

# GROWTH JOURNEY

For over 40 years, Nicely has remained customer-focused, upholding a spirit of innovation and staying ahead of the times, to deliver the highest quality products and services.

**Nicely is not just your business partner;  
we are your most trusted industry friend.**







Nicely Taoyuan Luzhu Facility Construction Record (2007.08.11)

## Two Young Founders, One Bold Dream Taking Taiwan's Brand — Nicely Slitter Rewinder – to the World

Nicely Machinery Co., Ltd. was founded in 1984 by two founders, former President Ms. Liza Kao and former Vice President Mr. Chi-Yin Chen. The two founders took on indispensable roles:

**Ms. Liza Kao** focused on business development, building robust customer relationship through integrity and quality.

**Mr. Chi-Ing Chen** leveraged his talent and extensive experience in mechanical design to concentrate on technological innovations.

United by their passion for the slitting machine industry and their complementary skills, they applied years of experience, laying a solid foundation for Nicely's growth.

Nicely's first facility was established in Wugu, New Taipei City. As the business expanded, Nicely moved to Guanyin, Taoyuan, and eventually to its current location in Luzhu, Taoyuan. Here, Nicely solidified its roots and witnessed its gradual journey towards the international market.

## From Traditional Paper to High-Performance Films Adapting to the Trends of Taiwan's Slitting Industry

In the booming 1980s, Taiwan was filled with factories, especially those engaged in paper and plastic processing fields. At that time, paper products such as fax paper, thermal paper for cash registers, art and stationery paper, and textile tube papers were widely popular, while the plastic industry focused on packaging, printing, and industrial moldings. With its strong foundation in mechanical manufacturing, excellent equipment quality, and exceptional customer service, Nicely secured numerous partnerships with major domestic enterprises, maintaining strong relationships with them to this day.

Entering the 1990s, the slitting machine industry in Taiwan underwent significant transformation, reflecting an overall upgrade in industry structure and technological level. As market demands shifted, the application of slitting machines expanded from standard plastic films to advanced specialty films, such as optical protection films, polarizing films, and high-performance films. These new materials required higher precision and reliability, driving advancements in slitting machine technology.

Additionally, the scope of slitting machine applications extended beyond plastic materials to include the slitting of aluminum foil and copper foil. For example, the production of copper-clad laminate (CCL) for circuit boards benefited from these technological advancements. **Nicely's launching of the EG-5000 copper foil slitting machine in 1991 marked a significant milestone in this technological evolution.**

These industry transformations not only broadened the application range of slitting machines but also led to notable improvements in precision, speed, and automation, allowing Nicely to maintain a leading position in the increasingly competitive market.



Former Vice President Mr. Chen Mastered the Development of Numerous Slitting Machines.



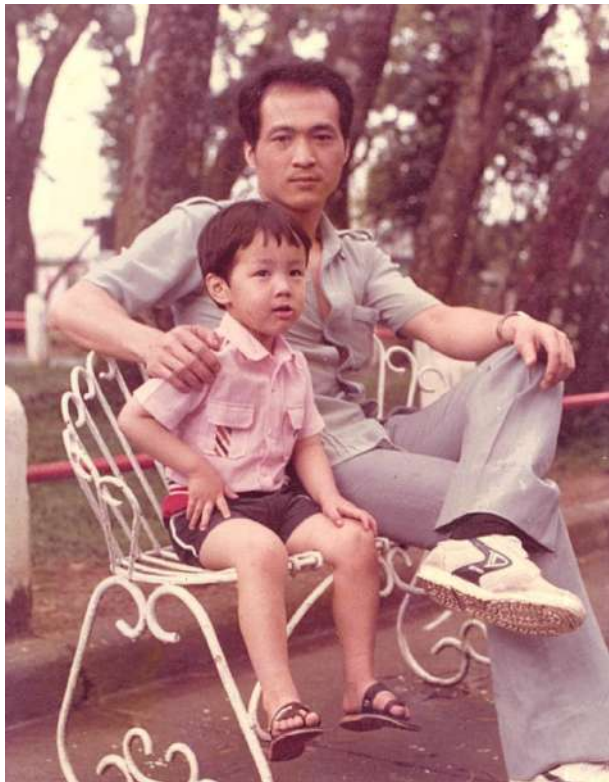
# Moving Forward

## The Next Generation Step Forward

As time progresses, Nicely Machinery Co., Ltd. has entered a new era of leadership with the next generation. The children of Ms. Kao and Mr. Chen, having grown up in a family deeply immersed in mechanical technology and business philosophy, now carry forward the legacy of their parents.

