

NOROO



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the Letter

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NOROO



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Open the Letter & Read the Heart

Godowon's Morning Letter

It's the sound of the alarm that wakes us up in the morning. But it's a certain letter that wakes us up from our sleeping thoughts. A mailbox that becomes overflowing with dozens of meaningless letters every day can become a treasure box by receiving just one special letter. A Morning Letter from Godowon is a daily letter that 3.85 million people read this morning. Upon reading his letters, people learn that they are actually reading his heart. Readers start the day by opening up their minds and thoughts.

打开晨信倾听内心的声音

高道源的晨信

就像闹钟可以将我们从美梦中叫醒一样，一封信也可以唤醒我们沉睡的思绪。邮箱里每天都会累积数十封毫无意义的电子邮件，最终被全部删除，同样收件箱也会因为一封特别的电子邮件而变得宝贵，这就是《高道源的晨信》。今天也会有358万人打开他的信，分享高道源的内心世界。就这样打开心扉，唤醒思绪，开始他们新的一天。

A LETTER IS POWERFUL

In the beautiful fall when the sky is clear and crops grow golden, we made a visit to Godowon Healing Center in Chungju to meet Mr. Godowon. A Morning Letter from Godowon started back in 2001 and has been opening up people's hearts and thoughts every morning for almost 16 years. It is a letter where Mr. Godowon adds his thoughts to his impressive phrases and expressions that he would allow to spill out of his mind onto the paper.

Mr. Godowon is a reading enthusiast who once worked as a journalist for a monthly magazine, The Deep Rooted Tree, and the newspaper, JoongAng Ilbo. He also spent some time as a presidential speechwriter at the Blue House. He started sending out his Morning Letters to a few of his friends, then progressively began to sympathize with and deliver happiness to more people and eventually founded the Morning Letter Family and Morning Letter Cultural Foundation which now consists of 3.58 million readers. Ten years ago, he established Godowon Healing Center in Chungju as a means to share time and space in nature to those who need healing. All of this began with a simple letter. Mr. Godowon has shown his tenacity by writing powerful letters that moves the heart.

晨信的力量无穷

在这秋高气爽，遍地金黄的时节，为了能够见到高道源先生，我们特地寻访至位于忠州的“深山小泉”。从2001年开始的16年里，每天清晨开启人们的心扉和思绪的《高道源的晨信》，是高道源先生将自己所看书籍中的优美句子段落摘抄后连同自己的感想也一起和信友们分享，让他们每天疲惫的心灵得到洗涤的电子邮件。由博览群书、历任《根深大树》和《中央日报》记者，并曾任青瓦台总统演讲秘书的高道源先生亲自写的电子邮件，最开始仅仅发送给几名朋友，到后来逐渐引发大家的共鸣，为众人传递幸福，最终成立人数多达358万名的“晨信家庭”和“晨信文化财团”。十年前还在忠州建成名为“深山小泉”的冥想中心，为寻求心灵治愈的人们提供亲近大自然的时间和场所。所有这些都是从一封书信开始的。高道源先生每天以邮件的方式帮助人们在繁杂的世界里寻找心灵的栖息地。

ENGAGING THE HEART THROUGH A LETTER

He started the conversation with a smile. He always gives off a good impression, but his smile is even more captivating. His smiling eyes and lips soften and sweeten the listener's mind. "It all started out with a love letter."

"From sixth grade until my first year of high school, I wrote a letter to this one particular girl I had a crush on, and later in life, I wrote to my wife every day when I was in the military for three years. That is how I started to get in the habit of writing and subsequently started the Morning Letter. Letters convey your love, wishes, and heart and give you an opportunity to spiritually connect with another person when you cannot be together physically.

That is when you can find yourself growing internally. You can meditate and gain insight. I think that letters are something that bring people closer to have a better relationship."

Mr. Godowon said it is handwritten letters that make people's heart flutter. "When you sit down to handwrite a letter, you take out a pen and a piece of paper and try to write nicely. After you put the letter in the mailbox, your start getting excited thinking about when the letter would arrive and when you will be getting a reply. These days, I meditate as I slowly wander around. It gives me the same kind of feeling I get when I write and wait for a handwritten letter. Through writing, I water the person I love just like the rose in the novella, The Little Prince."

I was able to get a sense of the background and history of Morning Letter as I listened to his stories. Mr. Godowon must have spent a long time to write a letter that began as a love letter filled with sentences carefully chosen for his readers, rather than taking the easy route in this era of technology when messages arrive at lightning speed with just one click.

A LETTER OF MEDITATION

However, the time he spent to write his letters would also occasionally bring him pain. Since he needs to write a new message every day, he was worried if he would find himself falling into complacent habits or if his readers might start to feel that his messages were becoming dull. However, he feels rewarded and derives joy and energy from the replies he receives from his readers.

"I am the main benefactor of the Morning Letter. I receive countless replies and I read each and every one of them. There once was an individual who tried to commit suicide but mustered up the courage to live on after reading one of my letters. I feel extremely rewarded when I realize that my letters can literally save other people's lives and see the joy extracted from deep sorrow and despair. I also gain insights from the inner conflicts of the lives people share with me in their replies."

He also summons energy to write by meditating. "Being a literary talent comes with a ceiling that needs to be broken through at times. You need inspiration. That is why I began meditation. Meditation taught me how to embrace pain and struggle as part of life. It was a very meaningful gift." He must have founded Godowon Healing Center as a part of this cathartic process of reading and writing his letters. He founded this place as if he was drawing a picture on the ground thinking that the place where people initially connected by letters come to meet should be beautiful. Godowon Healing Center, which he gradually built through his hopes to provide a place for people to feel better about themselves, is helping to heal and recover people's minds through nature.

STEPPING STONES OF HAPPINESS

I asked Mr. Godowon about his secret of writing good letters. He said, 'sincerity.' It is important to understand what circumstances other people are in and convey your true heart. "Reading another person's mind carefully with sincerity" was the key to writing good letters. Mr. Godowon said that he also thinks of a random and unspecified 'person' among many others when he writes his morning letters. The first letter about hope was a letter that he sent to himself when he was going through difficult times. Mr. Godowon added that he wants to keep writing Morning Letters until he is done embracing the joys of this world. Thanks to his letters that act as stepping stones, we are able to enjoy another happy morning.

扪心自问的时间，晨信

“起初是从写情书开始的。”高道源先生笑着说道。原本就能够给人留下好印象的他，微笑起来更加特别。嘴、眼睛以及圆圆的脸庞瞬间让对方的心境变得松软甜蜜。但是…呃…等一下，高道源的晨信起初竟然是源于情书？

“从小学6年级起到高中2年级几乎每天写信给暗恋的女孩，后来在军队的3年期间给我现在的妻子也几乎是每天写信。好像就是因为这样每天写信，锻炼了我的写作能力，成就了现在的清晨书信。当我们无法面对面交流的时候，我们可以利用书信传递爱与心意，进行精神交流，从而促进内在的成长。书信让我们开始思索、培养洞察力，在人与人的关系中也能够发挥更紧密的桥梁作用。”

高道源先生说更让人心潮起伏的是手写的书信。“手写的书信要挑选信纸和笔，还要琢磨字体模样，投入邮筒后，就会开始忐忑书信什么时候送达，什么时候能收到回信。最近我经常在冥想的时候慢慢踱步，我就在想亲自写完书信等待回信的过程，是不是也和这个过程十分相似。如同《小王子》中所描述的玫瑰一样，这也是给我所爱的对方浇水的时间。”

听着他的诉说，慢慢感受到了阅读清晨书信的时间所带来的意义。看似简单的动动手指轻轻一点，但其实从情书开始到现在，高道源先生发出的所有书信正是他为读者思考，煞费苦心雕琢文章所度过的漫长岁月。

通过冥想写出的书信

但是，写信的时间对他来说有时是一种痛苦。因为每天都必须传递崭新的内容、担心内容是否落于俗套、收信的人是否会认为是相同的内容。但是读者们的回信让他明白做这件事的意义，并从中获得了快乐和力量。

“清晨书信最大的受惠者其实是我本人。收到过无数的回信，我全部都仔细阅读过。有人曾经一度准备自杀，但因为清晨书信重拾继续生活的勇气。原来我的信可以拯救生命，可以让从深深的悲伤和绝望当中摆脱出来，这份喜悦让我也收获颇多。每封回信中描述的读者生活和内心独白，也提高了我的洞察力。”

