

NOROO Quarterly Magazine | Spring, 2013

# NOROO

ENGLISH & CHINESE EDITION

NOROO



# Yellow

## Special Theme

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# Yellow

SPECIAL THEME

## Lightly Falling, Brightly Rising

Yellow is light. Though so light that it can fill the air when heated by the sun, it is easily scattered by the wind and blocked by shadow. With vital force as strong as the sun, however, yellow musters its power to give a bright smile, as if nothing happened. Yellow is used for both loyalty and disloyalty or purity and impurity. Let's explore the world of yellow.

## 轻轻地掠过 明亮重现, 黄色

黄色很轻盈, 轻盈得可以乘着阳光弥漫到整个空气中; 黄色也很微弱, 风可以把它吹散, 树荫能够轻易把它遮挡。但是它却用太阳般顽强的生命力重新凝聚, 泰然处之。黄色游走于忠贞与叛变, 纯洁与不纯之中, 不断给人以惊喜。在黄色的世界中我们能够洞察人生。





## Yellow, Bright Joy

Spring comes in yellow. Awakened by the bright sun, the cold ground becomes filled with yellow spring messengers such as dandelions, rape flowers, forsythias, and cornelian cherries. Brightly exploding yellow is joy -- joy that knows no sadness.

## 黄色，灿烂的喜悦

春天伴着黄色而来。透明闪耀的天空，当阳光中渐渐充满黄色的气息，春的使者便会飞奔而来融化冰冷的大地，让处处开满了鲜花。蒲公英、油菜花、迎春花、山茱萸……洋溢着灿烂的黄色的喜悦，让人们暂时忘记悲伤的存在。

### CHILD-LIKE YELLOW

“A shoe left under the shadow of yellow forsythias” – so goes part of a well-known children’s song. This song reminds us of a warm, soft field where a baby walks barefoot. Somehow, a baby taking off its shoes and enjoying the spring resembles forsythias blossoming at the end of winter. Such shows ignorance, however. Forsythias know the bright sun but not the impending cold weather. A baby knows the freedom of going barefoot without being aware of the possibility of its flesh getting scraped.

Yellow is as child-like as them. It is fulfilled joy, delight, and ignorant smile. As such, it is shaken easily. Though bright when another color does not interfere, if mixed with a little red or blue, it loses its brightness and changes its name to become a totally new color, just like a child who is happiest with candy in his hand but bursts into tears when he/she drops the candy. Still, since yellow’s big smile is purer than anything else to attract attention, people locks yellow in strong black frame to protect it safely.

Black and yellow in humps, traffic light, fence at the construction site, and warning sign for poison and explosives attract our attention and require us to follow instructions. Playful yellow confined by strict black is an example of a warning. Cheerful, bright yellow becomes obedient when surrounded by black. Since it is easily controlled by other colors, yellow guides us in following instructions in red and black meekly. Just as children who raise their hands when crossing the street according to their teacher’s instruction, child-like yellow adheres to the principle.

Even without black, however, yellow attracts attention. Yellow bags, hats, and school buses allow us to recognize the unpredictable movement of children easily. Similarly, a silent request to protect children is implied by yellow.

### YELLOW FOR DISLOYALTY

Though bright, yellow was often used negatively in history. Since it is easily damaged, yellow is used to symbolize disloyalty or fickle-mindedness. On the other hand, because dark yellow bile is secreted when a person becomes angry, yellow represents anger or jealousy. In Christianity, yellow is the color of Judas, who betrayed Jesus. Nazis forced Jews to attach a yellow David’s star to their clothes to humiliate them. In the long history of color symbolism, however, yellow is associated with gold. Thus, a field filled with yellow ripe rice is called a golden field; even a yellow fruit is called a golden fruit. This may originate with color continuity. Unlike gold whose brightness remains unchanged, however, yellow dyes easily lose their brightness.

As yellow dye, saffron is too expensive for dyeing, but it does not lose color under the sun or due to washing. Inexpensive safflowers were used for dyeing, but they faded easily. Yellow from mignonettes is too vague and dark. Moreover, other than silk, most of the textiles’ color was grey or brown; it was difficult to express yellow. In his book Theory of Colours, Goethe said yellow is bright, warm, lively, and pleasant. Nonetheless, he added that, when yellow is added to ignoble textures, it does not express its energy but causes unpleasant reactions. The same was true in paintings. Most of the yellows in paintings lose their color and get a totally different look over time.

Currently, however, yellow is bright and shiny. Thanks to technology development and convenient electricity use, yellow is widely used in boards and promotion. When combined with synthetic fibers, it evokes a fresh feeling. This spring, let us be as light and pleasant as yellow. Do not be jealous, however.

### 天真的黄色

“迎春花黄色的花荫下，整齐地放着的一双小花鞋~”这是韩国家喻户晓的童谣，让人联想到小孩子光着脚丫踏在软软的温暖的草地上的情景。这首歌的韵脚对的很整齐，而且在冬天即将结束的时候争相绽放的迎春花和脱下鞋子享受自然的孩子有些相似之处。这就是享受闪耀的阳光却不知眼前的春寒，享受光脚的自由却不知担心伤痕的天真烂漫。

黄色就是如此的天真烂漫。满满的喜悦、不知世事的微弱的明亮。它是那样容易被动摇，没有干涉的时候明朗得洋洋得意，只要略微掺入黑色、红色或是蓝色就会失去灿烂、改名换姓、展现不同的样貌，好似收到糖果后非常开心的小孩子突然把糖弄掉后放声大哭一般。黄色的笑脸比任何东西都纯洁，因而吸引了人们的视线。人们用坚固的黑色将黄色围起，保护着不知什么时候会散乱的天真的黄色。

黑色和黄色相间的减速带、黄色信号灯上的黑色灯罩、建筑工地的栅栏、有毒物或者爆炸物的警示标志、警戒标示等都是用黑黄相间来提醒人们注意和遵循指示事项的。明朗活跃的黄色在黑色的束缚中显示出遵守规则的温顺。与其他颜色相比，黄色更易于顺从于红色和黑色，因此注意标示多采用黄黑或红黄来搭配。如同听循老师的教诲，过马路时一定要举起双手的孩子一样，黄色的天真展现了遵守原理原则的一面。

黄色因其可视性强而容易引起人们的注意，所以常被用于幼儿园书包、帽子、校车等，让我们很容易了解孩子的行踪以及车的运行等等。这样的黄色给孩子们以无形的关照。

### 变节的黄色

与黄色给人光彩夺目的第一印象不同，在历史中用于负面的情况很多。因其容易损伤的缘故经常被用于叛变、变节的意义；另外，因愤怒与黄褐色胆汁的分泌相关，因而黄色也有生气、愤怒和猜忌的意思。在基督教，暗黄是背叛耶稣的犹太人衣服的颜色；德国的纳粹强迫犹太人穿上带有黄色六角星记号的衣服，以示耻辱和苦难。色彩象征的漫长历史中，黄色的优点是包揽了所有的金黄色，成熟的田地被称为金黄的原野，黄色的水果被称为金黄的果实。而出于色素永久性的差异，与坚固的黄金所散发的光彩不同，黄色的颜料很容易褪色，黄色的光彩也很容易失去。

