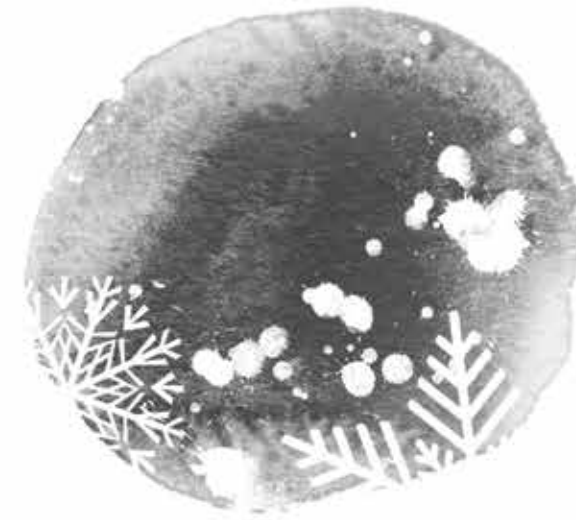


NOROO Quarterly Magazine | Winter, 2014

NOROO

ENGLISH & CHINESE EDITION

NOROO



NOROO Opens a New Horizon in Technology Management!

Dear members of NOROO Family, the New Year 2014 has just started with full of hope. I wish health and happiness is always being with your family.

Looking back in 2013, all the NOROO Group companies including affiliates have shown their underlying power and realized profitable business results under the banner of “NOROO Opens a New Horizon in Technology Management.”I wish to take this opportunity to thank you for your extraordinary services.

Looking at the current global economic situation, the United States is expecting to make an upturn and Europe is anticipating entering into a new growth trajectory. However, with voices of concern that we can be trapped in a low growth swamp as Japan being heard, Korea is standing at the important turning point of its economic growth due to low prices, low employment rate, Japanese yen depreciation and labor-management standoff. This year, over 3% per year growth is expected in Korea, but except for a few global companies like Samsung Electronics and Hyundai Motor Company, which lead the Korean economy, it seems not easy that the major industries including construction, steel, shipbuilding and textiles are to be dramatically improved.

The Chinese Government under President Xi Jinping is worrying about the side effects of the United States’ exit strategy, and has announced their will to allow private organizations more opportunity to enter into monopolistic markets under the flag of “marketize reform.” This year, China is expecting the mid-7% growth, which is slightly higher than last year, based on export recovery and expansion of domestic market.

According to experts, this year's business environment is characterized by L-shaped long range contest and low growth phase will continue not only in specific region or industry, but all industries across the world as in the last year. We, therefore, should overcome the crisis by implementing radical reform, not by the growth in scale. Hence I suggest that we use the same business slogan as last year: “NOROO Opens a New Horizon in Technology Management.”

Let us keep chasing the maximization of customer satisfaction, which is our ultimate goal, by establishing a virtuous circle of solidification of the foundation of driving force and acceleration of innovation and growth based on the foundation strengthened by the technology management.

Genuine competitiveness is shining more bright in the crisis. Let us not daunted by the harsh business environment and keep questing to cultivate the NOROO Way's philosophy and pave “the new way, which does not exist in the world, and created by NOROO.”

Dear NOROO Families!

There is an idiom “Sang-seo-gyeong-un(祥瑞慶雲),” which is a New Year's greeting wishing people good affairs as there are auspicious clouds just appearing in the sky. I have a good feeling especially to NOROO Families this year. Let us remind the NOROO Way's philosophy and welcome the year 2014 with a resolution to sublimate outside harsh environment to inner opportunities.

Lastly, I would like to take this opportunity to sincerely thank all of you including NOROO Paint's labor union leader Kim Yong-mok, NOROO Group's labor union leader and executives, and all union members for the valuable contribution you have made to overcome many difficulties and create a new culture of constructive labor-management efforts.

I wish all the NOROO Families a Happy New Year.

January 2, 2014
Chairman Han Young-jae

NOROO开辟技术经营的新时代！

纳路家族的各位同仁， 2014年充满希望的一年已经到来了！ 祝愿大家在新的一年里身体健康， 家庭幸福！

回顾过去的一年， 在“NOROO开辟技术经营的新时代” 的旗帜下， NOROO的潜力得以充分发挥， 集团下属各公司都实现了盈利。 在此， 向大家表示衷心的感谢和诚挚的祝贺。

从近来的世界经济情况来看， 美国经济回升趋势的期望值很高， 欧洲的德国和英国的经济也将得以复苏， 进入新的增长轨道； 与此相反， 受日本经济低靡的影响， 韩国的经济展望并不乐观。 物价下降， 就业率低， 日元的贬值以及劳资关系的恶化， 韩国经济正面临重要的转折点。 尽管2014年韩国经济增长率预计将达3%以上， 但是除了经济支柱企业如三星电子、 现代汽车等几家国际化大型企业以外， 韩国的建设、 钢铁、 造船、 纤维等主要产业将难有大幅好转趋势。

然而， 担心受到美国国家出口战略副作用影响的中国， 在习近平政府的领导下， 大力倡导“坚持市场化改革”， 推动民营经济成为市场化经济的主体。 因此， 2014年中国的出口有望明显好转， 内需市场也将进一步扩大， 经济增长率预计将达7.5%左右。

另外， 在企业经营方面， 经济专家们预测今年的经营环境将长期持续去年的L型特征， 低增长的阴影并非只局限于特定的地区或产业， 而是将笼罩全球的各个行业。 因此， 我们应摒弃规模增长， 通过改善企业结构克服危机。 所以， 我将今年的经营指标依旧定为“NOROO开辟技术经营的新时代！”

我们要通过技术经营走向健康发展， 进一步夯实企业的增长基础， 构筑加速革新发展良性循环体制， 最大化满足客户需求。

真正的竞争力， 必定在危机中展现更加夺目的光芒！ 2014年， 让我们齐心协力共同战胜艰难的经营环境， 实现NOROO Way中“世上本没有的路， 由NOROO来开拓” 的经营哲学。

纳路家族的各位同仁！ 新年祝福语中有“祥瑞慶雲(吉祥如意， 景星庆云)” 这样一句话， 即用祥瑞之云比喻吉祥的征兆。 新的一年， 纳路家族将对此有更深的体会。 让我们再次高举NOROO Way的旗帜， 抱着以技术经营化危机为机遇的信念迎接2014年的到来。

最后， 向在艰难环境中始终以发展劳资相生文化为己任， 不遗余力地付出努力的纳路涂料有限公司工会金容穆主席， 以及集团各公司的工会主席， 执行部和全体工会职员表示衷心的感谢！

祝纳路集团的各位同仁新年快乐！

2014年 1月2日(周四)
会长 韩荣宰



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NOROO

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SPECIAL THEME

Sturdy beauty created by darkness

Before God commanded, “Let there be light,” pitch darkness existed. After light was created, the darkness became night, and it was perceived as black. The darkness and the color black, which were separated from the image of God-given light and the color white, have come to be associated with secrecy by denying sin that could have been handled only by God. Still, beauty is stronger and sturdier than anything else.

黑暗铸就的坚固之美

在古神话中，世界混沌初开的时候，天地一片黑暗，没有一丝光亮，直到众神喊道 “把宇宙照亮吧！” 天地间才分出了黑夜与白天，从此黑暗变成了黑夜，被认知为黑色。与神所创造的光与白色不同，黑暗与黑色隐藏着生命的不安和唯有神灵才可左右的带有 “否定” 色彩的神秘的坚固感，黑色的美也正因为此显得更加浓厚与牢固。

Black is a subtle yet impressive color

Black is one of five cardinal colors. It controls people’s wisdom, symbolizes winter and revival, and it used to be used to control the general public with the image of darkness. However, as can be seen from several designers’ description of the color black: “Black symbolizes the rendezvous between art and fashion.” Yves Saint Laurent; “Black looks good on everyone.” Karl Lagerfeld; and “Black is the strongest color.” Nora Noh; it has been the most favorite color among designers.

MANIFESTATION IN DARKNESS

Leonardo da Vinci said that white is the representative color of light, whereas black symbolizes darkness. His remark describes Westerner’s perception of colors at that time. To the Westerner at that time, black was not simply a color, but was a state of negation in which there is no light. A dark night is the perfect setting to contrive secrecy or to hide oneself, so it is also negative. Black used to have a negative meaning in various situations, and can be seen in several expressions. For example, “Black Money,” which means, ‘income earned by illicit means’; “Black Propaganda,” which means, ‘the spreading of false data’; “Black Friday,” which means, the ‘stock market crash’; “Black Death,” which means, ‘an outbreak of the plague that was as devastating as the World Wars to humanity.’ The color black was used to describe fear, terror, or abjection. Medieval churches effectively used black images. They classified the color black as demonic, and used it as a means of controlling the public by loading dark, guilty feelings onto people. This was naturally connected with racist ideologies. The Western royal powers, which earned the Pope’s authority, rationalized the conquering of the New World by applying this ideology onto native people with dark skin.

