

NOROO



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Color & Touch

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NOROO



Now is the time when many things are realized by touching than ever before.
We speak, see, think, and convey through touch screens.
NOROO is also moving forward as we endlessly conduct research and
development to provide a better world to your fingertips.

相比任何时代，当下许多事物仅需简单的Touch即可轻松完成。
人们可以通过触屏进行对话、观看、思考、传递讯息。
NOROO为通过指尖传递更好的东西，
正在坚持不懈地致力于研究与开发，奋力向前。

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Touching the Love

“Love is real, real is love/ Love is feeling, feeling love/ Love is wanting to be loved/ Love is touch, touch is love...” As John Lennon sang in Love, the gentle touch of a hand is love and love is a gentle touch. Touch is like the warmth of the heart. The tip of your hand accepts and conveys many feelings from love, encouragement, comfort, congratulation, anger and resentment. English Ethologist Desmond Morris once said, “Touch is a technique humans have in order to live like a human.” Let’s remind ourselves of the values of touch which has emotional effects as well as new potential in the era of technical development.

触摸爱

“Love is real, real is love, Love is feeling, feeling love, Love is wanting to be loved. Love is touch, touch is love...” 正如约翰·列侬在《Love》中所唱，轻抚的手是爱，爱即轻轻抚摸。手与心紧紧相连。爱与鼓励、安慰与祝贺，甚至是愤怒与怨恨，通过指尖，人们每天都在接受并传递着各类情感。英国动物学者德斯蒙德·莫利斯说过“触摸，是人类之所以生活得像人所需的技术”。让我们重新审视，包括情绪以及与技术发展相结合，表现出无限潜能的触感与触摸所含的价值。



Only What a Touch Can Do

唯有触感可为

By_Park Sa
文_朴士



I went to a temple over the weekend and learned how to meditate. Meditation is known to be good for improving your brain functions and relieving fatigue. But that's not why I went. I was simply curious about people who concentrate deeply in the act to see another world. After sitting in a way I am not used to with my legs crossed for some time, my knees started to give in and my ankles began to ache. I had a hard time spreading my legs again after I heard the sound of the bamboo sticks. A Buddhist monk taught me how to thoroughly massage my body starting from the tip of my fingers to my wrists, arms, face, and legs, explaining that it is important to massage your body before and after meditation to stay focused. While following his instructions, I realized that it has been a while since I actually touched my own body. Of course, I shower in the morning and evening but it felt different to pat, rub, massage, bend and stretch my joints. My body was clearly substantial and fully present. As I touched myself, I pondered the idea of existence.

周末我去庙里学了参禅法。这并不是因为听说冥想有助于改善大脑功能、恢复疲劳，只是对那些仅执着于此道，并想要通过此道纵观世界的人感到好奇而已。果不其然，那些陌生的跏趺坐姿让我的膝盖和脚腕都酸痛不已，因为长时间保持同一个姿势，在哼唧声响起后酸痛的四肢也无法舒展。大师说，要想参好禅，必须在开始前和结束时充分按摩，还教了我从指尖到手腕、胳膊到面部和腿部等部位的按摩法。无意间我才认识到，我真的很久都没摸过自己的身体了。尽管早晚洗漱时不可避免地会碰到，但边抚摸、按压、揉捏、屈伸关节边感受身体的存在，绝对是另外一回事。我通过触觉感受自己，在与参禅不同的意义层面去思考存在。

Today, everyone works hard to prove their existence. This is an era where all five senses are stimulated. Signs are bigger and more colorful; ads are more suggestive; TV screens are larger and clearer; and music is faster and louder. Such change will never retreat. When you listen to dance music from the olden days, doesn't it sound very slow, almost as a "ballad?" It's because our senses hurriedly adapted to the increasingly provocative external environment. Ironically, as external stimulation becomes more powerful, your senses grow duller. It has been a while since we were no longer able to distinguish between subtle differences. Many of the words that were used to express colors and feelings disappeared. It is the same for the senses. How could our senses survive when our mouth is attacked by food that is as hot and spicy as fire or alternate between sweet and salty flavors, when our ears are brain-washed by songs that provide a catchy chorus, and our eyes are fixated on arousing images? Touch is a very delicate sense that leads to pain when the stimulation gets strong.

Touch plays an important role in calming our mind. In the Peanuts comic strips, most famous for the popular character Snoopy, one of the characters, Linus, carries around his baby blanket. 'Linus' blanket' symbolizes a 'portable coziness' that protects us from unfamiliar stimulation. A sweet hug gives great comfort to those who are in deep sorrow and a gentle touch can effectively cure anger. Children open their arms toward their parents when they cry because they want their parents to comfort them by touching them and sharing their warmth. These are some of the ways in which we find comfort in the existence of others. Touching and being touched by others, however, can be two-faced. The affectionate touch of a person who you can trust and rely on calms your mind and boosts your confidence. Meanwhile, the unwanted touch of a stranger is mere violence. People clench their teeth and endure the existence of others in a crowded subway. The inappropriate touching that happens everywhere by ignoring other people's feelings is what causes conflict. Our skin coming into contact with someone else's skin is such a delicate feeling that some we love and some are considered violence.

The company I used to work for had a small library. The thin book that I found on a bookshelf in the library, The Hug Therapy Book, written by Kathleen Keating, became my favorite book. The book taught me how to hug. I became so good that I could have cut out the last page of the book to certify myself as a hug specialist. The hug teacher in the book is a fuzzy bear. The book shares the effects of each type of hug. The most impressive part comes in the last page. Two people who finally stood face to face after taking off a fuzzy bear mask hug each other selflessly. It made me realize that inside every person who pretends to be strong and smart is the true self that gives comfort to other people by giving a hug and sharing love through the warmth within. As I was massaging my body, I realized that the last time I hugged someone, it was a cat. I explained away the days when I couldn't feel the touch of other people as 'independence.' As I was massaging myself, however, I realize that I am, in fact, the closest person to myself. Touching my hand with my other hand was a very powerful sensation. The warmth of a person is such a good thing. I felt relief as both hands provided comfort.

How many people does one need to not feel lonely? Some people might not be satisfied even when surrounded by tens of thousands of people but most people can be calm and find peace through their own existence. The strength you gain by patting, loving, and hugging yourself will give you the strength to, in turn, pat and hug the people you love. The joy you feel when the courage inside you flows into the heart of others you love and the affection of that other person flows into you is something that only touch can do. It is only made possible when two people come into contact through touch.

世间万物为了强调自己的存在而从四面八方靠近。如今是万物刺激所有感官的时代。牌匾变得更抢眼，广告变得更煽情，电视变得更大、更清晰，音乐变得更快、更大声。变化不懂后退。听以前的舞曲会觉得节奏很慢，甚至会产生“这不是抒情歌曲嘛”的想法，对吧？令人诧异的是，在日渐强烈的外部刺激中，人的感官慌乱适应环境的结果。讽刺的是，外部刺激越强，感官则越迟钝，导致无法区分细微差别。表示颜色与描述心情的多彩词汇越来越少，唯独剩下几个单调的词语。触感也是如此。味觉在受到可引起冒火的香辣食物或“甜咸甜咸”的交替攻击的同时，耳朵受到Hook Song的反复轰炸，双眼又成为刺激性图片的俘虏，这种情况下，触感是否还能存活？作为非常细腻的感觉，刺激越大，越会留下痛苦。

触感在凝神静心方面发挥着重大作用。在描写可爱小狗史努比的漫画《花生漫画》中，小莱纳斯拿着儿时盖过的毯子登场。“莱纳斯的毯子”象征着在陌生刺激中保护自我的“便携式舒适感”。对于深陷悲伤的人而言，一个温情拥抱是最大的安慰，轻拍之手是平息愤怒的最有效方式。孩子边哭边向父母张开双臂是在传递“快用体温和触感安慰我”。就这样，我们将他人的存在视为安慰。然而人与人之间的亲密接触却是双面的。与能够信赖、依靠的人做出的亲密接触会稳定身心、带给自信，相反，在未经许可之下与陌生人的身体接触只能成为暴力。在拥挤的地铁中，人们会咬牙忍耐他人的存在。从四面八方靠近、无视对方的不当接触也经常引起纷争。因为触感是十分细腻的感觉，即使同样都是皮肤与皮肤的接触，有些是爱，有些则会成为暴力。

