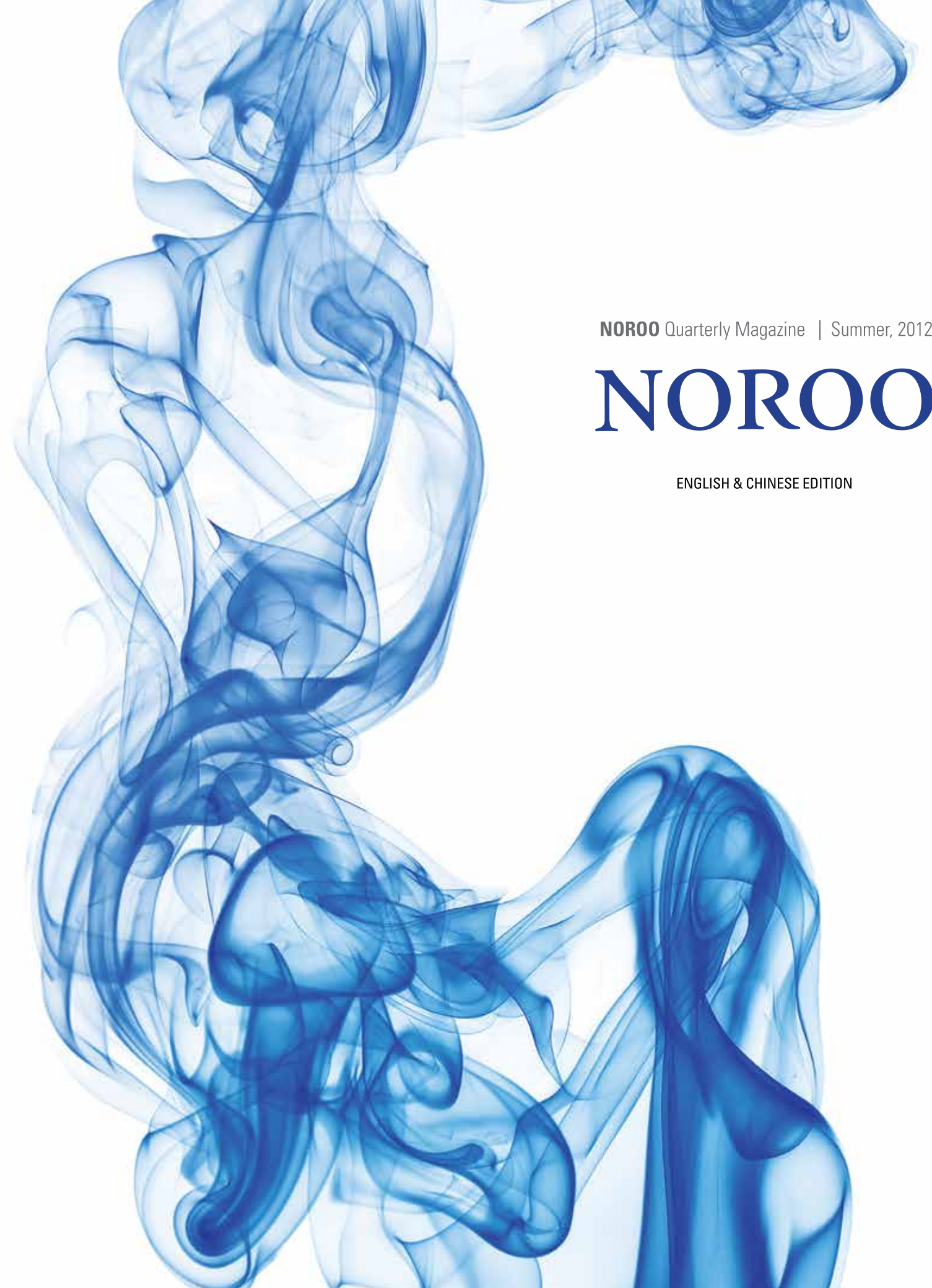


NOROO

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NOROO

ENGLISH & CHINESE EDITION





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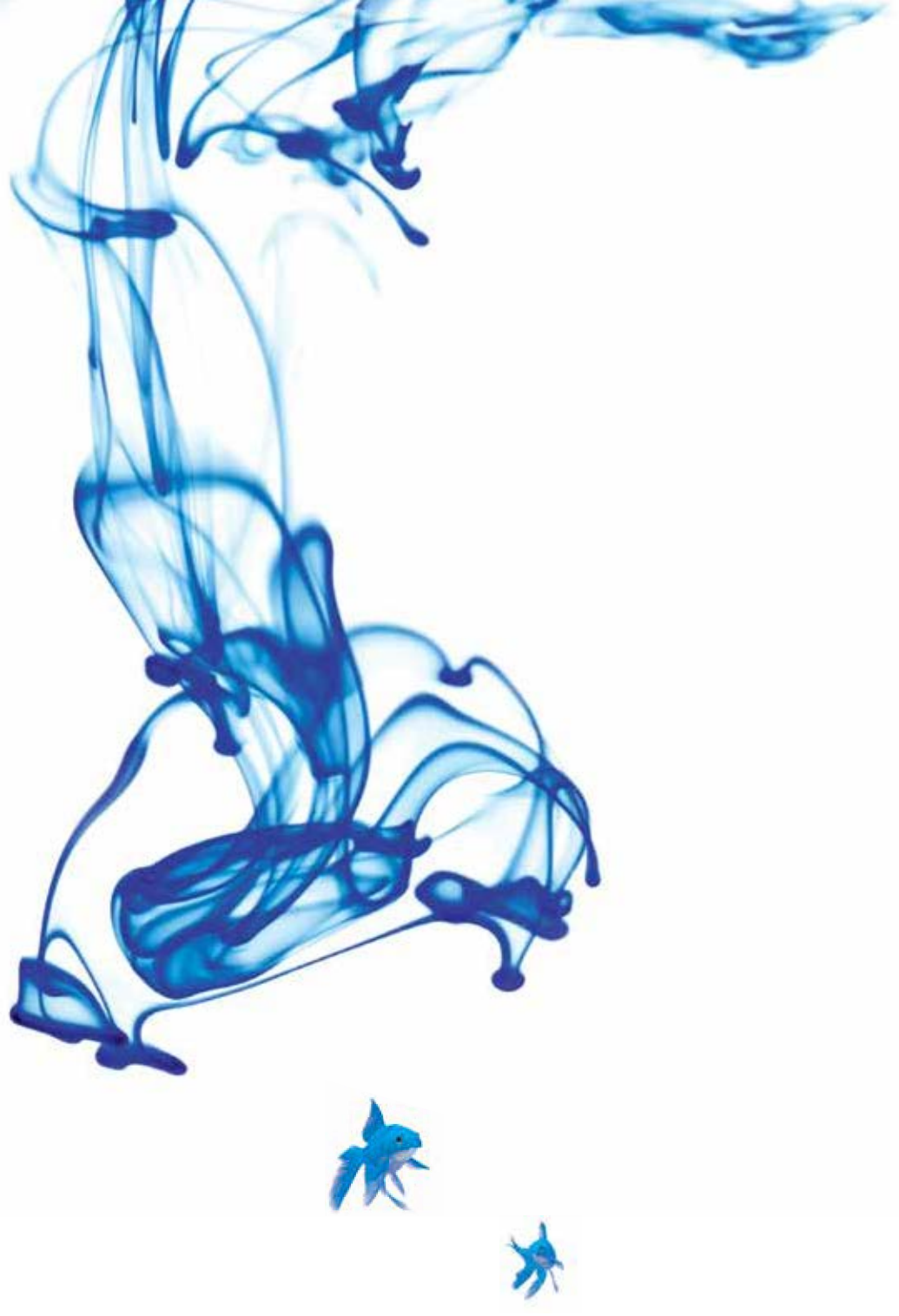
蓝色, 主宰世界！

Today's world is known as “the world of blue.” Since the 1890s, in any color preference survey with adults, blue has always ranked first. White does not shine, black loses its authority, and red becomes aggressive. Today's blue is imperial. It decimates other colors’ meanings to rule the world. Blue aesthetically the most powerful color.

- Sin Hang-sik, 『Color, Culture and Imagination』

突然某一天,蓝色主宰了世界。19世纪90年代以来，以成人对象开展的最喜爱的颜色调查中，蓝色的领先地位从未被超越。在蓝色面前，白色失去了光芒，黑色失去了权威，红色显得过激。今天的蓝色，霸道地大肆掠夺了其它颜色的意义，支配着世界。蓝色是拥有最强烈美学力量的颜色！

- 选自申恒植《颜色·文化·想象力》



BLUE, Desire for Blue

Blue is the color of yearning. Blue is commonly related to sky or sea. Though the sky is vast and seems close, no one can touch it. Grab the sky or scoop the sea. You cannot have blue. As the Korean Culture Symbolism Dictionary states, “Blue is a fantastic color just as the sky, mountain, and the sea that cannot be held in your hand.”

