

NOROO



Summer. 2014

Color & Sports

Power of Sports

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NOROO



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The Power of Sports

We can safely say that 2014 is a full-on year of sports – a number of top international sports festivals have been lined up this year including the Winter Olympic Games in Sochi, the World Cup in Brazil, and the Asian Games in Incheon this coming September. People are united in cheering on their national team - sometimes in anger, sometimes in tears. That's just one example of how sports affects the health of individuals or even makes national unity possible.

体育的力量

索契冬奥会、巴西世界杯及9月的仁川亚运会，国际大型赛事接二连三地举行着，如果说2014年是体育之年也不为过。全体国民成为一体，为国助威呐喊，同庆、同怒、同欢笑、同哭泣。体育拥有无穷无尽的力量，它可以小到影响个人健康，大到促进国家团结。



Sports, Aesthetics Facing Victory

Everybody's hearts were on fire. When Kim Yuna and Lee Sanghwa glided on the rinks of Sochi, and when the Korean soccer team stepped on to the football field in Brazil, all Koreans united to shout out their names regardless of age, gender, wealth or political preference. What about our own professional leagues? Despite heavy rain or scorching sun, people are enthusiastic about professional football (K-League), baseball and basketball games.

体育，向往胜利的美丽

所有人都热血沸腾了。当金妍儿与李尚花站在索契冰场上时，当大韩民国足球代表队踏入巴西绿茵场时，大韩民国的国民们不分年龄、性别、贫富、政治背景，紧紧团结在一起高呼他们的名字，高呼大韩民国。那么在国际赛场外又是何种情景呢？在K联赛、职业棒球赛和篮球赛中，无论刮风下雨还是烈日炎炎，都会有响彻全场的助威呐喊声。

THE AESTHETIC APPEAL OF INSTINCT AND PASSION

Why do people get so enthusiastic about sports? To quote Professor Ellis Cashmore of Staffordshire University, is it because our life has been “so obvious, too courteous and safe”? He said that our primitive urges have been suppressed by our complex industrial society and that bureaucratic rules are let out through sports. People get bored and yearn for a life based on instinctive and passionate factors such as uncertainty, risk and crisis, and sports happen to provide such an outlet for human excessiveness.

Professor Albert Guérard of Stanford University in the U.S. may shudder at such a comment, and present his argument that “Sport is beautiful in itself!” Without having to think of just a few of the specific factors that he picked as fascinating, such as “athlete's beautifully sculpted bodies, levels of pain amounting to death, tools and equipment eliciting the full potential of the human body, elegance, performances like there's no tomorrow, and perfect timing”, we are all aware that sports has an aesthetic appeal that captivates people. Maybe we can just place a small bet on the results for fun, but can't help but feel the “beauty based on Geschmacksurteil (judgment of taste)”, to quote Kant, in the process of an inspired performance and breathtakingly fierce competition.

SPORTS IS FOR EVERYONE!

Now let's move on from the sports “where we are just spectators” to the sports “we are a part of”. To quote Understanding Sports Culture by Suwon Lim et al., the ideal structure of sports would put popularization first. It posits a structure

where most people participate in a sport in order to get healthier and happier, or to improve their quality of life, and really good performers are selected from among them to play the big games. However, the Korean sports system has been one where popularization hasn't been a priority - only elite athletes have been selected for a political purpose of promoting the national status of Korea through sports. One of the biggest obstacles to the popularization of sport must be Korea's outrageously long working hours compared to those of most other OECD countries. Elitism in sports to improve records and levels of performance often result in the sacrifice of human rights by forcing athletes into a destructively dangerous training process. Physical deformation, frequent injuries and operations after severe training sessions do not just end up as “injuries of glory” as glamorized by the media. The after effects last longer into one's life, and the reaction of such elitism puts a great distance between the sports of the public and those of the “elite”. One good example of such a divide would be that of ‘general students who don't play sports’ and ‘student athletes who don't study’.

Without reminding ourselves of the numerous proper functions of sports, including social integration, entertainment, education, and the many others offered by professionals, we are simply attracted by instinct to the competitive side of sport, as our body also needs it. As much as we enjoy watching a sports game with chicken and beer, our body craves for fast heartbeat, sweat and fun of playing games ourselves. I can't wait for the day when a sport is well and truly popularized and all such needs and fun are fulfilled for everyone.

本能与热情的美丽召唤

那么，人们为什么为体育如此疯狂呢？难道正如英国史塔福郡大学体育部教授Ellis Cashmore所讲，是因为我们的生活“太过明了、太讲礼节、太过安全”吗？他说，在复杂的工业社会与官僚规则下受压抑的人类的原始性冲动，通过体育获得了发泄。无聊的人们在渴望着基于不确定性、危机、危险等本能与热情的生活，而体育正好提供了可以展现人类这种过激行为的机会。

不过，斯坦福大学Albert Guérard文学教授听罢或许会连连摆手。他会极力坚持“那是因为体育本身就是非常美丽的！”如雕塑般的身材、面临死亡的痛苦、激发肉体之潜能的工具、优雅、体育比赛中所展现的气质、绝佳的时机等，提及他为体育所赋予的具体的魅力因素，即便不再细述有何种利益关系，大家也都会频频点头同意体育所拥有的美丽诱人的号召力。当然，人们也可能会针对结果打一个小小的赌，一起享受，但面对选手在比赛中的超凡气质和让人窒息的决胜胜负过程，人们首先所能感受到的就是康德所讲的“趣味判断的美丽”。

