbone, supported by mechanical processes. Initially importing washed and purified refined feathers from the West, Taiwanese companies gradually began to invest in their own feather washing technologies, drawing inspiration from West Germany.

1995

The inaugural tripartite feather consultation meeting between China, Japan, and Taiwan took place in Beijing.

2000

The tripartite feather consultation meeting among China, Japan, and Taiwan was held in Taiwan.
The Taiwan Feather Exporters' Association organized a training seminar for feather inspection personnel.

2006

Mr. Koon-Yaw Chen, the Honorary Chairman of the Taiwan Feather Exporters' Association, was elected as the Chairman of the Technical Committee of the International Down and Feather Bureau (IDFB).







1980

Japan's economic boom significantly heightened its demand for down and feather products. Taiwanese feather processing technology evolved swiftly to meet the strict standards set by Japanese trading companies, attaining global excellence. Taiwan solidified its position as a principal supplier to Japan and as the largest feather processing base worldwide.

1990

In the wake of China's economic reforms and opening-up policy, Taiwanese enterprises started to relocate to China and Southeast Asia. Utilizing local raw materials and labor, these companies established new production facilities while continuing to control export markets. This migration also accelerated the development of China's down and feather industry, establishing China as a leading processor and manufacturer of down products.

1993

Taiwan Feather Exporters' Association became a member of the International Down and Feather Bureau (IDFB).



2008

The Bureau of Standards, Metrology, and Inspection under the Ministry of Economic Affairs announced the CNS2119 "Fine Waterfowl Feathers" national standard.

2011

The Bureau of Standards, Metrology, and Inspection of the Ministry of Economic Affairs announced the revised CNS13982 1-15 national standard for testing methods for feathers and down. The Council of Agriculture issued the book "Taiwan Down," compiled with the assistance of Mr. Koon-Yaw Chen, the Honorary Chairman, and members of the association.

2012

The Taiwan Feather Exporters' Association (TFEA) issued the "Non-Live Poultry Product Integrity Guarantee" and the "Declaration Against the Use of Force-Feeding in Waterfowl."
The 18th tripartite feather consultation meeting among China, Japan, and Taiwan was held at the Westin Taipei.







2013

The IDFB annual meeting was held for the first time in Taiwan, organized by the Taiwan Feather Exporters' Association.



2013

Taiwanese down was selected as a CAS (Certification Agricultural Standards) premium agricultural product. The Council of Agriculture announced the verification criteria for the "Down" category under premium agricultural products, officially launching the CAS down verification system. The collection of down and feather raw materials within the golden 24 hours post-slaughter, along with stringent requirements on raw material sources, water washing processing, process management, manufacturing environment, and quality control, ensures a genuinely reliable and safe quality assurance.



2014

TFEA was honored by the Ministry of the Interior as a Grade A organization of the 2013 nationwide and vocational group performance evaluation.



2020

The Council of Agriculture promoted the establishment of the" Taiwan Down and Feather Traceability System"(T-TAS).

2022

A press conference titled "Launching Taiwanese Down, Demonstrating International Sustainability" was held at the Taipei Artist Village.



2015

Propelled the Legislative Yuan's third reading and passage of an amendment to the guidelines for reviewing special guidance projects for agricultural business facilities on non-urban land, including a new application for feather (down) processing factories.



2016

The 22nd tripartite feather consultation meeting among China, Japan, and Taiwan was held at the Lin Hotel in Taichung.



2019

The 25th tripartite feather consultation meeting among China, Japan, and Taiwan was held at the Silks Place Tainan.
Under the guidance of the Council of Agriculture, the " Taiwan Down and Feather Traceability System"(T-TAS) was established, aligning with international standards.



2023

The Feather Association implemented a quality label (association tag) and a sampling system of random inspection regimen to ensure consumer transparency regarding the down feathers in down-filled goods.

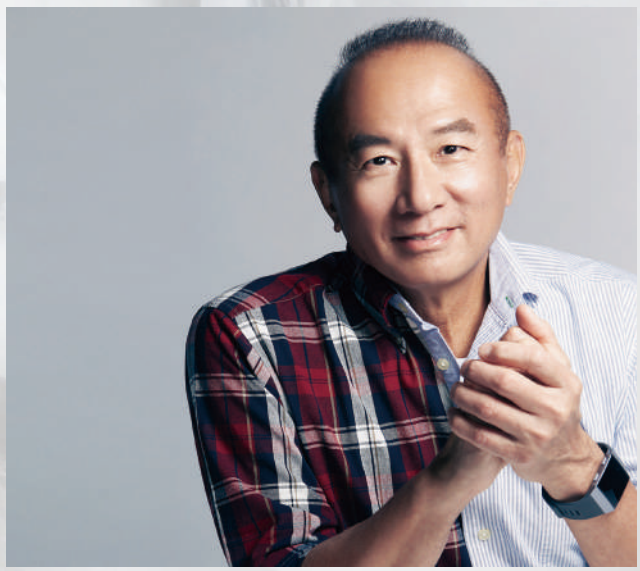




Chairman Hebert Chan and Chairman Chen, accompanied by T-TAS members, visited Japan on October 17th, 2023, to present the Taiwan Down And Feather Traceability Audit System (T-TAS), an initiative of the Feather Association backed by the Ministry of Agriculture, to bedding and apparel industry operators.

Interviews

Meeting Challenges, Breaking New Ground



HOP LION FEATHER WORKS CORP.
Koon-Yaw Chen

Koon-Yaw Chen, serving as the President of HOP LION FEATHER WORKS, stands out as a distinguished figure in Taiwan's feather industry. His keen insight and exceptional bravery have steered the company to retain its lead amidst a fiercely competitive market. Chen is not just active in fostering international relations but has also garnered notable success across global markets. His influence and prestige within the industry are manifested not only in the achievements of HOP LION FEATHER WORKS but also in his significant contributions toward the industry's overall progression and innovation.

HOP LION FEATHER WORKS, established in 1908, has the distinction of being the most venerable and seasoned professional feather manufacturer in Asia. Koon-Yaw Chen's involvement in the family enterprise commenced following a pivotal dialogue with his father, Chen Yun-Xi, upon completing his military service. His father's profound advice was that after a lifetime of nurturing, it was incumbent upon him to serve the family business for at least two years. He emphasized the paternal duty to impart a craft that could ensure survival, even in the event of a global crisis such as a third world war. Taking his father's words to heart, Koon-Yaw Chen delved into the feather industry. Although he considered leaving the business thrice during the initial period, he ultimately committed 45 years to the sector. Under his stewardship, HOP LION FEATHER WORKS has undergone a remarkable transformation. What began as a local enterprise collecting antiques during the Japanese occupation of Taiwan has flourished into the preeminent, technologically sophisticated international feather factory it is today, with a significant global footprint and spanning five generations. Japan's role was pivotal in shaping the contemporary feather and down industry, a fact well acknowledged by Koon-Yaw Chen as he reflects on the evolution of Taiwan's sector. He notes that during Japan's economic surge in the 1970s and 1980s, the burgeoning quality of life fueled an increased demand for feather and down products. At the time, the global norm for finished products consisted of approximately 60% feather content. Japan, however, continued to elevate its quality benchmarks, seeking materials with 72% or even 75% feather content. For manufacturers, this meant undergoing extensive overhauls and enhancements in both equipment and technology to meet such exacting standards. European and American producers, in particular, found these new thresholds demanding. Taiwanese manufacturers, in response to Japan's stringent criteria, invested considerable effort and resources in technology upgrades. This steadfast commitment was instrumental in establishing Taiwan as the preeminent global center for feather and down processing.

When reflecting on the trials and triumphs encountered by the industry, Koon-Yaw Chen takes greatest pride in his contributions to Taiwan's feather and down sector. Amidst the peak of Japan's demand, HOP LION FEATHER WORKS distinguished itself through exemplary quality and sales prowess, earning global recognition for Taiwan's manufacturers. In 1988, as mainland China opened its doors economically, Koon-Yaw Chen strategically expanded operations into China, significantly influencing the growth of its feather and down industry. As the industry burgeoned alongside economic and social shifts, reaching into Southeast Asia, Taiwanese companies, armed with superior technology and extensive global networks, solidified their standing in the global premium down market. Koon-Yaw Chen's achievements in the industry were further highlighted in 2006 when he was elected as the first Asian and Taiwanese Chairman of the Technical Committee of the International Down and Feather Bureau (IDFB), guiding the establishment of global industry standards and technical protocols and elevating the Asian and, specifically, the Taiwanese presence in the global arena. After years of concerted efforts, Taiwan earned the privilege of hosting the IDFB's annual meeting in 2013. This event saw nearly three hundred esteemed figures from the industry worldwide, marking a seminal moment for Taiwan's feather and down industry and testament to the legacy of Koon-Yaw Chen's leadership and vision.

With over a hundred years of history, HOP LION FEATHER WORKS has consistently recalibrated its business tactics and directions to align with the shifting sands of time and varying environmental demands. Koon-Yaw Chen, a stalwart in the industry, believes that a company's longevity hinges on its ability to adapt and evolve. The feather and down sector is characterized by its rapid changes, demanding that firms remain alert to the global economic climate and consumer trends, ready to implement swift and agile strategies to accommodate these shifts. In its quest to stay ahead, HOP LION FEATHER WORKS has not shied away from investing in the expansion of new production sites and the creation of business divisions, spreading its wings beyond Taiwan and Asia to countries such as Canada, Japan, and South Korea. The company's global mindset and innovative approach have fortified the Taiwanese down and feather industry's competitive position on the international stage.

Even as he hands over the reins to the fifth generation, Koon-Yaw Chen's connection to the industry's heartbeat remains unwavering. He expresses satisfaction in witnessing the newer generation assume leadership roles within the association. Reflecting on the organization's 70-year legacy, he remarks, "It takes the dedication of three generations to sustain an association for seven decades. My aspiration is for the association to propel and broaden our industry, etching a new chapter in history." As someone who has closely observed the advancements in Taiwan's feather and down industry, Chen's fervor for the field endures, with his eyes set on a brighter horizon.

Interviews

Leading by Technology, Creating New Values in Traditional Industries



KWONG LUNG ENTERPRISE CO., LTD
Hebert Chan

Over a decade, KWONG LUNG, which was founded nearly six decades ago as a feather and down materials factory, has embraced a digital revolution, expanding into a global corporation with a diversified product portfolio that encompasses feather and down, apparel, and home textiles. The integration of technology and the strategic application of accumulated corporate experience have led to the development of core technologies poised to address future challenges and secure a stronghold in the international market. Hebert Chan represents the third generation at the helm of KWONG LUNG. With prior experience in the fast-paced tech industry, he appreciates the significance of digitalization for modern enterprises. He is at the forefront of the company's digital transformation, advocating for employee engagement in this new direction, offering training and support, and positioning the company to excel in an era increasingly defined by technological advancement and digital processes. His leadership is pivotal in making the industry attractive to the younger generation, who are drawn to sectors where they can contribute their skills and innovation.

The pursuit of standardized production in traditional industries during a digital transformation is a crucial endeavor. Hebert Chan recognized this and introduced the principles of the Toyota Production System to KWONG LUNG, courtesy of a Japanese expert. This methodology, a brainchild of the automotive leader Toyota, aims to eradicate waste, optimize human resources, and elevate the efficiency and quality of production while reducing costs. The approach is grounded in continuous improvement and requires active participation and collaborative problem-solving from all employees. Implementing such a system presented a formidable challenge to the established methods of the industry, leading to some resistance. Indeed, Hebert Chan faced a setback when several Taiwanese executives in Vietnam resigned over the shift towards this new management style. espite these challenges, Hebert Chan commitment to digitalization as an essential step for traditional industries never wavered. He persistently encouraged a culture of collective learning and self-improvement, which eventually culminated in the Total Production Innovation (TPI) initiative at KWONG LUNG. This program sought to identify prevalent issues in conventional manufacturing and address them with innovative solutions, integrating technology, machinery, and workforce in novel ways to enhance the company's competitive edge. A notable example of such innovation was the digitalization of the "lay marker" process. This task, once dependent on the expertise of seasoned craftsmen for the optimal arrangement of patterns on fabric, was transformed by technology. By digitizing this process, the company could maximize fabric utilization, save costs, and improve production efficiency. The digital fortitude of KWONG LUNG was put to the test during the COVID-19 pandemic. When their factory in Vietnam had to suspend operations, they leveraged their cloud-based system to transfer sample production data to their Yilan facility. This strategic move ensured that sample production could continue uninterrupted, showcasing the resilience and adaptability of the company in the face of global disruptions.

KWONG LUNG' s approach to digital transformation is comprehensive and holistic, touching every aspect of the business from production to customer service. Their utilization of technology to enhance and quantify the expertise of their employees exemplifies a modern approach to traditional business operations. By using AI for tasks such as translating foreign-language orders, they empower their seasoned staff to maximize their market experience despite language barriers, optimizing their sales strategy and customer engagement. Under the leadership of Hebert Chan, the company has not only embraced technology but also the philosophy of continuous incremental improvement. By addressing small operational issues consistently, Hebert Chan demonstrates his belief in the cumulative power of small, regular enhancements to drive significant, long-term change.

This focus on continual progress is also evident in KWONG LUNG' approach to product development. Moving beyond the traditional view of down as merely an insulator, they have pioneered the addition of advanced features like water repellency, fire resistance, and super cleanliness. This innovation has not only added new value to their products but also reshaped market expectations for functional apparel. By collecting and analyzing production data, KWONG LUNG is setting the stage for a future of smart production, logistics, and services. This foresight positions the company at the forefront of the industry, ready for the advent of intelligent manufacturing and supply chain management.

In aiming to become a century-old enterprise, KWONG LUNG' s strategy to align with global trends and maintain agility is exemplary. Furthermore, their commitment to promoting the T-TAS Taiwan Down and Feather Traceability System system and quality labels in collaboration with TFEA is a testament to their dedication to quality and transparency. Such efforts not only serve to build a trusted brand but also enhance consumer confidence and appreciation for Taiwanese feathers on a global scale. Chan' s tech-savvy and innovative leadership exemplifies how traditional industries can successfully transition into the modern era, leveraging technology to enhance their legacy of quality and craftsmanship. This transformative vision ensures that KWONG LUNG remains a competitive and forward-thinking player in the global feather and down industry.

Interviews

The True Power of "Soft Gold": Quality



NANSEI FEATHER ENTERPRISE CORP.
Hung Cheng-Min(Jason)

The transformation of Jason Hung perception of feathers from something unpleasant to what he now regards as "soft gold" is a testament to the profound influence of familial and business legacies. His initial aversion was rooted in childhood experiences, influenced by his father' s involvement in the feather and down industry. Despite his efforts to distance himself by pursuing education abroad, Jason Hung was ultimately drawn back to the industry due to a manpower plea from his father.

NANSEI FEATHER and NANSEI SINGATURE, unique among its peers for its move from southern to northern Taiwan, has always put quality at the forefront of its operations. In its formative years, the company manufactured OEM products for Japanese brands, which instilled in it the exacting Japanese standards for detailed and precise workmanship. This commitment to quality not only involved strict control over the raw materials but also continuous enhancement of their machinery and equipment. After decades of dedication to the craft and the development of a diverse array of feather and down products, NANSEI has carved out a niche for itself as an authority in the Japanese feather and bedding market. This is echoed in Jason Hung' s confident assertion that their products command one of the highest price points in the industry, a direct reflection of their recognized quality. Furthermore, NANSEI has been successful in establishing a certification testing laboratory for Japanese feather standards, earning a JIS grade that is so trusted that their products bypass inspection when exported to Japan. This exemption underscores the reputation and trust that NANSEI has built over the years—a notable accomplishment that not only distinguishes the company but also solidifies its position in the Japanese market.