BLUE, 面向蓝色的渴望

蓝色既是渴望的颜色，又是自然界天空或海洋的颜色，但就是这个离我们很近的颜色，却使我们无法触碰。试试握紧拳头抓住蓝天，又或是用一个瓷碗盛满海水，看是否能拥有蓝色？《韩国文化象征字典》中是这样解释的：“天空的颜色仿佛遥远的天际,遥远的山和遥远的海一样，是无法抓在手心的幻想的颜色。”

TWO FACES OF BLUE

In her book “Wie Farben auf Gerfuhl und Verstand wirken,” Eva Heller says blue is the color covering the gods living in heaven. Due to the sanctity of blue, it is used as the color of the god in many religions. In Rome, Jupiter was the god of heaven and blue was the color of his empire. In Egypt, Pharaoh’s golden mask had blue hair and beard. The Egyptian god, Amon had blue skin so he could fly invisibly in the sky. However, in the ancient west, blue lost its prestige. In his book “Color, Culture and Imagination,” Professor Sin Hang-sik states blue has not played a symbolic role in daily lives, religion, and art for a long time. He says this is the case because it is difficult to create “blue.” As blue was losing its meaning, indigo became the most widely used blue dye. Unfortunately, indigo was not produced in Europe, thus not being popular amongst the people.

GOD’S BLUE AND HUMAN’S BLUE

Miraculously, blue made a beautiful debut in France’s Basilique de Saint-Denis. Interested in color, the superior father, Suger, used the most expensive blue glass to rebuild the church attached to his monastery. This church became the origin of gothic architecture which realized heaven and highlighted human yearning for God, and used blue from blue glass to create a vision of heaven. Since then, many churches adopted this technique as blue became more prominent in Christianity and more powerful in the western culture.

During the Renaissance, blue became more widely used. The paradigm was shifted from gods to humans. Exclusively used by the religious circle and high society, blue became available for artists to use. However, blue still had the image of nobles. To create ultramarine, lapis lazuli, costing KRW15 million/kg even today was mined overseas and used. Because of this, the painting order during the Renaissance specified the amount of ultramarine to be used. Thus ultramarine was mainly used to express Mother Mary and the clothes of noblemen.

NOBLEMEN’S ULTRAMARINE AND ORDINARY PEOPLE’S INDIGO

In 1828, Jean Baptiste Gimeï succeeded in synthesizing ultramarine, which opened the door to the mass production of ultramarine. Ultramarine is now used by modern painters. Though the color blue has gone through difficult times, thanks to indigo, blue could be used by the general public. Thanks to jeans and shirts dyed with inexpensive indigo, the term “blue color” was coined to symbolize daily lives and workers.

As blue has two opposing meanings, it plays various roles today. For example, blue symbolizes democracy and the background of the UN is blue. Also, on the Korean Peninsula Flag symbolizing Korea’s unification, the Korean Peninsula is painted in blue. Many corporate logos and countless products also use blue.

Blue was a hard color to grasp. Blue becomes the motive for yearning and desire. In the modern world, built with people’s capital and technology for thousands of years, blue will hold a special place in people’s hearts.

蓝色的两张脸

编著《色彩的性格》的Eva Haller曾经在书中提到“蓝色是围绕天上的神的颜色”。因为蓝色之神圣，许多宗教都把蓝色作为神的颜色。罗马时代，统治天界的丘比特天国是蓝色的；埃及法老使用过的金色面具上的头发和胡须是蓝色的；埃及的神“阿蒙”为了可以在天空中任意翱翔而不被发现，皮肤也是蓝色的。

申恒植教授在《颜色·文化·想象力》一书中提到：“但是在古代西欧，蓝色意味着失去地位，根本无法想象其今天巨大的支配力。在西欧的历史中，相当长的一段时间里，现实或者宗教生活，甚至艺术创作中，蓝色都没能发挥重要的作用。”理由可能与蓝色很难调配有关。当时广泛使用的染料是靛蓝，在印度非常有名，但是欧洲并不生产靛蓝，所以得之不易的蓝色并不太受欢迎。

神的蓝色，人的蓝色

蓝色首次华丽登场是在法国的圣德尼修道院。对颜色充满兴趣的修道院院长苏格(Suger)在重建修道院附属教会时，采用了价格不菲的蓝色玻璃做装饰，呈现了肉眼看不到的天国，并借此强调了对神的向往。该教会建筑是哥特式建筑样式的起点，借助蓝色的玻璃，把光线变成蓝色，内部仿佛变成天国，看起来就像人间天堂。此后，西欧的许多教会都采用这种建筑方法，蓝色开始在基督教发挥重要的作用，开始掌握基督教领导的西欧社会的权力。

之后，进入文艺复兴时期，蓝色的应用更加广泛。思想和意识从神转向人类，专属于宗教界和上流社会的蓝色开始被文艺复兴的艺术家广泛应用，但是蓝色仍然拥有贵族形象。被称为高贵蓝色的深蓝色(Ultramarine)是通过粉碎飘洋过海挖出来的青金石而制作而成的，每公斤的价格高达838万人民币。因此，文艺复兴时期，预定油画，在订货条款中需要注明将使用多少深蓝。尤其是描绘圣母玛利亚和贵族服饰时经常使用这种颜色。

贵族的深蓝色，百姓的靛青

1828年法国人 Jean-Baptiste Guimet 成功地完成合成，随后，深蓝色开始在工厂大批量生产，对近代画家创作具有独立表现力的作品发挥了积极的作用。蓝色颜料就这样度过了高不可攀的时代，但是作为染料，在靛青的帮助下，蓝色才得以成为一般百姓广泛使用的染料。采用价格低廉的靛青染色制作而成的牛仔裤和衬衫，引申出了“蓝领”这一新名词，也成了日常和劳动的代名词。

因为有两种特殊的意义并存，蓝色在今天发挥着更多的作用。最具代表性的就是象征着民主主义，为防止战争、维护和平而成立的国际组织——联合国（UN）的徽章也是以蓝色为底的。渴望和象征朝鲜半岛统一的朝鲜半岛旗也是在白底上画着蓝色的朝鲜半岛。蓝色也是企业LOGO最喜欢的颜色，也因此被设计成不计其数的作品。

大自然中得之不易的蓝色，对它的渴望和羡慕通过机器得以实现。在数千年的历史长河中，人类的资本和技术造就了今天的蓝色，被广泛运用于世界各个领域，且引领着我们的心勇往直前。

Trace of Blue in Culture

Various blues are realized in language, food, art and science.
Let's look at some of the stories on the beauty of blue in history and in daily lives.

找寻文化中的蓝色痕迹

被视觉认知的诸多蓝色，在语言、饮食、艺术和科学中都被重现。
笔者试着在历史的缝隙和生活的角落中去找寻蓝色的美丽和它背后的故事。



01

It is said that traditional dyers hailed from Germany. In the past, pigments were dissolved with alcohol and urine. Dyers found a way to mix these ingredients to form dye. They would drink an excess amount of alcohol and then urinated into a dying container. Then they had to step on the pastels in the dying container. While they were waiting for the pastels to be fermented, their feet became blue. This is why a drunken man is said to be “blue” in Germany. Although pastels are no longer used for dying, the expression still remains.

醉酒的人是蓝色的？
至少在德国是这样的。在德国，称喝醉酒的人为蓝色，这句话来源于用传统方法操作的染色工。过去，染色工们在大青叶中放入酒精和尿液来溶解色素，并选择了一种特别的、迂回的搅拌材料的方法，那就是大量饮酒后，在染色桶里方便，然后赤脚站在染色桶里踩大青叶。天气晴朗时，染色工们躺在室外等着大青叶发酵，而喝醉的染色工的双脚早已被染成了蓝色，因此在德国称喝醉的人为蓝色。尽管用大青染色的年代已经过去了，但这种表现形式一直沿用至今。



Der blaue Reiter

The expressionist artist Kandinsky created Der Blaue Reiter and published the yearbook in 1912. Der Blaue Reiter was formed by Kandinsky and Mark who loved blue. Mark said, “Blue is dry, masculine and spiritual.” In the 19th century when materialism reached its peak, Der Blaue Reiter tried to express the conceptual and mental power of art. Though their art was the influence of modern European art, they were not accepted at the time. As time passed, their work was reevaluated and accepted as masterpieces. Der Blaue Reiter was ahead of their time.