从专属运动员的体育成为所有人的体育

那么这次我们把“观看体育”的话题换成“参与体育”这一话题。借用《对体育文化的理解》(林铎远等合编)这本书上所说的，最理想的体育结构是首先要做到体育大众化。大多数

人们为了健康、为了快乐、为了提高生活质量而直接参与运动和比赛，从中选拔出突出的运动员参加大型比赛的体系是最佳的形态。但是韩国体育结构则是精英体育，即非大众化而是以高端化为中心的体育。包括想借助体育宣扬国威的政策因素在内，我们的工作时间相比其他OECD国家超长也是阻碍体育大众化发展的绊脚石。

以提高比赛纪录与运动技能水平为目的的体育高端化，使运动员不得不进行自我摧残性的练习，继而滋生了牺牲人权的问题。残酷的训练所导致的身体变型、反复受伤和手术等，是不会因为“光荣的伤口”等媒体的几句暖心话语而结束的，这样的后遗症将会伴随其漫长的一生。此外，这种高端化的反作用拉开了普通人与运动员、大众体育与精英体育之间的距离。代表校园体育现状的“不运动的普通学生”与“不学习的学生运动员”就是最为典型的例子。

抛开政治性、社会综合性、娱乐性、教育性等等专家们所分析的体育诸多功能不说，我们从本能上就会被体育的胜负所吸引，而我们的身体也是需要体育的。如同手捧炸鸡和啤酒坐在观众席时所感受到的快乐一样，我们的身体也渴望通过体育运动去热洒汗水、感受加快的心跳。我们期待着真正满足所有快乐和需求的体育大众化能够早日实现。

Color and Science in Sports

The crowd in “Azure” of Italia, “Oranje” of the Netherlands, and “Red Devils” of Korea... these are all examples of colors playing a key role in representing uniqueness and belief in the world of sports where people power manifests itself. Science has extended this power of sport so that we can share our passion for sporting festivities through the media. Let’s see how sports became more “colorful” and powerful thanks to scientific technologies.

体育中的色彩与科学

蓝衣军团、橙色军团、红魔……在需要集聚团队力量的体育世界里，颜色对宣扬个性与信念起到了很大的作用。科学技术进一步扩张了体育的力量，通过媒体分享了庆典的热潮，因此我们看到了更加绚丽、强劲的体育。



WIMBLEDON WHITE - TRADITION AND FORMALITY

Along with the French Open, Australian Open, and the U.S. Open, Wimbledon is one of the four major tennis competitions as well as the one with the longest tradition. Established in 1877, Wimbledon puts as much stress on the players’ dress code as it does on tradition. Only white is allowed in everything including clothing and equipment. The rule has been eased a little to “almost” white since 1995, but people criticized Roger Federer in 2013 for the orange soles of his shoes. Wimbledon was also the last tournament to introduce yellow balls in 2013, having previously insisted on white. Yellow is preferred as it is easily noticeable on the TV screen, gets less soiled, and represents distance better than white.

传统与规范的白色温布尔登

与法国网球公开赛、澳大利亚网球公开赛、美国网球公开赛的并称四大满贯赛事之一的温网，始于1877年，是历史最悠久的。温网特别注重传统，对衣着的规定也非常严格，参赛者只允许穿戴白色。虽然1995年开始放宽规定，但穿戴仍“几乎”是白色，2013年费德勒鞋“底”的橙色也招来了勒令换鞋的结果。比赛用球也一直坚持用传统的白色，直到后来其它赛事都换成黄色球后，温网才最后一个引进了黄色球。黄色球在电视画面中易于分辨、便于判断距离、耐脏，因此被广泛使用。



COLORFUL BRAZIL, COLORFUL BRAZUCA

We are still anxious about the direction the ‘Brazuca’ will take during the 2014 World Cup, which showed how colorful the country can be as the host of Samba. The colorful Brazuca, as the official ball of this World Cup, represents the forests and rivers of Brazil with green, blue and orange. Some say the decoration on the ball is inspired by the traditional Brazilian bracelet. The ball is known to have been tested by more than 600 professional football players in thirty teams of ten countries for two and a half years under diverse conditions including extreme altitudes and humidity. Leaving aside all the science and top performance of the ball, let’s take a moment to think about the Pakistanis who had to sew every stitch on the ball.

绚丽的巴西，绚丽的桑巴荣耀(Brazuca)

在焦虑与期待中成为了2014巴西世界杯比赛用球的桑巴荣耀。在球上就已经感受到了作为桑巴狂欢国度的绚丽。以绿色、蓝色、橙色将亚马逊的密林和河流形象化，其纹理象征着巴西传统手镯。桑巴荣耀在2年半的时间里，以10个国家30个球队的600名运动员为对象，在高度与湿度等多样天气中经历了迄今为止次数最多的试验。但是除了要了解其科学性研究与高端的功能外，我们不能忘记为制作比赛用球而一针一线辛苦劳作的巴基斯坦工人们。



BLACK ARMBAND WORN BY EVERYONE TO EXPRESS CONDOLENCES

April 16th, the day of the Sewol ferry disaster, will not be forgotten for a long time to come. However, for a while, when everyone was mourning, the players had to play on regardless, wearing a yellow ribbon or a black armband to express their condolences for the victims of the incident. The players of Bolton Wanderers F.C. in England all wore a black armband during the match of April 23rd at the request of Chungyong Lee, one of their teammates. Everyone in Kyoto Sanga F.C. and Ehime F.C. joined in the expression of condolences, too. Many black armbands were worn after the disasters of Hillsborough (1989) and Munich (1972), too. Let’s pray that we won’t have to see them anymore.

