

NOROO



Spring. 2014

Color & House

from House
to Home

NOROO Quarterly Magazine | No.31, 2014

NOROO



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Living in the House
Living with the House

“I saw a brick house with geraniums along the window and pigeons perching on the roof” said a child. But people were indifferent. Then, the child said, “The house costs 1 billion won.” Now people said, “That is a wonderful house.” Do you remember Little Prince by ? How do you describe your house? You may be familiar with describing your house just by numbers. But it is changing little by little. People are now beginning to pay more attention to detached houses rather than apartments. Now, the question arises. What does your house look like? What does your house mean to you? Do you live in the house or do you live with the house?

在家生活，
与家一起生活

孩子兴高采烈地说“我看见窗边绽放着天竺葵，屋顶上有鸽子在闲逛的红色砖屋啦！”，而大人却对孩子的话无动于衷。但当孩子说：“这个房子值10亿韩元呢！”，这时大人才回答：“噢，真是不错的房子啊。”大家还记得安托万•德圣埃克絮佩里的《小王子》的故事吧？我们是怎样评价自己的房子的呢？至今为止，我们都已经只习惯了只用数字来形容房子。然而，现在正在发生一些变化，人们开始对拥有不同形状和色彩的单独住宅产生了兴趣，而不再仅局限于公寓。对此，我们也思考过。什么是真正的家？或者对您来说，家是什么呢？您是在家中生活，还是与家一起生活？



The Most Precious Place, House

“Existence resides in a location, and a location resides in the memory,” said a philosopher Heidegger. “Existence resides in a location,” means that we are beings living in certain places. Why did Heidegger define a location as being the place where we live? Space is everything that surrounds us. When we have a relationship with a space, it becomes special, which then becomes the ‘place’. From among the many places that exist, the most significant one is definitely the ‘house’ that we live in.

Written by Goo Bon-joon, <The Hankyoreh> staff reporter

最宝贵的场所，家

哲学家海德格尔曾讲：“存在居住于场所，场所留存在回忆中”。其中，“存在居住于场所”是指我们是生活在某一地方的存在。那么，海德格尔为什么将我们生活的那一地方称为“场所”呢？场所是指与我们结下特别关系的空间。包围着我们的所有场所就是空间，其中与我结下缘分的空间将变得特别。这样的空间就是“场所”。而在这些场所中，最重要的场所当然就是我们的“家”。

✎ 具本竣专栏作家，《Hangyeore》记者

A HOME HOLDS MEMORIES, RATHER THAN PROFIT

Why is a place important? What makes space a special place? The answer is our memories. Memory of a first kiss makes a mere alley a special place, which is why Heidegger stated a place, resides in the memory. From among the many places that exist, the most significant one is our home. There is no place like home that is more important to us. As our memories are built every day in our homes, it is the most important place for us. So, the best home is not necessarily an expensive one, but is the one that gives us many good memories. However, what does ‘home’ mean to us? In modern cities, it is difficult to build a house that suits our needs. Most of us live in a house that has been built and sold by others and it is no different from other houses. Every person has different preferences, families, and needs. Yet there are similar apartments everywhere. It has been 30 years since apartments became the most common type of housing in Korea. Apartments are convenient, but have its shortcomings. Not only functions as real estate but also a home. In the past, we could make a profit that result from disposition of apartments, which left us little choice but to buy an apartment. Now, we cannot make money easily with real estate. So perceptions of houses are slowly shifting from viewing the house as a property to viewing it as the space for each one’s life. People love houses that have a garden because they want to build memories there. People want their own private place. Apartments are convenient, but they are not good for playing. Memories are built when we play. While we are having a good time, little things become our memories, which can make even a simple house feel like our own special place. People have negative views about detached houses because of the perception of inconvenience and expensiveness. However, as more and more people value memories and happiness rather than convenience and profit, their view on detached houses are changing. Now, it is time to turn our attention to various detached houses and value single houses.

PAINT THE HOUSE AS YOU WANT

One of the best things about a detached house is that we can customize the house however we want. For a three-member family, a 56 m² apartment or a 66 m² detached house is enough. A 16 m² small garden would enough to build memories. This is because even common wild flowers become special in my own garden. This is also possible in an apartment. The easiest way to make an apartment or detached house our own place is to use it the way we want. Expensive interior is not needed. All we have to do is play with our space. Fortunately, we can make our memories without much money. Let’s paint a small part of our house in the way that we want to. By doing so, we can create our own memories and our home becomes a special place. Here is what architect Koo Seung-hoi did. He painted the door of his apartment red. When he gets home after work, the red door greets him. The house is saying, “Welcome. This is your home.”

代替收益，盛装着我们诸多回忆的家

场所为什么宝贵？空间成为特别场所的原因是什么？是因为它盛装了我们的回忆。即使只是普通的胡同，如果是我初吻的胡同，那么对我来说，它就是其他任何地方都无法相比的宝贵的“场所”。也正因如此，海德格尔说“场所留存在回忆中”。这些场所中最重要的场所就是家。再也没有像家一样与我有着重要关联的空间了。我们的回忆每天都在这里产生，一天天积累，因此对我们来说，家是最宝贵的场所。“好的家”并非“贵的家”。为我们制造许多回忆的家，盛装许多回忆的家就是最好的家。然而，目前我们居住的家是什么样的呢？生活在现代城市里的我们，很难按照自己的喜好和生活方式拥有自己的家。大多人都住在由别人建好并出售的、外形大同小异的家中。每个人的喜好不同，家庭结构不同，想要的生活方式不同，而家却都是千遍一律相差无几的公寓。在韩国，公寓成为居住标准已有30多年历史。公寓虽好，但也有很多遗憾之处。家既是房地产，同时也是安乐窝。过去，只要购入公寓，随着房价上升就能获得收益，因此即使生活中有些许不便之处，人们还是愿意购买。然而如今，利用房地产轻松赚钱的时代已经落幕。自然地，人们的观点开始从“作为财产价值的家”转移到了“盛装我的生活的自我空间”这一家的本质性价值上。人们想要拥有带有庭院的房子是因为一家人可以在庭院中制造出许多美好回忆。这就是渴望一家人专属“场所”的心情。公寓生活虽然便利，但是玩乐起来却不方便。回忆是在玩乐时产生的。一家人玩乐时，即使是很微小的瞬间也会成为回忆，若这样的回忆越积越多，即使是破旧的家也会成为我的专属特别场所。即使如此，我们依旧不喜欢单独住宅，因为认为“单独住宅不方便”或“单独住宅昂贵”。然而，虽说生活的便利或者金钱很重要，但认为回忆和幸福更加珍贵的人越来越多，针对单独住宅的认识也在发生着变化。接下来，人们将会把关心放在非昂贵单独住宅的各式各样的单独住宅和小家的价值等上。

随心所欲，涂抹色彩

单独住宅的优点是可以从一开始就按照我想要的、我所拥有的去建造。若一家只有3口人，那么17坪(约56平方米)的公寓就足够，而如果是单独住宅，20坪（约66平方米）就足够了。家里的院子小也没有关系，哪怕只有五坪的院子，也足够用来制造回忆。小而常见的迎春花只因开在我的院子里，才会变得更加特别。这些也可以在公寓中实现。不论是相差无几的公寓，还是小小的单独住宅，将家变成我的专属“场所”的最简单的方法就是“随心所欲地享用空间”。这并非指昂贵的室内装修，而是用我的双手随心所欲地在我的空间如同自在玩耍一般就能办到。需要感激的是回忆不需要投入很多费用，它由我们自己制造。即使是家中很小的一块空间，也试着浸染自己的色彩吧。在这一过程中会产生新的回忆，家随之变成自己的专属场所。在此，为您介绍建筑家Gu Seung-hoi亲自尝试的一种方法。那就是在千篇一律的公寓中将自家的玄关刷成红色。每当精疲力尽地回到家里时，自家独有的红色玄关将开心地迎接家人。“快请进，这里是您的家”，对我们说出温馨话语，这样的家，我们可以亲手打造。

from House
to Home



Now I Want to Live in a Detached House

In 2011, with the introduction of duplex houses in the book, Two Men's Home Building Project, half of the books of the interior book section were related to house construction. Some of their covers have worn out as too many people flipped through them. This shows people's interest in detached houses. In 2011, there was a sharp rise in transactions of detached houses. As apartments have become no longer attractive investments in the real estate market and 'jeonse' (a lump-sum deposit on a rental space from 50% to 100% of the market value) prices are skyrocketing, people have begun to rethink the purpose of housing; therefore detached houses are rising as alternatives.