POWER OF SILENCE AND VOLUNTARY SACRIFICE

In the West, the image of black, which was used in the aspect of religion, began to be reformed along with religious reformation. Protestants preferred the color black. According to the book titled Color, Culture, and Imagination by Shin Hangsik, Roman Catholics viewed the color black to symbolize God’s redemption, whereas Protestants chose black to mean voluntary, active subordination to God. Strict self-discipline, as well as silence and seclusion to listen to God’s words, were expressed in black clothes. The semiotician, Shin Hangsik, evaluated black as being a color of self-reflection and sentiment. The color black is used to symbolize law and order, and this can be seen in the judges’ court robes or soccer referees’ uniforms. Gangsters’ black sedans, which we often see in movies, are used to effectively express their unique rules and attitudes that demand unquestioning obedience. However, righteous heroes who fight against gangsters also wear black. As dark knights wore a black cape riding on a black horse, the character of Batman wore a black suit and disappeared into the darkness after he took care of problems. As the color black symbolizes voluntary sacrifice, it is revered even more.

UNSHAKABLE BEAUTY

Sociologist Eva Heller once defined black as, “a color of resistance.” In a cultural context, black was often used as a code of resistance. Steve Jobs’ black T-shirt also can be interpreted in the same vein. He was a representative figure who created the need for new things that superseded the general public, but his management style, which issued unilateral orders and demanded obedience, coincides with this definition of black being a commanding color. The semiotician, Shin, stated that the logic of this resistance originates from the modern technology of reproduction, that is—typography. Human intelligence, which has gotten smarter with the development of the technology for printing, began to resist God. Printed documents show a stark contrast with the white paper and black ink that are used to reproduce them. The color black was used to deliver messages clearly, and then in modern society, the color black began to be used to emphasize the function of products in the mass-producing industrial era. Automobiles, cameras, and audio equipment are also usually black. The fashion industry uses various colors, but black clothing sells the most. The color black has now entered into the scope of aesthetics beyond religion and the ideology of history. Even when other colors may be in fashion, the beauty of the color black will never fade.

安静而强烈的黑色

五方色中掌管人类智慧、象征着复苏的黑色，因其黑暗的形象曾被用于表示统制众生。然而，从“黑色象征着艺术与时尚的结合”——伊夫·圣·洛朗，“黑色是适合所有人的颜色”——卡尔·拉格菲尔德，“黑色是最强烈的色彩”——Nora Noh”等人的言论中不难看出黑色是设计师们永远挚爱的颜色。

源自黑暗的发现

列奥纳多·达·芬奇曾表示，白色是光的代表，黑色是黑暗的象征。他的话很好地展现了当时西欧人对于色彩的认识。对他们来说，黑色并非颜色的一种，而是没有光的消极状态。没有光的黑夜适合策划秘密事件或藏身，所以也是消极的。在很多地方被用于消极意义的黑色，如今在某些消极性单词中依然留有痕迹。比如暗中流通的黑钱（black money）、非法的黑色宣传（Black Propaganda）、意指股票价格暴跌的黑色星期五（Black Friday），还有比世界大战更恐怖的人类大灾难黑色病（Black Death），黑色被用于代表黑暗、恐怖和拒绝的对象。

中世纪教会有效利用了这种黑色的形象。他们将黑色归类为恶魔性的，同时向大众灌输其黑暗而具有沉重罪恶感的形象，用作对严厉忏悔的一种统治手段。黑色还自然地与种族主义相连。在获得教皇权位的西欧王权的新大陆占领中，他们将这种意识形态用于拥有黑色皮肤的土著居民，将对他们的侵略正当化。

沉默的力量，主动献身

在西欧，被用于宗教色彩的黑色形象与宗教改革一起得到革新，新教徒们也主动地喜爱上黑色。《色彩和文化及想象力》（Shin Hangsik）一书中提到，如果说旧教徒将黑色看作是对神的忏悔，那么新教徒则将其看作对神的主观、自发地从属，他们用黑色的衣服表达严格的自我管理和对神的话语洗耳恭听的沉默和闭门思过。符号学者Shin Hang-sik将黑色评价为是执着于自身想法和情绪的颜色。无需与对方相互作用的这一颜色被用于法律和规则，这点可以从法官的服装和足球裁判员的制服中体现出来。电影中，黑社会组织必备的黑色轿车也被有效用于表现他们的内部法则和希望单方面服从的强硬态度。然而，击退他们的正义使者也身穿黑色服装登场。就像骑着黑马、披着黑色斗篷的黑骑士一样，蝙蝠侠也身穿包裹身体的黑色战衣，解决危机后又重新消失在黑暗中。黑色的主动献身在实现神秘性方面更加受到推崇。

坚定不移的美丽

社会学者Eva Heller将黑色定义为“抵抗者的颜色”。在文化领域，黑色被用作抵抗的代名词的例子数不胜数。斯蒂芬·乔布斯的黑色T恤也代表了同一种意义。虽然他是超越大众、制造出全新需求的代表性人物，但其单方面下达命令、要求服从的经营风格也很符合黑色的含义。

Shin Hang-sik表示，这种抵抗的理论起源于近代的复印技术，即印刷术。以黑色活字展现的智慧开始了对上帝的对抗，通过清晰对比准确传达意思的黑色在大量生产的产业化时代，被用于强调产品的功能。汽车、照相机、音响等机器也采用黑色制造。时尚领域虽然使用各种颜色，但销售最多的还是黑色。如今，黑色已经摆脱宗教和历史的意识形态，进入了美的范畴。而且经历了曲折的历史，反而拥有了更加独特的美丽。不论其他色彩如何流行，黑色的美亦坚定不移。



Warm, stylish black

漆黑而温暖，黑黑的，酷酷的

When we say the word “black,” we often think of a negative connotation, but in our daily life, black is the most frequently used color. We use black file cabinets, we write with a black pen, wear black shoes, and carry a black bag. Particularly, during the winter the streets are full of people wearing black coats and sweaters. The color black clearly defines contours, and at the same time, it hides dirt, so it is a convenient color to wear. We have reviewed the thankful, useful, and mystical aspects of the color black.

说到黑色,我常常将它与许多消极的东西联想到一起，但黑色也是日常生活中最常使用的颜色。平时，我们用黑色的笔在黑色文件夹上写字；我们穿黑色的皮鞋，挎黑色的包包。特别是冬季街头，仿佛被黑色外套和夹克所覆盖。黑色能够清晰地突显身材轮廓，不易显脏，便于使用。令人感激且有用又神秘的黑色，让我们一起来探讨它的方方面面吧。

01



BLACK MINI DRESS

“A woman needs just three things: a black dress, a black sweater, and, on her arm, a man she loves.” This is a quote by Coco Chanel, whose line has been creating styles for women who are eager to keep up with new trends. Among her creations, black mini dresses have become today’s woman formal dress. People say that she started a revolution by introducing the color black to the fashion industry. They say that she broke people’s stereotypes about black, which was usually used for funeral dresses, store uniforms, or men’s formal wear. She made simple, comfortable styles by removing elements that would constrict women’s bodies, and she increased the functionality of clothes by shortening the length of one-piece clothes. Chanel said that black is a perfect, beautiful color that can embrace all other colors. The color black, which is an icon of resistance, is perfect for Chanel who chanted the slogan, “Free women’s bodies.” Even now, Chanel stores embody the image of their brand with the color black.

黑色小礼服

“女人需要三件东西：黑色裙子、黑色毛衣和所爱男人的手臂。”这是工业革命后，创造出与新时代相符的女性风格的香奈儿留下的话。她作品中的黑色小礼服成为了当今女性正装的基本款。她将黑色主要用于上衣、制服和男性正装，掀起了推翻性别和阶级固定观念的革命。她将常规的长款连衣裙改短，设计出简单又舒适的衣服，不仅提高了功能性，而且让女性身体得以摆脱束缚。香奈儿曾说，黑色包容一切，它的美无懈可击。她提倡“让女性的身体得到解放”，这与代表着抵抗的黑色无比相称。如今的香奈儿卖场，也采用黑色突显其名品形象。

02



EBONY & IVORY

The song “Ebony and Ivory (1982)” sung by Paul McCartney, who was a member of the Beatles, and Stevie Wonder, was No. 1 on the Billboard chart for 7 weeks. Ebony refers to the color black, whereas Ivory refers to the color white. The lyrics of this song are about the black and white keys on a piano, which create a perfect harmony, but they also talk about integration and racial harmony. As the lyrics of this song go, “Some people are black, and some are white, but all are humans and should get along.” The song was especially inspiring as a black and a white singer sang it. The two singers were actually close to each other, often sharing their opinions, and worked together to create songs for racial harmony. This song was written and composed by Paul McCartney, and it ranked No. 1 for the longest time in music history, since the break-up of the Beatles.

