

MEDIA INTERVIEW

Nicely Shines in the Media Spotlight Again !

Economic Daily News and **Business Weekly** take a close look at how Nicely drives innovation through energy storage and leverages versatile applications to empower brands with cutting-edge solutions during the pandemic.
Stay tune !





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ECONOMIC DAILY NEWS

Industrial News / Augst 8, 2023



The machine model EG-8002 for Labels application has been shipped to the United States in August 2023.

Expanding into the Energy Storage Industry : Nicely Machinery's Commitment to Innovation and Growth.

Founded in 1984, Nicely Machinery Development Co., Ltd. will celebrate its 40th anniversary in 2024 . Leveraging its expertise in slitter rewinders, the company has sold over 1,700 machines globally, spanning 60+ countries, and competes with top European and Japanese slitter manufacturer standards.

Despite facing challenges from the pandemic, the Russia-Ukraine war, and inflation between 2020 and 2022, General Manager Terry Chen led Nicely to precisely optimize project processes from order to shipment, manage costs effectively, and maintain a strong supply chain with long-term partners. This strategy allowed Nicely to overcome market obstacles, expand its applications from packaging to the energy storage sector, and achieve remarkable sales growth.

Slitting machines are crucial to Taiwan's industrial development, and Nicely has witnessed and contributed to the industry's diverse evolution. From the early paper industry boom to medical nonwoven fabrics, optical films, and metal foil substrates, each material transition has presented significant challenges to slitting technology's advancement.

The EG-8000 series is one of Nicely's flagship products. Its high precision and automation features have set numerous records in Taiwan's slitting technology. Since the launch of the EG-8003 independent arm slitting rewinder with a 1.4-meter width in 1989, Nicely has expanded to offer 2-meter and 3-meter wide machines.

In 2019, Nicely became the only Taiwanese manufacturer to produce a slitting machine with a 6-meter roll width. In 2025, Nicely plans to further advance by introducing an 8-meter wide machine, showcasing its leadership in slitting technology and providing the best local options for Taiwanese machine users.



Nicely's EG-8003 primary slitter rewinder is currently the only Taiwanese-made slitter that produces film slitting machines with a roll width of 6 meters.

Venturing into Energy and PCB Industries : Orders Flourished During the Pandemic



General Manager Terry Chen recognized the trend in new energy and shifted the focus to energy application.

After Terry Chen's succession as General Manager in August 2020, he faced a series of market challenges, including the pandemic, war, and inflation, which created global market uncertainties. While many companies rushed to produce mask machines, Nicely chose to focus on energy applications after assessing market variables. This strategic shift allowed Nicely to achieve growth even as other companies concentrated on pandemic-related industries.

Terry Chen notes that printed circuit boards are crucial components in electronic devices, involving complex processes like copper foil lamination and circuit pattern etching. High precision in slitting is essential to ensure consistent quality. Similarly, copper foils used in lithium batteries benefit from precise slitting to enhance battery performance.

The EG-5000 series copper foil slitting machines feature high-precision cutting technology. Thanks to the efforts of mechanical development engineers, these machines meet specific customer requirements for slitting and coreless rewinding, earning customer satisfaction and trust. This focus has also resulted in impressive achievements in the European energy processing industry.

In addition to copper foil slitting machines, the modular **EG-9000 series slitter rewinder** with traverse spooling significantly extends the total length of the finished roll, improving production capacity. This model is widely used for 2mm narrow-width applications such as security threads anti-counterfeit applications, electronic packaging, and wire and cable insulation. Its success is attributed to a stable control system, flexible unwind configurations, and expandable spooling winders, maximizing the benefits of modular design.



