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Special Theme

04 Backstory Green : The Color of Life on Earth
支撑地球的生命之色——嫩绿

06 Color & Culture Mysterious Green
奇妙的绿色

NOROO People

10 High Five I NOROO Around the World
Overseas Sales Team, NOROO BEE Chemical Co., Ltd.
让NOROO的名字遍布世界各地
NOROO碧化学有限公司海外营业部

14 High Five II Beautiful Repainting of Apartments in Cheonan
Cheonan Office of NOROO Paint
Senior Staff Lee Yong-jin, Park Sang-eun
天空下美丽的天安公寓翻新涂装
NOROO涂料股份有限公司天安营业所
李庸振、朴商殷主任

18 Special Store Colorful and Wonderful Yangyang Duri Shop
多彩&精彩 襄阳DURI商社

22 News Briefing

27 Thank you NOROO



Green and Alive

What did WALL-E discover on Earth, which had nothing but garbage and daily sandstorms? It was a green sprout that brought everyone living on a spacecraft back home to Earth. The movie WALL-E may be set 700 years into the future, but what is depicted in the movie resembles our lives today. We live in an asphalt jungle where nothing can grow. Green is the opposite of artificial and the source of life. It also contains the dynamic energy that cannot easily be curbed. The color green is living proof that Earth is alive and breathing.

生机——那一抹鲜嫩的绿色

当人类因尘暴与垃圾的肆虐而被迫离开地球的时候，独自清扫地球的机器人WALL-E偶然间发现了一棵植物的嫩芽，而正是这棵嫩绿色的叶子，让生活在宇宙飞船里的人类看到希望，重返地球。电影《机器人总动员》虽然讲述的是700年多年后地球的故事，但事实上，现在地球的环境污染已非常严重。在灰色柏油路交织成的都市中，绿色象征着自然，是生命的源泉。同时它寓意着不受束缚的律动和自然的力量。生生不息的绿色带着大自然的喜悦与不安，向世人诏告地球的脉搏还在跳动。

Green : The Color of Life on Earth

Before we get started, we must understand just how broad the spectrum of the color green is. Green comes in a variety of shades, from the light green from tree leaves that create a natural canopy under the sun and the mossy dark green in the damp forest. No matter what the hue is, green represents life.

支撑地球的生命之色——嫩绿

提起绿色，首先要知道绿色包含着很广的范畴。就像一棵树会长出数不清的树叶，从晶莹剔透的新绿到幽暗浓密的苍翠，绿色的世界包罗万象。但是，正如叶子都是由一个树根蕴育的一样，各种不同的绿色有着一个共同的象征，那便是“生命”。

THE COLOR OF LIFE

Albert Einstein famously said that “if the bee disappeared off the surface of the globe, man would have only four years to live”. Without bees pollinating the plants, there will be no more greenery. Plants make up the very base of the food chain. Without it, the pyramid of life will crumble. This may be a grim picture, but this is the reality we face. Even the great dinosaurs that roamed this very earth are said to have gone extinct from starvation when the plants withered from the asteroid hit. Ironically, green is recognized as the source of life in bustling cities where there is very little of it. Similar to the sight of green in the hot dry desert, urbanites living in highly civilized habitats are the ones who see green as the origin of life and covet it. Ever since the late 20th century when industrialization left the wildlife in ruins, green has been representing the will of humankind to prolong the life of the earth, in the fields of politics, economy and society and used in different names such as green growth, green tourism, green cities, green parties, and Greenpeace, to name a few. We may have to look back at the way we have been viewing nature. Have we not treated it as a passive entity that can be swayed by human intentions? Actually, nature is unpredictable and dynamic. A lime green sprout may be tender and vulnerable, but the deep green sea remains shrouded in mystery; there are also the dark green leaves of a giant tree that collapses over a house during a hurricane. Back in the days when there was no technology to predict disasters, some cultures thought of the color green as a sign of bad omen since they could do nothing but pray to their gods to spare their lives. To them, green was inhuman, a formidable outer source. In fact, many European demons are either green or black. To this day, there is no way to prevent damage from natural disasters. Earthquakes and hails swallow nuclear power plants and sweep away homes and buildings. We have experienced the loss vicariously through the news. The desire to gain control over nature and frame it into human civilization may stem from human greed and conceit. It is time we admit we are but part of nature, accept the vast variety it offers, celebrate life, and exercise humility before the sheer might of nature in order for us to cohabit this planet in peace.

GREEN OF STABILITY

Ancient Roman author Pliny had said, “Green brings joy and prevents fatigue in the eyes.” His theory can be backed by modern science. The color green is in the middle of blue and red in the continuum of colors of visible light. Its balanced position is said to alleviate fatigue in the eyes and bring balance and comfort. According to Oh Su-yeon’s Sensual Colors – Color Phycology Marketing, green represents neutrality, peace, and shelter. Green is used on emergency exit signs, rescue centers, shelters, and escape routes. Since it only takes up a small angle of field, it can go unnoticed when outside the focus. That is why it is used on card tables, blackboards, or other situations that need a muted background. Koreans may recognize this from the dark green blanket that always appears when adults prepare to play cards. Great abstract artists Kandinsky and Mondrian belittled the color green because of its comforting effects and considered it “boring.” Mondrian was fascinated with cities such as New York. There is no green to be found on his abstract paintings. In contrast, Cézanne, father of modern art, was mesmerized by the life energy exuded by the green mountains. He tried to capture the essence in his Mont Saint-Victoire series. Green portrays the double-edged sword that is nature. As a color that accepts any other color into its midst, green has become the people’s color and can be found everywhere around us. Take a look around -- there are plenty of artificial greens and fresh living green foliage right outside the window.

生命之绿

爱因斯坦曾说过：“如果没有蜜蜂，那么地球将在4年内灭亡。”这最终归结于那些不能自身授粉的植物身上。当食物链中位于最底层的植物消失后，整个生态系统的金字塔就会分崩瓦解，从而导致地球上的所有生命走向灭亡，这是一件多么让人毛骨悚然的事情。有一种说法认为：曾经那么强大的恐龙也是在植物受外界环境影响而停止生长后，因食物链断裂而灭亡。令人唏嘘的是，让作为生命之本的绿色发挥其根本意义的，却是绿色几乎荡然无存的文明社会。恰如绿色树林在沙漠中更显珍贵一样，将绿色视为生命之本，对其发出渴求信号的也正是步入文明化社会的都市人。20世纪后期以来，自然因工业化而受到严重污染，绿色生长、绿色观光、绿色城市、绿色党派、绿色和平组织等名称频现于政治、经济等社会各个领域，体现了当代文明社会立志要保护及保留大自然、延长地球生命的意志。但是，在这个过程中，我们必须重新审视自己是否将大自然看成了受人类意志支配的被动对象。大自然拥有无法预测的能量，那一抹绿色既有新芽般脆弱的嫩绿，也有如大海般深邃的深绿，更有透着幽暗的墨绿。因此，在科技不够发达的过去，人类在大自然面前渺小如蝼蚁。只能求神灵保佑的西欧人甚至曾将绿色视为不祥之兆，因为那是一种人类身上并不具备的色彩，是彻彻底底的外来色。正因为这样，欧洲传说中的恶灵大部分都是绿色或黑色的。即使在科技已经突飞猛进的今天，人们仍然对天灾地变束手无策。我们曾眼睁睁看着地震和海啸吞噬核电站，冲垮房屋和高楼大厦。或许是出于人类的自私和傲慢，我们总是希望通过科技手段压制绿色的这种负能量，将其圈在文明的框架中演绎新绿的柔嫩。人类作为大自然的一部分，为了真正与其相生共融，需要去肯定绿色的各种变奏，赞美他的青翠，敬畏其未知的威力。