Safran作为光照或是水洗后仍不褪色的完美的黄色色素用于染色实属昂贵，而价格便宜的红花又很容易褪色，木犀草的黄色又比较偏暗。除绸缎以外，其他纺织品的天然色一般为灰色和褐色，因此一开始要呈现出黄色是比较很难的。《色彩论》中歌德对纯洁的黄色是这样描述的：明亮、干净、朝气蓬勃、给人愉悦的感觉。他说“在普通的纺织品中添加黄色的话，黄色自身的能量无法施展便会有不悦的反应”。画家的颜料也是如此，大多数都随着时间的流逝而失去光彩，呈现出不同的感觉。

但是现在，黄色可以尽情的展现灿烂的光彩。技术的发达和电的普及让黄色的光彩在招牌、广告等方面发挥了自身的优势，与合成纤维一起展现光鲜的色感。这个春天，要不要和黄色一起变得更轻快、更明朗呢？当然，要首先把黄色缺点中的猜疑和嫉妒排除掉。

## Yellow, Sweet Yellow

If we use yellow instead of love, we may love more childishly. We may rush to love and stick to love blindly even though we fall into a bottomless pit. Similarly, yellow is blind and unreserved even as it changes when another color interferes.

### 黄色，青涩的爱

如果将“爱情”这个词用“黄色”来代替的话，人们便可以无比幼稚的相爱了：冲动的告白、无休止的纠缠、被嫉妒蒙蔽了眼睛，脸色气得发黄。黄色就是这样的盲目和毫无顾忌。然而有其它颜色来干涉的话就会马上改变。

01.



Yellow Ribbon

#### TIE A YELLOW RIBBON

In 1973, Tony Orlando & Dawn released the hit song "Tie a Yellow Ribbon Round the Old Oak Tree." In this song, a man asks his girlfriend to tie a yellow ribbon round the old oak tree if she still wants him. As his bus approaches his hometown, the whole bus is cheering, and a hundred yellow ribbons are tied around the old oak tree. This song was such a big hit. In fact, a TV show and a movie were made based on this song. Thanks to this song, the yellow ribbon has become a symbol of missing people.

#### 在心中打上黄色的丝带

1973年，美国POP组合Tony Orlando & Dawn的《Tie a Yellow Ribbon Round the Old Oak Tree》是我们耳熟能详的金曲。结束三年的监狱服刑后，他唱到“如果对我的心不变的话，就在老橡树上系上黄丝带”。汽车就快到站，他却不肯向外张望，恐怕迎面而来的可能是失望。突然车上的乘客们欢呼了起来，因为老橡树上挂着上百条黄丝带。轻快地吉他声、悲伤又感动的歌词使这首歌广为传唱，甚至还被制作成电影和电视剧。这首歌是以很多民间流传的故事为基础创作而成的。后来，黄色丝带便成为了人们寻找或思念亲人的象征。

02.



Curry

#### YELLOW BOWL, CURRY

Now, curry has become a common menu in Korea's table. It originated in kari from Southern India and Sri Lanka, and it means stew boiled with various ingredients. Thus, various kinds of ingredients can be used in curry according to the cook's choice. Among them, pepper, chili, ginger, and mustard are responsible for the hot taste; nutmeg, fennel seeds, cloves, and cinnamon create a unique flavor. Yellow comes from curcuma longa, saffron, and dried orange peels. When these are all blended, curry is born. Though curry goes well with rice or bread, it can be also used with tomato sauce or other fried foods to enrich flavor. It is quite natural for so many ingredients to play various roles.

#### 碗中的黄色，咖喱

如今餐桌上常见的韩式“咖喱”这个词，语源自南印度和斯里兰卡的kari，泛指混合各种材料烹制的炖菜和酱汁。所添加的材料根据厨师的不同有十几种到几十种不等。其中，胡椒、红辣椒、生姜、芥末是出辣味的，肉桂、茴香、丁香、桂皮等是增加特别香味的，而催着让人洗碗的黄色是从郁金、藏红花、橘皮等中提取的。这些东西混合在一起便形成了咖喱。咖喱跟米饭或面包都很搭配，放入蕃茄酱或是各种炒菜中，能使味道更加丰富。当然，这么多的调味料在里面也发挥着它们多样的作用。



03.



Yellow Brick Road

04.



Yellow Paper

05.



Smiley

06.



Indian Yellow

### WHAT LIES AT THE END OF THE YELLOW BRICK ROAD?

A young girl named Dorothy from a Kansas farm was swept away by a tornado to the Oz, and she made her way to Emerald City to find a way back home. She followed the yellow brick road. Note, however, that the wizard she met at the end of the yellow brick road was not a real wizard. It was her shoes, bringing Dorothy home. The popular movie “Wizard of Oz” depicted the society of the US at the time with rich metaphors and satires. The yellow brick road symbolizes the gold standard that caused serious deflation, and Emerald City, the US federal government. The fact that it was her shoes that brought Dorothy home teaches us a lesson -- happiness does not lie over the rainbow but is found right here.

### 黄色砖路的尽头是什么?

在堪萨斯农舍，小姑娘多萝茜被龙卷风刮到了一个冒险的国度--OZ国，她为了回家向翡翠城走去。这是善良的女巫给她指引的一条黄色的砖路。但是这条路的尽头遇到的魔法师不是真的魔法师，回家的方法在多萝茜自己的皮鞋里。非常受欢迎的《绿野仙踪 (THE WIZARD OF OZ)》通过隐喻和讽刺的手法反映出了当时美国的社会现象。黄色的砖路暗喻产生通货紧缩的金本位制度，翡翠城象征着美国联邦政府，然而安身之处便在于自己的脚下。这也给现代的我们予以启示。幸福不是“Over the Rainbow”，而是在哪里看到彩虹，哪里就有幸福。

### YELLOW JOURNALISM AND PULITZER PRIZE

Nowadays, Korea’s major portal sites are filled with yellow journalism. So many articles are generated just to attract visitors. Yellow journalism is a type of journalism that presents little or no legitimate well-researched news but instead uses eye-catching headlines to sell more newspapers. This term was coined when Sunday newspapers filled with sensational news began to circulate, and the yellow kid appeared in New York World’s Sunday issue in 1889. As other newspapers began to deliver obscene and provocative articles, the meaning of yellow journalism became clear. The publisher of New York World believed that a boring newspaper is a sin. What is ironic is that he is Joseph Pulitzer, who established the Pulitzer Prizes to recognize achievements in journalism and art.

### 黄色报刊，设立普利策奖

最近，门户网站主页的新闻题目常常让人觉得跟 yellow paper差不多。为了吸引读者，起了与报道的本质内容相差很远的刺激性的题目。yellow paper是指为了吸引读者而使用低俗的主题或是刺激性文章的报纸。这个词最初出现在以兴趣和娱乐为主的周日版报纸上，1889年《纽约世界报(New York World)》周日版上开始登载穿着黄色衣服的少女 Yellow Kid。这份报纸的同行竞争者使用猥亵和挑逗的报道将yellow paper的意思扩大。《New York World》的发行人一直深信“没有意思的报纸是罪恶”，而他正是媒体和艺术界权威的普利策奖的创始人Joseph Pulitzer，这是不是很矛盾呢。

### BIG SMILE, LIKE A SMILEY

A face with two eyes and a big smile is called a Smiley. It was developed by advertisement designer Harvey Ball in 1963. He sold this design for USD 45 to an insurance company that tried to raise its employees’ morale. He never knew that more than 500,000 Smiley badges would be sold, and that the Smiley would be used for various stickers, T-shirts, hats, and other goods in a few years. Some say the Smiley badge emphasizes emotional labor in the course of service development, but it lifts us up anyway. Currently, a French company has the Smiley license and produces various characters. Our smiling face is free, however; thus, let us make our own Smiley face.