Evony & Ivory

“啊，这首歌！”这是所有人都知道的歌曲吧！披头士的前成员保罗·麦卡特尼和史提夫·汪达共同演唱的著名歌曲《Evony & Ivory》（1982）曾经连续7周蝉联美国金曲排行榜榜首。Evony指黑檀色，Ivory指象牙色，歌中唱到“钢琴的黑色和白色键盘尚能够实现完美和声，而人类为什么却做不到？”这首音乐呼吁人们应效法黑白琴键，和平共存，谱出和谐乐章，而黑人 and 白人两位巨星共同演绎，令听众更加感动，唤起他们的共鸣。实际生活中，两位歌手也经常互相交换意见，为了创作出呼吁种族和谐的歌曲更是绞尽脑汁。这首歌曲由保罗·麦卡特尼作词、作曲，是披头士解散后发表的歌曲中占据第1位时间最长的歌曲。

03

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COAL BRIQUETTES

“Do not kick the used coal briquettes rashly. Have you ever been a caring person to anyone?” —this is from Ahn Do-hyeon’s famous poem, titled Asking You. Coal briquettes have been widely used to warm up homes in Korea since the 1950s. This has contributed to making Korean mountains green with thick forests by replacing firewood, which used to be the most commonly used source for heating homes and food in Korea, with coal briquettes. In his poem titled, One Coal Briquette, Ahn Do-hyeon wrote, “There can be many words to use, / but our life is / becoming one coal briquette / for someone / ... / With a fear of turning to one ash after loving someone with our whole body, / even now I have not even dared to become a briquette / ... / One early slippery morning after snow / A road where someone will walk trustfully / I did not even know how to make such a road.” This winter, we should also be like a coal briquette and warm up the world.

蜂窝煤

“请不要随意用脚踏踏煤灰 / 你 / 是否曾真正关心过他人，哪怕只那么一次”，这是安度眩的名诗《问你》。从20世纪50年代开始，作为供暖用的蜂窝煤，燃烧自己黑色的躯干，烧热炕头和饭桌，代替木柴为人类供暖，为森林绿化也做出了贡献。安度眩诗人在题为《一块蜂窝煤》的诗中写道：“虽然还有许多其他说法 / 人生就是 / 不为自己，而为某个人 / 甘愿成为一块蜂窝煤 / …… / 害怕全身心爱过之后，凄凉地化为灰烬 / 直到如今，我也没能成为某个人的一块蜂窝煤 / …… / 飘着雪的世界，变滑的某个清晨 / 我却未曾，为某个人 / 铺出一条安心行走的路。”这个冬天，我们也要成为热烈燃烧起来的一块蜂窝煤。

04

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COCA-COLA

When opening a bottle of Coke, the soda makes that initial distinct popping sound, and tiny popping bubbles make a fizzing sound as they rise up inside the bottle. This black sugary liquid, whose foam delivers a piquant taste to the tongue and throat, seems to be a multisensory beverage that mobilizes auditory, visual, gustatory, and tactile senses. The refreshing taste of Coca Cola doubles when it is enjoyed while eating greasy food, so it goes well with pizza and fried chicken. In 1886, the pharmacist, John Pemberton, created the original formula for Coca Cola. The current Coca Cola Corporation was established after the business rights to it were sold on two different occasions, and as it expands its business across the world, it has become a symbol of capitalism. The brand value of Coca Cola amounts to 80 billion USD at present, and it ranked No.1 in brand value in the world for a dozen years. The secret formula of Coca Cola, which has produced a few bizarre rumors about its ingredients, seems to be the brand value itself.

可口可乐

打开瓶盖，随着黑色瓶子中发出“哧”的声音，一股气泡涌了上来。喝上一口，气泡拼命地敲打舌头和嗓子带来一阵酥麻感。可乐这个黑色糖水，似乎是调动听觉、视觉、味觉和触觉的空间感饮料。食用油腻食品时，可乐的清凉感倍增，是披萨和炸鸡的好伙伴。可乐的始祖可口可乐是在1886年，由药剂师约翰·彭伯顿调制而成的，经过两次事业权出售后，成为今天的可口可乐。它不断向全球扩张，被称为资本主义的象征。可口可乐品牌的资产价值目前已达800亿美元，在苹果出现之前的十几年来，一直位居全球品牌价值第1位。传闻中可口可乐的神秘配方或许正是其品牌本身吧！

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BLACK CAT

Where did superstitions about black cats come from? According to the Encyclopedia of Korean Culture, cats have been associated with witchcraft both in the East and West, particularly so for black cats. Unlike ancient Egypt, where cats were worshipped, during the Middle Ages in Europe, black cats were considered to be in cahoots with witches, and they were even burnt alive. As cats are nocturnal and can suddenly show up and surprise people in the dark with their luminous eyes, superstitions about cats came about. It was probably more so with black cats, which cannot be differentiated from the darkness. Such fears about cats were well depicted in Edgar Alan Poe’s horror novel The Black Cat. Whereas, cats’ peculiar attractiveness and agility were expressed in DC Comics’ Catwoman. Particularly, a black and white animation Felix The Cat (1919), which was created in the silent film era, portrayed a black cat as a cute comical character.

黑猫

对于黑猫的迷信究竟源于哪里呢？《韩国民族文化大百科》中记载，在东西方文化中猫一直被看作咒术性动物，尤其是黑猫。与在古埃及受到的崇拜不同，在中世纪欧洲，猫作为魔女的奸细，成为火刑的对象。也许是那些在漆黑夜晚，被无声的、眼睛发光的猫所惊吓的人们，创造出了这种迷信吧？在漆黑夜晚无法分辨的黑猫，更是如此。这种恐惧出现在埃德加·爱伦·坡的恐怖小说《黑猫》中，而黑猫特有的魅力和敏捷感则从美国DC Comics漫画公司的猫女身上得以体现。直到无声电影时代，黑白动画片中黑色菲力猫（1919）的出现才将黑猫转换成可爱滑稽的形象。

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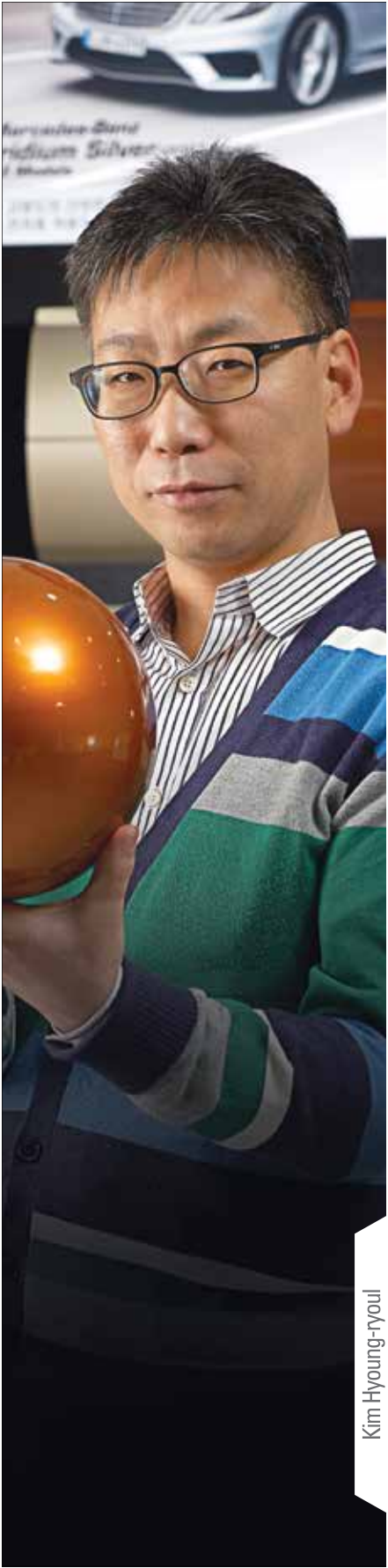


BLACK PEPPER

Black pepper, which has a spicy flavor, is an indispensable spice on the dining table along with salt. Depending on the production process, black, white, red, and green peppers are produced. Black peppers, which have a strong and spicy flavor, are the most common. Did you know that this small black spice brought about the Age of Exploration in the late 15th century? Writer Kim Jiryeong’s book The Naked Face of Things tells a story about Christopher Columbus who took a voyage to India to get black pepper, and accidentally discovered the American continent. Unfortunately, he could not get black pepper from the continents, so he captured natives as slaves and brutally massacred them. The Korean name for black pepper is huchu, which is from the Chinese name of huijiao, and the first record about this spice can be found in an old document from the Goryeo Period. Black pepper was a precious import at that time.