稳定之绿

古代罗马作家普林尼曾说过：“绿色能愉悦眼睛，舒缓疲倦”。他的话到了后世，得到了科学的验证。绿色在可视光线中位于中段波长，短些便是蓝色，长些则成了红色。而正是因为绿色位于最平衡的位置上，所以可以缓解眼部疲劳，带给人安定感。作家吴秀妍（O Suyeon）在《色彩的诱惑——色彩心理与色彩营销》一书中指出：绿色代表中立、和平、安全，在安全色系中用于紧急出口、救助站、避难场所及避难方向的指示标记；又因为绿色在视角中所占面积最小，只要不在视野中心就很难被感知到，因此视野周边的绿色不会刺激到眼睛，所以桌面和黑板等需要非刺激性背景的地方，经常会用到墨绿色系。无独有偶，每逢节假日韩国人就会聚在一起打花牌，而打花牌时专用的毯子也是墨绿色的。但是，抽象画家康定斯基和蒙德里安却认为：绿色虽然能稳定心灵，但也会令人感到乏味。尤其是对纽约等大都市有着狂热情结的蒙德里安在创作他冰冷的抽象画时，没用一丝绿色。反之，被誉为近代绘画之父的保罗·塞尚则沉迷在大山散发的生命之绿中，尝试着在《圣维多利亚山》系列中为画作注入一股清新的绿色。绿色具有大自然的双面性，如自然界一般广阔，可以将任何颜色都包容进来。绿色发展至今天，已成为代表都市的颜色，仿佛空气般渗透于我们的呼吸之间。睁开眼睛看看周围，除了人造绿色之外，窗外正逢一片新绿时节。



Mysterious Green

Green is synonymous to neutrality, but there are constant changes occurring within, just as an adolescent child experiences great changes in the process of becoming a grown-up. Green is also synonymous to life energy, a force determined to grow to survive. We often cloak the tenacity of green by reserving it for science fiction movies.

奇妙的绿色

尽管绿色代表中立，但其内部也不断地发生着变化，如同少年的青涩与成长过程中的巨大转变可以共存一样。就像代表成长的“Grow”与“Green”的发音很相似，绿色既是成长所需的清新生命力，有时也会被解读为令人厌恶的强烈的生存本能。但是，现代社会过于沉溺于电子的魅力当中，而只有在科幻电影中才意识到它所带来的灾难。

01



EMERALD GREEN

Pantone picked this color as 2013 Color of the Year. Leatrice Eiseman, chief color researcher at Pantone said at last year's 2013 NOROO Color Trend Show that “Green is the most abundant color in nature and a representative color that brings rebirth and rejuvenation in the complicated world we live in today.” In this day and age when “healing” is the keyword, the emerald green effect is very much needed everywhere. Emerald, the birth stone for May, is said to have been used for adorning and for medical reasons since it was said to relieve fatigue in the eyes. Pantone Premium Paint’s emerald green will soothe tired eyes that had been glued to a computer screen all day.

祖母绿

潘通公司将祖母绿宣布为2013年的“年度色彩”。2012年曾受邀参加《2013年NORRO色彩流行秀》的潘通公司色彩研究所所长莉雅翠丝·艾斯曼(Leatrice Eiseman)指出：“绿色是自然界最丰富的色彩，在当今的繁华世界中，象征着最重要的复活与重生”。在健康已成为大势所趋的当代，祖母绿显得尤为重要。作为5月诞生石，祖母绿被称为绿宝石之王，是相当贵重的宝石。据说只要注视着祖母绿，就可以消除眼部的疲劳，因此自古多用于医学和装饰。用潘通专业油漆的翡翠绿粉刷墙壁，可以让长时间注视电脑显示器的眼睛得到片刻休息。

02



KRYPTONITE VS. SUPERMAN

Villains in science fiction movies are often green. It was the color of Joker’s hair in Batman movies; Spiderman’s arch nemesis, Lizard, is also green. The tragic hero Hulk is also green, including Shrek, the overweight ogre and unlikely protagonist. And then there is Kryptonite. Superman has the power to reverse time and catch a crashing plane with one hand, but this alien mineral is lethal to him. We all have childhood memories rooting for Superman as he lies at the mercy of his enemies. News of a Kryptonite-like mineral found in Serbia excited Superman fans all over the world in 2010. But did you know that the “real” Kryptonite is tucked away in Batman’s utility belt in the form of a ring? Superman had his trusty partner keep it safe and out of reach!

克利普顿石与超人

在科幻电影中，绿色经常被用在恶人的造型上。折磨蝙蝠侠的小丑的发色、蜘蛛侠的对手蜥蜴人、还有悲剧英雄浩克等。哦，对了！还有快乐的胖怪物史莱克。另外还有超人的致命石--克利普顿石，这种绿色矿石能够让让可以翻转地球，将正在坠毁的飞机一手托起的超人失去所有的力量。至今回想起超人被克利普顿石圈在中间，失去了超能力被恶棍们蹂躏的情景就让我十分心痛，相信大家也有相同的感受吧。2010年，在塞尔维亚发现了与克利普顿石成分极其类似的矿物质，曾掀起轩然大波。但是，你们知道吗？真正的克利普顿石是一枚戒指，藏在蝙蝠侠的特制腰带中，听说这是超人交给他的好朋友蝙蝠侠保管的。

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HOLY GREEN OF ISLAM

Green is an important color in Muslim culture. The culture was based on the Middle East, North Africa, and West Asia where water is scarce. Green trees represented life. Prophet Muhammad is said to have traveled donning green robe and matching turban. When he conquered Mecca, his army was bearing green flags. To this day, Libya, Saudi Arabia, Pakistan, Turkmenistan, and many other Muslim-dominated countries have green flags. Green awnings were used for holy funerals. Mosques were adorned with green roofs and tiles. Even the fallen dictator of forty-two years, the longest of any regime to come into power through a coup, published a book called The Green Book in 1976.

伊斯兰的神圣草绿

在伊斯兰文化中，绿色是最重要的颜色。大概是因为中东与北非、西亚等地带多以沙漠为主，因此绿色表达了人们对树木与绿洲的渴望。伊斯兰的大预言家默罕默德经常以绿色外套和头巾示人，就连他在征讨麦加的战争中扛的旗帜也是绿色的。利比亚、沙特阿拉伯、巴基斯坦、土库曼斯坦等国家的国旗中，也使用了大量的绿色。在神圣的葬礼上，会使用绿色遮阳；莫斯科也同样喜欢用绿色屋顶和绿色瓷砖装饰房屋。独裁者也喜欢绿色，通过武装政变成功篡位，创下世界最长(42年) 执政时间，最终却惨淡收场的利比亚的卡扎菲所撰写的政治书籍也被命名为【绿皮书The Green Book】(1976)。

FOREVER A BOY -- PETER PAN

English author and screenwriter James Matthew Barrie’s novel The Little White Bird (1902) features the story of Peter Pan. His story was rearranged for a Christmas children’s play and later adopted into children’s literature as Peter Pan and Wendy. Peter Pan lives in Neverland, where children never have to grow up. He flies across the sky with his mischievous giggles wearing green clothes and hat looking for good children he can take back to Neverland. Adults who refuse to assume adult responsibilities are said to have a Peter Pan Complex. Wendy refuses to stay behind in Neverland and comes back to the real world. Only those with the strength to visit Neverland once a year can become a true adult.

永远的孩子——彼得潘

彼得潘的故事原本是1902年英国小说家和剧作家J·M·巴里的小说《小白鸟》的一部分，后来在圣诞节被排成了儿童剧，最终以童话《彼得潘与温蒂》的名字出刊。彼得潘生活在永远不会长大的梦幻岛上，穿着草绿色的衣服，带着草绿色的帽子，总是面带调皮的笑容翱翔在天空中，寻找与他志同道合的内心纯净的孩子们。绿色造型似乎意味着他总是停留在绿色成长期的状态，而拥有像彼得潘一样不希望长大的“老小孩”心态，内心充满不安的成年人被称为彼得潘症候群。或许只有像拒绝了彼得潘充满诱惑的建议，最终回到现实的温蒂，将梦幻岛放在心中，一年只回去一次，才能真正成长起来吧？

WAVES OF GREEN ON SAINT PATRICK’S DAY

Every March 17, the river running across Chicago, United States is dyed green to celebrate the day in honor of Saint Patrick, the first man to bring Catholicism to Ireland and an apostle of Ireland. The occasion is celebrated in countries such as Britain, Canada, and United States where there are many residents of Irish descent. Some green clothes, wigs, balloons, Irish parades, and beers can be seen as far east as in Korea. The industry releases limited edition items in time for Saint Patrick’s Day, the most notable being clover cookies with green icing. Saint Patrick is said to have explained to illiterate peasants the concept of trinity using the three leaf clover.