黑色袖标，所有人的哀悼

今年4月16日的岁月号沉船事故，使举国上下沉浸在巨大的悲痛中。在不得不进行的比赛中，国内外很多运动员们别上黄色丝带或是黑色袖标向岁月号遇难者表示哀悼。特别是4月23日的比赛中英格兰博尔顿队的队员们全部佩戴黑色袖标参赛。以示回应队友李菁龙的请求。此外，日本京都不死鸟足球俱乐部与爱媛足球俱乐部全员也佩戴黑色袖标以示哀悼。运动员们也为悼念希尔斯堡惨案和慕尼黑惨案的牺牲者们准备了黑色袖标。希望不会再有如此悲伤的日子。

THANK YOUR MOTHER WITH A PINK BAT

The second Sunday of May means there will be a lot of pink - on the ball, the bat, or even the wrist guard. It’s called Mother’s Day, where you obviously appreciate the efforts of your mother. On the day, the Major League decorates baseball articles with pink and auctions them after the game to raise funds against breast cancer. Incidentally, the Korean baseball league has big fans of pink too - Kim Jaehyun of SK Wyverns and Park Junseo of Lotte Giants. They say they prefer pink gloves and shin guards because they ‘simply love pink’. Obviously they couldn’t be sorrier that they are not allowed to use pink bats in the game.

以粉色球棒感谢母亲

每年5月的第二个星期日，在美国的棒球赛场上都会看到特殊颜色的球和球棒、护腕等，这个颜色就是粉色。在美国，5月的第二个星期日是母亲节，人们以此向母亲表达谢意。与此同时，美国职业棒球大联盟还为宣传预防乳腺癌，用粉色装饰比赛用品，并在赛后进行拍卖来筹集善款。而在韩国，也有两名运动员坚持使用粉色，他们分别是SK的外野手金宰炫和乐天的朴爰序。他们“只是因为喜欢”所以才使用粉色的棒球手套和护腿，还说很可惜在比赛时不能使用粉色球棒。

Stadium

Bodysuit

Artificial Legs

Broadcasting

STADIA WHERE CHEMICAL TECHNOLOGIES COMPETE

A stadium is built with all kinds of scientific technologies designed to enable athletes to give their best while the audience enjoy the spectacle safely. Dow Chemical, the U.S.-based chemical manufacturer and official partner at the London Olympics in 2012, applied its top-notch chemical expertise to roofs, floors, tracks and so on. Examples of such technologies include green artificial turf made of polyethylene resin and ice rinks pumped with thermal conduction fluid to maintain an even surface temperature. The City Soccer Stadium of South Africa, host of the 2010 World Cup, was painted in traditional African colors, which required copious amounts – some 22,000kg - of oxidized steel fuel from Lanxess, a German special chemicals company.

化学技术的角逐场 一 体育场

为了使运动员的技艺发挥到极致，让观众安全地观看整场比赛，体育场的建设中也运用了很多科学技术。2012年伦敦奥运会官方合作伙伴美国陶氏化学公司在赛场的顶棚和地面、跑道等都应用了尖端的化学技术，其中包括用聚乙烯树脂制造的绿色人工草坪、用聚氨酯接合剂的田径赛场的跑道、运用导热油体保持一定的表面温度的冰上赛场等。作为2010年南非世界杯赛场的足球城体育场，体现了传统的非洲色彩，而这个体育场使用的德国特殊化学企业朗盛公司的氧化铁颜料多达22000kg。

WORLD RECORD BREAKER – THE FULL-LENGTH BODYSUIT

Some say “beds are science” in an advertisement, and we can say “sport is science” too. As fun as it sounds, science has made a huge contribution in terms of speed. One good example is the full bodysuit that Ian Thorpe wore at the Sydney Olympics in 2000. Before that, it had been believed that the skimpier the swimsuit, the faster the swimmer. However, Thorpe dispelled that notion not just by setting a new world record while wearing a swimsuit that covered his body from neck to ankles, but also by winning three gold medals. The small bumps on the suit reduced the resistance of the water and helped improve his speed. The number of new world records set by swimmers in full bodysuits from 2008 to 2009 is no fewer than 143, which prompted the International Amateur Swimming Federation to ban the full bodysuit in 2010. And, notably, only two new records were set in the two years after the ban was implemented.

新纪录制造机全身游泳衣

你说床是科学？体育也是科学。尤其是与速度有关的项目中，科学做出了巨大的贡献。最典型的例子就是2000年悉尼奥运会上由澳大利亚的伊恩·索普身穿的全身游泳衣。在此之前，游泳运动员们认为穿得越少越有利，而伊恩·索普却穿着从脖子到脚包裹全身的游泳衣，打破世界记录并获得了三块金牌，也为此打破了传统观念。原来，游泳衣上的小突起可以减少水的阻力，继而提高速度。2008年~2009年期间，穿着全身游泳衣的运动员打破了143项世界记录。于是，国际游泳联盟自2010年开始禁止运动员身穿全身游泳衣。此后的2年间，仅打破了两项世界纪录。

RUNNING ON THE LEGS OF A CHEETAH

Ever heard of Oscar Pistorius, the winner of a silver medal in the 1600m relay at the IAAF World Championships Daegu held in August 2011 as a member of the South African team? He is currently on trial for the terrible charge of murdering his girlfriend, but he earned his fame as a sprinter on artificial legs before that. He lost both legs due to a congenital disease, but it was the artificial legs called ‘Flex Food Cheetah’ that helped him win the silver medal by beating normal physically able people. The carbon fiber-based legs were developed by Van Phillips, who also lost his left leg. While other artificial legs before the Flex Foot Cheetah focused on just looking like real ones, this one was designed to ‘move’ like a human leg, providing tremendous potential for the sporting performances of the disabled.