Jason Hung 's insights into the importance of quality in the feather and down industry were notably influenced by an international conference in Taichung, where he observed the damaging practices of some businesses that compromised the integrity of feather products. The use of glue to artificially enhance the fullness of down by adhering low-grade feathers and fragments was not just dishonest but also detrimental to consumer trust and product integrity. Such unethical practices led to products with high levels of impurities and unpleasant odors, resulting in customer dissatisfaction and a ripple effect of distrust throughout the industry. This experience reaffirmed the core value of "integrity" within NANSEI, solidifying it as an unbreakable rule within the company's operations.

NANSEI , which had long functioned as an OEM for renowned international brands and focused on exporting its premium products, shifted its strategy to also cater to the local Taiwanese market. This decision was inspired by the Japanese approach of valuing and retaining high-quality goods for domestic consumers. By offering its authentic, high-end products to the local market, NANSEI is not only serving Taiwanese consumers but also nurturing the local industry's spirit of excellence in both production and research. Jason Hung 's stance on quality is reflective of a broader ambition within the Taiwanese feather and down industry, which is to highlight and promote the superior quality of their products globally. He advocates for the use of standards set by Taiwanese associations and industry experts to ensure consumer confidence and satisfaction. In an era marked by internet transparency and fierce international competition, the commitment to quality is seen as a cornerstone for maintaining and enhancing the reputation and trustworthiness of Taiwanese feather and down products on the world stage.

Interviews

Unforgetting His Beginnings, Joining Hands with His Fellow Industry Members



ANDERSN ENTERPRISES LTD.
Liao Kuan-Hua(Kevin)

Kevin Liao, a seasoned professional with almost three decades of experience in the feather and down industry, amusingly highlights the serendipitous connection between his surname "廖" (Liao) and the industry itself. The characters "羽" (feather) and "毛" (down) within his name forge an indissoluble link between him and the world of feathers, further solidifying his expertise in this field. Upon commencing his career, he had the privilege of encountering his esteemed mentor, Chairman Chan Zheng-Hua of KWONG LUNG ENTERPRISE羽毛, who had recently assumed leadership of the familial enterprise. During that period, KWONG LUNG experienced significant growth and successfully expanded its global footprint. Kevin Liao demonstrated a remarkable ability to acquire industry knowledge, enhance his expertise, grasp domestic and international market trends, and establish a solid foundation in the feather and down industry, thanks to the guidance of Chairman Chan and the leadership of Assistant Vice President Carolyu Wen.

The prices of feather and down raw materials exhibit significant volatility, and the market can be characterized as dynamic. The occurrence of avian influenza in 2003 necessitated the euthanization of a significant quantity of poultry, leading to a decrease in the availability of feather and down materials. The down and feather industry encountered a range of challenges as a result of this situation. The market experienced a decline in demand, resulting in a significant increase in the prices of down and feather due to the subsequent decrease in supply. The rise in production expenses, combined with apprehensions regarding limitations on production and export, has given rise to a complex and demanding scenario. Fortunately, amidst these challenging circumstances, the down and feather industry demonstrated a commendable spirit of collaboration and mutual support, drawing upon the resilience and adaptable nature of the Taiwanese populace. They successfully navigated through this crisis collectively. This impactful experience had a lasting effect on Kevin Liao, who holds the belief that during the 1960s and 1970s, Taiwanese individuals would embark on international travels with a single suitcase solely for the purpose of securing orders. The user emphasizes the significance of collective development in the future to facilitate the overall growth and prosperity of the industry. Consequently, he actively engages in multiple associations and technical committees related to feather and down, with the objective of facilitating the exchange of experiences, knowledge, and the pursuit of shared objectives with fellow industry professionals. This collaborative effort is aimed at collectively advancing the industry.

From the onset of his career, Kevin Liao has been gathering knowledge and expertise with an international scope. Upon founding ANDERSEN ENTERPRISES, he committed himself to the promotion of international product certifications, such as the Global Recycled Standard (GRS) for eco-friendly textiles. This particular certification verifies that textile sources are not only traceable but also environmentally and socially responsible, fostering sustainable production and consumption, encouraging recycling, and alleviating the strain on natural resources. Liao underscored the importance of the Responsible Down Standard (RDS), an American initiative ensuring the humane treatment of geese and ducks. Feathers procured through ethical methods may be awarded the RDS certification. Products carrying these certifications are testimonials to ANDERSEN ENTERPRISES' commitment not just to enhancing global conditions but also to assuring superior product quality. Through the Taiwan Feather Exporters' Association (TFEA), the company’ s products have penetrated the global market and have earned an esteemed reputation internationally.

Liao Kuan-Hua's tenure as the General Manager of TFEA spanned from 2006 to 2008, and he has been a director since 2009. He believes that devoting a significant part of his life to the feather and down industry was a fated path and a fervent endeavor. Reflecting on an eventful journey and in celebration of TFEA's 70th anniversary, Kevin Liao expressed with vigor, "Throughout these 70 years, TFEA has witnessed steady growth. As we face the evolving future market, I am hopeful that we can collectively advance the industry, cater to global needs, and step into an even more prosperous 70 years to come."

Interviews

Integrity Founded, Quality Oriented



PAO SHENG FEATHER MILLS.
Wu Mien-Piao

Established in 1965 within the pastoral landscape of rural Taiwan, PAO SHENG FEATHER originated as a modest feather processing establishment. In its formative years, founder Wu Mien-Piao would drive a humble truck to procure goose and duck feathers from various locales. He processed these feathers into down products, distributing them to both domestic and foreign manufacturers. With a foundation built on integrity and minimal financial resources, PAO SHENG FEATHER thrived with the aid of benefactors and a steady flow of orders. Their commitment to quality and their ability to weather environmental challenges enabled the company to flourish, now surpassing half a century in operation. In 2008, the company was honored by the Ministry of Economic Affairs for its longevity as a 40-year-old enterprise and has also been distinguished with the Golden Merchant Award in the private business sector, celebrating their consistent dedication over fifty years.

Evolving from a supplier of raw materials, PAO SHENG FEATHER broadened its horizons into both the local and global arenas. Responding to the surge in demand for bedding of down and feather in Taiwan after 2000, and guided by customer feedback and friend recommendations, they commenced the production of down comforters and feather pillows. Their products earned high esteem, particularly among five-star hotels in Taiwan, and garnered a loyal consumer following. The transition from material supplier to manufacturer represented an adaptation to the shifting tides of time. Wu Mien-Piao's pragmatic outlook was centered on profitability: "The export competition is cutthroat; we must shift our focus to product development for sustainability." His emphasis on integrity was equally compelling: "We prioritize honesty and never mislead our clients. We don't chase after high volume; maintaining our business is paramount. Short-term gains from exploiting customer shortages would be counterproductive, as they wouldn't return in times of abundance." This succinctly captures the company's guiding principles that have steered them through over five decades.

In recent years, leveraging their stellar reputation, PAO SHENG FEATHER has begun fulfilling OEM orders for branded goods, aiming to deliver the ultimate experience to their clientele. Looking ahead, PAO SHENG FEATHER is committed to sustaining its foundational values, delivering premium quality feather materials, and finished products, and continuing to make significant contributions to Taiwan's down and feather sector.

Interviews

Weathering the Crisis with One Heart and Working Together to Seek Turning Points



YANG DAR FEATHER CO., LTD
Wu Cheng-Yi

Immersed in the down and feather industry from a young age due to his family's generational involvement, Wu Cheng-Yi's childhood was spent amongst feathers, gaining familiarity with processes like cleaning, drying, and sorting. Following his education and military service, he naturally gravitated back to the familial enterprise.

The down and feather market shares similarities with the futures market, with prices intricately linked to the poultry meat industry. For instance, an avian flu outbreak could reduce duck and goose populations, leading to a dip in down and feather output and a subsequent spike in acquisition costs. The sector is also at the mercy of global economic conditions, climate variations, and fluctuating meat demands. YANG DAR FEATHER, now in its third generation, has navigated these complexities within the wider market environment.

In rural Taiwan, duck and goose farming has been a cornerstone industry, historically providing a reliable supply of down and feather. The 1970s saw a surge in the Japanese economy, which, in turn, spiked the demand for premium down products, propelling Taiwan's feather and down sector forward. During the 1980s, when Wu Cheng-Yi was growing up in Changhua, the region became a hub for f down and feather distribution. At the height of its prosperity, the locality boasted more than 80 feather processing operations. Yet, with fluctuating feather prices and a significant rise in the value of the New Taiwan Dollar, export competitiveness intensified, leading to numerous factory shutdowns. In these trying times, Wu Cheng-Yi's grandfather, Wu Shun-Hsiung, took a daring step by selling land to raise critical funds for the company's continuance. Through adversities like the SARS epidemic in 2002, the global financial crisis in 2008, and the COVID-19 pandemic in 2020, YANG DAR FEATHER has shown resilience. The company has not only sustained its industry presence but has also carved out a reputable brand. YANG DAR FEATHER's commitment to quality has won it a faithful clientele across Europe, America, and Southeast Asia, broadening its business horizons. Wu Cheng-Yi reflects on these trials with a perspective that sees crises as potential opportunities, recognizing that a company's response to events can propel it forward. He remarked "Crisis can be an opportunity. The occurrence of an event is related to whether a company can move forward to the next step. We must learn from our mistakes, correct them, and propagate the good experiences to overcome challenges and continue moving forward."

Upon contemplating the perseverance and determination demonstrated by his predecessors to sustain the family business, Wu Cheng-Yi, an active member of the Taiwan Feather Exporters' Association (TFEA), has come to appreciate the significant impact of collaborative endeavors. He acknowledges the substantial structural shifts occurring within the contemporary industry and highlights the necessity of teamwork, both within the feather and down sector and beyond. Wu Cheng-Yi asserts, "The time of solitary operation has concluded; forging alliances within our own circle and with external industries has become the norm. In unity, there is recognized strength." A particularly poignant episode in Wu's career occurred during Koon-Yaw Chen's chairmanship of TFEA in 2013. Wu Cheng-Yi brought forth a proposition: "Considering feathers as agricultural processing products, could we advocate for the legal use of agricultural land by feather processing factories?" This proposition garnered the backing of numerous industry colleagues and, through the chairman's dedicated efforts, it culminated in the passage of an amendment by the Legislative Yuan in 2015. This amendment revised the criteria for special guidance on projects that converted non-urban land for livestock facilities, now inclusive of feather processing factories. What began as a modest proposal emerged as a transformative milestone for the feather and down industry. Wu Cheng-Yi reveres the association for its role in this achievement, marking it as a pivotal moment in his professional journey.

In an ever-evolving external milieu, TFEA has stood steadfast, guiding its members through the complexities of the international market and ensuring that Taiwan's insulation materials garner global recognition. As TFEA commemorates its 70th anniversary in 2023, Wu Cheng-Yi expresses his gratitude: "Being a part of this organization is a privilege. There's a palpable sense of collective effort towards cementing the preeminence of Taiwan's feather and down industry. My aspiration is for the association to persistently heed each member's voice. Whenever we face hurdles, our association—this extensive family—becomes our most formidable ally, offering substantial support. For this, I am immensely thankful."

TFEA Labels from the Perspective of Members



Silk, feather silk, down cotton... The market is flooded with products sporting names that blend terms like "feather" and "silk," leading to consumer confusion and instances where polyester fiber products are sold at the prices of genuine feather products. The jargon used within the industry can be perplexing, and the absence of compulsory labeling standards leaves consumers without a dependable means to verify product claims.

To combat this issue, the TFEA has proactively assumed the mantle of an impartial entity, instituting a system that employs "pre-auditing and post-sampling" techniques, complete with association labels (tags). This approach ensures that the specifics of the down and feathers within products are disclosed transparently, aiding consumers in making informed choices based on quality and price, and preventing them from being duped by similarly priced, inferior products.

For brands within the feather industry, securing an association label is a mark of quality that can enhance product competitiveness. The certification process not only regulates market pricing but also deters dishonest manufacturers, ensuring that consumers have access to authentic down benefits. This initiative fosters a fair market for high-quality down products.

KWONG LUNG

BBL Premium
FRANCE

HOPLION 合隆毛廠 SINCE 1908

合隆羽藏
HEALTH LIFE

TOTAL CARE

SHINE WU

fomico

Easy Life

Boosting Consumer Confidence

KWONG LUNG ENTERPRISE's bedding brand, BBL Premium, established in 1987, originated from the concept of "Best Bedding and Living," aiming to provide the best warm and comfortable sleeping experience for the people. Investing over a hundred million in a down research and development center, they create high-functional down products, not only to meet the consumer's expectation for superior sleep quality but also to constantly elevate the standards of comfort blended with aesthetics.

In the fall and winter of 2013, BBL was upgraded and renamed "BBL Premium," adopting the new core value of "Easy Luxury." This step provided the industry with superior, high-functional down products, exclusive style designs, and value-for-money sleep decor, along with all-around home decor solutions, leading the development of various exclusive high-functional down products to match the modern lifestyle trends, allowing consumers to easily build a comprehensive dream life.

BBL Premium has always been educating the public about the quality and maintenance of down quilts through sales staff and information on their official website. With the introduction of the association's label (tag) system, they can further enhance the credibility of their product quality. Consumers can be assured that the product they purchase is indeed consistent with its description, making the purchase and use more reassuring. The introduction of the tag system might not significantly boost sales initially, but by making more consumers aware of high-quality, honestly labeled products, it will eventually lead to the replacement of inferior products by superior ones, enabling quality manufacturers to sustain their businesses in the long term.

Fostering a Genuine, Transparent, and Collaborative Down Market

Rooted in a hundred-year heritage in down processing, HOP LION FEATHER WORKS CORP. has been at the forefront of the down industry for five generations, carving out a significant niche in the global market. In 2016, they introduced 合隆羽藏 Health Life " in Taiwan, leveraging their centennial expertise to revitalize their brand. This rebranding effort blends the luxury of Western down with the subtlety and elegance characteristic of the East, culminating in exquisitely crafted down products reminiscent of treasured items in a collector's cabinet. "合隆羽藏Health Life" aims to provide Taiwan domestic consumers with premium-quality down bedding tailored to local tastes.

With a sales strategy encompassing both their official website and physical stores, HOP LION FEATHER WORKS CORP. discovered through their market research the prevalence of 90% down content products across both digital and physical retail spaces, despite significant price variations. This discrepancy makes it challenging for consumers to discern product authenticity. The guild, esteemed for its 70 years of trust and professional experience in the industry, proposes a quality certification label system to nurture a healthier down product market. HOP LION FEATHER WORKS CORP. not only welcomes this initiative but is also committed to participating with its own brand, 合隆羽藏Health Life. This participation is a step towards tangible support, hoping to catalyze involvement from more top-quality brands. The ultimate goal is for these quality labels to guarantee the real and transparent representation of down products, minimize deceptive marketing practices in the sector, and thus contribute to the enhanced perception and sustainable growth of the down and feather industry.

Simplification and Transparency in Down Selection

Established in 2011, SHINE WU INDUSTRIAL introduced its EASY LIFE brand with a mission to blend simplicity and practicality into consumers' lives through exceptional product designs. The brand primarily reaches its customers through direct retail stores, its official website, and various e-commerce platforms.

In a market brimming with down products of varying quality and prices, consumers often faced challenges in distinguishing and assessing these items, especially in the absence of a quality labelling system. Retailers, too, found themselves spending excessive time explaining the quality variations of down products. The creation of a reliable and authoritative label system by the industry guild has been positively received. SHINE WU INDUSTRIAL is keen to participate in this quality label tagging scheme, confident in the quality of their own products and recognizing the potential uplift in their value due to such endorsements. The company is optimistic that this initiative will not only simplify the consumer decision-making process but also encourage other industry players to join in, collectively enhancing the quality and reputation of the market’ s offerings.



Distinguishing Good and Bad Down: Crystal Clear with the TFEA Label!