如今我也想在单独住宅里生活

2011年，通过《两个男子盖房子》推出花生房屋后，室内装修书籍区的一半以上都被“盖房子”占据。其中，有些样品书已经被读者翻得封面破破烂烂的。这说明人们越来越多地开始关注单独住宅。实际上，2011年单独住宅交易量已明显增加。在以公寓为中心的房地产市场中，人们目睹了投资价值消失以及飙升至顶点的全租房房价后，将目光转移到了居住的真正意义上。对这些人来说，拥有自身专属色彩的单独住宅成为替代方案，渐渐浮出水面。

PEANUT HOUSE (DUPLEX HOUSE)

A duplex house is a house on a lot in which two households live. In 2011, the duplex house was introduced to Korea in the book, Two Men's Home Building Project, which was co-authored by architect, Lee Hyeon-uk, and newspaper reporter, Goo Bon-joon. The book shows their house in Dongbaek, Yongin-si and they call their house a "peanut house." This started a huge trend in people building detached houses. Peanut houses that are well-insulated and have a garden is what people in their 30s-40s with children are most interested in. It is because the house can be built within two to three months at the price of jeonse (a deposit on a rental space) for an apartment in Seoul. If a house for one household is built on a lot, it is called a "single peanut house," and a house for two or more households, is called a "peanut house." A complex with many peanut houses is called a "peanut farm." From plot sales to house building, Lee Hyeon-uk's Good House Center is still receiving many requests about peanut houses on its blog and website (www.lhl.co.kr).

花生房屋

在一块地上紧挨着建造两户住家的建筑被称为双联式住宅（DUPLEX HOUSE或DUPLEX HOME）。在韩国，2011年由建筑家Lee Hyun-wook和新闻记者具本垚共著的名为《两个男子盖房子》的书中，公开了他们在韩国龙仁市东柏洞建造的被称作“花生房屋”的家，被广泛宣传，从此掀起了盖房热潮。花生房屋仅需花费首尔公寓全租房价格，经过2-3个月的短期施工即可建成，隔热完好。其可在首都圈建造带有院子的房屋的亮点，受到了养育小孩子的30-40岁人士的热烈反响。单独使用一块地时可建成豆子房屋，两户以上住家则可建成豌豆房屋，建有多栋花生房屋或豆子房屋的区域被称为花生田等，各种风格并用。可以从地皮出售阶段开始，就打造成社区，也可以单独购买地皮，委托建筑等，在《Lee Hyun-wook的美好房屋研究所》博客和官方网页上，至今也在开展着活跃的花生房屋咨询。（www.lhl.co.kr）



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TOWNHOUSE

Townhouses have become popular with those who want to skip the difficult construction phase. In the past, there were only large luxury townhouses which were 198-231m². However, now there are more townhouses for small households that are 66-99 m² and that only cost KRW 300 million. In many cases, even though townhouses are attached, it can still have a garden. From among many types of townhouses that are available, the Urban Farmer Townhouse is popular. Currently, they are sold in Yongin, Dongtan, and Paju. Consisting of 60-110 households, they have small vegetable gardens, a shuttle bus to the community center, and other convenient services located close to its area. (www.dntown.co.kr).

RENOVATED HOUSE

Detached houses do not only exist in the suburban areas. There are still many detached houses in Seoul and they can be renovated. Renovating a house does not cost less than building a new one and it is not easy. However, you can choose a county that is fully equipped with convenient facilities. More and more people renovate old farmhouses in the rural areas to use as their weekend homes. Their intention is to spend more time in their ‘weekend homes’. You may be able to spend less money, but might take more time to find a house that meets your needs.

城市农夫联排住宅

在单独住宅的复兴中，为想省略辛苦的建房过程的人群，城市联排住宅也纷纷亮相。大部分现有城市联排住宅为60-70坪(198-230平方米)的高级房屋，但主攻花生房屋的小家庭集团的3亿韩元左右的20-30（66-99平方米）坪城市联排住宅正在逐渐增加。与花生房屋相比，城市联排住宅由众多住户的建筑连在一起，可以拥有庭院，极具吸引力。其中，最引人注目的就是城市农夫联排住宅。目前已在龙仁、东滩和坡州等地出售或正在出售的城市农夫联排住宅，计划向60-110户的大规模园区提供宅前区，运营居民中心和区间公交等不亚于公寓的居民便利设施，得到了大众的青睐。（www.dntown.co.kr）

改建房屋

单独住宅并不仅仅存在于首都圈，首尔市内目前也留存着许多单独住宅。挑选这些住宅并进行改建，也是一种方法。说到改建，并非指比新建房屋投入的费用少或更简单，但优点是可以选择已经具备稳定生活便利设施的小区。还有一些人将首都圈外的破旧农家住宅加以改建，作为周末用住宅，这类人群也逐渐在增加。反正平日在家中度过的时间很短，所以才将重点放在周末用房屋上。这类房屋尽管价格优廉，但若想挑选称心的房屋，需要多次探访小区，可能需要较长时日。

A Few Points You Must Consider Before Buying a Detached House

若您梦想拥有单独住宅请务必注意

LIVING IN A DETACHED HOUSE MAY BE DIFFERENT FROM WHAT YOU THINK.

People may have different reasons for becoming interested in owning a detached house. However, they may want similar things from it, such as a garden where their children can play, kind neighbors, private space, and not having to worry about apartment prices fluctuating. However, it is not true that the detached house only has benefits. In terms of garbage collection, security, transportation, and other infrastructures, apartments are more convenient than detached houses. Also, you have to be more diligent in maintaining your house against the wind, rain, fallen leaves, and other variables. When maintenance is often required, you may actually want to live in an apartment rather than a detached house.

IF YOU MAKE UP YOUR MIND, TRY IT.

Nonetheless, if you make up your mind to live in a detached house, go for it. Go to the neighborhood where you want to live and contact the realtors in that area. If you are looking for a completed detached house, rather than building your own, you may want to actually lease a house. While living in a detached house, you can learn pros and cons from building or renovating a house. If thinking of a detached house, you should be cautious to take steps in consideration of the fact that you will most likely live there for a long time. Detached houses and plots have their own environmental and legal conditions. As such, you should take your time to check out the neighborhood, transportation, and other variables.

DESIGN, CONSTRUCTION, INSULATION, AND WATERPROOFING

In the design and construction stage, you must check all the legal conditions before signing a contract. You must select architects and builders who can deliver exactly what you want. In general, detached houses are cold, as all of their sides are exposed to the outside. So you have to pay extra attention to insulation. At the same time, you need to be more careful about the system for water supply, distribution, waterproofing, sewage and condensation. As such, you should be wary of cheap renovation or construction costs. If the price sounds too good to be true, it probably is. NOROO's functional products will be helpful in insulation and waterproofing. Also, you have to study the resources related to interior materials and decide on what you want to use. It may be a good idea to check the current color trends via our NOROO app.