写信对于他来说也是一种获得力量的冥想过程。“写作有时也会受到限制。因为需要灵感，所以有时会开始冥想。通过冥想让我顿悟到痛苦也是生活的一部分并欣然接受，这对我来说是很大的礼物。”成立冥想中心“深山小泉”也是他写作和冥想工作的延伸。通过书信连接在一起的人们见面的地方必须要美轮美奂，于是“深山小泉”应运而生。为了让人一见倾心，这里被精心打造，在这片融入自然的空间内不断传递治愈和恢复的力量。

幸福的桥梁

当我们问高道源先生怎样才能写一封好信时，他首先强调要有“真心”，设身处地为对方着想，为传达自己的真心而进行写作。“写作的核心就是真心，不加任何修饰，阅读对方的心意”，这才是写好书信的正确准备姿态。高道源先生说写清晨书信的时候也是为这世上特定的“一个人”而写，过去诉说希望的第一封书信正是写给当时身心疲惫的自己。想要通过清晨书信漫游世界的高道源先生，也许会成为某人企及幸福的桥梁，得益于他的信让我们今天也开启了幸福的清晨。真的非常感谢他。



Letters Frozen in Time

A send all sorts of letters, including letters of sending our regards, letters that report on the progress of work, and letters for greetings and offering of well wishes during holiday seasons. All letters are written with words with a sender and recipient. Unlike words that are expressed through conversation, each letter is neatly written with the understanding that it will be forever etched in letters. Since it is not considered dialogue shared with another person, but a monologue that is written in your own time, you get to express your innermost feelings and thoughts in the letter and the letter lives on as a form of a document. It remains as a piece of history, literature, and a picture that conveys the philosophy and consideration of that particular moment in time. I would like to introduce some of these letters. You may also feel like digging up an old letter that you might have stored away somewhere.

信件中停滞的时光

问候的信件、报告工作的信件、转达新年问候的信件等，信件的形式和内容丰富多样，其共同点就是都是由文字组成，并且有发信人和收信人。比起随风而逝的话语，用纸或者邮件逐字逐句书写下的信件远比话语来得端正。没有对话，只是一个人写下的独白，往往蕴含着更加深沉的情感和想法。此外，信件还能作为历史、文学或图案留下来，记录时代和哲学的变迁，亦或是传递爱情。我们将在这里介绍几封文情并茂的书信。闲暇时，将您遗忘在抽屉角落里的书信拿出来，重新品读一番如何？

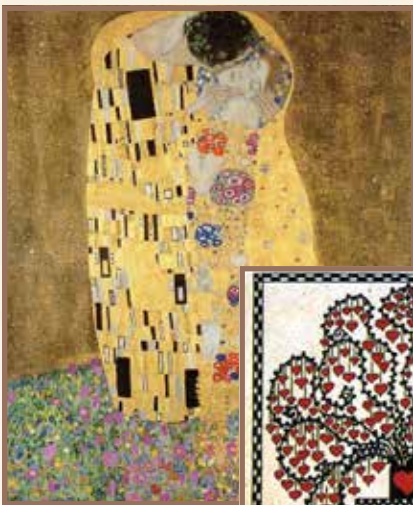


WHAT A TRULY SAD DAY / NA SHIN-GEOL

Letters show the innermost feelings of the writers, but letters that remain a part of history also show how the writers lived back then. The oldest existing letter written in Korean was written by military officer Na Shin-geol (1461~1524) to his wife, Maeng during the Joseon Dynasty. He wrote this letter when he was away from home after being appointed to a new post, and the letter was later found in his wife's grave. In the letter, Na asks his wife to take care of family affairs and tells her not to give their land away for tenant farming and orders her to ask his brother to pay his tax. He said in the letter, "Every second of my day is consumed with thoughts and concerns for your well-being. I so desperately want to go home to see mother and our baby but my superior won't let me. What a truly sad day..." You can feel how badly he wanted to see his family. He probably buried this letter with his wife after she had passed away before he returned home and hoped that at least his heart could stay together with her in heaven. A letter dating back 500 years reveals a vivid scene of the era and the enduring love of a couple.

还有比这更伤感的事情吗/罗信杰

书信不仅能够展示作者的内心世界，通过历史上遗留下来的信件，我们还能挖掘那个时代的琐碎日常生活。韩国现存最早的韩文书信是朝鲜军官罗信杰（1461~1524）在故乡接受远方任命，写给妻子新昌孟氏的信，这封信发现于新昌孟氏的墓穴中。信中嘱咐将水旱田租给别人、不要干农活，农田的税赋让哥哥来交等家里的大事小事。“信中不断殷殷嘱咐了无数次，本来想要高高兴兴回家探望母亲、孩子，如今临危受命去不成了。还有比这更伤感的事情吗…”这封充满万般遗憾的书信，如今看来也仍然能感受到其中的真挚。也许是希望在黄泉路上能有丈夫的陪伴，所以新昌孟氏先才将这封信与自己合葬的吧。500年前的书信为我们生动地展示了一幅时代的画卷和夫妇之间的感情。



I GIVE YOU THIS INSTEAD OF A FLOWER / GUSTAV KLIMT

Think of The Kiss by Gustav Klimt. A kiss of a couple covered with golden lights on a hill filled with flowers is almost like a scene in a dream. Although their bodies are touching the ground and they are connected through a kiss, their spirit seems to be floating around the universe flickering with starlight, without any gravity to hold them down. In 1907, Klimt, who left many impressive and unique artworks behind, revealed The Kiss which is less sensual compared to other works despite the provocative title. That is why it is assumed that the woman in the painting might be Emily Flöge who used to be his soul mate. Klimt enjoyed carefree dating with multiple women at a time, but never actually lived with or married Emily Flöge. That is how they spent 30 years together and wrote as many as 400 letters and postcards to each other. After Klimt died, she burnt all the letters but left this one postcard. The postcard was sent in 1907 and includes a glamorous flower tree with hearts. The card also includes the phrase "I give you this instead since I don't have any flowers," from which you can feel his intense love.

如果没有花，用它来代替 / 古斯塔夫·克里姆特

眼前浮现起古斯塔夫·克里姆特《吻》。开满野花的山丘上，金色背景下男女拥吻的场面如同梦境中的画卷。肉体接触大地，用接吻方式进行交流，他们的精神如同浮游在星光缥缈的宇宙真空状态之中。画风华丽，个人风格强烈的画家克里姆特于1907年创作的作品《吻》虽然被冠以较为激进的题目，但相比于他本人其他的感官刺激性很强的作品，仍然少了很多情爱元素。

因为画中的女人常被推测为是克里姆特精神伴侣埃米莉·普劳吉。克里姆特一生跟很多女人有过自由奔放的恋爱经历，但与埃米莉·普劳吉从未在一起生活过，也没有结婚。就这样共同度过了30年岁月，邮寄过400多封书信和明信片。克里姆特死后，她将所有的书信烧掉，但仅仅留下了这张明信片。《吻》创作于1907年，身在远方的克里姆特用数不清的心形绘成绚丽的花草画在明信片上。“如果没有花，用它来代替”伴随这句话传递着他执着的爱恋。

LOTTE! LOTTE! TAKE CARE! TAKE CARE! / WERTHER

"Wilhelm, what would our hearts have been like without love? It would have been like a lantern without lights... I sometimes don't understand. Although I fiercely love and want only her, how could someone else love her and be allowed to love her," said young Werther in Goethe's novel, who expresses how he feels devastated because of his love for Lotte. The novel, The Sorrow of Young Werther, which was published in 1774, made Goethe into a bestselling author in no time as his novel depicted a young man who holds true to his feelings and desperately loves, despairs, and experiences inner conflict because of love. A beautiful portrayal in a time of strict rules and rigid way of thinking. This novel was based on Goethe's experiences and took the form of a letter to sincerely and vividly reveal the flow of the soul. Readers become the recipient of Werther's letter and feel the joy and sorrow together as they imagine every gesture and smile that he makes in the story. If it were not for the letter, it would have been difficult to feel sympathy for his desperate love.