胡椒

辣滋滋又甜丝丝，爽口又微苦的胡椒，和盐一样都是餐桌上不可缺少的调料。根据制造过程的不同，可以呈现为黑色、灰色、粉红色和绿色，辣味强烈的黑色胡椒是最普遍的。但是你知道吗？正是这种又小又黑的调料开创了15世纪后期的大航海时代。Kim Ji-ryong在《事物的素颜》中提到，哥伦布航海的原因是为了寻找印度的胡椒，而正是因此才偶然发现了美洲大陆。然而不幸的是，因为没有找到胡椒，哥伦布将土著居民们抓起来当奴隶使唤或者将其残忍杀害。韩国的“호초(hochō)”一词源自汉字“胡椒”，最早出现在高丽时代的文献中，在当时也是一种十分贵重的进口物品。



Kim Hyoung-ryoul



Song Hwan-ju



Jin Seol-hwa



Kim Min-sung



Eom Tae-ho

Sensitive Minds Creating Colors for Automobiles

Design Team of
NOROO Automotive Coatings Co., Ltd.

Feel is a very active verb. What is seen because we deliberately make efforts to see it and what is heard because we intentionally strive to hear it. There are people who are excellent at actively accepting and catching colors for automobiles in the fast changing world, and these people are the Design Team in the R&D Sector of NOROO Automotive Coatings Co., Ltd.

很有感觉的他们， 缔造汽车色彩

NOROO汽车涂料有限公司设计组

从“察觉感受”这个字面意思，可以了解“感觉”这个词是极其主动且积极的行为。并非因为看得见才看、听得见才听，而是为了解去观察、为了聆听而侧耳，这时，感觉的能力就会更加强大。在这种主动接纳的心态下发挥特殊才能的他们，我们称之为“很有感觉”。对于在这飞速变化的世界里，努力捕捉汽车色彩的NOROO汽车涂料的R&D部门设计组来说，“很有感觉”应该是最为合适的修饰语。

COLOR, DELICATE DIFFERENCE

“NAC is providing automobile paints for five companies - Hyundai, KIA, Reno Samsung, GM Korea, and Ssangyong. The Design Team in the R&D Sector develops colors and makes suggestions to their design team,” said Design Team Leader Kim Hyoung-ryoul. Before supplying paints, it is important to identify what color customers want and to determine the best color for the new automobile design. So the Design Team conducts extensive research and combines various paints together to create new colors.

“Automobile color changes subtly. Especially, its particle and mood keeps changing,” said senior staff, Jin Seol-hwa, who catches such changes and tracks key automobile colors in Europe and North America. He went onto add that, “It is also important to collect information on overall society and culture, as well as on automobiles. We refer to different reports from various economy institutes.” The raw materials that are newly developed every year are also studied. They are combined with each other and upgraded to create the new colors that will be presented to automobile designers and applied to new cars.

IMAGINATION, ACCEPTANCE, AND CHANGE

NAC’s Design Team makes a suggestion first to automakers. The automaker’s design team requests colors too. “When a new car is developed, we receive some information. Instead of pictures or specific design, they tell us it has a streamlined, sedan or strong style. Then we create a suitable color,” said team leader Kim Hyoung-ryoul. He also added that to do such a job, you have to be sensitive. “It is to realize what you have in your mind. You have to share, express, and upgrade your what you feel.” Collecting information is also important. All images and information should be combined to be transformed into colors.

Team Leader Kim Hyoung-ryoul said that it takes at least 7-8 years to develop such a capability. “You have to think, accept, and change everything extensively and freely.” He has been dealing with colors and materials for 18 years, ever since the design team was made a part of the technology sector. The Assistant Manager Song Hwan-ju said, “I am too far away from Kim.” However, Kim said that even though Song has only been a member of the design team for five years, he is very talented.

NOROO’S TOUCH FROM KOREA TO WORLD

When design team members were asked what the popular color is these days, they said that it is white pearl. “White pearl is hot around the world. NAC selected it first. Its market share is also the highest. The color trend is changing every day.” Matching color varies depending on the car design. As automobiles are currently round in shape, white is the best color for them.

“Automakers’ design teams highly appreciate our team among other competitors. We need to keep and develop our position,” said team leader, Kim Hyoung-ryoul. Assistant Manager Song Hwan-ju, Senior Staff Jin Seol-wha, Senior Staff Kim Min-sung, and staff Eom Tae-ho all nodded in agreement with him when he said this. They will color automobiles in Korea and world powerfully, strongly and beautifully.

颜色，那微妙的差异

“NOROO汽车涂料为现代、起亚、雷诺三星、GM Korea、双龙等五大公司提供着汽车用涂料。R&D部门的设计组则负责开发色彩，并向汽车公司的设计组提供方案。” NOROO汽车涂料设计组组长金衡烈对设计组做出如上介绍。准确把握消费者喜爱的颜色、了解哪些颜色适合新车设计是涂料供应中需要先行解决的重要课题。为此，他们需要展开广泛的调查工作，进行反复的颜料调配。

“汽车的色彩时常发生着微妙变化，而其中的颗粒感和所表现的氛围等也持续发生着变化。”设计师陈雪花主任为了感知这些变化，将欧洲和北美等全世界汽车的量产颜色按照主要色彩予以分类，捕捉其色彩趋势。“除汽车以外，社会文化整体信息的收集也很重要。还要参考各大经济研究所的报告。”不仅如此，每年新开发的原料也是研究对象。我们将这些信息综合在一起，将其升级诞生出新的色彩，再将这些色彩介绍给汽车公司的设计师，最终应用在汽车上。

想象、包容、变化

有时是NOROO汽车涂料的设计组会首先提出色彩方案，而有时汽车公司的设计组也会发出色彩提案邀请。“开发新车时，我们会去了解他们要开发什么样的车辆。这时不是去看照片或研究具体的设计，而是从对方的说明中去捕获‘敏捷灵活’或‘轿车风格’、‘明显的曲线感’等词汇，从而开发出适合的颜色。”金衡烈组长表示，在这一过程中，“感觉”是最重要的。“因为这是将脑海中的想象具体化的工作，需要共同分享感受，然后将自己的感觉表现出来，并进行升级。”当然，资料收集也非常重要，因为他们需要将所有图片 and 信息消化后，再将感觉变化成色彩。

金衡烈组长表示，想培养这种感觉，至少需要7、8年的时间。“想象、包容和变化的空间要宽广且自由。”金衡烈组长表示，从设计组划分到技术部至今，自己已经与色彩和原料打了18年的交道。宋焕周代理接着说道：“若想跟上组长的脚步，还差得远呢”，但金衡烈组长却给予宋焕周代理极高的评价：虽然进入设计组只有5年，她却发挥出了惊人的色彩感。

NOROO的感觉，从韩国迈向世界

当被问及现在流行哪种颜色时，设计组选择了珠光白。“现在全世界都在流行珠光白。而NOROO汽车涂料是最早使用这一颜色，而且目前占有率也最高。现在，我们仍在迎合潮流，开发出符合色彩趋势的全新色彩。”随着汽车外形设计的不同，适合的颜色也常常发生变换。而最近汽车设计趋向于多元化，白色被评价为最为适合的颜色。汽车公司的设计组在所有竞争公司中，对我们设计组的评价最高。今后，我们也要继续保持下去，并在此基础上进一步发展”。对于金衡烈组长的决心，宋焕周代理、陈雪花主任、金玟成主任和职员严泰浩都纷纷点头。他们对色彩的感觉为韩国和世界汽车增彩，为NOROO增添强烈、柔和而美丽的光芒！

NOROO
AUTOMOTIVE COATINGS CO., LTD.
DESIGN TEAM

It starts with one’s feeling.
To share and standardize
each other’s feelings,
the design team focuses on
communication.
They share and combine
their feelings to create one color.



N O R O O I N T E R N A T I O N A L C O L O R T R E N D S H O W
A P R I S M T O W A R D 2 0 1 4

面向2014年的棱镜,
NOROO Color Trend Show

On December 10, 2013, one corner of COEX, which was unusually quiet due to there not being any exhibitions, became noisy. Soon there were lights and colors filling the room. The colors, which will decorate 2014, filled up the screen one by one in the conference room, and gradually permeated into the eyes, minds, and hearts of the audience. This new world of colors, which will be created jointly by NOROO and Pantone, opened the door to 2014 a little earlier with the 2014 NOROO International Color Trend Show.

