

NOROO Quarterly Magazine | Autumn, 2013

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ENGLISH & CHINESE EDITION

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Behind Cut

PurpleSPECIAL THEME

Beyond the Boundary

Different may be the best word to describe “purple.”
Red and blue are combined to create purple, which symbolizes the integration and connection between reason and emotion, passion and cold-heartedness, and man and woman.
As the last color of the rainbow, purple dreams of color beyond the boundary.

紫色，色彩的边界

异质意为“性质不同”，最符合这个词的色彩毫无疑问就是紫色。
由红色与蓝色这两种对立颜色融合而成的紫色是集感性和理性、热情和冷静、男性和女性等异质于一体的颜色。
位于彩虹的最下端，作为色彩的边界，象征梦想的颜色就是紫色。

Unfamiliar Encounter Unique Purple

When the dark night turns into blue dawn, and the red twilight becomes black sky, there is purple. Since purple is born from a conflict between two extremes, it becomes the solution to the conflict, symbolizing uniqueness. From purple ocean to sorrow, various objects and phenomena reveal purple's true identity.

REMARKABLE PURPLE

A few years ago, a cow shook the marketing industry. In his book “Purple Cow,” Seth Godin explained how to transform the business by being remarkable and cited a purple cow as an example, saying that a purple cow will stand out among hundreds of cows. Note that he mentioned a purple cow – not a red or a blue one – because P is the first letter in marketing elements such as product, pricing, promotion, and positioning. Red and blue are common colors in the advertising sector. If a red or a blue cow was used, people would think that a cow is used for advertising. On the other hand, a purple cow makes people think, “Why purple?” According to Godin, the riskiest is the safest. The uncommon and unstable purple can be the strongest. Moreover, the purple ocean is different from the most dangerous market, red ocean. By combining the extremely competitive market – red ocean – with the unchartered market, blue ocean, the purple ocean is created; it is a market where new products are created by renovating old ones or new sales strategies are implemented. Examples of the purple ocean are premium coffee mix, wall-mountable compact drum washer, and substandard-turned-premium cookie. In his book titled “Do You Know the Purple Monkey?” copywriter Yun Byeong-ryong introduced the result of an experiment: when imagination was given free rein, the final result was the purple monkey. This lends credence to the purple cow's attractiveness. Similarly, when it thinks of things not yet experienced before, the brain works differently. Similarly, to associate purple with monkey, the brain should work differently. In the purple ocean, the marketer should have such brain movement.

PURPLE FOR SADNESS AND SORROW

In the past, purple was created from snails. The mucus of purple snails was boiled and extracted. It was then used for dyeing things in purple. Since purple does not fade even with repeated exposure to the sun, it symbolized eternity; due to its rarity, it was used only by the ruling class. In the Roman Empire, purple clothes were to be used only by the emperor, empress, and successor to the throne. High-profile nobles could use purple only for decorations. In particular, Julius Caesar ordered that purple should be used only by him, and that the death penalty would be meted out to other people using purple. A few years ago, this story was employed for a commercial to promote the premium VIP credit card. Purple is also used as bridge between heaven and mankind since it is created by combining blue (sky) and red (blood). Thus, in Christianity, purple means resurrection as well as repentance. Catholic churches use purple as a symbol of repentance, sorrow, and patience. During confession, the priest wears the purple stole. Likewise, during Lent, the priest wears the purple ritual cloth to preside over the mass. As to the colors mentioned in the Bible, purple appears the most (13.5%) next to red (20%). In Korea's modern history, purple was used as a symbol. On March 1, 1976, the declaration of democracy was made as a show of Anti-Yushin movement. When participants in this declaration were tried in court, the families of the accused wore purple clothes and sold purple shawls. As such, the Korean government banned the selling of purple yarns. Similarly, purple is used to express something unique and different, a victory over hardship. The symbolism of purple comes from its rarity and religious and historical connections. Today, purple is more freely used thanks to its uniqueness.

另类的紫色

几年前，一只牛出现在营销行业中，一时间成为了热门话题。在赛斯·高汀（Seth Godin）的著作《紫牛》中，阐述了营销法则中不同寻常（remarkable）的重要性，并举例说明如果数百只牛中间有一只紫牛，将会极其吸引人们的眼球。不是红牛，不是蓝牛而是紫牛，这不仅因为Purple（紫色）符合Product（产品）、Pricing（价格）、Promotion（推广）、Positioning（定位）等P法则，而且紫牛还能够给人带来另类的感觉。试想一下也确实如此。红色和蓝色等具有代表性的原色已经被广泛应用于广告界。如果是红色的牛或者蓝色的牛，人们会普遍认为“哦，这是用牛在做广告”，并不会留下特别的印象；相反地，如果是紫色的牛，大家都会很诧异“为什么会有紫色的牛？”。赛斯·高汀曾说过，最危险的就是最安全的。抛开惯用色彩，采用另类的颜色，紫色才是最抢眼的。

紫海战略中的紫色也是指危险性最高的市场，与红海战略有很大的不同。所谓紫海，是竞争激烈的红海和竞争者还未及开辟的蓝海的混合区域，是在红海的基础上转换思路开发衍生商品，或者利用不同的销售战略开辟的新市场。在速溶咖啡的基础上开发的原豆速溶咖啡、由滚筒洗衣机衍生出的微型壁挂式滚筒洗衣机、从垃圾食品变身安全食品的高档饼干等等，这些都是紫海战略的成功案例。

尹炳龙在《你知道紫色猴子吗？》一书中提到了一个实验结果。如果让人们在没有任何条件束缚的情况下自由地去想象一个事物，大多都会想象一只紫色的猴子。这一结果也让上面紫牛的凸显效应更具说服力。书中解释说，人们在思考实际没有经历过的事物和经历过的事物时，大脑活动是不同的。为了将紫色与猴子联系在一起，大脑需要做出与平常不同的活动。紫海战略的营销人员也要像大脑一样完成这一变化。

悲伤与悔恨的紫色

古代的紫色是用蜗牛制成的。将居住在大海的刺蜗牛的腐烂粘液用水烧开，用其提取物进行染色，然后放在阳光下晒干，最后得到的颜色就是紫色。由于已经在阳光下暴晒，不存在阳光下褪色的现象，因此紫色成为永远的象征，具有宝贵的价值，当时也只限于皇帝和主教、红衣教等统治阶层使用。在罗马帝国，只有皇帝、女王和皇位继承人才能穿着紫色服装，将军和高官只能将紫色用于装饰。而凯撒大帝更是规定只有自己才可以穿紫色衣服，其他人如果穿着紫色服装，便处以死刑。这一轶闻几年前还曾被用于广告中。此外，年费达数十万韩元的VIP信用卡也是紫色的。

紫色是象征天空的蓝色与象征人类血液的红色的中间色彩，代表着天空与人类相连的高贵形象。基督教中紫色代表耶稣复活，也表现为罪人的悔改。紫色在天主教会的典礼中象征着忏悔、悲伤和忍耐，进行告解时，神父将紫色圣带垂下，在四旬斋期等时期，用紫色法衣做弥撒。圣经对颜色出现频率的记录中，红色为20%，而紫色紧随其后，占13.5%。韩国近代史上，紫色也曾被用做一种象征。这是37年前，通过重审获得无罪判决的1976年3·1民主救国宣言时期的故事。自9号紧急措施发动后，开始掀起反维新运动，其中一项运动就是在明洞教堂发表3·1民主救国宣言，在对此进行公审时，被告人的家属身穿象征苦难的紫色韩服，在法院周边游行，并出售紫色方巾。为此，政府曾一度禁止买卖紫色丝线。

如上所述，紫色并不是一个平凡的颜色，在展示与众不同的个性构思与变化，以及苦难中的灵魂修炼、胜利的时候，常常用到紫色。紫色的另类虽然来源于稀有和宗教性历史，但如今紫色因颜色本身的个性获得关注，同时象征着自由。

陌生的邂逅，与众不同的紫色

从漆黑的夜晚到灰色清晨的渐强，从红色晚霞到谧黑星空的渐弱，这些变化中都有紫色的存在。在极与极的碰撞中产生的紫色既是对立的两端，又因这种对立而成为个性化的象征。从紫色海洋到悲伤的紫色，紫色所形容的事物和现象才是所谓的与众不同，这也正是紫色的特征。

Eye-Catching Good for the Eyes, Purple

In the survey on color preference, purple ranked high. Though eye-catching and attractive, purple is hardly selected for home appliances or automobiles. This is because purple stands out too much, overshadowing practicality. Nonetheless, purple’s beauty and uniqueness are well cherished in some products.