青骑士
康定斯基创立表现主义画家的聚会——青骑士派，发行年鉴是在1912年。喜欢蓝色的康定斯基和马尔克一见如故，拉开了青骑士运动的序幕。当时马尔克评价蓝色是“干燥的、男性化的、精神主义的”。青骑士派认为19世纪是物质主义的顶峰，他们想要从中展现艺术观念的力量和精神层面。人们普遍认为青骑士派活动的起源是欧洲现代美术，但是这并不被当代保守美术界所接受，过了很长一段岁月，他们的作品才得到了应有的评价。如此看来，青骑士算是领先于时代的。

02



Blue Rose

03

In English, the blue rose signifies impossibility. Though there are more than 20,000 species of roses, there is no blue rose. With a desire for overcoming the impossible, people created the expression, “blue rose.” However, the blue rose was about to be realized. In 2011, the blue rose began to be sold in Japan. In 2004, Japan’s Suntory, which is famous for beer, developed the blue rose by genetic manipulation. However, the blue rose was closer to the purple rose. Suntory is working on developing a true blue rose. So, we will have to wait a little longer to get the world’s first pure blue rose. The blue roses sold in the markets are created by injecting blue dye to its roots.

蓝玫瑰
英语蓝玫瑰(blue rose)的意思是“不可能的事情”，因为在2万多玫瑰种类中没有蓝色玫瑰。正因为对这份不可能的渴望，人们把“蓝玫瑰”变成了惯用语。如今，这份渴望即将变成现实。2011年，日本已经开始销售蓝玫瑰。以啤酒闻名的日本三得利公司利用转基因，于2004年率先培育出了蓝玫瑰并准备上市销售，可惜至今这个蓝玫瑰的颜色还是比较接近紫色。据说三得利公司为了培育出真正的蓝玫瑰，仍在进行研发，让我们再耐心等待一下吧。那么要问市场上销售的廉价蓝玫瑰是什么？那些是通过玫瑰的根茎用蓝色染料染色而成的。



Blue Cheese

If you happened to bite into a piece of cheese and immediately reach for the napkin instead of your wine glass, you might have just taken a bite of blue cheese. Just as foreigners find it difficult to taste Cheonggukjang, Korean fermented bean paste, blue cheese has a strong, pungent flavor which is hard for Koreans to handle. However, as wine gained popularity, blue cheese is also gaining popularity and can now be easily found in the marketplace. As you get used to Doenjangguk, you can start to handle Cheonggukjang. Similarly, when you get used to gorgonzola cheese, then you can start to handle blue cheese. Today, more and more Koreans are looking for blue cheese. Blue cheese has unique patterns created by blue molds. Walnuts, peanuts, dried fruit or bread go well with blue cheese. Also, sweet wine pairs well with blue cheese. For the best blue cheese, choose a solid piece with dense mold.

蓝芝士

如果你正在优雅的品尝红酒和芝士，却突然找餐巾纸的话，那一定是因为你吃了蓝芝士。就像外国人不习惯韩国的清曲酱一样，我们也不太习惯在芝士中有强烈味道以及发酵香气的蓝色芝士。可是，随着红酒越来越大众化，蓝芝士也成为红酒架冷藏柜里的常见食品了。以披萨闻名的意大利戈尔根朱勒也是蓝芝士的名字。正如习惯了大酱汤就会慢慢习惯清曲汤一样，喜欢蓝芝士的人也在慢慢增加。带有蓝色的霉菌以及独特的大理石纹理，这款芝士适合搭配核桃、花生、干果或者面包等一起食用，也可配上一款甜美的甜点红酒。挑选时请选择质地坚硬、霉菌纹理细密的蓝芝士。

05

Blue Cocktail

If you want to find pure blue in food or beverage, the cocktail is your answer. Clear blue is possible in certain beverages, ice or jelly. Blue cannot be missed in a cocktail as it attracts the eyes before the tongue. Various cocktails such as Blue Moon, Blue Lagoon, Blue Hawaiian, and Blue Margarita decorate the bar during summer nights with their diverse flavors and fluorescent blue. There are many kinds of blue cocktails that can cool you down and suit your taste buds. In a party with many people, a cool blue cocktail may be the alcohol of choice.

蓝色鸡尾酒

如果想要找纯粹的蓝色食品的话，那么就是鸡尾酒了。内在透明的蓝色可以用在饮料、冰块或果冻上，那么首先用视觉来品尝味道的鸡尾酒自然也不能错过了。透明的大海、天空沉浸在晶莹剔透的玻璃杯中，装载着蓝色月亮、蓝色珊瑚、蓝色夏威夷、蓝色玛格丽特等各种各样的味道和美名，也装点着夏夜的酒吧。蓝色鸡尾酒的优点就是其冰冷的气质可以让酒精的醉意慢慢沉淀，不仅种类繁多，且各有特色。夏日的聚会，一定要来一杯蓝色鸡尾酒才够味儿哦！



Smurfs

Everybody knows the Smurfs, the cute blue creatures that are characterized by various small accessories such as glasses, pencils, and other things. It was created by a Belgian cartoonist, Pierre Culliford, and in 1981 was made into animation by a United States based company called the Hanna & Barbera Production. Though it has not been aired for more than 30 years, US\$ 8.5 million is paid every year as a royalty. The Smurfs’ popularity is attributed to its unique characters. At the same time, equality and community spirit was symbolized by the perfect blue Smurf Village.

蓝精灵

蓝色的皮肤，白色的帽子和紧身衣，再加上眼镜、面包帽子、铅笔等简单配件，这就是家喻户晓的充满个性的艺术形象“蓝精灵”，当然前提是在电视普及的地方。比利时漫画家皮埃尔·库利福德的原作于1981年被美国的电影公司制作成动画片搬上银幕，获得了极高的人气。虽然距离首映已经30多年了，但现在每年平均仍能赚到850万美元的版税。当然这部动画片的经久不衰应该归功于聪聪、乐乐、健健、情情等可爱的卡通形象，但也正是蓝色强化了平等和团体意识，实现了蓝精灵之村的和平。

07



Viagra

The semiotician Sin Hang-sik said blue Viagra is the universality of today's blue. Though blue has never been associated with sex in terms of history or customs, Viagra's blue represents sexual power. Viagra is nicknamed “blue miracle.” Since blue is the color of imagination and yearning, Viagra picked a perfect color to describe its purpose.

奇迹般的蓝色药

符号学者申恒植教授表示，当今最直接表现蓝色广泛性的例子要数蓝色药丸伟哥。蓝色与性有关的实例，无论从历史上，还是习惯上都是史无前例的。被运用于这一新药上，是蓝色充满动力的一种表现，因此，伟哥也被称为“蓝色奇迹”。代表想象、渴望的蓝色与奇迹般的伟哥似乎有着一脉相承的部分。



The oarsman’s oar created ripples over the clear lake. Round ripples were moving away from the spot where the oar was dipped. Great history is created like this and resonates. It is the same as NOROO HUALUN’s history. From Yangzhou, 2500-year-old city of China, NOROO HUALUN is sending ripples to the world.

Sailing to the Continent from the Old City

NOROO HUALUN Advanced Materials Co., Ltd.



COMBINATION OF TECHNOLOGY AND NETWORK

Located in Yangzhou, Jiangsu, China which is well known for its favorable living environments, HUALUN Co., Ltd. is one of leading local companies. Though it started as a state-owned company, as Wu Yibiao took the helm in 1992, it has been expanding for 20 years to account for 30% of China’s solvent market and became the No. 1 company with a sales volume of KRW400 billion last year. In China, all paint producers use HUALUN’s solvent. In 2011, NOROO made the MOU and joint venture agreement with HUALUN in 2011 and held an opening ceremony of NOROO HUALUN Advanced Materials Co., Ltd. on May 30th, 2012. “From multinational companies such as Nippon, Akzo, DuPont, and Kansai to local small companies, they all use our solvent. We have known NOROO before the joint venture agreement was made as we supplied the solvent to NOROO” said President Wu Yibiao in an interview with General Manager Zheung Dian-wen and President of NOROO R&C Song Ki-myeong present. Wu continued to explain how NOROO HUALUN started. “Attracting new customers, improving technology, and expanding the workforce from Shanghai Xinda Resin located in Shanghai, we started resin business in 2007. However, we needed better technology. We became aware NOROO was expanding its position into the Chi-

nese market, thus creating a perfect opportunity to build a joint venture with NOROO.” Song said the success of the joint venture was achieved as both parties’ passion and hope for the business were on the same page. “NOROO had been planning to start resin business in China, so this was an opportunity to jump start their expansion into the Chinese market. The former engineer Wu had the same business-oriented mindset and passion for globalization as NOROO: Technology, network and passionate partners. We have traits and ideas both parties need.” With 38 local employees, NOROO HUALUN can produce 20,000 tons of resin annually. By adding new digital equipment to existing facilities, enhancing safety regulations, and repairing plant walls and facilities, it took two months to set up the new plant and offices. Now, they are working on increasing production and developing more advanced technology. “Currently, NOROO HUALUN is between high-end and mid-end markets. Our goal is to improve technology for the high-end market and compete with other leading companies. By combining HUALUN’s customers with NOROO’s technology and producing vehicle, vessel, plastic and industrial resin as well as steel resin, we will be the best resin company” said Wu, Zheung, and Song.