2013年12月10日，平日里一向安静的COEX热闹了起来，这里立刻变成了光和色彩的海洋。即将渲染2014年的色彩一个个展现在大屏幕上，渗透到观众的眼睛、大脑和心灵中去。NOROO和潘通共同开启的色彩世界通过“2014 NOROO Color Trend Show”提前打开了2014年的大门。

2014 BEGINS WITH COLOR

Everyday, we stand at the crossroads, making choices such as, “Which necktie should I wear, blue or gray?” or “Which scarf? Red or yellow?” and so on. Businesses usually work on consumers’ daily choices several months to one year ahead of time. What colors will grab the minds of consumers? Even though the world is overflowing with information about colors, NOROO has been providing a venue every year to provide an accurate hint as to what this year’s top colors will be for consumers who are confused in the midst of abundant information. The venue for finding out about this year’s top colors is the 2014 NOROO International Color Trend Show.

“Thank you all for coming to our third anniversary color trend show,” was the greeting by the President of NOROO Paint, Kim Soo-kyong, which was greeted by loud applause and cheers. Right after the opening greeting, Ron Potesky, the Senior VP of Pantone, also delivered his thanks to NOROO, who had invited him to announce the color of the year for 2014 in Korea, which was the first announcement in Asia regarding the color of the year for 2014. Then, the next announcement was a feast of abundant colors that was held for those who were dying to know the Color of the Year.

2014年，率先以色彩开启

我们每天都站在选择的十字路口。今天系哪条领带呢？蓝色还是灰色？哪条围巾好呢？红色还是黄色？这些消费者每天都在面对的烦恼，其实企业早在1年前或几个月之前就已经烦恼过了。到底哪种颜色才能更加紧紧地抓住消费者的心呢？尽管有关色彩的信息浩如烟海，但这反而让消费者不知所措。为了给消费者提供精确的提示，NOROO每年都会准备一场关于色彩的发布会，今年的“2014 NOROO Color Trend Show”也不另外。

“感谢各位出席第三届色彩趋势发布会。”在台下一片欢呼和掌声后，NOROO涂料股份有限公司的金守经社长发表了致辞。接着，潘通代表Ron Potesky向NOROO致感谢辞，正因NOROO的邀请，潘通才得以将韩国作为亚洲首个发布2014年年度代表色彩的国家。之后，整个发布会为翘首以待的观众们奉上了美轮美奂的色彩盛宴。



We see numerous images and color information via various media and websites, but it is not easy to get useful information.

The 2014 NOROO International Color Trend Show filters out colors from the flood of information and accurately identifies what color consumers want.

NEW HOME INTERIOR AND COLOR TREND

The images of rooms decorated with beautiful curtains, decorations, and furniture were projected on the screen of the conference room, and the photos of the world’s famous sceneries, jewelry, and advertising photos were presented one by one. Leatrice Eiseman, the Executive Director of the Pantone Color Institute, held a microphone and helped the audience to see the colors in those images. She stated, “We can see the images of the entire world through the Web. However, we have to be ahead of trends. Through the collection and research of numerous colors, we can mix and match the traditional with the contemporary and casual with modern for this coming year.” She emphasized fashion should also have an interest in sculptures, multi-dimensionality, collages, and layers, which causes us to experience a sense of texture. Following her statement, Kwak Ho-chun, the Director of the NOROO Paint Color Institute (NPCI), introduced the color trend for 2014 with the key word “Drifting” and showed the present time, which crosses the boundaries between virtuality and reality or time and space. The penetration and scattering of light, the harmony of smooth, soft, and old things, the disharmony between rusty feel and surrealistic images, the obscurity and acuity, and the combination of grave artificiality and nature were presented with the use of primary red and green, elegant brown, and yellow colors with the tone of fluorescence and black mixed with the tone of violet.

全新家装和色彩趋势

会场的大屏幕上展示出用好看的窗帘、小物品和家具装扮得漂亮的房间，然后世界各地的风景、宝石和广告图片依次闪过。接过麦克风的潘通色彩研究所所长莉雅翠丝·艾斯曼（Leatrice Eiseman）为观众讲解了这些图片中的色彩要点。“如今人们可以通过互联网欣赏全世界的图片。但我们必需走在他们的前沿。通过无数的色彩采集和研究，我们认为在2014年，传统与现代、休闲与时尚的混搭还将继续。”她强调，即使在时尚领域，也要将重点放在有质感的雕刻、立体性、拼贴和层次感等方面。

接着，NPCI（NOROO Paint Color Institute）中心负责人郭镐天用“Drifting”这一关键词介绍了2014年的色彩趋势，提出了游走于假想和实际，以及视觉空间界线的当前的时代面貌。通透的散乱光线、柔滑温和而充满陈旧感的和谐、生锈感和超现实形象的不和谐打造出恍惚和强烈感，庄重的人工与自然的结合等，这些都可以用紫色、深沉的黑白、荧光流转的黄色、高贵褐色、红色和青绿色来表现。

THIS YEAR'S COLOR, RADIANT ORCHID

One of the things that the audience wanted to know was what the Color of the Year that Pantone announces every year would be. Leatrice Eiseman pointed to her necklace after presenting the examples of emerald green, which was the Color of Year for 2013 that was extensively used in various industries, and she said, “The Color of the Year for 2014 is this--Radiant Orchid.” The light purple necklace sparkles brightly over her black dress. This color, which reminds people of a glowing orchid, can be frequently seen in nature, sunsets, the universe, and plants. It gives a mystical impression, and evokes creativity and originality. Leatrice Eiseman stated that contemporary society needs these characteristics. She then suggested various combinations using fashion, jewelry, interior, and automobiles. Flashes from the smartphones of the audience who did not want to miss any information kept going off here and there as they tried to capture the moment. Lastly, Leatrice Eiseman applauded the role of NOROO in providing great help in the development of color for industries in Korea, and added that, together with Pantone, NOROO will lead the world’s color industry. The meaningful venture between NOROO and Pantone is expected in the discovery of beauty with new colors in 2014 and even in 2015 and several years to come.

The Color of the Year for 2014 is Radiant Orchid and it can often be seen in sunsets, the universe, plants, and nature. It sparks a mystical feeling, creativity, and originality. Pantone explains that such properties of the color are what modern society needs and wants.



年度代表色彩，兰花紫（Radiant Orchid）

观众们最为好奇的还是潘通每年发布的年度代表色彩。莉雅翠丝·艾斯曼展示了在产业界广泛应用的2013年年度代表色彩——翡翠绿的例子后，最后指了指自己的项链，说道：“2014年的年度代表色彩就是兰花紫（Radiant Orchid）。”在她的黑色连衣裙上垂落的淡紫色项链散发着温柔的光芒。拥有明亮光芒的兰花紫作为在夕阳、宇宙、植物和自然中常见的色彩，拥有神秘感、创新性和独创性。莉雅翠丝·艾斯曼表示现代社会想要的就是这种特性，她讲解了兰花紫在时尚、宝石、装修和汽车等领域的各种融合，台下的观众们纷纷按下快门，会场到处闪烁着亮光。

最后，莉雅翠丝·艾斯曼向为韩国产业界的色彩发展做出重大贡献的NOROO鼓掌致敬，并表示潘通将与NOROO一起共同引领全球色彩产业。期待2014年和2015年，NOROO和潘通将以全新色彩发现美丽，迈出有意义的步伐。



LEATRICE
EISEMAN

Show your appeal and attractiveness with Radiant Orchid

Leatrice Eiseman

An interview was conducted with Leatrice Eiseman, the Executive Director of the Pantone Color Institute. She is recognized as a world-renowned authority on colors, as well as being one of the world's most influential people, along with Steve Jobs. The interview was conducted in order to hear about the background, goal, and influence of the Color of the Year before the holding of the 2014 NOROO International Color Trend Show. Among the many questions she was asked, what she straightforwardly answered was about Pantone's expansive observations and research on colors, as well as awakening of colors.

用兰花紫展现你的魅力吧！

莉雅翠丝·艾斯曼作为潘通色彩研究所的所长，与斯蒂芬·乔布斯共同被评选为“全球最具影响力人物”，是全球色彩权威专家。在“2014 NOROO Color Trend Show”之前，我们采访了莉雅翠丝·艾斯曼，针对年度代表色彩的背景和目标、影响力进行了更加深刻的探讨。面对众多提问，她作出的直接回答就是潘通的全面观测和研究，以及“用色彩唤醒”的理念。



THE COLOR OF THE YEAR THAT SOCIETY WANTS

“As I was traveling around the world, in places such as France, England, Milano, Italy, and Canada, to discover and research colors, I felt a strong desire to find creative and innovative colors. In terms of the social and symbolic meaning of colors, Radiant Orchid is a color that coincides with such desires. It encourages confidence and self respect, and it induces original thinking, which results in creativity and innovation. This can be seen in the cosmetic industry as well. The Radiant Orchid base makes a skin tone look healthy, and health is connected to the environment. This intricate mixture of purple and pink reflects the image of today's complex society. All of these elements led us to choose Radiant Orchid as the color of the year for 2014,” Leatrice Eiseman explained. She then told a background story about the color. The Color of the Year, which is selected by Pantone every year, has a strong influence on almost all industrial fields. Radiant Orchid was first revealed in the US on December 5, 2013, and it was again presented five days later on December 10 during the 2014 NOROO International Color Trend Show, which was the first presentation in Asia.