Down comforters and down jackets have been widely accepted by consumers, and the market is flooded with a dazzling array of down products, featuring vast price differences that can be quite overwhelming. But does the quality of the down you purchase really reflect its price? TFEA has noticed a scenario in Taiwan's down market where inferior products are driving out the good ones.

Many hospitality businesses, often hold tenders for down comforters and pillows. Members of the association frequently observe that during these tenders, the bidding price of down products from competitors are surprisingly lower than the market price of down materials, a situation that seems nearly impossible considering the typical prices of down. This discrepancy is likely due to competitors misrepresenting the content of their products, offering unreasonably low prices. However, hospitality operators generally don't send these products for third-party verification but instead rely on the claims of the manufacturers for price comparison. They are often unaware that the actual down content in the products from less reputable suppliers significantly falls short of the required specifications. In situations where quality differences are not easily identifiable, the lowest bidder wins. Consequently, honest suppliers find it challenging to secure orders and maintain their businesses, leading to poor consumer experiences and eroding trust in premium down products.

This scenario constitutes an unfair competition. Unlike food or pharmaceutical products, down isn't subject to stringent government regulations or specific legal frameworks mandating systematic quality checks. Consequently, the quality of down products largely hinges on the manufacturers' ethics, resulting in a rather disordered market situation. Taiwan's down quality, renowned globally for years, faces a significant setback if the domestic market, clouded by counterfeit products, distorts consumer understanding and undermines the recognition of Taiwan's superior products within its own borders.

Advantages of Taiwanese Down Manufacturers

Exceptional Quality:

Renowned for their high-quality processing and strict quality control, Taiwanese down manufacturers also benefit from mature duck and goose farming resources. Their high-quality feathers, processed and sanitized with professional care, provide products that are fluffy, warm, hygienic, comfortable, and offer outstanding insulation.

Masterful Craftsmanship:

With years of accumulated experience, Taiwan’ s down industry has developed numerous techniques and know-how in quality checking and controlling, cleaning, sorting, and blending. This expertise, along with a broad global industry network, establishes Taiwan as a principal supplier of luxury down quilts, jackets, and sleeping bags, receiving international acclaim. Regular skill exchanges, along with continuous research and technological innovations, have kept Taiwan at the forefront of the industry. Active participation in international conferences facilitates global connections, securing Taiwan’ s position in advanced feather processing technology and skilled craftsmanship.

Global Competitiveness:

The Taiwanese down industry, knowledgeable in feather raw materials and attuned to global market dynamics, enjoys a reputable international standing. Its strategic positioning in the global down supply chain and control over key raw material sources amplify Taiwan’ s significant impact on the worldwide down market.

TFEA Label as the Guardian for Consumers!

TFEA, composed of numerous industry participants, bears an essential duty: to design and implement a fair competitive landscape that encourages industry progress and betterment for all involved. It intends to invite members to display TFEA 's label on their products, signifying a commitment to quality. Additionally, the association will meticulously review quality reports submitted by its members. In a stringent effort to uphold standards, each year in the final quarter, TFEA will conduct random market purchases for quality verification, ensuring product consistency with the submitted reports. Acting as a referee, the association's role is to meticulously monitor and transparently report inspection findings. Any discrepancies between test results and application documents will be publicly disclosed in the annual report. This systematic approach is set to build a framework of trust, enhancing consumer confidence in the integrity and quality of down products.

Advancing the Inspection System for Down Products in Taiwan

The implementation of systematic inspection and tagging for down products is crucial. Such measures help in distinguishing the quality of products, enabling not only the maintenance of high standards by producers but also promoting fair competition. This system creates a beneficial environment for down manufacturers, retailers, and consumers, establishing a triple-win situation.

Empowering Consumers with Essential Information

Down product inspections are highly specialized. Normally consumers can only rely on visual cues and sales narratives to judge the quality. Current standards mainly focus on the raw down material rather than the finished products, leading to inconsistency in product labeling and consequently affecting consumer trust. Transparent, credible tags help purchasers identify whether down products are honestly labeled, empowering them to make smarter choices. In the context of no mandatory product labeling laws, TFEA's tag offers valuable information, guaranteeing the match between the product and its label. This not only helps consumers filter out subpar manufacturers but also ensures peace of mind and trust in the product quality.

Gathering Industry's Leading Manufacturers

The market is rife with synthetic materials , often confused with natural down, obscuring the latter's true value and diminishing its demand. The introduction of a tagging and inspection regime can help elevate consumer recognition of quality manufacturers. This initiative encourages manufacturers to strive for excellence and uphold ethical practices, continually enhancing product quality. Furthermore, it fosters collaborative efforts with industries committed to high standards, like the hospitality and garment sectors, paving the way for superior consumer experiences.

One-Stop Search, Ensuring Reliability in Down Purchasing

Through the TFEA website, consumers can easily access product information using the label details and swiftly find down products verified by TFEA.



Search the product you want to buy to see if it is part of the system

Know the place or online channel to buy the product under the system

Process of Label and Sampling System

- **Manufacturers register quantities and provide inspection reports.**
- **TFEA purchases products from the market for random testing.**
- **Sampled products are then tested by independent third parties.**
- **Test results are published; if a product fails, TFEA repurchases and retests the same item. If it still fails, TFEA issues a letter demanding improvement, marking the manufacturer for compulsory inspection the following year. Continuous failure for three years leads to a suspension of the manufacturer' s products by TFEA for one year.**
- **An annual report is published.**

Feathers and Life

Feathers have historically been integrated into various aspects of daily life, evoking a sense of gentleness and coziness. The feathers utilized in the production of down and feather products typically originate from ducks and geese, both of which are classified as waterfowl. These avian species possess a unique down structure that provides waterproofing, insulation, and heat dissipation properties, making them well-suited for aquatic activities. Waterfowl feathers can be classified into two distinct categories: feathers and down.

Understanding Feathers and Down





	Feather	Down
Shape	Two-Dimensional	Three-Dimensional
Structure	Leafy and fibrous, with a central backbone and softer feathery branches on either side.	The structure consists of numerous filaments, known as barbs, that disperse outward from the central point to create a radial arrangement. This arrangement effectively retains a significant volume of air, resembling that of a miniature dandelion.
Growth Location	Distributed throughout the avian anatomy, while terrestrial avian species such as chickens and pigeons exclusively possess feathers, lacking down.	Waterfowl, including ducks and geese, possess a dense layer of down located on the breast, abdomen, base of the wings, and underside of the feathers in adult individuals.
Function	Protects the body Enabling flight	Insulation Waterproofness
Feature	Elasticity Support Wide range of applications	Soft、Moisture absorption Lightweight、Warm Ventilation High economic value

A New Perspective on Life: The Multi-Application of Feathers

Europe recognized early the value of feathers as superb insulating materials. This use is evidenced in classical European paintings, Shakespeare's iconic quill, the impressive headdresses of Native American chiefs, Zhuge Liang's feather fan, and the striking plumes adorning Beijing opera costumes. Feathers have been used globally and historically in various ways. Advancements in modern processing techniques have further amplified their practicality in daily life.

Food

Pet Food:
Feather meal enhances protein content in animal feeds.

Agricultural Fertilizer:
Treated with high-temperature, high-pressure water for sterilization, pure feather meal is utilized in organic fertilization and agricultural fermentation processes.

Apparel

Insulative Clothing:
High-performance down jackets have become essential items among luxury brands, known for their exceptional warmth.

Jewelry and Accessories:
Feathers from chickens, cranes, swans, geese, turkeys, peacocks, and parrots are transformed into ornamental items. Swan feathers are particularly favored for adorning evening dresses and capes.

Powder Puffs:
Created from soft swan down, these powder puffs boast superior tactile sensation and absorption properties.

Living

Insulating Filling:
Feathers serve as cushioning in sofas and as insulating material within walls in construction.

Sleeping

Bedding Products :
Items such as pillows, duvets, robes, and decorative cushions, made according to their down content, are ideal for all seasons. Their lightweight, cozy nature has gained global usage and popularity.

Leisure

Outdoor Gear:
For enthusiasts of snowy travels and mountainous adventures, down sleeping bags are the top choice owing to their lightweight and excellent insulation qualities.

Badminton:
Crafted from the larger wing feathers of white ducks and geese. Premium feathers are selected for competitive shuttlecocks, while those of slightly lesser quality are used for practice.

Jianzi (Shuttlecock Game):
Made from goose and nest feathers, genuine bird feather Jianzis offer improved aerodynamic resistance and bounce.

Other Uses

Artistic Brushes:
These are produced using medium or slightly split goose feather shafts.

Quill Pens:
Primarily fashioned from goose feathers, especially prized are those from the second or third primary flight feathers.

Shoe Insole Material:
Constructed from finely split feather shafts, resembling hair in thinness.

Industrial Bearings:
Feathers find a unique application in bearings within industrial machinery.

Understanding Feathers and Down

At present, the most premium down is Eider down from Iceland. During the egg incubation period, the female ducks pluck down from their chests to build nests and keep the eggs warm. This down can only be collected in small quantities from the nests by local farmers.

Feather Transformation

Taiwan is a significant player in the feather trading industry, with feathers consistently ranking among the top ten agricultural exporters. The utilization of feathers derived from poultry slaughtered for their meat presents an opportunity to generate economic efficiency, often referred to as "soft gold." However, achieving this economic efficiency requires a comprehensive understanding of post-processing techniques and technologies. Taiwan is internationally recognized for its advanced down processing technology. The precision of the treatment process is intricately linked to factors such as the cleanliness and hygiene of raw materials, cost control, and overall quality. The continuous advancements in Taiwan's processing technology significantly contribute to the enhanced value of down and feathers in the global market.

From Feathers to Gold: The Process

	Procedure	Key point	Explanation	Taiwan Highlights
1	Pre-washing	Removing Impurities	Feathers harvested from ducks and geese are referred to as “raw feathers.” These feathers are rich in oils and are often contaminated with a variety of impurities, including mud, dust, and residual blood. It is essential to promptly carry out preliminary cleaning, sterilization, drying, and sorting. This rapid processing prevents the feathers from becoming moist and rotting, thereby preserving their quality.	**Humane slaughtering** The raw feathers sourced from Taiwan undergo humane electrical slaughtering, procured from electric slaughterhouses certified by the Ministry of Agriculture. **The Golden 24 Hours** These feathers are gathered within 24 hours post-slaughter and swiftly transported to the processing facilities, ensuring the down remains exceptionally fresh.
2	Down and Feather Sorting	Separating Down from Feathers	Using a wind-selection feather sorting machine, the process employs fluid dynamics principles for classification. By regulating the wind speed and volume, the lighter down clusters travel further during the sorting process. After this sorting, the down clusters undergo a quality inspection.	**Sophisticated Technology** Thanks to years of design improvements, Taiwan's feather sorting machines have a high degree of precision, effectively managing both the quality and cost of the final product.
3	Further Sorting	Subdivision According to Different Needs	**Down：** This step involves separating out down material with a higher down content, enhancing product differentiation and segmentation to meet various customer demands. **Feathers：** Different lengths and sizes of feathers are selected for diverse applications.	**Quality Stability** Taiwan's advanced duck and goose farming techniques, coupled with down and feather processing, ensure a rich and stable product quality, positioning these as mid-to-high-end items in the market.
4	Washing	Enhancing Quality	Through multiple washings and deodorization processes, the feathers are thoroughly cleansed of dirt, grime, and any unpleasant odors, resulting in a lustrous, elastic, and fluffy appearance.	**Precise Operations** Utilizing professional cleaning and deodorizing agents, the feathers undergo several rounds of water washes. After dehydration, they are dried at a high temperature of 120 degrees Celsius to ensure sterilization. From fine washing to drying, the meticulous and integrated machine operations are a strong suit of Taiwan's industry.
5	Blending	Uniform Mixing	Selected materials that have been sorted and passed inspection are picked out and mixed according to the proportion required by the customer. Due to the variation in quality of down and feathers collected from different regions and seasons, blending ensures the final product is more stable and uniform.	**Strict Quality Control** Through laboratory testing and control, the desired target specifications are met, ensuring the delivery of high-quality products.

Selection and Care of Down

Four Step Process for Down Selection

Down products, while all similarly labeled as "down," can vary significantly in quality and price. Here's a straightforward four-step guide to help you discern and choose high-quality down products:

1 Look

Product Name:
Feather Silk Down, derived from broken down clusters, offering less warmth and elasticity.
Technological Down Fiber, a synthetic alternative.

Wash Label:
Pay attention to the down-to-feather ratio, often denoted as something like 80/20, meaning 80% down and 20% feather. Higher down percentages (above 80%) usually indicate better warmth and quality.

2 Press

Down should be fluffy, light, yet voluminous, with good elasticity. Press the product gently and observe if it swiftly returns to its original shape. This resilience suggests high-quality down with better insulating properties.

3 Shake

Vigorously shake the product to test for feather or down leakage. No leakage signifies quality; leakage might indicate a looser fabric weave, suggestive of lower quality.

4 Smell

Quality down undergoes thorough cleaning, drying, and deodorizing, resulting in a clean, sanitary, and usually odorless product. Avoid items with unusual or unpleasant odors, as these could lead to adverse reactions.

Maintenance

Compact, lightweight, and cozy, down products have become essential in our daily lives. With the right care and handling, these products can last for over a decade.

1 Washing

Use a protective duvet cover and pillowcase for your duvets and pillows. Regular washing is important to keep them clean and free from accumulated dust and grime.

2 Fluffing

Post-use, a gentle patting of down products not only clears away surface dust but also helps the feathers to trap air, increasing their fluffiness.

3 Airing and Drying

Maintain a moisture-free environment for down products. For items like bedding, it's beneficial to air them in the sun or dehumidify them every month or two, or dry in a cool, airy space. These practices not only bolster the insulation and springiness of the down but also use sunlight as a natural disinfectant.
Remember to air and dehumidify these items before storing them in a cool, dry area.

4 Refreshing

When you take them out for reuse, simply unfold and give them a gentle shake or pat. This action helps the down to reabsorb air, rejuvenating its elasticity, fluffiness, and softness, making it again warm and comfortable.

Understanding Feathers and Down

Fill Power: A crucial property of down, referring to its unique elasticity and ability to trap air. Higher Fill Power means more fluffiness, better air trapping, and thus, greater warmth. This attribute also allows down to return to its fluffy state after compression, a sign of high-quality down products.



Taiwan's Down Industry and the International Sustainability Trend

The concept of the butterfly effect, wherein a butterfly fluttering its wings in Brazil might set off a cascade leading to a tornado in Texas, serves as a powerful metaphor for our interconnected and dynamic world. This concept underscores how seemingly minor shifts can trigger significant and far-reaching effects across the entire system, where even a slight variation can have monumental consequences. In recent years, the escalating severity and frequency of extreme weather events, rising sea levels, and shifting ecosystems, all attributable to climate change, have brought the imperative of sustainable development into sharp focus. This crucial issue has garnered extensive attention, prompting various sectors to take proactive steps toward bolstering environmental protection and fostering sustainable growth. In line with this global movement towards sustainability, Taiwan's down industry is making concerted efforts to align with more eco-friendly and sustainable practices.

The momentum for sustainable development is relentless, emphasizing that carbon reduction is not just an environmental goal but a competitive edge! The down industry in Taiwan is dedicated to realizing its sustainability objectives through a range of strategies. These include conducting thorough life cycle assessments to understand and minimize environmental impacts, aligning with international standards and practices, infusing innovation into traditional values, and committing to global down recycling initiatives.

Life Cycle Assessments

Life Cycle Assessment (LCA) plays a pivotal role in fostering sustainable development. This methodology evaluates the environmental impact of a product across its entire lifecycle, encompassing raw material extraction, production, transport, usage, and end-of-life disposal. By analyzing these aspects, LCA helps industries quantify their carbon footprint, assess their overall environmental impact, and identify areas where processes or usage can be optimized to be more energy-efficient. This not only aids in reducing costs and environmental pollution but also propels industries toward a greener economy. Additionally, LCA provides valuable information that can guide consumers toward more eco-conscious and sustainable purchasing decisions.