The second generation inherits the commitment to technical excellence and quality, setting new milestones in the competitive and ever-changing manufacturing landscape. They aim to bring more innovation and growth opportunities to Nicely, addressing new challenges in the global market. The unchanging goal is to maintain Nicely’s bespoke advantage while becoming a long-standing partner for customers.

Looking to the future, Nicely will continue to focus on customer needs while actively balancing refinement with innovation. We believe that under the leadership of the next generation, Nicely will continue to demonstrate the strength and resilience of Taiwanese enterprises.



Former Vice President Mr. Chi-Lng Chen with  
Current General Manager Mr. Terry Chen.



Nicely Machinery Team Photo (2022.07.25)

## Commitment

“ At Nicely, responsibility and integrity drive our brand forward.

Efficiency, Innovation, and Integrity are the three pillars that lead us to success.

”

Words from former President Liza Kao  
upon her retirement.



# Our Past Defines Who We Are



A

### 1984

#### Nicely Established

Nicely was founded by Mrs. Liza Kao and Mr. Chi-ing Chen. Through years of dedication in the machinery industry, Nicely has stood out among major slitter makers and become well recognized in various industries.

B C

### 1989

#### Differential Shaft Patented

### 1994

#### Patented Differential Shaft Reinforced

D

### 1995

#### Taiwan's First Spooling Slitter Rewinder Manufactured

The first spooler with 63 spooling heads, made in Taiwan, was installed for slitting masking tape for the Asia Pacific market (EG-9000 series).

E

### 1997

#### Taiwan's First Secondary Slitter Rewinder Manufactured

Individually driven rewind motors, also known as a secondary slitter rewinder, featuring a 2.3M roller width for film applications (EG-8003 series).



# Our Past Defines Who We Are



**2006**  
**Taiwan's First ID620mm Jumbo Paper Tube Winding Line Launched**

Capable of producing paper tubes with sizes ranging from ID76mm to 620mm, featuring an in-line paper tube cutting station (EG-WAH series).

**2008**  
**Taiwan's First 4.5M Wide Nonwoven Slitter Rewinder Launched**

This 4.5M wide nonwoven slitter features an automatic shaft extraction and insertion system (EG-2001G series).

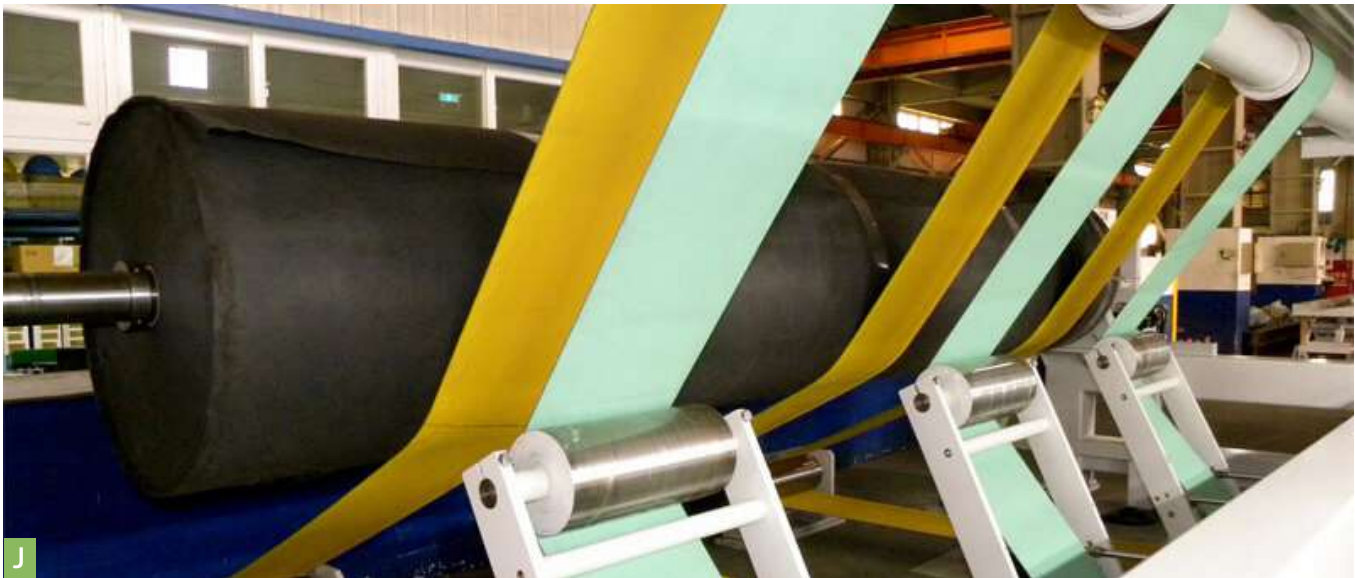
**2010**  
**Taiwan's First 4.8M Wide Nonwoven Slitter Rewinder with Multiple Automations Launched**