绿蒂！绿蒂！别了啊！别了啊！/维特

“威廉,如果这个世界上不再有爱情，我们之间的情意将会如何。会像没有灯光照射的幻灯机一样吧！”“有时会十分困惑。我是如此死心塌地，如此真心热切的爱着那个女人，如何其他人竟能爱上这个女人！”歌德的小说中年轻的维特通过书信向朋友威廉倾诉令人揪心、不忍卒读的爱恋。1774年出版的《少年维特之烦恼》美丽而凄惨地描绘了在当时严格的社会规范和思考方式中，感情最为充实率真的年轻人由萌生爱情到受到挫折的冲突过程，歌德也借此一跃成为畅销书作家。这部小说源于歌德的亲身体验，采用书信的形式，真实、生动无比的展示了灵魂走向。每一位读者都成为收信人，脑海中一点点浮现出他心目中绿蒂的身姿和微笑，一同为之高兴，一同为之惋惜。如果不是通过书信，他诚挚的爱情很难产生如此之强的共鸣。





Building a Broad Road of Communication towards the Future

NOROO E-UM Interview with CEO Kim Soo-kyoung of NOROO Paint & Coatings Co., Ltd.

A corporate culture that encourages open communication about work and the company will act as a safety net needed for making a new leap forward to embracing the future and new challenges. NOROO E-UM, which was founded to vitalize the corporate culture and promote communication among NOROO Group employees, has selected NOROO Paint & Coatings Co., Ltd. as an excellent case study, by sharing various cases inside and outside the company and exchanging opinions about past or ongoing activities such as Lunch Box Meeting, Sharing Love Snack, Happy Day, and Mentoring Program. As part of such effort, NOROO E-UM interview CEO Kim Soo-kyoung and explored the importance of communication and its methods.

面向未来，开辟一条宽广的沟通之路

NOROO E-UM对NOROO涂料股份有限公司金守经社长专访

能够坦率的表达自己对工作和组织的想法，这种企业文化是企业未来发展的坚实跳板，也是挑战未来的安全保障。为激活NOROO集团的组织文化与沟通而创设的NOROO E-UM，分享着有关组织文化的内、外部案例。针对便当会议、分享爱的零食、HAPPY DAY、指导制度等已实施或正在进行的各种活动，大家提出自己的意见。我们特地将NOROO涂料股份有限公司评选为集团内的优秀案例。为此，NOROO E-UM对金守经社长进行了专访，聆听沟通的重要性和方法。



COMMUNICATION FOR STRENGTHENING ORGANIZATIONAL POWER

Assistant Managers Park In of NOROO Paint & Coatings Co., Ltd. and Kim Ji-su of NOROO Coil Coatings Co., Ltd. arrived for the interview at the meeting room on the second floor of the Anyang Head Office of NOROO Paint & Coatings Co., Ltd. They seemed a bit nervous as it was an interview with their CEO, despite having undertaken many activities as members of NOROO E-UM so far. As he entered the meeting room, CEO Kim exchanged warm greetings by shaking hands. The CEO quickly grasped the purpose of the meeting on his own and sympathized with NOROO E-UM's activities.

“I understand that NOROO E-UM was established for the purposes of invigorating communication between the new generation and the old and strengthening the organizational power of NOROO, which is divided into several subsidiaries under a holding company system. I agree that reinforcement of organizational power is the most important thing in business management. I myself am deeply interested in promoting intra-company communication and try to meet as many employees as possible,” said the CEO. Assistant Manager Park In instinctively nodded his head at the CEO's remark. Park has frequently seen the CEO working out in the morning with employees and visiting business units to help people make quick decisions at work. Aside from this, CEO Kim has also opened up other private windows of communication.

CEO Kim continued, “I have been thinking about how to listen and apply employee' feedback more often and how to share ideas about market changes and the company's direc-

通过沟通强化组织力

采访地点在NOROO涂料股份有限公司安养总公司的2层会议室，率先到达的是NOROO涂料股份有限公司的朴仁代理和NOROO卷材涂料有限公司的金志秀代理，他们的脸上都流露出些许的紧张。虽然过去在NOROO E-UM也开展过很多活动，但对于采访CEO这件事，还是难免令人感到手足无措。随后金守经社长走进会议室，与二人握手互致问候，也许是看出来他们二人有些紧张，金社长直接切入本次会面的主题，对NOROO E-UM的活动表示支持。

“NOROO E-UM的创设目的是连接新一代与老一代员工，在激活彼此沟通的同时，加强集团下属多个子公司的NOROO人的组织力，对吧？我也认为要引领组织发展，加强组织力是最重要的。为此，我会经常思考如何加强组织成员间的沟通，也经常会实地探访员工的情况。”

朴仁代理听到金守经社长的话后，不由自主地连连点头。因为他经常会看到金社长与大家一同做早操，或在工作时间亲自探访现场，帮助员工进行快速决策。不仅如此，金社长还亲自打造了其他沟通渠道。

“我会经常思考如何才能更好地聆听员工的故事，如何才能分享大家对市场变化和公司方向性的想法。所以我准备了便当会议，对于我们而言，最舒服、放松的场合当然莫过于饭桌了”。以金社



tion. That's why I organized the Lunch Box Meeting. Because the most comfortable moment to talk is when meal time." The Lunch Box Meeting originated in 2013 inspired by the CEO's idea. Employees from all departments such as Administration, Marketing, Technology, and Purchasing from NOROO Paint & Coatings Co., Ltd. and of NOROO Coil Coatings Co., Ltd. gather and exchange various ideas and opinions throughout the year. This window of communication subsequently led to Sharing Love Snack and the CEO's Message.

"The CEO's Message was started as a means to convey my thoughts on major changes inside and outside the company to all of the employees and also to receive their feedback. In the beginning, bi-directional communication was realized through replying to comments and so on, but due to the limitations of being online, it had become a one-sided message. Thus, the discussion on each subject is currently being conducted quarterly through meetings with all team managers at the Smart Center. At this time, we should focus on not only vertical but also horizontal communication. Through this, we should also think about how to adapt to changes in the external environment including the market, while invigorating our company's unique leadership and organizational culture simultaneously," added the CEO.

PASSIONATE AND CONSIDERATE NOROO

When the interview topic moved on to organizational culture, Assistant Manager Kim Ji-su asked CEO Kim which aspect of NOROO's organizational culture he was most proud of. The CEO mentioned its culture of passion and consideration, along with its labor-management

长的构想为基础，2013年开始公司每周举行一次便当会议，管理、销售、技术、采购等所有部门的成员共同参与，大家齐聚一堂。持续了1年左右的时间，便当会议也成了收集NOROO涂料股份有限公司与NOROO卷钢涂料有限公司员工们各种故事的场合。此后金社长又相继推出了其他沟通窗口，即分享爱的零食和CEO信息。

"CEO信息最初的目的是向所有组织成员转告公司内外重要变化以及我对这些变化的想法，同时我也能及时听到员工的反馈。最初通过回帖等形式，基本实现了双向沟通，但最后因网络局限，使其成为了单方向的留言。所以，现在每个季度我都会在智能中心与所有组长直接见面，按主题进行讨论。现在不仅要重视垂直结构的沟通，同时也必须重视水平方向的沟通。藉此更好地发扬我们公司固有的领导力和组织文化，同时共同谋求应对市场等外部环境变化的方法。"

热情与关怀的NOROO

话题转移到了组织文化后，金志秀代理向金社长提出了"NOROO最引以为傲的组织文化是什么?"这一问题。金社长回答，最引以为傲的当属"劳资文化"以及热情与关怀的文化。金社长表示，"外界都很羡慕我们的劳资文化，我们自己也非常引以为豪。但我们的创新、热情和关怀的文化也足以与我们优秀的劳资文化媲美。虽然有些员工会感觉我们的组织文化有些保守，但韩国国内同行业界



culture. "Our labor-management culture is admired by many other companies. Our culture of innovation, passion, and consideration is also equally excellent. Some members may think that our organizational culture is somewhat conservative. NOROO is a pioneering company that accepts new things first in the industry. One of our strengths is that we are affectionate and considerate towards each other. I was able to reach my position thanks to people's continuous help."