社会期望的年度代表色彩

“为了研究和发现色彩，我们辗转法国、英国、米兰、意大利、加拿大等全球各地，感觉到了社会对于创新性和革新的渴望比其他任何时候都更为强烈。从色彩的社会性和象征性意义来看，兰花紫作为鼓励自信和自尊、引领向往创新的独特构想的色彩，与社会的这种渴望十分吻合。这也可以从彩妆中得以体现。紫色隔离霜帮助缔造健康肤色，使健康重新与环境相连；而紫色和粉红色混合的美妙感恰好反映了当今复杂的社会面貌，这些都成为兰花紫被选为今年年度代表色彩的原因。”莉雅翠丝·艾斯曼讲述了年度代表色彩的选择背景。潘通每年发布的年度代表色彩拥有几乎在所有产业界通用的权威。2014年的年度代表色彩——兰花紫于去年12月5日在美国首次发布，5天后的12月10日，又通过“2014 NOROO Color Trend Show”在亚洲首次发布。



MAKE THE WORLD COLORFUL

The color of the year, which is announced by Pantone, will serve like a prism that will illuminate its beauty from various angles. As soon as the uniqueness of the color is realized, the color, which has always existed, starts to reveal its unique meaning and features. Leatrice Eiseman says that this is the goal of Pantone. “Many people say that they are ignorant of colors, but color is part of humans’ instinct. We all remember that we used to use all kinds of colors freely when we were children. The color of the year suggested by Pantone will provide various opportunities for you. You can experience happiness with this color. I mean, it can awaken your creativity and give you confidence.” Every color is important, but by selecting the color of the year, Pantone wants to stimulate people’s sensibility to the chosen color for the year, to heighten people’s general preference for the color, and as a result, to expand the use of the color. “I do not mean that everyone needs to follow the color of the year,” she added. “Pantone’s research and predictions have earned public confidence, and Pantone’s color of the year has a strong influence on various industries, but it’s up to individual.” However, we are able to enjoy more colors due to Pantone’s color choices.

COLOR INTERIOR CREATED WITH NOROO

Leatrice Eiseman offered important advice for the interior industry. “People say we can change the mood of the home by changing curtains or decorations, but I’d say painting is the most effective method. The color of the paint determines the mood of the entire house. Painting one side of the wall or painting inexpensive furniture a new color are other methods of changing the mood in a home.” Even though, using wallpaper to cover the walls is very common in Korea, NOROO is challenging this practice. As the last part of her message, Leatrice Eiseman emphasized the importance of teaming up with NOROO. “I think that NOROO is leading the future of colors by changing people’s awareness about colors. Together with NOROO, Pantone wants to offer information about colors and inform people about the existence of various colors.”

令世界多姿多彩

潘通发布的年度代表色彩有着棱镜作用，从各个角度照射出这一色彩拥有的美丽。在意识到其独特感的瞬间，原本如空气般看不见也摸不着的色彩突然被赋予和突显出其特有的意义和个性。莉雅翠丝·艾斯曼说，这就是潘通的目的。“虽然很多人认为关于色彩自己是门外汉，但色彩其实是人类的本能。不管是谁，在童年时期，他都曾抓起过眼前摆放的各色蜡笔尽情涂抹。潘通提出的年度代表色彩只是一个契机，让人们在使用色彩的同时享受它带来的愉悦，唤醒人们的创新性，让我们拥有自信。”

在色彩中，虽然没有不重要的颜色，但通过选择年度代表色彩，触碰时代的敏锐神经，提高普遍喜好度，结果使色彩获得更加广泛地使用。“并不是说所有人都需要追随年度代表色彩。”莉雅翠丝·艾斯曼补充说明道。“虽然潘通的研究和预测拥有赫然的公信力，而且所有产业界都在加以利用，但个人的选择是自由的。”

与NOROO携手的彩色家装

莉雅翠丝·艾斯曼提出了装修领域的重要忠告：“人们认为更换窗帘和小物件能够转换家中的氛围，而我认为涂料是最有效的方法。涂料的颜色决定了家里的整体气氛。涂抹单面墙壁或给平价家具刷上颜色都是不错的方法。”在以使用墙纸为主的韩国生活环境中，这正是NOROO将要挑战的领域。

最后，莉雅翠丝·艾斯曼强调了与NOROO的合作。“我认为NOROO是改变固有认识，引领未来色彩的企业。潘通将与NOROO交流色彩信息，宣传全世界丰富多样的色彩。”



News Briefing



DUPONT WAS INVITED TO
NOROO'S SEMINAR AND POSTER SHOW



THE LAUNCH OF THE ENVIRONMENTALLY FRIENDLY
DEICING AGENT "SNOW CLEAN"

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

DUPONT WAS INVITED TO NOROO'S SEMINAR AND POSTER SHOW

On November 20, 2013, NRH invited DuPont executives to hold a seminar and poster show as a part of the technology management of NOROO Group. DuPont Korea's president, Jeong Taik Lim and other staff visited the technology institute in Anyang and were introduced to various new global products. Numerous engineers from NRH, NRP, NAC, NRB, NRC, and NCC were also in attendance. The seminar was held as a part of NOROO's joint research project through cross-workshop with global material suppliers, such as Lotte Chemical, LG Chem, BASF, and DuPont.

举行DuPont来访研讨会和Poster Show

去年11月20日，作为NOROO集团公司技术经营的一个环节，NOROO控股股份有限公司借DuPont公司到访之际，举行了研讨会和海报秀。DuPont Korea的Im Jung-taek社长等相关人士到访安养的技术研究所培训场所，介绍了各款全球新产品。本次研讨会是为了与全球主要原材料供应商乐天化学、LG化学、BASF、DuPont公司开展共同研究而举办的。NRH、NRP、NAC、NRB、NRC、NCC等NOROO集团旗下各公司的众多专家研究员和相关人士出席了本次活动。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

THE LAUNCH OF THE ENVIRONMENTALLY FRIENDLY DEICING AGENT "SNOW CLEAN"

As a new business to overcome the lean season, NRP launched its new environmentally friendly deicing agent, "Snow Clean," and held a shipping ceremony on November 12, 2013. The event was held at the Anyang plant with Chairman & CEO Ahn Kyung-soo, President Kim Soo-kyong, and other executives. While the conventional calcium chloride deicing agents cause

various problems such as road deterioration, vehicle and bridge corrosion, soil acidification, and respiratory diseases, Snow Clean does not contain calcium chloride, is easily bio-degradable, is the least corrosive, and remains effective two or three times longer than calcium chloride deicing agents.

As it is expected to have heavy snow fall more often due to recent climate changes and the fact that there are concerns that have been raised about the side effects of calcium chloride deicing agents, Snow Clean will attract much attention as an indispensable item for the winter.

推出环保除雪剂 "SNOW CLEAN"

NOROO涂料股份有限公司在冬季这个销售淡季，作为新项目推出了环保除雪剂 "SNOW CLEAN"。为纪念该新产品面市，于去年11月12日在安养工厂举行了上市仪式，NOROO涂料股份有限公司的安京洙会长、金守经社长等众多高管和职员们出席了当天的活动。目前使用的氯化钙除雪剂存在腐蚀道路、车辆和桥梁，引起土壤酸化和呼吸道疾病等问题。而环保除雪剂SNOW CLEAN不含氯化钙，在自然状态下也很容易分解，几乎没有腐蚀性，而且除雪持续力比普通氯化钙除雪剂高出2-3倍。

最近，因异常气候导致冬季暴雪现象时常发生，氯化钙除雪剂对环境的副作用也越来越备受关注，因此NOROO的环保除雪剂作为冬季必备物品，必将大受欢迎。

NOROO PAINT & COATINGS CO., LTD., DONATED SNOW CLEAN TO THE DONGJAK-GU AND GURO-GU OFFICES

As a means of social contribution, NRP donated Snow Clean to the Dongjak-gu Office on November 16, 2013, and then to Guro-gu Office on December 11, 2013. As both offices manage many hilly areas, they need the deicing agent to make it easy to move around and to prevent people from falling when it snows. As NRP's Snow Clean is more effective than conventional deicing agents and is the least corrosive and contaminating, it is expected to benefit local residents with its environmentally friendly characteristics. When Snow Clean was donated to the Dongjak-gu Office, the lawmaker, Jeon Byeong-heon (Floor Leader, Democratic Party) and Councilman Kang



NOROO PAINT & COATINGS CO., LTD., DONATED SNOW CLEAN
TO THE DONGJAK-GU AND GURO-GU OFFICES

Hui-yong (Seoul Council) attended the donation ceremony and donated briquettes. Four tons of Snow Clean (160 bags) were donated to the Guro-gu Office so that they can be fully prepared for heavy snowfalls. Furthermore, NRP will continue to carry out various activities as a means of making a social contribution.