以猎豹的速度奔跑吧

你知道2011年8月代表南非参加大邱世界田径锦标赛1600m接力的银牌得主奥斯卡•皮斯托瑞斯吗？虽说，目前正因涉嫌杀害女友而受审,但在此之前，他可是声名远扬的假肢短跑飞人。因先天性残疾而失去双腿的他，同正常人比赛而获得银牌,应该归功于名为“Flex-Foot Cheetah”的假肢。这个碳纤维材质的假肢是由失去一条腿的Van Philips研发的，与在此之前注重于“看起来”像真肢的假肢相反,他致力于制作“动起来”像真肢的假肢，为残疾人提供了提高运动能力的惊人功能。

BRINGING THE ACTION TO YOUR LIVING ROOM – BROADCASTING TECHNOLOGY

When you run a search on the internet for video clips of figure skating performances of Kim Yuna, it quickly becomes clear that some people shoot their own videos from their seat in the ice stadium. Such videos cannot help having all the usual noises including the nearby cheering of the crowd. How can official broadcasting precisely separate background music and even the sound of feet scratching on the ice from such noises? In the case of the broadcasting team of SBS, which worked on the international signal of the short track races at the Sochi Winter Olympics for all TV stations and broadcasters around the world, the staff installed more than forty microphones in the rink to collect the necessary sounds - such as skate blades and sounds of the audience - and separated them to create a soundtrack and deliver realistic sounds, enabling viewers to feel as if they were present at the event. Such technologies enable us to enjoy great performances from the comfort of our living room.

将赛场搬回家，TV转播技术

搜索国民运动员金妍儿的花样滑冰视频，就会看到很多普通观众在现场拍摄的场面。视频参杂着周边的欢呼与噪音、音乐等声音，那么官方转播的影像为什么不仅可以清楚地听到音乐声，甚至还可以听见冰刀划过冰面的声音呢。这是本届索契冬奥会中制作短道速滑的国际信号(全球直播影像)的SBS转播技术组，在赛场内安装了40多个麦克风，对赛场里的各种声音，根据音频分别采集并分离等技术处理，使电视观众们看到活灵活现的比赛，感觉身临赛场。



NOROO Pays Attention to Basics of a Country

ORGANIC KIBAN

Early this year, NOROO welcomed its new family, including NOROO Kiban, which was established to take charge of the company's agricultural and biology business, while a new venture called Organic Kiban, jointly set up with Heuksalim Food, which will distribute eco-friendly agricultural products. Both businesses are based on the idea of improving quality of life for both farmers and consumers by bringing vigor to the land with eco-friendly farming methods and distributing products from the land. It can be said that the business is also a reincarnation of NOROO's founding ideology, "For my motherland," in sync with the new age.

NOROO, 为国家之根本着想

今年年初，NOROO集团添加了新成员。继设立负责农业生命事业的NOROO KIBAN后，4月又与农业法人Heuksalim FOOD一同成立了亲环境农产品销售公司ORGANIC KIBAN，旨在通过环保耕作法在保护土壤性能的同时销售健康绿色的农产品，为农民和消费者带来实惠。可以说农业公司的创立理念与NOROO涂料的“为了我的祖国”的创业理念一脉相承，且更富时代气息。

ORGANIC KIBAN WITH ROBUST FOUNDATION

On a day with rain, I stepped into the store in Noeun-dong, Daejeon, which was rather small but had essential products on display, resulting in a brighter and clearer image. The clerk recommended tomatoes and sweet potatoes, which are currently in seasonal and taste very good, and customers started to fill their baskets, saying, "Hey, these are much cheaper than in other places."

"Heuksalim Food was established by its chairman, Lee Tae-geun, who was actively engaged in the peasant movement in the 1930s. The company has led the Korean organic farming industry ever since, and even the government seeks our expertise in organic farming. The relationship and network with the suppliers are robust, enabling us to distribute quality products, explains Kim Joon-bae, head of the business department. "Despite the global economic downturn, the eco-friendly agricultural food market has been growing steadily to the point where supply is falling behind demand. Many small companies find opportunities to enter the market, but they obviously don't have the necessary competitiveness due to the lack of a solid supply network. Large-scale icoop Korea or gatherings of agricultural product consumers force us to deal with poor quality products. Heuksalim Food inspects as many aspects as possible of incoming products and only distributes those that are sufficiently competitive. Our fruits and vegetables in particular are very popular.