### 微笑吧，如Smiley一般!

在黄色的圆上一对眼睛和嘴角上扬的微笑标志，它的正式名称是Smiley。这张笑脸是1963年由广告设计师Harvey Ball设计出来的，某保险公司为了鼓舞员工的士气花了45美元将这张笑脸买走。也许他做梦也没想到，几年后这一微笑徽章可以卖掉50多万个，甚至被制成粘贴画、T恤和帽子等各种商品。在服务行业发展中，微笑徽章被认为是强调感情劳动，因为不管何时这张脸都让人感到愉快。现在法国的Smiley公司在制造各种角色，并实施特许管理。但是我们的笑脸无需缴纳版权税，不如让我们来创造一张属于我们自己的笑脸怎么样?

### TRANSPARENT YELLOW CREATED WITH CATTLE

It is amazing to see how people create pigments. They studied plants, minerals, and even animal urine to find pigments. What we commonly call “Indian Yellow” was created in the 18th century in India. It was very popular among European painters at the time. Though painters could create bright yellow ideal for water painting by dissolving a ball-shaped purree, they had to put up with the smell of urine. This is because purree was originally manufactured in rural India from the urine of cattle fed only mango leaves and water. In the early 20th century, purree disappeared due to rising awareness of animal protection. Indian Yellow is now created via synthetic processes.

### 山羊制成的透明的黄色

人类提取色素的过程真的很惊人。为了寻找颜色，人们对植物、矿物，甚至动物的尿液进行研究。Monghyr piuri (印度语) 常被称为印度黄 (Indian Yellow) 是18世纪在印度制成的一种黄色，很受欧洲画家的欢迎。柔软小球模样的Monghyr piuri在水或酒精中融化，便可制成色彩度和明度很高的黄色。虽然用在水彩画中很漂亮，但是画家们要忍受难闻的尿液气味，因为Monghyr piuri是山羊的尿液，而且是几乎不给喂水，只给吃芒果叶子养大的山羊的尿液制成的。20世纪初，随着对动物保护意识的加强，Monghyr piuri也消失了，现在幸好可以通过人工合成来制成这种印度黄。



COLOR OF THE YEAR 2013

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## Chungju and Jeonju: New Start, New Challenges

The year 2013 saw changes in NOROO Paint's Korean map. A new office was founded in Chungju, and the office in Gwangju was upgraded to the branch office in Jeonju. They will build a strong foundation so that NOROO can raise and wave its flag stronger. Meet the leaders of the new offices.

### 忠州、全州, 新的开始与挑战

2013年, NOROO涂料股份有限公司在大韩民国的地图上发生了变化。在忠州建立了新的营业所、原光州分店驻全州营业所升级为全州分店。NOROO的旗帜遍布韩国各地, 忠州营业所和全州分店的旗帜更是高高飘扬。

#### DEEP WAVELENGTH OF THE LAKE, CHUNGJU

Chungju has Jungang Pagoda, which is said to have been built by Unified Shilla at the center of the Korean Peninsula as a symbol of integration with Baekje and Goguryeo. Still, Chungju borders with Gyeonggi-do, Gangwon-do, Chungcheong-do and Gyeongsang-do. Due to its geological location, Chungju did not receive the care it deserved. Thus, NOROO Paint & Coatings Co., Ltd. opened its first office for active marketing. In the new office painted with PANTONE Premium Paint, staff members were busy answering continuing phone calls. In spite of the continuing stream of calls, Head Officer Ryu Jae-yong stayed calm and Senior Staff Yoon Yeo-jun prepared tea.

"We are responsible for Icheon, Jincheon, Eumseong and Mungyeong, which were managed by Wonju, Daejeon, Suwon, Cheonan, and Daegu. When Chungju was under the control of the Wonju branch office, it took one hour to come here, which made it difficult to have dinner with the dealers. Now, since we can have a long conversation with them, we can carry out close marketing," said Head Officer Ryu Jae-yong, who was transferred from the Wonju branch office to the Chungju office since he wanted to spend more time marketing even after business hours even though he was newly married recently. "Thanks to its geological location, Chungju will be the distribution base. Many roads are under construction, and the road between Pyeongtaek and Donghae will be open soon. In cooperation with the Wonju branch office, we will start detailed marketing from the bottom."

Harmony between Ryu with his 13-year experience and Senior Staff Yoon Yeo-jun, who joined NOROO recently, is key to the success of the Chungju office. According to Yoon, Ryu always stresses that what counts most is human relationships with dealers. "He also says that if I work hard, other goals will be achieved," he revealed.

In the opening ceremony of the Chungju office, Chairman Ahn Kyung-soo named the office "Cheonwon" (center of the baduk board) and asked the Chungju office to play a central role. As such, Ryu and Yoon will start painting NOROO Paint's color from the center and create beautiful masterpieces.

#### 忠州, 如湖水般深邃

在忠州有新罗元圣王时期(8世纪左右)为了融合新编入的百济和高句丽在国土中央树立的中央塔。如今的忠州与京畿道、江原道、忠清道和庆尚道等多地相连, 从这四个道去忠州十分方便, 因此这里一直没有单独设立销售点。然而, 最近NOROO涂料股份有限公司建立了首个忠州营业所并做了积极的准备与支持。

"以前, 分别由原州、大田、水源、天安以及大邱分店负责的利川、镇川、阴城、闻庆等边界城市现在由我们忠州营业所负责。以前在原州分店时来回要花一个小时, 想跟代理店的老板吃顿饭都难。现在, 不仅可以与客户长谈还可以展开更密切的销售活动。" 为了进一步加强与客户的交流, 现任忠州营业所所长的柳在勇甚至把家都搬到忠州来了, 他用如同潺潺湖水般的声音向我们娓娓道来。"优越的地理位置将使忠州成为主要的物流基地。现在这里到处都在建路, 贯通平泽与东海的道路也即将开通。我们将与原州分店一起逐步构建一张密实的陆上销售网。"

有着13年经验的柳在勇所长和新进职员尹汝俊主任是忠州营业所的核心人物, 尹主任说"柳所长经常说与客户的关系很重要, 如果能真诚相对的话, 其它的目标也很容易实现。"

NOROO涂料股份有限公司的安京洙会长在开所仪式上将这里命名为"天元(围棋棋盘中间点)营业所"并做出在心脏地带努力工作的指示。柳在勇所长和尹汝俊主任将以忠州营业所为圆心, 一点点在周边盖满NOROO的颜色图章。



### HIGH AS KOREAN TRADITIONAL HOUSE'S LINE, JEONJU

As we visited the Jeonju branch office after the Chungju office, staff at the Jeonju branch office greeted us with a bright smile. They were Head Officer Hong Eui-dong, who was newly appointed to lead the Jeonju branch office, Manager Hong Sung-hwan, who has worked in Jeonju since 2001, Senior Staff Choi Dae-hyun, who is on his second year in Jeonju, and Senior Staff Cho Gang-hyeon, who has just spent one year in Jeonju. Since it was the first time an office is upgraded to branch office, the atmosphere at the branch office was more dynamic than outside, and staff's efforts were evident everywhere.