NOROO, GO TO YANGZHOU

“My friend will leave me at Huanghaolou and will go to Yangzhou in March when the flowers blossom in the mist.” With this poem, Tang Dynasty’s poet Li Po described his feeling when his friend left him. Yangzhou must have been beautiful as Li’s friend left him. Surrounded by waterways, Yangzhou is still beautifully concealed by mist and covered with flowers 2000 years after Li wrote the poem. When we visited NOROO HUALUN, the mist was removed and the sun was shining over the plant. Though the weather was nice, employees had a hard time keeping their eyes open as the photographer took their pictures, having the time of their lives. “People in Yangzhou are friendly to foreigners. In the past, as an important traffic hub, Yangzhou was crowded with merchants from Silla, Japan and even western countries. Even Choi Chi-won who came to Yangzhou at the age of 12 during the Silla era passed the state examination to become a government officer. Thus proving Yangzhou was very open to foreigners in the past and still to this day. They are proud of their glorious days and stick to their culture” said Deputy General Manager Jung Beung-gun and General Manager Chung Tae-sup and Manager Choi Yun-seok who are in charge of the market and technology development departments and F.D. As most employees are from Yangzhou, they are strongly attached to the company, even after the company’s name change to NOROO HUALUN Advanced Materials Co., Ltd. Just as a sports car accelerates, all employees of NOROO HUALUN have high hopes to accelerate their future. Xu Jun in the R&D team said it was good to work near his parents and learn advanced technology thanks to the joint venture with NOROO. “I have been focusing on PCM and I take great pride in our quality. Now, with NOROO, I can deal with vehicle and industrial resin, too. We didn’t have enough technology support to do such deeds. Now this issue is resolved. I can appeal to my customers more aggressively and I have more confidence” stated Huang Weixiang, a member of the sales team. Thanks to NOROO’s globalization, the number of its employees around the world is growing. Members in NOROO HUALUN say, “Way to go!” NOROO in Yangzhou is on the verge of greatness.





从古都驶向世界

华伦纳路新材料有限公司

瘦西湖舴舺的船桨在平静的湖面上掀起层层涟漪，一个个同心圆开始蔓延。伟大的历史也是这样向四周传递的。刚刚起步的华伦纳路新材料有限公司也是如此。在拥有2500年历史的中国古都扬州，华伦纳路树脂正面向世界一圈圈描绘着更大的同心圆。

技术与销售网的汇聚

位于风景秀丽，适宜居住的代表性城市——中国江苏扬州的江苏华伦纳路化工有限公司是一家典型的民营企业。现任董事长吴义彪从1992年至今，20多年来一直致力于扩大企业规模，现在这家企业已经占有中国30%的溶剂市场，去年的销售额约为21.3亿人民币，排名业界第一。中国境内生产涂料的企业，几乎没有一家不使用华伦的溶剂，可见企业知名度之高。享有盛名的华伦与NOROO在2011年签订了MOU和合作经营合同后，终于在今年4月1日正式成立了华伦纳路新材料有限公司。

“从立邦、阿克苏诺贝尔、杜邦、关西等进军中国的海外企业到本土的中小型涂料公司都是我们的客户，这其中当然也包含NOROO的上海工厂，因此在合资之前我们彼此就已经非常了解了。”在铺着古典棕色地板的吴义彪董事长办公室里，吴董向我们介绍了华伦纳路的情况。总经理郑殿文和纳路特种树脂有限公司的宋基铭代表理事也一同接受了我们的采访。当我们问起华伦纳路是如何起步时，吴董作出这样的说明：“2007年，我们华伦化工从一个叫上海新大树树脂的客户那里，接管了他们的技术和人员，从而开始了树脂事业，但一直缺乏先进技术。后来，我们了解到NOROO拥有领先的树脂技术，同时正在逐渐扩大中国市场，于是我们就把树脂事业部单独分离出来，与NOROO集团成立了合资公司。”

宋基铭代表理事表示：“合作的成功得益于彼此共同的理念——对事业的渴望和热情。当时正值NOROO计划进军中国树脂产业之际，工程师出身的吴义彪董事长以技术为核心的经营理念和建设国际

化企业的渴望正好与NOROO志同道合。技术、销售网和热情的合作伙伴，双方需要的东西正好彼此吻合。”

目前，华伦纳路拥有38名本地员工，年产量达2万吨的树脂生产设备。他们用了2个月的时间，对工厂和办公室等进行了整顿。在原有设备基础上，新增了数码设备，同时强化了工厂的安全生产，并对工厂的外墙和机械设备进行了维护。现在公司正处于重点扩大产能和加快技术开发阶段。“目前，华伦纳路在中国大约处在树脂中高端市场的位置。下一步就是提高技术水平，进入高端市场，与海外企业一较高下。除了现有的卷钢树脂外，今后还要利用华伦的销售网和NOROO的高端技术，生产和销售汽车、船舶、塑料、工业等多种类型的树脂，相信不久的将来定会成为顶级的树脂企业。”吴义彪董事长、郑殿文总经理和宋基铭代表理事把手一起放到了地球仪上，表明了共同的目标和决心。

NOROO, 烟花三月下扬州

“故人西辞黄鹤楼，烟花三月下扬州”这是被称为“诗仙”的中国唐代诗人李白时隔多年偶遇故人，却又即将分别时吟诵的诗句。故人留下李白一人前往扬州，可见扬州的风景是多么迷人！悠久的历史仿佛蜿蜒曲折的河流，美丽的扬州经过两千多年的洗礼，依旧薄雾弥漫、百花盛开。不知是不是运气好，前往华伦纳路的当天，天气十分晴朗，明媚的阳光照耀着整座工厂，这是摄影师最喜欢的天气，可是镜头前的职员们却因为刺眼的光线，眯起了眼睛。尽管如此，一阵阵爽朗的笑声却此起彼伏。

“扬州人非常好客。古时候，长江是这里的主要水上交通要道，通过这条水路可以前往新罗、日本和西方国家，因此扬州也曾是一座国际城市。12岁时来这里留学的新罗时期的崔致远就曾考中及第，做了官员。可见，无论过去还是现在，扬州仍然保持着一贯的国际性，喜迎八方来客。而且曾经的繁华，赋予了扬州人对家乡的热爱和自豪感。”华伦纳路市场部的郑炳根副总经理、技术开发室的郑泰燮部长和财务部的崔伦硕课长一边介绍华伦纳路的员工，一边向我们介绍了上述情况。大部分的员工都是扬州人，对公司的热爱非同一般。公司更名为华伦纳路新材料有限公司后，这一点依旧没有改变。

华伦纳路现在刚刚启动，正准备脚踩油门加速前进，每个员工的脸上都充满对未来的美好期待。研究开发室的职员徐俊说：“因为父母都在扬州，所以工作没有后顾之忧。与NOROO合作后，作为一名技术者，能够更快地学习新技术，我觉得很有意义”。营业部的黄维香心中也充满了期待。“到现在为止，我们主要以销售PCM(卷钢)树脂为主，因为产品质量好，所以向客户介绍产品的时候感到非常自信和自豪。现在，与NOROO公司合作了，我很期待在汽车、工业树脂领域的发展。而且过去我们缺乏先进技术，但现在有NOROO的帮助，我觉得今后销售工作做起来会更加得心应手，而且也增添了很多信心。”

随着NOROO的全球化进程进一步加快，NOROO成员也开始遍布世界各地。在美丽的扬州，纳路华伦新材料有限公司的成员们正热情地向镜头挥手，呐喊着“让我们一起努力！”。而NOROO也正加足马力，向着世界扬帆远航！



NOROO

Today & Yesterday

With pictures taken during your vacations every year,
you can see how you have changed over time.
How has NOROO spent its summers
to become today's NOROO?
For the past 66 summers,
NOROO has kept busy. Sometimes,
NOROO spent its summers
in China or the Middle East under the scorching sun.
With every summer,
NOROO has made a difference.
Let's review NOROO's summer history.

每年休假时拍摄的照片，
记录着我们每年在同一时期的不同样子，
看着这些照片我们可以清楚地了解这些年自己的变化。
那么，今天的NOROO又是怎样度过过去的每一个夏天呢？
炙热的阳光下，
NOROO走到了中国，走到了中东，
如今已度过六十六个夏天，而且每年都有新的变化。
那么，让我们一起来回顾一下那些记忆中的夏天，
那些NOROO所谱写的历史吧。



APPRECIATION PLAQUE FROM HANIL BANK
FOR 41-YEAR RELATIONSHIP
韩一银行向大韩油墨涂料颁发信用交易41年感谢牌匾



COMPLETION OF THE PLANT FOR AUTOMOTIVE REFINISH PAINT
汽车修补漆工厂竣工

1952 . 8. 26.

REGISTRATION OF DPI CO., LTD.

During the Korean War, DPI was founded in Busan. Due to the Korean War, it was difficult to secure raw materials. However, DPI's diligence enabled it to build its strong foundation.

株式会社大韩油墨制造公司注册成立

由于朝鲜战争爆发，株式会社大韩油墨制造公司在当时的避难地釜山成立。尽管战争使得原料供应困难，但大韩油墨通过不分昼夜的生产，打下了坚实的基础。

1968. 07.