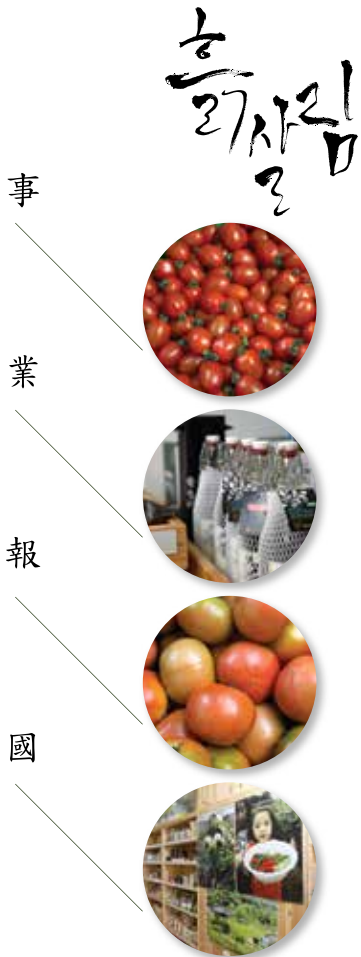
基础牢固的ORGANIC

在一个飘着清新细雨的日子，我们来到了ORGANIC KIBAN的大田老隐分店。虽然店铺面积不大，但却陈列着生活必须的农产品，反而给人以明亮整洁的感觉。正好员工在向客人推荐店里的西红柿和红薯南瓜，“噢，这里比其他地方更便宜呢~”来店的客人一边说价格便宜，一边将东西放进了购物篮。

“Heuksalim最早是由从1980年代开始开展农民运动的李泰根会长开创的，是推动我国有机农业发展的企业。即便在今天，只要是和有机农业有关，政府仍然会向我们进行咨询，可见其公信力之高。我们与生产者的关系也十分牢固，保证了优质农产品源源不断地进入。”ORGANIC KIBAN事业部金俊培部长做出如上说明。

“在全球经济停滞的情况下，只有环保农产品市场仍在不断成长，甚至达到了供不应求的程度。因此，许多小企业也进军流通领域，但由于不具备生产者基础，大部分竞争力都很弱。此外，进行委托栽培的大规模合作社，即使最终生产出味道不佳的农产品，也不得不卖掉。而我们只挑选具有竞争力的有机农产品提供给消费者，尤其是水果和蔬菜人气非常高。”





HEUKSALIM AND NOROO

“I guess it started in my high school days.” When asked about relationship of Heuksalim Food with NOROO, which is rather hard to fathom, Kim Joon-bae jokes that he went to Sinseong High School in Anyang, where huge NOROO logos could be seen everywhere. After majoring in business administration at Seoul National University, he first worked for KIA Motors. He chose the agricultural life in the early 2000’s, and joined the graduates of Seoul University’s Agricultural College who led the Heuksalim movement. Heuksamlim Food aims to contribute to the development of reliable and sustainable agriculture as well as environmental protection by researching, developing and providing teaching on Korea’s proprietary eco-friendly agricultural technologies. Originally a part of Hansalim, which is now well known as a icoop Korea, the company has become independent that provides training in agricultural technologies and supplies the related materials and equipment, as well as becoming the first private certifier of organic farming. NOROO first met Haeuksalim at an organic farming fair while it was planning to enter the agriculture and agro-biology market. NOROO also contributed 100,000,000 KRW to the Heuksalim Lab at the time of setting up the joint venture in April, so the two companies are aligned to the ideology of “Environment, Safety, Ecology, Care”, while contributing to agricultural development by supporting research on Korean native seeds.

GROWTH OF NATIONAL ECONOMY THROUGH DEVELOPMENT OF PRIVATE SECTOR AND AGRICULTURE

“The profit margin of organic products is not that great as the price has to include the appropriate level of manufacturing cost for the farmers while being affordable to consumers. But it is certain that this business will help boost growth of our country and grow in long term by helping farmers to be independent and improving the health of consumers.” Mr. Kim expects future development as the business aligns with the corporate spirit of NOROO. It is easier to understand the relationship between NOROO and eco-friendly agriculture in this age when self-support of food is lower than 50% while the integrity of our meals is in the hands of supranational agricultural and food suppliers that have monopolized the food chain, by reminding ourselves that NOROO helped the country by manufacturing goods, which was the first priority of its establishment. Let’s hope for a future where NOROO helps the country and the people while developing itself through distribution that shares efforts of suppliers, as well as diverse variations of high-value agriculture.

Heuksalim和NOROO

“和NOROO的缘分……好像从高中就开始了的吧？”被猛然问起与NOROO及Heuksalim的缘分时，金俊培部长开玩笑地说，曾经在NOROO涂料安养工厂附近的安养市信圣高中就读。毕业于首尔大学经营系的金俊培部长曾经任职于起亚汽车，在2000年初加入了以归村人士、母校的农大出身的人士为中心的Heuksalim活动。 Heuksalim的宗旨为研究、开发和普级韩国环保农业技术，为稳定和可持续发展的农业和环境保护做出贡献。Heuksalim曾经是目前作为生活协同组合而闻名的Hansalim的一个分支，现已独立，对生产者进行有机农业培训，供应农资产品，也是最早开展民间有机认证活动的企业。一直计划进军农业、农业生命领域的NOROO，在一次有机农业博览会上与Heuksalim会面后，于4月以ORGANIC KIBAN成立为契机，向社团法人Heuksalim研究所捐赠一亿韩元，表现出将共同践行“环境、安全、生态、关怀”的有机农理念，通过支援本土种子研究，为农业发展做贡献的意志。

事业报国、农业报国

“实际上，环保农产品的流通利润并不大。这是因为既需要考虑到农户的生产成本，也需要为消费者提供容易接受的销售价格。然而，这项事业可以通过帮助农户自立，使消费者变健康，从而帮助国家，并使国家获得长远发展，这是一个不争的事实。”金俊培部长表示，NOROO的企业精神符合上述理念，今后的发展令人期待。 NOROO创业的第一理念是事业报国，即通过制造业帮助当时受物资不足煎熬的国家，使国家成长。了解了NOROO的创业理念，就可以轻易地理解在粮食自给率降低至一半以下，在跨国谷物企业和农食品综合企业垄断粮食产业，在国民的餐桌危险万分的今天，NOROO和环保农业所建立的这种关系了。梦想NOROO的未来，即从与生产者共同分担辛劳，开拓销路的流通开始，通过发展各项高附加值农业，帮助国家和国民不断成长。