When Head Officer Hong Eui-dong was asked what made such success possible, he said it was thanks to Manager Hong Sung-hwan. "Manager Hong Sung-hwan and other members worked hard to increase our sales. Jeonju is not an easy region for NOROO Paint. The competitor has its factory as well as a basketball team based in Jeonju. Moreover, there are large distribution centers. It is an uphill battle. We really pulled it off." Retirees from the competitor's factory enjoy benefits in running shops, and there are many affiliates of competitors in nearby industrial areas such as Gunsan and Iksan. These make Jeonju a hard market. Still, staff at the Jeonju office found the niche market and grew rapidly. "We increased sales in apartment repair markets or new apartment markets. Compared to 2011, we grew by almost 50%. In 2012, we grew by 11% again. As we became the branch office, we put more effort in industrial and heavy duty paints. Just as NOROO Paint found success in Busan and Changwon, we know we can find our way to success, too," he said. With Manager Hong Sung-hwan revealing his ambition, Senior Staff Choi Dae-hyun and Senior Staff Cho Gang-hyeon looked empowered. In response to Manager Hong's comment, Head Officer Hong disclosed the Jeonju branch office's vision. "We are aiming higher than the headquarters' growth target. With focused marketing on functional and environment-friendly products for the Saemangeum Complex, Iksan Food Cluster, greenhouses, and other agricultural businesses, we will increase NOROO Paint's presence. As what Chairman Ahn Kyung-soo said, we will make customers come to us by themselves," he said. Jeonju is well-known for traditional Korean houses. Their line is beautifully reaching for the sky. Staff members at the Jeonju branch office have high goals as one team. With a new member joining the Jeonju branch office and a strong bond created in the Chungju office, expectations are higher than ever.

### 全州，如同韩屋屋顶边线般气宇轩昂

继忠州营业所以以后，全州分店也开业了。开业当天，这里充满了愉悦的笑声和问候，大家纷纷对新上任的洪义东店长、从2001年起一直留守全州的弘性奂科长、以及来全州两年的崔大铉主任和刚来一年的赵康显主任表示欢迎和祝贺。从营业所升级为分店，可谓史无前例，这里充满了清新的空气，过去努力的硕果也仿佛在闪闪发亮。

记者在表达祝贺的同时询问了分店的升级过程。洪义东店长说，分店升级弘性奂科长功不可没。“过去一段时间，弘性奂科长带领职员们提高了销售额，大大增加了分店升级的筹码。全州对NOROO来说举足轻重。NOROO的竞争企业在这里不仅有工厂还拥有当地的篮球队，所以攻夺市场并不容易。另外这里还有别的企业的大型销售网点。NOROO正是在这样的状况下展开了攻势。”从竞争企业的工厂辞职的人在这里开起代理店，他们有着优越的经营条件；群山和益山等工业区也有许多竞争企业的子公司，所以全州的市場很难做。但是全州的NOROO人却找到了夹缝市场，使销售量飙升。“特别是在公寓翻新和新建市场销售额猛增。2011年销售额同比增长了近50%，2012年又增长了11%。升级为分店后，将主要强化工业和重防腐涂料的销售。我们要向NOROO涂料在釜山和昌源的分店看齐，不放过任何一个进入市场的机会。”弘性奂科长的声音充满了力量，赵康显主任和崔大铉主任也更加振奋起来。洪义东店长也就势表明了目标“与公司整体的目标相比，我们看的更远。新万金园地和益山食品集散地等高新技术产业园以及平野的温室和塑料大棚等农业基础设施也将用上NOROO的高性能新产品和亲环境产品，NOROO的市场占有率将进一步提高，以此来实现安京洙会长所说的‘消费者自动上门’的销售方式。”

因为保留着韩国传统的韩屋村而闻名的全州。韩屋屋顶边线的尽头如同要飞向天空般美丽。全州分店的他们仿佛冲破束缚般向着很高的目标前进。随着5名女职员的加入，这里越发热闹起来。活力洋溢的全州分店和紧密团结的忠州营业所，我们期待他们的挑战！







## COLORMATE, Color Culture Embassy

At the center of Nonhyeon-ro of Seoul with its high-rise buildings is a building that catches people's eye because it is small. Though it is not tall, it is highlighted with the bright sky and backgrounds more visible than a large neon sign or a billboard. This is COLORMATE's Nonhyeon office, which spreads the power of color just as the sky expresses its natural beauty.

### 色彩文化大使馆, COLORMATE(株)

在高层林立的首尔江南论岷路中间, 一栋比较矮的建筑以晴朗的天空做背景, 比霓虹灯、巨大的广告牌反而更抢眼。我们走访了传递美丽色彩力量的COLORMATE(株)论岷店。

#### ONE-STOP SHOPPING WITH SPECIALIZED COLOR CONSULTING

"COLORMATE is a total service distributor founded based on the motto of harmony with beautiful colors. Nonhyeon office is its first office and headquarters. It is as old as COLORMATE, which was established in the first year of the new millennium," said Hwang Dong-hyun, head of the Nonhyeon office. To introduce COLORMATE, Kim Chang-gyu, head of the Ilsan office, and Park Jang-sun, head of the Cheonho office, joined the interview. Displayed at the Nonhyeon office were PANTONE premium paints, color stains, DIY paints, NOROO products, and Sherwin Williams paints.

"COLORMATE helps customers gain the best satisfaction with color creation, choice, suggestion, and painting. At the same time, by sharing customer response to new products with NOROO, we help NOROO develop and improve its products. In particular, when the Nonhyeon office was opened, we introduced the Anycolor System, which was practically the first color mixing system in the Korean market, to enable customers to enjoy various colors. We also created a one-stop shopping place where customers could select subsidiary materials as well as paints in cooperation with professionals," said Mr. Hwang. Thanks to these efforts, COLORMATE's four offices in highly populated areas (Nonhyeon, Ilsan, Bundang, and Cheonho) are attracting customers. "Similar to the Nonhyeon office, other offices are located in the major construction markets. Our customers are mostly interior shops, painting shops, and general customers. Nowadays, more and more general customers are using the online shopping mall," said Park Jang-sun, head of the Cheonho office. Hang Dong-hyun, who has run the Nonhyeon office for more than 10 years, notes that Online COLORMATE and other offline offices have the same objective, i.e., to introduce quality multifunctional products and spread the color culture. "In this regard, we find the latest color information from NOROO's color design team very helpful. We also strive to make our office a place where customers not only see products but also understand our color story," he added, noticing how the market demand shifted from environment-friendliness to vivid colors. Thanks to COLORMATE's efforts, customers are able to enjoy more diverse and useful products. Furthermore, COLORMATE launched a new product, Sherwin Williams paint, to dominate the market.