FIRST KS(KOREA STANDARD) MARK AS A PAINT COMPANY

DPI was the first to win approval of the KS mark among all other paint companies. At the time, there were many small paint companies. DPI established the quality control committee and quality inspection team. This is what enabled them to receive the KS mark.

在涂料行业最先取得KS标志许可

当时名为大韩油墨涂料的NOROO在涂料行业最先获得KS标志许可。这是NOROO在众多军需涂料商竞争的情况下，通过组建“质量管理委员会”，新设“质量检查科”等优先考虑技术与质量管理活动所取得的成果。

1986. 7. 6.

APPRECIATION PLAQUE FROM HANIL BANK FOR 41-YEAR RELATIONSHIP

In 1945, Hanil Bank, then Josun Bank, helped the foundation of NOROO Paint. This relationship continued through 1986, resulting in the appreciation plaque for the 41-year relationship. In July 1995, a 50-year appreciation plaque was received. In December 2010, as we installed a memorial stone for NOROO's founding at the site of the current Woori Bank's head office, we presented Woori bank our appreciation plaque and memorial album.

韩一银行向大韩油墨涂料颁发信用交易41年感谢牌匾

1945年大韩平版印刷油墨创立时，韩一银行（前身为朝鲜银行）提供了很大的帮助，自此与NOROO结缘。1986年，NOROO收到韩一银行的信用交易41年感谢牌；1995年7月收到50年感谢牌；2010年12月，NOROO集团创业纪念碑在友利银行（前身为韩一银行）的总行门前落成，并向友利银行赠送了感谢牌与纪念册。

1989. 7. 22.

FOUNDATION OF KEMCO PAINT (CURRENTLY NOROO CHEMICAL)

(株)CK涂料(现NOROO化工有限公司) 成立

1990. 7.

DAIHAN INTERNATIONAL PAINT (CURRENTLY IPK) EXPORTED CONTAINER AND VESSEL PAINT TO CHINA FOR THE FIRST TIME

大韩国际涂料(现株式会社IPK)首次向中国出口集装箱与船舶涂料

1991. 7. 2.

FOUNDATION OF DAEYEON (CURRENTLY NOROO LOGINET)

DAEYEON(现NOROO物流有限公司) 成立

1991. 9. 1.

COMPLETION OF THE PLANT FOR AUTOMOTIVE REFINISH PAINT

The plant for automotive refinish paint was built at Anyang Complex 1. At the time, Korea's vehicle distribution rate skyrocketed, resulting in diverse high quality automotive coatings. To cope with this trend, NOROO built the plant with automatic color mixers and other automated processes and led the automotive coatings sector.

汽车修补漆工厂竣工

安养工厂第一园区的汽车修补漆工厂竣工。随着韩国国内汽车的迅速普及，为顺应汽车涂料发展的多样化、高档化、国际化趋势，作为韩国最早的汽车漆工厂，凭借自动调色系统与自动化工艺，率先达到了汽车涂料生产的先进水平。



ISO 9001 CERTIFICATE
通过 ISO 9001认证



PAINT EXPORT TO REPAIR CHINA'S FORBIDDEN CITY
为中国故宫维修提供涂料



PRESIDENTIAL AWARD FOR PRODUCTIVITY, DESIGNATION
AS A HIGHLY PRODUCTIVE COMPANY
荣获综合生产效益大奖总统奖，被指定为提高生产效益优秀企业

1993. 7. 1.

PRESIDENTIAL AWARD FOR PRODUCTIVITY, DESIGNATION
AS A HIGHLY PRODUCTIVE COMPANY

With the presidential award for productivity and designation as a highly productive company, NOROO's efforts towards management innovation and productivity improvement was recognized.

荣获综合生产效益大奖总统奖，被指定为提高生产效益优秀企业

荣获综合生产效益大奖总统奖，被指定为提高生产效益优秀企业，在经营革新与提高生产效益方面的领先业绩获得肯定。

1995. 7. 3.

ISO 9001 CERTIFICATE

As the WTO was launched around 1995 to open the door to unlimited international competition, DPI obtained ISO 9001 certification. Based on the basic concept that "We will build a system that suits our needs and realizes customer satisfaction," NOROO succeeded in developing its own system with its own staff and organization, resulting in quality improvement and efficient workflow.

通过 ISO 9001认证

1995年WTO成立前后，随着国际竞争时代的到来，大韩涂料油墨通过了ISO 9001认证。在“NOROO构建符合现实体系，满足顾客要求”的理念基础上，通过公司全体人员的共同努力所实现的此项成果为提高公司的品质形象及业务处理的效率性提供了巨大帮助。

1995. 7. 12.

PAINT EXPORT TO REPAIR CHINA'S FORBIDDEN CITY

In July 1995, Korea's major newspapers headlined "Korean Paint Will Repaint China's Forbidden City." That Korean paint was NOROO paint. Among various paint brands around the world, only NOROO Paint was selected to repaint the Forbidden City, which was carried out as part of the 70th anniversary of the Palace Museum. On July 12, four representatives from Palace Museum of China visited our Anyang Plant and signed the contract. Then, on July 15, our paints were delivered and successfully applied in the repainting project. Thanks to this success, we were able to make a contract to supply paints for the Syenyang Palace repainting project in 2002, and sign the second contract for the Forbidden City in July 2005. These projects helped NOROO promote its quality and technology to the world and build a foundation to enter the China market.

为中国故宫维修提供涂料

1995年7月，韩国的各大报纸的头条几乎都是以“韩国涂料，涂上紫禁城”为标题。报道中提到的韩国涂料正是NOROO涂料。为纪念成立70周年，故宫博物院对故宫外墙进行了修护，在世界众多涂料产品中，NOROO涂料脱颖而出，成为唯一合格的产品，成为指定供应商。7月12日，中国故宫博物院代表团一行4人访问安养工厂，签定了涂料采购协议后，NOROO涂料于7月15日正式出口中国。首次合作成功后，NOROO于2002年又和中国沈阳故宫博物院签订了供应合同；并于2005年7月再次向故宫提供了涂料。这等于向全世界证明了NOROO质量与技术的卓越性，并成为进军中国市场的巨大契机。

2006. 06.

NOROO RESTRUCTURED INTO
GOVERNING COMPANY (NOROO HOLDINGS CO., LTD.)
AND OPERATING COMPANY (NOROO PAINT & COATINGS CO., LTD.)

公司体系分化为控股公司(DPI控股股份有限公司)
和实业公司(NOROO涂料股份有限公司)

We have reviewed NOROO's summers from June to September.
We look forward to NOROO's 67th autumn.

从微风习习的6月到秋高气爽的9月，
NOROO的夏天已经回顾完了。
那么，让我们期待NOROO第67个丰收秋季的到来吧！

NOROO in Jeju

Harmonized with Nature

Starting from spring, draught continued into early summer. Though Jeju is famous for having various weather conditions all at once, it did not rain for an extensive period of time. However, as we arrived at the Jeju airport, the rainy season had just started and rain was pouring. Owner Park Jung-kwean of Hansung Construction, located in Seoguipo, greeted us happily in the rain.

融于自然， 济州岛的NOROO

从今年春天开始的干旱直到初夏也没有得到缓解,就连以天气变幻无常著称的济州岛也没有雨水光顾。 可是就在采访组抵达济州岛机场的当天，突如其来的瓢泼大雨让 “口渴” 的济州岛树木感受到前所未有的畅快。位于西归浦的瀚成建业的朴正权社长也对我们采访组和梅雨的到来表示了热情地欢迎。



Hansung Construction 瀚成建业

NOROO IN JEJU

济州，寻找NOROO

Park greeted us saying, “The rain is not good for taking pictures but we are happy to have the rain.” Due to the unexpected rain, we went to the office instead of going to the work site. He said, “Thanks to the dry weather, painting was good and I made a lot of money. However, I welcome the rain as it will end the draught.” Park and his wife, Jang Eun-sung started painting 20 years ago. Just two years ago, they opened a painting shop. After selecting NOROO as their partner, their business started to grow. He said, “Why NOROO? I have tried many brands for 20 years. However, other brands were poor at follow-up service, even though their products were good. Due to the sea wind, buildings in Jeju are aging fast. Then, I happened to meet Deputy General Manager Cho Hyun-sung in charge of Jeju and he assured me NOROO’s products are excellent in protecting buildings.” Deputy General Manager at the Busan Office of NOROO Paint’s distribution department, Cho Hyun-sung, in charge of Jeju said sales in Jeju grew much thanks to Park. “Paint was mostly sold to constructors in Jeju as other brands had a stronghold in Jeju. However, as Park opened his shop, NOROO’s sales picked up. Even though many consumers thought NOROO’s products were expensive, they began to turn to NOROO. However, with the reputation NOROO is building, cost is not becoming an issue.”