绿色水波之城——圣帕特里克节

每年3月17日，横贯芝加哥的河水都会变成一片绿色。因为，这一天是第一个将基督教传播到爱尔兰的人物——爱尔兰的守护神圣帕特里克纪念日。虽然这是爱尔兰的节日，但在爱尔兰移民众多的英国、加拿大、美国等地也会举办大型庆典。韩国每年这个时候也随处可见绿色服装和假发、气球及配着爱尔兰啤酒的游行。业内为突出圣帕特里克节的特殊性，经常会推出绿色系的限量商品。其中最受欢迎的是用绿色糖霜装饰的三叶草曲奇。因为，圣帕特里克经常利用三叶草向不识字的农村人传授基督教三位一体的概念。

SWEET AND SOUR GREEN APPLE

Aori apples are light green apples that are great for the scorching summer months when everything else tastes like sand. Originally named Sugaru, Aori apples ripen to red at the end of August when it is ready to be harvested. Since there was huge demand for apples, however, apples that were still green were sold as Aori apples -- in other words, when they were あおい (aoi, green) + リんご (ringo, apples). Harvesting early had its perks. The apples were picked before they can drop on the ground and bruise. Green apples may not be ripe, but they make for a great treat during the hot months. Remember not to eat too many of them, though. They can give you cramps.

酸酸甜甜青苹果

因酷暑而食欲不振时，酸酸甜甜的苹果无疑是刺激食欲的最佳选择。Aori带给您如青色般清爽的味道。Aori苹果本来有个很官方的名字叫津轻苹果，正常是在8月末成熟后才会品尝到其甜美芳香的，但由于人们想尽早吃到它，于是便有了Aori这个名字，日本名为（あおい青色 + リんご苹果）。提前收获，也可以防止苹果因熟透而掉落，所以Aori也可以被简单称为“青苹果”。即使没熟透，也可以作为一种夏季特有的青苹果来享用。但是，味道虽好也不要贪吃哦，吃多了肚子会疼的。



NOROO Around the World

Overseas Sales Team, NOROO BEE Chemical Co., Ltd.

Amid the sluggish economic condition, success stories gained our attention, and they are about NOROO. NOROO BEE Chemical's success deserves our attention. After the increased sales in Turkey, Russia, and Brazil in the previous year, NRB is still successful this year. Behind this success is the overseas sales team in charge of global marketing.

让NOROO的名字遍布世界各地

NOROO碧化学有限公司海外营业部

他们在经济危机中宣战的消息如雷贯耳。NOROO 名字的出现让这个消息更加备受关注。NOROO碧化学有限公司的发展也因此而受到了瞩目。继去年之后NOROO碧化学有限公司今年的发展也势不可挡，不但销售额直线上升，还开辟了土耳其、俄罗斯、巴西等海外市场。而发挥全球市场营销窗口作用的正是NOROO碧化学有限公司的海外营业部。

FROM BIRTH TO GROWTH

“NRB is the only company in Korea specializing in developing, producing, and selling plastic paints especially those for vehicles. Currently, in terms of Korean market share, we are consistently ranked no. 1, leaving the no. 2 player behind with a gap of more than 10%. Our partners include all five automakers of Korea – Hyundai, KIA, Renault Samsung, GM Korea, and Ssangyong – and we are going global with them. Currently, we are expanding direct exports to Russia, Turkey, Brazil, and Iran as well as the US, India, and Czech Republic,” said Director Lee Seibu on NRB’s success with pride and enthusiasm. Joining NRB when it was founded, he witnessed its entire history. He was also involved in NRB’s efforts to penetrate global markets.

“It was 2005 when we started overseas sales. At the time, our sales skyrocketed from 20 billion KRW to 38.1 billion KRW. This year, we are expecting 53 billion KRW in sales.”

From 2006 to 2009, NRB went global with Hyundai and KIA to establish branches in the US, India, Czech Republic and China, providing strong foundation for growth. Since then NRB has been localizing production, and it has established a profitable structure by attracting Korean companies overseas. Today, NRB is eyeing the attraction of more local customers and increasing market share by 2016.

从萌芽期到增长期

“NOROO碧化学有限公司在塑料涂料领域,尤其是汽车用塑料涂料的开发、生产和销售方面是韩国唯一的专业企业。目前在韩国市场占有率稳居首位，比第二位高出10%以上。与现代、起亚、雷诺三星、通用韩国、双龙等五大韩国汽车制造商都有贸易往来，在他们进军海外市场方面发挥了举足轻重的作用。继美国、中国、印度、捷克之后，产品还直接出口俄罗斯、土耳其、巴西等国，贸易范围正逐步扩大。” 在介绍NOROO碧化学有限公司的成长时，常务李涉的自信和力量溢于言表。自公司成立那天起李常务便开始在这里工作，可谓是与公司一同成长的元老级人物，他见证了公司发展的历史，也同样见证了公司海外扩张的过程。

“海外销售是从2005年开始的，制定海外进军战略后销售额由最初的200多亿韩元猛增至381亿，如今整体销售额是当时的4倍。预计今年海外销售额将达到530亿韩元。”

2006年到2009年，海外事业还处于萌芽期的NOROO碧化学有限公司与起亚汽车携手进军海外市场，在美国、印度、捷克和中国等地设立法人公司，确保了首批生产基地，为公司发展打下了坚实基础。目前海外事业仍处于“第一增长期”的NOROO碧化学主要是集中精力促进本地化生产，以当地韩资企业为重点开发市场，构筑最佳利润结构。截止到2016年的“第二增长期”，公司计划将市场向当地客户扩大，提升市场占有率。



“NRB has no choice but to explore overseas markets. Korea is ranked fifth in the world in terms of automobile production, and its overseas production is becoming bigger than its domestic one. Since Korean automakers are producing more from foreign countries, we have to work with them. Differentiating overseas sales from domestic ones is meaningless,” said Senior Staff Son Taek.

Officially, the overseas sales team consists of Senior Staff Choi Suk-ho, Senior Staff Son Taek, and Director Lee Seibu. Including 20 staff members overseas, however, all of 130 NRB employees are as good as overseas sales team members. “The overseas sales team is just a window for overseas work. Though products are exported via the overseas sales team, all of NRB employees are looking at the global market,” said Director Lee. NRB’s branches, marked on the world map, remind us of NRB’s place on the global stage.

孙泽主任对此补充说明道 “NOROO碧化学有限公司之所以全力以赴拓展海外业务是因为没有其他选择，韩国汽车企业的生产力居世界第5位，在海外的生产和销售远远超过国内，在韩国生产的零部件几乎全部远销海外，我们必须迎合这样的发展趋势做出行动，而不是单纯地区分国内和国外。”

虽然，严格说来只有崔锡浩主任、孙泽主任和李涉常务属于海外营业部，但包括海外派驻人员（20人）在内的NOROO碧化学有限公司的全体130名 职员可以说都属于海外营业部。 “海外营业部是公司海外贸易的窗口，尽管海外的出口业务主要通过我们来完成，但其实所有人的视线都投向了世界。” 李涉常务边说边看着办公室里挂着的世界地图，上面的旗帜遍布世界各地。

SALES WITH TECHNICAL STRATEGY

The huge market share of NRB is thanks to its strong technical strategy. “We have unpainted items painted or add advanced functions to existing products to create new markets. For example, we produce paints that create a leather feel on plastic, self-recovering paints, antibacterial paints, and others. Such new technologies receive much attention in the overseas market. And I think they are as good as products from global leaders such as Akzo and BASF,” said Senior Staff Choi, taking pride in NRB’s technology. Joining NRB in 2010, he engaged in exports to the US and increased sales from 0.7 billion KRW to 7 billion KRW. “Though it is only three years, I learned a lot from Director Lee. Now, I receive a lot of questions from other teams,” said Senior Staff Son, wearing a shy smile but exuding firm confidence. He is focusing on increasing sales stably in Turkey where Hyundai’s production plant is located.