#### 提供色彩专业咨询的一站式购物

"COLORMATE是以调和美丽色彩为宗旨成立的提供全方位服务的专业销售公司。论岷店是总店也是1号店, 2000年, 随COLORMATE的创立而设立"。随着黄栋炫店长的介绍, 本次采访正式开始了。为了向我们介绍COLORMATE(株), 日山店的金昌奎店长、千户店的朴将淳店长也一起接受了我们的采访。整洁的卖场中陈列着PANTONE premium涂料、色彩彩绘、DIY涂料等各种高附加值的NOROO产品以及SHERWIN WILLIAMS涂料。

"COLORMATE在色彩的创造、选择、提案、绘画等方面都以最大限度满足顾客需求为己任而努力着。另外, 还将新产品的现场反应反馈到NOROO集团, 对产品的开发改善有很大的帮助。特别是COLORMATE论岷店开业时引进了当时韩国涂料市场还没有的Anycolor系统, 不仅可以给客户介绍更好的色彩产品, 还可以在专家的建议下购买相关的辅料, 为顾客创造了一站式购物空间。" COLORMATE(株)以这样的方式在日山、千户等人口密集的首尔和京畿道设立了四处分店。

"同论岷店一样, 其它的分店也位于各地区极具代表性的建筑材料市场。主要消费层分别是室内装修业、涂装业、一般消费者, 最近一般消费者的网上购物也在增加。"正如千户店店长朴将淳所说, COLORMATE(株)网上购物的销售额也在逐渐提高。"网上COLORMATE与各分店的COLORMATE以同样的目标运营着。这便是高品质、多功能产品的宣传和销售以及色彩文化的传播。从NOROO集团色彩小组那里, 我们得到了很多色彩方面的最新信息。目前正在考虑将卖场重新装修, 以便更好地展现色彩故事。"这是经营了10多年的论岷店店长黄栋炫的信心和决心。抓好亲环境、鲜明色彩这一市场要求, COLORMATE(株)通过积极应对, 让消费者可以体验更多更好用的新产品。另外, COLORMATE(株)还推出了新产品SHERWIN WILLIAMS涂料。







### FULL-SCALE EFFORT EVEN IN THE IMPORT MARKET

Having specialized in NOROO Paint & Coating Co., Ltd's products, COLORMATE began to import Sherwin Williams paints from the US last year. "Currently, we cannot say that Korean products or imported ones are better. They are all great in terms of function, color, and environment-friendliness. Though the number of customers preferring imported products declined thanks to the technology development of the Korean brand, there is still strong demand for imported products. Note, however, that imported products are not as diverse as before. That is why we started importing Sherwin Williams' products as the sole authorized dealer. Since NOROO's products have competitive colors and functions, imported products will expand the market, not divide it," said Kim Chang-gyu, head of the Ilsan office. According to him, Sherwin Williams as the largest paint producer in the US uses environment-friendly latex. This makes its paint more elastic and rugged and reduces the risk of crack, with its products offering various beautiful colors. With such imported products, COLORMATE will expand the market more thoroughly, he says.

With a flagship shop and an antenna shop, COLORMATE has been helping grasp the paint market trend and leading technology for 13 years. They are ready to take another great leap forward by launching new products. As a specialized distributor and a color business partner of NOROO, COLORMATE will be a great asset in spreading the color culture with various promotions and enhanced consulting. The sky over Nonhyeon office just got higher with the three office heads who are strongly determined to maximize profits with better service, products, and colors.

### 引进进口产品

将NOROO集团产品特化的COLORMATE（株）从去年开始将美国SHERWIN WILLIAMS引入韩国市场。“现在国内的产品和进口产品都具有优越的功能、色彩和亲环境性，无法区分谁更胜一筹。尽管国内技术的发展使进口产品的市场逐渐缩小，但进口产品的固有需求层显然是存在的。如果没有进口产品，客户可选择幅度也会缩小。于是，我们便开始作为正式进口商将SHERWIN WILLIAMS呈献给国内消费者。NOROO产品也具有无可挑剔的颜色再现力和多功能性，所以进口产品的引进并不是市场的分割，而是扩张。”黄栋炫店长话音刚落，金昌奎店长便补充说道“SHERWIN WILLIAMS是美国最大规模的涂料公司，他们的产品都使用亲环境的天然乳胶树脂，因此有弹性、耐久性也好，裂缝的可能性很小，颜色也是丰富多彩的。我们COLORMATE将用这样的产品攻夺更大的市场。”

过去十三年，COLORMATE通过Flagshop、Antennashop收集了大量的涂料市场信息，为引领技术的发展做出了贡献。如今，COLORMATE将通过推出新产品再向前迈进一步，他们决心让今年成为飞跃的一年，载入史册。作为销售专家和色彩商务伙伴的COLORMATE，将通过强化咨询和多样的促销模式来促进色彩文化的发展。“我们将通过更好地服务、产品和颜色来实现最大的收益。”三位店长鼓舞人心的话语，顿时让论岷店的天空变得更高了。





## Technology Development Led by NOROO! 2013 NOROO Paint & Coating Show

Life may look typical and monotonous. When it is a series of wonders, however, it is observed through a microscope. The same goes for the paint world. Held at the Daejeon Convention Center on March 5 - 7, "2013 NOROO Paint & Coating Show" gave visitors the opportunity to experience NOROO's paint and coating world, enhancing the definition of paint, i.e., "protection and decoration of the exterior," with various functions and esthetic features. They were able to see NOROO's growth, which drove the development of technology for more convenient and beautiful living.

## 领略NOROO引领的技术发展！ 2013 NOROO Paint & Coating Show

生活乍一看很平凡很单调，但用显微镜仔细观察的话便会发现一个接一个的惊喜。涂料的世界也是如此。2013年3月5日~7日在大田会议中心举办的<2013 NOROO Paint & Coating Show>上，NOROO用多功能和美观的产品深化了涂料“保护和装饰外观”这一定义，让参观者亲身领略了NOROO神奇的涂料世界，再次证明了NOROO的发展过程就是方便生活、美化生活的技术发展过程。



### FROM TECHNOLOGY TO LIVING – NOROO'S EXPANSION

NOROO's history, trend, technology, and sense attracted visitors at the exhibit. At NOROO's history exhibition room, pictures filled with NOROO's employees told the story of NOROO's spirit that propelled the company's development and growth. Next to this room, the color trend exhibition room aroused visitors' curiosity with color applications and color selection maps based on people's sentiment. The emerald color selected by PANTONE as the color of 2013 decorated every corner of the exhibition rooms with its unique hue.

More than anything else, this show was filled with various exhibits and seminars that enabled visitors to understand NOROO's technology. At the booths of NOROO's affiliates such as NOROO Paint & Coatings Co. Ltd., NOROO Automotive Coatings Co., Ltd., NOROO Coil Coatings Co., Ltd., and NOROO BEE Chemical Co., Ltd., visitors were allowed to feel the difference of NOROO products on automobiles, refrigerators, dashboards, and windows to which different NOROO products were applied. At the NOROO Paint in Our Lives booth, visitors realized that NOROO's products are everywhere since it showcased TV, cleaner, humidifier, and mobile phone case to which different NOROO products were applied.