In addition to the automatic shaft handling system, automatic web cross-cutting has been developed for this nonwoven slitter. (EG-2001G series).

**2011**  
**Successful In-House Trial for Thin Copper Foil**  
The copper foil thickness ranges from 7μm to 420μm. (EG-5000 series)



# Our Past Defines Who We Are



J

## 2012

### Taiwan's First 6M Wide Nonwoven Slitter

Following the launch of the 4.8M slitter in 2010, a 6M wide nonwoven slitter was developed two years later for a leading nonwoven company in Taiwan.

K

## 2015

### Nicely Awarded "Best Indirect Supplier in Asia Pacific" by Avery Dennison

With nearly 20 years of collaboration, Nicely has provided over 50 slitter rewinders to support Avery Dennison's global production and subsidiaries.

L

## 2016

### Taiwan's First Nonwoven Slitter with Production Speed of Up to 1200M/min

Taiwan first Nonwoven slitter with production speed up to 1200M/min. (EG-2001G series)

M

## 2020

### Retirement of Nicely Co-Founder Mrs. Liza Kao

Mr. Terry Chen was officially announced as Nicely President.



# Our Past Defines Who We Are



**2021**  
**Taiwan's First 5.8M Primary Slitter Rewinder**  
A 5.8M primary slitter featuring 10 sets of individual winders, designed to handle BOPP films up to 5.5M in width, with a production speed of 500M/min.

**2022**  
**Launched EG-5003R3 Shaftless Winding for Copper Foil Slitter with Advancements**  
Minimizing trim waste and eliminating labor for shaft handling, 24 sets of copper foil slitters have been deployed across Europe for high-end products and energy applications.

**2023**  
**Achieved 10 Sets of Slitter Installations for the Pharmaceutical Industry in Europe**  
These installations feature a complete roll handling system integrated with the customer's on-site conveyor/AGV system and are SCADA-compatible to support the customer's production management.



# Our Past Defines Who We Are



Q

## 2024

### EG-8003U Slitter with Hanging Type Rewinder for Thin ITO Functional Films

Collaborated with Taiwanese optical film manufacturers to develop a specialized model EG-8003U that meets stringent standards including precise cutting tolerances; winding surface uniformity, ensuring consistent roll formation and tension; and film cleanliness, preventing contamination.

R

## 2024

### ISO 14064-1 Carbon Inventory Audit

In 2024, Completed the ISO 14064-1 carbon inventory audit.

Gaining insights into our greenhouse gas emissions and formulating effective carbon reduction strategies.

S

## 2025

### Market Restructuring and Strategic Partnerships

Nicely focuses on meeting high-performance demands and prioritizing strategic partnerships for tailored solutions.