Relish the Freshness of Jeju Together with NOROO

Where would you pick as the hottest place these days? Places like Itaewon and Gyeongnidan-gil are good choices, but they can't beat Jeju Island. Factors such as the fad for the Olle-gil, recent developments under the theme of innovation and English education, the rise of the "back to the farm movement," and real estate investments by foreigners have all contributed to the skyrocketing increase of residents in the Jeju Special Self-Governing Province to more than 600,000 since 2010, while the number of annual travelers to Jeju has exceeded a staggering 10 million. These are not just passing phenomena, but rather evidence of long-term possibilities. They prove that Jeju is now fancied by everyone as an ideal place to live or visit.

济州，与NOROO共同打造青翠天地

最近最热门的地方是哪里呢？虽然梨泰院和经理团路很受欢迎，但怎能比过济州岛呢。在偶来路热潮和创新城市、英语教育城市等的开发、归农归村人口的增加和外国人的房地产投资影响下，济州自治道的人口从2010年开始呈现大幅增加趋势，目前已经超过60万名，每年游客数量达1000万名。上述所有现象并非暂时性的，其增长势头极快，呈现出长期发展趋势，济州如今成为所有人都向往和渴望居住的地方。

PENETRATING THE JEJU MARKET

Two years ago, in late 2012, NOROO also started to focus on entering the Jeju market with active sales and marketing efforts, following the ever increasing attention and flow of people to Jeju. Under the intensive management of our marketing team and the Busan branch, the first bus-wrapping campaign was launched, while its promotion by special agents helped increase revenue. May 20th this year became another milestone for NOROO in Jeju, as the Jeju Sales Office was opened by Mr. Kim Byung-sun, who had worked on marketing in the Jeju area since the early days, and later played a key role in opening up a new market in Ulsan.

"So far I have been providing rear support, and now I'm at the front line." Mr. Kim revealed with a smile. A war is going on here, only without bullets flying around, according to him. "It's not just the competition: I also have to overcome regional characteristics." The difficulty of having to transport everything by ship gets even worse when there's a typhoon. Due to the frequent rain and wind, the quality of the paint used to deal with such factors matters more than in other markets. Jeju people prefer to work with people who went to the same schools or who have spent years there – another factor which Kim also has to overcome. His difficult task of opening a sales office in such an exclusive market cannot be shared with anyone else. He just shrugs his rugged looking shoulders, saying, "But I will survive and emerge victoriously here. You'll see."

有条不紊地向着济州

随着人们对济州的关注和济州人口的不断增加，NOROO涂料从2012年下半年开始便正式在济州开展营业和宣传活动。在营销组和釜山分公司的集中管理下，在济州开展了第一轮公交车车身广告宣传，同时特约店另行开展宣传，使销售额稍微有所提升。此外，今年5月20日济州营业所建所，由金秉宣担任所长，为济州营业再次划下重重一笔。金秉宣所长从初期开始就负责济州地区营销，之后在蔚山负责开拓销售市场。

“如果说之前一直做着后方支援，那么现在是站到了最前沿。”金秉宣所长一边微笑，一边打开了话匣。按照他的说法，这里是没有枪声的战场。“在与其他公司竞争的同时，还需要突破地区特性。”就涂料的特性来讲，所有的运输都必须通过航运，而如果遇上台风就会难上加难。因这里风雨频繁，如何保证品质来有效应对恶劣天气尤为重要，同时还需要战胜注重校友关系、地区关系，排斥异乡人的氛围。在这样一个地方，建立第一家营业所，独自承担重任的人就是金秉宣所长。虽然应该有很大的压力，但是他耸了耸厚实的肩膀说道：“我们一定会在那样的济州市场获得胜利的，请拭目以待。”



KIM BYUNG-SUN,
HEAD OF THE JEJU SALES OFFICE

NOROO涂料股份有限公司济州营业所
金秉宣所长



A CONFIDENT MAN OF ACTION

He is confident of his success and has been analyzing the Jeju market and came up with plans and goals on his own, all of which he has carried out one by one. “More people will come to Jeju, and the development and addition of social living infrastructures will go on for up to ten years, depending on the needs of each region. It will be one step away from all Seoul-oriented policies and development, which is also one of the reasons I chose Jeju, as the place furthest away from Seoul, to utilize such an “off-Seoul trend”. Needless to say, I will have to differentiate my services and products to impress my customers.” He plans to make good use of the advantages of his location, such as visiting each customer site to provide advice on the painting process and manage inventory to maintain supply flow. The processes for submitting construction project documents or product delivery has accelerated after his return. He also introduced a computerized inventory management system to some agents to smooth the supply flow while launching a workers’ community to share information about products. “The consistent quality of NOROO is based on their excellent competitiveness in the harsh Jeju climate. Add my quick responses and actions to such quality, and you will see the top seller with the biggest market share and an annual turnover of more than KRW 2.5 billion, which is my goal for 2015.”

GIVE IT ALL YOU’VE GOT!