在我曾就职过的公司里有一个小型图书馆。那里的书架上，我找到了一本薄薄的书，凯丝·琪婷的《让我拥抱你》，这本书后来成了我的人生之书。书中介绍了拥抱的方法，在读完整本书后，可以剪下最后一页，亲手给自己颁发一份我已成为拥抱专家的证明。书中讲授拥抱方法的老师是一只毛茸茸的熊。这本书还介绍了各种拥抱分别会产生什么样的效果，整本书最让我印象深刻的就是最后一页，即脱掉毛茸茸的熊外衣后素面相见的两个人。他们的拥抱看起来纯洁又幸福。这让我想到，在摆架子、装坚强的人的内心，其实住着一个真实的自我，一个用拥抱、安慰和体温分享情感的人。

按摩时，我不由自主地想到，最近我和谁有过亲密拥抱和皮肤接触呢？结果发现，除了猫，竟然再无他人。我把不能以触感去感受他人的日子包装成了“独立”。但就在给自己按摩的时候，我才真切地感受到，我才是自己最亲近的人。在我双手接触的皮肤时产生的感觉，让我的触感提升了两倍。人的体温原来如此美妙，竟然使我和我的身体同时放松下来。

孤独的人需要几个人的陪伴呢？有些人纵使有数十人围绕也不会满足，但很多人仅凭自己的存在就能平复那些有棱有角的情感。去抚慰自己、热爱自己，然后就可以利用触感的力量去抚慰、拥抱我爱的人。感受内心的勇气涌向对方的心中、感受对方的爱意涌入我的内心，这个瞬间是其他任何感觉都无法做到，唯有触感才可实现，唯有紧贴的皮肤才能做到的事。

The Beginning of a Change a Touch & Feeling

Most people will think of the paintings of Michelangelo when they hear the phrase, ‘the creation.’ In particular, <The Creation of Adam> is one of the representative paintings. For the solemn and great work ordered by the pope to decorate the ceiling of the Sistine Chapel of the Vatican with the pictures of sacred subjects, Michelangelo depicted the moment when God created Adam with two fingers that are about to touch each other. This image left a strong impression as it was parodied numerous times. Michelangelo probably knew unconsciously without even any scientific proof that a touch of God with his fingertip can arouse an explosive change.

改变的开始， 接触与触感

提起“创世纪”， 大部分人都会自然联想到米开朗琪罗的壁画。其中的《创造亚当》是创世纪天顶画中的代表作品。奉教皇之命，在梵蒂冈教堂天花板上绘制圣画的庄严又重大的工作中，米开朗琪罗将上帝塑造亚当、赋予其灵魂的瞬间，描画成上帝将手指伸向亚当的瞬间。这一戏剧性的瞬间带给人们深刻印象，直至当下也经常被模仿。这表明，至少米开朗琪罗在潜意识中认为，仅通过指尖的触碰也可引起巨大变化，尽管尚未有任何科学根据。



THE GREAT DISCOVERY OF A FINGERTIP

The human body experiences various feelings when it is touched through the nerve endings of the skin. Michelangelo probably did not realize this but the parts of the human body where most of the nerve endings are concentrated are at the fingertips. Palms are sensitive as fingers but it is not as sensitive compared to fingertips since the number of nerve endings that exist per square centimeter of a palm is only 50 and 120 for a finger whereas the number reaches 300 for a fingertip. Fingertips are sensitive enough to feel the difference in the texture subtle as one millionth of hair. Furthermore, it reacts faster than sight or hearing. If it takes 0.25 seconds to deliver visual information, it takes 0.17 seconds for auditory information while it only takes 0.15 seconds to feel touch. Perhaps that is why neuroscientist, Florian Heine, at Ludwig Maximilian University of Munich Children’s Hospital, described smart devices including the iPhone as ‘a great discovery.’ Since smart devices turned the quick link between information, brain, and forefinger into a wide range of technology. The cooperation between a thumb and forefinger is the first motion human shows and the motion of rubbing a thumb and forefinger is the oldest behavioral pattern of humans in evolutionary biology. The reason why we always carry a smartphone as if it is part of our body and it is easy enough for young children to use is perhaps because of the work of the ‘thumb and forefinger.’

指尖的伟大发现

人体通过皮肤的神经末梢对各类接触刺激做出反应，并产生触觉。尽管米开朗琪罗可能并不清楚，人体中神经末梢分布最多的地方就是指尖。虽然手掌与手指也很敏感，但与指尖相比就要相对迟钝一些。因为，每平方厘米的皮肤中分布的神经末梢数依次为手掌50、手指120、指尖300。据说，指尖的敏感程度可以分辨出相当于发丝直径1/10000的微小质感差。再者，触觉的反射反应要快于视觉或听觉，如果说视觉传递信息的速度需要0.25秒、听觉需要0.17秒，而触觉仅需要0.15秒。也许是因为这个原因，慕尼黑医学中心大学豪纳儿童医院的神经科学家弗洛里安·海嫩称iPhone等智能设备为“伟大的发现”。因为这些设备以技术形式广泛利用了信息与大脑、指尖的快速连接。从发生学角度来看，拇指与食指的合作是人体最先发生的身体动作，按压拇指与食指的姿势在进化生物学角度也是人类最古老的行为模式。如同身体一部分般始终随身携带智能手机，就连儿童也能自由使用智能设备也正是得益于这种“拇指与食指”的活跃。

PIT-A-PAT, THE SENSE OF TOUCH

Do you know which word has the longest definition in the Oxford English Dictionary? It is ‘touch.’ The definition of the word includes putting the hand, finger, etc. on or into contact with something, moving one’s heart, feeling, skills, traces, and so on. Let’s focus on the part of ‘moving one’s heart.’

Moving one’s heart, in other words, being touched, cannot be just a rhetorical expression. According to dictionaries, it means one’s heart moves when it is greatly touched. Neuropsychiatrist, Dr. Lee Si-hyeong, explained that neurotransmitters that make us feel happy, serotonin, pours out when we are gently touched. That is why the love of a couple grows deeper when there is frequent physical contact and babies grow strong when they are touched by their mothers’ loving hands. Kangaroo care would a good example. In a poor environment where there are not enough incubators, the survival rate of a baby suffering from hypothermia rose when a baby’s mother wrapped her baby in her arms. Babies who receive Kangaroo care cry less than babies who do not when they get an injection. Leaning on someone next to you when you watch a scary movie at a movie theater would be the same logic. Perhaps that is why the HEY wearable band was invented. The HEY wearable band gives a sense of closeness you would feel when you are touched by someone. Wherever you are, this couple wristband conveys the same feeling to your partner when you touch the band. This device can give comfort to couples who are away from each other since now you can even feel the touch let alone the image.

扑通扑通，触感

大家知道《牛津英语词典》中注释最长的单词是什么吗？没错，就是Touch。除基本的触摸、接触之意外，Touch还具有打动、感动、关联、感觉、手艺、痕迹等含义。我们将着重来看“感动”。触摸引起感动并不仅仅是一种文学修辞。词典中对感动的释义为“深深感受到并动心”，神经精神科医生李时炯博士表示，轻轻抚摸的手上会释放大量使人感到幸福的神经递质——血清素。因此，恋人们身体接触越多、爱情会变得越来越浓厚，孩子们在妈妈充满爱的双手与接触中茁壮成长。最典型的当属袋鼠式护理。在早产保温箱不足的恶劣条件下，妈妈将低体重婴儿完全裹住会提高婴儿的存活率。为接受袋鼠式护理的宝宝打针时，宝宝哭泣的概率相对低于未接受袋鼠式护理的宝宝。电影院中出现恐怖场景时，人们会不由自主地将身体靠近他人，这应该也是同样的道理，所以才会有人发明这种设备，即传递接触亲密感的可穿戴手环HEY。据说，无论彼此身在何处，只要其中一方触摸戴在手腕上的情侣手环，其触感就会传递至另一方。竟然可以越过屏幕、感受彼此，远在两地的恋人们似乎也可以通过这个方式找到些慰藉吧。

A FREE HUG THAT TOUCHES HEARTS

Physical contact is something comfortable and warm to people who love each other. However, it is also possible between people who don't know each other. That is called free hug. It is an act of giving a hug to strangers in public places by declaring oneself as a free hugger. The free hug that even President Moon Jae-in gave when he was a presidential candidate began in 2001 by an American, Jason Hunter. He began to give free hugs after his mother died and when visitors to his mother's funeral shared stories of his mother who used to give warm hugs to her friends and families. He decided to do what his mother used to tell him to do and that was "to let people know that they are all precious." The way he did this was by giving selfless free hugs to everyone. Then, a man who was deeply disappointed, Juan Mann in Sydney, began to give free hugs in 2004. He said, "Giving a hug to a total stranger was the greatest experience I ever had" and continued giving free hugs. As the images of him giving free hugs were introduced in a music video of a music band on YouTube, free hugs began to spread all over the world. Since then, free hugs are shared at various places as a way of making other people to agree with certain issues and opinions. Hugging is such a powerful way of conveying the warmth of your heart and mind since it doesn't require any logical or visual proof to persuade someone.