抢眼的紫色， 有益眼睛的紫色

据说紫色在色彩的印象度调查中得到了高分。由于过分抢眼，恐怕会掩盖了产品的实用性，紫色反而在家电产品和汽车等领域受到冷落。然而，有一些产品则完整保留了紫色的天然美和独特性，充分发挥了紫色的功效。



01



PURPLE COW AND MILKA

The purple cow had existed long before Seth Godin made mention of such. In Europe, this purple cow can be seen easily on the chocolate display in the supermarket. Born in 1901 with a symbol of pale purple cow, Milka chocolate boasts of 112 years’ history. Made with fresh milk from the Alps, Milka was named one of the 10 most influential brands in Europe, and its purple package is protected by a color trademark. It was easily seen in Korea. Since the domestic chocolate market was launched, however, Milka could hardly be found. If Milka finds its way to Korean supermarkets, it will definitely stand out.

紫牛， 妙卡

在赛斯·高汀提及紫牛之前，紫牛就已经存在了。在欧洲，这只紫牛随处可见，它就在超市里的巧克力架上。以淡紫色花斑奶牛做象征的巧克力——妙卡(MILKA)诞生于1901年，拥有112年的历史，悠久的传统让这款牛奶巧克力备受人们的喜爱。妙卡(MILKA)选用阿尔卑斯山脉的新鲜牛奶制成，在欧洲被选为最具影响力的十大品牌之一，拥有极高的人气，据说其紫色的包装纸被认定为色彩流行商标，受到相关法律的保护。在韩国，过去也能见到妙卡巧克力，但是随着韩国本土巧克力产业的不断壮大，妙卡变得难觅踪影了。如果妙卡也登陆韩国超市，相信它的紫色包装也会吸引韩国消费者的眼球。

02



AMETHYST

Everybody thinks of amethyst when it comes to purple jewel. In the west, since amethyst symbolizes wealth and virtue, and it is believed to protect people from evil, it is used for various pieces of jewelry. In Korea, amethyst began to be mined in the Three Kingdoms Era, and it was used for necklaces and other accessories. Korea’s amethyst is recognized for its quality in the world. Korea used to have a big amethyst deposit; during the Japanese colonial rule, however, since it was mined massively to decorate the Japanese emperor’s palace, high-quality amethysts were depleted. Mines in Ulju-gun, one of the best amethyst mining areas, have been renovated as tourist attractions for amethyst history and cave exploration.

紫水晶

说到紫色宝石，大家脑海里都会浮现出紫水晶。紫水晶在西方象征着财富和福气，被认为拥有抵御恶魔的力量，用于各种饰品的原材料。韩国自三国时代起就开始采掘紫水晶，制成项链或饰物等。韩国的紫水晶堪称世界第一，美丽、质佳、量多，尽管与金、银相比，它属于常见的宝石。但在日本帝国时代，因日本天皇室象征色为紫色，日军将紫水晶大量采掘运出，导致紫水晶资源几近枯竭，令人非常惋惜。曾经的代表性生产地蔚州郡的采掘洞窟目前已被改造为景点，向人们展示紫水晶的历史，还可以体验洞窟探险等活动。

03



ANTHOCYANIN AND BLUEBERRY

Though called blueberry, blueberry is actually purple and is rich in anthocyanin. Anthocyanin makes flowers or fruits red, blue, or purple, helps remove oxygen free radicals, fights cancer, and revitalizes the eyes. Aside from blueberries, eggplants, grapes, onions, tomatoes, watermelons, and cherries are high in anthocyanin. In her book “Color Secrets,” color therapist Mary Lambert said that purple food stimulates the pineal gland under the brain to provide nutrition to spiritual and creative body parts. Why not add blueberries to your cereals or black beans to rice to clear your eyes and stimulate your brain?

花青素与蓝莓

蓝莓的名称中虽然含有“蓝”字，但实际为紫色，是典型的紫色系食品。蓝莓因蕴含丰富的花青素而备受人们的喜爱。花青素是花或者水果中用于显示红色、蓝色、紫色等的色素，能够清除人体内部的衰老元凶——活性氧，拥有抗癌功效和恢复眼部疲劳的功效。除蓝莓外，茄子、葡萄、紫色洋葱等以及西红柿、西瓜、樱桃等红色系食品也含有丰富的花青素。色彩治疗师玛丽·莱姆伯特（Mary Lambert）在其作品《与众不同的色彩物语》中提到，紫色食物的能量能够刺激位于大脑下方的脑上腺，给支配精神和创造性的身体部位提供营养。在谷物中加入蓝莓、在白米饭中加入黑豆，既可吸引眼球又能刺激大脑，何乐而不为呢？

04



WITCH'S PURPLE

Purple is a sacred color. If used in a dark way, however, it becomes the color of superstition and witchery. Magicians, witches, and fairies are often portrayed in purple. This is particularly true in Disney's animations. In “Little Mermaid,” the witch Ursula is purple with a little grey. In “Sleeping Beauty,” the evil fairy wears a purple and black dress, and the dragon protecting the castle is colored purple. In “Snow White,” the queen dressed in purple asks the mirror, “Who's the fairest?” In “Monsters, Inc.” spooky, evil Randall is colored purple. That's why the witch costume for Halloween is usually purple.

魔女的紫色

若将代表神圣感和信仰的紫色用于阴暗面，它也可以看作是迷信和魔法的色彩。人们常用紫色来装扮魔法师、魔女、妖精，在华特迪士尼的动画片中更是如此。《小美人鱼公主》中的魔女乌苏拉的皮肤颜色以灰紫相间来呈现，《睡美人》中登场的坏妖精也身着紫黑相间的礼服，守护城门的龙也是紫色的。《白雪公主》中的魔女王妃也常常身穿紫色礼服，站在镜子前问：“这个世上谁最漂亮！”。皮克斯动画《怪兽电力公司》中令人起鸡皮疙瘩的恶棍蓝道也是紫色的。不知是否因为如此，万圣节的代表性魔女服装也主要使用紫色。

05



MANCHURIAN VIOLET

The Manchurian violet is the messenger of spring. Various poets including Ahn do-hyun wrote poems about this flower. Its Korean name is swallow flower since it blossoms when swallows fly to Korea. Note, however, that it is also called the barbarian flower since it looks like the barbarian hairstyle, or it blossomed when the barbarians' attack became frequent. In the past, Korea must have been frequently troubled by barbarians' intrusion for this little flower to be called the barbarian flower. Today, we no longer experience barbarians' intrusion, and swallows can rarely be seen, yet the Manchurian violet still blossoms to let us know spring is coming.