He might feel in need of little outside help no matter how determined he is to achieve success, but his confidence doesn’t look like dwindling for a long while. “President Kim Soo-kyong of NOROO encouraged me to turn Jeju into a market where new products with great functionality can be introduced. He also expressed great expectations by promising support such as promotional campaign vehicles as Jeju is a tourist hotspot.” He is determined that he will rise to expectations. His plans include attracting more experts in the paint industry to Jeju to exchange know-how. All in all, bringing NOROO colors to the greenness of Jeju will be the culmination of his efforts.



充满自信的执行力

金秉宣所长之所以如此充满自信，是因为他已分析济州市市场，自主制定应对措施和目标，正在扎实地执行着。“济州市市场将流入更多人口，根据各地区开发的需要，社会基础设施、居住地建设将持续10年之久。而如果一直以首尔为中心，必将成为问题，在济州设立营业所的原因就在于此。务必要通过与众不同的服务，展现出强势营业力量。”他突出营业所占据的优势，表示将亲自监督每家涂料工厂，加强物量储备，保证不发生缺货现象。自从金秉宣所长任职后，施工文件提交和交付货物等的速度明显加快了很多。此外，好几家特约店引进了电子化库存管理系统，使物流流程变得顺畅，同时还召开爱心房座谈会，召集粉刷工，共同分享产品信息、交流意见，获得极大反响。“NOROO永恒不变的品质是在济州气候中突出的竞争力。在此基础上，加上我的快速应对力，将朝着2015年的销售目标25亿韩元和济州市市场占有率第一迈进。”

全力以赴，济州营业所

不论多么充满斗志，仅靠一个人的力量难免力不从心，而金秉宣所长的气势像要冲破济州的天空一样高昂。“金守经社长曾经说过，要将济州市市场打造成介绍功能性产品、新产品的市场。由于济州岛是一个旅游胜地，社长表示将支援宣传车辆，并对成果十分期待。”对此，金秉宣所长握紧拳头，表示将努力经营济州营业所，不辜负社长的期望。按照济州的特性建造物流仓库，增加专业技术人员到访并传授涂料专业知识的机会等，所有这些都是金秉宣所长的希望和计划中的一部分。在济州的青翠中增添NOROO的色彩，他已全力以赴进行宣战。



NOROO PARK Attracts the Most Attention at DIY Fair

The DIY & REFORM SHOW 2014, a major fair for those who enjoy making things themselves, was held from June 14 to 22, 2014 at COEX, Seoul. Of all the stands in the vast exhibition hall, the NOROO PARK stand attracted most attention, with festivity at its highest by having many yellow balloons all over the place. Let's check out NOROO PARK where visitors were entertained by its clever structures and events.

欢迎来到NOROO PARK游玩～

专为热衷于手工制作的人们举办的庆典——DIY & REFORM博览会，于2014年6月14日至22日在首尔COEX召开。在宽敞大厅的众多展位中，最为显眼的当属NOROO PARK，这里悬挂着黄色气球，充满了节日氛围。NOROO PARK通过新颖的构想和互动，为观览者们带去欢笑！让我们一起到NOROO PARK去游玩吧～

FUN-PACKED PAINT THEME PARK

“Hi there, welcome to NOROO PARK～” Having sensed happiness and fun in the midst of stands and people, I headed to the source of greetings to run into familiar faces of NOROO. NOROO PARK, the official stand for NOROO during the fair, refused the shape of monotonous square, and instead had green floors that reminded visitors of flowers, trees, and even a picnic on grass. The colorful photo zone and product display zone all contributed vigor throughout NOROO PARK. NOROO people were wearing active-looking striped clothes, had a fun nickname label on the back, and most importantly, all of them beamed great smiles while greeting visitors. “Here’s your adventure bracelet, and now you can join the on-site lottery at the event zone if you win more than three items in the Experience Zone. Keep in mind that you can get a fresh can of paint over there.” Groups of visitors took pictures, went through the heat-insulating glass paint demo zone, and enjoyed videos at the NOROO theater. The hands-on painting event was held on a reservation basis and all available seats were taken so early in the day, proving the popularity of the company and its events.

欢乐的涂料主题公园

“欢迎光临～这里是NOROO PARK～！” 在一间间隔开的展位之间，欢笑声不断从某处传来，循着笑声寻去，发现了NOROO人喜悦的脸庞。NOROO PARK摆脱千篇一律的在展台上设置四方形展位的模式，以令人联想起鲜花、树木和草坪野餐的绿色空间为中心，设置了五彩斑斓、轻快色彩的拍照区和展示各种产品的展览角，成为了当天最为充满活力的展示空间。

身穿动感条纹服装，背上挂着有趣绰号的NOROO员工们满面笑容地迎接访客。“请各位佩戴好NOROO PARK探险手镯，在体验区赢取硬币。收集三枚以上硬币，就可以在活动区参加抽奖，并有机会直接把新鲜的涂料带回家喔～！”访客们三五成群地来到NOROO村，摆出快乐的造型拍摄照片，体验隔热玻璃涂料，在NOROO剧院观看视频等，在NOROO PARK尽情地自由玩耍！道具油漆体验活动须在现场提前预约才能参与，预约名额一下子就被抢光了，可见其人气之高。

2014
DIY & REFORM博览会

2014
DIY &
REFORM
SHOW





PRODUCTS WITH AMAZING FUNCTIONALITY

“Wow, this is really paint!” exclaimed every visitor at the heat insulating paint demo zone. Apply this paint to any transparent glass window and “Voila!” It turns into an opaque window that even blocks out ultraviolet ray 20 minutes later. To remove it, just spray on some water as if taking off a cosmetic facial mask and it’ll come off easily.