“It has been nine years since NRB started going global. If we are a car, we have just started, and we are moving at 30~40 km/h. We will go faster and work in the wider market. My team as well as other NRB employees will grow NRB further. I have high expectations,” said Director Lee. If NRB’s technology is an arrow for the global market, its overseas sales team is a tight bow. As NRB aims at the global market with its overseas sales team and other employees, NOROO will establish strong presence around the world.

结合技术型战略的销售

NOROO碧化学有限公司保持市场高占有率的秘诀在于强有力的技术战略，即不断拓展市场。 “以现有产品开拓新市场，或者对现有产品进行改良， 提高其性能从而开辟新市场。例如： 开发让塑料有皮革感的涂料、表面磨损后可自行修复的涂料、有杀菌功效的强抗菌性涂料等， 在进军海外时这样的技术就会被突显出来。我们开发这种新技术的能力， 毫不逊色于阿克苏诺贝尔和BASF这些国际巨头。” 通过崔锡浩主任的介绍， 不难看出他对公司的技术开发充满了自豪感。崔锡浩主任进入公司的2010年 ， 恰逢公司开始出口美国，他见证了销售额由当时的7亿韩元到今年预计将突破70亿韩元的迅猛发展过程。 “虽然进入公司才只有短短三年时间， 但跟着李常务学到了不少东西， 如今有不少人向我们咨询海外相关业务问题。” 孙泽主任腼腆的笑容背后能看到他十足的自信心。在土耳其有现代汽车的制造工厂， 为保证对其出口量的稳定增长， 他正日以继夜的努力着。

“今年已经是NOROO碧化学有限公司进军国际市场的第9年了， 如果用汽车来比喻， 就是刚刚发动， 正以30~40公里的速度前行着。现在将要全面提升速度向更广阔的市场前进了。现在的海外营业部及NOROO碧化学有限公司的职员们将带领公司飞速成长， 这非常令人期待。” 李涉常务的期待令两位主任精神为之一震。如果说与世界竞争的NOROO碧化学有限公司的技术力是弓， 那海外营业部就是弦上紧绷的箭， 瞄准世界市场的靶子， 用力拉动弓弦， 全力以赴让NOROO的标志遍布世界各地。





Beautiful Repainting of Apartments in Cheonan

Cheonan Office of NOROO Paint
Senior Staff Lee Yong-jin, Park Sang-eun

New colors in apartments in Cheonan are attracting our eyes. Such change is led by Senior Staff Lee Yong-jin and Senior Staff Park Sang-eun at the Cheonan Office of NOROO Paint. They started exploring the apartment repainting market, and they are realizing noticeable achievements.

天空下美丽的天安公寓翻新涂装

NOROO涂料股份有限公司天安营业所
李庸振、朴商殷主任

最近，天安的公寓楼呈现出份外亮丽的色彩非常引人注目。创造这种美丽变化的正是NOROO涂料大田分公司天安营业所的李庸振主任和朴商殷主任。这种公寓楼翻新涂装市场开发的主力军便是进公司只有一两年的新职员们，他们通过努力最终创造出令人欣喜的成果，显示出NOROO人的能量。

ROOKIES IN THE PAINT INDUSTRY

One afternoon when the rainy season was about to begin, we arrived at the Cheonan office. As soon as we entered the Cheonan office, however, the humidity surrounding us disappeared. Senior Staff Lee Yong-jin and Senior Staff Park Sang-eun greeted us with fresh smiles. Though rookies in the paint industry, they explored the apartment repainting market in Cheonan and took the first step to success.

“Because of the many steel dealers in Cheonan, most of the sales focused on heavy duty coating. Not much attention was paid to apartment repainting. When we joined NOROO, efforts began to be made to increase sales for apartment repainting,” said Senior Staff Lee Yong-jin, who has been with NOROO for two years. Thanks to the success of Daejeon Branch Head Jo Seong-su in the apartment repainting market, new attention is being paid to repainting apartments. Though 70% of apartments in Daejeon use NOROO paints for repainting, since there is no big office in Cheonan, most of the repainting projects in Cheonan are bagged by dealers in Seoul. Armed with passion for new markets, however, Lee and Park began to win contracts.

涂料界的明星偶像

来到天安营业所的那天下午，正值雨季，整个天空阴沉沉的，但当天安营业所的大门打开的瞬间，全身的潮湿与烦躁立即消失得无影无踪。有着修长身材、年轻脸庞的李庸振和朴商殷主任给人如沐春风般清爽舒适的感觉，说是“涂料界的明星偶像”也不为过。我们的采访就从他们成功挑战公寓楼翻新涂装市场开始了……

“天安附近有很多钢筋企业，业务主要围绕重防腐和以代理店为中心开展。之前几乎没有做公寓楼翻新涂装市场的，所以我们进入这个市场，一点点去尝试，后来销售额才有了明显增长。”进公司两年的李庸振主任率先开口说道。大田分公司赵承修经理积极开发新市场，在他的促进下公寓楼重新涂装业务才一点点开展起来。尽管在大田分公司负责的地区，公寓楼翻新涂装所使用的涂料中NOROO涂料占到了70%，但天安营业所几乎找不到相当规模的涂装外包工程企业，对外招标的话，通常是首尔的企业蜂拥而至，所以中间麻烦的事情很多。但是带着对开发新市场的一份责任心，进公司只有一两年的他们开始一个一个地去争取签约项目。



“Since we didn’t have any customer, we had to start from scratch. While visiting dealers, if we noticed apartments that needed repainting, we contacted their management office and provided them with our catalogues and necessary information.” They continued to work even after their business hours. If they received a presentation request from the apartment, even if it was late, they went there and made a presentation. Such efforts began to pay off. “Even if repainting was carried out by other dealers, apartment residents wanted to use NOROO paints as a sign of appreciation for our efforts,” said Park, smiling. After one year, they were able to win seven repainting contracts and generate sales of 300 million KRW. This may not be big compared to other branches’ achievements; since this is just the beginning, and they achieved such results from scratch, however, they have high hopes for the future.

“原来一个客户都没有，也不能通过其他的客户企业去介绍，只能漫无目的地去找。在做代理店业务的时候，只要看到有需要涂装翻新的公寓，我们就赶紧把公司的产品介绍和名片交给物业管理所，并向他们做相关介绍和讲解。”下班后也未停止奔波，如果公寓小区代表会议需要他们去做演示，无论多晚，即便是下班后他们也会毫不犹豫地赶过去。付出的辛苦最终换来了让人欣喜的成果。“还有些已经选了别的涂料的小区，有时候也会被我们的热情和诚意所打动而最终决定用NOROO的涂料。”说到这里，朴商殷主任脸上露出了自豪的微笑。一年多的辛苦奔波换来六七个翻新涂装项目和3亿多韩元的销售额。尽管和总公司或其他分公司的翻新涂装项目规模相比还是很微不足道，但从市场调查到交货、施工，他们全部是从零开始，通过顽强拼搏才能获得现在的成就，其中的价值是无可比拟的。他们接下来的发展让人充满了期待和信心。

APARTMENT WITH PANTONE PREMIUM

In Buldang-dong, Cheonan where there are many apartment complexes, one complex stands out among them. Painted in red, blue, and green, this apartment complex looks fresh. This is one of the successes of the Cheonan Office. “Presentation to repainting took six months. We took the apartment manager to the NOROO branch in Anyang to choose colors,” said Lee. To repaint this apartment, Pantone Premium paints were selected. Though it took a long time, everybody involved in this project was happy since the result was satisfactory. Lee Hong-gi, Head of Cheonan Office, said, “Lee is proactive, and Park is meticulous. They put their team first and know how to cooperate with each other. Definitely, they will make further achievements in Cheonan’s apartment repainting market.” “We have to contact people again and again to make an apartment repainting contract. We owe our success to many people. We received a lot of help from HQ’s design team, production team, Assistant Manager Kim Gyeong-mi, and Deputy General Manager Gwak Ho-choen. Likewise, Head of Daejeon Branch Jo Seong-su and Manager Kim Hak-geun shared much of their know-how and took care of what we were missing,” Lee and Park said, thanking everyone who helped them succeed in Cheonan. They will do their best so that NOROO Paint will be the natural choice for apartment repainting. In the process, Cheonan will be more beautiful thanks to their determination.