抚慰心灵的自由拥抱

身体接触对于相爱的人来说一定是舒适、温暖的，但这对于素不相识的人来说也是有可能实现的，就是自由拥抱。即，在公共场所进行“自由拥抱”的活动，去拥抱陌生人。不久前，当时还是韩国总统候选人的文在寅（现任韩国总统），在竞选活动当时也选择了自由拥抱。自由拥抱始于2001年，当时美国人杰森·亨特在其母亲的葬礼上，倾听前来参加葬礼的吊唁者们谈论过去其母亲拥抱他们的温暖回忆后，开始按照母亲平时所说的那样付诸实践，告诉所有人“每个人都很重要”，实践方法就是大大方方地去拥抱那些想要被拥抱的人。2004年，倍感失意的青年胡安·曼恩也开始在澳洲悉尼加入自由拥抱行列。胡安·曼恩表示：“通过自由拥抱，与陌生人拥抱是我迄今为止经历的事情中最伟大的一件事”。随着他的视频被编入乐队MV并上传至YouTube，自由拥抱开始向全世界传播。此后，自由拥抱在世界各地被用作使他人对各种热点话题的主张产生共鸣的方法。既无需使用富有逻辑的语言去说服，也不用提出可视性证据，却能以一个温暖的拥抱去传递心意，拥抱的力量可真大啊。



TIMEPIECE, TOUCH THE TIME

The word, 'watch' that also means 'to see' makes us realize how much time humans have spent to 'see' the time. Humans probably watched the sun, moon, stars, shadows, and the tides of the seas. Time must have been very difficult to watch for people who couldn't see. That is why there are now braille watches that lets you check the time by touching or listening to a watch. However, it often gets broken since it is frequently touched or you would have to listen to it very closely when there are other noises. The Bradley Timepiece that was recently launched is somewhat different. The watch with a bead that moves along the paved part of the watch on the front and the side and works as the hour and minute hand is called a timepiece and not a watch since you can check the time with your eyes and also by touching it. It is light since it is made of titanium and has an intuitive and stylish design that is popular not only for the blind but also for people who are not blind. 98% of the people who purchased this watch are not blind. This watch that anyone can use provides a universal design that also reduces the experience of being discriminated as a blind person. CEO Kim Hyung-soo who is a founder of Eone that developed the Bradley Timepiece explained that he designed this product after realizing the fact that products that were designed specifically for the blind can create another wall to the blind. The Bradley Timepiece that was first launched on a crowdfunding site, Kickstarter, attracted about 4,000 sponsors from 65 countries to launch the product in the market. The Bradley Timepiece will help you to quietly touch the time in a dark movie theater, meeting room, or during an interview.

触摸式手表，触摸时间

用具有“看”之意的watch表示“腕表”，由此可知人类在漫长的岁月里，是如何去“看”时间的。看过太阳、月亮与星星，也看过影子与海水潮汐。正因为如此，对于看不见的人来说，时间该有多么难以理解。所以，现在市面上出现了通过听声音或触摸来确认时间的盲人手表，但这种手表却因需要经常触摸而故障频发，或通过声音确认时间时则需要环顾周围环境等，存在着诸多局限。然而最近推出的The Bradley触摸腕表却有些不同。这款手表利用沿着前面和侧面凹槽移动的滚珠，使其起到时针和分针的作用，既可以用眼睛看时间，也可以通过触摸来确认时间，所以被称为timepiece而不是watch。以钛合金材料制成，轻便、直观、简洁，在盲人与非盲人消费者间均备受青睐，其中98%的购买者并非盲人。就适合所有人使用这点而言，其通用化设计也可以减少残疾人所经历的歧视体验。生产The Bradley触摸腕表的EONE创始人金亨寿代表通过盲人朋友认识到，仅为盲人开发的产品对他们来说可能会成为另一重壁垒，于是在采纳他们的意见后推出了触摸腕表。The Bradley触摸腕表在众筹网站Kick Starter上首次推出以来，在65个国家赢得了近4,000名赞助人后成功上市。在昏暗的剧场、开会或采访时，The Bradley触摸腕表可以帮您安安静静地触摸时间。

Eco-friendly Paint SOON & SOO warms your heart.

Cover ALL SOON & SOO Free Construction Campaign

After the well-being and kinfolk age, now a new lifestyle called “hygge” is emerging. Hygge is a Danish word which can be described as a quality of coziness and comfortable conviviality. For instance, it may be a cup of tea you enjoy by a window or a movie you watch in your cozy house instead of a multiplex theater. As more and more people are fascinated with purity, NOROO Paint & Coatings is conducting the Cover All SOON & SOO Free Construction Campaign, aiming for a hygge life.



纯环保涂料以纯&秀庇护心灵

Cover ALL 纯&秀免费施工活动

如今，“HYGGE”生活方式已代替“Well-being”与“KINFOLK”，成为当下最为流行的生活方式。“HYGGE”在丹麦语中寓意舒适惬意的生活状态。无需远行也能在温馨小屋内的窗前品一杯茶，惬意地坐在家中而不是多维电影院，通过小小的电视屏幕欣赏一部电影，当然，这些都属于“HYGGE”。NOROO涂料的纯&秀为迎合时下热衷于不加修饰的纯粹快乐之理念，也毅然投身到为HYGGE生活助威的行列，正在开展免费施工活动。



BEAUTY IN NATURE, SOON & SOO

What is a cozy house? First of all, a cozy house must have proper levels of humidity, temperature, lighting, and noise. Based on this, your own taste and style should be added. In addition, eco-friendliness is important as well since the indoor air quality is an emerging issue. Cover All SOON & SOO Paint meets all those conditions. Eco-friendliness as well as vivid colors, and easy application optimized for DIY. SOON & SOO Paint recently launched the free construction campaign to support a variety of lifestyles of customers.

In March when the campaign was launched, SOON & SOO set up a showroom under the theme of “The Atelier of Designers” at the Seoul Living Design Fair in order to present the freedom of colors and natural freshness. Green grass on the floor showed the eco-friendliness of SOON & SOO and colored glass walls represented the various colors of SOON & SOO. The properly arranged furniture expressed the convenience of SOON & SOO optimized for DIY. In the booth, visitors touched paint cans and brushes on the work table and were surprised that the paint did not smell at all. During the fair, SOON & SOO showed its values and philosophy of improving the quality of life, presenting a beautiful and nature friendly living space. In addition, the free construction campaign was finally launched to widely promote SOON & SOO.

大自然中的美，纯&秀

温馨之家需要具备的条件有哪些呢？如果说，人们将湿度与温度、采光与噪音等基本条件视为生活安逸的基础，而在此基础上加入自身喜好与风格，就是这种新生活方式的首要条件。并且随着近来大气污染日益加剧，管理室内空气质量的必要性也日益凸显，因此“环保”也是其中的条件之一。综合上述，可一举满足这些需求的涂料就是COVER ALL纯&秀涂料。纯&秀涂料兼具清晰的颜色、超出环保水平的纯环保性，以及适合DIY的优秀施工性，最近正在开展免费施工活动，为各种生活方式助力加油。活动开始于3月份，纯&秀在首尔家具生活展销会上推出了饱含自由颜色与自然新鲜，完美传递品牌形象的展厅。展厅以“设计师工作室”为主题构成，通过铺在地面上的葱绿草坪展现出纯&秀的环保性，以五彩斑斓的颜色涂满的玻璃墙展现出纯&秀的颜色，随处可见的家具则展现出纯&秀适合DIY的便利性。观众可直接触摸放在展位工作台上的涂料罐和笔，也会震惊于产品的环保无异味。正式宣传纯&秀的本次活动充分展现出纯&秀所崇尚的价值与哲学，即通过为消费者打造一个美丽、自然环保的生活空间，进一步提高生活质量。此外，NOROO还推出用于大范围宣传纯&秀品牌的免费施工活动。

SOON & SOO CHEERS YOU UP

As everyone is different, we all have our own lifestyles. Even though lifestyle trends such as kinfolk, YOLO (You Only Live Once), and hygge eventually change, the point is always the same: You have to focus on yourself to find your own lifestyle. Colors help you find your own style. You can improve the quality of your life using your favorite colors just as you have dreamed. NOROO Paint & Coatings designed the Cover All SOON & SOO Free Construction Campaign under three themes: GREEN LIFE, LIVING & LIFE, and Start-Up. Among them, LIVING & LIFE for newlyweds and Start-Up for startup owners will be held in July and September, respectively. If you are a newlywed or are running your own business, apply for the campaign via the website of the Cover All SOON & SOO Free Construction Campaign (www.coverallsns.kr). Visit the website and upload your story and some photos of your house or business.