Ref : #24008 – Knife upgrade : #23011 – Strategic partnership





## The Evolution of Brand Logo

Since our founding in 1984, the Nicely Machinery logo has undergone several transformations, yet its core spirit has always remained unchanged.

### Nicely's Commitment to a Sustainable Production Environment

The original logo primarily featured the imagery of slitting, presenting the process from unwinding to rewinding from right to left, forming an "N" shape. This design reflects the English name "NICELY" and symbolizes the slitting process.

### Structural Design Concept

Green was chosen as the spiritual color to represent sustainability, resilience, and reliability, aligning perfectly with our Chinese name, "常 青 qīng," which means "evergreen."

### Evolution and Innovation

As our brand developed, the Nicely logo saw several subtle adjustments. In 2024, we softened the sharp angles of the original logo into rounded corners, conveying the idea of "harmonious wisdom and unobstructed progress," reflecting our spirit of flexibility and diversity. We also refined the lines and spatial elements to enhance the slitting imagery.

Each adjustment has made our logo more modern, but the Nicely logo has always conveyed a sense of professionalism and innovation. From classic to contemporary, it embodies our continuous progress and commitment as a leading slitting machine manufacturer.



#### Green as the Standard Color

Symbolizing sustainability, vitality, and reliability.



#### Unwinding

Side unwinding and material delivery.



#### Slitting and Rewinding

The slitting and rewinding process.



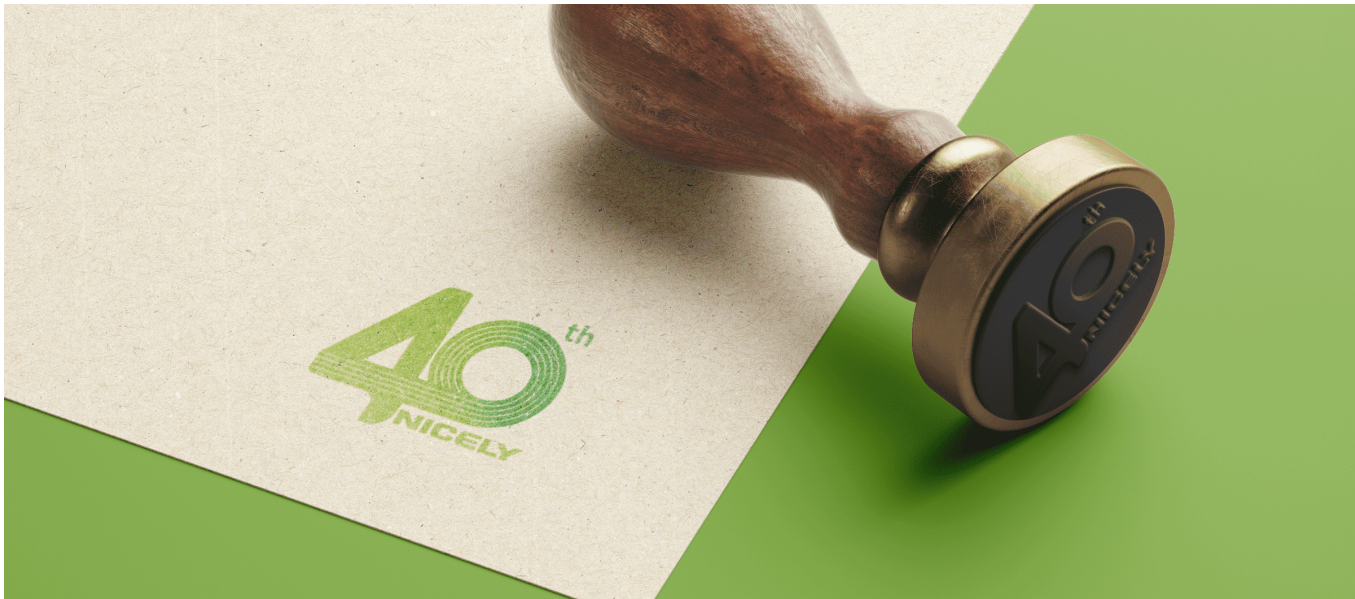
#### Aligned with the Standard Wordmark Initials

Connecting seamlessly with the initials of the standard wordmark.