潘通高级公寓

在公寓楼非常密集的代表性住宅区安市市佛堂洞，有一栋公寓格外抢眼。以红色为主色调，附加蓝、绿色，丰富的色彩使整栋楼显得生机勃勃，这栋公寓就是天安营业所的杰作。“从演示到工程结束共6个月时间，陪同管理所长一起去NOROO涂料安养总公司挑选颜色。”站在公寓前的李庸振主任回想起当时的情景露出笑容。为了给公寓选一个高亮度的颜色，我们使用了潘通高级涂料。虽然辛苦了很长时间，但取得的成果是令人欣喜的，终于打造出了令客户和营业所都满意的杰作。天安营业所所长李洪基说“李庸振主任精明能干，朴商殷主任细心认真，又肯站在团队的立场考虑问题，才会有如此完美的合作。”李所长还表示在公寓楼翻新涂装方面天安营业所完全胜任，今后的发展值得期待。

“公寓楼翻新涂装是需要人与人不断接触、交流的工作，这个业务不是我们自己完成的，而是得到了很多人的帮助，总公司的设计组、生产部门、金景美代理和郭浩千次长都给予我们很多帮助。还有将总公司直销组技术传授给我们的大田分店赵承修店长、金学根课长，在他们的帮助下我们弥补了自身很多不足。”采访中，他们对帮助他们的人一一表达了感激之情。他们明白，距离“在天安一提到公寓楼翻新涂装就会联想起NOROO涂料”的目标还很远，仍需要坚持不懈的努力。他们坚定的决心，会让天安的明天更加美丽。



Colorful and Wonderful Yangyang Duri Shop

“What’s this?” One Monday morning in June, going to Hoeryong Elementary School, students found something amazing. Their school was painted in rainbow. They were happy with their newly painted school, their teachers smiling at the scene. This happy magic was done by Kim Jae-sik, head of Yangyang Duri Shop.

多彩&精彩 襄阳DURI商社

“哦？那是什么？”6月某个周一的早上，江原道襄阳回龙小学的孩子脸上充满了惊喜。学校出现了一条由赤橙黄绿青蓝紫七种颜色组成的美丽彩虹，望着欢呼雀跃的孩子们，老师们的嘴角也扬起了微笑。而施展这幸福魔法的人就是襄阳DURI商社的社长金在植。



GIFT PREPARED WITH PASSION

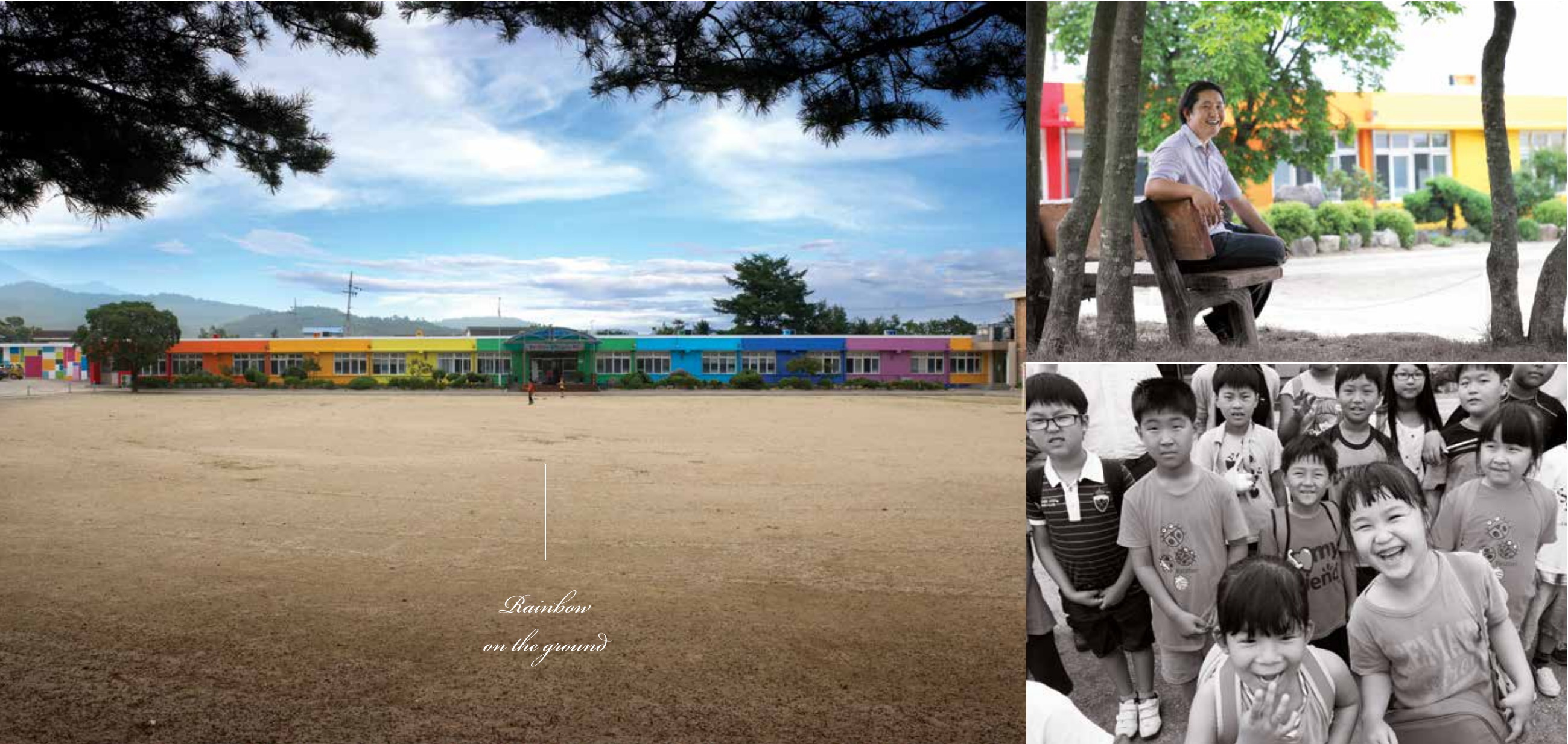
Well-arranged paint cans, wall painted emerald as the color of the year, fresh-colored couch and small wooden table, vintage floor – when you step inside Yangyang Duri Shop, you can see the passion permeating the whole shop as well as paints. “How do you like my shop? It does not look like a warehouse. You cannot smell any bad odor. Though it is a small shop, I tried to give a new image to the paint shop. You may not notice everything I did at first, but I did my best to create a different paint shop,” said Kim. Just as he said, his cozy and clean shop is filled with creative ideas. After opening his shop three years ago, he is quite successful with a market share of 80%, which is the biggest in Yangyang.

“Kim fills the old market with his young energy. It is also Kim who introduced the color mix system for the first time in Yangyang whose population is just 30,000,” said Yoo Hyun-il, assistant manager of the Gangneung branch. “I came to be the no. 1 dealer thanks to NOROO Paint’s good reputation. I brought in the color mix system to provide better service to the people in Yangyang. Since color is more accurately created than the manual mixing method, more customers came to me for color advice. This led to increased market share,” said Kim.