NOROO涂料股份，向铜雀区和九老区政府捐赠 "SNOW CLEAN"

作为社会贡献活动的一个环节，继去年11月16日向铜雀区上道洞捐赠SNOW CLEAN后，NOROO涂料又于12月11日向九老区政府捐赠了SNOW CLEAN。这两个区都属于多坡地区，下雪时路面很滑，不便行走，摔伤事故时有发生，是必需使用除雪剂的地区。与普通除雪剂相比，NOROO涂料的SNOW CLEAN不仅除雪效果好，而且不会造成污染和腐蚀。希望这种环保产品能有效改善居民出行难的问题。在铜雀区上道洞的社会贡献活动中，NOROO捐赠了除雪剂和蜂窝煤，国会议员田炳宪（民主党院内总务）和首尔特别市议会姜熙龙议员等出席了该活动。此外，为应对冬季暴雪，NOROO还向九老区政府捐赠了4吨（160袋）SNOW CLEAN。NOROO涂料计划将持续开展帮困和环保等各种形态的社会贡献活动。

POSEUNG PLANT DEPUTY GENERAL MANAGER HWANG HYOUNG-SIK WAS AWARDED ON THE 51ST FIRE PREVENTION DAY

On November 9, 2013, which was the 51st anniversary of the fire prevention day, the deputy general manager of Poseung Plant, Hwang Hyoung-sik, was awarded a citation for fire safety. Hwang's contribution to the evacuation drill, regular fire safety training, and other fire safety efforts was recognized. Also, his cooperation with other companies in the Poseung Complex for the regular checkups of fire safety equipment was highly appreciated. At the same time, Ha Tae-yun, the general manager of NOROO Coil Coatings' Pohang Plant, was awarded the Ministry of Security and Public Administration Award.

浦升工厂黄炯植次长在第51周年消防节获奖

次长获得了向消防工作有功人员专门授予的表彰奖。黄炯植次长在化学



POSEUNG PLANT DEPUTY GENERAL MANAGER
HWANG HYOUNG-SIK WAS AWARDED
ON THE 51ST FIRE PREVENTION DAY

工厂内开展的预防火灾引导训练、紧急情况发生时职员的应对要领、定期火灾预防培训等训练活动获得了高度评价。此外，通过与浦升工业园周边企业的定期“相生合作”，进行消防安全设施检查，也获得了极高评价。另外，NOROO卷钢涂料浦项工厂的河泰闰部长也在该领域获得了安全行政部长官奖。

NOROO PAINT WAS INDUCTED INTO THE KOREA STANDARD ASSOCIATION'S HALL OF FAME

On November 28, NRP was selected as 2013's quality-competitive company at the National Quality Management Convention for the 12th consecutive year. As such, NRP was also awarded a plaque by the Ministry of Trade, Industry, & Energy and was inducted into its hall of fame. Since NRP was selected as a quality-competitive company by the Korea Standard Association, it is exempted from product evaluation during the KS certificate post management evaluation and the company receives additional points when it joins a bid for a Public Procurement Service.

A quality-competitive company is selected by an evaluation group that is composed of experts from industries, universities, and institutes. The group visits and evaluates each company based on the quality competitiveness assessment index and openly reevaluates the company's self-assessment. This program is applied to manufacturing, construction, and public service areas and promotional supports are given to the companies that have been selected as quality-competitive ones.

NOROO涂料股份，登上韩国标准协会名誉殿堂

NOROO涂料因在2013年品质竞争力优秀企业中连续12年（13年选定）被选定为优秀企业，于去年11月28日在国家品质经营大会上获得由韩国产业通商资源部颁发的选定牌，荣登名誉殿堂。该名誉的活动使NOROO涂料在KS认证监督管理审查时可免除产品审查过程，并且在参加采购厅（国家集市）服务投标时，可享受加分的待遇。品质竞争力优秀企业选定制度是由产、学、研专家集团组成评估团，到访企业现场，根据品质竞争力评估指标，确认企业自行评估的内容，公开进行重新评估并予以公布的制度。该制度以制造业、建设业、公共服务业为对象，向海内外宣传被选定的企业，帮助其拓宽销路。

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NOROO PAINT WAS INDUCTED INTO THE KOREA STANDARD ASSOCIATION'S HALL OF FAME

NOROO PAINT PAINTED STREETS IN SINCHON

NRP's installation team applied its stencil spray technique (MMA [Methyl Meth Acrylate] NOROO WAY B-PT [20KGX230EA]) to streets in Sinchon, Seodaemun-gu, Seoul. Following special street projects in Uijeongbu and Bucheon, NRP painted the 3,100㎡ long streets in Sinchon to improve its beauty and visibility and to prevent accidents. The MMA paint was developed and commercialized by NRP for various markets and has been great success. Currently, other competitors are investing in MMA markets. Due to the fact that NRP's MMA is highly competitive already, MMA is expected to rapidly grow in both domestic and global markets.

NOROO涂料，建造新村特殊街道

NOROO涂料施工项目组在首尔西大门区新村街道周边的步行街，采用喷漆方法[MMA(Methyl Meth Acrylate) NOROO WAY B-PT(20KGX230EA)产品]进行了施工。继议政府、富川市等特殊街道建造后，为了提高新村步行街的美感和能见度，预防安全事故发生，使用NOROO涂料的产品粉刷了总面积为3,100㎡的道路。本次使用的MMA防滑铺装材料产品作为NOROO涂料开发的新商品，打破了过去仅在特定市场销售的局面，通过开发出符合多样市场的产品，成功攻占了夹缝市场。尽管竞争公司也对潜力巨大的MMA市场表示出极大的兴趣也进行了大量设备投资，但由于NOROO涂料MMA产品在产品质量方面已经拥有了竞争优势，预计该产品不仅在韩国，在海外也将呈现出极大的增长势头。

CHINCHIN NOROO AWARDED WEB AWARD KOREA

NOROO Paint's official blog, Chinchin NOROO, was awarded the best award in the area of corporate blogs at the 2013 10th Web Award Korea. The Web Award Korea event is hosted by the Korea Internet Professionals Association, under the Korea Communications Commission, which is composed of Internet experts from various areas. For a year, over 30,000 online members, 2,000 general evaluators, and 100 professional evaluators select the most innovative and excellent blog from among countless Korean websites. Chinchin NOROO, which is different from ordinary blogs, was renewed last May as Korea's first social blog where various stories

from NRP are shared and where visitors can communicate with each other freely. Also, in 2014, Chinchin NOROO's mobile app will be developed for smartphone users. This will help NRP get closer to the public. The other corporate blog winners at the 2013 10th Web Award Korea were Samsung Life, Canon, and Coca Cola.

博客亲亲NOROO，获得Web Award Korea大奖

NOROO涂料的官方博客“亲亲NOROO”在“2013年第10届Web Award Korea”上获得企业博客优秀奖。Web Award Korea是由各领域互联网专家组成的广播通讯委员会下属的（社）韩国互联网专家协会（KIPFA, Korea Internet Professionals Association）主办，每年由3万余名互联网专家协会在线会员、2千余名普通评估会员和100余名产学网站专业顶尖评估委员进行审查，从众多韩国网站中选出最具创新性的优秀网站进行颁奖。亲亲NOROO摆脱普通博客形态，作为韩国最早的社交博客，于去年5月全新改版，除NOROO涂料的各种故事外，作为博客到访人员之间自由沟通的空间，获得了极大的关注。此外，2014年NOROO还计划制作亲亲NOROO手机版网页，使更多人能够轻松访问亲亲NOROO，对NOROO涂料加深了解。“2013年第10届Web Award Korea”上，三星生命、佳能、可口可乐也同时（企业博客）获奖。

NOROO BEE Chemical Co., Ltd.

NOROO碧化学有限公司

NOROO BEE CHEMICAL CO., LTD., AWARDED THE USD20 MILLION EXPORT TOWER AWARD

NOROO BEE Chemical Co., Ltd. was awarded the USD20 million export tower award during the 50th Trade Day on December 5, 2013. Hosted by the Korea International Trade Association, the Trade Day Awards recognizes companies that made great contributions to developing overseas markets and increasing exports dramatically. Despite the sluggish global economy and hardships in the domestic market, excellent quality and hard work by its employees enabled NRB to win the USD20 million export tower award within three years of receiving the USD10 million export tower



NOROO BEE CHEMICAL CO., LTD., AWARDED THE USD20 MILLION EXPORT TOWER AWARD

award in 2010.