In Taiwan, down and feather factories are actively reducing carbon emissions and electricity usage by upgrading to newer, more efficient production equipment. Furthermore, the installation of advanced wastewater treatment systems exemplifies their commitment to water resource conservation and minimization of water waste. These factories are also engaging in numerous certifications and verifications to bolster their sustainable credentials. This includes obtaining international bluesign certification, the Global Recycling Standard (GRS), and local certifications like the ISO quality and environmental management systems. Their participation in the Circular Economy Program aims to lessen the ecological impact of their production processes and to continuously advance their green manufacturing practices.

Value in Innovation

In the pursuit of sustainable development, a key emphasis is also placed on cultivating innovative values. Taiwan's down manufacturers are at the cutting eage of this, actively engaging in the research and development of cutting-edge production technologies. Their goal is to craft down products that excel in warmth, are lightweight, and provide supreme comfort. The adoption of eco-friendly materials and the enhancement of manufacturing processes are deliberate strategies aimed at minimizing environmental impact, thus yielding more eco-conscious products. Several down enterprises have embraced intelligent manufacturing technologies, leading to notable improvements in production efficiency and quality control. Moreover, digital transformation is injecting new vigor into business management and marketing strategies, enhancing the competitive edge of these enterprises. This progress does not only offer consumers higher quality and more advanced product options, enriching brand value; it also contributes significantly to the industry's sustainable growth. The value of innovation within the down industry is manifested not just through product performance enhancements but also in its commitment to environmental and social responsibility. These concerted efforts highlight the industry's dedication to not only meeting market demands but also addressing broader environmental and societal challenges.

Down Recycling

Europe and the United States have pioneered the practice of down recycling, with prominent outdoor brands introducing products made from recycled down. Similarly, Japan, a nation fond of down products, has established a comprehensive recycled down certification system enabling traceability. The upsurge in global down recycling reflects a shift towards repurposing used down feather products. In this process, down is reprocessed and cleansed of wear and tear, resulting in a material whose functionality closely matches that of new down, and can be employed in crafting new products. This leads to the effective recycling of resources. With proper recycling methods, a down quilt can potentially be reused for an additional 80 to 100 years.

Recycling down is notably simpler compared to other textile products, requiring no new technologies. Processing factories can conveniently adapt their existing production lines for down recycling. Consequently, down recycling has emerged as a frontrunner in the textile recycling economy. In this vein, Taiwan’s down industry is collaborating with textile institutes and networks to foster down recycling, playing an active role in the global down recycling initiative and bolstering the sustainable progression of the industry.

International Alignment

Taiwan's down industry, prioritizing the selection of materials and refining production processes, is dedicated to aligning with global trends to ensure its development resonates with international sustainability norms. This commitment fortifies the quality and safety of its products, allowing them to stand strong in the sustainable development arena and bolstering Taiwan's competitiveness in the international market.

The global down market is increasingly focused on the traceability of origins. International certifications related to down are pivotal in elevating Taiwan's down industry to global recognition in aspects such as animal welfare, product traceability, environmental protection, and energy conservation. These certifications provide customers with more dependable products and integrate Taiwan’s down industry into the supply chains of international brands. To establish global connections, Taiwan’s Ministry of Agriculture has been guiding the industry in developing the Taiwan Down and Feather Traceability System (T-TAS). This system enhances the credibility of Taiwanese down products when exported to markets such as Europe, the U.S., and Japan, through the government and third-party certifications, thereby reinforcing the high-quality image of Taiwan's down products.

International Recycling Verification

GRS: Global Recycled Standard
The GRS certification is designated for products made from recycled content. It ensures that the recycled materials used in these products are not only traceable but also sourced responsibly, both environmentally and socially. Moreover, this standard demands complete transparency throughout the production stages to guarantee a product free from any contamination.

RCS: Recycled Claim Standard
The RCS is instrumental in verifying that the recycled materials incorporated into products are legitimately sourced and processed. It mandates that these materials originate from traceable, responsible sources, environmentally and socially, and are certified at every production phase. This standard aids companies in diminishing their dependency on virgin materials and enhances the efficiency of resource reuse.

International Quality Down Certifications

RDS: Responsible Down Standard
The RDS assures that down products are sourced and produced with consideration for animal welfare and environmental responsibility. It stipulates that down products must avoid the use of live-plucked feathers, ensure humane treatment of animals during feather collection, rearing, and plucking, and provide traceability throughout the down feather product manufacturing process.

Downpass: Down and Feathers Tracebility and Quality
Developed by the German non-profit TÜV Rheinland, Downpass ensures that the down production process is under stringent oversight to protect animal welfare. This includes prohibitions against live plucking or force-feeding, and the consideration of animal welfare from hatching to slaughter. Downpass serves as a basis for international certification of high-quality, ethically sourced down and feathers.

New Green Economy Force: Down

As a natural insulator, down holds a unique and significant position in the current environmental trend. Particularly, the down and feather industry has emerged as a paradigm of a green economy, actively addressing the challenges of sustainability and recycling.

Down is renowned for its attributes: it's not only lightweight and insulative but also adept at moisture absorption, breathability, and maintaining dryness, ranking it among the finest natural insulators. Sourced from the annual feather yield of ducks, geese, and other waterfowls, the down feather industry essentially operates as a resource-recycling sector. It sustains itself via animal husbandry, diminishing reliance on finite natural resources, lowering energy usage in production, and transforming potential waste from poultry farming into valuable products.

From an ecological standpoint, down products align well with environmental conservation and energy-saving principles. Being a natural, low carbon footprint material, down contrasts sharply with many petrochemical- dependent synthetic fibers. As an incidental product of animal husbandry, it necessitates no extra resource exploitation, aiding in carbon emission reduction. Furthermore, down's biodegradability helps lessen persistent waste, like plastics. Processing down demands less energy than manufacturing many synthetic fibers, which often involve energy-intensive conditions, such as extreme heat and pressure, resulting in comparably lower overall production emissions.

Moreover, down's almost air-like lightness enhances wear comfort and minimizes transport volume, effectively cutting energy consumption during shipment. Its superior insulation means fewer layers are needed in cold conditions, conserving energy otherwise used for heating. Plus, down products are renewable; feathers from end-of-life down products can be reprocessed for new products, fostering resource conservation and waste reduction.

With escalating eco-consciousness, the down and feather industry increasingly prioritizes sustainable production. Numerous down brands are adopting eco-friendlier manufacturing methods, including efficient processes, reduced chemical use, and enhanced wastewater treatment, to minimize environmental impact and enhance product safety and reliability. Nowadays, down products deliver warmth and comfort and stand as the world's most environmentally sustainable "soft gold," epitomizing an eco-friendly choice.

Over the past century, Taiwan's down and feather industry has evolved from recycling feathers in markets and carts to becoming the largest global processing region and a leading high-quality down supplier. Throughout this journey, manufacturers have not only maintained a commitment to premium quality but have also embraced environmental trends, embodying the principles of recycling and sustainable development within the circular economy. Their efforts significantly contribute to global green sustainability.

Eight Environmentally Friendly Features of Down and Feather Products



Low carbon footprint



Biodegradable



Resource utilization

waterfowl feathers are a by-product of the product industry



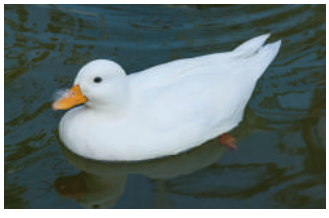
Energy saving

good heat preservation effect, can consume less fuel for heating



Light weight

as light as air



Natural products



Renewable



Safe

modern clean and sterilized production process



70th anniversary Special Publication Member Introduction

Elite Members

合隆毛廠股份有限公司

HOP LION FEATHER WORKS CORP.

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From left: Chen Koon-Yaw, Chairman of HOP LION FEATHER WORKS CORP.
Chen Yen-Chen, President of HOP LION FEATHER WORKS CORP.

Company Background

HOP LION FEATHER WORKS CORP., founded in 1908 (the 34th year of Guangxu of the Qing Dynasty in China and the 41st year of Meiji in Japan), stands as the oldest and most widely recognized professional down and feather factory in Asia. Spanning 115 years and operated by five generations –Shun-Feng Chen, Ju-Shui Chen, Yun-Xi Chen, Koon-Yaw Chen, and Yen-Chen Chen – the company has navigated numerous changes while steadfastly maintaining its commitment to "sincerity and trust" and "continuous innovation". Transforming from a feather trader, it has evolved into a globally acclaimed enterprise in the feather industry.

Koon-Yaw Chen, the fourth-generation operator and the current chairman, joined HOP LION FEATHER WORKS CORP. in Taiwan in 1977 under the tutelage of his father, Yun-Xi Chen. He has tackled frontline challenges ranging from raw material processing and procurement to domestic and international sales. In 1990, necessitated by Chen Yun-Xi's illness, he was appointed president of HOP LION FEATHER WORKS CORP. in Taiwan. His tenure began amidst an internal family split, the exodus of key staff, and shifting international dynamics, prompting essential reforms at the mills. Despite facing numerous crises, Koon-Yaw Chen, driven by his familial legacy and personal mission, successfully navigated these adversities with his core team. He is a distinguished figure in the industry, having served four terms as President of the Taiwan Feather Exporters' Association and being honored as a Outstanding Businessman three times (1993, 2005, 2011). In 2006, he became the first Asian Chairman of the Technical Committee of the International Down & Feather Bureau (IDFB), holding the position until 2025. As Chairman, he has played a pivotal role in developing technical specifications and standards for the global down and feather industry and has elevated the Asian feather sector to international prominence. His efforts include revising national standards like "CNS2119 Fine Waterfowl Feathers" and "CNS13982 Down and Feather Test Method," aligning Taiwan's standards with global benchmarks.

Yen-Chen Chen, the fifth-generation operator, joined the HOP LION FEATHER WORKS CORP. in 2003. Tasked by his father with establishing a factory in frigid Heilongjiang, Yen-Chen, then a newcomer to the industry, successfully led this challenging initiative. The Heilongjiang factory is now fully operational. Like his father, Yen-Chen Chen is an active figure on the international stage, currently serving on the IDFB Technical Committee and Public Relations Committee. In 2015, after years of grooming and convinced of his son's capabilities and determination, Koon-Yaw Chen passed the company's leadership to Yen-Chen. Since taking over as president, Yen-Chen has revitalized the business with a youthful, agile approach and data-driven management, focusing on the development of innovative products. Under his leadership, HOP LION FEATHER WORKS CORP. is advancing into a new era, merging traditional brand values with modern applications, and continuing to offer top-quality products at competitive prices.

Operational Focus and Product Competitive Strengths

The product offerings of HOP LION FEATHER WORKS CORP. are primarily segmented into three distinct categories: down and feather materials, bedding products, and garments. As a notable industry leader, HOP LION FEATHER WORKS CORP. is recognized for its proactive management style, effectively harnessing international resources and adopting the concept of an international division of labor to enhance operational efficiency. Through strategic global market investments, HOP LION optimizes the advantages of international investments and secures dependable raw material sources, thereby strengthening its global footprint. At HOP LION FEATHER WORKS CORP., it is acknowledged the pivotal role of individuals in devising solutions and surmounting challenges. The company's belief is that the foundation of the enterprise's success rests on the commitment and efforts of team members. Recognizing that success is a cumulative result of team endeavors, HOP LION understands the importance of adapting to the dynamic and ever-changing business landscape to guarantee sustainable operations and enterprise longevity. Over four decades ago, HOP LION FEATHER WORKS CORP. demonstrated its forward-thinking ethos by being the first to employ a six-box separating machine. This cutting-edge technology facilitated a more refined and scientifically grounded separation of premium down. Furthermore, the factory was a pioneer in Taiwan for introducing a washing machine, heralding the start of automated production in the local down industry. These technological innovations marked a pivotal progression in the production processes of down materials, significantly advancing the industry.

Business Philosophy

To maintain a competitive edge, HOP LION FEATHER WORKS CORP. steadfastly commits to ongoing investments, both in China and internationally. This commitment encompasses the establishment of new manufacturing units and distribution networks, along with the sourcing of high-quality raw materials from various locations. The company's primary goal is to ensure the consistent delivery of superior down products to its diverse customer base across the globe. HOP LION FEATHER WORKS CORP. adopts a global perspective in procurement and marketing, effectively tapping into markets worldwide. The company' s production facilities span multiple locations in Asia, including Dayuan in Taiwan, and Shenzhen, Jiangxi, and Heilongjiang in China. Strategic planning for their Chinese regional operations carefully considers the unique benefits of each area. The Shenzhen factory, for instance, stands out for its access to extensive domestic and international transport networks and robust information flow, doubling as a crucial hub for research and development. Similarly, the factories in Jiangxi and Heilongjiang are strategically located to facilitate efficient raw material acquisition and the utilization of cost-effective labor resources, enhancing HOP LION FEATHER WORKS CORP.' competitiveness in the global labor division.

Quality and service remain at the core of HOP LION FEATHER WORKS CORP.' business philosophy, with sustainable management guiding every operational decision. Boasting over three decades of original equipment manufacturer (OEM) experience and renowned for its exceptional craftsmanship, the company strengthens its position through a comprehensive approach encompassing global marketing, procurement, and production strategies. Committed to delivering unmatched quality products and services, HOP LION FEATHER WORKS CORP. continually meets the high expectations of its international customers. HOP LION FEATHER WORKS CORP. is equipped to produce a wide array of down and synthetic fiber-filled products, designed to cater to various functions, styles, and customer requirements. The company has established itself as a trusted OEM partner for numerous esteemed domestic and international brands, characterized by its exceptional quality, high value addition, and reliability. Looking towards the future with a fifth-generation leadership, HOP LION FEATHER WORKS CORP. is focused on perpetuating its commitment to the down and feather industry in Taiwan. Building on over a century of experience, the company is poised to expand its global presence, striving to create lasting partnerships and a legacy that will endure for another century.

Awards and Acknowledgements

2023 CAS 35th Anniversary Outstanding Manufacturer (hosted by the Council of Agriculture, Livestock Agency, Taiwan)
2021 Ministry of Economic Affairs Award for Innovative Elite Old Stores
2019 German Design Award - National Design Prize (Health Life Brand)
2019 German Brand Award - Brand Image Award (Health Life Brand)
2019 German Brand Award - Brand Experience of the Year (Health Life Brand)
2018 German iF Design Award - Brand Design Category (Health Life Brand)
2014 Taoyuan County Excellent Enterprise - Evergreen Enterprise Excellence Award
2012 Ministry of Economic Affairs Award for Excellent Centennial Store

Product Quality Certification

RDS, DOWNPASS, GRS, IDFB Company Inspection Lab Recognition, Bluesign System Partner, T-TAS, Ministry of Agriculture CAS Certification of Taiwan Excellent Agricultural Product Label



光隆實業股份有限公司

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Company Background

In 1950, KWONG LUNG was established by Mr. Chan Fa-Zhi, followed by the formal founding of KWONG LUNG ENTERPRISE Feather Factory Co., Ltd. in 1966. Under the leadership of the third-generation successor, Mr. Hebert Chan, KWONG LUNG ENTERPRISE underwent a significant transformation. Leveraging his expertise from the technology sector and integrating innovative strategies, Mr.Chan transitioned the company from a traditional down manufacturer into a globally recognized enterprise. The company now specializes in producing down, apparel, and home textiles, achieved through strategic vertical integration and expansive horizontal growth. Over nearly six decades of development, KWONG LUNG has expanded its manufacturing footprint across China, Taiwan, Vietnam, and Indonesia, and established subsidiary operations in Japan and South Korea. Remarkably, it stands as the only publicly-listed entity in its sector. As of 2022, the company boasts a workforce of 5,322 employees and reported revenues of NT$10.3 billion, with exports accounting for 98% of its total revenue.