“对于特地来拍照的朋友可能有些遗憾，但这真是一场及时雨。” 朴正权社长神情中既流露着歉意，又充满了令人安心的笑容。由于这场毫无预兆的雨，我们不得不中断室外的的工作回到办公室。“晴朗干燥的天气最适合涂装了也正是得益于这样的天气，最近涂料的销售额一直在攀升。尽管如此，在干旱的季节，还是非常感谢这场及时雨的到来。” 抑制不住内心喜悦的朴正权社长,把目光投向正被雨水慢慢渗透的济州美丽的风光。

朴正权社长与他的夫人张银成代表在济州岛从事涂料工作已经20多年，前年终于开设了梦寐以求的涂料店。他们选择了NOROO，且销售额不断增长。“你问我为何选择NOROO？从事粉刷工作20多年来，使用了许多不同品牌的产品，但是有些产品虽然前期使用效果很好，但是后期管理很麻烦。济州岛海风很大，建筑物老化又快。恰巧当时认识了负责济州业务的赵玹成次长，有机会接触到NOROO产品，从而了解到NOROO产品具有卓越的建筑保护功能。”

在釜山分公司负责济州地区业务的NOROO涂料有限公司流通事业部赵玹成次长说道：“托朴正权社长的福，NOROO在济州的销售量增加了很多。过去在济州岛，通过工程公司我们的涂料销量持续增加，且市场大多被其它品牌占据。但是自从与朴正权社长合作后，零售开始增多，而且做建筑的工程人员很多都改用NOROO产品。过去没有使用过NOROO的消费者认为我们涂料的品质好，但价格高，不过现在想法已经改变了很多。”



NOROO’S 100% COLOR PRESENTATION

100% 色彩重现的NOROO

As Cho said, Park and Jang played a great role in promoting NOROO Paint’s quality in Jeju. The focus in selecting paint at first was the price. However, the focus is now shifting to better quality paint. As NOROO was recommended based on their 20-year experience by Park and Jang, many began turning to NOROO. “If the price is an issue, I recommend other products. However, once they used NOROO, all of them chose NOROO over other competition. It is the same with general consumers. They are more careful in selecting paint.” Jang gave an example of the recently-opened Trick Art Museum in Jeju which shows optical illusion art. “When they built the first museum, they used various brands. However, after using NOROO, they only ordered NOROO products for the second museum. NOROO provides more vivid colors, which is why NOROO is the first choice of wall painters.”

正如赵玕成次长所言，在济州岛,NOROO涂料的品质之所以远近闻名，离不开朴正权社长与张银成代表的努力。从以前价格优先的工程模式到如今的以品质决胜负，20多年来，这对涂料达人夫妇做出的判断和引导在其间发挥了巨大的作用。“如果是因为价格原因，那就建议顾客使用其它品牌，但是通常只要用过一次的客户，100%会再次选择NOROO。普通消费者更是如此，因为装饰自己的生活空间，会更加小心翼翼。”张银成代表简单举了不久前在济州岛开张的trick art美术馆的例子，一家以与现实产生错觉效果的壁画而闻名的展览馆。“首家美术馆开建的时候，他们尝试使用了许多其他涂料公司的产品，但经过多次尝试后，最终在第二家美术馆开业时，所有丙烯酸、水性、聚氨酯等他们都选择了NOROO的产品。NOROO产品的颜色非常鲜艳，所以更加受到壁画设计师的青睐。”



NOROO Quarterly Magazine | 2012 Summer



PANTON PREMIUM PAINTS FOR LOCAL HOT SPOTS

打造地区名胜的
PANTONE Premium Paints

NOROO Paint’s color presentation was firmly established by the PANTONE Premium Paints which was launched last year. Thanks to this product, Park and Jang had a busy spring. “For HD Super Amoled Color Project carried out by Samsung Electronics and Colorist Jean Philippe Lenclos, we delivered the PANTONE Premium Paints. To create 17 colors, 120 gallons of paint was used. We had to run the tinting machine non-stop for three days. Only the Pantone could create the color selected by the colorist.” From its main building, to the tap water platform, and even the swings, Deoreok Elementary School was painted colorfully with paint mixed by Hansung and is perfectly harmonious with Jeju’s blue sky, strong wind, and green trees. Deoreok Elementary School has become a local hot spot, attracting tourists and other visitors. Jang is proud of various spots painted with NOROO products. Park also realized NOROO was ideal for Jeju as even its raw materials are clean. “Environment-friendly Sun & Su and color presenting PANTONE are great for Jeju which is famous for its beautiful natural scenery. As they dry fast and have good obliterating power, it is easy to use them. Now, NOROO will lead the way.” Park, Jang, and Cho are confident. Fittingly, as we were wrapping up, clouds started to part and the sun shone bright through the Jeju sky. Just as small rainbows are present in each water drop, Hansung’s rainbow color will paint Jeju.

去年上市的PANTONE Premium涂料再次让NOROO的色彩表现力名声大振。也正是这个新产品让朴正权社长和张银成代表在去年春天忙得不可开交。“三星电子和色彩大师Jean Philippe Lenclos共同促进的‘HD Super AMOLED色彩项目’济州Deoreok分校也购买了我们的PANTONE Premium涂料。我们共做了17种颜色，每桶4L，120加仑，调色机连续运转了三天三夜。唯有我们的PANTONE Premium Paints 能够呈现色彩大师所要表现的潘通色彩。

由瀚成建业调配的涂料，让整个Deoreok分校从建筑物到水管、游乐设施，甚至秋千都变得五彩缤纷，与济州蔚蓝的天空、强劲的风、绿色的草自然完美地融合在一起。有观赏了广告专程来拍照的游客，也有偶然经过驻足观赏的行人，Deoreok分校俨然成为济州的风景区。张银成代表更是以济州遍地使用NOROO产品为骄傲。

朴正权社长更是强调用料考究的NOROO产品是济州岛最优质的涂料。“绿化环境的纯&秀、具有卓越色彩表现力的PANTONE Premium涂料等NOROO产品是最最适合拥有美丽、纯经自然景观的济州岛的涂料了。良好的干燥性能和遮盖力非常适合季节多变的济州，使粉刷工艺更加容易。现在已经是NOROO时代，让我们一起守住领先的地位！”

朴正权社长、张银成代表和赵玕成次长充满了自信。就在此刻，乌云散去，一缕明亮的光线照进代理店的院内，如同凝结在一粒粒水珠里的小彩虹，瀚成建业的彩虹泛出的七彩光芒相信也将会让济州的各个角落大放异彩。



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10TH COMMENCEMENT OF TECHNOLOGY GRADUATE SCHOOL, ANYANG



NHA(NOROO HUALUN ADVANCED MATERIALS CO., LTD.), OPENED IN YANGZHOU, CHINA

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

10TH COMMENCEMENT OF TECHNOLOGY GRADUATE SCHOOL, ANYANG

On June 12, the Technology Graduate School of NOROO Holdings (established in 2002), which has a purpose of raising global engineers, had its 10th commencement. The commencement, which was held in the training room on the 1st floor, Sin Ki-chul and Park Jun-kyu from NOROO Paint and Park Sung-yul from NOROO R&C were awarded for their great performances. In his speech, Sin Gi-cheol stated, “I thank all internal and external instructors for sharing knowledge. I will become a NOROO employee with expertise and competence.” Then the commencement was concluded with pictures taken of all the participants.

技术大学院安养第10期毕业仪式

为了提早培养全球技术人才,2002年成立的NOROO控股股份有限公司旗下的技术大学院于6月12日举办了安养第10期毕业仪式。该仪式在安养研究所1楼的培训室内举办, NOROO涂料有限公司的申起喆代理和朴俊奎代理、NOROO特种树脂有限公司的朴星悦代理由于成绩优异被授予了奖状。申起喆代理作为代表发表了感言: “感谢全心传授知识的公司内、外部讲师, 我将努力成为一名拥有专业知识和高素质的NOROO人。” 毕业仪式结束前, 全体参加培训的员工拍摄了集体纪念照, 留下了他们灿烂的笑容。

NHA(NOROO HUALUN ADVANCED MATERIALS CO., LTD.), OPENED IN YANGZHOU, CHINA

On May 30, 2012, NHA, a 50:50 joint venture company between NOROO and HUALUN Co., Ltd. Yangzhou, Jiangsu, China, held an opening ceremony at the main auditorium of Yangzhou resin plant. As NOROO was looking for a partner to expand its footing in the Chinese market based on

its world top class technology in resin (raw base material for paint), partnership establishment was made with HUALUN Co., Ltd., which accounts for 30% of China's solvent market and is the no. 1 company in terms of sales. With the resin production facility pumping out an annual production capacity of 20,000 tons, NHA will produce polyester, acryl, alkyd, urethane, epoxy, and hardener for PCM, industrial, vessel, construction, and heavy duty paint markets.