胡夷花，燕子花

告知春天来临的大地的紫色精灵——燕子花是一种让人倍感亲切的野花。安度眩等诗人曾为其作诗。燕子花之所以取名如此，是因为春天燕子从南方飞来时，花朵大片绽放，由此被称为燕子花，燕子花还有一个名字叫做胡夷花，据称这是因为花的背影与蛮夷的辫子很像，还有称是因为燕子花开时分，正是北方蛮夷频繁入侵的时候，因此取名为胡夷花，两种说法都与胡夷有关。据说当时的人们看到甲鱼，甚至是锅盖都会害怕，可见当时人们因外敌入侵而饱受折磨，以至于看到小巧轻扬的燕子花的背影，也能联想起蛮夷。如今，幸运的是没有了蛮夷，可惜的是再也不见了燕子，只剩下燕子花和我们一起迎接春天。

06



MOBIUS SYNDROME

On a certain day, people wear the same color of cloth to show their opinion and thought. There is also a day for purple clothes. January 24 is the day for Mobius syndrome patients. Mobius syndrome is a congenital disorder wherein a person cannot make facial expressions or move the eyes freely due to facial paralysis. The ankles are also bent inward. As of 2013, there are four Mobius syndrome patients in Korea. The Mobius Syndrome Foundation in the US set the day to raise awareness of the Mobius syndrome. This is to support patients who cannot express their feelings through the face. Remember January 24 for those who are smiling on the inside.

牟比士综合症

人们在特定的日子和场所穿着特定颜色的服装，表达自己的主张和思想。在这些日子中，也有规定穿紫色服装的日子，这就是1月24日——牟比士综合症患者日。牟比士综合症患者是指因脸部神经麻痹导致无法做出表情、瞳孔无法自由转动的先天性的罕见疾病。脚踝朝身体内部弯曲也是牟比士综合症的特征之一。截止至2013年，韩国约有4名牟比士综合症患者。美国的牟比士综合症基金会为了宣传这一疾病，以获得大众的理解，规定在一年中的一天，穿着基金会的象征颜色-紫色服饰，以激励患者，引导大众体验无法表现自身感情的痛苦和不安。为了在面无表情背后会哭会笑的他们，请记住1月24日。

An Interview with CEO of IPK Co., Ltd.

IPK Co., Ltd. CEO Kang Oh-soo

Every one knows that crisis provides opportunity. But only those who are ready can make the best of an opportunity. IPK Co., Ltd. is a perfect example of just that. They made a daring move in 2008 by moving their headquarters and declared their dedication to emergency management in preparation for harder times during a booming economy. Their exports hit the \$200 million mark in 2012 and they won the Export Tower Award. 2013 will be another great year for IPK. We were lucky to be able to interview Kang Oh-soo, the CEO of IPK.

走进名牌企业（株）IPK

（株）IPK代表理事康午秀社长采访后记

众所周知“危机就是机会”，然而能够牢牢抓住机会的人只有那些做好充分准备的人，（株）IPK所取得的成绩很好地证明了这一点。2008年,IPK果断将总公司迁移，在繁荣时期反而宣布进入紧急经营状态，旨在为未来做好准备。2012年，IPK荣获出口创汇2亿美元大奖，2013年又将创下另一个成长神话，为了寻找（株）IPK蓬勃发展的秘诀，我们与康午秀代表展开了面对面的交谈。

OUR COMPANY AT IPK CO., LTD.

“There was an increase in demand for marine coatings with the establishment of shipyards in the 1970s. International Paint, a United Kingdom-based paint company, began a joint business with NOROO, one of the first companies to manufacture marine coating in Korea in the 1980s. That is how IPK came to be. Our company culture comes from International Paint while our management philosophy was adopted from NOROO. The early employees gave us a sturdy foundation to build upon.

CEO Kang referred to his company as “us today” during the interview while he explained the company history. It hints at his style of management - he keeps his office door open to make it easier to communicate with his employees. “We have had many competitors that began a joint business to penetrate the market. IPK has become a model example of joint-venture companies thanks to our dedicated employees.”

He said that he always dreamed of a fun working environment. Working always accompanies stress but if work is fun, it eliminates stress. Kang added, “Happy employees are dedicated to their work and are loyal to their company. That virtual circle is part of GWP, our company vision.” GWP stands for Great Work Place and it is an important part of IPK’s vision that was declared in 2010. This vision is also created by all IPK staff under their agreement.

There is a long list of group activities organized by the company such as an Innovative Fair, Compliment Relay, volunteer work, end of the year parties with family, and field visits. The results of a work place satisfaction survey conducted at IPK recorded very high marks, which were even higher than that of the average top 500 companies around the world. It is a testimony to IPK employees’ love for their company. Their company culture has been the subject of an in-depth report conducted by the Ministry of Employment and Labor and it won them the Model Company Award (Bareungieop Sang) in 2009 for transparent, by-the-book management.

IPK is not just a company with a great working environment. They won the Tower Award for exceeding \$200 million US dollars in exports. Such achievement would not have been possible without excellent teamwork. CEO Kang says, “Our customers compliment our staff for their professionalism and devotion. That is because we are a company that strives for perfection.” From company culture to service and product quality, IPK outperforms most of its competitors.





我们就是（株）IPK

“20世纪70年代，韩国的造船厂如雨后春笋般崛起，对船舶涂料的需求也随之迅速增加。于是在1980年，英国国际涂料公司与当时韩国率先进军船舶涂料市场的NOROO合作，成立了今天的（株）IPK。英国国际涂料公司的文化与NOROO的经营哲学完美融合，并通过前辈们的努力，不断巩固，创造了今天的我们。”

康午秀代表介绍了IPK的历史，并用“今天的我们”自称。与康代表的交谈中，不难发现他非常注重沟通，他的办公室门一直是敞开的，就是为了倾听员工的意见，这也是他的经营哲学。康午秀代表表示：“我们公司成立之后，其他公司也纷纷成立合作公司，成为了我们的竞争对手，但作为合作企业的成功典范，目前IPK依然能够得到认同，这全部得益于我们的员工。”

康午秀代表表示，自参加工作以来，一直希望“营造快乐的职场生活”。因为工作时常伴随着压力，而快乐的职场恰好能够抵消压力。“若能营造快乐的工作氛围，员工必然会努力工作，令公司茁壮成长。也正是这种良性循环，创造了我们的规划之一GWP。”康午秀代表所提到的GWP是“Great Work Place”的缩写，是2010年IPK所宣布的规划的一部分，也代表了IPK全体员工的意愿。

此外，公司还举办了内部创新展览会、称赞接力赛、志愿活动、年终家庭聚会和现场参观等各种活动，在职场满意度问卷调查中，IPK的分数远超于世界500强企业的平均分数，再次验证了公司强大的团队精神和员工对公司的热爱，这也让其他公司羡慕不已。同时，IPK凭借其透明的正道经营荣获韩国经实联（经济正义实践市民联合会）的外国企业公道奖（2009）等各项意义深远的大奖，并成为韩国雇佣劳动部的长期密切采访对象。

上面的种种成就都得益于被称为“我们”的员工所付出的汗水和努力。康午秀代表称：“经常听见顾客称赞我们的员工诚实绅士。”对此，康代表解释说“因为我们IPK是名牌企业”。从公司文化到服务、产品力等，在各个领域均实现了差别化，这就是（株）IPK。



TURNING CRISIS INTO OPPORTUNITY

What defines a great company is its readiness in times of crisis, insight, and effort to overcome difficult obstacles. IPK is exactly that. NOROO’s Founding Chairman Han Jeong-dae predicted the explosive growth of the marine coating industry and expanded a paint factory located in Gyeong-sangnam-do that was in close proximity to major shipyards. Then its headquarters moved from Anyang to Busan for faster client service despite much opposition. IPK began a research center in Geoje-do to develop more climate-resistant paint. Even when the ship-making business suffered a blow along with the marine plant industry, IPK knew how to turn their disadvantage to an advantage. IPK declared emergency management during the ship-making heyday as part of their innovation campaign. When most companies struggled to exist, IPK continued to grow with an aggressive strategy.