Operational Focus and Product Competitive Strengths

In the 2nd quarter of 2023 (2Q23), the breakdown of KWONG LUNG 's revenue is as follows: Apparel: 64%, Feather materials: 20%, Home textiles: 14%, Other: 1%

One of the key differentiators between KWONG LUNG and its competitors is its ability to "see ahead with a torch," always staying one step ahead of the competition. In recent years, KWONG LUNG has established a research and development center of down and feathers and a logistics hub in Zhongli, as well as constructed a clothing development center in Yilan. The company continues to invest in research and innovation, aiming to lead in tomorrow's key technologies, dominate the global market, and become a leader in innovation and market trend in the industry. In terms of business strategy, KWONG LUNG focuses on new product development, building its own brands, expanding into functional clothing, bedding, and other areas to reduce its reliance on fluctuations in prices of down and feathers. This approach showcases the company's adaptability and flexibility in its operations.

Business Philosophy and Vision for the Future

KWONG LUNG is guided by a core philosophy of spreading warmth worldwide, steadfastly adhering to values of integrity, innovation, quality, and service. The company's ambition is to be recognized as a reliable, long-term provider in the global markets of down feathers, apparel, and home textiles, offering exceptional products, advanced technology, and robust production capabilities. Beyond these foundational principles, KWONG LUNG ENTERPRISE gives significant emphasis to cultivating a strong corporate culture. This culture is anchored in ethical practices, the promotion of positive values, commitment to sustainable business operations, and fostering interactive relationships with various stakeholders. These stakeholders include employees, shareholders, suppliers, customers, and the wider community.

Awards and Acknowledgements

2014: Received the Economic Ministry's Potential Central Enterprise Award and the Corporate Citizen Emerging Star Award
2020-2022: Consecutively awarded the Taiwan Corporate Sustainability Award (TCSA) for sustainable reporting
2019-2023: Ranked in the top 5% in corporate governance evaluations

Product Quality Certification

bluesign, RDS, GRS, Downpass, J-TAS, T-TAS, IDFB QC Inspection Lab, EDFA QC Inspection Lab
The Zhongli factory has obtained ISO 50001 Energy Management System Certification and ISO 14001 Environmental Management System Certification.



南誠羽毛實業股份有限公司

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Company Background

In 1963, founder Hong Bai-Chiu embarked on his entrepreneurial journey from humble beginnings, venturing into the traditional feather trading business by establishing Nan-Tai Storefront. Seven years later, in 1970, he founded NANSEI FEATHER Co., Ltd., and concurrently set up a production facility in Yangmei, Taoyuan. The enterprise witnessed further expansion in 1985 with the inauguration of its second factory, leading to its rebranding as NANSEI FEATHER ENTERPRISES Corporation. The company distinguished itself by specializing in the production of finely cleaned down feathers, substituting manual labor with machinery to guarantee superior quality for its customers. NANSEI FEATHER ENTERPRISES maintained a consistent operational process and upheld rigorous management standards. The company's exceptional quality garnered acclaim in the demanding Japanese market, earning it the distinction of being the first Taiwanese company to be certified by the prestigious J-TAS Association.

Demonstrating a commitment to environmental protection and social responsibility, NANSEI FEATHER ENTERPRISES early on invested in a wastewater treatment facility within its factory grounds, in 2000, along with a comprehensive fire prevention system. This initiative was part of its alignment with various international certifications to adhere to global environmental standards. Further showcasing its pioneering spirit, NANSEI FEATHER ENTERPRISES was among the first in Taiwan's industry to adopt solar energy equipment, underscoring its dedication to environmental sustainability.

Operational Focus and Product Competitive Strengths

Specialized cleaning and processing of premium down feathers Production and export of down feathers and bedding.
Own brand: NANSEI Signature

Business Philosophy and Vision for the Future

Throughout its history, NANSEI FEATHER ENTERPRISES has steadfastly adhered to a people-centric philosophy, emphasizing honesty and stringent quality control. The company regards "quality" as its vital essence, instrumental in cultivating customer trust and an esteemed reputation. Indeed, this reputation has become NANSEI FEATHER ENTERPRISES' most valuable asset. Looking ahead, the company remains dedicated to maintaining its integrity and pursuing excellence. This commitment ensures that consumers continue to experience a comfortable sleeping environment. Moreover, NANSEI FEATHER ENTERPRISES is dedicated to protecting consumer rights, advancing industry interests, and improving employee welfare. The company is focused on nurturing a dynamic, unified team, aiming to secure its place among the elite in the global market.



Awards and Acknowledgements

2013 Awarded Golden Merchant Award by the R.O.C. General Chamber of Commerce

Product Quality Certification

Downpass, J-TAS

詠星企業股份有限公司

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https://www.starglory.com.tw



Company Background

STAR GLORY ENTERPRISE, founded by Mr. Chang Zhen-Tian in 1989 and initially known as Li-Chuan Feather, has evolved into a reputable provider of refined down materials with a global reach. With a dedicated workforce of around 50 employees, the company prides itself on sourcing high-quality raw materials from Taiwan, Europe, the Americas, and Southeast Asia, catering to a worldwide clientele. The company's production facility is currently equipped with eight feather sorting machines and two washing lines, with an expansion plan to add a third washing line by the end of 2023. In addition to its core operations, STAR GLORY ENTERPRISE offers Original Equipment Manufacturer (OEM) services for down bedding within the domestic market.

Driven by the mission to "create the best down products," STAR GLORY ENTERPRISE has built a robust marketing network and has gained acclaim from business partners both domestically and internationally. The quality and technology that underpin their products have solidified customer trust, fostering enduring partnerships. To maintain a competitive edge, STAR GLORY ENTERPRISE engages in active collaboration with specialized suppliers and establishes comprehensive information channels with partners along the supply chain. This strategic approach ensures timely access to the latest materials and market intelligence, allowing them to fine-tune market strategies and foster an efficient production and supply chain network.

Operational Focus and Product Competitive Strengths

STAR GLORY ENTERPRISE primarily exports its products to the Japanese market, with the Korean market and the European and American markets as secondary markets. Taiwan serves as its sole production base, allowing for better quality control. The high-quality "Made in Taiwan" (MIT) products are a significant advantage for the company.

Business Philosophy and Vision for the Future

Amidst the fluctuating feather market, dwindling supply sources, and challenges posed by the pandemic and unusual climate conditions, the company upholds a business philosophy centered on "research and development, responsible operation." This guiding principle fuels its commitment to bolster competitiveness and adaptability across pivotal sectors, including procurement of raw materials, product innovation, stringent quality control, and savvy financial oversight. With agility, the company swiftly revises its strategies to adapt to the evolving market landscape, thus ensuring its enduring resilience within the down feather industry. Looking to the future, it continues to focus on delivering outstanding service to customers around the globe. In partnership with TFEA, the company is poised to reach new heights of success and innovation.



Awards and Acknowledgements

In 1993, STAR GLORY ENTERPRISE was honored with the National Golden Merchant Award.
In 1994, the company was listed among the Top 500 Enterprises in the nation

Product Quality Certification

RDS, Downpass, J-TAS, T-TAS

宜興有限公司

PROFEED CO., LTD.

Manager　Yu Cheng-Lin

NO.6, ALY. 376, LN.2, SEC.5, SHANJIAO RD.,
YUANLIN CITY, CHANGHUA COUNTY, TAIWAN
TEL：(04)8314316　FAX：(04)8315512



Founded　Mr. Yu Ren-Jing

Company Background

In 1987, PROFEED Co., Ltd. was founded by Mr. Yu Ren-Jing, focusing on the import and export trade of feather and down materials. The subsequent year saw the establishment of a Japanese office in Kawasaki City, Kanagawa, under the leadership of Mr. Yu Zhe-Rui, appointed by Mr. Yu. The Japanese ethos of meticulous "craftsmanship and dedication" became the operational hallmark, with Mr. Yu Zhe-Rui committing over three decades to the steadfast management of the Japanese market. His dedication to supplying high-grade, pure, and supremely warm down materials has garnered acclaim in Japan and enabled clients to produce durable, safe, and dependable down products. In a notable achievement, PROFEED gained media attention when Asahi Television in Japan featured the company in 2015 and 2016, consecutively, an honor that underscored their esteemed reputation. PROFEED, with a commitment to technological advancement, set up its factory in 1992 and equipped it with two automated down feather washing production lines. Attuned to global ecological concerns, the company has steadily invested in wastewater treatment facilities, embraced certifications for non-live plucked poultry products, and integrated the Responsible Down Standard (RDS) into their supply chain credentials. These initiatives are aimed at supplying superior down and feather raw materials globally, in alignment with ethical and environmental principles. As of 2020, Mr. Huang Xin-Wen has led the company as Chairman, guiding PROFEED into a new era of industry adaptability and perseverance, ready to meet the demands of a dynamic marketplace while upholding its legacy of excellence.

Operational Focus and Product Competitive Strengths

PROFEED excels in the specialized processing of down feathers, the import and export of down feather materials, and conducting meticulous quality inspections of down products. The company secures its down feather material supply by harnessing high-quality water from the Central Mountain Range, which is essential for processing. Embracing precision automation for production, PROFEED ensures efficiency and consistency in its output. Its in-house laboratory is dedicated to stringent quality testing and control, further cementing the superior standard of its products. Boasting an impressive loft rating of FP850 and a transparency rating of 1000mm, these specifications are indicative of high quality. PROFEED’ s strength lies in the agility to adapt to changes and consistently provide customers with both stability in quality and quantity.





From left: Yu Zhe-Rui; Yu Zheng-Ling; Chairman Huang Xin-Wen

Business Philosophy and Vision for the Future

PROFEED's commitment to "Effort, Integrity, Love for the Earth" as its corporate philosophy has garnered recognition and trust from customers over the past three decades. Moving forward, they are poised to further upgrade their environmental, ecological, and climate-related equipment and protocols, staying in step with global trends and adhering to the principles of ESG (Environmental, Social, Governance) for sustainable development. In response to the significant price volatility of raw materials in the market, PROFEED remains vigilant, monitoring international economic and trade developments, weather forecasts, and the balance of supply and demand. Faced with significant fluctuations in raw material prices in the market, PROFEED pays close attention to changes in international economic and trade situations, global weather forecasts, and supply and demand dynamics. They also maintain long-term partnerships with both upstream and downstream manufacturers to ensure a stable supply of high-quality raw materials. PROFEED is also at the forefront of innovation within the industry, actively developing functional down products endowed with features such as antimicrobial properties, odor control, and graphene infusion, among others. Their state-of-the-art quality inspection laboratory not only guarantees the production of high-caliber products, thereby fostering overall industry advancement.

Product Quality Certification

RDS

大洋羽毛股份有限公司

PACIFIC FEATHER CO., LTD.



Chairman　Wu Tang-Cheng

NO.201, LN.548, SEC.3, YUAN LU RD., SHILIAO VILLAGE,
CHI FU CHEN, CHANGHWA COUNTY, TAIWAN
TEL：(04)8858088　FAX：(04)8855509
https://www.pacificfeather.com

Company Background

PACIFIC FEATHER, established in 1967 and situated in the bustling feather trade hub of Xihu Town, Changhua, Taiwan, began as a trader of feather materials. The company has, over the years, steadfastly maintained a commitment to integrity, gradual progression, and industriousness. This dedication has earned PACIFIC FEATHER a venerable reputation in the business community and fostered its expansion into a premier, globally recognized down feather producer. Beyond its roots in Taiwan, the company has expanded its operations to include manufacturing and logistical facilities in China and Vietnam, catering to an international clientele. In the arena of global economic competitiveness, PACIFIC FEATHER is proactive in fortifying its management systems, embracing technology, and pursuing innovative research and development. Such endeavors are aimed at augmenting product value and solidifying its organizational framework. These strategic moves are crafted to ensure that PACIFIC FEATHER adapts adeptly to the evolving global market, thereby securing and sustaining its stature as a frontrunner in the international feather industry.

Operational Focus and Product Competitive Strengths

Domestic and international sales of feather materials.

Business Philosophy and Vision for the Future

PACIFIC FEATHER adheres to the principles of sincerity, diligence, mutual trust, and mutual benefit. The company has built strong partnerships with its upstream and downstream partners. Through continuous self-improvement and optimization of production machinery, processes, and personnel training, PACIFIC FEATHER is committed to achieving excellent quality. They aim to create a pleasant production environment and a factory that contributes to the community, striving to become the world's leading producer of down feathers with the highest quality and market share. In terms of corporate responsibility, PACIFIC FEATHER fosters a humane working environment, aiming to create a happy workplace. The company actively participates in activities that beautify the community, provide aid in times of social emergencies, support education, and offer warmth during the winter. While providing comfortable, environmentally friendly, and healthy down feather products for humanity, they also give back to society.



Awards and Acknowledgements

In 1991, PACIFIC FEATHER was ranked among the top 1,000 manufacturing companies in Taiwan. They continued to maintain this ranking for 21 consecutive years.

Product Quality Certification

RDS, OEKO-TEX® Standard 100, ISO 14001, DOWNPASS

致聖實業股份有限公司

SAGE DEVELOPMENT INDUSTRIAL CO., LTD.



Manager　Wang Yen-Kai

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TEL：(037)862789　FAX：(037)852788
https://www.sagefeather.com

Company Background

SAGE DEVELOPMENT INDUSTRIAL, founded in 2001, has been entrenched in the down feather industry for three generations. Amidst the dynamic shifts of the business landscape, the company has deftly navigated through numerous challenges by constantly revising its strategies and refining its product range. Their steadfast commitment to excellence and relentless work ethic has not only cemented their reputation within Taiwan but has also allowed them to extend their acclaim globally. Through the years, SAGE DEVELOPMENT INDUSTRIAL has invested in advanced machinery, harnessed technical know-how, and nurtured a team of highly skilled professionals. This, paired with an unwavering commitment to perpetual innovation and a steadfast pursuit of "quality first, customer satisfaction," has elevated them to a prominent status within the sector. As they look toward the horizon, SAGE DEVELOPMENT INDUSTRIAL remains resolute in maintaining its distinguished corporate ethos and fostering a culture of innovation and adaptability. The company pledges to continual self-enhancement, growth, and embracing new challenges, with a focused objective to offer their clientele nothing but the finest products and services.

Operational Focus and Product Competitive Strengths

SAGE DEVELOPMENT INDUSTRIAL is primarily engaged in the processing of wet feathers and down and feather raw materials. They produce various specifications of refined and coarse down feathers, as well as feather pieces. Their main focus is on export, and they also offer contract manufacturing services. Additionally, they engage in contract manufacturing for feather bedding products.
Owned brands: Yoyo Outdoor, as well as serve as distributors and agents for outdoor and leisure travel products.

Business Philosophy and Vision for the Future

At the core of SAGE DEVELOPMENT INDUSTRIAL's corporate governance is the principle of "integrity," which is pivotal in securing the enduring trust of shareholders, customers, and employees alike. The company's "people-oriented" approach and its relentless "pursuit of excellence" form the bedrock of its corporate culture, fostering an environment where high-quality working conditions, equitable compensation, and comprehensive benefits are provided to cultivate harmonious labor relations. An unwavering dedication to "quality" and "professionalism" drives SAGE DEVELOPMENT INDUSTRIAL towards achieving superior standards. Quality is the cornerstone of their operational philosophy, with timely delivery and cost efficiency also being crucial considerations. This strategic prioritization ensures the creation of exceptional products that garner commendations from their clientele. Investing in the professional growth of their workforce, SAGE DEVELOPMENT INDUSTRIAL emphasizes the importance of expertise and skill enhancement as key factors in elevating service quality and improving business performance. This focus on employee development is instrumental in laying the groundwork for the company's long-term sustainability. In the face of escalating competition within the industry, SAGE DEVELOPMENT INDUSTRIAL envisions the establishment of a more distinguished and well-ordered industrial milieu. They anticipate that the backing of industry associations will be instrumental in achieving this aim, as they continue to strive for elevated standards and enhanced industrial practices.



