



VERSION 1.0

BRAND BOOK

01

BRAND STORY



**ORA Engineering,
a manufacturing
company with 30 years
of experience in metal
processing and
welding, is one of the
most trusted names in
the industry.**



In 1996, ORA Engineering was founded as a family-owned business with a focus on quality and reliability. We have since become a renowned innovator in the metal forming and welding industry, working with a variety of high-end metals, such as titanium, stainless steel, and chromium molybdenum steel. In our 35,000 ft² size facility, we are equipped with in-house precision machining capabilities and EN standard test equipment, enabling us to develop innovative products with data-backed assurance and deliver state-of-the-art products with confidence.

For the past three decades, we have worked with top leading brands, incorporating the latest technology into our product developments. Our extensive process of over 400 procedures and checkpoints to produce a customized premium bike frame, coupled with lifetime service, makes us proud to stand behind our products. If these values drive your business forward, we invite you to join our journey and co-create your next product.



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BRAND CORE VALUES



ORIGINAL

As a pioneer in the industry, we have overcome challenges through innovation. Growing with the brands by incorporating new methods to supply consistent quality and premium products is our core since day one.



RELIABLE

We stand behind what we make with lifetime serviceability and dependable result approved by major brands.



ADVANCED

The core to evolve with new technology has never changed for the past 30 years. We constantly embrace and give birth to innovation by introducing cutting-edge equipment and methodologies.



TECHMAN ROBOT



Brand Statement

We are dedicated to supporting our partners crafting the **perfect customized** bicycle parts, pushing the boundaries with **innovation** and **reliability** in the metal forming and jointing industry.

Tagline

SOUL OF THE BICYCLE

We create bicycles with a soul by adhering to rigorous procedures through experienced handcrafting. With our focus on quality, your ride will feel unique – it's a bike made by ORA.



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SUSTAINABILITY



ENVIRONMENTAL COMMITMENT

Water Treatment System: We transform wastewater into usable water for daily operations.

Ridge Ventilation: Our facility maximizes energy efficiency with optimal cooling.

Low-Waste Manufacturing: 95% of our raw materials are fully utilized, with proper recycling of the remaining 5%.

Paperless Workflow: Technology reduces paper printing, promoting eco-friendliness.

Optimization: We continuously optimize procedures to increase efficiency and improve yield rate.



SOCIAL RESPONSIBILITY

A photograph of two hands reaching towards each other against a blue sky with white clouds. The hands are positioned vertically, one at the top and one at the bottom, with their fingers slightly spread. The hands appear to be reaching towards each other, symbolizing support, connection, or social responsibility. The background is a clear blue sky with scattered white clouds.

Providing Opportunities: Our internship program prioritizes underprivileged students, including the hearing-impaired. We also have a retention program to help them succeed.

Bridging Theory and Practice: Partnering with local colleges, we offer internships for students to apply knowledge and gain experience. Our aim is to develop talent that creates a positive impact on society and the environment.

Giving Back to the Community: We donate a portion of annual earnings to provide food for those in need. Our friendly workplace offers employee incentives, education, training, and pandemic-related leave.

Equitable Rewards: Our performance evaluation system ensures equal rewards for everyone's effort, emphasizing fairness in rewarding employees.

Prioritizing Employee Wellbeing: With a female General Manager who champions gender diversity, we promote inclusivity, flexible working hours, and offer generous maternity leave, welcoming 36 new additions to the ORA family in the past 14 years.

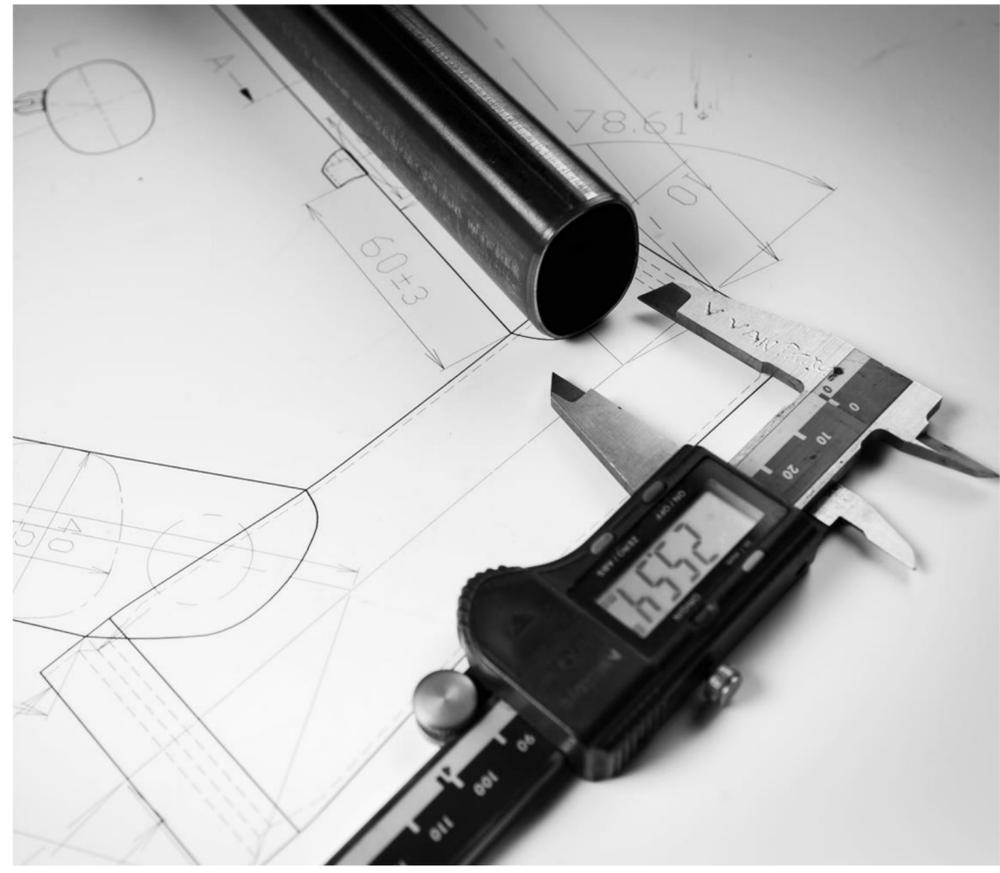
04

TECHNOLOGY



TOTAL CUSTOMIZATION CAPABILITY

At ORA, we're proud to be the only team in the world offering the all-encompassing customization solutions. With our unique building-block-like assembly process and integration service, customizing customer's products, passing regulated standard tests, and entering full production mode are all under one roof. We can easily adjust products to meet diverse customer needs.



INNOVATIVE MATERIALS AND DEVELOPMENT

We've developed our own materials, including hardened precipitated type 465 and 630 and dual-phase stainless steel 2205. Our tube material development allows us to create lightweight, high-strength tubes, certified to pass ISO4210 testing. We also produce bike framesets from four different metal alloys and seven different composite materials.



STATE-OF-THE-ART PRODUCTION FACILITIES

Our production line includes cutting-edge equipment like tube drawing, heat treatment, cutting, CNC machines, forming, bending, swaging, wire cutting, and welding. With up to 90% of products being processed in-house, we have complete control over each step. Our experienced employees, many with us for over a decade, consistently produce high-quality products year-round, ensuring reliability for our customers.



**LET'S WORK
TOGETHER**



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