纯&秀为生活助威

人各有异，生活方式也不可能完全相同。虽说KINFOLK、YOLO (You Only Live Once) 及HYGGE等生活方式不断变化，但不变的是，专注于自身终将能够找到独有的生活方式。而帮助实现这种个性的要素正是颜色。当涂上完美展现出个人风格的颜色时，梦寐以求的生活方式也将进一步趋于完美。为客户空间增添多姿多彩的生活乐趣，NOROO涂料的纯&秀准备了GREEN LIFE、LIVING & LIFE、Start-Up三个主题活动。其中，可改变新婚夫妇生活空间的LIVING & LIFE和为创业人士准备的Start-Up主题活动，分别将于7月份和9月份举行。想要改变生活空间的新婚夫妇和想要使工作空间摇身一变的创业人士，可在Cover All纯&秀活动网站 (www.coverallsns.kr) 上选择相应的主题并上传需要涂料的缘由和现场照片即可参与活动。



PURE AND FINE, COVER ALL SOON & SOO

SOON & SOO is a representative brand of NOROO Paint & Coatings which has been created on the basis of its 72 years of experience and technology. SOON (純) means purity and cleanness and SOO (秀) signifies excellent application and outstanding colors. SOON & SOO is more than eco-friendly paint. It does not smell at all and is easy to apply. Moreover, you can cover the surface with only a few touches. In addition to painters, interior designers and photographers can easily use the products. In particular, the walls of photo studios are repeatedly painted in different colors for a photo shoot. Oh Joong-seok, a photographer who participated in the calendar project of Infinite Challenge, painted the studio more than 50 times over nine months. He selected SOON & SOO for his work. He learned about paint naturally while decorating his studio and now he knows as much as experts. He said, “SOON & SOO does not smell at all even after it is reopened after a long period of time and its texture is very silky and is not stained easily.” He used the products of NOROO Paint & Coatings when he remodeled his gallery and studio. SOON & SOO helps painters and artists' work and decorates your home and business in a pure and fine way. Through the campaign, Cover All SOON & SOO is expected to cover more spaces.

纯粹、秀丽，Cover All 纯&秀

纯&秀是汇集了NOROO涂料72年历史与技术的代表品牌。寓意纯粹、干净的“纯”、产品的优秀施工性、卓越色感的“秀”共同组成产品名——纯&秀，纯&秀拥有超出环保涂料局限的优秀品质。无味、光滑易于涂抹，且无需重复涂抹亦可实现优秀的隐蔽力，使普通人也可像专业人士般进行涂刷。因此，无论是涂装专业人士还是经常进行涂料施工的空间设计师或摄影师，都能获得优秀、出色的成果。特别是摄影棚，为了拍摄经常用涂料涂刷布景墙面，曾经参与《无限挑战》日历项目的摄影师吴中锡曾在9个月内进行过50多次粉刷。因职业需求，渐渐对涂料拥有超出专业人士水准见识的吴中锡选择的涂料也正是纯&秀。他评价纯&秀称，“与其他涂料不同，纯&秀涂料即使长时间放置后再次开封也不会散发出刺激性气味，涂抹后的质感也十分光滑且耐脏”。而不久前对其画廊与影棚进行扩张时使用的涂料也是NOROO涂料。

纯&秀可将涂装专业人士和艺术家的现场、普通人的爱巢和工作空间装点成纯粹、秀丽的空间。而正在开展施工活动的现在，使用Cover All纯&秀装点的空间将会进一步增加！



Solid Foundation for the Future

THE KIBAN Anseong R&D Center

Since 1945, NOROO Group, as a fine chemistry business, has been leading the industry with the belief, “For Our Country.” In 2015, NOROO Group pioneered a new way “For Our Country.” It founded THE KIBAN CO., LTD. to lead the seed industry based on its innovative technology in the agriculture and life sector.

面向未来的坚实基础

㈫THE KIBAN安城研究所

自1945年成立至今，NOROO集团一直作为综合精密化学集团引领行业发展，这是秉承着“为了我的祖国”之信念，尽心投身于化学产业的结果。2015年，NOROO集团再次秉承着“为了我的祖国”，开启了一条崭新的道路，一条NOROO之路。即，成立通过农生命领域技术创新，引领种子产业发展的㈫THE KIBAN。

FOR LEADING SEED TECHNOLOGY

Anseong, as its name meaning a safe and peaceful castle, has vast flatlands and farmlands surrounded by low hills. THE KIBAN CO., LTD., situated in Anseong, shows its will to protect nature through the green color and typeface of its signboard. Since its foundation in 2015, THE KIBAN CO., LTD. had been preparing for test cultivation and an R&D Center. It finally commenced test cultivation on farmlands with a total area of 52,000 pyeong last year and recently completed the research building for R&D Center.

What are they researching in the seed industry? Most NOROO employees who have been devoting themselves to chemistry may be unfamiliar with biotechnology. However, biotechnology is not much different from chemistry. In both sectors, you repeat tests, check the results, and appeal the results to consumers. For example, farmers want crops which are tolerant to climate change while consumers want paint that is resistant to rainstorms. Researchers of THE KIBAN CO., LTD. identify certain DNA molecules from crops that have endured severe climate change and improve the seeds through cultivation and experiment. Salespeople recommend that farmers cultivate the improved seeds and researchers check the cultivation processes to get quality crops. Some popular seeds developed by THE KIBAN cost over 100 million won per box. The seed industry requires a long investment period and tremendous efforts for repeated experiments and cultivations, but has a higher added value than all other industries.

领先的种子技术

安城是名副其实的“没有危险的平安城”，宽阔的平地与低矮的山丘交相呼应的农田令人赏心悦目。在这里㈫THE KIBAN用鲜明绿色和强有力的字体组成的企业牌匾，表现了其面向绿色生命的企业意志。成立近2年以来，㈫THE KIBAN经历了很长的准备过程，最终于去年开始在5万2千多坪的土地上正式开始试验栽培。最近随着研究大楼的竣工，R&D的步伐也越来越快。

种子产业的R&D主要研究哪些内容呢？对于一直以来都专注于化学领域的大部分NOROO人来说，㈫THE KIBAN的生命工学项目内容无疑是陌生的。但反复研究、试验、确认结果，且为消费者呈现一个更好结果，这一过程本身并没有多大不同。正如消费者想要抗风雨性强的涂料一样，农民想要耐气候变化性强的作物。㈫THE KIBAN的研究员在可坚实抵抗恶劣气候的作物中找到了特定性质的DNA，并通过培养与试验栽培，成功改良出了优秀的种子。通过推销建议全国农民们进行种植栽培，同时认真确认栽培过程，以确保能够收获优秀作物。如此开发并在市面上销售的人气种子中，有的种子售价非常高，甚至一箱就高达上亿韩元。因必须反复试验与栽培，所以种子产业的投资时间长、努力强度大，但相应的附加值也非常高。



In the research building, researchers study plant breeding, biotechnology relating to genetic markers, and pathology. Although plant breeding used to be time consuming, use of biotechnology such as genetic markers greatly reduced the breeding time. In addition, biotechnology reduces or amplifies specific traits of seeds to create added value.



Researchers conduct test cultivation in greenhouses and on farmlands. They sometimes artificially fertilize plants by hand for the purity of seeds. In the container path lab equipped with an eco-friendly AI control system, researchers study blights. A total of 220 species of cabbage are being cultivated for testing and presented to foreign buyers.



Chang Seok-ju, a Korean poet, said that a jujube contains typhoons, lightning, thunderbolts, sunlight, and the crescent moon. Likewise, seeds contain agriculture, people, and the nation. THE KIBAN CO., LTD. is now developing seeds of fruits and vegetables such as oriental melon, melon, and kohlrabi and presenting a variety of new seeds including Bareun Kkul, PMR Nonstop, and KB 33.