观光与生活不同

虽然人们关注单独住宅的动机各有不同，但他们想通过单独住宅获得的生活面貌是相似的。比如，孩子们可以尽情奔跑玩耍的房屋和院子，可以保持适当距离的邻里关系，上下左右都是家人专属的自由自在的空间，不必计较公寓涨跌的平和心态等。当然，单独住宅并非只有优点。从垃圾收集、防盗、交通等周边基础设施考虑，共同住宅更加便利，而且若要将与公寓配套的家具用品转移至单独住宅，并非易事。此外，面向风、雨、落叶等各种变数的房屋管理，要求主人的勤劳。到时，也有可能特别羡慕一到休息日就赖在电视机前的公寓居民。因为他们必须拿着扫帚或锤子在屋里屋外不停地忙乎。

若下定了决心，就开始探索吧

即便如此，若仍然钟情于单独住宅，那么开始探索吧。请亲自到访想要居住的社区，熟悉当地的房地产。若并非出售中的地皮，而是已经成型的社区，则以全租房方式入住也不错。生活一段时间后，就会了解针对房屋的无法放弃的部分和可以放弃的部分，将对今后的新建或改建房屋带来很多参考。对于单独住宅，需要抱着将生活一辈子的想法，从容而谨慎地进行选择。因为与公寓不同，单独住宅或地皮拥有不同的形状、选址条件和陈旧状态、法定条件。应在有意购买的住宅附近走一走，驾车和乘坐公交，确认通勤路线等，需要投入时间和精力。

设计与施工，隔热与防水

终于进入了设计和施工阶段。签订合同前，必须要通过土地使用限制信息和建筑物台账等确认法定条件，并根据自己喜爱的风格和报价选择建筑师和施工公司。一般来说，单独住宅防寒能力较差。与四面相连的公寓不同，单独住宅的三面全部露在外部，隔热保温是单独住宅的最大争论焦点。同时，供水、排水、防水、下水、结露等水管理也非常重要。因此，接到改建或施工报价时，不要被过低的价格所迷惑，最好以适当的价格获得细致的施工。要知道，对方不会无缘无故地将价格压得那么低。NOROO的功能性产品会对防水及隔热带去极大帮助。至于室内装修，应在查看大量资料后，准确说出自己想要的风格。也可以通过NOROO涂料股份的软件提前查看颜色变化。

Mixed with Colors Colorful Festival

You may enjoy colors by choosing clothes, makeup or accessories with whichever colors are in fashion. If you really want to get into colors, how about joining this festival? Simply, throw colors and you will become one with the colors. Just run, laugh and shout and your face will be hidden by different colors. So don't shy away.

色彩与我相融， 色彩庆典

人们可以通过穿流行色服装、选择化妆品、准备小工艺品来享受色彩带来的快乐，那么若想更加积极地陷入色彩的魅力之中，下面这些庆典怎么样呢？在全身洒满色彩，使色彩与自己相融相混成为一体，奔跑着、欢笑着、尽情欢呼吧！色彩斑斓的面孔已是最好的面具，尽可不害羞。

THROWING COLORS

Characters in soap operas often express anger by throwing something. Seeing this might cause you to throw whatever object you have in your hand when something goes wrong. However, you can't, as you cannot afford the mess that follows your reckless action. This is a festival where you can get rid of stress of daily life. You can throw things around freely without worrying about the outcome, and at the same time you will become more beautiful. In India this festival is called Holi, a time when people throw colored powder solutions known as gulal. Every mid-March, India is covered in colors. Not just by trees and flowers, but by large-scale human effort, the country becomes filled with colors which cover buildings, streets, floors, people, dogs and cats. Everybody goes outdoor, throwing and spraying colors. Pink, yellow, green, blue, red and other shades are created in the Holi festival, which attracts photographers to India and is enjoyed by people of all skin colors, so more and more color combinations are created.

PLAY BETWEEN LOVERS, FESTIVAL OF THE PEOPLE

Holi is one of the oldest festivals in India. It celebrates the fact that spring has finally arrived after a long cold winter and marks the approach of the vernal equinox, on the Phalguna Purnima (Full Moon). There are many myths on how Holi started. According to the most romantic one, the festival was started by the Hindi god Krishna and his love Radha. Krishna envied Radha's fair skin and so threw paints at her. And this became the start of Holi. Even though India has a strong caste system, regardless of their status, everyone can be happy during this festival. Whether they are men or women, children or elders, rich or poor, people hurl colors at each other, saying "Happy Holi!" Most of the stores are closed, and traffic comes to a stop. The streets become filled with people coloring each other, as they forgive and forget everything.

MARCHING WITH COLORS

While Holi is taking place in India, other small festivals are held around the world. In Korea, a festival similar to Holi was held last year at Haeundae Beach, Busan. This coming May, the Life in Color party will open on Seoul Land. At this party, people color each other with jelly-like paints and enjoy music and dancing. You may be interested in the Color Me Rad event which combines color powder play with donations; colored water-filled balloons will be placed along a 5km marathon course and participants will have fun at the same time as making a donation. The entry fee will be used to help people in need. For more information on Color Me Rad, go to www.colormerad.co.kr.



Holi Feast

抛洒色彩

在电视剧中，我们经常可以看到愤怒的主人公随手拿起一个物件丢掷。不知道是不是跟电视剧学的，在日常生活中遇到不顺心的事情时，我也有种随手抓起东西丢出去的冲动，只是脑海中立刻会浮现乱丢后的一片狼籍，于是只能喘着粗气，心想：“收拾起来太麻烦了，还是算了吧”。那么，缓解这种日常生活压力的方法不就是庆典吗？而且在这个庆典上可以随心所欲地丢掷。丢完之后也不用担心收拾，因为世界反而会变得更加美丽。这就是印度的胡里节（HOLI FESTIVAL）。在庆典上需要丢掷的就是被称为古拉尔（Gulal）的柔软彩色粉末。

每年3月中旬，印度就会被色彩浸染。这与枫叶映红山坡、鲜花晕染原野不同，它是大规模的人工浸染。建筑物、地面、人，甚至连路过的小狗、小猫也会全部和色彩混为一体。因为所有人都手拿色彩粉末，互相撒掷、搓来搓去，有人甚至动用水枪扫射。胡里节的粉红、嫩黄、豆绿、水蓝、艳红等彩色染料和被人们调出的无数色彩组合，使3月的印度成为摄影家们蜂拥而至的著名旅游路线，这里不仅有黑褐色肌肤的印度人，白色、黑色或杏色人种都会聚集在一起，畅享庆典，使色彩的组合变得更加丰富多姿。

恋人的玩笑，人类的庆典

胡里节是印度最古老的庆典之一，它是庆祝送别寒冷阴暗的冬天、迎来明媚温暖的春天的庆典，一般在阳历3月中旬举行，而从印度的阴历来算，等于是在12月15日举办，也是一种送走旧岁的辞旧迎新的活动。关于胡里节诞生的背景，存在许多不同的传说，其中最为浪漫的一种说法来源于印度教的神克利须那和他的恋人拉达。传说克利须那因羡慕可爱无比的拉达的白皙肌肤，开玩笑地向拉达泼洒染料，而胡里节就起源于此。不知是否正是因为这爱情的调皮表达，至今为止，虽然印度还残留着严格的阶级差别，但这个庆典，是不论谁都可以平等自由的享受的。与性别、年龄、地位无关，不论是谁，都可以向任何人一边泼洒染料一边大喊“胡里节快乐！”节日当天，大部分店铺将停止营业、交通暂停，街道上充满了抛洒的色彩和被色彩浸染的人们。与色彩一起，尽情发泄内心的不快，这就是胡里节的独特魅力。