Since it entered the Chinese market in 2002 based on its global strategy, NOROO has been expanding its position with NOROO Paint (Shanghai) Co., Ltd. for industrial construction paint, Shanghai KINLITA Chemical Co., Ltd. for vehicle paint, and NOROO FUTIAN Paint (Guangzhou) Co., Ltd. for automotive refinish paint. Combining NOROO's product design technology and HUALUN's production facility and distribution network, NHA envisions KRW52 billion worth of sales by 2015.

华伦纳路新材料有限公司(NHA), 中国扬州开业

NOROO集团与中国江苏省扬州市的江苏华伦化工有限公司共同成立了“华伦纳路新材料有限公司”, 双方各出资50%, 并于2012年5月30日在位于扬州的树脂工厂总部举办了开业仪式。NOROO世界领先的树脂技术, 为进一步扩大中国市场, 不断寻求新的合作伙伴; 而江苏华伦化工有限公司以占据中国30%的溶剂市场成为销售排名第一的企业, 通过与该企业的合作, NOROO将正式进军中国的树脂产业。华伦纳路新材料有限公司拥有年产量超过2万吨的树脂生产设备, 可以生产聚酯、丙烯酸、醇酸、聚氨酯、环氧树脂及硬化剂等, 今后将进军PCM、工业、船舶及建筑涂料市场。2002年进军中国市场以来, NOROO集团通过生产销售工业、建筑涂料的“NOROO涂料(上海)有限公司”、生产汽车涂料的“上海金力泰化工有限公司”和汽车修补漆合资企业“广州福田纳路涂料有限公司”等不断地扩大事业范围。此次成立的华伦纳路新材料有限公司将结合NOROO集团的产品设计技术和江苏华伦的生产设备及其销售网络, 计划至2015年实现销售额520亿韩币, 发展成为世界一流的树脂公司。



DEPUTY MAYOR OF PANJIN, CHINA VISITED NOROO HOLDINGS

DEPUTY MAYOR OF PANJIN, CHINA VISITED NOROO HOLDINGS

On June 19, the deputy mayor of Panjin, Liaoning, China, Xu Jisheng, manager of Economy Information Committee, Li Jianzhong, and deputy manager of Economy Cooperation Department, Ji Xu visited NOROO Holdings' office in Seoul. It was their second visit after they visited NOROO Paint (Shanghai) Co., Ltd. on the 20th of February. Interested in NOROO's R&D capability, they wanted to visit NOROO to promote Panjin's attractive features as an industrial city. They watched NOROO's promotional video and presented Panjin's strategy to develop petrochemical and chemical industries and introduced their economic cooperation plans.

中国盘锦市副市长一行访问NOROO控股股份有限公司

6月19日, 中国辽宁省盘锦市副市长徐吉生与经济信息委员会副主任李建中、对外经济贸易局副局长陈迅等一行访问了NOROO控股股份有限公司位于首尔的办公室。此次访问是继今年2月20日访问NOROO涂料(上海)有限公司后的第二次会面。当时, 盘锦市一行访问NOROO涂料(上海)有限公司, 宣传了盘锦市作为工业城市的优势, 并惊叹于NOROO集团的研发能力, 当场提出会议邀请, 于是就促成了本次的访问。盘锦市一行在观看了NOROO集团的宣传片后, 重点介绍了盘锦市对石油化工及化学新材料等方面的重点发展战略。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

WAGE INCREASE FOR 14 CONSECUTIVE YEARS WITHOUT A STRIKE

On April 20th, NOROO Paint & Coatings Co., Ltd. President Kim Sooyoung and the head labor union representative Kim Yong-mok, reached a deal on wage increase without a strike for 14 years in a row. Based on



WAGE INCREASE FOR 14 CONSECUTIVE YEARS WITHOUT A STRIKE

mutual trust, NOROO Paint's labor and management were committed to fulfilling its business plan and agreed to increase the base salary by 4% on condition of higher productivity and cost reduction. This agreement was reached by holding various meetings on wage increase since last February. Wage agreement for 14 consecutive years without a strike was possible due to trust and support of the union members. Kim Yong-mok expressed his gratitude for supportive union members and stated, “We will work for mutual prosperity by harmonizing wages, welfare benefits and employment, and will make a future of stable employment.”

签订连续14年无协商上调工资协议

NOROO涂料股份有限公司(社长: 金守经)与工会(主席: 金容穆)于4月20日签订了连续14年无协商上调工资协议。NOROO涂料股份有限公司工会凭借一直以来积累的信任, 决定达成年初制定的事业计划, 在提高生产力和缩减成本前提下, 果断决定今年上调工资4%。这一结果是继2月份常任执行委员会、代议员会议以及漆西、浦升等地方工厂召开的工会说明会后, 经过意见收集达成的共识。在工会成员的信赖和支持下, 最终签订了“连续14年无协商上调工资”协议。NOROO涂料股份有限公司工会金容穆主席向信任并无条件支持工会的成员们表示感谢, 同时表示“将通过实现公司与工会成员之间的和谐雇佣关系和福利待遇, 努力朝着大家所希望的‘雇用稳定’的目标发展。”

ENERGY SAVER/WATERPROOF MATERIAL IN MBC CONSTRUCTION EXPO

To strategically promote its items; energy-saving and waterproof systems, NOROO Paint joined the 29th MBC Construction Expo which was held at KINTEX in Ilsan from April 28th to May 1st, 2012. As a promotional program, they held an entertaining event by quizzing visitors to educate them on the importance of waterproofing and energy saving in our daily lives, and held a vendor conference to introduce an efficient system that can control room temperatures with advanced technology.

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ENERGY SAVER/WATERPROOF MATERIAL
IN MBC CONSTRUCTION EXPO



LABOR DAY, AWARD FOR BEST WORKERS



NOROO LOGINET, EVERYTHING FOR GHS



IPK'S INTERSLEEK TO 100TH NATIONAL FLAG CARRIER

ENERGY SAVER/防水材料, 参加MBC建筑博览会

NOROO涂料股份有限公司为了宣传ENERGY SAVER和防水系统, 于2012年4月28至5月1日参加了在韩国国际展览中心举办的“第29界MBC建筑博览会”。在活动中, 一方面为促进能源节约和防水材料的销售, 举办了单独的促销活动, 并通过开展关于NOROO防水材料和ENERGY SAVER的竞猜活动, 利用简单有趣的途径向参观者宣传了日常生活中防水和能源节约的重要性及方法; 另一方面, 通过隔热玻璃涂层说明会, 向有关企业和贸易公司介绍了通过领先技术可以调节室内温度的高效系统。

LABOR DAY, AWARD FOR BEST WORKERS

On April 30th, right before the Labor Day, in Haman, Gyeongsangnam-do, Haman Chamber of Commerce held a ceremony to award their best employees. Out of 20,000 employees in 820 companies located in Haman-gun and Uiryeong-gun, registered to the Haman Chamber of Commerce, only 40 workers were awarded. Among them, two were from NOROO's Chilseo Plant. Oh Seung-hak, manager of the resin production team received the award of Haman Fire Department Head, and Kim Kwi-young, assistant manager of the production technology team received the award of Haman Council Chairman. Their colleagues said they were loved by all team members as they always respected others. Manager Oh and assistant manger Kim said they were able to receive the award thanks to NOROO's positive atmosphere and all the employees' hard work.

劳动节, 表彰优秀劳动者

劳动节前夕, 4月30日庆尚南道咸安商工会议所主办了一次优秀劳动者表彰大会。以在咸安郡商工会登记注册的咸安郡、宜宁郡管辖内的820余家企业, 约2万多名劳动者为对象, 通过推荐方式最终选拔了40名优秀劳动者予以表彰, 其中有2名是漆西工厂的职员, 他们是树脂生产组的吴承學课长和生产技术组的金貴永代理, 分别荣获咸安郡消防所长奖和咸安郡议会议长奖。他们在日常工作中充满活力, 积极地投入工作, 这也代表着NOROO职员的勤勉精神。同事们纷纷称

赞他们为人谦虚谨慎, 善待同事, 是同事中的“人气王”。吴胜学课长和金桂英代理则发表感言, 表示“能够获得该奖项完全得益于漆西工厂活跃的公司氛围和全体职员的努力”。

NOROO Loginet Co., Ltd.

NOROO物流有限公司

NOROO LOGINET, EVERYTHING FOR GHS

The chemical container is attached with precautionary labels on all its chemical contents. From July 1st, 2013, the GHS (Globally Harmonized System of Classification and Labelling of Chemicals) will define the content and format of such labels. For safe handling of chemicals, labeling is universalized so that the label will be understood globally. NOROO Loginet displayed everything needed to implement the GHS at the 4th KOREA CHEM and promoted its expertise to other chemical companies. Under the theme of “Everything for GHS”, NOROO Loginet exhibited its GHS label printer (XC6, IRF-ODL8), GHS MSDS automatic generation program, and an automatic labeling system, built by the potential customer DB. They held meetings with prospective customers and showed how NOROO's GHS label printer works for GHS-applied product shipment and label printing. Thanks to NOROO's interest and support at the KOREA CHEM, NOROO Loginet was able to position itself as the best GHS label printer maker.