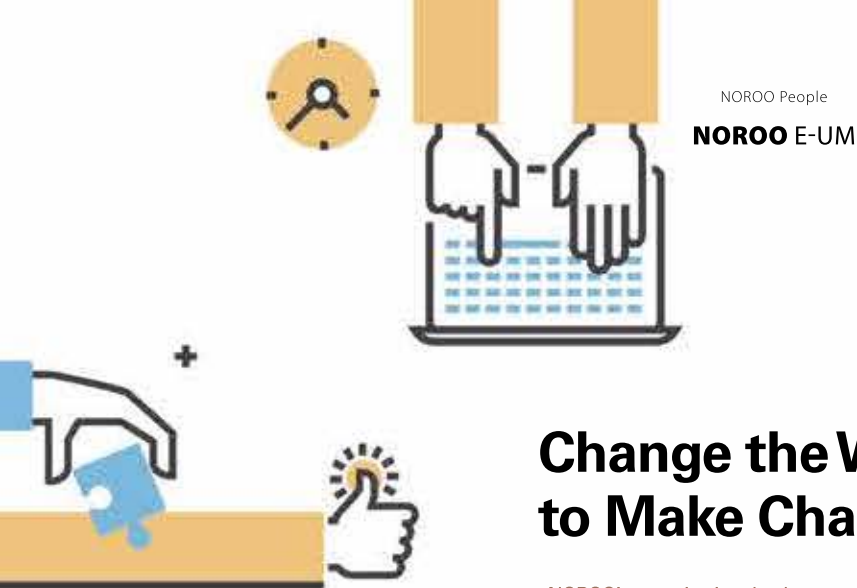
FOR THE FUTURE OF OUR COUNTRY

As the seed industry has been emerging as a higher value-added business years ago, now we can easily see the names of the leading companies in the industry. Only with the economic theory of seeking profits, we cannot survive in the industry. A few foreign companies account for over 70% of the global seed industry and the Korean seed market is gradually growing as well. However, we sometimes have to work ten years for a seed. That is why NOROO needs THE KIBAN CO., LTD. Self-sufficiency of food is a prerequisite for the existence of a nation. For this purpose, we need the ownership of seeds. As a majority of Korean seeds were sold abroad during the currency crisis, now we need to expand our ownership of seeds as soon as possible. As NOROO went into the paint business for our country in 1945, we need its driving force and consistency in the seed business. “THE” signifies uniqueness and greatness and “KIBAN” means a foundation in Korea. NOROO is strengthening a great foundation for the future of our country. As NOROO started as a small business 72 years ago, THE KIBAN CO., LTD. will grow as a leading global business in the agricultural life sciences industry after decades.

为了祖国的未来

种子产业正日益发展为一种高附加值产业。自几年前起，很多大企业的名字就开始频频出现在种子行业。然而，仅追求利益的经济逻辑却无法坚持很长时间。外国的几家企业占据世界种子市场的70%以上，韩国的种子进口额也在逐渐增长。甚至，有时成功研发出一颗种子需整整10年。因此，就更加需要NOROO的(株)THE KIBAN。为了国家的生存，粮食的自给自足是根本，但这必须以扩大种子主权为前提。金融危机以后，韩国国内的种子被大量销往国外，同时韩国种子主权的扩大也已成为当务之急。种子行业正是需要NOROO的使命感与韧劲的领域，就像它1945年乘着“为了我的祖国”之信念投身涂料业并一路走来那样。表示独一无二和伟大的“THE”，意指“基础”的“KIBAN”，共同组成了THE KIBAN，NOROO正在为了未来的祖国而夯实伟大的基础。正如由72年前的小起点直至如今NOROO集团的成就，(株)THE KIBAN的现在将成为50年、70年、100年后巍然屹立的国际农生命工学企业意义非凡的开始。





NOROO People
NOROO E-UM

Change the Way of Working First to Make Changes in the Organization

NOROO's organizational culture group, NOROO E-UM welcomed new members in 2017 and began its work with a total of 15 members from each affiliate. NOROO E-UM is focusing on 'the choice and concentration' to push forward with its projects in earnest to achieve their goal of making changes in the organizational culture. What would be their choice this year?

在工作方式中开始改变组织

NOROO的组织文化机构NOROO E-UM在2017年扩充部分替补人员，并组织各公司选拔人员共计15人开始了第2年的活动。以“正式开展足以改变组织文化的活动”为目标并谈论“选择与专注”，今年他们为改变组织文化又将做出何种选择？

CHANGING THE WAY WE WORK, CHANGING THE WORKING CULTURE

How could we begin making changes in the organizational culture? NOROO E-UM asked this question for the past one year since its establishment and decided that the way of working and the working culture must change first to inspire all employees and executives of the company. NOROO E-UM that had been sharing messages which placed emphasis on 'communication,' such as "Hi! NOROO" and "From Heart to Heart," now plans to newly begin substantial communication to promote changes in the way of working and the working culture as it is now starting its second year.

IMPLEMENTING THE GOVERNMENT POLICIES BY FITTING IT TO OUR CULTURE

What would be the ways to improve the way we work and our working culture? The campaign that had been frequently mentioned last year outside the company, Ilgayangdeuk, is part of a program and the ten proposals suggested by the Ministry of Employment and Labor for work innovation. We should be able to define the program we need and promote a campaign based on the ten proposals for work innovation that is being pushed forward by about 1,600 companies and public offices. Employees should be recognized for the quality and the outcome of their work rather than the amount of time they spend at work. The management can speed up the work by giving clear instructions and running effective meetings. Pursuing the balance between personal life and work by encouraging employees to take their annual leave and creating a healthy get-together culture would bring about a big change. NOROO E-UM will promote various work innovation campaigns each quarter to create new views on the old way of working and the working culture. In addition, the team will conduct e-voting to select detailed campaign topics on the company's portal site.

改变工作方式、改变工作文化

改变组织文化应该从何做起？自去年成立后，NOROO E-UM在过去的一年，一直都在就这个问题不断思索，而最终得出的结论为，只有先改变工作方式与工作文化，才能引起全体员工的共鸣。过去的一年，NOROO E-UM曾组织的“你好，NOROO！”、“将心比心”等活动的重点在于“沟通”，通过沟通共享并传递信息，而今年作为NOROO E-UM成立的第二个年头，为改变工作方式与工作文化，将开始采用实体沟通模式。

结合自身文化，有效响应政府政策

究竟有哪些方法才能改善我们一直以来的工作方式与文化？自去年开始一直受到外部关注的就是由韩国雇佣劳动部提出的“一家两得”活动、“工作创新十大提案”等项目。“工作创新十大提案”目前已被1,600多家企业和政府机关等采纳并推行，因此，我们将以“工作创新十大提案”内容为框架，定义自身所需项目进行活动。比起工作时间或工作量，更注重工作质量与结果；通过明确的业务指示与有效会议，提升工作效率；激活年假使用、营造健康聚餐文化等，藉此实现工作与生活平衡。仅仅做到这些，应该也会带来巨大变化！NOROO E-UM年内将分季度开展各种工作创新活动，这将有助于员工对其固守的工作方式与文化形成新的认识视角。同时，为选定具体活动主题，将在内部门户网站上展开电子投票。



INTRODUCTION OF ‘THE TEN PROPOSALS FOR WORK INNOVATION’
OF THE MINISTRY OF EMPLOYMENT AND LABOR

‘The Ten Proposals for Work Innovation’ suggested by the Ministry of Employment and Labor includes improvement measures for the way of working and working culture. It was created together by public and private organizations during a meeting that was held in August 2016. It provides thorough instructions on how to make changes in the working culture by changing the way people work and shortening the working hours for work innovation.

雇佣劳动部“工作创新十大提案”介绍

雇佣劳动部的“工作创新十大提案”涵盖了改善工作方式与文化所需的实践内容，于2016年8月和民官协议会共同筹备。提案以改变长时间工作习惯、改变工作方式、改变工作文化为大框架，提出工作创新的具体方案。



CHANGING THE PRACTICE OF WORKING LATE NIGHTS / 改变长时间工作的习惯				
01. Reduce unnecessary overtime 减少不必要加班	02. Do not call after work hours 下班后尽量避免业务联系	03. Increase your concentration at work 提高工作效率	04. Smart meetings 明智会议	05. Give clear instructions 明确的业务指示
10. Start from managers 从管理者开始实践	09. Let your employees take their annual leave 激活年假使用	08. Healthy get-together culture 健全的聚餐文化	07. Smart reports 智慧报告	06. Flexible work hours 灵活办公
CHANGING THE WORKING CULTURE / 改变工作文化			CHANGING THE WAY OF WORK / 改变工作方式	

CHANGING THE PRACTICE OF WORKING LATE NIGHTS

> According to a factual survey conducted by the Ministry of Employment and Labor on work innovation, a majority of companies and wage earners answered that it is necessary to promote work innovation and the part that needs to change the most was ‘Leaving work on time’ as demonstrated in the following graph. Therefore, the Ministry of Employment and Labor suggested ‘reducing unnecessary overtime’ as the first proposal of work innovation. Society now needs to promote changes to help employees to leave work on time and spend their evening either with their family or enjoy cultural activities.