Awards and Acknowledgements

Yoyo Outdoor has been honored with the "Low Carbon Green Shop" recognition.

興隆羽毛股份有限公司

SHING LONG FEATHER CO.,LTD.

Manager　Wu Chen-Hua

NO.612, SEC.4, ZHANGSHUI RD., XIHU TOWNSHIP,
CHANGHUA COUNTY 514, TAIWAN
TEL：(04)8854391　FAX：(04)8852391



Chairman Wu Zhu-Song and wife

Company Background

SHING LONG FEATHER Co., Ltd. traces its origins to the SHING LONG FEATHER Factory, founded by Mr. Wu Chuan-shen in 1968. This family business began as a modest enterprise within the traditional Taiwanese market, initially dealing in antiques before shifting focus to the feather trade. The company adeptly evolved alongside the local industry, transitioning from a business that acquired feathers to becoming a processing factory as the community's involvement in feather processing grew. During the factory's nascent stages, the business model revolved around purchasing unprocessed feathers from rural collectors across Taiwan and upgrading them through sorting and refinement processes. However, as Taiwan experienced an economic boom and the poultry industry matured, the emergence of regulated slaughterhouses streamlined the feather supply chain, impacting the way SHING LONG FEATHER conducted business. Embracing the winds of change, in 1988, the second generation leading SHING LONG FEATHER foresaw the benefits of automation. They implemented machinery that could be operated via human-machine interfaces, optimizing labor costs and improving efficiency. This trend of modernization continued with the introduction of sophisticated washing equipment in 1993, enhancing the precision and quality of the feather cleaning process. Fast forward to the present, and the third generation at the helm of SHING LONG FEATHER has persisted in this legacy of innovation and investment in technology. They have made strategic additions and modifications to the company's arsenal of equipment, always with an eye toward breakthroughs that align product quality with the dynamic demands of the market.

Operational Focus and Product Competitive Strengths

SHING LONG FEATHER specializes in processing wet feathers and down and feather raw materials, directing its efforts primarily toward serving the domestic market. The company procures its raw materials exclusively from Taiwanese wet feathers through partnerships with local slaughterhouses, ensuring a 100% locally-sourced supply chain. The production facility is structured with dual production lines: one dedicated to precision washing and the other equipped with nine advanced spinning machines. This setup ensures efficiency and high standards of quality in their output. A comprehensive array of machinery fortifies the factory's operations, which includes sophisticated washing and drying machines, hydraulic presses, recooling units, spinning machines, and equipment for sanding. The integration of fully automated mechanical systems underscores the company’s dedication to consistently delivering products of exceptional quality. In line with their commitment to environmental stewardship, SHING LONG FEATHER has established an advanced wastewater treatment and recycling system. This initiative not only exemplifies their responsible water management practices but also signifies their alignment with international sustainability objectives, contributing to a more eco-friendly industry standard.

Business Philosophy and Vision for the Future

Since its establishment, SHING LONG FEATHER has dedicated itself to delivering products of the highest quality and providing professional service marked by sincerity and unwavering commitment. The company has garnered the trust of its clientele, establishing itself as a steadfast ally in their respective journeys of growth. Anchored in a philosophy that emphasizes gradual progress and sustainable business strategies, SHING LONG FEATHER fosters an encouraging work environment that not only supports its employees but also actively promotes their professional and personal development. The company is proactive in its pursuit of innovation and excellence, maintaining a modest and receptive approach to learning from leading entities within the industry. SHING LONG FEATHER is unwavering in its commitment to the feather sector, eagerly sharing knowledge and experiences with its partners. It is driven by an ethos of creating symbiotic relationships characterized by support, mutual benefit, and trust with its customers and collaborators. Historically, the industry has suffered from the absence of a dependable certification for domestically sourced down and feathers. Recent years have brought about considerable challenges, including volatile raw material costs and fierce competition. In the face of increasing environmental concerns and the threat of global warming, SHING LONG FEATHER is keen to join forces with fellow industry members. Under the guidance of industry associations, the company anticipates promoting the superior quality of Taiwan's down and feather products to consumers, thereby forging new prospects for the sector's future.



東發國際羽毛有限公司

THE CHENS FEATHER PRODUCTS LTD.

Chairman　Chen Sheng-Fu



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PU YEN TOWNSHIP, CHANGHWA COUNTY 516, TAIWAN
TEL：(04)8651309　FAX：(04)8655609

Company Background

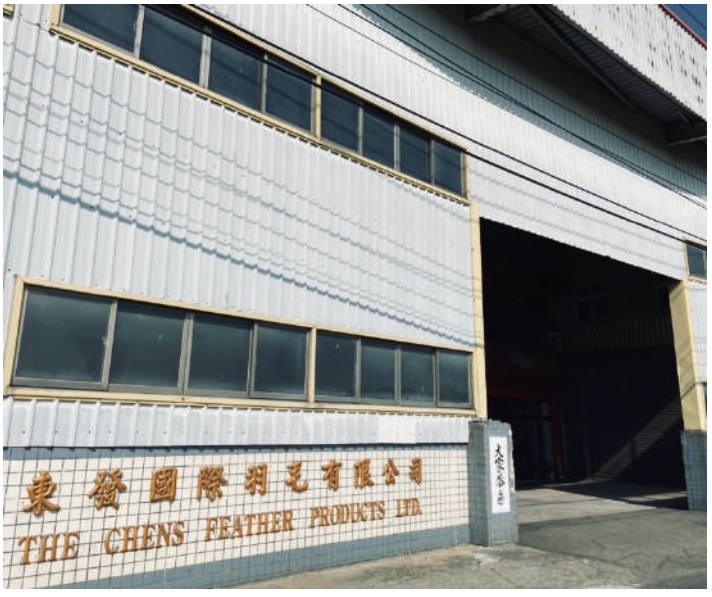
In 1988, Mr. Chen Sheng-Fu established THE CHENS FEATHER PRODUCTS Ltd. in the bustling industrial district of Puyan, Changhua, Taiwan. At the outset of his entrepreneurial journey, Mr. Chen was fueled by unwavering determination and an indomitable spirit, resolute in securing a significant presence within the down and feather industry. Starting at the grassroots level, he immersed himself in mastering factory operations, deepening his knowledge of down and feather products, and fostering global customer relationships. Over the past three decades, Mr. Chen's tenacity and steadfastness have been instrumental in steering the company through the dynamic landscape of the down and feather market. His remarkable business acumen and foresight have guided THE CHENS FEATHER PRODUCTS through the evolving technological era, with the company embracing digitization to remain in step with international trends. Looking to the future, THE CHENS FEATHER PRODUCTS is poised to continue demonstrating its unique expertise and dynamism in an ever-changing industry.

Operational Focus and Product Competitive Strengths

THE CHENS FEATHER PRODUCTS is engaged in down and feather processing, the import and export trade of down and feather materials, and the contract manufacturing of various bedding products such as down pillows, down duvets, and sleeping bags. The company follows a consistent process and provides comprehensive services to meet customer needs. It has established strong customer relationships, offers proactive and effective solutions, ensures speedy supply, and delivers quality and premium products.

Business Philosophy and Vision for the Future

THE CHENS FEATHER PRODUCTS approaches the market with a global mindset, skillfully adapting to the varied needs of an international clientele. Amidst today’s fluctuating business climate and the prevailing winds of economic disparity, the company is anchored by its strategic long-term vision and commitment to sustainable growth. It prioritizes clear and effective communication within its corporate family to foster robust problem-solving frameworks, aspiring to be an enterprise of strength and reliability that garners societal trust. By engaging with industry associations, THE CHENS FEATHER PRODUCTS aims to fortify industry alliances and cultivate a business climate conducive to success. Through such collaborative efforts, the company endeavors to elevate the Taiwanese down and feather industry to a position of international acclaim, ensuring its recognition as a hallmark of quality on the global stage.



維王羽毛廠股份有限公司

WEI WANG FEATHER CO., LTD.



General Manager
Wu Ya-Fang

NO.9, LN.245, SEC.7, ERH SHI RD., ERH LIN TOWNSHIP,
CHANGHWA COUNTY 526, TAIWAN
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https://www.weiwang.com.tw

Company Background

In the early 1930s, the enterprise began by concentrating on antiques, simultaneously exporting feather raw materials to regions including Japan and Hong Kong. The 1960s marked a significant expansion with the inception of the Xinguang Feather Factory, which broadened its reach, channeling product sales to markets in Japan, Hong Kong, and eventually extending its footprint into the American market. This expansion was followed by the creation of Shimin Feather Enterprise Co., Ltd., which took an active role in both direct and indirect sales of down and feather materials across Europe, the Americas, Japan, and Southeast Asia. The growth trajectory continued, and in 1986, Wei Wang Feather Co., Ltd. was founded. By the turn of the millennium, in 2001, to accommodate market growth, the company recalibrated its strategic focus towards mainly exporting to European, American, Japanese, and South Korean markets. The production facility is well-appointed with two rough washing lines, 16 sorting machines, and a state-of-the-art wastewater treatment system, underscoring the company's commitment to environmental sustainability. While continuing to modernize with new equipment, the company retains its operational roots in Taiwan. In its quest for international expansion, it has also ventured into investments in Indonesia, demonstrating its adaptability and global vision in the industry.

Operational Focus and Product Competitive Strengths

WEI WANG FEATHER has a comprehensive production process that includes wet feathers processing, down and feather sorting and processing, and even feather powder production. With a global perspective, it is one of the few feather factories capable of handling the entire production chain. It operates SHIANG RUNG feather raw material processing factory and HONG WEI feather powder processing facility under its umbrella. WEI WANG FEATHER focuses on improving the quality and developing high-grade down products. It strictly avoids using glue to mix with feathers, ensuring that its down products are of genuine quality. The company primarily targets markets in South Korea and Japan.

Business Philosophy and Vision for the Future

From the outset, WEI WANG FEATHER has remained steadfast in its commitment to the core values of integrity, superior quality, and exceptional service within its business endeavors. The company’s dedication to these tenets is not merely a matter of policy but a strategic approach to achieve sustainable business operations and to ascend as the most reputable global supplier of high-quality feathers. Confronted with economic volatilities and competition from more prominent industry players, WEI WANG FEATHER maintains a resolute belief that mastery over raw material resources and the maintenance of a stable supply chain are crucial to business triumph. The company gives paramount importance to its supplier relationships, operating with a foundation of ethical dealings. Fostering enduring partnerships based on trust and mutual dependence with their clientele is a cornerstone of their approach. Commitments made in conversation hold as much weight as those signed on paper, reflecting the company’s emphasis on trust and reliability. The seamless coordination between their sales and procurement divisions ensures an agile response to the ebbs and flows of the market, allowing them to offer prompt and dependable services to their customers. The strategy of prioritizing quality has secured WEI WANG FEATHER a venerable reputation among international patrons, a testament to enduring partnerships that span decades and even bridge three generations. Despite global economic adversities, such as financial crises, the company’s collaborations have persisted without disruption. With an eye to the future, WEI WANG FEATHER remains concentrated on wet feathers , aspiring to build on its legacy and achieve the status of a centennial enterprise.



Chairman Wu Shi-Ming

Product Quality Certification

RDS

陽達羽毛有限公司

YANG DAR FEATHER CO.,LTD.

Manager　Wu Cheng-Yi

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SI-HU TOWNSHIP, CHANGHUA COUNTY 51444, TAIWAN
TEL：(04)8852390　FAX：(04)8818590



Company Background

YANG DAR FEATHER, established in 1988, primarily engages in the processing of duck and goose feathers sourced from Taiwan and imported from abroad. They produce high-quality duck down, goose down, and finished feather products. Their products are not only supplied to major domestic manufacturers but also expanded into the international market. Former Chairman, Mr. Wu Xi-Tong, was known for his sincere and amiable personality. He had strict quality requirements for feather products and continually improved and enhanced the technology for feather extraction and quality control. This dedication earned YANG DAR FEATHER the trust of its customers over the years. In 2012, when Mr. Wu Xi-Chien took over as Chairman, he continued to uphold the same principles, leading to continuous growth in the domestic market. The third-generation leader, Mr. Wu Cheng-Yi, with the assistance of his aunt, Ms. Wu Li-Lan (the eldest daughter of Mr. Wu Shun-Hsiung), steered YANG DAR FEATHER towards a path of evolution. They introduced the concept of branding and created their own brand, "Nibbie." This brand includes self-produced sleeping bags, down comforters, and other products, which were previously only sold to friends and family. Nibbie products are known for their outstanding quality, with feather content reaching as high as 95%, opening up new horizons for the company's development.

Operational Focus and Product Competitive Strengths

YANG DAR FEATHER is involved in various aspects of the feather industry in Taiwan, including the processing of wet feathers, importing and processing original feathers, and trading various feather products both domestically and internationally. They also have their own brand, "Nibbie," which specializes in down comforters and sleeping bags and is sold through online platforms. One of the highlights of YANG DAR FEATHER is their highly regarded wet feathers processing line, which consists of two main processes: 1)Coarse Washing Process: This process involves several steps, including water washing, drying, sorting, and grading. YANG DAR FEATHER has one coarse washing production line equipped with three drying machines. They adhere to strict quality control procedures and incorporate testing techniques to ensure that the coarse washing process complies with IDFL (International Down and Feather Laboratory) standards. After washing, the duck down content must exceed 93%, and goose down must exceed 95%. 2)Sorting Process: In this step, the raw materials are further classified into seven subcategories. They are then combined to create three different quality levels: High (H), Medium (M), and Low (L), based on customer requirements.

Business Philosophy and Vision for the Future

With a heritage spanning over four decades, YANG DAR FEATHER has successfully navigated through periods of economic uncertainty, environmental shifts, and the digital revolution. Amidst these external pressures, the company has remained true to its foundational principle of "integrity" and has embodied the founder Wu Shun-Hsiung' s ethos of "strength, endurance, and perseverance." These values have been the guiding star for the company, driving their commitment to sustainability and the welfare of their workforce. In pursuit of excellence, YANG DAR FEATHER is continuously exploring avenues for innovation and self-enhancement to further solidify its position in the feather industry. In recent times, there has been a concerted effort by industry associations to introduce quality certifications and branding to the market. YANG DAR FEATHER is in full support of these developments, hopeful that these efforts will help illuminate the distinctive qualities of Taiwanese feathers to a broader audience. The company is particularly enthusiastic about the potential for a trusted labeling system that would enable consumers to identify high-quality products with ease. Viewing the industry association as an extended family, YANG DAR FEATHER is wholeheartedly dedicated to backing these endeavors and contributing to the collective advancement of the sector.



敏翔企業有限公司

DOWNTEX ENTERPRISE CO., LTD.

Chairman　Chen Chieh-Pin

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TAOYUAN DIST., TAOYUAN CITY 33058, TAIWAN
TEL：(03)3608446　FAX：(03)3608446



Company Background

DOWNTEX ENTERPRISE was founded in 1996 by Chen Chieh-Bin. Prior to starting the company, Mr. Chen had gained several years of experience working in a professional feather garment manufacturing factory. He recognized the excellent warmth provided by feathers in everyday life, which inspired him to enter the feather and down industry.

The name "DOWNTEX ENTERPRISE" reflects the company's commitment to providing customers with the fastest, most flexible, detailed, and cost-effective quality and pricing. They also strive to offer customers the most up-to-date information and develop the best-selling, competitive products. Over the past two decades, the company has remained consistent in pursuing these goals.

Operational Focus and Product Competitive Strengths

DOWNTEX ENTERPRISE primarily focuses on bedding products, including semi-finished duvet shells and various finished products. They also engage in the import and export of feather and down materials, with a specialization in serving the Japanese market.