用热情准备的礼物

摆放得整整齐齐的油漆桶、用今年流行的祖母绿粉刷的墙壁、颜色清爽的沙发和小木桌、复古地板……一走进襄阳DURI商社，就能感受到整个店铺散发出的热情。“通常人们总是将油漆店和仓库，和刺鼻的气味画等号。虽然我们这儿地方不大，但为了转变人们的观念，我们不断努力着。虽然不是那么一目了然，但仔细看便会发现它的不一样。”正如这位拥有艺术家气质的金在植社长所言，店铺整洁优雅，随处都闪烁着创意的光芒。DURI商社并不是徒有虚表，开业仅三年便以80%的占有率稳居襄阳市场第一位。

“金在植社长为高龄化市场注入了一份年轻的活力，在人口只有3万的襄阳地区引进了首台调色机。”江陵营业所刘铉一代理的介绍，让我们深刻感受到金在植社长对NOROO涂料的关注和热爱。“能占据第一位主要是NOROO涂料的知名度比较高，为了更好的服务本地区的居民，我们引进了调色机。再也不用一点点去手动调色了，用调色机便可精确地挑出需要的色彩。现在，讲究色彩和需要色彩咨询的顾客越来越多，而我们在满足消费者的同时也提高了市场占有率。”



Rainbow
on the ground

Born and raised in Yangyang, Kim loves Yangyang very much. He painted Horyong Elementary School because he loves his hometown. “I wanted to make a contribution – no, I wanted to give a present. I want to thank NOROO Paint. Without Pantone Premium paints, I cannot create such beautiful colors,” said Kim. He made many efforts to give a surprise present. He searched for suitable schools, gained approval after several persuasions, spent more than ten days looking around the school and creating a design, and finished the job with his six team members in two days when it normally took four days. The project required almost KRW10 million. When the painting project was completed, teachers who were unsure about Kim’s intention gave two thumbs up; the school president was also very pleased with the result. Totally unaware of the project, the students were amazed. Kim was also happy that his pure intention was accepted. “All of my staff were happy since the students love their school’s new look. That was all we wanted.”

生在襄阳，长在襄阳的金在植社长深深热爱着这个地方，这一点透过回龙小学的那条彩虹也能充分地感受到。“其实一直都想要捐赠，哦，应该是送礼物。对NOROO涂料也只有感激，如果没有潘通的高档油漆，这种鲜亮的色彩根本调不出来。”金在植社长为制作这个惊喜的礼物下足了功夫。寻找合适的学校，一次次说服校领导最终获得了学校的同意。为构思创意他访问学校十多次，与DURI商社的六名工作人员一起用周末两天时间完成了4天的工作量。要知道这是人工费和设备费合计上千万韩元的工程啊。完工那天，望着一道道绚烂的色彩，原本半信半疑的老师们竖起了大拇指；校长由此还联想到彩虹原理，喜出望外；而周一上学的孩子们看到这条美丽的彩虹不禁发出一阵阵惊喜的欢呼声。金在植社长原本还一直担心这份礼物能否被接受的，而此时他的脸上也是神采飞扬。“听说孩子们很高兴，组员们也很开心，这就是我们想要的。”

FULL OF COLORS AND EXPECTATIONS

As a way of donating his talent, Kim painted not only the school but also NOROO Paint’s Gangneung branch. “He is always passionate, giving valuable advice to NOROO Paint. With his extensive knowledge, he makes meaningful suggestions,” said Manager Park Kwang-jin, head of Wonju Branch. Complimenting Kim, Kim Sung Min noted how Kim forecasts the color that will lead the market trend and applies it and gives much motivation to them. “Park suggested I open a dealer shop. Yoo agreed with Park’s suggestion. Thanks to them, here I am,” said Kim. Being down to earth, he takes slow but firm steps toward his goal. “I don’t know how far I can go. Duri Shop is like a mock test. It is a steppingstone for the future. Based on experience gained from Duri Shop, my team staff, and NOROO, I want to grow further.” Kim is dreaming of a colorful Yangyang. He is happy to have high expectations of a wonderful future.

充满色彩，充满期待

金在植社长的才能不仅体现在学校，NOROO涂料股份有限公司江陵办公室也是他的杰作。“金在植社长总是充满热情，经常对NOROO涂料提出自己的建议；对产品他也非常了解，还会指出需要改进的地方，”不仅刘铉一代理对他钦佩有加，朴光珍课长和原州分公司金成敏经理也对他赞不绝口，“金在植社长预测‘彩色’是今后的大势所趋，因此向着这一目标不断努力和实践。从公司立场看，他是有激励和推动作用的，也是我们应该感激的人才。”

听到夸赞，金在植社长难为情地哈哈大笑“朴光珍课长劝我做的NOROO涂料代理店，而刘代理也帮了我不少忙，这些就足够了。”对于谦虚的金在植社长，今后的目标还是稳扎稳打的“内实”业绩。“不知道将来会有多大规模，现在DURI商社只是模拟考试而已，今后成长中的每一件事都将成为新起点，通过在这里积累的经验，与我们的店员和NOROO一起成长壮大。”梦想将襄阳变得绚丽多彩的金在植社长，相信他的未来也是充满精彩，充满期待的。



News Briefing



**NOROO PAINT'S 2ND TRANSFORMATION PROJECT
IN COOPERATION WITH AUCTION**

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

THE LAUNCHING OF NOROO PAINT'S NEW COLOR INTERIOR PAINTING SERVICE ON GS HOME SHOPPING

After one year of planning with GS Home Shopping, NOROO Paint launched a new color interior painting service called, "Color Housing." The first show was aired on the GS Home Shopping channel for 70 minutes starting at 11:40 P.M. on Sunday, June 23. NOROO Paint is currently aiming to create a new color interior service market.

NOROO Paint's premium interior service brand, Color Housing, provides one-stop color interior solutions from design, painting, and management. Color consultants and interior workers visit the site; check its usage of the building, size, and wallpaper conditions; present the optimal color plan based on color therapy; and create a fresh space by covering the walls in a fresh coat of paint with NOROO Paint's After-sales Service System. Based on customers' response to the launch of this new service, it is believed that Color Housing has a huge potential on the future market.

新概念彩色室内装修服务 "COLOR HOUSING", GS电视购物频道首播

NOROO涂料股份有限公司和GS电视购物公司经过一年多精心策划, 推出业内首个新概念彩色室内装修服务 "COLOR HOUSING"。首播已于6月23日晚11点40分在GS电视购物频道播放, 时长70分钟, 借此NOROO涂料股份有限公司宣布将开辟新概念彩色室内装修服务市场。

COLOR HOUSING是NOROO涂料高级施工服务品牌, 为客户提供从设计、施工到维护的一站式彩色装修解决方案。由

专业色彩顾问和工程人员亲自上门, 对空间的用途、面积、壁纸状态等进行分析后, 根据色彩疗法提出最佳色彩方案, 负责施工并提供A/S服务, 能够给人以焕然一新的感觉, 是一项为顾客创造美丽舒适空间的新概念服务。

NOROO通过本次GS电视购物节目的播出, 了解了消费者对室内装修的喜好趋势, 预计COLOR HOUSING今后的市场潜力和发展势头将越来越大。

NOROO PAINT'S 2ND TRANSFORMATION PROJECT IN COOPERATION WITH AUCTION

In the sweltering heat on June 15, NOROO Paint and the on-line marketplace, Auction, held a transformation event to repaint the Gyeryunghaksa Children's Home, which is located in Nonsan, Chungcheongnam-do. 40 people from the Hope Bridge Rescue Group and Auction's volunteer service club, Sharing Family, participated in this event. They painted the old building in various colors. Following the repainting of Seongwoo Children's Home last year, this 2nd transformation event was held to show the desire of NOROO and Auction to give back what they receive from their customers. There will be more volunteer projects to create a culture of volunteering, in which everybody happily does their share.