与色彩快乐前行

在印度举行胡里节之际，在世界各地也会举行小规模之类的庆典。去年，韩国也在釜山海云台沙滩举行了色彩庆典。据说，今年5月将在首尔乐园举行“LIFE IN COLOR”派对。在派对上，人们可以泼洒用淀粉制成的像稀果冻一样的涂料，享受音乐和舞蹈。除了在彩色粉末中尽情享受不受拘束的欢乐外，也敬请关注与慈善活动接轨的Color me Rad活动。该活动中，将在5km路程的马拉松路线间歇性地设置紫、黄、蓝等彩色炮弹，色彩缤纷多样，快来和朋友、家人一起，互相看着对方的滑稽模样尽情欢笑，感受捐献的快乐吧。活动报名费将用于帮助贫困家庭。可登陆Color me Rad 韩国（www.colormerad.co.kr）下载比赛的详细信息。

World-Easiest Service, Blood Donation

There is the 10,000 Hour Rule. To become an expert in a certain area, it takes at least 10,000 hours. Oh Se-hyeon, Manager of NOROO Paint & Coatings Co., Ltd., has donated blood 100 times, resulting in his name being placed in the Korean Red Cross’ Hall of Fame, helping many lives being saved. It is difficult to dedicate 10,000 hours or to donate blood 100 times. However, anyone can try it.

世上最简单的公益活动，献血

这个世界上存在着所谓1万个小时的法则。也就是说，若想在某一领域留下自己的名字，所要付出的努力用时间来计算就是1万个小时。NOROO涂料股份工业2组吴世鉉课长献血已达100次，其结果是，他的名字被刻在红十字会名誉的殿堂，并且拯救了众多宝贵的生命。1万个小时，或达到献血100次都并非易事。然而，全新挑战的大门始终向所有人敞开。



FOR HIS TWO DAUGHTERS

“Blood donation is the simplest and easiest service.” This is true. All you have to do is lie on a bed. Even though Mr. Oh does not like needles, he decided to donate blood because it is the easiest form of donation. However, there is something more to it that made him donate blood 100 times. “I set several goals to keep records for my two daughters. The first one was for me to become the first military officer in my family and the second one was to have my name on the Korean Red Cross’ Hall of Fame by donating blood 100 times,” said Mr. Oh. He was promoted to the position of Major; and won the 30-time blood donation medal, 50-time blood donation medal, and 100-time blood donation medal; and had his name placed in the Hall of Fame. This was possible because he planned to donate blood considering types of donation and his schedule.

SUPERMAN IN THE NOROO UNIFORM

Whole blood donation is only possible once every two months and is not possible after traveling abroad. As such, Mr. Oh decided to donate plasma. He used a smart blood donation app to make a reservation at the blood donation center and control his sleep and schedule. “My blood type is Oh. So my blood can be given to anyone. As I donate blood regularly, I pay more attention to the condition of my body. Also, I can receive the report on my blood test, which helps me check my health. I recommend donating blood as a means to checking health,” said Mr. Oh. Blood donation has also made him proud and fulfilled. He helped his friends with his blood donation certificates. “One of my contacts wives needed a blood transfusion, so I gave him my blood donation certificates. I also gave some of them to my friend whose father had to undergo an operation. Blood donation is good for my health and helps others. So I have no reason not to donate blood.” Even though he has already donated blood 100 times, he will not quit donating blood. “I am registered at the Anyang Blood Donation Center. When blood is needed urgently, they call me.” Imagine Oh hurrying towards the Blood Donation Center. He is a superman who wears the NOROO uniform instead of a red cloak.

为了两个女儿

“献血是最消极、最容易的公益活动。”这么一听，果然如此。献血不就是躺着就能完成的公益活动吗？还会发放甜甜的零食。吴世鉉课长表示虽然自己也不是那么喜欢针头，但是由于献血是自己可以做到的最简单的公益活动，所以选择了献血。然而，献血达到100次是带着鲜明的目标意识的。 “为了给两个女儿留下爸爸的纪录，我制定了几个目标。第一个就是在户籍上留下武将纪录，第二个就是献血100次，在红十字会名誉的殿堂留下自己的名字。”他通过审查和培训，晋升为少校，实现了第一个目标。然后挑战献血纪录，他在经历第30次献血感谢勋章、第50次献血感谢勋章后，终于获得了第100次献血感谢奖杯，并在名誉的殿堂留下了自己的名字。这也多亏他根据献血的种类和日程制定了献血计划。

身穿NOROO制服的超人

全血献血只能每两个月献一次，而且从国外出差回国后不能献血，因此这种方式对于国外出差较频繁的他来说并不合适。于是，他决定采用每2周可献血一次的现场献血方式，通过手机献血软件预约献血地点，对睡眠和日程进行管理并献血。 “加上我是O型血，我的血可以输给任何人，所以我觉得更开心。由于常常带着献血的念头，因此平时也更加注意管理自己的身体。并且，如果献血的话，就会知道针对血液的体检结果，让我可以常常确认自己的健康状态。即使为了健康管理，我也建议大家献血。”成就感和价值是随之而来的补偿。曾经用献血证书为朋友带去直接帮助，这也令他很开心。 “当时，客户负责人的妻子正与疾病斗争，需要输血，于是我将自己的献血证书送给了她。有一次，还把证书送给了晚辈的父亲。我觉得既能照顾健康，又能拯救生命，没有理由不献血啊。” 虽然已经达到了献血100次的目标，但他并没有停止献血。 “我是献血之家安养中心的登记献血会员。急需血液时，他们就会发来救助请求。”我想象了一下他为拯救生命而奔走的样子。代替红色披风，身穿NOROO制服的超人，他就是吴世鉉课长。

Oh Se-hyeon,

Manager of Industrial Team 2,
NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份工业2组
吴世鉉课长



Establishing the Rule in the Color World

POSAN INDUSTRY

There are many roads in the world. Cars are able to move freely on roads, from small streets to expressways, because of traffic signs and lights. In other words, driving is possible because of rules. The color world is the same as this. To enable people to travel the color world freely, there are signs and lights. If NOROO colors the world beautifully, it is Posan Industry that guides NOROO to its destination.

在色彩的世界里建立规则

POSAN INDUSTRY

世界上的路有千万条，从小胡同到国道、高速公路，车辆之所以能够在各种路面上自由行驶，是因为有标志牌和信号灯，也就是规则。色彩世界亦是如此。为使人们能够自由徜徉在广阔的色彩世界中，也同样需要有标志牌和信号灯。如果说NOROO将世界渲染上美丽的色彩，那么使人们能够轻松到达目的地的指路标企业就是Posan Industry。

INTRODUCTION OF THE TINTING SYSTEM TO KOREA

At NOROO Paint & Coatings Co., Ltd.' seminars or other events, you can easily encounter Posan Industry, which is a supplier of dispensers and spectrophotometers. Anyone in the paint industry will be familiar with dispensers. Nowadays, dispensers are common in paint shops. However, even 10 years ago, it was hard to imagine the use of a machine to dispense colorants. In most cases, they were created by just a few experienced eyes. Due to a shortage of qualified painters, it took a lot of time for customers to get the colors they wanted. Wayne Lim, CEO of Posan Industry noticed this. "Before founding Posan Industry, I worked for a company which imported and delivered chemical paint production facilities and I happened to know tinting systems, which are now widely used in paint shops. It was the early 1990s. I asked my boss to send me to an exhibition in Germany and I saw that global paint leaders were using the tinting system. So I decided to introduce that system to Korea."