NOROO物流有限公司, 率先展示GHS的全部

盛有化学产品的容器上有标明各种原料成分注意事项的标签。2013年7月1日起, 根据国际标准, 针对适用于混合物化学物质分类和标注的“GHS(Globally Harmonized System of Classification and Labelling of Chemicals)”的内容和式样进行统一。之所以采用统一标示是为了确保安全使用化学产品, 不分国别都能轻而易举地看懂说明。随着GHS的实施, NOROO物流有限公司在“第四届国际化

学装备产业展”上展示了相关内容, 向众多化工企业宣传了NOROO物流有限公司的专业性。NOROO物流有限公司以“Everything for GHS”为主题, 展示了GHS 标签打印(XC6, IRF-ODL8 等)、GHS MSDS自动生成程序、自动标签粘贴系统等, 获得了潜在客户DB, 并预约客户联系相关业务, 还积极宣传了公司GHS标签的制作和打印的高效工作能力。在NOROO集团全体高管和职员的大力支持下, 本次“国际化学装备产业展”得以圆满落幕, 并向外界宣布了NOROO物流有限公司是GHS标签打印领域最优秀的专业企业。

NOROO Coil Coatings Co., Ltd.

NOROO卷钢涂料有限公司

NCC SUMMER WORKSHOP AT DONGGANG RIVER

NCC held a workshop June 29 and 30 in 2012 to analyze the performance during first half of the year and make strides in achieving the remaining goals set forth. The workshop was held at Donggang River in Gangwon-do with participants from the NCC. Even under poor weather conditions, all participants successfully completed their rafting experience. They said the heavy rain and poor conditions was the perfect opportunity to show their teamwork.

NCC夏季研讨会: 东江漂流

为总结上半年的业绩并实现今后的目标, 2012年6月29日至30日, NOROO卷钢涂料有限公司安养工厂的全体领导和员工在江原道东江举办了为期两天的研讨会。研讨会结束后, 大家冒着暴雨安全完成了漂流活动。参加人员表示, 大家用互相关怀和团队协作的精神经受了恶劣天气的考验。

IPK Co., Ltd.

IPK有限公司

IPK'S INTERSLEEK TO 100TH NATIONAL FLAG CARRIER

IPK's major anti-fouling paint, Intersleek, was applied to paint the 100th national flag carrier, SK Shipping's 138,000-CBM SK Splendor which arrived at Singapore's shipyard for repair on May 14th and departed in late May. IPK has unrivaled records in anti-fouling paint markets around the world and has been involved in painting 170 vessels including the 100th national flag carrier. What allowed IPK's achievement is the satisfaction of many ship owners' with Intersleek's outstanding energy-saving effect. Since its launch in 2005, Intersleek has been admired by various shipping companies.

As fuel efficiency becomes the key element on deciding shipping company's competitiveness and profitability, much attention will be paid to fuel-saving anti-fouling paint. Therefore, IPK should continue to work hard to maintain its market leadership.

Intersleek, 第100次被适用于韩国船舶

IPK最具代表性的防污涂料——Intersleek产品第100次适用韩国船舶上。第100条使用了Intersleek的韩国船舶是SK海运的138,000CBM级LNG船舶“SK Splendor”号, 5月14日在新加坡造船厂入坞, 完成修理工作后于5月末出港。IPK在防污涂料市场上拥有国内外独家先进技术, 包括第100次在韩国船舶和新造船舶上使用的Intersleek在内, 已有170余艘船舶使用IPK涂料, Intersleek能够节省船舶燃料费, 因此越来越多国内外船只选择使用该产品。2005年至今, 许多国内海运船舶公司和渡船公司开始使用Intersleek。

最近, 决定船舶公司竞争力和收益性的核心因素就是船舶的燃料, 因此这一主题也是众多媒体热议的话题。今后, 船舶公司将更加关注可以节省燃料的防污涂料, 所以在竞争日益激烈的防污涂料市场, IPK必须坚持不懈地保持市场领先水平。

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PRESIDENT GANG OH-SU RECEIVED THE OUTSTANDING PERFORMANCE AWARD AT THE BU CONFERENCE



IPK'S SEOUL OFFICE OPENING

PRESIDENT GANG OH-SU RECEIVED THE OUTSTANDING PERFORMANCE AWARD AT THE BU CONFERENCE

At the BU (Business Unit) conference of NOROO IP held at Noordwijk, Netherlands from May 29th to May 31st, IPK's president Gang Oh-su received the outstanding performance award in the category of the best BU performance which covers five areas in the world. Awarding Gang Oh-su, Managing Director Rob Molenaar, said he was impressed by IPK's continuous growth and development with customers' trust and seemed that such trust was built by IPK's strong teamwork, passion, and commitment to customers.

At the ceremony with 140 BU representatives, President Gang stated, "This award is not for me, but for all members of IPK. Without other associates' help, nothing was possible. So, I thank all associates' support and help." In 2002, President Gang was also given the BU gold propeller award.

康午秀社长在BU Conference 荣获 “Outstanding Performance Award”

5月29日至31日，曾位于荷兰诺德维克(Noordwijk)的International Paint (IP)的BU会议(Business Unit Conference)上，在全球5个领域颁发的 Best BU Performance 奖项中，IPK代表理事康午秀社长最终荣获了 “Outstanding Performance Award”。常务理事Rob Molenaar在给康午秀社长颁奖时表示，IPK有限公司能够赢得客户的信赖，实现持续的增长和发展，令人十分感动。这种信任关系得益于IPK拥有牢固的团队精神和热情，以及所有职员以客户为中心的奉献精神。

康午秀社长在140多名BU代表参加的颁奖仪式上发表了获奖感言。“这个奖并不是属于我个人，而是属于IPK公司的，如果没有其他同事的共同努力，我根本不可能获奖。真心感谢所有帮助与支持我的同事和合作伙伴。”（“The BU Gold Propeller Award是代表过去一年做出令人瞩目成果的奖项，康社长曾在2002年获得过该奖项”）。

IPK'S SEOUL OFFICE OPENING

As IPK moved its office from Anyang, Gyeonggi-do to Seocho-dong, Seoul, they held an opening ceremony with guests attending on May 11th. At the ceremony, shareholders of NOROO and AkzoNobel, and IPK's chairman, CEO, executives, and employees wished for the new office's prosperity and development. In his opening speech, President Gang Oh-su stated, "We made a decision to move our office from Anyang to Seoul in order to quickly respond to the ever competitive business environments and provide close service for our customers. This will improve customer satisfaction and help us focus on our role as a customers' success partner." With its office moving, IPK visions to create a new future which exceeds its current achievements.

IPK首尔办公室设立

IPK的首都圈办公室从京畿道安养搬迁至首尔瑞草洞，5月11日举办了隆重的成立仪式，众多贵宾出席，NOROO集团和阿克苏诺贝尔的股东、IPK会长和代表理事、全体高管及首尔办公室的员工共同祝愿新办公室美好的未来。

IPK康午秀社长在成立仪式上说明了此次搬迁的主要目的，他表示“为了应对急剧变化的市场环境和竞争激烈的商业环境，公司决定近距离的为客户提供迅速且高效的服务，这样不仅可以提高客户满意度，作为合作伙伴，还能为客户的成功发挥更大的作用”。期望全新的办公室不仅能超越现在的成果，还能为IPK公司创造更多的历史。

Behind Cut

In 1995, Wei Wenzao from Palace Museum of China visited NOROO's Anyang Plant to sign a contract that would supply paint for repainting the Forbidden City. On the left, you can see the founder of NOROO, the late Han Jeong-dae. Their smiling faces define the moment of joy as NOROO's technology is recognized worldwide.

1995年，NOROO涂料向中国故宫提供涂料。左图为已故创始人韩鼎大会长与中国故宫博物院副院长魏文藻在安阳工厂亲切会面时的照片。照片上，两个人笑容满面，让我们也感受到当时NOROO的技术受到世界认可的喜悦心情。



This picture shows General Manager Chung Tae-sup and his teammates at NOROO HUALUN Advanced Materials Co., Ltd. Teamwork is the same even in China. Even under the blistering heat, we are all still energetic.

图为华伦纳路新材料有限公司郑泰燮部长和研发室职员们的照片。NOROO和乐融融、亲如一家的气氛也同样蔓延到中国。烈日当头，我们NOROO人仍充满了活力。



Park Jung-kwean and Jang Eun-sung of Jeju Hansung Construction and Deputy General Manager Cho Hyun-sung are posing during an interview. Is it the location of the shop or Jeju that makes people closer? We love your smile! Thank you.

或许是因为店面处于大自然之中的缘故，济州瀚成建业社长朴正权、张银成夫妇和赵炫成次长无论是采访还是镜头前都表现得非常自然。难道只要身处济州岛，一切都会变得如此自然？感谢展露自然微笑的他们。