Lastly, Assistant Manager Park In asked the CEO, a self-made businessman who made it onto the top management level from scratch, to say a few words to the employees. CEO Kim offered the following advice: "The social environment has changed a lot since I first entered the company. Times are hard for the new generation. However, there are people who can achieve success anywhere. Please try to picture the future from a positive perspective in our society and company and then find things that you can do right now and carry them out step by step. We cannot achieve innovation by asking other people to change without accepting change first. A change of concept is necessary. In other words, I have to change first before I can expect anyone else to do so. Additionally, now, networking is very important, so we should pursue mutual growth and success by helping each other." After listening to CEO Kim's story about challenges and success, we were able to understand how the current NOROO has been established and how innovation was achieved. Listening to the story, thinking about it, and conveying it to others are the basics of communication. NOROO E-UM will continue to listen to and share others' stories and broaden the focus on sharing and empathizing.

中最先接受与开拓新事物的公司正是我们NOROO。员工彼此之间深深的情谊和关怀当然也是优势之一。我能站到今天的位置，也是仰仗大家的帮助。"

最后，朴仁代理提出"您作为普通员工入职，一直走到社长的位置，作为一个传奇般的典范，您有什么要嘱托员工的吗?"，对于该问题，金社长给出了几点宝贵意见。

"当年我身为社员的环境与现在的社会截然不同，周遭环境发生了巨大的变化，这无疑是一个让新一代年轻人有很大挫折感的时代。但无论在什么时代，都会有成功的人。希望大家能在我们所属的社会和公司，以积极的视角去描绘未来蓝图，从眼下立立即能做的事情着手，自己努力探索，一步一步慢慢成长。自身拒绝变化却一味要求其他人变化是无法实现创新的，希望大家能转变思路，从自我做起，然后才是与众人一起改变。另外，这是一个人际网络至关重要的时代，要相互帮助才能实现彼此共同的发展。"

听完金社长关于各种尝试和成功的故事，我们重新认识到了NOROO的现在始于何处、创新是如何得以实现的。聆听故事、认真思索、如实传达是沟通的基础，NOROO E-UM未来也将继续聆听并分享故事，拓宽分享与共鸣之路。



Basecamp for Jeju Travelers by NOROO

Jeju Olle Tourist Center

“You have to look closely to see that it is pretty, you have to look long to see that it is lovable, you are the same.” - Flower by Na Tae-joo. Perhaps traveling is the same as this poem. You cannot really notice the beauty of it just by passing through by car. That is why taking a leisurely stroll allows for travelers to truly fall in love with the place. Travelers tend to fall in love with Jeju Olle as they look long and close while trekking along the road. Jeju Olle, which transformed the culture of backpacking in Korea, now helps travelers who dream of being swept away by the splendor of Jeju via a new tourist center, and NOROO has actively joined in on this endeavor.

NOROO,打造济州旅行的大本营

济州偶来OLLE旅行者中心

“仔细看才好看/越看越可爱/你也如此”引自罗泰柱的《野花》。旅行也一样，开车一晃而过很难完全感受景致中的美妙。正因为如此，缓慢的徒步旅行才能让人恋上途经的各种美景。缓步悠哉地行走，细致长久地观赏，让人爱上济州这片土地的济州偶来OLLE小路。将徒步旅行文化推广至全国的济州偶来OLLE小路将新建旅行者中心，为热爱济州的人们提供帮助。在此过程中由NOROO提供赞助。

STONE WALL PONY NOROO

Jeju Olle is the name of the road where travelers walk to get a closer feel for Jeju and it's also the name of the nonprofit organization that manages the road. Since the establishment of the first course that connects from Siheung-ri to Gwangchigi Beach in 2007, 26 courses have been built by Jeju Olle to express the beauty and value of Jeju. In addition, Jeju Olle Tourist Center has been furnished with guest rooms, an executive office, restaurant, café, and training center upon its opening this past July. Individuals and private companies sponsored this center with the intent that it will act as a basecamp for Jeju travelers as 'Damdol Gansae'. Damdol means 'stones that were piled up to build walls', and Gansae means 'pony', a symbol of Jeju Olle. NOROO Paint & Coatings supplied all paints that were used for Jeju Olle Tourist Center to help it take the form of being a reliable Damdol.

CREATING THE CENTER WITH THE SAME VIGOR USED WHEN CREATING THE ROAD

“What were the results after using NOROO paint? Perfect. Jeju Olle references a road that brings happiness to all who walk along it, a road that brings happiness to people who live on it, and a road that brings happiness to nature that helped create it. That is why our center also pursues eco-friendliness and NOROO's eco-friendly paint made that possible. The colors were also very pretty”, said Ahn Eunju, General Manager of Jeju Olle, as she thanked NOROO and expressed her satisfaction that NOROO paint was instrumental in creating a comfortable place.

DAMDOL GANSAE NOROO

济州偶来即是济州岛徒步旅行路线的名字，也是修建管理此路的非盈利团体的名称。2007年从始兴里至广峙其海滩的第1路线开通并投入使用，自社团法人济州偶来成立以来，已先后开辟26条路线，传播济州的美丽和价值。今年7月，位于西归浦市的济州偶来旅行者中心对外开放，设有事务局、西餐厅、咖啡厅、教育场所等，同时还可以为旅行者提供住所。这座将被当作济州旅行者大本营的中心建筑被冠以“DAMDOL GANSAE”的名称，由各大企业和个人特别赞助修建。DAMDOL意为“垒墙的石头”，GANSAE是指象征济州偶来的济州岛矮种马。NOROO涂料股份有限公司为济州偶来旅行者中心使用的所有油漆涂料提供赞助，使之成为一座更加坚实的建筑。

中心的建成，就像修路一样

“使用NOROO涂料后的成果如何？”效果让人非常满意。济州偶来小路提出的口号是让人幸福的路、让小路周围生活的居民幸福的路，因此我们的旅行者中心也追求绿色环保，而NOROO的环保涂料使之成为可能，色彩也非常



漂亮。” 济州偶来事务局长安隐住表示多亏NOROO涂料的赞助才能建成如此舒适的空间，对此他表示非常感谢和满意。济州偶来旅行者中心的竣工凝聚了NOROO涂料和多个机构以及众人的支持与集体智慧。由长期从事济州偶来志愿者活动的建筑办公室主任负责设计，事务局成员和外部设计师负责室内设计，床上用品类由济州传统市场的商人们负责制造。在首尔擅长家常料理、“最火红”的饭店少女磨坊也十分推崇济州偶来的理念，在中心1层设立了店铺。芬兰的家具设计师保留济州地区特征，采用再利用桌椅设计，在济州当地制造而成。济州偶来旅行者中心正是在众人的共同努力之下修建而成的。

NOROO涂料股份有限公司，共逐梦想

进入济州偶来旅行者中心，左侧是餐厅兼咖啡厅少女磨坊X济州偶来店，右侧设有教育场所，是旅行者和地区居民展示才艺、互相学习的地方，NOROO涂料股份有限公司也在这里开展利用Pantone高级油漆进行DIY制作的活动，很受大家欢迎。2层设有事务所，同时还设有浴室，3层设有整洁的宿舍，是进行偶来生活体验的场所。沿着用NOROO油漆粉刷的通道走下去，迎面而来的是作家们发挥想象、个性装点的客房门。可近距离欣赏汉拿山的4层屋顶平台也采用NOROO油漆粉刷一新，干净利落，在蔚蓝的天空背景下，品尝一杯咖啡的闲暇，同其他游客相互问候，这里是绝佳的休憩场所。

安隐住事务局长向我们介绍“济州偶来旅行者中心将成为偶来人轻松获取信息，供地区居民分享友爱之情，共享文化氛围的场所。这里还将作为偶来小路上的据点发扬沟通与合作的精神。” 希望在这个旅行者、地区居民、自然环境和谐一体的济州偶来旅行者中心，住在这里人们能够像诗中所描绘的那样，通过长久细致地观赏爱上这里。

Along with NOROO Paint & Coatings, it was the sponsorship and collective intelligence of several organizations and individuals that built Jeju Olle Center. An architect who has been a volunteer at Jeju Olle for a long time designed the exterior of the building; staff members of Jeju Olle and other designers designed the interior of the building; and merchants of traditional markets supplied the bedding. A popular restaurant in Seoul, Sobang Life, known for its healthy home-made food, also opened up another restaurant on the 1st floor of the center. A Finnish furniture designer also designed a table through upcycling that suits the characteristics of Jeju. Just like a new road that is created by many people who are headed toward their destination, Jeju Olle Tourist Center was also created by people who empathized with that philosophy and headed toward the same destination.