着色系统引进韩国

在NOROO涂料股份的研讨会或活动现场，人们经常会看到一个名字，它就是NOROO的调色机、测色机的供应商Posan Industry。涂料行业再熟悉不过的机器，调色机。虽然现在已经开设了多家特约店，但仅在十几年前用机器调色还是一件无法想象的事情。大部分色彩都是由少数名匠通过熟练的手法进行调和，而由于这样的名匠并不多，消费者们需要很长时间才能通过总公司和代理店获得想要的颜色，且其过程十分繁杂。Posan Industry的社长林庆和关注到了这一现象。

“成立Posan Industry之前，我在进口、出售化学涂料生产设备的公司上班，并接触到了着色系统，即现在的代理店用调色系统。当时是1990年代初期。我说服公司参加在德国举行的展览会，在那里发现全球知名涂料公司都在使用这个系统，于是产生了我们国家也一定要引进这个系统的想法。”



PARTNERSHIP WITH NOROO FOR MUTUAL PROSPERITY

However, it was not easy to introduce the tinting system to Korea. Many said it was too early and Lee’s company went out of business because of the financial crisis in Korea. However, Lim knew how to make the crisis work for him. He founded Posan Industry, and started all-out marketing efforts for the tinting system.

“When I first introduced the tinting system, only a few companies were interested. And NOROO was one of them. Due to the economic crisis, companies had to cut investments and costs. The tinting system was ideal for such a situation.” The tinting system can create all kinds of colors as long as base materials are provided. With the tinting system, the paint company needs to manufacture base products only, shops do not need to maintain too much inventory, and the customer can save time. Focusing on mutual prosperity with dealers and with customer service, NOROO came to understand such benefits quickly and was able to lead the market in cooperation with Posan Industry.

COLOR ROAD WITH MORE ACCURACY AND FREEDOM

With the success of tinting systems, Posan made an exclusive sales agreement with a global spectrophotometer maker and then started in color quality rooms. “The spectrophotometer is like human sense. Its market is growing. The digital quality control is an expansion of the lighting box. In this room, the color of a vehicle, a phone or another product can be checked under various weathers. We built the harmony room for GM Korea and exported to Qualcomm” said manager Paul Lee. “NOROO’s dispensers are cost-effective, resulting in high customer satisfaction. They are installed in most paint shops and are spreading fast. Also, as NOROO started replacement promotions first, this will be helpful for dealers,” said general manager Peter Lee.

In a recent customer survey, 80% of respondents said they choose a product based on its color. So Wayne Lim said the color business has a brighter future. “The global color business is expanding. This will pose a greater opportunity for Korea.” The combination of Posan’s color solutions and NOROO’s color design and realization will make the color world more beautiful, free, and also more accurate.



CEO
Wayne Lim
林庆和代表理事

General Manager
Peter Lee
李政锡部长

Manager
Peter Lee
李承宰课长



Posan Industry imports and develops
tinting systems, spectrophotometers, digital quality controls
and other systems for color standardization.
Such systems work as traffic lights
that maintain order in the color world.

POSAN引进和开发调色机、测色机、画质室等确认色彩标准的设备和系统。
在微妙变化的色彩世界中，这样的标准发挥着建立秩序的信号灯作用。

NOROO和特约店，相生系统

然而，引进系统并不容易，大部分人都表示 “在韩国还为时尚早”。因IMF的影响，林庆和工作的公司也面临倒闭。然而，林庆和社长却将危机转变成了机会。他成立了Posan Industry，开始正式开展调色机业务，即着色系统的营销活动。

“最初介绍调色机时，只有极少数公司关注，NOROO就是其中之一。面临IMF危机，企业需减少投资和费用，而调色机正好满足了这个要求。” 使用调色机的着色系统只要有底色，就能通过调色剂调出所有颜色。因此总公司只需制造出作为底色的产品，这样不仅减轻了公司负担，也减少了代理店的库存压力，同时也节省了顾客的时间。重视与特约店的相生、成长和顾客服务的NOROO迅速把握了这种系统的优点并引进，与POSAN共同站在了市场的前沿。

色彩之路，更加精准更加自由

成功引进调色机的POSAN，在取得海外著名测色机制造公司的独家销售权后，还开展了画质室(picture quality room)事业。 “如果用人来比喻的话，测色机所具备的是判断能力，目前正呈现成长趋势。而画质室是将照明箱扩大的形态，是能够根据晴天、阴天等天气，确认汽车或手机等产品颜色的房间。曾为韩国GM等构建色彩调和室(Harmony Room)，目前在向高通等海外公司出口。” 负责调色机的李政锡部长对李承宰课长的说明进行了补充： “以调色机为例，NOROO的调色机性价比极佳，是顾客满意度极高的产品。设置台数最多，传播最快。此外，NOROO是最早实行替换促销的公司，对特约店也会带来极大帮助。”

根据最近的消费者问卷调查，消费者选择产品的因素中80%是对色彩的认识，可见色彩在生活、产业中的重要性。为此，林庆和社长表示色彩事业的未来是光明的。 “目前，全球色彩事业正在逐渐扩大，而曾处于薄弱地位的韩国所持有的机会将更大更多。” 若将POSAN的色彩解决方案和NOROO的色彩设计，以及再现力结合起来，走在色彩世界的路就会更加美丽、更加自由、更加精确。



NOROO’s Partnership

<2014 NOROO Paint & Coatings Co., Ltd. VIP Dealers Seminar>

“How much has your businesses change? It is time for us to think about change” said Ahn Kyung-soo, Chairman of NOROO Paint & Coatings Co., Ltd., at the Crystal Ballroom of Lotte Hotel Jeju. Participants were very excited to be at the seminar. The 2014 NOROO Paint & Coatings Co., Ltd. VIP Dealers Seminar was held under the theme of “Walk the Road Together.” The seminar was held to confirm NOROO’s commitment to change.

与NOROO同行， “2014年NOROO涂料VIP特约店邀请研讨会”

“各位的事业与过去相比，发生了什么变化呢？如今我们也需要思考变化。” NOROO涂料股份有限公司会长安京洙在济州乐天酒店水晶大厅吊灯下的每一句发言都散发着耀眼光芒，而台下的热烈反响令会场氛围更加升温。借助以“一路，我们同行”为主题召开的“2014年NOROO涂料VIP特约店邀请研讨会”全体人员相约共同踏上NOROO所开创的全新大道。



VALUE CREATION FOR CUSTOMERS
“This seminar is only possible because of you. Without you, we would not be able to hold an event like this and NOROO would not exist” said Chairman Ahn Kyung-soo, as he thanked all of the participants. NOROO dealers from Seoul, Busan, Daejeon, Gangwon, Daegu, Gwangju, and other areas from Korea filled the seminar room and listened to Chairman Ahn speak. As the seminar was only made possible because of the dealers who work hard at the frontline, Chairman Ahn encouraged them to speak freely and to share information. After this session, the topic was then shifted to “Change and Value Creation.”
Pointing out value creation as a way to survive in this fast changing market, Mr. Ahn told a story about comb sales. Three salesmen had to sell combs at a Buddhist temple. The first salesman sold a comb to a monk for him to use when his head felt itchy. The second salesman sold 10 combs to visitors with tangled hair and the third salesman sold 1,000 combs by marketing the comb as a reliever of worries.
Mr. Ahn stated this story proves Charles Darwin’s theory on the survival of fittest, which argues that it is not the strongest or smartest, but rather the species that adapt to change are the best who will survive. As such, he urged the participants to understand the diverse needs of customers to satisfy them. Also, he mentioned mutual growth and virtuous circle for partnerships. Mr. Ahn emphasized that participants should share information to meet the demands of the market and to create differentiated values to attract customers.