“Preparing for crisis and insight was NOROO’s foundation spirit, and it has always been IPK’s core philosophy. It has been handed down by our predecessors and continues to live in the hearts of all IPK staff. I only utilized our tradition,” stated CEO Kang, giving his employees credit again. The company has always put their employees first, as seen in their book on IPK history, which published to celebrate the company’s 30-year anniversary. The book ends with a page that says, “IPK is my forever companion and base camp that represents hope and a challenging spirit.”

“I am always grateful to our trusting clients, shareholders, and hardworking staff. I want my staff members to come into work whistling in the morning. “IPK will continue to realize its vision of a ‘quality company which puts customers first for their future value’,” CEO Kang finished his interview with a statement about his hopes and future goals. But there is no finish to IPK’s growth, only confident strides towards the endless blue sea.



化危机为契机

在伟大的企业历史中，存在着各种危机瞬间，以及提前做好应对准备的前瞻远瞩和克服危机的努力。（株）IPK亦是如此：他们预料到造船业的蓬勃发展，于是在庆南地区增设漆西工厂；后来为更加快速应对顾客的需求，克服种种困难，将总公司从安养迁移至釜山；为使产品符合韩国的气候特点，改善产品质量，他们还在巨济岛设立了研究所。同时在预见造船业的不景气以及海洋工程装备产业的繁荣后，他们提前进行了准备工作，成功将危机转化成了契机。在造船业最繁荣时期，IPK提前宣布进入紧急经营状态，开展了创新运动。所以，当其他公司都在退缩观望时，IPK却能够逆势而起，发展壮大。

“发挥洞察力，随时准备应对危机，是IPK的基本企业哲学。这一哲学从先辈们开始形成并继承，现已铭刻在全体领导和员工的内心，而我只是积极运用了这种精神而已。”康午秀代表再一次将所有功劳归功于公司的传统和员工。他在公司创立30周年的致词中也突出肯定了员工的功劳，致词以“IPK对我来说是‘永远的同伴’、‘大本营’、‘希望和挑战’”等等结尾，饱含员工的热情和笑意。

“对于一直以来信赖IPK的顾客、以及将重任托付于我们的股东、还有积极响应公司号召的员工们，我只能说声感谢。今后，我们将继续努力培养国际化人才，最终实现‘为顾客创造未来价值的名牌企业’的愿景。”康午秀代表用希望和目标为本次采访画上了句号。但是，（株）IPK的发展却永远不会停止，只会向着茫茫无际的大海开足马力，全力前行！



Color Housing Home Shopping Has Found New Possibilities

Lee Jung-min, Deputy Chief of the Marketing Strategy Team at NOROO Paint Co., Ltd.

“Are you dreaming of the house you have seen in a magazine? Now your house can also change. Stop using wallpaper! Use Color house with Pantone!” The passionate voice of the show host echoes through the TV on the wall. At the same time, the hands of Lee Jung-min, who is the deputy chief, are busy answering questions to all product inquiries on the computer screen. While the consultation calls and interest from customers are coming in, NOROO Paint Co., Ltd.’s home shopping show is on-air.

COLOR HOUSING电视购物，开辟新商机

NOROO涂料股份有限公司营销战略组李廷昉代理

“你是否也幻想过自己的家也能像杂志上的一样漂亮？现在这些幻想都会变成现实。不要再贴壁纸了，快用PANTONE装点墙面吧！”电视里传来节目主持人热情洋溢的声音。这时的李廷昉代理正坐在监控计算机前回复各种客户咨询，忙得不可开交。洽谈电话纷涌而至，火热氛围持续高涨，现在是NOROO电视购物的直播时间。

FROM DIY TO DIFM

On the 23rd of June, NOROO Paint Co., Ltd. set two records on the GS Home Shopping show. First, it was the first company to launch Color Housing with changes to the interior without using wallpaper. Secondly, even just before midnight, a disadvantageous time for sales, the show brought in 2,500 consultation calls and they had to close the sales ten minutes earlier than planned because of the unprecedented number of calls that were coming in. Lee Jung-min, deputy chief of the marketing strategy team, was the one who found the consumer's needs for painting and planned this product to raise new possibilities.

“When targeting the BtoC market, general consumers usually think of the DIY market. In reality, DIY counts for a very small part of the interior market. I thought, to be successful, the paint should appeal to the remaining 90% of the market by introducing DIFM, which means ‘Do It For Me’.” Lee Jung-min started the conversation by creating the right path for the consumers. After his second recent show, his eyes were bloodshot from the fatigue caused by reporting and following his work, but the passion in his voice was still alive. “We should make consumers say “Do it for me, please.” Korean consumers are too busy. Instead of doing it themselves, we look through, consult, and paint their house”.

从DIY到DIFM

6月23日，NOROO涂料股份有限公司通过GS电视购物直播创下两项记录。其一，电视购物史上首个COLOR HOUSING商品，倡导用油漆代替墙纸重塑室内装修；其二，虽然是在临近午夜的不利时段播出，但仍创下了2500个电话预订的记录。电话甚至多到需要提前十分钟结束预订的程度。而确认消费者对涂料的需求，分析市场前景并进行幕后策划的正是营销战略组的李廷昉代理。

“BtoC，即面向普通消费者推销时必然会想起DIY市场。然而在室内装修市场，DIY部分所占份额极少。在我看来，要想成功就得在余下90%市场中推销涂料，为此便需要DIFM，即‘Do It for Me’。”李廷昉代理从如何面向消费者开始侃侃而谈。结束第2轮直播后，尽管写报告和后续工作熬得他两眼通红，但声音中的热情却丝毫不减。“那就让消费者说出‘为我服务’这句话。韩国消费者实在太忙了。消费者没时间没关系，我们来判断、洽谈并直接为他们粉刷。”

Painting walls was an unfamiliar way to do interior decorating for the Korean consumers who are used to wallpapering. To break the prejudice and change their thinking, the marketing also had to be different. Lee thought home shopping would be the most suitable channel because “it shows the image and explains it all for one hour. That is the best way to convince potential consumers.” The idea was realized through discussions with the GS Home Shopping manager and in-site surveys conducted over a period of six months. Even his mother-in-law who is in the wallpapering business was involved. “I made reference to the work flow and the price system of wallpapering. I went to paint on-site every weekend, so I could design a system consumers could easily purchase. To find the right wallpaper, I tried painting on all kinds of wallpapers.” He named the product ‘Color Housing’ to break the stereotypical names that painting would be associated with, considering the smell and rough outer wall construction. The plan for home shopping was rejected over ten times but he repeated revising and reporting. It brought big doubt and anxiety because it had never existed before. GS Home Shopping gave them a time slot at 11:40pm, the midnight time, half in doubt about the success of the provided opportunity. However, it was the right time to target the young generation who are awake at that time and curious about new interior methods. Lee stated that, “If the show did not close the call ten minutes earlier, we would have received over 3,000 consultation calls. The product and time worked well for customer’s in their 30s and 40s.”