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Optimizing Machine Performance and End-to-End Solutions : Facilitating Seamless Upgrades Towards Sustainability

Terry Chen emphasizes that in the post-pandemic era, Nicely remains committed to innovation and growth with both new and existing customers. The company will focus on two major business directions :

- 1. Upgrading and improving the performance of existing equipment**, including electrical control upgrades, production modifications, or adding new features to enhance production optimization and extend equipment lifespan.
- 2. Planning for end-to-end solutions**, from individual machines to comprehensive production lines. As a one-stop solution provider, Nicely helps customers improve efficiency, reduce costs, and align with ESG international trends.

Terry highlights that Nicely has built a strong customer base over 40 years, with some equipment still in use 20-30 years after installation. As technology advances, Nicely will help customers implement diverse mechanisms and system upgrades, offering efficient services and cost-effective solutions. This approach facilitates the transition to advanced systems, promotes machine sustainability, and fosters long-lasting, reliable trust.

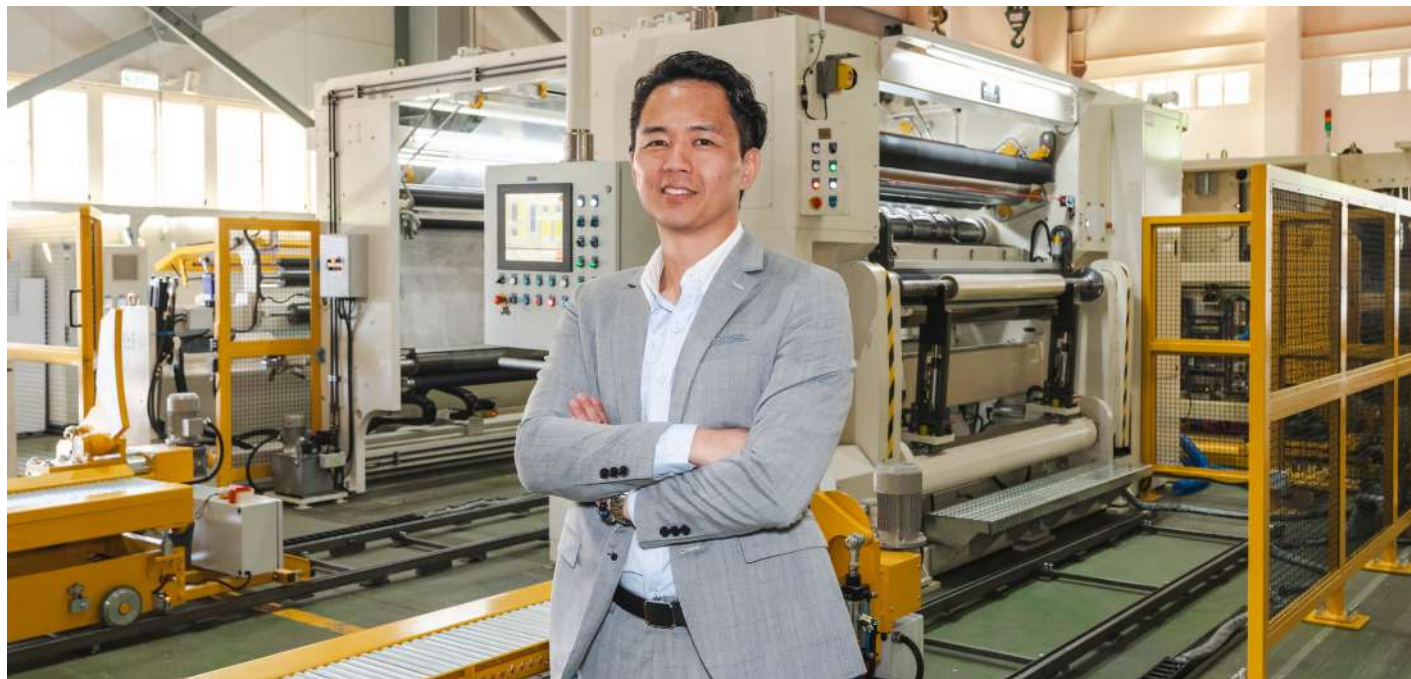


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BUSINESSWEEK NEWS

Business Trend / September 18, 2023

Infusing Sustainable Energy into the Brand : Nicely Machinery Expands Slitting Machine Applications and Delivers Customer-Centric Solutions



While slitter rewinders might not be familiar to everyone, they are essential in the production of a wide range of products—from the chips in credit cards and the packaging films for PET bottles to the laminated layers for wooden tables, security threads in banknotes, and copper foils for automotive lithium batteries.