NEW TECHNOLOGY PRODUCTS AND UNIQUE MARKETING

After Chairman Ahn's greeting, CEO, Kim Soo-kyung, presented the key items for mutual growth and Senior director of R&D , Key Dong-chun from the Technology Institute introduced new products, which highlighted NOROO's leading technology and made participants proud of NOROO. Various products with enhanced eco-friendliness and workability were offered at reasonable prices with variable choices. Outside of the seminar room, staff members displayed samples of new products and helped participants understand them fully. One participant said "Thanks to these useful and diverse new products, I can expect a brighter future."

As a final speaker, Senior Director of Marketing, Kim Min-seong, attracted attention with an interesting topic of "The 2014 Core Strategy for the Construction Market." To increase NOROO's shares in the construction market, the energy market is included in Q-fit, Pantone premium paint is marketed as a makeup paint, an aggressive approach is being taken in regards to apartment renovations and interior markets, consulting is being enhanced for dealers, leading capability in color is being strengthened, and having a customer-oriented mindset is being promoted. Kim closed his speech by saying, "NOROO will be your problem solver as well as your partner."

EVERYBODY FOR MUTUAL GROWTH

All seminar participants experienced the joy of being members of the NOROO family thanks to a number of events. At dinner, NOROO staff and dealers had candid conversations. The next day, they enjoyed golfing, horse riding, and yachting. Regarding this event, a participant said, "The seminar was so interesting, it had me listen the whole time. The speeches empowered me to take bolder steps." Also, there were many opinions on emotional marketing and price strategies. When participants took their buses home, their hearts were filled with expectations and the desire for mutual growth. NOROO will create a new road that does not exist yet and take steps to build it for the future of the company.



以顾客为中心的价值创造

“今天这个场合是由各位打造出来的。若没有各位的存在，就不会有这样的活动，也不会有NOROO的存在。” 安京洙会长走上讲台，向出席人员们表达了感谢之情。来自首尔、釜山、大田、江原、大邱、光州等韩国各地NOROO特约店的运营代表们聚集在宽敞的研讨会大厅，视线集中于讲台。正因为他们努力地与消费者面对面、孤军奋斗于最前线，才有可能召开这次会议，而这次会议亦是专为他们所准备的。安京洙会长强调：“这是专门为大家准备的场合，请大家尽情享受，毫无保留地畅所欲言，希望本次会议能够成为大家分享信息的平台”。接下来的话题是“变化，以及价值创造”。

安京洙会长表示，涂料企业若想在变化速度逐渐加快的市场中生存下来，必须不断创造价值，并举了积善梳的例子。推销员需要去寺庙推销梳子，有人用梳子为僧人挠痒，卖出了一把；有人以跋山涉水去寺庙而头发变乱的信徒为对象，卖出了10把；而有人将梳子取名为积善梳，表示这把梳子可以和主持师父一起帮助减少脑中的忧虑，结果卖出了1000把。

这个故事证明了查尔斯•达尔文的理论，“最终在生存竞争中存活的物种不是最强韧的物种，也不是最聪明的物种，而是能很好应对变化的物种”。安京洙会长强调了发掘顾客的多样性，并努力满足顾客需求的经营理念。此外，安会长还提到了以同行为目的的相生和良性循环，希望特约店和总公司通过互相分享信息，顺应市场需求，成为顾客主动寻求的拥有个性化价值的伙伴。

技术的新产品，个性化营销

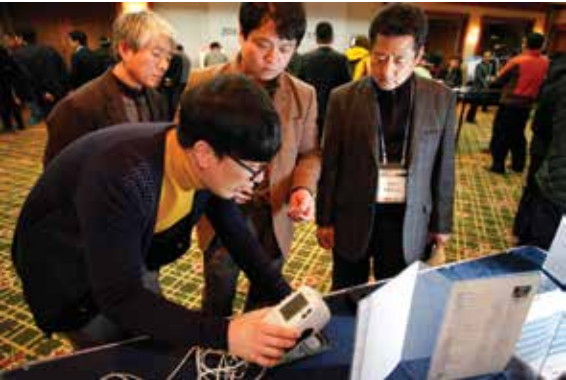
继金守经社长发表以共同成长为目的的重点事项和安京洙会长的致辞后，技术研究所常务寄东椿发布了NOROO的新产品，让大家再一次确认了NOROO的领先技术力，产生了对NOROO的自豪感。环保性和使用性高的各种产品均具备高价和低价系列，可进行合理选择。研讨会会场外，展示有新产品的试片和样品，NOROO职员们积极向现场人员提供咨询，帮助他们加深对产品的了解。某与会人员赞不绝口：“这些实用和多样化的新产品令我更加期待NOROO未来的发展”

最后走上讲台的金旼成常务发表了“2014年建筑部门核心战略”，有趣的内容深深吸引了台下的听众，使他们从头至尾都专注听台上演讲。他提出，为增加建筑市场占有率，通过在Qfit中添加能源标签，将潘通顶级涂料作为彩装涂料推向市场来培育畅销商品；攻占公寓维修市场和室内装修涂料市场，扩大市场需求；以特约店社长为对象，加强咨询，进行营业支援；加强色彩主导力以及以顾客为中心的五大核心课题。他表示：“ NOROO将竭尽全力成为特约店老板们事业上的同伴者和问题解决师”。 研讨会在一片热烈的掌声中结束。

汇集每一脚步，开创同行之路

研讨会之外，还准备了各种活动，使出席人员享受到了NOROO大家庭的温暖和喜悦。在晚宴上， NOROO的全体员工与特约店社长们互相干杯，晚宴成为亲密对话的场合。第二天，举行了高尔夫、骑马和快艇等活动，共同制造了愉快的回忆。针对这次活动，出席人员们表示：“研讨会非常有趣，我们十分用心地听取了会议内容”，他们还表示，演讲内容唤起了他们的共鸣，成为了全新营业和挑战的契机。此外，也有人建议除了价格战以外，还可以通过感性营销来贴近大众。

活动结束后，出席人员们坐上巴士，挥手告别。从他们的脸上，我们看到了憧憬未来共同成长的期待和抱负。世上原本没有的路，在NOROO开创之路上的同行就是这样由大家的一个个脚步汇集而实现的。



With various leisure activities such as golfing, yachting, and horse riding, participants had a great time as members of the NOROO family.

通过高尔夫、快艇、骑马等各种休闲活动，出席人员们作为NOROO大家庭的一员共同欢笑、分享心情，共同制造了又一个愉快的回忆。



AGREEMENT WITH GYEONGGI PROVINCIAL GOVERNMENT FOR SOCIAL CONTRIBUTION



NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

APPOINTMENT OF CEO

On March 21, the holding company of NOROO Group, NOROO Holdings Co., Ltd., held a general meeting of shareholders, appointing Jung Jun-ho as CEO. Graduating from the Management Department of Yonsei University and the School of Management at NYU Stern School of Business, CEO Jung has served as president of KDB Daewoo Securities (HongKong) and CEO of C&F since 2000.

NOROO控股股份代表董事选任

NOROO控股股份有限公司于3月21日召开股东大会，将郑准镐代表选为新任代表董事。新任社长郑准镐毕业于延世大学经营系和纽约大学商学院研究生院，曾担任过天宇证券香港法人社长、国际营业部部长等职位，2000年开始担任C&F CAPITAL代表一职。

NOROO'S GENERAL MEETING OF SHAREHOLDERS

On March 21, NOROO Holdings Co., Ltd. and NOROO Paint & Coatings Co., Ltd. held a general meeting of shareholders and NOROO employees at the welfare center of Anyang HQ. On this day, the company's operating performance, financial status and key issues were presented thoroughly to shareholders. It was announced "In 2013, the global economy encountered sluggish growth and high material prices. However, under its manage-

ment policy, a new horizon of technology management, NOROO will create a new growth paradigm and maximize shareholders' profits by focusing on its existing business areas and expanding to new markets." In this meeting, balance sheets and the income statement for FY 2013 were approved, as well as earned surplus allocation plans and dividends for common and preferred stocks.