Prototypes at NOROO's central R&D center booth attracted visitors with their unique features even though they have yet to be commercialized. NOROO's forward-looking R&D efforts include color electronic paper, self-recovery coating, functional coating materials for glass post-processing, infrared absorbing coating agents, and other products that are not available on the market. Professionals from other countries had many questions about such products.

In addition, there were various booths where visitors could take a rest and enjoy painting. Many visitors participated in the DIY booth where participants processed wood and painted it. Nail art and make-up services were also provided to attract female visitors. In particular, the PQS café provided a good resting place where visitors could enjoy a cup of coffee and experience Q-fit and Soon & Soo, and NOROO's PANTONE premium products.

### 将技术变为生活, NOROO的拓展

本次展示会展示了NOROO的历史和趋势、技术和感性。首先映入眼帘的是NOROO历史展示馆中布满的一张张照片，仿佛在讲述着NOROO通过过去的发展和成长恪守NOROO精神的故事。历史展示馆旁边是色彩趋势展示馆，这里展示的颜色应用法和按照个人情感状态来选择颜色的方法引起了参观者的浓厚兴趣。PANTONE选定的“2013年的流行色”翠绿色使会场处处玲珑剔透，让人激动不已。

本次最大的亮点是通过展示和研讨会证明了NOROO的技术力。NOROO涂料股份有限公司、NOROO汽车涂料有限公司、NOROO卷钢涂料有限公司、NOROO碧化学有限公司等NOROO集团子公司的展位分别通过汽车、冰箱、仪表盘、玻璃窗等应用产品，让参观者可以直接看到、摸到、感受到其中的差异。名为“生活中的NOROO涂料”的展位，模拟了人们的日常生活空间，这里展示着使用了NOROO涂料的电视、吸尘器、加湿器、手机壳等日常生活中可以接触的一切。

NOROO中央研究所的展位前，展示着颜色电子纸、生活用自我修复涂料、玻璃后加工用功能涂层材料、红外线吸收涂料等尚未上市的产品，引起了参观者的好奇。这些新技术都是NOROO前瞻性研究的成果，国外相关产业的专家们对这些技术表示出极大的兴趣，提问“攻势”不断。

另外，会场还提供了可以边休息边感受涂料的空间，也同样引起了参观者的兴趣。直接为大树彩绘的DIY一角很受欢迎；会场的另一个角落，被称为“手和脸部涂装”的美甲和彩妆服务受到了女性参观者的热捧。在PQS咖啡厅，可以一边品尝香浓的咖啡，一边体验NOROO的PANTONE premium涂料新产品、Q-fit以及纯&秀，这里成为了会场中最好的休息场所。





# 2013 NOROO

# Paint Coating



# Show



## 68-YEAR-YOUNG NOROO

"Are you young? You are young if you are still growing. NOROO is 68 years young since it is growing in terms of sales, market, and organization," said Announcer Mun So-ri whose voice filled the seminar room. Behind her, NOROO's achievements were projected on screen, showing overwhelming growth in sales, branches, offices, overseas entities, and organizations compared to other competitors. Prepared separately from the exhibition room, the seminar room presented NOROO's growth in detail. At the seminar room, presented again were Soon & Soo paint with sterilizing features for safer living, environment-friendly Soon & Soo floor agent, PANTONE premium paint for a beautiful world, highly functional Q-fit, water color stain, and "Easy cleaning" featuring NOROO's amazing technology. In addition, Maryann Wong, color specialist of PANTONE, was invited to give a presentation during the seminar with the theme of happiness and to forecast next season's beautiful colors.

This event was held for the purpose of communicating and cooperating with customers. It was the biggest paint event in Korea, attended by more than 10,000 dealers and professionals in and out of Korea who were drawn to NOROO's continuing history and advanced technology. Visitors gushed, "This show is worth the long travel," and "I could see the latest color and technology." The technologies and colors presented at this show are expected to spread to the world and create new synergy effects. NOROO will grow further with its entire family.

## 68岁的青年企业. NOROO

"大家认为自己是青年吗? 正处于茁壮成长阶段的人被称为青年。NOROO就是在销售、市场、组织方面正茁壮成长的68岁的青年企业。" 主播清脆的声音回荡在整个研讨会会场。随后, 争创比竞争对手更高的销售增长率、进一步扩大分店、营业所、海外分公司等NOROO的蓝图展现在与会者面前。与展示会相独立的研讨会详细介绍了过去NOROO集团在各方面的成长, 并对抗菌性更高的纯&秀抗菌涂料、亲环境纯&秀地板材料, 以及展示会上所体验的PANTONE premium的多种光泽、高性能Q-fit、水性彩绘、"更干净的easy cleaning"等多种新产品进行了详细介绍, 让与会者再次对NOROO的技术力发出了由衷的感叹。另外, 从香港应邀前来的PANTONE公司的色彩专家Maryann Wong以幸福为主题, 对下一季流行色彩进行了预测。

为加深"与顾客的沟通和合作"而举办的本次展示会是目前韩国最大规模的涂料展示活动, 吸引了全国特约店、代理店的代表和海内外专家等1万余名前来参加。这都是与NOROO一如既往的努力和先进技术分不开的。参观者纷纷表示"真的不枉费我们特意从远处赶来", "可以接触到最新的色彩和新技术真的很棒"。本次展示会所介绍的技术、色彩和信息将会迅速传播到全国乃至全世界, 从而产生新的综合效应。NOROO和NOROO家族的全体成员们将共同迈上新的台阶!



# News Briefing



**NOROO, YANG HO FOUNDATION  
HOLD NOROO BAZAAR, DONATE PROCEEDS TO  
PEACE ORPHANAGE**

## NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

### **NOROO, YANG HO FOUNDATION HOLD NOROO BAZAAR, DONATE PROCEEDS TO PEACE ORPHANAGE**

As part of social service activities, the NOROO Group, its labor union, and the Yangho Foundation (Executive Director: Han Hyun-sook) held the 2012 NOROO Bazaar for two days and donated the proceeds (KRW 10.43 million) to Peace Orphanage in Anyang on March 19.

The donation event was attended by President Kim Soo Kyung, Managing Director Shin Joon, and Union Leader Kim Yong-mok from NOROO Paint and Executive Director Han Hyun-sook from the Yang Ho Foundation. The proceeds from the bazaar will be used to support psychiatric treatment for children at Peace Orphanage.

For the last seven years, a total of over KRW41 million had been collected through the NOROO Bazaar, helping over 400 children receive psychiatric treatment.