NOROO PAINT & COATINGS, DREAMING TOGETHER

Once you walk into Jeju Olle Tourist Center, you will come across a restaurant and café, Sobang Life, plus Jeju Olle on the left and a training center on the right. The training center is where local residents and travelers share and learn each other's talents. NOROO Paint & Coatings

also received some positive feedback for providing a DIY Crafts class using PANTONE Premium Paints. On the 2nd floor, there are shower facilities for Olle travelers and an executive office. If you head up to the 3rd floor, you can find the clean guest rooms of Olle Stay. As you walk along the hallway that has been finished with NOROO paint, you can see the unique paintings of the room doors that have been decorated by artists. The 4th floor rooftop, where you can enjoy an up-close view of Halla Mountain, was also neatly finished with NOROO paint in order to create a nice place for enjoying a cup of coffee with visitors while sitting beneath the vast, blue sky.

“Jeju Olle Tourist Center is where Olle travelers can easily pick up some information and share cultural experiences with local residents. It will be a place where travelers can communicate and cooperate in a physical hub that serves as a platform,” said General Manager Ahn, as she explained that Jeju Olle Tourist Center is where travelers, local residents, and nature converge together. Hopefully, everyone who stops by the center that has been warmly covered by NOROO paints will see Jeju more closely and find themselves falling deeper in love with the island.

At the training center, an academy called 'Learn & Share' provides a variety of classes. NOROO Paint & Coatings prepared a class where travelers and local residents meet and enjoy making DIY crafts using PANTONE Premium Paints.

通过名为“边学习、边分享”的教育课程项目，进行各种讲义授课活动。NOROO涂料股份有限公司在这里开展利用PANTONE高级油漆进行DIY制作的活动，旅行者和地区居民可以在这里相互沟通学习，共同度过休闲时间。



Brighter with love, Together with neighbors

Painting St. Peter's School with NOROO Paint & Coatings and Daewon Paint

“I never realized how powerful paint and colors could be. Thank you very much.” Superintendent Park Yong-sug of St. Peter's School thanked us with a big smile on her face. NOROO Paint and Daewon Paint painted the interior of St. Peter's School and all the hallways with various tones of colors. As the sunlight began to peak through the windows, the colors were sometimes bright, and sometimes calm. A beautiful place with various colors blended with the laughter of students, this is St. Peter's School that NOROO Paint & Coatings and Daewon Paint painted together.

因为爱而亮丽，因为比邻而并肩同行

NOROO涂料股份有限公司与大元涂料建筑公司的圣彼得学校涂漆

“真没想到涂料和色彩的力量会这么大，真是太感谢了！”圣彼得学校的朴容淑校长笑着表示感谢。NOROO涂料股份有限公司与大元涂料建筑公司联手帮助圣彼得学校的室内涂漆，用多种色彩令整条走廊焕然一新。阳光照耀下，色彩时而鲜艳、时而沉静，不断变化着。学生们穿梭在多彩的世界，笑容是如此美好，这就是NOROO涂料股份有限公司与大元涂料建筑公司联手打造的圣彼得学校。

A SCHOOL THAT SERVES STUDENTS WITH LOVE

St. Peter's School was founded in 1974 as a specialized school for intellectually disabled students. The school was established based on the faith of the Anglican Church and missionary spirit, 'respond to the needs of your neighbors with a loving and serving heart', and amassed 42 years of tradition of the school with intellectually disabled students. From the elementary school level, high school, and to the post-graduate level, there are around 170 students in 26 different grades sharing the seven-story building from 9 o'clock in the morning to 3 or 4 in the afternoon, if not 6 to 7 pm.

“Most schools are decorated in similar colors, but we wanted our school to be special. Disabled people are often alienated and discriminated in society. So I wanted to provide a brighter and cleaner environment for our students since they spend most of their time at this school and we all instinctively feel the beauty of colors.”

Principal Park Yong-sug applied to participate in the <2016 School Environment Improvement Color Consulting Pilot Project> conducted by the Design Policy Division of Culture Headquarters at Seoul Metropolitan Government and, luckily, St. Peter's School was selected as the only specialized school out of 10 pilot schools. However, the next step was a problem. It was first required to secure a budget for painting pilot schools, but there was not enough budget to paint the entire interior of the building. Principal Park Yong-sug and other faculty members urgently started to knock on the doors of painting companies that could help St. Peter's School and NOROO Paint & Coatings responded to their call.

用爱心服务的学校

圣彼得学校是圣公会基于“用爱心回报大众”的信仰和宣教精神于1974年创立的启智特殊教育学校，至今已有42年的历史。从小学、高中到毕业后的专业班，一共有26个班级，170多名学生，从早上9点到下午3~4点，有时也会到晚上6~7点，学生们都会待在这个7层楼的学校里。“其他学校一般用的装饰色都差不多，但是我们学校想装饰得特别一点儿。残疾人在社会上容易成为被排斥、被差别对待的对象，学生们平时待在学校的时间比较长，我们希望能给他们打造一个明亮整洁的环境。毕竟感受色彩之美是所有人的本能嘛！”

抱着这个想法朴容淑校长申请了首尔市文化本部设计政策科举办的《2016年学校环境改善色彩咨询示范工程》，而且很荣幸地成为10所获选的示范学校中唯一一所特殊教育类学校。但关键问题是今年学校的预算吃紧，很难一次将校舍内部全部涂装一遍。内心焦急的朴容淑校长和教职员们敲开了NOROO涂料的大门，而NOROO涂料也给出了肯定的答复。



A COMPANY THAT RESPONDS TO THE NEEDS OF ITS NEIGHBORS, NOROO

The coloring plan designed by the Korea Color Design Institute for the color consulting pilot project of Seoul Metropolitan Government was a rainbow color concept. Their plan was to apply different colors on each floor to enable students to intuitively differentiate each floor. It was not easy to use all different colors and tones for all seven floors from the first basement floor up to the 6th floor. A special agency of NOROO Paint & Coatings, Daewon Paint, featuring 20 years of know-how, gladly participated in this project that required experienced coloring sense for a minimized personal expense.

“They spent a lot of time to make the right decisions and held numerous meetings because they were painting a specialized school. Their painting skills were truly wonderful. They were also very helpful in developing the color plan,” said Principal Park Young-suk. Since the painting work was carried out during summer break, students were able to return to the new environment for the second semester. “I felt at ease because I couldn’t smell the paint even while the work was going on. When students see the newly painted school, they often said that it was beautiful and pretty. I am so happy to hear that. NOROO Paint & Coatings and Daewon Paint helped instill a priceless value to our school.”

Principal Park Yong-sug said that she is excited to see the colors of each floor which stand out in different ways every day depending on the weather. Sometimes, she likes the turquoise of the 4th floor the best and sometimes the purple on the 6th floor makes her happy. The yellow color painted for the 1st-floor entrance cheerfully greets everyone. “Parents and our faculty members say that they feel calmer. I never realized that colors could be so powerful.” To measure the power of colors felt at St. Peter’s School in numerical figures, Seoul Metropolitan Government is planning to measure the stress level of students before and after painting the schools to re-search the effects of the color consulting project. As people tend to be moved by colors, I wonder what the numerical value of the work NOROO Paint & Coatings and Daewon Paint completed at the behest of their neighbor. However, the students’ bright smiles and appreciation of the new look already helped provide the answer.