Business Philosophy and Vision for the Future

Embodying the philosophy of "With Broadmindedness, Innovation Creates Value”, DOWNTEX ENTERPRISE has steered its course with a commitment to transparency in this era of abundant information. The company actively seeks out interaction with fellow industry leaders on a global scale, fostering an environment where mutual growth is cultivated through shared insights, the embracing of each other's strengths, and cooperative innovation that unlocks new horizons.

Joining the industry association merely a year after its inception, DOWNTEX ENTERPRISE has been a part of the feather and down sector's most prosperous era in the 1990s. With a sense of pride, the company observes the association's initiative to endorse quality labels and is optimistic about the establishment of rigorous standards and the bolstering of credibility for Taiwan's feather and down offerings. This progress is poised to gain consumer confidence, allowing them to purchase premium down comforters with assurance—a milestone that the industry looks forward to with great anticipation.







寶生羽毛廠

PAO SHENG FEATHER MILLS.

Manager　Wu Mien-Piao

NO.414, SEC.4, YUAN LU RD.,
HSI LIAU VILLAGE, HSIHU TOWNSHIP,
CHANGHUA COUNTY 514, TAIWAN
TEL：(04)8852779　FAX：(04)8851837



Company Background

Founded in 1965 during the peak of the agricultural era, PAO SHENG FEATHER MILLS began as a modest sole proprietorship specializing in feather processing. In those formative years, the company utilized a small truck to collect goose and duck feathers from various merchants. These raw materials were then refined into quality down and feathers, which found their way to both local and international manufacturers of finished products.

Throughout its history as a sole proprietorship, PAO SHENG FEATHER MILLS has demonstrated unwavering diligence and commitment to its craft. This dedication paid off as the company gained recognition for the high caliber of its products, which catalyzed its growth and development. Entering the new millennium, the company observed a burgeoning demand for bedding products within Taiwan. Attuned to the needs and requests of its customers, PAO SHENG ventured into the production of down duvets and feather pillows. The company's offerings cater to two distinct markets: the hospitality industry and general households, both of which have warmly received and reviewed its products. This positive market reception has led PAO SHENG FEATHER MILLS to embark on contract manufacturing for various branded products.

Operational Focus and Product Competitive Strengths

PAO SHENG FEATHER MILLS primarily focuses on exporting high-quality feather raw materials, with domestic product processing as a secondary aspect of their business.

Business Philosophy and Vision for the Future

For more than half a century, PAO SHENG FEATHER MILLS has steadfastly embraced a business ethos centered on integrity and a commitment to quality. This enduring philosophy has enabled them to forge robust and reliable connections with both suppliers and customers in the global down and feather raw material market. Within Taiwan's domestic market for finished products, their unwavering objective is to ensure that customers receive only the finest quality items, guaranteeing an exceptional user experience.

Looking forward, PAO SHENG FEATHER MILLS is dedicated to maintaining these core principles, continuously striving to provide superior down and feather raw materials and finished products. They are resolute in their mission to contribute significantly to the flourishing of Taiwan's feather industry, aiming to enhance and sustain its reputation for quality and excellence.



Awards and Acknowledgements

2010 Awarded by the Ministry of Economic Affairs for over 40 years of business history.
2012 Awarded Golden Merchant Award by the R.O.C. General Chamber of Commerce
2020 Awarded by the Ministry of Economic Affairs for over 50 years of business history



安德盛企業有限公司

ANDERSN ENTERPRISES LTD.

Chairman　Liao Kuan-Hua



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NEW TAIPEI CITY 23141, TAIWAN
TEL：(02)86671107　FAX：(02)86675442
https://andersn.com.tw

Company Background

Since its inception, ANDERSEN ENTERPRISES Ltd. has been committed to delivering premium down and feather products. With the ambition of becoming the leading supplier of down and feathers on a global scale, the corporation has cultivated trust among its clientele through advanced technology and stringent quality control measures. Embracing their role as creators of consumer value, ANDERSEN ENTERPRISES sees the establishment of mutual trust with their customers as a fundamental obligation.

The corporation not only shares its accumulated experience but also fosters growth alongside its customers, showcasing an enduring spirit of vitality and innovation within the industry. For decades, ANDERSEN ENTERPRISES has consistently upheld its duties as a global corporate citizen, adhering to the highest standards of quality and embracing its social responsibilities.

Operational Focus and Product Competitive Strengths

ANDERSN ENTERPRISES Corporation is a professional down and feather supplier that offers refined premium washed goose and duck down, as well as feathers and related products. Their down and feathers are known for their excellent cleanliness and loftiness. Through meticulous processing and testing, they have earned recognition and trust from their customers.

Business Philosophy and Vision for the Future

At the heart of ANDERSEN ENTERPRISES' ethos is a deep-seated integrity, which underpins their collaborative efforts with industry counterparts and official organizations. The Taiwan Feather Exporters' Association stands as a beacon for the feather and down sector in Taiwan, championing the progression of the industry and fostering international engagement. Over the last twenty years, ANDERSEN ENTERPRISES and TFEA have been allies in navigating various industrial challenges, spurring innovation, and achieving collective advancement.

ANDERSEN ENTERPRISES' adept technical team works in concert with specialists from the association, undertaking collaborative ventures in product development and process enhancement. This synergy has been instrumental in elevating both the quality and competitive edge of their products. In response to the ever-evolving global market and its competitive demands, ANDERSEN ENTERPRISES is poised to intensify its investment in research and development, as well as innovation. Maintaining a close alliance with the association, the company is committed to propelling the industry's international presence and paving the way towards a prosperous future.



Awards and Acknowledgements

2021 Awarded Golden Merchant Award by the R.O.C. General Chamber of Commerce



Product Quality Certification

GRS, RDS, EDFA European Down and Feather Association traceable certification

勝隆羽毛廠股份有限公司

DOUBLE SWAN SPORTS MFG. CO., LTD.



General Manager
Huang Cheng-Cheng

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CHANGHUA COUNTY 514, TAIWAN
TEL：(04)8851163　FAX：(04)881359

Company Background

For more than five decades, DOUBLE SWAN SPORTS Feathers has been a mainstay in the down and feather industry. The company's origins trace back to the 1960s when the founding family began gathering wet feathers across Taipei for rudimentary processing. In 1973, the enterprise was formally established by Huang Kuo-Jung, focusing initially on the export of unprocessed duck and goose feathers. By 1983, DOUBLE SWAN SPORTS took a significant leap forward by incorporating advanced feather processing equipment, enhancing their capabilities to produce finely washed down and feathers. This expansion allowed them to supply high-quality materials for a range of down and feather products, catering to both local and international markets. The year 1984 marked a milestone for DOUBLE SWAN SPORTS as they embarked on vertical integration, creating a specialized sewing and processing division aimed at crafting a variety of clothing and bedding items. In parallel, they launched a dedicated retail outlet for their down and feather merchandise. Thanks to unceasing innovation and strategic investments, the company has evolved into one of the industry's rarities—a factory with the dexterity to manufacture both feather raw materials and the finished down products. Currently, DOUBLE SWAN SPORTS concentrates its expertise on contract manufacturing, particularly for bedding products, maintaining their legacy as a versatile and trusted entity in the down and feather domain.

Operational Focus and Product Competitive Strengths

DOUBLE SWAN SPORTS has carved out a niche for itself in the realm of outdoor leisure, primarily through its extensive array of bedding products and sleeping bags, with the classification and processing of feather raw materials serving as a critical supportive process. The company prides itself on the fact that all of its offerings are proudly made in Taiwan, in close partnership with local production entities. Furthering their commitment to the outdoors, DOUBLE SWAN SPORTS runs a specialized retail outlet in Taichung. This store is a treasure trove for travel and leisure aficionados, showcasing a vast selection of products designed for the outdoors, such as tents and sleeping pads. The recent surge in camping popularity has been a boon for this segment of their business, propelling growth and expanding their customer base. Recognizing that a restful sleep is a cornerstone of any enjoyable camping experience, DOUBLE SWAN SPORTS dedicates itself to a meticulous production process. This commitment to excellence begins with the careful selection of feathers and extends all the way through to the manufacturing of the final product. It is this attention to detail that ensures their customers can fully savor their outdoor adventures, bolstered by the comfort and quality of DOUBLE SWAN SPORTS products.



Business Philosophy and Vision for the Future

DOUBLE SWAN SPORTS stands as a testament to the enduring value of stability, integrity, and a relentless focus on the customer — principles that have underpinned their operations for half a century. Their dedication to continuous enhancement and innovation in the realm of feather and down products underscores their commitment to remaining at the forefront of the industry. This commitment is evident in their approach to bedding production, where DOUBLE SWAN SPORTS consistently seeks fresh opportunities for collaboration across diverse industries. Such partnerships are strategic, enabling them to expand and diversify their product range, ensuring that their offerings not only meet practical needs but also resonate with contemporary trends. Moreover, DOUBLE SWAN SPORTS champions the ethos of MIT (Made in Taiwan), recognizing the distinctive quality and value this label brings. By keeping their operations — from factory floor to the finishing touches — anchored in Taiwan, they differentiate themselves in a global market. This localization ensures a level of quality control and product integrity that consumers have come to trust. Faced with the inevitable ebbs and flows of global commerce and industry-specific challenges, DOUBLE SWAN SPORTS is poised to press forward, adapting to change while holding fast to the core values that have sustained their success. Their journey reflects a balance of maintaining stability in their values and operations, while embracing the dynamism necessary to navigate an ever-changing market landscape.



鴻源羽毛股份有限公司

GREAT RESOURCE FEATHER & DOWN CO., LTD.



General Manager
Yang Chu-Yuan

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TEL：(02)22614252

Company Background

The vision and business acumen of Yang Chin-Chih, starting in the bustling Wanhua district of Taipei, led him to establish the Jianhe Feather Factory in Banqiao and later the GREAT RESOURCE Feather Company in Tucheng.

In the early stages of his businesses, Yang Chin-Chih's export-oriented strategy facilitated the distribution of raw materials to foreign markets, with an eventual concentrated focus on the Japanese market. This strategic pivot evidently paid off, positioning his companies as significant players within the export sector and earning him accolades such as the Excellent Businessman Award from Taiwan's Ministry of Economic Affairs.

Operational Focus and Product Competitive Strengths

The company's business activities include the export of feather raw materials, feather washing and processing, feather and down product manufacturing, as well as OEM production of bedding products.

Business Philosophy and Vision for the Future

Great Resource boasts a prestigious legacy in the feather and down sector, tracing its origins back to the simplicity of a tricycle. Enduring the test of time, the enterprise has prospered, attributing its success to continuous innovation and a strategic diversification of its business models. Chairman Yang Chu-Yuan has been an integral part of this evolution, not only steering the company's operations with dedication but also immersing himself in broader industry dynamics. He has built bridges with fellow industry leaders, fostered a culture of information sharing, and sought collaborative ventures. His roles have been prominent, serving as Taiwan's representative at the International Down and Feather Bureau and as the Executive Director of the Taiwan Feather Exporters' Association (TFEA), where he has invested his energies for the collective prosperity of the sector.

The Taiwanese feather and down industry is celebrated for its storied past, steadfast integrity, and foresighted approach. It has garnered vast expertise and a sterling global reputation, positioning it as a dependable ally to related industries across the world. Great Resource is committed to maintaining its foundation in feather and down, assuring the delivery of superior products that consumers can rely upon.
Concurrently, the company is actively exploring a spectrum of investment prospects to navigate the currents of change and to foster enduring growth.



Awards and Acknowledgements

Awarded Golden Merchant Award from by the R.O.C. General Chamber of Commerce

尚弘羽絨股份有限公司

TOP ONE DOWN & FEATHER CO LTD.



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Company Background

Top One Down & Feather, inaugurated in 2013 with its base in Taiwan, operates as a subsidiary under the publicly traded Quang Viet Enterprise. In addition to its Taiwanese operations, it has expanded its reach into mainland China with an investment in a factory known as Top One Down & Feather Shuyang, maintaining full Taiwanese ownership. The firm is recognized for its expertise in the research, production, and distribution of feather and down materials and products, distinguishing itself through vertical integration, a global footprint, and a commitment to innovation in product development. The production facility is segmented into two specialized workshops. The primary workshop houses an advanced setup, comprising three automated down and feather washing lines, six sets of high-tech feather sorting machinery, seven mixing boxes, and four specialized lines for the removal of iron impurities. This workshop boasts a production capability exceeding 100 tons per month for a variety of washed down and feather products. The secondary workshop is tailored for the creation of an array of down-based goods, including down jackets, comforters, and sleeping bags, meeting the diverse needs of the global market with its extensive product range.

Operational Focus and Product Competitive Strengths

The company's core operation is the production and sale of premium duck and goose down, boasting certifications from the Responsible Down Standard (RDS). This includes exceptionally resilient ultra-high elasticity goose down, as well as functional down featuring waterproof and antibacterial properties. Embracing sustainability, the company also offers a selection of recycled down products. In 2018, the company launched "RITZ-YOU," a cost-effective yet high-quality brand for down bedding products in China, available via third-party e-commerce platforms and the company's own online storefront. Additionally, they fulfill OEM orders for luxury down bedding for high-end hotels.

Business Philosophy and Vision for the Future

Top One Down & Feather prioritizes customer contentment, anchoring its ethos on the pillars of integrity, quality, innovation, and service. The company's robust organizational structure is complemented by a people-centered management philosophy. With a keen awareness of its environmental footprint, the firm is deeply committed to ecological stewardship and social responsibility. Reflecting this commitment, the company has made a significant investment in the establishment of a professional wastewater treatment plant. This facility has the capacity to treat 3,500 tons of production wastewater each day, ensuring that the treated water attains a clarity standard of 1 NTU. Such a stringent quality measure not only demonstrates the company's environmental conscientiousness but also facilitates the recycling of water back into the production cycle, aligning operational efficiency with sustainability.

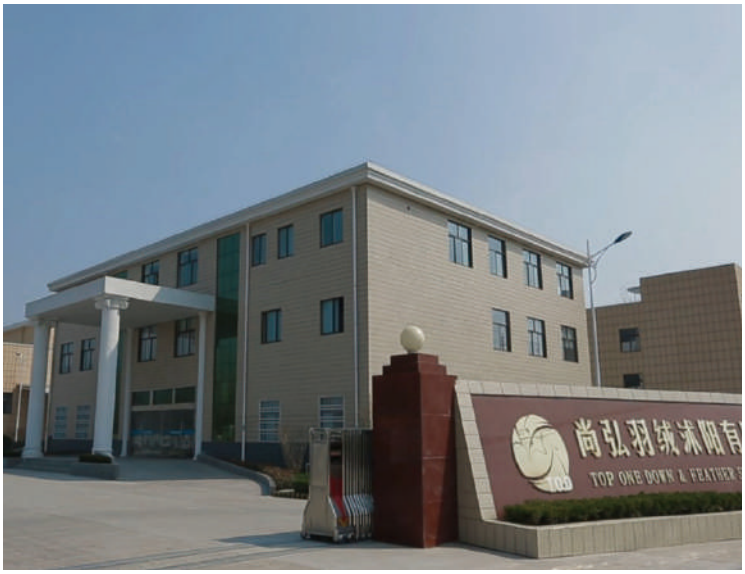
Product Quality Certification

Bluesign, RDS, GRS, HIGG









源盛企業社

YAWN SHENG ENTERPRISE CO.