已经习惯贴墙纸的韩国消费者对室内粉刷装修仍然感到陌生。要想消除偏见，引导思维转变，就得采取与众不同的营销策略。李代理认为电视购物渠道最合适不过。“用一个多小时时间进行连续反复的图片展示和语言说明，就会取得最佳说服效果。”经过与GS电视购物负责人的反复磋商和为期6个月的现场考察，创意商品的推销终于得到落实。这个过程中甚至连他的岳母都被动员上阵。“另外，我们还参考了贴墙纸的流程和价格结构。每个周末都会赶到涂装现场。因为要拟制一个方便消费者购物的体系嘛。也曾尝试过在形形色色的壁纸上粉刷施工。”粉刷一词常令人联想到刺鼻的气味和粗糙的外墙作业，COLOR HOUSING雅号的诞生就是为了消除固有观念。企划案被退回10多次，修改和报告也在反复进行。史无前例的商品让内部也产生了极大的疑问和不安。GS家庭购物终于半信半疑地把时间表确定了下来，但可惜是午夜11时40分时段。万幸，年轻人对新概念室内装修比较接受，时间对他们也刚好合适。“如果不提前10分钟结束，那将有近3,000个电话打进来。对30、40岁的人来说，时间就等于商品。”



TO MAKE THE PERCEPTION “PAINT=NOROO”

Lee thinks the product was accepted by the market as a result of the first and second shows. Other than marketing efforts, it was also a big benefit to have a chance to directly communicate with consumers. Lee noted that, “Other home shopping channels are also interested in our product. At this time, it is important to organize a proper system to make profits.” The Color Hosing product is not only an interior product but also a business system. It succeeded only when the series of processes including consultation calls, contracts, construction and the post management was done properly. Now that the product design and show is done, it is necessary to thoroughly manage the process of the contract and consultation. When considering the process, Lee said, “Firstly, Customer perception should change to fit BtoC. When we complete the building of this system, we could freely use home shopping channels, catalogues, and non-store retailing.” He saw pharmacies as an option. His aim was to make customers say, “NOROO paint, please,” instead of, “Paint, please,” similar to how people might say, “Fucidin, please,” instead of, “Ointment, please.” Lee believes, “We can make a consumer-oriented market and position NOROO as a representative product.” How longer do we have left until Lee’s destination? The management philosophy ‘NOROO way’ means NOROO should make a new way that has never before existed. Lee, who is trying to pioneer the new product, advertisement, and the distribution channel, reminds us of his philosophy. Even if he is still far away from his destination, he must be closer than anyone.

‘涂料=NOROO’

在他看来，通过第1轮和第2轮直销，商品已通过了市场的检验。除广告效应外，与消费者面对面沟通也收获颇丰。“其他电视购物企业也开始关注我们的产品。要想创下收益，就需要更加重视系统化整備。”COLOR HOUSING既是室内装修商品又是系统化商业。只有陆续走完电话洽谈、上门、签约、施工和售后管理等一连串过程才算成功。产品设计和直销已告一段落，现在到了签约和精心管理施工过程的阶段。“从接待顾客起就得瞄准BtoC所能做到的与众不同。只有建立完善的体系，我们才能自如地运用电视购物、商品目录和网上商城等零店铺渠道。”他以药店为例作出说明。就像顾客不说“买盒创可贴”，而说“买盒邦迪”一样，他的目标是让消费者不说“买桶涂料”，而说“买桶NOROO”。“打造消费者主导型市场，让NOROO成为代表性商品，我们也能做到。”距离李廷昉代理的目标还有多远？NOROO经营哲学-NOROO Way的核心是世上本没有的路，由NOROO来创造开拓。对开拓新概念商品、广告和流通渠道的李代理来说，这条道路就在眼前。就算距离再远，他都会冲在最前头。



Room | Before



After



Kitchen | Before



After



Bed Room | Before



After



Living Room | Before



After



Today, Color is the Competitive Edge! Exhibition Center for NOROO Color Service

Euljiro CMDH & NPCI

With the technology competition becoming fiercer, and its result likely to wield serious impact, customers are looking for products that not only perform well but also touch their sentiment. What catches their attention first is color. Leading the business by realizing PANTONE Premium Paints, NOROO remodeled its Euljiro building for more professional, segmented color service.

如今色彩就是竞争力！NOROO色彩服务展厅

乙支路CMDH & NPCI

技术竞争日趋激烈，在竞争结果相差无几的今天，消费者选择产品时，在侧重功能的同时，寻找与自身感性相符的产品。而最容易刺激消费者，引起他们注意的就是色彩。NOROO通过PANTONE Premium Paints，成为色彩领域的前沿企业。日前，NOROO将位于乙支路的办公楼重新改造，为消费者带来更加专业和细致的色彩服务。

NOROO'S COLOR FLAGSHIP STORE

When you turn your eyes from Myeong-dong – the street of fashion and youth – to Euljiro, you will see various interior material shops that provide the background for such glamour. In this cramped space is a colorful landmark building: NOROO's Euljiro building. This building went through renovation to become a clean exhibition center with vivid color chip appearance. With this building, NOROO shows its competence as the best color company. It started color-centered, total interior service via CMDH (Colormate Design House), engaging in color R&D and profit creation via NPCI (NOROO & PANTONE Color Institute). On the ground floor of CMDH are the blue study room, living room with a red wall, and dining room painted orange and yellow. Even though they are high chroma colors, they are well harmonized to create a lively atmosphere. "CMDH pursues color reform and decoration service for unique interior space. We provide consulting, design, construction, and A/S to customers seeking professional color service," said CMDH's team leader Een Am.

The current interior market is dominated by total construction. Since limited services are offered, however, customers have no choice but to select one of the various options provided by small vendors. Thus, NOROO decided to provide direct service as a color specialist. "Euljiro is the hottest battleground for interior materials. With this exhibition center, CMDH will highlight its color interior and expand franchise stores in Bundang and Nonhyeon-dong," Een said. He believes CMDH service would promote painting's benefits. "Whereas the wallpaper is vulnerable to condensation and molds, our paint represses harmful germs. When the painting is contaminated or damaged, it can be recovered faster and cheaper than wallpaper. Moreover, various colors can be personalized," he said. In particular, CMDH provides color sentiment therapy wherein the colorist visits the customer to find the best color for him/her, including the PD+ (Personal Designer Plus) program that simulates interior design for better results. With these services, CMDH is expected to be a must course for interior planning.





NOROO的色彩旗舰店

站在明洞这条代表着时尚与年轻的购物大街，朝乙支路方向望去，各种室内装修材料专卖店鳞次栉比，它们就像这条大街一样历史悠久，错落有致地排列着。在这里矗立着色彩斑斓的乙支路的地标大厦，就是NOROO的乙支路办公楼。如同象征着NOROO的绿色一般有着悠久历史的这栋建筑最近焕然一新，彩色的外观令人联想起色卡，内部设有整洁的展厅。这里代表着专业色彩No.1企业NOROO的面貌，NOROO通过COLORMATE DESIGN HOUSE（以下简称“CMDH”）提供以色彩为中心的全方位室内装修服务，并且通过NOROO & PANTONE色彩设计研究所（NOROO & PANTONE COLOR Institute，以下简称“NPCI”）的色彩R&D创造高附加值收益，NOROO的专业色彩事业正式开启新的篇章。

走进一楼CMDH的入口，一眼就能看见绿色的书房、客厅红色的墙壁，以及用橙色和黄色粉刷的光鲜亮丽的餐厅。所有颜色都属于高色度显眼的色彩，但是放在一起却显得平稳和谐，让整个空间看起来生机盎然。CMDH的中负责人印岩部长介绍道，“我们CMDH是标榜‘改造色彩，呈现个性化室内空间的专业化装饰服务旗舰店’。为需要专业化色彩室内装修的顾客提供咨询、施工和售后的全套服务。”

目前的室内装修市场正在向综合施工的方向转变，但顾客可选择的服务种类反而受到了限制。一般情况下，大家都是从林立的小企业所提供的各种方案中进行选择。在这种形势下，NOROO作为专业色彩企业，提供直接化的服务。“乙支路可以说是室内装修材料竞争最激烈的战场。CMDH通过乙支路的展厅勾勒了色彩室内装修这一特殊要素，在盆塘、论岷等地开设COLORMATE分店，今后计划以特许经营的方式经营。”

印岩部长表示希望通过CMDH的服务使涂装的优点得到传播。“壁纸最大的弱点就是结露现象和发霉问题；相反，我们的抗菌涂料能够抑制霉菌，尤其对引起呼吸系统疾病及过敏症状的有害细菌有抑制功效。受到污染或损坏时，可以在短时间内以低廉的价格得到复原，比壁纸更加便捷。此外，只要是顾客喜欢，不论什么颜色都可轻松演绎，体现个性。”值得一提的是，CMDH派专业色彩设计师亲自上门，为顾客找出合适的色彩，提供色彩感性治疗和咨询服务。顾客只需提供室内的照片，就能通过PD+（PERSONAL DESIGNER PLUS）程序进行模拟并展示效果图，可提高顾客对于施工效果的信赖度，目前这一服务正在试点中。这一特殊优势，可以让CMDH成为顾客室内装修前的必访之地。

INCREASED COLOR VALUE

CMDH's service on the ground floor is closely linked with a SOHO design office as well as Designer's Club on the 2nd floor, NOROO's Seoul branch on the 3rd floor, and NPCI on the 4th floor.