NOROO 解他人不时之需

作为首尔市色彩咨询示范企业，（株）韩国色彩设计开发院 C&D研究所设计的色彩计划，是以彩虹色作为主题，从地下一楼到六楼每层都使用不同的色彩，直观上就能区别各楼层。但是，不同色调的调配并非易事，而这项艰巨的任务就交给了大元涂料建筑公司，这家公司作为NOROO涂料股份有限公司特约店拥有20年的调色经验，而这次他们的劳务费也是最低的。

“因为是特殊教育学校所以他们考虑得非常周到，也经常开会讨论。他们的涂装技巧自是不用多说，而且在色彩计划方面他们也提供了很大的帮助。”朴容淑校长和教职员们介绍说。涂装工作是在暑假时进行的，这样开学后学生们就能在一个崭新的环境中学习生活了。“涂装过程中也没有浓重的油漆味，这让我们很放心。学生们看到新的环境也纷纷称赞说‘太漂亮了’、‘太美了’，别提我们内心有多高兴了。NOROO涂料股份有限公司和大元涂料建筑公司，为我们学校带来了无法用钱来衡量的巨大价值。”

随着天气变化，每层的颜色都会给人不一样的感觉，让人非常期待。有的时候4楼的绿色让人心动，有的时候是6层的紫色让人着迷。1层玄关的黄色总是灿烂地迎接大家。“不只是学生，家长和教职员们的心情也会因为这些颜色而平静下来。我现在才知道色彩的力量原来这么大。”为了将圣彼得学校实际感受到的色彩的力量数据化，首尔市将测试涂漆前后学生们的压力指数，以调查色彩咨询的效果。而解他人不时之需的NOROO涂料股份有限公司和大元涂料建筑公司，他们的表现又会得到多少分呢？其实从学生们开朗的表情和教职员们的微笑中我们早已得出了答案。

News Briefing



NOROO GROUP CELEBRATES THE 71ST ANNIVERSARY OF ITS FOUNDATION

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO GROUP CELEBRATES THE 71ST ANNIVERSARY OF ITS FOUNDATION

On October 31st, 2016, the NOROO Group held a ceremony to commemorate the 71st anniversary of its foundation in the welfare center located in its Anyang plant. Chairman Han Young-jae said at the ceremony, "NOROO Group was established in 1945, just after Korea was liberated, with an aim to serve the nation, and it is now taking the lead in the global color culture." He added, "In order to inherit and continue NOROO's management with an emphasis on ethics and righteousness, we have to make a solid path towards the happiness and prosperity of our children and future generations, by finding an unprecedented and new path opened up by NOROO." Chairman Han stressed during his speech that the Chemical Business Division, based on its differentiated technologies, must initially scale out and dominate domestic and overseas markets by concentrating resources and capabilities in its sales force, in order to become a truly great company beyond just being a survivor in the midst of a global economic downturn. He also said that the Agricultural Life Science Division must establish a stable foundation to match its position as the future growth engine of the company, as earliest as possible. While reflecting on company history, Chairman Han stated, "The starting point for the future of a young NOROO and its new beginning is right now." His candid remarks made the employees proud to be a member of NOROO and look forward to taking on future challenges. The ceremony ended with expressing congratulations and thanks to its long-term employees and posing for commemorative photo, as a form of appreciation for all employees' hard work that has been put forth until now.

举办NOROO集团创立71周年纪念活动

2016年10月31日上午，安养工厂福祉馆内举办了NOROO集团创立71周年纪念

仪式。纪念仪式上，韩荣宰会长表示，“我们集团于1945年解放时以事业报国为理念创立，如今已发展成为名副其实的国际色彩文化领军企业”，并提到为继承与发展NOROO集团的正道经营和伦理经营，我们要将‘世界上没有的路，由NOROO来开拓的新路’为方向，开拓出一条稳健之路，以确保我们、我们的后辈乃至子孙后代都能享受幸福与繁荣。同时，韩会长强调说，“为在世界经济低迷环境中也能超出生存层面、一跃发展为伟大的企业，化学事业部门方面，应以差异化的技术实力为基础，集中销售力的诸项资源与力量，藉此增加企业规模的同时，进一步抢占国内外市场占有率；农生命事业部门方面，我们则须尽早构建符合集团未来增长动力位置的稳固基础”。回顾NOROO历史的的同时，韩会长还在纪念词中宣告“启动年轻NOROO的新起点与未来时机就是现在”，此次活动成了NOROO人坚定意念、为未来挑战做好思想准备的好机会。活动为纪念推动NOROO发展至今的NOROO人的辛勤付出，在对长期员工表示祝贺与感谢，以及拍照留念活动中圆满落下帷幕。

EMPLOYEE TRAINING SESSION FOR ILLEGAL SOLICITATION PROHIBITION LAW

From September 6th to 27th, NOROO Holdings Co., Ltd. conducted an employee training session in regards to 'The Improper Solicitation and Graft Act.' In addition, separate training sessions for executive officers were held twice in Seoul and Anyang to explore the finer points and important aspects of the bill. 'The Improper Solicitation and Graft Act,' more popularly known as the 'Kim Yong-ran Act,' was initially proposed in 2012 by former justice of the Supreme Court (2011) Kim Yong-ran, enacted in 2015 and enforced since September 28th, 2016. The purpose of the act is to ban public officials, journalists, and teaching staff from receiving illegal bribes. On September 5th, the Anti-Corruption & Civil Rights Commission disclosed a list of 40,000 organizations that will fall under the law's jurisdiction. As the law will be widely applied as detailed by the Anti-Corruption & Civil Rights Commission, NOROO employees will also have to be very careful when meeting with other interested parties and strictly abide by the company regulations and laws.



PARTICIPATED IN A WALL PAINTING FOR CRIME PREVENTION AND ENVIRONMENTAL IMPROVEMENT

对集团全体员工实施有关禁止不正当请托法的培训

NOROO控股股份有限公司于9月6日至27日，就《禁止不正当请托与收受财物法》的施行对集团全体员工进行了培训。同时还为高级管理人员在首尔与安养两地开展了2次培训，认真介绍了法案的详细内容与注意事项等。俗称《金英兰法》的《禁止不正当请托与收受财物法》（下称“禁止不正当请托法”）是2011年曾担任国民权益委员会委员长的前大法官金英兰于2012年提出、于2015年制定、自今年9月28日起开始施行的法律，其制定目的是防止公务员以及媒体人、教职员等收受不正当财物。对此，国民权益委员会于9月5日在4万多处禁止不正当请托法适用对象机关公开该法。因该法案适用对象非常广泛，所以日后全体员工在工作中与利害关系人接触时，必须注意更为严格地遵守社规和法律。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

PARTICIPATED IN A WALL PAINTING FOR CRIME PREVENTION AND ENVIRONMENTAL IMPROVEMENT

On October 27th and 28th, the walls and piers of Songjeonggyo Bridge in Songjeong-dong, Gwangju of Gyeonggi-do became newly decorated. NOROO Paint & Coatings (Hangyul Company) applied to participate in the wall painting as part of its social contribution activities and achieved the positive result with Dong Seoul College, Gwangju City, Nonghyup, and the Ministry of Justice with the support of Seongnam Legal Affairs Department. Seongnam Legal Affairs Department, which organized the wall painting social contribution activity, thanked NOROO Paint & Coatings (Hangyul Company) for their active support. They also revealed their plan of improving the physical environment of crime-ridden districts and expanding guerrilla gardening and wall painting events for the residents to actually notice the improvement. On the other hand, NOROO Paint & Coatings is planning to sign an MOU with other organizations to further promote social contribution projects pursuant to crime prevention.



NOROO PAINT & COATINGS CO., LTD., HELD A PAINTING CLASS AT TOYOTA EXHIBITION CENTER IN BUNDANG

开展预防犯罪环境改善项目壁画活动

10月27日-28日，京畿道广州市松亭洞松亭桥的壁画和桥墩被重新粉刷，NOROO涂料股份有限公司为本次志愿活动提供了涂料。在法务部城南守法支援中心的介绍与联系下，由东首尔大学、广州市政府、农协、爱法委员等与NOROO涂料股份有限公司（韩洁商社）共同合作完成。主管本次壁画绘制活动的法务部城南守法支援中心，对积极提供涂料支援并以奉献精神参与的NOROO涂料股份有限公司（韩洁商社）表示感谢，并表示未来也将积极改善犯罪猖獗地区的环境，增加流动园艺、壁画绘制等活动，以使地区居民都能参与其中。为此，NOROO涂料股份有限公司还计划与多个团体签订MOU，持续推进预防犯罪的社会志愿活动项目。

NOROO PAINT & COATINGS CO., LTD., HELD A PAINTING CLASS AT TOYOTA EXHIBITION CENTER IN BUNDANG

On October 15th, NOROO Paint & Coatings received a great deal of positive feedback after hosting a painting class for eco-friendly, self-taught interior design on the second floor of Toyota Exhibition Center in Bundang. After first learning about the regular DIY painting class that NOROO Paint & Coatings organizes, TOYOTA suggested to provide this class at their exhibition center as a collaboration project since the eco-friendly painting product of NOROO, PANTONE Premium Paint, harmonizes with the environmentally-friendly image of TOYOTA. A staff member of TOYOTA's Exhibition Center in Bundang explained, "We organized the collaborative marketing project to emphasize the eco-friendly image of TOYOTA and NOROO Paint & Coatings and provide fun self-taught interior designing to our customers. It was a good opportunity to show the eco-friendly image of TOYOTA and experience the environmental-friendly painting products of NOROO Paint & Coatings."