NOROO涂料股份有限公司&AUCTION, 爱的传递第二轮火热进行

热浪炎炎的6月15日, NOROO涂料股份有限公司和韩国大型购物网站AUCTION在位于忠清南道论山市的鸡龙 学社保育院举办了第二轮爱的传递活动, 将保育院的外墙粉刷一新, 修饰得干干净净。

除NOROO涂料的员工外, 还有来自 "希望之桥" 韩国灾害救援协会和AUCTION "分享之家" 的会员等共40余名志愿者参加了本次活动。志愿者们用多彩的颜色和壁画将保育院的陈旧建筑装饰得焕然一新。本次活动是继去年圣友保育院 后的



NOROO'S DIY REFORM FESTIVAL

第二轮 "爱的传递" 社会贡献服务, 活动体现了NOROO涂料与AUCTION决心与客户一同真诚向社会分享爱心的意志, 预计今后还将举办各种志愿活动, 营造快乐奉献的文化氛围。

NOROO'S DIY REFORM FESTIVAL

Last May, in cooperation with its labor union, NOROO Paint held the "2013 NOROO DIY Reform Festival" for its employees. In this festival, participants purchased NOROO items of their choice from over 300 large discount chains across Korea (E-Mart, Home Plus, Lotte Mart, etc.) and re-painted old items. In this way, they were able to refurbish old items and learn more about NOROO products. The top prize for this festival was given to Senior Staff Kim Ho-jun from Masan Office. An additional seven other prizewinners were selected and they were awarded with gift certificates. Also, Pantone mugs were given to all of the festival participants.

举办NOROO DIY改造节

5月, 在NOROO涂料股份有限公司工会的组织下, 以NOROO全体员工为对象, 举办了 "2013年NOROO DIY改造节" 活动。活动期间, 员工们可以在韩国300余家大型超市 (易买得/HOMEPLUS/乐天超市等) 中购买到公司的产品, 利用这些产品对陈旧物品或废弃物品进行全新改造。本次活动的目的在于帮助员工亲自涂装, 体验改造的乐趣, 同时提高员工对公司产品的理解度。本次活动吸引了众多员工的参与, 最终NOROO涂料马山分店金浩俊主任等7名员工获得了一等奖, 公司向他们颁发了百货商场购物券, 并向所有参赛人员赠送了彩色马克杯等礼物。

PAINT SUPPLIED TO SAMSUNG ELECTRONICS' SEMICONDUCTOR PLANT IN XIAN, CHINA

NOROO Paint supplied paint to Samsung Electronics' semiconductor plant, which is under construction in Xian, China. Located



**PAINT SUPPLIED TO SAMSUNG ELECTRONICS'
SEMICONDUCTOR PLANT IN XIAN, CHINA**

in southern China, Xian is the hometown of Chinese President Xi Jinping. It is also home to many global IT companies' production sites; and is quickly growing thanks to a strong domestic demand. Along with Chongqing and Qingdao, Xian is expected to lead China's economic growth. With approval from the city of Xian and the Chinese government, Samsung Electronics started constructing its semiconductor production line in 2012 and will roll out 10-nano NAND flashes as of 2013. The plant has been designed and is being constructed by Samsung Corporation. NOROO's new coating agent, Clean Poxy (W) has been selected to replace the oil epoxy coatings used for plants in Korea. For epoxy lining and waterproof work between floors, NOROO's new lining product is currently under consideration. Also, NOROO's products will be gradually applied to grid beams, pillars, floors, and ceilings. Currently, NOROO is training two Chinese painting companies (Wojin and Bora).

为中国西安三星电子半导体工厂供应涂料

NOROO涂料股份有限公司为三星电子在中国西安市建造的半导体工厂供应涂料。位于中国西部的西安是中国新一代领导人习近平的故乡, 如今全球IT企业将西安看作生产基地, 纷纷入驻, 成为内需持续增长的新生地区。此外, 西安可以说是今后十年间和重庆、成都共同引领中国发展的地区。三星电子经中国政府和西安市的许可, 于2012年开始建造半导体生产线, 计划从2013年开始, 最新的10纳米级快闪记忆体将投入量产。

本次工程由三星物产负责设计和施工, 已决定使用NOROO涂料的新产品Cleanpoxy (W)代替目前韩国三星半导体工厂使用的油性环氧树脂涂料。此外, 还计划使用NOROO涂料的新产品代替目前使用的无机质涂料的环氧树脂和层间防水部分, 目前该计划仍在探讨中。另外, 预计将分阶段在格子梁、柱子、地板和天花板部分使用水性涂料, 目前正在对中国的两个涂装企业 (WoJin、BORAE)开展涂装培训。

News Briefing



**NOROO PAINT'S 2014 WORKSHOP
FOR THE DEVELOPMENT OF NEW PRODUCTS**

NOROO PAINT'S 2014 WORKSHOP FOR THE DEVELOPMENT OF NEW PRODUCTS

On May 24, NOROO Paint held their 2014 Workshop for the Development of New Products at the IT Center of Songdo Technopark. At the workshop, 60 executives and staff members who are in charge of research, technology, and sales discussed technology management to develop new products for 2014. They also discussed product and sales strategies to satisfy market needs based on TRMs (Technical Roadmaps) and PRMs (Product Roadmaps). Discussions focused on construction, automobiles, and industry and facilitated a practical exchange of opinions. On this day, CEO Ahn Kyung-soo visited the workshop and stressed the need to advance NOROO's products by referring to global companies' major products such as Coke, Bacchus, and Hwalmyeongsoo.

NOROO涂料股份有限公司举办2014年新产品开发研讨会

NOROO涂料股份有限公司于5月24日在仁川松岛科技园IT中心召开“2014年新产品开发研讨会”。本次会议由NOROO涂料的研究、技术和销售部门高管及部长等60余名人员参加，议题主要包括：2014年新产品开发，提高对技术经营的理解，以及在研究技术部门的TRM(Technical Roadmap)和PRM(Product Roadmap)的基础上如何树立满足市场需求的商品和销售战略等。会议主要分建筑、汽车修补漆、工业三大部分开展了深度的现实性讨论。此外，当天参加会议的安京洙会长通过全球性企业的代表品牌可口可乐、宝佳适、活命水的案例，再次强调了NOROO开发先进产品的必要性。

NOROO PAINT'S SOCIAL SERVICES

On May 11, NOROO Paint painted the "House of Peace," which is located in Anyang. For 23 years, NOROO has been supporting the House of Peace. Last spring, staff members from Any-



NOROO PAINT'S SOCIAL SERVICES

ang Plant visited there and repaired old benches, fences, and other facilities. Also, NOROO Paint provided painting training to KYWA (Korea Youth Work Agency)'s social service leaders, who will be dispatched to underdeveloped countries. NOROO will continue to provide social services as a way of returning corporate profits to society.

NOROO涂料股份有限公司举办志愿活动和社会贡献活动

NOROO涂料股份有限公司于5月11日在位于安养市的“和平之家”举办了志愿活动。和平之家是与NOROO有着23年合作历史的保育院，今年春天，NOROO涂料安养工厂的员工们来到和平之家，对陈旧的公园长椅、篱笆和内部设施等进行涂装和修理。此外，NOROO涂料还对韩国青少年活动振兴院中的“社会贡献全球领军者”开展了涂装培训，向在落后国家开展志愿活动的青少年们进行了关于涂装理论的学习和现场实习，向他们传授了专业知识。

通常，社会贡献活动是将企业利益回报社会。而NOROO显然已超越了这一概念，对于NOROO社会贡献活动是企业与社会共同获得幸福的相生行为，今后也将持续开展下去。

Colormate Co., Ltd.

(株)Colormate

COLORMATE OPENS ITS DESIGN HOUSE IN ILSAN

The Colormate Design House (CMDH) opened in Ilsan on July 1, 2013. As a color service brand, CMDH combines Pantone's high chroma specialist colors and NOROO's technology to create unique interior designs for apartments, commercial sites, and offices.