“The SOHO design office on the 2nd floor is a space for color or interior designers. This helps CMDH and NPCI share color information and create synergy effects. NPCI will study the color trend to support CMDH's customer service and apply its study results to create profits via color consulting, Pantone collaboration projects, culture projects, and color product development,” said NPCI team leader Kwak Ho-chun. The color design team is expanded to NPCI as customers look for sentimental values as well as technology. By combining NOROO's technology and Pantone's premium image, NPCI will differentiate the color business to create more profits.

“Beautiful color upgrades the product's value. Whereas paint manufacturing and sales are a labor- and technology-intensive hardware industry, color development is a sentiment and knowledge creation business. This will boost NOROO's profits,” said Kwak. As the industry expands from manufacturing to service and knowledge industries, CMDH's customer and NPCI's sentiment-based color business will drive NOROO's tomorrow.

With NOROO's Euljiro building as their expedition ship, CMDH and NPCI embarked on the new business. Kwak and other team members on this ship have high hopes for the future, sailing on the beautiful sea of colors.

提升色彩价值

大厦二层为SOHO设计办公室——设计师俱乐部，三层为NOROO涂料股份有限公司首尔分公司与四层的NPCI紧密相连。

NPCI部长郭镐天表示，“二层的SOHO设计办公室是专为色彩及室内装修设计师们提供的租赁空间。这是为了在必要时，CMDH和NPCI可共享色彩信息，达到协同效果。NPCI通过对色彩趋势的研究，不仅有助于CMDH更好地为客户服务，其成果还可运用到B2B中，NOROO计划通过色彩这一无形资产开展色彩咨询、PANTONE合作事业、文化教育事业、开发色彩Hit商品等，从而扩大收益。”为迎合超越技术层面、寻找感性价值的当今时代，色彩设计部通过NPCI发展壮大，强调特殊化，在NOROO的技术和色彩基础上，增加了PANTONE Premium，将通过个性化色彩商务，创造附加价值。

郭镐天部长满怀希望地分析说，“美丽的色彩能够提高产品的价值。涂料的制造和销售是需要众多人才和技术的硬件产业；相反，色彩的开发是属于高层次感性和知识创造产业，两者结合将进一步提高NOROO的销售利润”。在制造产业向服务产业、知识产业形态扩张的社会变化过程中，全新发出的CMDH顾客服务和NPCI追求的感性基础色彩产业将成为未来引领NOROO发展的又一动力。

CMDH和NPCI将蕴涵NOROO历史和理念的乙支路公司当作探险船，新事业已经起锚。在印岩和郭镐天部长的带领下，员工们已经迎着风，怀着坚定的抱负，向着美丽的色彩海洋缓缓起航了……



News Briefing



68TH FOUNDATION ANNIVERSARY COMMEMORATIVE EVENT



COOPERATION CONTRACT WITH SHEENLAC PAINT IN INDIA



MOBILE CLEAN CENTER COMPLETION



THE 26TH FOUNDATION ANNIVERSARY
COMMEMORATIVE EVENT OF THE LABOR UNION

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

68TH FOUNDATION ANNIVERSARY COMMEMORATIVE EVENT

NOROO Holdings Co., Ltd., which has been leading the domestic paint industry since the 'NOROO' brand was founded in 1945, is celebrating their 68th anniversary in November 2013. To commemorate the anniversary, the employees of the NOROO subsidiaries gathered at the community centre near the Anyang factory on October 31st, 2013, where the '68th Foundation Anniversary Commemorative Event' was held.

The event began with an opening speech, followed by an awards ceremony honoring long-term employees, before ending with a commemorative speech by President Han Young-jae.

The employees were reminded about the importance of the company's 68-year long history and, they promised to achieve victory and maintain unity in the future. President Han Young-jae encouraged employees to turn over a new leaf during hard times, as stated by the management philosophy of NOROO Group. After the ceremony, there was a photo shoot and a celebration for the long-term employees. Instead of celebrating by rewarding the company's employees with flowers, the cooperative companies paid them in rice, which was to be donated to the local senior citizen centre and to their less-fortunate neighbours, so that the joy of celebrating NOROO Group's long history could be shared with the local community.

集团创建68周年纪念活动

1945年创建以来高举‘NOROO’品牌引领韩国涂料产业发展的NOROO集团，于2013年11月迎来了创建68周年纪念日。为此，在进入晚秋时节的2013年10月31日，NOROO集团子公司全体员工在安养工厂福利馆汇聚一堂，隆重举办了<创建68周年纪念活动>。

当天活动从开幕辞开始，依次是老员工嘉奖和韩荣宰会长致辞，全体员

工重温共同走过的68年的悠久历史，立志续写胜利与团结的未来。韩荣宰会长语重心长地说，越是艰难越要用NOROO的经营哲学扭转局面。纪念活动结束后，集团还为老员工举办了庆祝活动并合影留念。合作的关系单位也送来了大米，之所以送大米而不是花环，是因为NOROO将把大米转赠给当地的养老院和困难居民，与当地社会一同分享延续悠久历史的喜悦，活动也因此变得更加意义非凡。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

COOPERATION CONTRACT WITH SHEENLAC PAINT IN INDIA

NOROO Paint Co., Ltd. made an agreement on cooperating with an Indian paint company, SHEENLAC PAINT Co., Ltd to expand the car repair paint business into India. On the 22nd of August, after two years of consultation, NOROO Paint Co., Ltd. and SHEENLAC PAINT Co., Ltd agreed to establish a joint company with a 50:50 stake. SHEENLAC PAINT Co., Ltd is a paint company in Chennai, located in the southern part of India, that produces paint for buildings, woodwork, and car repairs. The joint company was named 'NOROO-SHEENLAC Coatings (India) Pvt.'.

NOROO Paint Co., Ltd. has set a long-term goal for the new company. They would like to be one of the top three in the car repair paint industry in India through sales targets of up to 10 million dollars over the next few years and also localize production. Moreover, the company is planning to gradually expand their sales into the industrial and architectural paint fields. In India, there has been a sudden rise into the top 3 in the automotive paint market, their main global competitors have been entering the market by collaborating with local companies. Since India has a very high possibility for growth, NOROO Paint Co., Ltd. will continue to expand their business in India under a long-term plan by analyzing the market conditions.