> The second proposal was to avoid calling, texting, or emailing after work hours. Although it is important to reduce unnecessary overtime to change the current working culture and leave work on time, it is also important for managers to not give any orders when their team members are about to leave, nor call, text, or email regarding work after work hours.

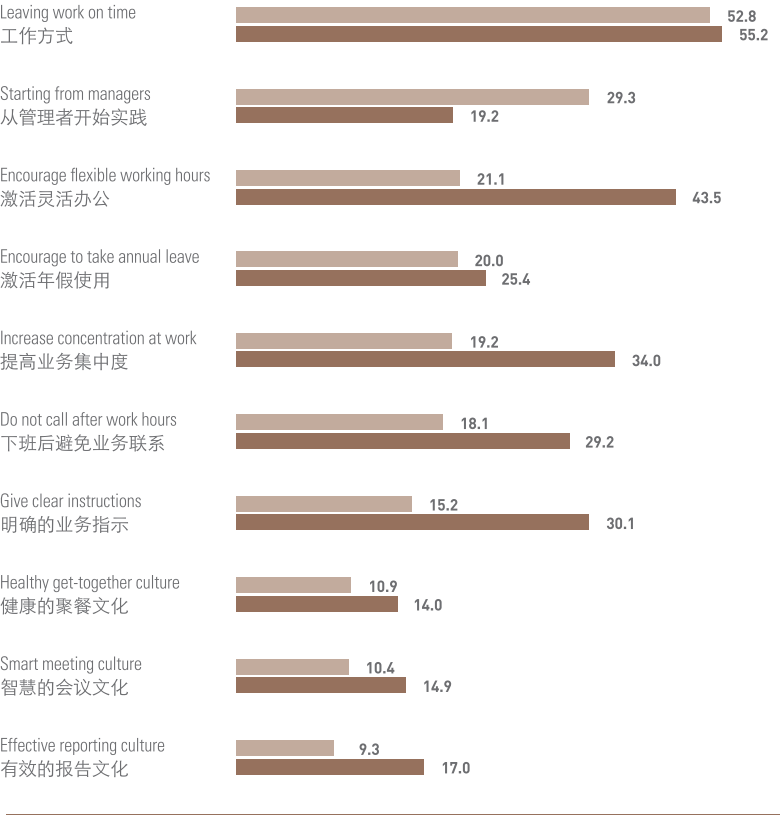
> At the same time, each employee also needs to look back on their own work pattern since it also requires them to put more effort to increase their concentration at work. Reduce unnecessary overtime by avoiding any personal distractions and focusing on work during working hours.

改变长时间工作的习惯

> 据雇佣劳动部工作创新现状调查数据显示，企业与员工中多数回答称需要工作创新，且最需要工作创新的领域为“整点下班”，如下图所示。为此，雇佣劳动部确定的第一个工作创新提案就是“减少不必要加班”。将准时下班常态化，使员工能与家人共度晚间时光或享受文化活动，当今社会需要这种工作文化氛围。

> 第二个提案是下班后控制业务联系。如想改变长时间工作的习惯，减少不必要加班固然很重要，但是需要上司先避免下班前下达业务指示的行为，也需要下班后不进行业务相关联系的关怀。

> 同时也需要劳动者个人的努力与反省，因为提高业务集中度需要劳动者个人去努力。特别是工作时间，劳动者需要控制私人事务、专注于公司业务，藉此减少不必要加班。



CHANGING THE WAY OF WORK

> Frequent meetings are one of the major factors that hinder concentration at work. It is required to create a culture to share the meeting schedule and list of attendees in advance, have meetings when it is only necessary, and make it short and effective.

> A competent manager should be able to give a specific direction when giving an order. Managers need to give clear instructions on what needs to be done, by when, why, and how. In particular, before giving an order on writing a report, have a meeting in advance to set a clear format of the report.

> Spread flexible working hours that suit the characteristics of each individual, work type, and organization. Introduce various types of flexible working hours including, flex-time, remote work, work-at-home and others to provide more choices to employees and allow them to set the work schedule on their own.

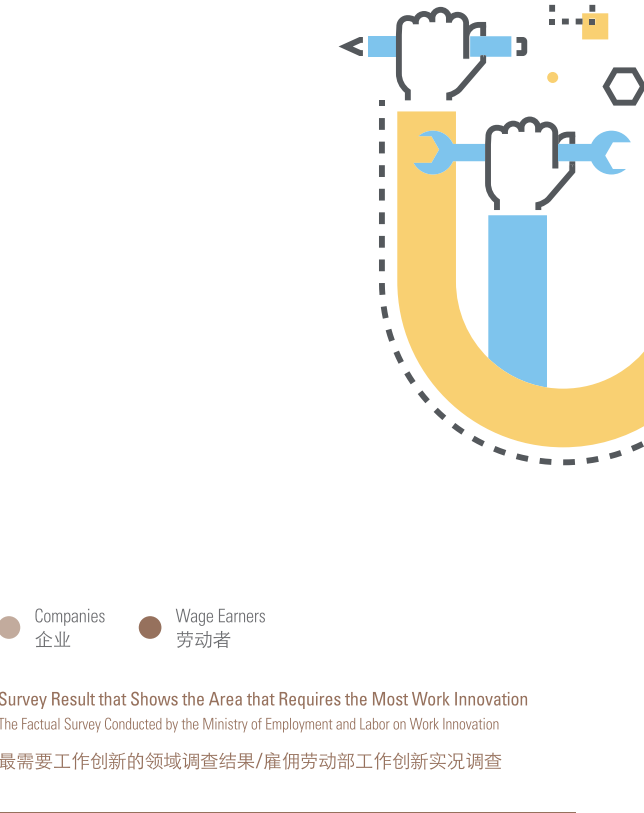
CHANGING THE WORKING CULTURE

> Get together after work only when it is necessary and share the schedule with the participating members in advance. Try to change the way you spend time together. Enjoy cultural activities or other various healthy activities together rather than drinking.

> Employees can take their annual leave not only for a specific reason but also for their personal convenience and matters. Therefore, employees should be able to take their annual leave without stating the reason or feeling guilty.

> Even good policies become useless if it is not used. Managers need to actively play a leading role in changing the working culture to eradicate workplace harassment and current practices that need to improve.

*The official blog of the Ministry of Employment and Labor ‘The Ten Proposals for Work Innovation – It will be the working culture of all of us in 2017’ (Mar. 2017)



改变工作方式

> 频繁的会议是降低业务集中度的典型因素。需简明、有效地进行必要会议，并提前向与会者共享日程与议题的会议文化。

> 有能力的上司向下属做出业务指示时，必须能够提出具体方向，也就是明确指示做什么、为什么、到什么时候、如何处理。特别是指示下属制定报告前，需要通过负责人提前商议明确报告方向。

> 必须发扬可以按照不同个人、业务、机关特性，采取多样化工作方式的灵活办公制。为使员工可自主设计每周工作日与工作时间后进行办公，需要推出错峰上下班制、裁量办公、弹性办公、远程办公、在家办公、时间选择制等制度，扩大员工的选择范围。

改变工作文化

> 仅在认为必要时组织聚餐，最好提前与员工共享聚餐日程。需要努力避开饮酒聚餐，推广观看演出等多样化聚餐文化。

> 年假并非只有在发生特别规定的事由时才能申请，其目的就是为方便个人并处理日常私人事务。因此，即使劳动者不说明休假事由也必须能够自由使用。

> 即使有好的制度，不去实践也是无用之物。如想断绝察言观色的工作氛围与职场内欺凌，必须从部门长开始打破现有习惯、表现出改变工作文化的积极态度。

*雇佣劳动部官方博客“工作创新十大提案 - 2017年确立为所有人的工作文化”（2017.03）

News Briefing



OPENING OF THE NOROO SHAREHOLDERS MEETING

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

OPENING OF THE NOROO SHAREHOLDERS MEETING

NOROO Holdings Co., Ltd. and NOROO Paint & Coatings Co., Ltd. held the annual shareholders meeting in the presence of the company's executives, directors, and shareholders on March 24 at the welfare center of the head office in Anyang. Vice Chairman Kim Yong-kee of NOROO Holdings Co., Ltd. said that the NOROO group will seek new business opportunities and new markets by improving the synergy between the members of the group and the risk management system to more precisely deal with the aggravating uncertainties in the global business environment. He also added that the group will lay the groundwork for the next generation growth through management innovation and capability improvement as he reaffirmed the determination of all executives and employees to reinforce the growth engine of the NOROO group under the group's 2017 management index, "Young NOROO! Seize the opportunity to become the market leader!" The profits and losses of the 2016 business year including the sales profit, net profit, and performance of the subsidiaries and investees under the equity method were also announced during the meeting. The balance sheet and income statement that showed the company's performance were also approved during the meeting in addition to the distribution of common and preferred stock of the earned surplus.