#### NOROO集团与YANGHO基金会共同举办

##### NOROO义卖收入捐赠仪式

作为社会贡献活动的一环，NOROO集团、NOROO工会与YANGHO财团（理事长：韩贤淑）共同发起了“2012年NOROO义卖会”，并于3月19日将义卖会全部收入（1043万韩元）捐赠给位于安养市的和平保育院。

NOROO涂料股份有限公司社长金守经、专务申峻、工会



**WORLD-REOWNED ARTIST GEORGES ROUROUS  
AND HIS WORK WITH PANTONE PREMIUM PAINT**

主席金容穆等有关人士与YANGHO财团韩贤淑理事长一同出席了当天的捐赠仪式。本次捐赠的义卖会全部收入将用于和平保育院儿童的心理治疗。

据了解，NOROO义卖会在过去7年间募集的捐款总额达4100多万韩元，约有400多名儿童利用捐款接受了心理治疗。

## NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

### **WORLD-REOWNED ARTIST GEORGES ROUROUS AND HIS WORK WITH PANTONE PREMIUM PAINT**

At the Hangaram Art Museum of Seoul Arts Center, world-renowned French artist Georges Rourous (1947-) held a large-scale private exhibit. For his work, PANTONE Premium Paints were used to demonstrate their color and quality. Georges Rourous creates paintings that provide a spatial illusion and takes pictures of them to enable viewers to feel a combination of 3D and 2D effects. With various projects around the world, he is one of the most influential modern artists today. He received the Villa Medici scholarship from the French Ministry of Culture, ICP award from the US International Photography Center, and French photography grand prix; he also joined biennales in Paris, Sydney, and Venice and held a large-scale exhibit at the European House of Photography in Paris in 2008.

At this exhibit, he built installations at the Seoul Arts Cen-

ter in celebration of its 25th anniversary and took pictures of them. In this project, he chose PANTONE Premium Paints since they express colors most freely. In the process of creating his work, volunteer workers participated in painting to make his work more meaningful. Some of his installations are displayed in front of the fountain at the Seoul Arts Center so that viewers can see them with the naked eye. We invite you to experience PANTONE Premium Paints at this exhibit, where construction, painting, sculpture, and photography are harmonized. The exhibit will be open until May 25.

#### 世界著名展示艺术家乔治·鲁斯 (Georges Rousse)

##### 采用PANTONE优质涂料创作

在艺术殿堂Hangaram美术馆举办大型个人画展的世界著名画家乔治·鲁斯 (Georges Rousse/1947- )，在作品创作过程使用了PANTONE的优质涂料，再次证明了PANTONE的艺术色彩和品质。乔治·鲁斯利用油漆在空间上制造错觉，并将其拍摄成照片，给观者带来三维和二维视觉相混的独特感受。作为现代美术巨匠，乔治·鲁斯曾在世界各地开展过艺术活动，获得了法国文化部美蒂奇别墅 (Villa Medici) 奖学金、美国国际摄影中心ICP奖和法国摄影大奖，参加过巴黎、悉尼、威尼斯双年展，于2008年在巴黎的欧洲摄影之家举办了大规模回顾展。

为纪念艺术殿堂Hangaram开馆25周年，本次乔治·鲁斯在Hangaram内展示了造型作品，并同时用摄影作品进行记录和展示。创作过程中他选用了最能突出色彩表现力的PANTONE优质涂料。乔治·鲁斯用PANTONE优质涂料绘画的过程邀请了市民志愿者的共同参与，更增加了作品的里程碑意义。一些造型作品展示在艺术殿堂喷水台前，让



**COLORS PAINTING CHIAK ART CENTER, WONJU**

观者能直接观看体验。希望您能在建筑、绘画、雕刻、摄影相呼应的展示中感受到PANTONE的优质涂料。本次展示截止于5月25日。

### **COLORS PAINTING CHIAK ART CENTER, WONJU**

Chiak Art Center, Wonju held a unique exhibit on March 8 - 24 in cooperation with the Wonju Cultural Foundation, Design and Art Department of Yonsei University, and Wonju Media Center. Titled "Colors - Painting Wonju" and with color as theme, this exhibit allowed viewers to appreciate the different aspects of artistic elements in their daily lives as well as artworks from professional artists. In this exhibit on colors, the most important visual element in our daily lives, the Wonju branch office of NOROO Paint opened the PANTONE Premium Paint booth where visitors were encouraged to discover how people recognize colors and how colors work as living organisms and to participate in painting work. In particular, visitors enjoyed taking pictures with the colorful exhibition room as background.

Wonju City thanked NOROO Paint for supporting this exhibit, through which Wonju citizens could appreciate the meaning of colors. With this event, NOROO Paint is expected to be used more widely in the painting projects of offices within Wonju City.

#### 原州雉岳艺术馆上染的色彩

3月8日至24日，在原州雉岳艺术馆举办了一场名为《染上原州——Colors》的独特展览会。本次展览会在展示作家作品的同时，为丰富市民的文化生活，由原州市政府与



# News Briefing

뉴스 브리핑



**COMMENDATION FROM THE SEOUL METROPOLITAN POLICE AGENCY**

原州文化基金会、延世大学设计艺术学院和原州摄影媒体中心共同举办了以“色彩”为主题的展示，搜集了生活中常见的美术和艺术元素，让市民体验到美的享受。其中，作为最重要的视觉元素，为展示人们每天都会遇见的色彩，NOROO涂料股份有限公司原州分店在展位上设置了“PANTONE优质涂料”馆，介绍了人们认知色彩的过程和色彩的生命力等内容，同时还设有体验馆，让观众可以直接体验刷漆的过程。色彩绚丽的展位也吸引了很多观众前来拍照留念。NOROO涂料股份有限公司丰富了本届活动的色彩和意义，对此原州市政府有关负责人向NOROO表达了谢意。预计NOROO涂料将被更多地用于原州市属公共机构的粉刷工程。

**COMMENDATION FROM THE SEOUL METROPOLITAN POLICE AGENCY**

On January 29, the commissioner of SMPA presented NOROO Paint & Coatings Co., Ltd. with a commendation for supporting the wall painting project last year. "I thank NOROO Paint for actively participating in SMPA's wall painting project for welfare centers for the disabled and study facilities for underprivileged children to improve SMPA's image," said Kim Yong-pan, commissioner of SMPA. In response to Kim's appreciation, Vice President Lee Min-hyeong said they support SMPA's work to make a better society and continue to provide paints and supplies for future service projects. After awarding the commendation, the Commissioner of SMPA visited the Public Vocational Rehabilitation Center, Jungnang-gu, and



**PRODUCT EDUCATION FOR THE E-LAND GROUP**

Social Welfare Center, Sanggye-dong to show appreciation for the service rendered by those who participated in the wall painting project. In 2013, NOROO Paint will fulfill its corporate social responsibility by supporting various volunteer projects.

**首尔地方警察厅，向NOROO涂料股份有限公司颁发感谢奖**  
由于去年NOROO涂料股份有限公司积极支持并参与了首尔地方警察厅首次发起的绘制壁画志愿活动，首尔地方警察厅于1月29日向NOROO涂料股份有限公司颁发了感谢奖。首尔地方警察厅长金用判厅长亲自颁发了该奖项。金用判厅长表示，“非常感谢NOROO涂料对警察事业的理解与支持，在NOROO的积极参与下，残疾人康复设施等壁画志愿活动得以顺利结束，提升了警察的形象”。领奖的李敏亨副社长说，“NOROO涂料股份有限公司支持为营造更美好的社会做贡献的首尔地方警察厅志愿活动，并将继续提供社会贡献活动所需要的涂料和辅料”。颁奖典礼后，警察厅长还亲自访问了壁画绘制场所，位于首尔中浪区的区立职业康复中心和上溪洞综合社会福利馆，并给参与志愿活动的首尔警察厅警察、义务警察（服兵役）和防暴警察颁发了表彰奖给予鼓励。2013年，NOROO涂料股份有限公司将通过涂料捐赠和志愿活动，开展更多的社会贡献活动。

**PRODUCT EDUCATION FOR THE E-LAND GROUP**

NOROO Paint & Coatings Co., Ltd. educated E-Land employees on NOROO products on February 21 at the Dah-un Jin Center of E-land. With 200 employees from E-Land S&D (construction, interior, gardening, etc.) in attendance, this educa-



**RITUAL FOR SAFE 2013**

tion gave an introduction to NOROO Paint and 2013 NOROO Paint & Coatings Show first, and then presented the color trend and insulating product, Energy Saver. E-Land appreciated this education and showed great interest in Energy Saver and color trend. NOROO Paint & Coatings Co., Ltd. will carry out this kind of education further to promote its products and increase sales.