与印度 SHEENLAC PAINT 携手合作

为开拓印度汽车修补漆市场，NOROO涂料股份有限公司与印度涂料公司SHEENLAC PAINT Co., Ltd.耗时2年艰苦协商，最终于8月22日签订合同，决定以50对50的比例设立合资销售公司。SHEENLAC PAINT Co., Ltd.坐落在印度南部的钦奈市，是建筑、木器漆和汽车修补漆专业企业。本次合资公司的全称为‘NOROO-SHEENLAC Coatings (India) Pvt.’。

NOROO涂料股份有限公司为新合资公司制定了长远规划，计划在数年内完成千万美元的销售目标，实现当地化生产，跻身印度汽车修补漆市场的前三位。新公司还计划逐渐扩大在工业涂料和建筑涂料市场的销售份额。如今印度已跃居为全球第3大市场，而主要国际竞争对手也纷纷与当地企业联手抢占市场。鉴于印度市场巨大增长势头，NOROO涂料股份有限公司将在长远规划指导下分析印度市场状况，积极扩展当地化产业。目前 NOROO-SHEENLAC Coatings (India) Pvt.将在印度政府官方注册后，正式进军汽车修补漆市场。

MOBILE CLEAN CENTER COMPLETION

NOROO Paint Co., Ltd. separated its mobile paint-exclusive factory from other competitors by completing the 'Mobile Clean Center' in the Anyang factory on the 13th of September. With a total of 700 million KRW invested, the clean center accomplished two goals. Firstly, the product delivery system was planned and prepared for fast changes in the mobile market, and secondly, an up-to-date clean manufacturing process was ensured. Mobile exclusive paint for cellphones, tablets, PC's, etc. are getting high attention ratings in the industrial paint industry because it improves the products external paint color and the functional features on the surface. NOROO Paint Co., Ltd. is expecting the mobile clean center will secure loyalty in not only the domestic but also the Chinese and Vietnamese markets. At the completion ceremony, Ahn Kyung-soo, the CEO; Kim Soo-kyong, the president; Shin June, and Lee Seong-gyu, the executive directors; and other employees of NOROO Paint Co., Ltd. attended the event and spent time together celebrating and looking at the facilities.

移动通信产品清洁中心竣工

9月13日‘移动清洁中心’在安养工厂竣工，据此NOROO涂料股份有限公司拥有差别化的移动通信产品专用涂料厂。公司为该中心注资7亿多韩元，建成的交付生产体系和对应瞬息万变的移动通信产品市场，同时建成的尖端清洁制造工程生产线可以满足三星和LG等主流公司的要求，可谓一举两得。

在工业涂料中，移动电话和平板PC等移动产品涂料发展迅速，常用于产品外观涂色，使表面性质得到功能性改善，因此备受涂料业界关注。本次移动通信产品清洁中心的成立必将大大有助于NOROO涂料司赢得国内乃至中国和越南市场的青睐。在中心竣工典礼中，NOROO涂料股份有限公司安京洙会长、金守经社长、申峻专务、李性奎专务等也莅临指导并参观了相关设施。

THE 26TH FOUNDATION ANNIVERSARY COMMEMORATIVE EVENT OF THE LABOR UNION

On the 21st of August, the 26th foundation anniversary commemorative event and the 27th annual representative meeting were held in the NOROO community centre, which saw many guests attending. The event was divided into two parts. During the first parts, festive events were held including a congratulatory message, awards, and lucky draws for the union members. During the second part, Kim Tae-Young, the head of the Manan-gu office, attended the event in place of Choi Dae-ho, the Mayor of Anyang, as well as many labor-related officers from the Ministry of Employment and the Labor Anyang branch, Federation of Korea Trade Unions Gyeonggi Headquarters, SSangyong motors labor union, Gyeonggi Metal Headquarters. Kim Young-mok, Union Leader of NOROO Paint Co., Ltd. Said, "We have built this monumental achievement of wage agreements, without ever bargaining for 15 years, by building a co-existing labor culture. NOROO Paint Co., Ltd. will continue strengthening our competitiveness from the healthy labor culture we have cultivated and the development of corporations." Instead of celebrating using flowers, rice was received as gifts and donated to the less-fortunate neighbours in Anyang.

News Briefing



<DIY & REFORM SHOW 2013> EXHIBITION



PANTONE PREMIUM PAINTS DECORATED SEOUL GRAND PARK

NOROO涂料股份有限公司工会成立26周年纪念活动

NOROO涂料股份有限公司于8月21日在NOROO福利馆举办了工会成立26周年纪念活动和第27届定期代议员大会，内外贵宾悉数到场。活动分为两部分进行，第1部分是为NOROO股份有限公司工会成员举办祝贺、嘉奖和幸运大抽奖等活动；第2部分，万安区厅长金泰瑛代表安养市长崔大镐到场祝贺，雇佣劳动部安养分厅、韩国劳总京畿本部、双龙汽车工会、京畿金属本部等当地劳动界负责人也悉数到场，令活动蓬荜生辉。NOROO涂料股份有限公司金容穆委员长表示“NOROO涂料股份有限公司劳资双方在信任的基础上缔造出双赢的劳资关系，今年签署的工资合约更是创下连续15年无交涉的历史丰碑。今后，公司将继续用发展营造健康的劳资文化，用提高公司竞争力回报各位的关爱。”活动当天没有庆祝花环，只有包含祝贺意义的大米，公司则将其转赠给了安养地区的困难居民。

<DIY & REFORM SHOW 2013> EXHIBITION

NOROO Paint Co., Ltd. participated in the <DIY & REFORM SHOW 2013> that was held at COEX from the 26th to the 29th of September. At the exhibition, NOROO Paint Co., Ltd. introduced the color reform service called 'COLORMATE DESIGN HOUSE' by providing consumers with the chance to directly use the DIY product and also selling the product on site. Moreover, 'NOROO PROSUMER', the product monitoring group of the NOROO Paint Co., Ltd., recruited 200 new members. At the exhibition, NOROO Paint Co., Ltd. has moved one step closer to their customers and they introduced various DIY products through the color reform service, 1:1 consulting, actual painting and product sales.

参加<DIY & REFORM SHOW 2013>

NOROO涂料股份有限公司参加了9月26日~29日在COEX举办的<2013年DIY改造秀 (DIY & REFORM SHOW 2013) >。活动期间，NOROO涂料在销售产品的同时，还为消费者提供了观赏和亲身体验DIY商品的

机会，同时还推出 'COLORMATE DESIGN HOUSE' 之色彩服务。除此之外，NOROO涂料还公开招募产品监督小组- 'NOROO PROSUMER'，成功募集到约200余名新会员。活动期间，NOROO涂料在举办多样化DIY产品宣传的同时，还通过一对一色彩重塑服务、亲手粉刷和商品销售进一步拉近了与消费者的距离。

PANTONE PREMIUM PAINTS DECORATED SEOUL GRAND PARK

On the 5th of October, fifty members of the 'Damjaengyi Volunteer Group' (the wall painting association comprised of eighteen universities in Seoul) completed a wall painting project with the PANTONE Premium Paints donated by NOROO Paint Co., Ltd. The old camel building with its fading colors received a new look and a new and sophisticated atmosphere from using the PANTONE Premium Paints, thanks to a few touches from the members of the group. The project was carried out on Saturday, attracting a considerable amount of attention from visitors. NOROO Paint Co., Ltd. has proceeded with the "Beautiful Zoo Making" project since an MOU was concluded at the Seoul Grand Park in 2013. The PANTONE Premium Paints does not have a chemical smell and expresses original and natural colors, so it is considered as the most appropriate option to be used when dealing with animals that have sensitive senses, such as sight and smell.