在丰田（盆唐）展厅开展涂料课程

NOROO涂料股份有限公司于10月15日在丰田盆唐展厅2楼开展了环保自助装修涂料课程，获得了客户的高度好评。本次涂料课程是NOROO涂料股份有限公司定期培训讲座的一部分，因为丰田的环保形象与NOROO涂料股份有限公司的环

News Briefing



NOROO PAINT & COATINGS CO., LTD., PARTICIPATED IN THE 2016 AUTOMOTIVE WEEK

保产品PANTONE Premium Paints十分吻合，丰田方在网上看到关于DIY涂漆相关消息后主动提出了联手合作的企划案。丰田盆唐展厅相关负责人表示，“为客户展示丰田与NOROO涂料股份有限公司独有的环保形象、带给客户自助装修的别样乐趣，两家公司特意企划了本次合作营销活动”，“本次活动是客户能够同时体验丰田环保形象与NOROO环保涂料产品的绝佳机会”。

NOROO PAINT & COATINGS CO., LTD., SIGNED AN MOU TO IMPROVE THE INTERIOR ENVIRONMENT FOR VULNERABLE SOCIAL GROUPS WITH THE GYEONGGI-DO GOVERNMENT

On September 6th, NOROO Paint & Coatings Co., Ltd. signed an MOU with the government of Gyeonggi-do for ‘the Improvement of the Interior Environment for Vulnerable Social Groups – Creating Clean Areas’ project. For this project, the interior air quality of the facilities that children, seniors, and the disabled use were measured first. Then, private companies renovated the interior by improving the overall environment and installing necessary equipment to facilitate fresh air at no cost. One children’s center later exhibited 99% less total volatile organic compounds and 49% fewer fine dust after remodeling. 17 companies participated in this project in addition to NOROO Paint & Coatings. Manufacturers provided eco-friendly construction products including paint and LED lamps, free of charge, and environmental pollutant measurement companies promised to consistently measure the interior air quality and provide financial support. Furthermore, the volunteer group, Loving Home Organization, will be donating their talent for environmental improvement. The government of Gyeonggi-do will measure the air quality of the vulnerable facilities that need improvements with the interior environment and inform about them to the public. Chairman Kim Jin-wook of Loving Home Organization thanked the private companies that volunteered to cooperate in the community service being carried out to create a healthy interior environment and said that he is expecting positive results through use of good materials and specialized construction methods. Both the private companies and the Gyeonggi-do government that participated in this project are planning to improve a total of 20 vulnerable facilities starting with ‘Clean Area’ No.1.

与京畿道签订弱势群体室内环境改善协议

NOROO涂料股份有限公司于9月6日与京畿道签订了“弱势群体室内环境改善-打造洁净的呼吸空间协议”。本协议会针对儿童与老人、残疾人等使用的设施进行室内空气质量的免费检测，通过民营企业的实物支援和环境改善工作免费改造室内空间，打造舒适的室内环境。一间儿童中心与改造前相比，挥发性有机物（TVOC）减少了99%、PM2.5减少了49%。包括NOROO涂料股份有限公司在内，共有17家企业共同参与本次协议，制造企业免费提供环保涂料和LED照明等环保建筑产品，环境污染物质检测代理企业计划持续提供室内空气质量检测与现金捐助。另外，环境改善工作由志愿活动团体——‘(社)修理爱之家’以才能捐献方式参与，京畿道则负责提供有关需要室内环境改善的薄弱设施的宣传与室内空气质量检测支持。(社)修理爱之家的理事长金振旭，对积极参与地区社会室内环境改善项目的民营企业表示感谢，并称很期待以优秀材料 and 专业化施工技术完成的高水平改造效果。参与本次协议的民营企业与京畿道计划以“洁净的呼吸空间”1号为起点，截至明年底将对20处薄弱设施进行改善。

NOROO PAINT & COATINGS CO., LTD., PARTICIPATED IN THE 2016 AUTOMOTIVE WEEK

The largest automobile components and aftermarket exhibition, Automotive Week, was held for three days from September 2nd at the Exhibition Center 1 of Korea International Exhibition & Convention Center (KINTEX) in Ilsan. NOROO Paint & Coatings participated in the event with automotive touch-up paints and demonstrated the advanced technology of NOROO Paint in the sector. Aftermarket is a market that provides maintenance and resale services and the size of the automotive aftermarket has already attained 100 trillion KRW. A global market research company, Global Industry, forecasted that the size of automotive aftermarket will eventually grow to 722 billion USD by 2020. Celebrating its 10th anniversary based on such growth trend, the event was held in a 35,000 m2-sized hall, the largest exhibition hall ever used for this event, composed of four exhibition sections: a repair and maintenance service exhibition, ‘Autoservice Korea’; tuning and upgrade exhibition integrated with motorsports, ‘The Tuning Show’; camping car and caravan exhibition for out-

door activities, ‘Auto Camping’; and a new OEM components exhibition, ‘Auto Parts’. In addition, key models of ten major imported vehicle makers were displayed at the special exhibition hall for test drive experiences. 20 distinguished guests including Vice Minister Choi Jeong-ho of the Ministry of Land, Infrastructure and Transport, CEO Lim Chang-yeol of KINTEX, and members of the National Assembly attended the opening ceremony. Vice Minister Choi Jeong-ho remarked in his opening address, “Automotive Week has been playing an important role in developing and vitalizing the domestic automotive aftermarket,” and added, “For the development of the automobile industry, the support for aftermarket from the parts and maintenance sector is essential.” Automotive Week, which was also held with various events, recorded a participation from 230 companies and a total of 65,000 visitors.

参加2016年汽车服务展

韩国最大的汽车零配件与售后服务市场展会《汽车服务展》于9月2日至4日在一山韩国国际展览中心KINTEX第1展厅举行。NOROO涂料股份有限公司汽车修补漆也积极参展，向观展者展示了NOROO涂料先进的汽车修补漆技术。售后服务市场指的是产品销售后的修配与保养、二手车销售等市场，韩国汽车售后服务市场规模已达到100兆韩元，而据全球市场调查企业Global Industry预计，汽车售后服务市场截至2020年将有望增长至7,220亿美元。在这种增长趋势下，今年举办的第10届《汽车服务展》是历届最大规模，在3万5千平方米的展示空间内，共设有4个展示区，分别是介绍修配与维修、保养服务的“韩国汽车服务”；专注改装与升级、赛车运动等的“改装秀”；与露营车和旅行队等户外活动有关的“汽车露营”，以及新增设的OEM零配件展示会场“汽车零配件”。另外进口车特别展馆中陈列有10家进口车制造商的代表车型，观展者可在现场亲自试驾。国土交通部次长崔政浩与KINTEX社长任昌烈、辖区内国会议员等贵宾20余人出席了开幕式，崔次长在开幕式致辞中表示，“汽车服务展在韩国国内汽车售后服务市场的发展与活化方面发挥了重要作用”，“为促进汽车产业发展，零配件、修配等售后服务市场的支撑是必不可少的”。本次《汽车服务展》共有230多家企业参展、设有各种附属活动，以总观展者人数超过6万5千人次的记录圆满落幕。



MIIN-HYUNG LEE, CEO OF NOROO LOGINET CO., LTD., WON THE ‘INDUSTRIAL MEDAL OF HONOUR’ AT THE KOREA LOGISTICS AWARD CEREMONY.

NOROO Loginet Co., Ltd.

NOROO物流有限公司

MIIN-HYUNG LEE, CEO OF NOROO LOGINET CO., LTD., WON THE ‘INDUSTRIAL MEDAL OF HONOUR’ AT THE KOREA LOGISTICS AWARD CEREMONY.