This crucial slitting process involves cutting materials like leather, nonwoven fabrics, paper, film packaging, and metal foils into strips, preparing them for further processing into finished products. Though their role is often hidden behind the scenes, Nicely Machinery, with over forty years of local expertise, has emerged as a globally recognized role in the slitting machinery industry.

Adapting to Market Demands with Highly Customized Services Pioneering the Growth of Renewable Energy Amidst Market Trends

Slitting machines have evolved closely with Taiwan's economic development. In the early days, we focused on manufacturing slitting machines for thermal paper rolls.

As Taiwan's economy grew, our focus expanded from flexible packaging, like films and nonwoven fabrics, to optical films and even the new energy industry. Because slitting is a crucial step in the processing chain, our development in this field has been highly customized, keeping pace with market demands.



Over the past 40 years, Nicely has built extensive expertise in engineering slitter rewinders. While the pandemic initially increased demand for equipment related to epidemic prevention, such as nonwoven fabrics for surgical masks, we chose not to focus on that market growth. Instead, we strategically pivoted towards energy storage substrates, including copper foils, aluminum foils, electrical insulations, and composite materials used in batteries.

Despite the strong preference for Japanese slitter brands among many Taiwanese companies, Nicely emerged as a cost-effective and supportive local alternative. This reputation helped us secure collaboration opportunities with customers in Japan and Europe during the pandemic.

Standing Out in a Competitive Global Market



In the fiercely competitive field of slitting rewinding machinery, Nicely stands out for its extensive range of applications and its unique capability as the only Taiwanese company offering slitting equipment for films over five (5) meters wide.

With 70% of its orders coming from international markets, Nicely enjoys significant

advantages over global competitors in terms of price, delivery, variety, customization, and service, establishing itself as a leading player in Taiwan's slitting machine industry.

Integrating Sustainability into Service Design and Products

Terry Chen, who furthered his education with an EMBA, recognized the unstoppable rise of ESG and began considering how manufacturers can implement ESG principles while providing sustainable solutions to customers.

Nicely has always prioritized customization. Competing on price through mass production was never our path. That's why we've shifted towards offering value-added services and comprehensive plant planning, meeting future customer expectations and addressing high-end markets, automation, and sustainability needs.

Automation can significantly reduce labor costs, energy management can lower consumption, and by integrating Nicely's one-stop services, customers can avoid the hassle of dealing with multiple suppliers. Our end-to-end solutions make plant management more seamless and efficient.

With the rising demand for zero-carbon renewable energy, Nicely is also motivated to implement solar energy solutions to align with global sustainability efforts. Due to the impact of the Ukraine-Russia war and ongoing supply chain shortages, the economic recovery in 2023 was not as strong as anticipated. When customers' investment budgets decrease but production needs remain high, we, as machine manufacturers, provide solutions to help clients meet both budget constraints and performance goals.

Since 2023, Nicely has introduced equipment modification and upgrade solutions. With minimal investment, customers can increase their production capacity by 10-20% while reducing power consumption by up to 30%, depending on the scale of advanced drive system upgrades. This approach aligns with sustainability and energy-saving objectives, making our products and services more impactful for our customers.

Whether customers are purchasing new equipment or upgrading existing systems, they have flexible options to consider. For example, when a corporation plans to expand to new production sites beyond their existing facilities, they may consider acquiring modern production lines or transferring upgraded systems from their old plant.