**针对衣恋(E-LAND)集团开展产品培训**

2月21日，NOROO涂料股份有限公司在衣恋集团Dah-Un Jin教育院开展了关于NOROO涂料产品的培训，衣恋S&D（建设、装修、造景等领域）部门的200多名相关人员参加了本次培训。培训中介绍了NOROO集团和“2013 NOROO Paint & Coatings Show”活动，开设了关于时尚色彩的讲座，并以热反射涂料Energy Saver为主题开展了相关培训和宣传活动。衣恋集团相关人士对本次培训予以肯定，认为本次培训进一步提升了他们对Energy Saver和时尚色彩的兴趣和关注。今后，NOROO涂料股份有限公司为进一步扩大产品宣传，促进销售，还将持续举办类似的营销培训活动。

**RITUAL FOR SAFE 2013**

NOROO held a ritual for a safe 2013 on March 9 in Surisan Mountain, Anyang, with employees from NOROO Paint & Coatings Co., Ltd. and NOROO Holdings Co., Ltd. After the event, they cleaned up Mt. Suri and placed feed for wild animals. Employees recited the resolution for safety and NOROO WAY to wish for a safe 2013 and made a fresh resolution to



**SEMINAR IN JEJU**

lead the world market as a global company through NOROO's 2013 objective, "New Horizon Opened with NOROO's Technology Management."

**举行2013年无灾害祈愿仪式**

3月9日，阳光明媚，安养市修理山（山名）举行了NOROO无灾害祈愿仪式。NOROO涂料股份有限公司、NOROO控股股份有限公司和子公司员工参加了本次活动。NOROO员工朗读了祈愿安全的决议案并宣读了NOROO WAY，表达了2013年无灾害的决心，在2013年NOROO经营指标“NOROO开辟技术经营的新时代”的指导下，NOROO作为全球化企业将主导世界市场的发展。无灾害祈愿仪式结束后，还开展了修理山清洁和野生动物喂食活动。

**SEMINAR IN JEJU**

NOROO Paint held on February 15 a seminar with dealers and other relevant representatives in Jeju. In this seminar, which was held in Jeju for the first time, new products were mainly introduced such as PANTONE Premium Paints for construction, floor, and waterproofing, Q-fit, and Stain. NOROO Paint & Coatings Co., Ltd. earned raves from participants and promised to hold seminars regularly and focus on increasing marketing activities in Jeju. Currently, a number of large-scale construction projects are underway such as World Environment Capital, Jeju Free Trade City, Jeju Special Self-Governing Province, and World Peace Island.



# News Briefing



**COMMENDATION ON TAXPAYER'S DAY**

## 成功举办了济州岛研讨会

NOROO涂料股份有限公司于2月15日以济州岛特约店和相关产业的企业代表为对象举行了研讨会。在本届研讨会上重点介绍了建筑漆、地坪漆和防水材料等PANTONE优质涂料和Q-fit、彩绘涂料等NOROO涂料的新产品。在济州地区首次举行的本次研讨会反响热烈，NOROO承诺将定期举办小规模洽谈会和研讨会，并将公司的内部力量集中于对济州地区的营销活动。

目前济州地区有大型建设项目正在进行；未来，济州还要建设成世界环境首都，同时为建设成国际自由城市还设立了特别自治道和世界和平岛屿等，济州将逐渐成为新生长动力产业发展地区。

## NOROO BEE Chemical Co., Ltd.

NOROO碧化学有限公司

## COMMENDATION ON TAXPAYER'S DAY

The 47th Taxpayer's Day was held on March 4, with the relevant public officers and exemplary taxpayers in attendance. During the event, commendations were given to exemplary taxpayers who contributed to Cheonan City's economy by paying taxes diligently despite the difficult economic conditions and to the executive who played a role in taxation work. Byeon Jeong-kwon, CEO of NOROO BEE Chemical Co., Ltd., was named exemplary taxpayer and given the Commissioner of Korea Customs Service Award. "This commendation is the byproduct of our efforts to increase exports and operate

a righteous business. If we comply with normal accounting standards to manage our business, we can reduce non-operating costs such as additional taxes and improve our corporate credit and image in the long run. In the future, when we expand to overseas markets, we will maintain transparency to earn the respect of others," Byeon said in his acceptance speech.

Cheonan Customs Office appointed Byeon as one-day honorary office head, receiving reports and participating in customs work such as customs clearance and response to customers.

## “纳税人之日”荣获表彰奖

3月4日,举办了“第47届纳税人之日”纪念典礼,相关机构和模范纳税人参加了本次典礼。典礼上表彰了在艰难的经济环境中诚实缴税,为市政建设起到积极作用的模范纳税人和为税务工作做出贡献的企业家们。NOROO碧化学有限公司的卞正权代表理事被选为模范纳税人,荣获了关税厅长所颁发的表彰奖。卞代表在发表获奖感言时表示,“随着海外事业的发展,进出口规模不断扩大,这个奖项也是公司正道经营所带来的额外的礼物。正常的财务处理和遵守原则的经营模式,从中长期角度来看可以节省追加税额等公司非营业成本,为提升企业信用度和企业形象起到极大的推动作用。今后,我们也将继续致力于扩大海外事业,坚持透明经营,努力发展成受社会尊敬的企业。”

在当天活动上,天安海关任命卞正权代表理事为名誉海关关长,任期一天,向他汇报了海关业务现状,同时还模拟了报关手续和信访咨询等海关业务。

# Behind Cut



COLORMATE managers actively participated in the photo shoot. Their smiles seem to tell us that it is very difficult to pose in front of the camera. Thank you all!

嘴角都快笑歪啦!认真拍照的COLORMATE店长们,他们好像在说“哎呀~做模特儿真不容易T\_T”各位店长辛苦了,谢谢你们!

01

1+1 equals a cutie-! Therefore, what is the result if Soon & Sue and PANTONE Premium Paint are combined? Another cutie, of course! Just like Senior Staff Cho Gang-hyeon at the Jeonju branch office, NOROO products will always be loved by all!  
Senior Staff Cho Gang-hyeon

一加一,小可爱-!那纯&秀加PANTONE优质涂料等于什么呢?还是小可爱!对NOROO涂料股份有限公司全州分店的赵康显主任也是如此,对我们来说,NOROO产品永远是宝贵的小可爱-!

02



Just like the stars in a buddy movie, two members at the Chungju office started a new movie. We expect your success story filled with joy and hard work!

仿佛开拍一部新电影的NOROO涂料忠州分店的俩哥们!我们期待行动、感动和成功相融合的忠州分店的故事!



03