CEO Miin-hyung Lee of NOROO Loginet Co., Ltd. was awarded the ‘Industrial Medal of Honour’ at the 24th Korea Logistics Award Ceremony organized by Ministry of Land, Infrastructure and Transport on the 2016 Supply Chain Day. This event was held on November 1st, 2016 to act as encouragement for those in the logistics industry who contributed to the development of the industry and elevate the pride and morale of the employees in the sector. Vice Minister of the Ministry of Land, Infrastructure and Transport, Jeong-ho Choi, attended the event on behalf of the President of the Republic of Korea, along with 500 other attendees. During the ceremony, approximately 58 prizes were awarded including 1 Silver Tower Order of Industrial Service Merit, 2 Industrial Medal of Honour, 5 President Citations, 5 Prime Minister Citations, and 45 Minister of Land, Infrastructure and Transport Citations. CEO Miin-hyung Lee earned the honor of winning the ‘Industrial Medal of Honor’ for his contribution to the national economic development by training specialized personnel for the Kazakh market and import and export of dangerous goods. Currently, the logistics industry is rapidly developing into a sector that provides a comprehensive service of logistics, distribution, and IT in accordance with the development of e-commerce, from a sector that used to simply support transportation and manufacturing.

NOROO物流有限公司代表理事李民亨，在韩国物流大奖颁奖典礼中荣获“产业奖章”

在国土交通部于2016年物流日举办的＜第24届韩国物流大赏＞颁奖典礼



NOROO AUTOMOTIVE COATINGS CO., LTD. ON COMPANY-WIDE HIKE

上，NOROO物流有限公司代表理事李民亨荣获“产业奖章”。
本活动于2016年11月1日举办，其目的在于鼓励对物流产业发展做出贡献的物流人、提高从事物流业者的自豪与士气，包括代替总统出席的国土交通部次长崔政浩在内，共有500多位物流行业相关人士出席。在韩国物流大奖颁奖典礼上，共有58人获奖，其中1人荣获银塔勋章、2人荣获产业奖章、5人荣获总统表彰、5人荣获国务总理表彰、45人荣获建设交通部长官表彰。李民亨代表理事因进军哈萨克斯坦，以及在危险品进出口行业培养专门人才，为国家经济发展做出了贡献，特被授予“产业勋章”荣誉。
目前物流产业已摆脱从前的单纯运输与支撑制造业发展的作用，随着电子商务的不断发展，正快速跃升为集物流、流通与IT于一体的综合服务产业。

NOROO Automotive Coatings Co., Ltd.

NOROO汽车涂料有限公司

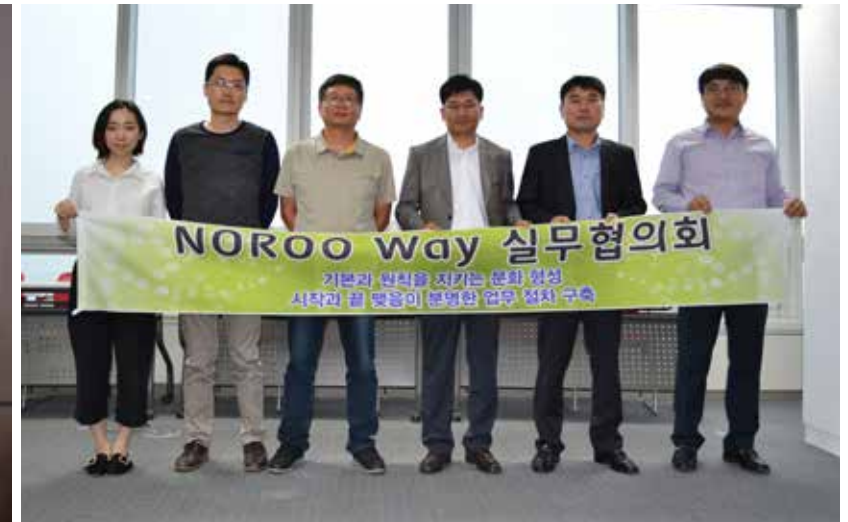
COMPANY-WIDE HIKE

Employees of NOROO Automotive Coatings Co., Ltd. went on a hike so as to cultivate stronger solidarity and camaraderie within the group and build lasting memories in this perfect season for outdoor excursions. On October 21st, executive officers and employees of NOROO Paint & Coatings gathered at Gwanggyosan Mountain in Suwon at 10 o'clock in the morning and eventually reached the summit. They subsequently continued to enjoy the rest of their day together. They had lunch and played jegichagi (Korean traditional 'hacky sack') and pace counter game. One employee remarked, "I enjoyed taking in the autumn colors of the mountain alongside my colleagues."

全体员工开展一心登山活动

秋季，是一个非常适合户外活动的季节。NOROO汽车涂料有限公司为加强全体员工的凝聚力、共同创造美好回忆，特别组织开展了一心登山活动。10月21日，NOROO汽车涂料有限公司的全体员工齐聚水原光教山，并于上午10点开始登山，长驱直入，直达光教山顶峰。继登山活动后，大家又在午餐和踢毽子、计步器游戏等活动中度过了美好时光。参与一心登山活动的员工表示“全体员工一起登山，欣赏山上的枫叶，感觉非常开心。”

NOROO Way RESTART



Fresh Start with NOROO Way

“NOROO Way Restart”

通过NOROO Way重新开始

NOROO WAY RESTART, KICKOFF OF THE WORKING GROUP & SELECTION OF AN IN-HOUSE INSTRUCTOR/CA

On September 7th, NOROO established a working group with an in-house instructor and CA (Change Agent). As an organization that is actively promoting a fresh start with NOROO Way, the working group will be drawing attention towards NOROO Way and engaging in various activities to establish a new way of culture.

NOROO Way consists of work values that NOROO people have amassed over 71 years. Since the establishment of the company, NOROO Group overcame countless crises and difficulties thanks to its values of having an entrepreneurial spirit, business philosophies, and management ideology. NOROO polished its unique philosophies throughout the lengthy history of the company and evolved it into the NOROO Way. However, the rapidly changing society and working environment require multifaceted changes in the application and approach of NOROO Way.

Managing Director Han Won-seok of the Ethical Management Division at NOROO Holdings Co., Ltd. explained, "We have been disseminating NOROO Way which embodies NOROO's history and culture by using our portal site, diary, picture frames, and history book. Still, we have difficulties in implementing NOROO Way because not many people fully understood its philosophy. That is why many of us conducted a thorough review and decided to promote NOROO Way Restart." Restarting NOROO Way which has driven NOROO's hard work over the past 71 years involves preparing for sustainable growth over the course of 100, 200, and 300 years. Senior Managers Kim Jang-ho and Kim Gi-do are assigned as the in-house instructor and CA of the working group formed for NOROO Way Restart, along with Associate Senior Manager Ko Jae-su, Managers Ji Nam-cheol and Lee Dae-hee and Senior Staff Jeong Mok-si, who are all assigned as members of the group and tasked to begin change management within the company and build consensus towards NOROO Way by providing education programs and developing and distributing relevant contents. NOROO Way Restart will build a solid road toward the future based on the sincere love and active support of the NOROO family.

NOROO Way Restart,

工作委员会 Kick-off以及公司内部讲师/CA选拔

9月7日NOROO Way工作委员会正式组建成立，选拔出公司内部讲师/CA (Change Agent, 变化管理师)并建立了工作小组。NOROO Way工作委员会作为推进NOROO Way Restart的组织，将在多方面展开活动，目的是为了提离集团员工对NOROO Way的关注，将Way贯穿于NOROO文化中并付诸实践。

NOROO Way可以说是NOROO人71年来积累的对于工作方式的价值观。NOROO集团自创立以来，经历了无数次危机和困境，正是凭借着展现NOROO独有价值观的创业精神、经营哲学、经营理念才得以克服。像这样，在漫长的历史中磨砺粹炼出来的NOROO独一无二的哲学进化成NOROO Way。但是，随着社会和工作环境的迅速变化，NOROO Way的运用与实践途径也需要多方位的变化。

NOROO控股股份有限公司伦理经营室长韩元硕常务指出“蕴含着NOROO历史和文化的NOROO Way虽然在公司内网、宣传手册、相框、致辞等日常生活中随处可见，但是大家对它的理解并不够，或者还未付诸实践。在反复琢磨并与大家商讨后得出的结论，就是推行NOROO Way Restart项目。”重启指引NOROO走过71年的NOROO Way，就是为今后100年、200年、300年的持续发展做准备。因此建立的NOROO Way 工作委员会选出金长好部长、金基道部长为第一期公司内部讲师/CA，由高在秀次长、池南哲科长、李大熙科长、程莱兮职员具体开展工作，今后将通过NOROO Way达成的共识（教育、内容开发/发行等）和构筑的基础开始实行变化管理。在NOROO集团成员的真诚关心与支持下，NOROO Way Restart一定会指引NOROO向着光明的未来前行。