CMDH considers its customers' psychological aspects when



COLORMATE OPENS ITS DESIGN HOUSE IN ILSAN

suggesting the optimal diverse colors for creating a new space. Also, in a relatively short period and at lower costs, CMDH freshens up the interior and provides customized service. CMDH in Ilsan will prepare a place where customers can gain first-hand experience in interior and will display color therapy, DIY paints, interior items, and homecare products. CMDH will open its Ulgiro office in August 2013 and its Bundang office in 2014, and will begin to open franchises in 2015 in the hopes of becoming Korea's best color brand.

Colormate Design House—山店开业

(株)Colormate的彩色室内装修品牌Colormate Design House—山店于2013年7月1日开业。Colormate Design House(C.M.D.H)将色彩专业企业PANTONE公司的高彩度颜色和NOROO涂料的技术结合，为公寓、商业和办公空间等进行个性室内设计，是一个色彩服务的专业品牌。Colormate Design House为顾客提供色彩咨询，依据顾客的心理，提出最佳色彩方案，使用多彩涂料创造出缤纷空间。与现有室内装修工程相比，Colormate Design House的优点在于能够通过短期施工和低费用改变室内环境，提供与地区特色密切联系的服务。Colormate Design House—山店为顾客准备了体验空间，促进与顾客的沟通。除色彩咨询外，还预计开展色彩疗法、DIY涂料、室内装修小饰品和家庭护理用品等展销活动。Colormate Design House乙支路店(总公司)计划于2013年8月开业，盆塘店计划于2014年开业，2015年将展开加盟项目，计划发展为韩国一流色彩服务专业品牌。



NRL SUBMITTED GHS PRODUCTS TO THE 5TH KOREA CHEM 2013

NOROO Loginet Co., Ltd.

NOROO物流有限公司

NRL SUBMITTED GHS PRODUCTS TO THE 5TH KOREA CHEM 2013

NOROO Loginet participated in the 4th Korea Chem 2012, where it displayed its GHS label printer XC6, label application printers ZEBRA 220XI4 and SLT-T400, and other products at the 5th Korea Chem 2013, which was held between May 28-31, 2013. At this exhibition, staff members from Dow Chemical, KCC, and LG Household & Health Care greatly appreciated NRL's products. While the existing barcode label printer is capable of printing one color, the GHS label printer XC6 can print two colors, which allows for the printing of the GHS' red edge and thereby improves efficiency in the industrial field. Thanks to this benefit, the XC6 was sold to many chemical companies as well as the NOROO group, and orders continue to keep coming in. Also, the SLT-T400 was sold to small chemical companies and shops, as it is suitable for small labels.

GHS stands for the "Globally Harmonized System of Classification and Labeling of Chemicals." Starting on July 1, 2013, the labels on chemical containers should list all of the ingredients, as these chemicals are applied to compounds. NRL started preparing for the GHS and is receiving much attention from chemical companies and other industries. At this event, NRL showed its leading position in regards to the GHS.

《第五届国际化学工艺产业展》中GHS相关产品参展

NOROO物流有限公司继去年在“第四届国际化学工艺产业展”上展出GHS相关产品后，又在今年5月28日至31日召开的第五届展会上展出GHS标签打印机XC6、标签应用打印机(ZEBRA 220XI4, SLT-T400)等，广受好评。本次展览会上，DAWOO CHEMICAL、KCC、LG生活健康

News Briefing



CEO KANG OH-SOO WON THE AWARD
IN THE MARITIME CATEGORY AT THE BUSAN CULTURE AWARDS

等使用过GHS标签打印机XC6的工作人员参观了NOROO物流的展台，对产品给予了好评，认为它非常符合GHS制度。现有标签打印机只能进行1度打印，GHS标签打印机XC6与现有打印机不同，可以进行2度打印，还能体现GHS的红色边框，提高了产业现场的效率性。因此，GHS标签打印机XC6向包括NOROO集团在内的众多化学企业供货，购买咨询也源源不断地涌入。另外，SLT-T400适合小型标签制作，可向小规模化学企业和代理店等供货。GHS是指化学品分类与标记全球协调制度(Globally Harmonized System of Classification and Labeling of Chemicals)，这一制度自2013年7月1日开始也适用于混合物质。在盛装化学产品的容器上，根据原料成分须告知各种注意事项。自去年起，NOROO物流有限公司为应对这一制度，先行开展营销活动，公司相关产品获得了化学企业和其他行业的极大关注。本次参展活动确定了NOROO物流有限公司在GHS领域的顶级专业企业的地位。

IPK Co., Ltd.

IPK有限公司

CEO KANG OH-SOO WON THE AWARD IN THE MARITIME CATEGORY AT THE BUSAN CULTURE AWARDS

On April 15, the 14th Busan Culture Awards was held at Bexco in Busan. On this day, CEO Kang Oh-soo received the award in the category of ocean as he made contributions to development of Korea's shipbuilding and ocean industry. The Busan Culture Awards was created by Busan MBC with BS Financial Group with an aim to honor people who make contributions towards maritime industries, social contribution, social service, management, and culture/art. Busan MBC visited IPK's

headquarters to film the events, and then on April 12, the film was aired as a part of the "Wide Show, Happy Friday" and on April 15, the awards were aired live in Busan. Kang said, "Everything has been made possible thanks to our customers and 400 employees who have not spared any efforts in ensuring IPK's success. With this award, I will do my best to make more contributions to Busan, and all of IPK's employees will do their part to help make IPK a business that is respected by the local community."

代表理事康午秀，第十四届釜山文化大奖海洋部门获奖

4月15日，第十四届釜山文化大奖颁奖仪式在釜山BEXCO会议展览中心举行。当天，(株)IPK社长康午秀因其对韩国造船·海洋产业发展做出的贡献而获得了海洋部门奖。为引导地区发展，釜山MBC电视台与BS金融控股共同举办并播出釜山文化大奖。大奖分为海洋部门、社会贡献部门、志愿部门、经营部门和文化艺术部门五大领域，其目的在于表彰在这五个领域中为国家发展做出贡献的釜山人，宣扬他们的业绩。釜山MBC工作人员到访(株)IPK总公司，进行拍摄取材，并与4月12日晚通过《WILD SHOW，幸福的星期五》节目进行播出，4月15日的颁奖仪式也在釜山地区进行了直播。康午秀社长在颁奖仪式上发表获奖感言，“IPK之所以能获得今天的成就，是因为有一直以来给予我们信任和支持的顾客，还有为了公司发展不分昼夜奋发工作的400多名工作人员，以及通过信任和关怀在背后给予默默支持的家人”，“今后将考虑地区社会的发展，与全体员工一起，为把公司发展成为受人尊敬的企业而更加努力”。

Thank you NOROO

Sometimes, in TV shows, people send a video message to their loved ones to show their gratitude. In the background, soft music is being played, with a beautiful frame added. They can just say "Thank you" or "I love you." Note, however, that special effects enable them to deliver their true feelings more sincerely.

Thank-you notes placed in every corner of NOROO are like such special effects. Use them to show how much you appreciate your colleagues. This will help you deliver your feelings more effectively.

Pick a thank-you note today.
Deliver your gratitude with a handwritten note.

在综艺节目中，经常可以看到给心爱的人、思念的人和想要感谢的人特别录制的惊喜视频，并配以感性的音乐和温馨的画面。只要当面对对方说“谢谢”、“我爱你”就可以了，为什么一定要营造这种气氛呢？其实就是为了能够更准确地表达自己的心情。

就像这些画面一样的，在NOROO，随处都能看到准备好的感谢卡，将日常要对同事、领导和下属们说的“谢谢”、“以后一起吃饭吧”、“不会忘记您对我的帮助”这样的话写在卡片上，更加具体和深刻地表达了自己的感激之情。

别再犹豫了，现在就拿出一张感谢卡，亲笔写下您温暖的心意吧。