NOROO举办定期股东大会

3月24日，NOROO控股股份有限公司与NOROO涂料股份有限公司在位于安养总公司的NOROO福利馆召开了定期股东大会，股东与公司管理人员及员工共同出席了本次大会。NOROO控股股份有限公司副会长金容基（Kim Yong-kee）在定期股东大会开幕词中表示，在各种不确定因素日渐增多的全球经营环境中，NOROO集团将积极探索新项目的发展并发掘新的市场机遇，提高集团公司间的协同效果，并更精细地管理危机管理体系。金副会长还强调称，在“青年NOROO！通过引领市场创造机遇！”这个2017年集团经营指标下，全体员工都将努力加强NOROO集团的增长动力。为此，集团将通过增强经营创新与组织力量，构建新一代增长基础。在本次股东大会上，还发布了2016年度各项事业的营业收益与当期净利润，以及包括附属公司与股权投资公司业绩在内的合并损益销售额与当期净利润等，审批了有关公司成果的资产负债表与损益表，并分别审批了有关留存收益表（案）普通股与优先股的分红。

EXECUTIVES OF THE NOROO GROUP TOURED THE KIBAN ANSEONG R&D CENTER

The executives of the NOROO Group visited THE KIBAN Anseong R&D Center on May 30 and discussed its projects after taking a tour around the facilities that were recently completed and those currently in construction as well as the house and farmland. The tour around the research center was arranged to share the work of THE KIBAN with the NOROO group and create synergy by helping the executives to better understand the new agrobiological and seed industry of THE KIBAN. The tour provided the team the opportunity to become familiarized with the facilities of THE KIBAN



EXECUTIVES OF THE NOROO GROUP TOURED THE KIBAN ANSEONG R&D CENTER

and the progress of the seed industry in addition to its future plans under the leadership of President Choi Gyu-seol of THE KIBAN. The seed industry that is currently a fast-changing high end market in Korea is also a security industry that secures the future growth of the nation as well as a higher value-added industry that prepares for the global food war. THE KIBAN Anseong R&D Center combining traditional plant breeding methods with cutting-edge bioengineering technology is a one-stop seed R&D base that will continue to move forward toward success based on its persistent effort, technological development know-how, and the network of the NOROO group.

NOROO集团管理人员参观THE KIBAN安城研究园区

5月30日，NOROO集团管理人员访问位于安城的THE KIBAN，参观了于近期竣工的研究大楼，以及目前正在进行设备安装的工厂大楼与大棚、农田，并确认了项目内容与执行情况。本次参观旨在通过对THE KIBAN新农生命产业与种子产业的理解，实现整个NOROO集团与THE KIBAN间的业务信息共享与协同效果创出。在THE KIBAN社长崔圭高的主持下，介绍了各种设施并阐述种子产业的发展现状与未来计划。在逐渐向高价市场快速转变的韩国种子市场环境中，种子产业既是负责国家食品的安全产业，也是应对世界粮食战争的高附加值产业。在传统育种方法中结合最先进生命工学技术的THE KIBAN安城研究园区，作为一站式种子开发研究基地，将以NOROO集团坚持不懈的技术开发经验与网络为基础，持续致力于研究与开发，朝着成功奋勇向前。



COMPLETION CEREMONY OF NOROO PAINT & COATINGS CO., LTD. ANYANG PLANT WAREHOUSE

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

COMPLETION CEREMONY OF NOROO PAINT & COATINGS CO., LTD. ANYANG PLANT WAREHOUSE

NOROO Paint & Coatings Co., Ltd. celebrated the completion of the extended warehouse of the Anyang Plant in the presence of Chairman Han Young-jae, Vice Chairman Kim Yong-kee, President Kim Soo-kyong, and other executives and employees on May 8. The ceremony began with a ribbon-cutting ceremony and the attendees wished for the safety of the warehouse. The 1,960m²-sized warehouse built in the 2nd complex of the Anyang Plant is large enough to store products of 20 rows 22nd 9 bundles / 3900 pallets. Therefore, it is expected to solve the storage problems that were caused by the shortage of space in the warehouse at the Anyang Plant.

NOROO涂料股份有限公司举办安养工厂物流仓库竣工仪式

NOROO涂料股份有限公司于5月8日举行安养工厂物流仓库增建竣工仪式，集团会长韩荣宰、副会长金容基、社长金守经、管理人员及员工共同出席了本次仪式。当天的竣工仪式以纪念剪彩为开端，后又举行了物流仓库安全祈愿祭。在安养工厂第2园区内增建的物流仓库总面积为1,960平方米、593坪，可存储20列22号9段/3,900托盘的产品，预计这将解决过去安养工厂内因物流仓库不足引起的物流存储不便问题。

News Briefing



NOROO PAINT & COATINGS CO., LTD. CONCLUDED AN MOU FOR THE COOL ROOF PROJECT IN DONGNAE-GU, BUSAN

NOROO PAINT & COATINGS CO., LTD. CONCLUDED AN MOU FOR THE COOL ROOF PROJECT IN DONGNAE-GU, BUSAN

NOROO Paint & Coatings Co., Ltd. signed an MOU on talent donation for the active promotion of the phase 1 pilot project of 'Cool Roof' at the Dongnae-gu District Office in Busan on March 17. The Cool Roof project is a low-cost, high-efficiency energy-saving project that reduces the heat island phenomena and the consumption of cooling energy by painting building roofs white to reflect light and heat and lower the indoor temperature of the buildings. Dongnae-gu named the project, 'Cool Roof' and looked for partner companies starting from April and began the project in earnest from June. NOROO Paint & Coatings Co., Ltd. will be providing the painting materials for the project while KD E&C will lead the construction and provide technical support. Boksan-dong Youth Club and the Korean Government Employees' Union of Dongnae-gu will participate in the construction. Senior Director Cho Chang-youn of NOROO Paint & Coatings Co., Ltd. explained, "I believe this project will be a very meaningful project since there are many dilapidated and damaged community facilities that need improvement and we get to create a cooler environment and save energy using the interrupt paint of NOROO Paint & Coatings" and added, "NOROO Paint & Coatings will continue to actively expand our effort to support the Cool Roof Project as part of our social contribution activities."

NOROO涂料股份有限公司在釜山东莱区签订“哎呦清凉屋顶 (Olssu Cool Roof)” 才艺分享、资金捐助多边协议
NOROO涂料股份有限公司于3月17日在釜山东莱区厅签订以“哎呦清凉屋顶”一期示范项目才艺分享、资金捐助事宜与激活方案等为主要



NPCI COLOR ACADEMY PARTICIPATED IN THE INTERNATIONAL FOOD SERVICE INDUSTRY SHOW

内容的多边协议 (MOU)。清凉屋顶项目是一个通过在建筑屋顶上粉刷白色涂料反射阳光、降低建筑内温度、减少制冷能源使用，故而缓解城市热岛现象的低成本、高效率节能项目。东莱区将本次项目命名为“哎呦清凉屋顶”，自4月起开始为选定项目对象而展开了联合调查，并于6月正式实行。为此，NOROO涂料股份有限公司负责提供施工材料，庆东建设负责施工与技术指导，福山洞青年会与中国公务员劳动组合东莱区支部则参与施工工作。NOROO涂料股份有限公司常务赵昶衍对本次项目评价道，“地区社会的公共设施中有许多需要改善的老旧设施，此次项目利用NOROO涂料股份有限公司的隔热涂料，不仅可以为使用者提供一个更加清凉的环境，同时还可有效节约能源，因此我认为本次项目意义重大。NOROO涂料股份有限公司未来也将通过社会贡献活动，积极扩大对清凉屋顶项目的支援。”

NPCI COLOR ACADEMY PARTICIPATED IN THE INTERNATIONAL FOOD SERVICE INDUSTRY SHOW

The NPCI Color Academy participated in the 2017 International Food Service Industry Show held at the aT Center in Yangjae-dong from April 11 to 14 and provided consulting services on food space colors. The International Food Service Industry Show was organized to provide a venue for producers of farm products and their major consumers, restaurants and the food service industry, to get together. In particular, a special booth named, 'Designed Restaurants,' was prepared at the recent show for the restaurant design fair under a topic that designs create the competitive edge of restaurants. The NPCI Color Academy was invited and participated in the show under the title, 'PIB Color Research Center x NPCI Color Academy.' The starting members of the NPCI Color Academy's home decorators



NOROO PAINT & COATINGS SUPPORTS THE WALL PAINTING PROJECT OF THE MINISTRY OF JUSTICE

provided information on the products of Colormate Design House and explained the importance of colors for restaurants & the food service industry. The home decorators introduced various color products and provided advice on the significance of the colors and the way to make spaces more harmonized by matching the color tone with the theme or characteristic of the space after using a color tendency analysis program to figure out the color psychology.