NOROO定期股东大会召开

3月21日，NOROO控股股份有限公司和NOROO涂料股份有限公司在股东和公司员工的出席下，在安养总公司NOROO福利馆召开了定期股东大会。当天，NOROO向股东详细说明了公司的营业成果和财务现状等核心议案。此外，发表了“虽然2013年全球经济增长趋势放缓，原材料价格上涨，我们面临了困难状况，但在‘NOROO开展的技术经营的新局面’的经营方针下，为了集中于现有事业领域，开拓新市场，我们将实现和谐变化，构建全新的成长模式，最大程度实现公司愿景和股东利益。”的核心思想。本次股东大会上，通过了关于2013事业年度的代表公司成果的资产负债表和损益表，还分别批准了针对利润盈余和分配表（案）的普通股和优先股的分红。



COLORMATE DESIGN HOUSE ON THE MEDIA AND IN COLLABORATION



NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

AGREEMENT WITH GYEONGGI PROVINCIAL GOVERNMENT FOR SOCIAL CONTRIBUTION

On February 12, NOROO Paint & Coatings Co., Ltd. signed an agreement with Gyeonggi Provincial Government to cooperate in improving the indoor environment for underprivileged people. Since 2009, Gyeonggi Provincial Government has been checking indoor air quality for small daycare centers, facilities for the handicapped, nursing homes and households with atopy patients, also providing improvement tips. The agreement was to improve welfare of such underprivileged people. Among 191 places of which test results exceeded the tolerable standards, 20 households with atopy patients and a number of social facilities improved. At the agreement ceremony, commissioner of administration 1 Park Su-yeong said, "Even without additional budget, thanks to NOROO's social contribution efforts and volunteers, we can improve indoor environment of underprivileged people." In this way, NOROO Paint & Coatings Co., Ltd. will continue its social contribution efforts to improve the local environment and welfare.

与京畿道政府签订社会贡献合同

NOROO涂料股份有限公司于2月12日与京畿道政府签订了为改善弱势群体室内空气质量而推进的“绿色芬芳室内环境改善社会贡献”相关合同。从2009年开始，京畿道在韩国首次

以小规模保育设施、残疾人设施、老年人疗养设施等，以及过敏家庭等为对象，免费测量室内空气质量，并提供空气改善要领咨询，开展社会贡献事业。NOROO涂料本次与京畿道政府签订的合同以最大程度改善上述弱势群体的环境福利效果为目的，在去年免费测量结果超过标准值的191所设施中，选定了空气改善刻不容缓的过敏家庭、青少年休息设施等20处，着手开展改善事业。出席合同签订仪式的行政一部知事朴洙莹表示：“在不产生京畿道的追加预算支援的情况下，通过企业的社会贡献和志愿团体的奉献，提高了室内环境相对恶劣的弱势群体的环境福利。”NOROO涂料计划今后也将持续、积极地参加以提高地区环境和福利为目的的社会贡献活动。

COLORMATE DESIGN HOUSE ON THE MEDIA AND IN COLLABORATION

Colormate Design house, which was launched last year as Korea's first color interior service and exhibition, was covered by media and is collaborating with other companies. Last January, the Colormate Design House was featured on YTN Science's Documentary S – Color which showed an interior space with color. On February 2, SBS 8 o'clock News interviewed staff of Colormate Design House on the theme of Color Politics. From February 5 to March 2, Hanssem Flagship Shop (Jamsil) held an exhibition with a range of products and services from Colormate Design House. As color becomes more important in various fields, customers will be more interested in the Colormate Design House.

News Briefing

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NOROO QUARTERLY MAGAZINE



MOU WITH HAPPYCALL



RICE DONATION TO
YULMOK COMMUNITY WELFARE CENTER

Colormate Design House, 与新闻媒体开展合作

去年新创立的韩国首个色彩室内装修服务和展示屋，即Colormate Design House作为色彩专业品牌，通过在大众媒体上的公映，与其他企业开展合作事业等，汇聚了大众的关心。在1月YTN科学频道的《DOCU S——色彩掌控一切》节目中，以利用色彩的空间装修为内容，介绍了Colormate Design House；2月2日通过SBS八点新闻，播放以“色彩的政治学”为主题进行取材和采访的视频。此外，在HANS-SEM旗舰店（蚕室店）通过开展能够体验Colormate Design House各种商品和服务的展览（2月5日-3月2日），在顾客面前亮相。期待随着各大领域色彩重要性的提高，消费者对色彩室内装修品牌Colormate Design House的关注会持续增加。

MOU WITH HAPPYCALL

On February 21, NOROO Paint & Coatings Co., Ltd. made an MOU with kitchen utensil manufacturer HappyCall for joint technology development and cooperation. The two companies agreed on joint R&D on mold-resistant paint, new product development, and cooperation in other mold prevention businesses. TRChemtech is specialized in sterilization with mold-prevention products which are well-known for their long-lasting effects. Its mold-prevention technology is effective in preventing mold, and its effect lasts at least 2 ~ 5 years. Also, it does not do any harm to people's skin and does not contain any environmentally-harmful substances. Thanks to this MOU, a combination of TRChemtech's mold prevention technology and NOROO Paint & Coatings Co., Ltd. environment-friendly technology will create a mold preventing paint that will lead the market. In this way,

NOROO Paint & Coatings Co., Ltd. will make the best of Happy-Call's technology and distribution competence for more aggressive marketing, constant challenge, and change.

与HAPPY CALL签订MOU

NOROO涂料于2月21日与专业厨房用品制造企业“HAPPY CALL”签订了以共同技术开发和事业合作为目的的谅解协议（MOU）。两公司通过本次MOU，就防霉涂料领域的共同R&D实施和新产品开发、发掘防霉相关新事业合作模式，签订了合同。TR CHEMTECH是专业的防菌剂企业，与其他公司相比，拥有持久力卓越的防霉菌技术。该公司拥有的霉菌防止技术针对霉菌（真菌）不仅拥有卓越的抑制力，其效果还能至少持续2-5年以上。此外，该技术对肌肤无刺激，不含环境有害物质，在抗菌领域拥有极强的技术竞争力。通过本次合同，我们将期待TR CHEMTECH的霉菌防止技术和涂料领域代表企业NOROO涂料的环保涂料技术结合起来，开发出引领市场的“防霉菌涂料”新产品。如此，NOROO涂料将通过MOU，将HAPPYCALL的技术及流通实力结合起来，开展进攻性营销等，追求无止境的挑战和变化。

RICE DONATION TO YULMOK COMMUNITY WELFARE CENTER

On February 14, as an effort of social contribution, NOROO Paint & Coatings Co., Ltd. donated 10 20kg rice bags to Yulmok Community Welfare Center, Anyang, Gyeonggi-do. NOROO will deliver 10 rice bags to Yulmok Community Welfare Center every month and provide free meals to low-income families and seniors living alone designated by Anyang City. As a way to return corporate profits to society and create mutually-beneficial rela-

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SPRING. 2014.



TRAINING ON SALES MARKETING MINDSET
AND COACH TRAINING

tionship between corporate and society, NOROO will continue to support underprivileged people.