According to CEO Byeon Jung-kwon, this award is more meaningful since it recognizes NRB's net direct export rather than local export. He also expects the exponential growth of NRB's overseas companies to give NRB the USD30 million export tower within two years and NRB to continue to play a key role in NOROO's global market development.

NOROO碧化学，获得“2千万美元出口塔”大奖

去年12月5日，NOROO碧化学在“第50届贸易节”上获得了“2千万美元出口塔”大奖。由韩国贸易协会主办的“贸易节颁奖仪式”，以对海外市场开拓和出口增加做出突出贡献的企业为对象，计算其出口额，颁发出口塔。NOROO碧化学在全球经济停滞和韩国市场陷入困境的情况下，仍凭借优秀的产品质量以及管理人员、职员们的诚实和努力，使出口额上升两倍，继2010年获得千万美元出口塔后，时隔3年再次荣获本项大奖。卞正权代表理事在“2千万美元出口塔”获奖感言中表示：“本次NOROO碧化学的2千万美元出口业绩并非LOCAL出口，而是纯粹直接出口性质，因此更具意义。NOROO碧化学依靠当前海外法人的爆发性发展势头，确信将在2年内获得3千万美元出口塔大奖，继续起到NOROO集团海外项目发展的带头作用。”

NOROO Automotive Coatings Co., Ltd.

NOROO汽车涂料有限公司

SELECTED AS THE 2013 SUBCONTRACTOR OF THE YEAR BY HYUNDAI/KIA MOTORS

On January 10, Hyundai/KIA Motors selected NOROO AUTOMOTIVE COATINGS CO., LTD. (NAC) as the 2013 Subcontractor of the Year. Hyundai/KIA Motors selected the best subcontractors in 11 categories from out of its 366 subcontractors. NAC was named the best subcontractor in the category of subsidiary materials and was awarded at the general meeting of Hyundai/KIA Motors' subcontractors. As Hyundai/KIA Motors is also partnered with a global paint company, NAC's award in this category of subsidiary materials is even that much more meaningful.



NOROO AUTOMOTIVE COATINGS CO., LTD. SELECTED AS THE 2013 SUBCONTRACTOR OF THE YEAR BY HYUNDAI/KIA MOTORS

“This award has been made possible thanks to all of the employees' hard work and sweat,” said NAC CEO Yang Jung-mo. “This is the result of our commitment to improving our quality and competitiveness, conducting continuous research, and ensuring customer satisfaction.” With this award, NAC will work hard to position itself as the top automotive paint maker. It will be reborn as such due to change and innovation.

被选为现代起亚汽车“2013年度优秀合作公司”

1月10日，NOROO汽车涂料被现代起亚汽车选为“2013年度优秀合作公司”。现代起亚汽车在366家合作企业中，分为11个部门评选优秀合作公司，NOROO汽车涂料被选为辅料部门的优秀企业，并在现代起亚汽车采购合作公司大会上获奖。值得一提的是辅料部门中全球知名涂料企业也在参与供应，NOROO汽车涂料力压众多知名企业，第一次在辅料部门获奖，可谓意义更加深远重大。NOROO汽车涂料代表理事梁政模（Yang Jung-mo）表示：“因为有全体员工的辛勤汗水和努力，我们今天才能获得这个大奖”，”。在梁代表的并发表获奖感言中：“我认为，这是所有员工带着对公司一直倡导的针对平时不断实践的‘提高品质竞争力、坚持不懈地开展研究活动、实现顾客感动’等的使命感和主人公意识、竭尽全力做好本职工作的成果。”NOROO汽车涂料将以本次获奖为契机，为奠定占据“通过变化和创新，成长为汽车涂料TOP制造企业”奠定坚实的基础的基石。

NOROO Loginet Co., Ltd.

NOROO物流有限公司

DAEJEON AUTOMATED WAREHOUSE SELECTED AS THE BEST FIRE SAFETY COMPANY

NOROO Paint's Daejeon automated warehouse was selected as the best fire safety company and awarded by the National Emergency Management Agency during the 51st Fire Safety Day on November 9, 2013. With a recommendation from the Dongbu fire station, the Daejeon automated warehouse was audited by the fire safety company, Dongbu fire station's safety manager, and the hazardous substance manager particularly its fire safety facility and management, and its excellence in management was

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IPK PARTICIPATES IN KORMARINE 2013

recognized. Assistant Manager Ahn Kwang-duk received the award on behalf of NOROO.

大田自动化仓库被选为消防安全管理优秀企业

2013年11月9日，在消防节51周年之际，NOROO涂料股份有限公司大田分店的自动化仓库被选为消防安全管理优秀企业，获得消防防灾厅奖。大田分店的自动化仓库在东部消防署的推荐下，接受了包括大田消防外部设备企业和东部消防署安全管理者、危险品负责人对仓库的消防设施和管理状态等各项检查，消防管理的优秀性获得认证，仓库负责人NOROO物流有限公司的安广德代理也同时获奖。

IPK Co., Ltd.

IPK有限公司

IPK PARTICIPATES IN KORMARINE 2013

IPK participated in KORMARINE 2013, which was held for four days from October 22 to 25 at BEXCO (Busan Exhibition & Convention center). Since 2001, this is IPK's 7th time to participate in KORMARINE, a biannual event dubbed one of the four international shipbuilding and ocean industry exhibitions.

Following the opening event on October 22, the customer seminar themed "Delivering Performance through Innovation" was held in Nurimaru on October 23. Before the seminar, RS Platou Korea President Won-gang Ki delivered a keynote speech on the theme "General Shipping Market & Eco-Ship." Afterward, Michael Hindmarsh, global marketing manager of International Paint, and Lee Sang-young, manager of IPK's new shipbuilding sales team 3, introduced Intercept® 8000LPP and Intersleek® 1100SR, the new products launched late February, and discussed the operating records for the last seven months including Intertrac, which can track the routes and fouling risks of ships around the world. The patent application for Intertrac has been filed. SBU Marine Coatings Director Oscar Wezenbeek also joined the opening ceremony and customer seminar to deliver his thanks and greetings.

During the four-day exhibition, IPK's booth had over 800 visitors who ap-

preciated the booth design and staff's response manners. IPK finished KORMARINE 2013 successfully by reconfirming its leading position in the M&PC sector.

参加“2013年KORMARINE”展览会

“2013年KORMARINE”展览会于去年10月22日至25日在釜山BEXCO举办，展期4天。“KORMARINE”作为国际造船和海洋产业领域的全球四大展会之一，每两年举办一次。IPK自2001年开始，已连续七年参加该展览会。

展览会于22日开幕，23日在Nurimaru召开了主题为“Delivering Performance through Innovation”的客户研讨会。研讨会召开之前，RS Platou Korea的奇源康社长发表了主题为“General Shipping Market & Eco Ship”的演讲。接着，International Paint的Global Marketing Manager Michael Hindmarsh和IPK新造船营业3组的李相荣课长，针对去年2月面市的新产品Intercept® 8000LPP和Intersleek® 1100SR进行了说明。此外，还针对过去7个月间的业绩和能够连接追踪全世界船舶航路和污染危险程度的Intertrac进行了介绍。目前，Intertrac正在申请专利。SBU Marine Coatings的董事Oscar Wezenbeek先生也参加了本次活动的开幕式和客户研讨会并致辞。

为期4天的展览会，共有超过800名的参观者到访IPK展台。对于展台设计和IPK职员们的礼仪，参观者给予了高度评价，再一次确定了IPK在M&PC领域的市场主导地位，就此“2013年KORMARINE”成功闭幕。

Behind Cut

01.

Wait! NOROO prosumers! We have something to show you! Because you have good intuition, you will be able to distinguish the high quality of NOROO's vivid paints.

稍等一下，NOROO的专业消费者们，先别走！让我先将向您展示一下实力！眼光、手艺，样样出色的NOROO专业消费者们！这就是环保而且色彩又鲜明的NOROO涂料的独特魅力，活灵活现地突显了小玩意的趣味！^^

02.

Jo Yong-geol, the assistant manager of NOROO Holdings Co., Ltd., and his wife exchange punches of love. They send each other strong love. Hopefully, with your punch of love, you will hit the jackpot in 2014!

互相挥舞爱之拳头NOROO控股股份有限公司Cho Yong-geol代理夫妇，拳头中握着的爱情显得十分浓烈呢？希望他们牢固地攥着爱的拳头，2014年度过幸运无比的日子！

03.

The design team of NOROO Automotive Coatings Co., Ltd. is gathered together. They act as microscopes and spectrophotometers and meticulously analyze various colors and countless materials. This is where the change for 2014's new automobile colors begins.

NOROO汽车涂料设计组的目光汇集在一起。他们用双眼解析世界上的各种色彩，辨别无数的原料，他们的眼睛有时是显微镜，有时又成为测色仪。2014年汽车色彩的变化将从他们的眼中开始。