用PANTONE高端涂料装点首尔动物园

10月5日下午，'长春藤志愿团'（首尔地区18所大学联合壁画家团体）50名成员，用NOROO涂料股份有限公司捐赠的PANTONE高端涂料，在首尔大公园内的首尔动物园展示了壁画才艺。褪色已久的驼色建筑在PANTONE高端涂料和志愿团成员的帮助下焕然一新。时值周六，活动引得众多游客驻足观看。NOROO涂料股份有限公司自2013年与首尔大公园签署MOU以来，持续开展美化动物园的壁画活动。PANTONE高端涂料无化学气味，颜色自然纯正，对视觉和嗅觉相对敏感的动物来说是绝佳的选择。



<2012 NRB SUMMER VACATION PHOTO CONTEST>

NOROO BEE Chemical Co., Ltd.

NOROO碧化学有限公司

<2012 NRB SUMMER VACATION PHOTO CONTEST>

In August, NOROO BEE Chemical Co., Ltd. held the <2012 NRB Summer Vacation Photo Contest> event for employees under the strategy of creating team supervision. The event was held to strengthen fellowship and promote morale, which was done by sharing fabulous and fun photos from their summer vacation. Around fifty photos were entered into the contest, and Manager Park Sung-jae was awarded the grand prize after ten days of exhibitions and voting. As a result of the Summer Vacation Photo Contest where all employees shared their smiles through exhibitions and rewards, the contest is expected to be even more competitive and full of fun and creative photos next year.

举办<2012NOROO碧化学暑期摄影大赛>

在战略企划组的主办下，NOROO碧化学有限公司于8月面向全体员工举办了<2012NOROO碧化学暑期摄影大赛>。活动初衷是让全体员工展示和分享去年暑期充满回忆的珍贵照、搞笑照等各式照片，以此增强同事间的友谊，振奋士气。摄影大赛共推出50张照片，并开展了为期10天的展览和投票，结果朴星在课长（最佳摄影奖）等7人获奖。预计明年会有更多员工展出更崭新更有趣的照片，令大赛变得更加有趣。

EXTENSION OF THE SAFETY WAREHOUSE FOR INFLAMMABLES AND EXPLOSIVES

On the 12th of September, NOROO BEE Chemical Co., Ltd. held a signboard-hanging ceremony showing the newly built safety warehouse for inflammables and explosives with Byeon Jung-kwon, the CEO, Lee Seibu, the di-



EXTENSION OF THE SAFETY WAREHOUSE FOR INFLAMMABLES AND EXPLOSIVES

rector of NOROO BEE Chemical Co., Ltd., and other concerned persons from the construction team (two employees from I-zen, and 1 employee from Woojung Engineering) in attendance. The new storage room for inflammables and explosives was completed following strict safety standards. The storing management for inflammables and explosives was carefully prepared for leakage accidents and fires, which have occurred more often in the industry, and to also minimize property damage. It was also an important decision to increase the storing space following the increase of sales every year. CEO Byeon Jung-kwon said, "In the paint industry, prevention of fire and safety accidents are the most important aspects to consider. If the money spent on prevention is neglected when regarding cost reductions, the company will always have to consider these highly dangerous factors. It would be great to secure the storage space and safety facilities by strictly implementing various regulations, to prevent fire and safety accidents by making the safety management process a part of everyday routine, and to maintain cooperative systems with prevention guidance from related organizations".

增建危险品安全仓库

在卞正权代表理事、李涉常务、施工方（Izen公司2人、Woo-Jung Engineering公司1人）和有关人员的参与下，NOROO碧化学有限公司于9月12日为新建成的危险品安全仓库举行了揭幕典礼。新竣工的危险品仓库严格依照危险品存储管理标准和安全规范建设，旨在应对最近业界发布的危险品泄露和火灾事故，如有万一可将人员、财产损失降至最低。此外，随着公司年销量的日益增长，此举也是提升存储能力的必然选择。卞正权代表理事表示“预防火灾安全事故始终是我们涂料行业的核心，为节约成本而疏于安全投资，必将造成极大的安全隐患。只有切实遵守各项法规，建立存储空间，扩充安全设施，让安全管理程序深入日常生活，方能确保火灾预防和安全事故预防工作的万无一失，当然如果能接受有关机构的预防指导并与之建立相关合作体系，这将再好不过。”

News Briefing



<RUNNING AROUND THE WORLD (RATW)> CARRIED OUT

IPK Co., Ltd.

IPK有限公司

<RUNNING AROUND THE WORLD (RATW)> CARRIED OUT

Akzo Nobel carried out the program 'Running Around the World (RATW)' in September, which was planned to vitalize the community and enhance the health and happiness of employees. In this program, Akzo Nobel employees from all over the world came together to run, walk, cycle, and swim a total of 40,076 km, which stretched around the globe, so that all employees could increase their health and feel unity and achievement by accomplishing the program together. The program was carried out by individuals, team, and local activities and was successfully completed by accomplishing 267,574 km, which was six times higher than what was projected. Sweden took first place, reaching 48,679 km and Korea took 7th place, after China, having reached 12,592 km. IPK Co, Ltd. contributed a total of 11,603 km. The following areas all contributing to the total: 2,805 km from Ulsan, 2,236 km from Chilseo, 2,202 km from Geoje, 2,161 km from Busan, 1,694 km from Seoul, and 502 km from Mokpo.

By accomplishing much higher results than were expected, this meaningful program for the employees' healthy lifestyle and improving team work taught us that any difficulties can be overcome and any big goal can be achieved by having a will to achieve it.

Akzo Nobel has set a much larger goal of 380,000 km, which is the distance it takes to reach the moon, and revealed the ambition to engage with more people by running and planning more sports activities in the future.

实施<Running Around The World(RATW)>

为促进交流，提升员工的健康与幸福感，阿克苏诺贝尔公司于9月份举办了一场为期一个月的特殊活动-<Running Around The World (RATW) >。活动是在世界各地以奔跑、步行、骑车、游泳等方式环绕地球一周，全程突破40,076km，由此引导阿克苏诺贝尔公司全球员工加强锻炼，并在全员参与、成果丰硕的活动中强化团队意识，获

得成就感。

RATW项目涵盖个人、团体和地区活动，行程长达267,574km，以超出当初设想目标6倍的里程胜利结束。按国家排序，瑞典以48,679km名列第1，韩国以12,592km紧随中国之后位列第7。IPK股份有限公司行程则长达11,603km，其中蔚山2,805km、漆西2,236km、巨济2,202km、釜山2,161km、首尔1,694km、木浦502km。

本次活动远超预想获得了意想不到的丰硕成果。它的成功告诉我们，只要齐心协力就能克服一切困难，只要团结一心就能实现远大目标。

阿克苏诺贝尔公司表示，已制定了更为远大的登月计划，明年的行程预计将达到380,000km，活动将更加多元化，将有更多人参与其中。

Behind Cut

01.

NOROO Paint Co., Ltd. attended the <DIY & REFORM SHOW 2013> and gained popularity with close friends, Pororo and Patty. It was fun to be with you, Pororo!

NOROO涂料股份有限公司参加了<2013年DIY改造博览会(DIY&REFORM SHOW 2013)>，而好朋友波鲁鲁和贝蒂的随行也让NOROO人气高涨。有你陪伴，快乐无边，波鲁鲁！



02.

We ran, walked, cycled and swam.

IPK Co, Ltd. stretched all around the globe with Akzonobel.

Of course, the CEO himself, Kang Oh-soo joined us! Next time, we will aim to reach the moon where everyone's steps will be connected. Be prepared for the story of a joyful space trip!



奔跑、行走、骑车、游泳

IPK携手阿克苏诺贝尔（Akzonobel）环绕了地球一周。

康午秀社长当然也参与其中！从脚步相连的地球之旅

到接下来的登月计划，真诚期待快乐的太空之旅！



03.

When you feel your life is becoming boring, meet the diverse colors at the Color Mate Design House. CMDH is waiting for you!

如果突然觉得生活索然无味，就来Colormate Design House 品鉴多彩缤纷的世界吧。CMDH团队随时恭候您的光临！