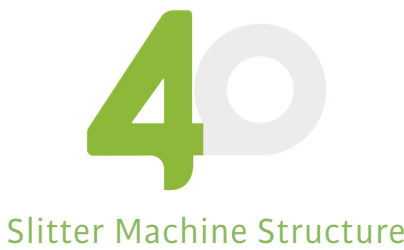


# 40th Anniversary Logo



## Design Concept

The design of the 40th anniversary logo is based on the lines of the numbers 4 and 0, incorporating slitting elements to highlight Nicely's excellence in cutting-edge technology and status as a pioneer in the evolving slitting industry over the past 40 years.



Slitter Machine Structure



Finished Roll Output

## Animation Concept

The animation begins with —  
The number 4, representing the mechanism of the machinery, which transitions into the slitting process

The number 0. The perfect circle symbolizes the finished product after rewinding, cleverly integrating the 40th anniversary with the characteristics of our products.

This animation showcases Nicely Machinery's ongoing commitment to providing solutions to our partners.



## Logo Animation

Incorporating the Nicely EG-2001 series, showcasing the finished product being released after the slitting and rewinding process.

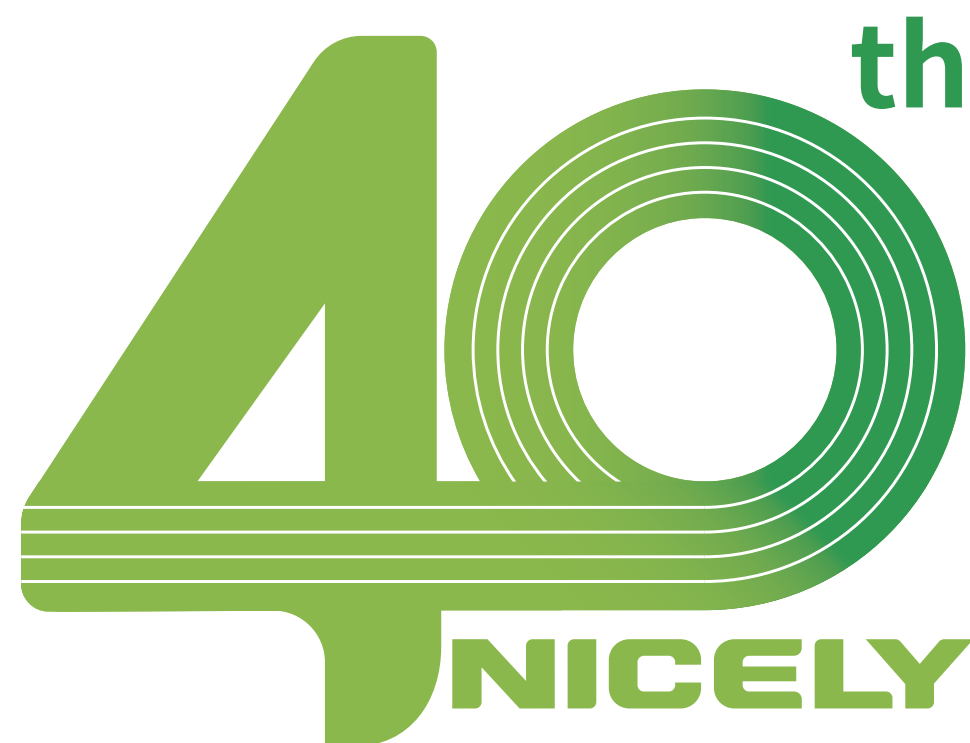
Scan the QR Code to enjoy the animation!





# SINCE — 1984

NICELY MACHINERY  
#FROM TAIWAN



## INNOVATION AND GROWTH NICELY'S JOURNEY FORWARD.

Nicely's core value has always been to provide tailored machines that meet customers' needs from the start.

We thank you for your continued support. Moving forward, Nicely is committed to growing with partners and achieving greater success together

NICELY MACHINERY DEVELOPMENT CO., LTD.



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