Manager　Wu Chen-Jui

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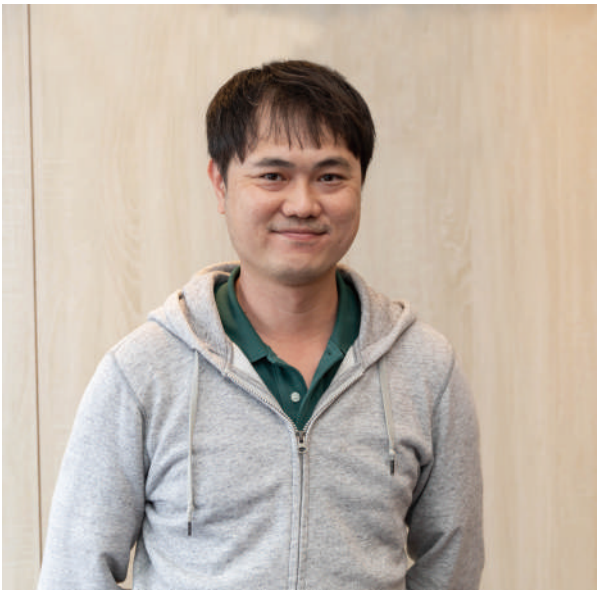

Company Background

Spanning three generations, Yawn Sheng Enterprise holds a venerable position in the feather industry. In a market where many contemporaries have transitioned to Chinese machinery for feather and down processing, Yawn Sheng Enterprise distinguishes itself as one of the select firms that continue to utilize Taiwanese machinery. This choice is indicative of their commitment to precision and adaptability. The machinery they employ is renowned for its versatility and exactness, empowering them to manufacture products of exceptional quality. Years of meticulous research and continuous refinement of their equipment have honed their specialty in segregating premium Korean down, as well as harvesting the larger clusters of goose down that are characteristic of French and Taiwanese varieties.

Operational Focus and Product Competitive Strengths

YAWN SHENG ENTERPRISE specializes in feather and down sorting as a contract manufacturer. They have three sorting machines, including two-compartment, three-compartment, and five-compartment machines. Their focus is on processing large and high-quality feathers and down clusters.

Business Philosophy and Vision for the Future

YAWN SHENG ENTERPRISE, a modestly sized company, steadfastly upholds the foundational principles of industriousness and excellence in all endeavors. At present, their operational emphasis lies on contract sorting, a niche that allows for streamlined management of both human resources and machinery. Mindful of the intense competition within the contract manufacturing domain, they are proactively seeking new business opportunities to diversify and strengthen their market position. The year 2015 marked a pivotal moment for YAWN SHENG ENTERPRISE, as they witnessed the impact of unity under the guidance of Chairman Chen from the Taiwan Feather Exporters' Association (TFEA). The collective action of the association's members demonstrated the power of collaboration in initiating industry-wide progress. Moreover, their involvement with TFEA provided a valuable conduit for dialogue with the public sector, particularly through the Agricultural Land Conversion Act. Joining the ranks of TFEA, YAWN SHENG ENTERPRISE has since benefited from the exchange of knowledge with fellow members, contributing to the shared goal of fostering a more robust and sustainable feather industry.









大新羽毛有限公司

MACRO SHINE FEATHER CO.,LTD.

Chairman　Wu Yu-Bao

NO.92, SEC.4, YUANLU RD, XIHU TOWNSHIP,
CHANGHUA COUNTY 51445, TAIWAN
TEL：(04)8853560　FAX：(04)8819407



Company Background

MACRO SHINE FEATHER'S founder, Mr. Wu Yu-Bao, comes from a family with a rich history in the feather and down industry in Taiwan. His father was one of the pioneers in this field. Mr. Wu Yu-Bao himself has been involved in the feather and down business since 1995, accumulating 28 years of experience. With two generations combined, they have over 50 years of experience in the industry. In 2015, Mr. Wu Yu-Bao ventured into entrepreneurship and established the company. In the early days, the company provided feather splitting services for major Taiwanese manufacturers, as well as those in countries like South Korea and France. Over twenty years ago, they already had fully automatic six-grid feather splitting machines for their operations. Currently, the company specializes in the processing of imported and exported raw materials for the South Korean market, demonstrating a deep understanding of the feather and down industry in South Korea, playing an important role in Taiwan's feather and down industry chain. In the nascent stages of his career, Mr. Wu rendered contract sorting services to prominent Taiwanese manufacturers, dealing with an array of feathers and down sourced from Taiwan, South Korea, and France. Remarkably, over two decades ago, he was already operating a state-of-the-art six-chamber sorting machine, which was fully automated for feather processing—a testament to his forward-thinking approach. Now, MACRO SHINE FEATHER is recognized for its specialization in processing the import and export of original feathers , as well as material processing, particularly with South Korea, showcasing an intricate understanding of that country's industry dynamics. The company has emerged as a key player in reinforcing the structural integrity of the feather and down industry in Taiwan.

Operational Focus and Product Competitive Strengths

MACRO SHINE FEATHER specializes in the import and export of whole duck feathers from South Korea and feather sorting processing.

Business Philosophy and Vision for the Future

Since its inception into the association in 2016, MACRO SHINE FEATHER has been a bastion of its founding principles: integrity, honesty, cooperation, trust, and contributing positively to the collective good. The firm, fortified by years of industry experience, has consistently shown a commitment to its craft and an unwavering pursuit of excellence. A standout observation from MACRO SHINE FEATHER 's extensive industry engagement is the exemplary conditions within South Korean slaughterhouses, noted for their meticulous disinfection processes, full automation, the use of protective gear by employees, and the absence of foul odors. Inspired by such standards, MACRO SHINE FEATHER aspires for Taiwan to advance in a similar vein, enhancing the industry's sophistication. The volatility of the raw materials market presents formidable obstacles for the feather and down sector. Despite these challenges, MACRO SHINE FEATHER is determined to not only remain profitable in this dynamic climate but also to collaborate with industry counterparts. The company's vision extends to contributing constructively to the Taiwanese economy, navigating through market uncertainties with resilience and strategic foresight.





帥宇實業股份有限公司

SHINE WU INDUSTRIAL CO., LTD.

Design Director　Wu Tse-Yu



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Company Background

Founded in 1978, SHINE WU INDUSTRIAL originated as a member of the Pacific Feather Group. In a strategic move in 2014, the conglomerate divided into two entities: Pacific Feather and Pacific Feather Garments. The former chairman of Pacific Feather assumed the role of chairman for Pacific Feather Garments, guiding it towards independent operations. By 2019, the company had embraced a new identity as Shine Wu Industrial Co., Ltd. Throughout its four-decade journey, SHINE WU INDUSTRIAL has remained steadfastly dedicated to the garment industry, emerging as a premier garment manufacturer. The company boasts robust professional teams in research and development, production, sales, and marketing. Leveraging the group's diversified integration, SHINE WU INDUSTRIAL has honed its expertise and global competitiveness, particularly in down apparel and products. Under the visionary leadership of its current chairperson, Ms. Wu Nian Chun-Rong, the company initiated a growth trajectory in 2015. It undertook substantial investments to broaden its product portfolio and bolster brand visibility, expanding its facilities in Taiwan and Vietnam to fortify its technological prowess and tapping into international markets. Furthermore, the company launched its proprietary brand, Easy Life, with the mission to simplify consumer lifestyles through superior quality offerings. SHINE WU INDUSTRIAL harbors an unwavering commitment to self-improvement and innovation, tailoring its products and services to surpass customer expectations. The company' s ethos encapsulates the belief that customer aspirations can be realized through collaboration. With its sights set on the future, SHINE WU INDUSTRIAL plans to maintain its Taiwanese roots, solidify its operations in Vietnam, and progressively extend its influence on the global stage.

Operational Focus and Product Competitive Strengths

SHINE WU INDUSTRIAL primarily manufactures various down products, including not only down clothing but also down bedding, sleeping bags, and other items. Their specialty lies in various types of outerwear. Additionally, they have obtained certification from the Worldwide Responsible Accredited Production (WRAP), demonstrating our ability to comply with local regulations and internationally recognized ethical factory management standards. This ensures that our sewing and textile products are produced in a legal, humane, and ethical manner.

Business Philosophy and Vision for the Future

SHINE WU INDUSTRIAL holds a core belief in fostering a "quality, taste, and character" driven happy enterprise. The company is built on the philosophy that the well-being of employees is the cornerstone of any successful business. They underscore the importance of contented staff in creating a productive and positive work environment. For SHINE WU INDUSTRIAL, customer satisfaction is not just a goal but the only way to ensure the longevity and sustainability of their business. They strive to be a dependable ally for their manufacturers, viewing such partnerships as vital for the collective flourishing of the industry. The company reflects on its forty-year tenure in the industry with gratitude, especially for the consistent support from their industry association. SHINE WU INDUSTRIAL is keen on actively engaging in the association's efforts to promote quality labels. They recognize that educating consumers about the quality of down products is a time-intensive process. The implementation of quality labels can streamline this, making it easier for consumers to discern and trust in the quality of down products, thereby enhancing the reputation of brands. With a firm belief in the excellence of their products, SHINE WU INDUSTRIAL is eager to see more industry players participate in the label program. Such collective involvement is crucial for monitoring and upholding market standards, which, in turn, will amplify the prestige and perceived value of high-quality Taiwanese down products in the global marketplace.





Chairman Wu Nian Chun-Rong

Product Quality Certification

WRAP (Worldwide Responsible Accredited Production)

桓羽有限公司

UNIVER DOWN CO., LTD.

Chairman　Lu Liang-Hao

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Company Background

UNIVER Down stands as a testament to the expertise and dedication of its founder, Mr. Lu Liang-Hao. Since its inception in 2017, the company may appear young, having only seven years under its belt, but Mr. Lu brings with him a wealth of experience spanning more than two decades in the down and feather industry. This depth of knowledge and experience has allowed him to build a robust network of trust and a stellar reputation among both suppliers and customers alike. His special affection for feathers is not just a personal sentiment but is reflected in the quality of the products and the integrity of the business operations at UNIVER Down. Mr. Lu's passion for the industry is the cornerstone of UNIVER Down's commitment to excellence and innovation in the field of down and feather products.

Operational Focus and Product Competitive Strengths

Currently, UNIVER DOWN primarily focuses on the import and export of down and feather raw materials. Due to the superior quality of down produced in Taiwan compared to other Asian regions, the company specializes in exporting Taiwan's unique materials. The main market is primarily in Asia, but they are open to importing materials from around the world if they meet the criteria of quality and texture, as they prioritize the quality of raw materials to create exceptional products.

Business Philosophy and Vision for the Future

UNIVER DOWN, a boutique enterprise, is dedicated to achieving steady growth with a concentrated emphasis on the management of raw materials, a crucial factor influencing their day-to-day operations. The company prides itself on ensuring the stability of both supply and sales in this domain. Looking ahead, UNIVER DOWN aspires to broaden its expertise in the realm of high-quality feather washing.

As a committed member of the industry association, UNIVER DOWN values the opportunity to engage with peers through the association's activities. This participation enables them to partake in industry exchanges and international conferences, enriching their global outlook. With the inauguration of a new chairman, the association is experiencing a surge in momentum. This dynamic leader is spearheading a variety of initiatives, steering the organization towards a more systematic and collaborative future. UNIVER DOWN is optimistic that under this guidance, the association will strengthen its role, empowering feather industry professionals in their interactions with governmental bodies and the international market.



益誠開發有限公司

E CHENG DEVELOPMENT CO.,LTD.

Manager　Wu Tsung-Yi



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HSIHU TOWNSHIP, CHANGHUA COUNTY 514, TAIWAN
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Company Background

E CHENG DEVELOPMENT is a company established as an extension of PAO SHENG FEATHER MILLS. It was founded by Mr. Wu Mian-Biao in 2007 and is a family-owned business.

Operational Focus and Product Competitive Strengths

Feather and down raw material trading with primary focus on export trade.

Business Philosophy and Vision for the Future

Operating with unwavering integrity, E CHENG DEVELOPMENT acknowledges that, while turnover rates were once high, current profit margins have seen a decline. It is imperative for the company to devise strategies that will generate profits and sustain profitability, thereby securing its market position against the risk of obsolescence. Amidst shifting external conditions, E CHENG DEVELOPMENT is committed to preserving stable profitability. The company strives to cultivate mutually beneficial relationships with its customers, aiming for scenarios in which both parties emerge as winners.



Left: Wu Tsung-Yi; Right: Wu Mian-Biao and wife

台灣愛達福樂檢驗技術有限公司

TAIWAN IDFL LABORATORY AND INSTITUTE LIMITED



Taiwan Area General Manager
Tan Hsin-Pei

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Company Background

The International Down and Feather Testing Laboratory (IDFL), established in 1978 and headquartered in Salt Lake City, USA, marks its 45th anniversary as a pioneering force in the realm of textile fill testing. With the distinction of operating the world's largest feather and down laboratory, IDFL offers a suite of international verification services. These services encompass testing for fabric filling materials, supply chain traceability, recognition of environmental sustainability, certifications for organic products, animal welfare, as well as social and environmental responsibility management. In response to the burgeoning demand in Asia since 2019, IDFL has broadened its outreach, deploying dedicated teams to serve local clients across a wide geographic span that includes Vietnam, India, Bangladesh, Indonesia, Cambodia, Malaysia, Myanmar, Philippines, Japan, and South Korea. Over the past 13 years, IDFL Taipei has garnered a wealth of localized expertise. The testing laboratory prides itself on its ISO 17025 accreditation, reflecting its precision and reliability in test conduct, calibrations, and sample analysis. This prestigious accreditation also underscores the laboratory's commitment to a quality management system that fosters consistent processes and continuous improvement. Additionally, the product verification body holds an ISO 17065 accreditation. To assure the highest standard of service, IDFL not only regularly benchmarks its data with that of the International Down and Feather Bureau (IDFB) but also remains steadfast in its core values of integrity and excellence. IDFL's professional team is devoted to delivering both high-quality and expedient services to its clientele.

Features

The IDFL Taipei laboratory delivers an array of testing services for fabrics, apparel, and bedding, encompassing both natural and synthetic fill materials and adhering to various national standards. To guarantee precision and neutrality, each test is conducted in at least duplicate. With its TAF ISO 17025 certification, the laboratory submits to stringent audits that assess its testing accuracy and benchmarking capabilities. The laboratory's seasoned personnel, boasting 6-10 years or more of testing experience, engage in continuous educational programs, study diverse standards, exchange case studies, and partake in both internal and external international proficiency tests to enhance their expertise. Furthermore, customer service representatives actively organize seminars and maintain interactive dialogues with clients, forming the bedrock of IDFL's customer loyalty and support.

The Taiwan Feather Exporters' Association's (TFEA) 70th anniversary is a commendable milestone. IDFL values the connections it has forged through the association with its members in Taiwan. The company looks forward to fostering joint efforts with TFEA and Taiwanese enterprises to drive the collective prosperity and advancement of the industry.



Salt Lake City headquarters during the early 1980s

合成羽毛廠
HER CHANG FEATHER FACTORY

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新羽企業股份有限公司
NEW FEATHER ENTERPRISE CO., LTD.

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龍琦有限公司
LUNG CI CO.,LTD.

Manager　Yang Fu-Tseng

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大漢羽毛有限公司
TA HAN FEATHER CO., LTD.

General Manager　Li Ming-Hsiu

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宏進羽毛廠股份有限公司
HONG CHIN FEATHER WORKS CO., LTD.

Manager　Wu Tang-Wei

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谷榮企業有限公司
KU JUNG CO.,LTD.

General Manager　Chen Pao-Jung

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群立羽毛股份有限公司
CHUN LI FEATHER CO., LTD.

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依賞企業有限公司
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鼎三圳實業有限公司
DINSUNJUN ENTERPRISE CO.,LTD.

Chairman　Chien Ta-Wei

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宇翔羽毛有限公司
YEAR HSIANG ENTERPRISE CO.

Chairman　Tsai Wu-Hsiang

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國程羽毛實業有限公司
KUO CHENG FEATHER INDUSTRIAL CO., LTD.

Manager　Kuo Chun-Hui

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翔勝羽毛有限公司
XIANG SHENG FEATHER CO.,LTD.

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和發羽毛有限公司
HO FA FEATHERS COMPANY

Chairman　Hsieh Hsin-Liang

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Taiwan Feather Exporters' Association