In many cases, they opt for both—purchasing new equipment and retrofitting existing systems simultaneously. For enterprises with multiple factories, this dual approach provides great flexibility to optimize production while improving energy efficiency.





Fostering Talent Retention in Taiwan : Building a Stronger Workforce for the Future

For Nicely, implementing ESG involves prioritizing "people"—providing employees with good working conditions, education, training, and fostering industry-school cooperation. More importantly, it focuses on retaining talent in Taiwan. "Many companies find cost advantages in using foreign labor, but these workers often return to their home countries after a few years.

What do they leave behind in Taiwan?" Terry emphasizes that Nicely is not a traditional labor-intensive industry but one focused on enhancing technical expertise. "Through innovation, we help clients achieve smart production and create future-oriented job opportunities for young people, promoting skill inheritance and nurturing talent for Taiwan. Only with skilled and dedicated staff can our business remain sustainable."

Compared to the past, when Nicely primarily engaged with potential buyers through business trips and frequent in-person exhibitions, market activity has changed significantly since 2020, reshaped by the pandemic. In response, Nicely's sales team has been reinforced by the addition of a multimedia marketing team to visualize our technical concepts through 3D demonstrations, allowing the sales team to better showcase our customization capabilities and strengthen our market presence.

Looking ahead, Terry aims to boost Nicely's domestic recognition while continuing to provide exceptional support to international clients through advanced technical services and timely deliveries.

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Get the latest updates on slitter rewinder technology, industry trends, and expert insights—all in one place.

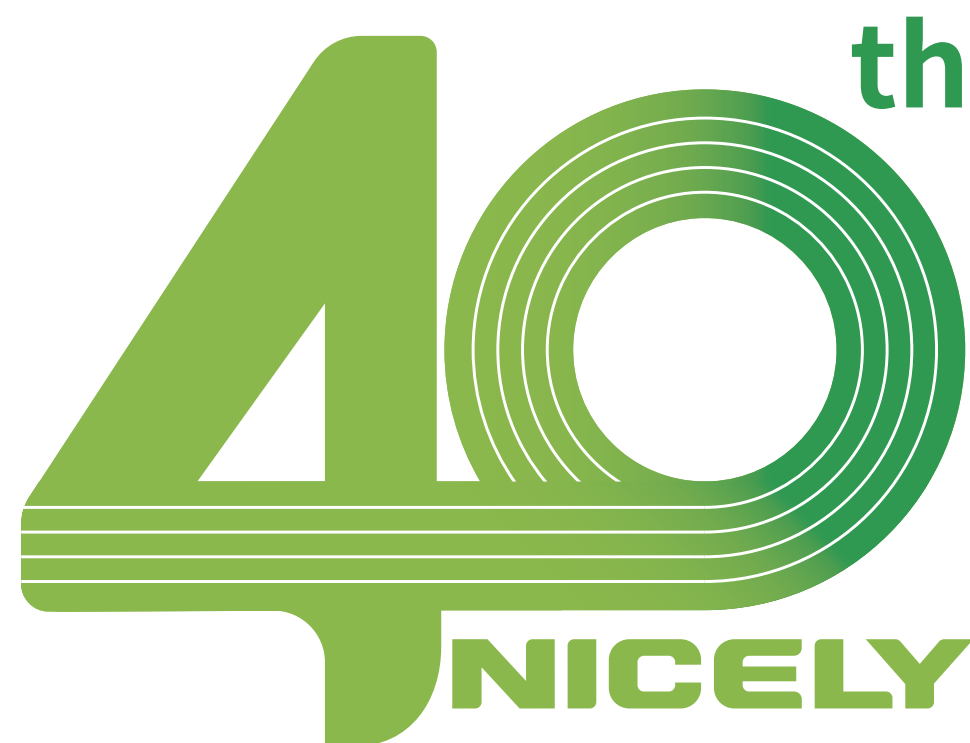


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NICELY MACHINERY
#FROM TAIWAN



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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