NPCI色彩学院，参加国际餐饮产业博览会

NPCI色彩学院于4月11日至14日期间，在良才洞AT中心举办的第8届国际餐饮产业食材博览会上开展了餐饮产业空间色彩咨询活动。国际餐饮产业食材博览会是农水畜产品生产方与作为大型消费场所的餐饮企业齐聚一堂的场合，特别值得一提的是，本次博览会在“设计提升餐厅竞争力”的主题下，推出了名为“蕴含设计的餐厅”的餐厅设计展特别展位。NPCI色彩学院以“PIB色彩研究所 x NPCI色彩学院”的称号受邀参加。NPCI色彩学院的1期家居设计师在相应展位中向访客介绍了室内配色设计施工商品，并进行了色彩咨询，阐明了色彩在餐饮产业中的重要性。家居设计师通过专业的色彩倾向分析程序，掌握个人色彩心理后，以根据空间的特性与主题改变色调的方法，提供可打造更为协调的色彩含义与空间的咨询，同时还推出了各种各样的色彩商品。

NOROO PAINT & COATINGS SUPPORTS THE WALL PAINTING PROJECT OF THE MINISTRY OF JUSTICE

NOROO Paint & Coatings Co., Ltd. provided paints for the CPTED (Crime Prevention through Environmental Design) project of Tanbeolgyo located in Songjeong-dong of Gwangju led by the Seongnam Justice Center of the

Ministry of Justice. CPTED is an 'environment design for crime prevention' that prevents crimes and reduces the anxiety of residents by changing the environment of the city. The advisory committee of the Seongnam Justice Center of the Ministry of Justice selected the surrounding areas of Tanbeolgyo in Songjeong-dong for the CPTED project since it is an area where the residents of Gwangju often uses but shows a high crime risk due to a significant amount of waste in the area and graffiti on walls. The team planned to brighten up the area by placing benches and painting murals to help the residents to safely use the area. For the CPTED project that was pushed forward from May 22 for 7 days, NOROO Paint & Coatings Co., Ltd. provided the paint and Dong Seoul University designed and painted the murals. In addition, 200 volunteers from public and private organizations that are partnered with the Office of Gwangju and the Ministry of Justice joined in the project.

NOROO涂料股份有限公司为法务部城南守法中心壁画绘制项目提供赞助
NOROO涂料股份有限公司为法务部城南守法支援中心在广州市松亭洞炭筏桥周边开展的通过环境设计预防犯罪 (CPTED) 项目提供了壁画涂料赞助。所谓通过环境设计预防犯罪 (CPTED, crime prevention through environmental design) 是指通过改变城市环境，实现预防犯罪、减少居民不安感的“犯罪预防环境设计”。法务部城南守法支援中心守法支援咨询委员会将广州市民经常使用，但由于大量涂鸦与垃圾丢弃而导致犯罪危险性较高的松亭洞炭筏桥周边选定为CPTED项目地点。通过绘制壁画、设置长椅等措施营造良好的周边环境，使居民们能够安全、放心地使用。自5月22日起，为期7天的CPTED项目由NOROO涂料股份有限公司提供涂料赞助，首尔大学负责壁画设计方



SUPPORTING THE WALL PAINTING PROJECT OF SEOBINGGO STATION WITH CGNTV



RESIN BG LABOR-MANAGEMENT SPORTS FESTIVAL

案和涂色，广州市与法务部爱法广州地区协议会负责志愿服务活动等，该项目由民间、政府、学界携手合作，共有200余人参与其中。

SUPPORTING THE WALL PAINTING PROJECT OF SEOBINGGO STATION WITH CGNTV

NOROO Paint & Coatings Co., Ltd. supported the wall painting project of Seobinggo Station with CGNTV on June 2 as part of its social contribution activities. The gloomy Seobinggo Station with old and shabby walls and also graffiti on those walls changed into something completely different after beautiful murals were painted. The volunteers of Onnuri Church donated their talent for this project and they painted a map of the village and murals on the left and right side of the Seobinggo-dong bus station respectively. One of the volunteers said, "I am proud to see the cleaner and brighter walls" and added, "I am happy that I joined this wall painting project."

携手CGNTV，共同为西冰库站壁画绘制提供赞助

为贡献社会，NOROO涂料股份有限公司于6月2日携手CGNTV，共同为西冰库站壁画项目提供了涂料赞助。曾因老旧的水泥墙上画有喷雾涂鸦而显得阴森森的西冰库站，在绘制美丽壁画后呈现出全新的面貌。在本次壁画项目中，Onnuri教会美术传教会社会志愿者们以发挥自己才能的方式参与其中，以西冰库洞公交车站为界，左侧绘制村庄地图，右侧则绘制漂亮的壁画。壁画志愿者表示，看到墙壁变得更加干净、明亮，感到非常开心，并称很高兴参与本次壁画绘制社会贡献活动。

NOROO Chemicals Co., Ltd.

NOROO化工有限公司

RESIN BG LABOR-MANAGEMENT SPORTS FESTIVAL

The resin business group of the NOROO group, NOROO Chemicals Co., Ltd. & NOROO R&C Co., Ltd. held <The 2017 Resin BG Labor-Management Sports Festival> on June 3. About 100 executives and employees of the resin BG participated in the sports festival that was held at Seonbu Water Reservoir Sports Park in Ansan. The participants divided into 4 teams and took part in a three-legged race, Ojaemi, group jump rope, and foot volleyball games. They spend the time meaningfully as they encouraged and supported each other through playing those games together on a beautiful day and found fellowship together.

树脂BG劳资同心运动会

NOROO集团的树脂联合企业（BG, Business Group）——NOROO化工有限公司与NOROO特种树脂有限公司，于6月3日举办了“2017年树脂联合企业劳资同心运动会”。本次运动会在安山仙府水库体育公园内举行，约有百余名树脂联合企业的管理人员及员工参与，并分为4组开展了两人三足、接沙包、团体跳绳、网式足球等游戏活动。通过在晴朗的天空下齐心协力地互相助威、鼓劲、流汗的运动会，使员工们度过了可感受到深厚同事情的具有深远意义的美好时光。

01.

A photographer of Another Gallery, Oh Joong-seok, is also good at painting as he paints as often as professional painters and the best paints he recommended were SOON & SOO and PANTONE Premium Paints of NOROO. The smell is not too strong when you open it again after a while, it spreads evenly, the color is vivid, and it remains clean. We were very happy to know that the NOROO paints were the favorite paints of photographer Oh Joong-seok who can see through objects and people.

Another画廊的摄影师吴中锡经常刷油漆且很擅长，其水平不亚于任何一位油漆匠。而让吴中锡老师竖起大拇指的涂料正是NOROO的纯&秀和PANTONE Premium Paints。即使放置长时间后再开封也不会发出异味，且涂装性良好、显色力卓越、干净耐脏。拥有一双洞悉人与物之慧眼的吴中锡老师看中的涂料即是NOROO涂料，我们为此而感到骄傲~

02.

This is the house of THE KIBAN CO., LTD. where skullcaps blossom beautifully. Our researchers are carefully inseminating each flower for the purity of the seeds. Although it may seem like beautiful and lyrical work from the outside, it is actually very strenuous work since it is extremely hot and humid inside the house. Way to go to THE KIBAN team who are developing the seeds of the future!

开满漂亮萝卜花的THE KIBAN大棚。为保障种子的纯粹性，研究员正在一朵一朵进行人工授粉。虽然看起来场面唯美抒情，但因大棚内的环境闷热、潮湿、高温，故而此项工作十分艰苦。在这里致力于研发未来种子的每位THE KIBAN成员！加油！