向栗木综合社会福利馆捐赠大米

作为社会贡献活动的一个环节，NOROO涂料于2月14日向京畿道安养地区栗木综合社会福利馆捐赠了10袋20kg装的大米。NOROO涂料计划通过本次捐赠，今后每月向栗木综合福利馆资助约10袋大米，同时向安养市选出的低收入层和独居老年人提供餐饮服务。今后，NOROO将超越企业利益的回归社会这一概念，将社会贡献活动看作企业和社会都变得幸福的共生，持续开展针对对内外弱势群体的社会贡献活动。

NOROO PAINT & COATINGS CO., LTD.' TRAINING ON SALES MARKETING MINDSET AND COACH TRAINING

From January to March, NOROO Paint & Coatings Co., Ltd. held three training sessions on strategic sales activities and marketing mindset for sales and marketing staff. The purpose of this training was to teach how to detect and solve problems, enhance the marketing mindset, understand creativity, and apply it to real work. The lecture was given by Dr. Sin Byeong-cheol. Also, to perform more aggressive sales, a coaching system is being employed. Under this system, NOROO Paint & Coatings Co., Ltd.' coaches help dealers to improve their management and sales by teaching credit, inventory and financial management.

NOROO涂料，实施营业营销思维加强指导培训

NOROO涂料以营业和营销相关员工为对象，从1月至3月，共举办3次以战略性营业活动和营销思维素质为目的的培训。



RITUAL FOR ZERO ACCIDENTS IN 2014

本次培训的目的是培养员工的发现问题和解决问题的能力，加强营销思维，理解创造力的核心，并应用于现实业务，由著名讲师Shin Byung-chul博士提供授课。此外，为了将被动式营业转向主动式营业，开展更加积极的营业活动，正式引进了“指导制度”，由NOROO涂料培养的营业咨询师针对转换培训、债权管理、库存管理、财务管理等提供咨询指导，帮助提高特约店的经营和营业战略。

RITUAL FOR ZERO ACCIDENTS IN 2014

On March 8, in Suri Mountain, Anyang, NOROO held a ritual for zero accidents. At this event, executives and employees from NOROO Paint & Coatings Co., Ltd., NOROO Holdings Co., Ltd. and other NOROO affiliates attended. Also, they cleaned up Suri Mountain and put food out for wild animals. They read the safety commitment statement and took a NOROO Way bow for zero accidents in 2014. This event reminded them of NOROO's vision of being a global leader with its technology management.

举行2014年无灾害祝愿仪式

3月8日，在和煦的天气里，NOROO在安养修理山举行了无灾害祝愿仪式。包括NOROO涂料、NOROO控股在内的众多NOROO下属公司员工参加了当天的活动，此外，还同时开展了修理山环境净化活动和喂野生动物活动。参加活动的NOROO员工朗读了祝愿安全的决议书，通过NOROO WAY宣言，决心在2014年做到无灾害，通过NOROO指标即“NOROO开展的技术经营的新局面”，奠定了NOROO作为全球知名企业引领世界市场的决心。

IPK Co., Ltd.

IPK有限公司

INTERCHAR 212, KOREA'S 3-HOUR FIRE-RESISTANT CERTIFICATE

With a growing demand for high-rise buildings, on January 27, IPK's Interchar 212 passed KICT's 3-hour fire-resistance certification test. So IPK became Korea's first company that can produce and sell fire-resistant products which can be applied to both columns and beams without installing meshes.

In general, fire-resistant paint is applied to a building's steel beams and columns. It expands when a fire breaks out so that heat conduction is reduced to slow down steel melting. This highly-functional paint protects lives and properties from building collapse. In 2009, as epoxy technology Interchar 212 was the first to earn the 2-hour fire-resistant certificate in Korea. This time, IPK obtained the 3-hour fire-resistant certificate. So IPK's fire-resistance technology is recognized by the UL standard from the U.S. and the BS standard from the U.K.

According to Korea's Construction Act, fire-resistant materials must be used in all steel structures. For 12-story or 50 m or higher buildings, 3-hour fire-resistant materials must be used. As various tall buildings are newly built and explosion accidents take place, the demand for fire-resistant materials is skyrocketing. The scale of Korea's fire-resistant paint market was KRW20 billion in 2009, KRW30 ~ 40 billion in 2010 and is expected to reach KRW70 ~ 80 in 2014. Currently, each paint company is

making every effort to lead the 3-hour fire-resistant paint market. As Interchar 212 received the 3-hour fire-resistant certificate, and can be applied to both columns and beams without any mesh, it will dominate the market in the future.

Interchar 212, 获得韩国3小时耐火认证

最近, 在超高层建筑的新建需求增加的情况下, 1月27日, IPK的Interchar 212产品通过了韩国建设技术研究院(KICT)的3小时耐火认证试验, 成为韩国首家能够制造生产并在韩国销售耐火产品的企业, 耐火产品可在没有网套(Mesh, 网眼)施工的情况下, 用于柱子和梁。

通常, 耐火涂料是指, 通过在建筑物的骨骼即钢筋梁和柱子上施工, 当发生火灾时, 通过涂料膨胀, 降低热传导, 起着拖延钢筋融化时间的作用。上述高功能性涂料发挥着保护人类生命和财产不受建筑物崩塌影响的作用。继本公司于2009年通过Interchar 212产品的环氧树脂技术, 在韩国首次获得2小时耐火认证后, 本次通过相同产品获得最长达3个小时的耐火结构认证, 再次从美国的UL、英国的BS等拥有国际公信力的机构和韩国机构获得耐火结构技术力方面的认证。

目前在韩国, 《建筑法》规定所有钢筋建筑物均须使用耐火材料, 12层或高度达50m以上的建筑物必须使用3小时耐火结构。最近, 不仅各种超高层建筑新建工程增加, 随着爆炸事故的接连不断, 针对耐火材料的需求也急剧增加。韩国耐火涂料市场规模从2009年的200亿韩元增加至2010年的300-400亿韩元, 最近预计将大幅增加至700-800亿韩元。对此, 各涂料制造公司为了先行占领3小时耐火涂料市场, 正在倾注大量心血。本公司Interchar 212产品的3小时耐火结构认证无需使用网套, 而且拥有可用于柱子和梁的优点, 预计今后将在市场上获得无数关注。

Behind Cut

01.

Jeju is well-known for its fast-changing weather.

However, on the day of the event with NOROO Paint & Coatings Co., Ltd.

VIP dealers was held, a bright sky and warm sunshine greeted our NOROO family.

Fill a glass with Jeju's clean air and make a toast to NOROO's success!



济州的天气以变化无常而闻名。

然而, 举行NOROO涂料VIP特约店邀请活动的那天,

蔚蓝的天空和温暖的阳光迎接了NOROO大家庭的到来。

在玻璃杯中装满济州空气, 为NOROO大家庭的昌盛而干杯!

02.

NOROO Automotive Coatings Co., Ltd.' Manager

Jang Gi-seong and his daughter Areum.

Areum held her father's hair just like a puppet master.

Still, she is cute to Jang.



这是在家庭旅行中遇见的NOROO汽车涂料的

张基成课长和他的女儿A-Reum。

即使女儿像操纵提线木偶一样用头发操纵着爸爸,

在爸爸眼里, 女儿依然无比可爱。

03.

At the infirmary of Anyang Plant, we had an interview with Oh Se-hyeon,

manager of industry team 2 of NOROO Paint & Coatings Co., Ltd..

Blood donation marks on his arm showed his commitment to helping others.

对通过献血来积极开展志愿活动的

NOROO涂料股份有限公司工业2组的吴世铉课长的

采访在安养工厂的保健室完成。

看到课长手臂上留下的献血痕迹, 整个采访组肃然起敬。