Summer-specific products like Cooling Spray which makes you feel cool as if facing an air-conditioner, feet odor remover, air-conditioner deodorant, as well as essential goods for DIY including Pantone Premium Paint and oil stain were high on visitors’ shopping lists. The Cool-mate House, which used to be a promotional container of NOROO’s repainting team, provided yet more fun. Next to the bathroom, which we decorated jointly with Daelim Bath, was the eco-friendly NOROO ECO FINE MOSQUITO NET, which featured not just excellent breathability but also ruggedness that can resists shocks of up to 70kg while effectively keeping out small bugs and yellow dust.

PAINT IS CULTURE

While enjoying myself at NOROO PARK, something suddenly struck me, that paint is easy and fun. Ms. Park Ae-ran from the Areumdeuri Namu Workshop commented, “Anyone interested in DIY comes to this show, and NOROO has managed to set up a highly intriguing stand that stimulates the curiosity of visitors. I believe the whole fair has been made more exciting because of all the diverse events, and not just the booth itself.” Green grass was put on with no threshold rather than stiff looking floor work. The name NOROO was painted on soft cushions with paint, and cups of vividly-colored paint were provided to visitors so they could feel the “paint-culture” and sensibility created by them. In keeping with the phrase “Do It Yourself”, everything was jointly done by NOROO people.

2014
NOROO
PARK



了不起的功能性产品

“天啊，这是涂料吗？”在断热玻璃涂料示范角，访客们无一不目瞪口呆。用滚刷将断热玻璃涂料涂抹在透明玻璃窗上，经过20分钟后，就会变成连紫外线也能隔离的半透明玻璃窗，真是一款神奇的产品。去除涂料时，只要用喷雾枪喷洒在玻璃上，便可如同揭下脸上的面膜般轻易将涂料祛掉，十分方便。

此外，NOROO还准备了被称为“喷洒式的空调”的冷却喷水、祛脚臭涂剂、空调除臭剂等夏季用功能性产品和潘通顶级涂料、油性着色剂等DIY必备用品，方便访客购买。NOROO还将集装箱做成的宣传展位搬到了现场，设置成Colormate Design House，成为了又一大趣味看点。在与Daelimbath携手装饰的浴室旁，推出了环保NOROO ECO微细防虫网，不仅可以隔离微小虫子和沙尘，还拥有卓越的透气性，且能够经受超过70kg的冲击，无比牢固，获得了极大关注。

涂料是一种文化

一边观赏，一边体验，身处于NOROO PARK，你会觉得粉刷其实是一件轻松、愉快的事情。进行了DIY体验的AREUM-DRI木工坊的朴爱兰评价道：“这次博览会是聚集所有关心DIY人士的活动，NOROO涂料通过举办刺激访客好奇心的各种活动，获得了极大的反响，更加激发了访客的兴趣。”去掉生硬的展台，铺上没有门槛的草地，在柔软的垫子上用涂料漆下NOROO的名字，并将涂料装在外带杯中，为访客带去生动色彩，NOROO向消费者传递了涂料文化可以亲自创造的理念。Do It Yourself，展位中所有一切都是由NOROO人齐心协力共同完成的。



NOROO HOLDINGS CO., LTD. HELD ITS TECHNOLOGY FAIR FOR THE FIRST HALF OF 2014



NOROO HOLDINGS SIGNS AN MOU WITH THE NATIONAL INSTITUTE OF HORTICULTURAL AND HERBAL SCIENCE

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO HOLDINGS HELD ITS TECHNOLOGY FAIR FOR THE FIRST HALF OF 2014

The Noroo Group held its “New Product & Technology Fair for the First Half of 2014” in the seminar room of its Smart Center at the company’s Anyang factory from May 30th (Friday) to June 5th (Thursday). The exhibitors were companies from the group, including Noroo Holdings, Noroo Paint, and Noroo Coil Coating, which presented 44 new products and technologies that were launched in the first half of 2014 or that were in development. The companies also received feedback on sales and technology parts so that they can work on more competitive products that cater to the actual needs and preferences of customers.

NOROO控股股份有限公司，召开上半年技术发布会

5月30日至6月5日，由NOROO集团主管的“2014年上半年新产品、新技术展览会”在安养工厂智能中心研讨会室举行。本次展览会由NOROO控股股份有限公司、NOROO涂料股份有限公司、NOROO卷钢涂料有限公司三家公司参加，针对已经在2014年上半年面市或正在开发中的44款产品和技术进行了介绍、展示。此外，迎合消费者喜好，收集了营业和技术领域的意见，以便在今后开发出符合顾客需求的更具竞争力的产品。

NOROO HOLDINGS SIGNS AN MOU WITH THE NATIONAL INSTITUTE OF HORTICULTURAL AND HERBAL SCIENCE

On May 30th, Noroo Holdings entered into an MOU with the National Institute of Horticultural and Herbal Science (NIHHS) in Suwon for business cooperation. The MOU includes provisions for the joint development of solar

powered technology for controlled horticulture, the exchange of information for improving the R&D competency of agricultural ICT, shared utilization of research facilities and equipment, and the joint hosting of seminars, as well as the academic exchange of expertise. All of which will converge towards continuous efforts to develop and distribute controlled horticulture and related technologies.

Mr. Ko Kwan-dal, the Director General of National Institute of Horticultural & Herbal Science said, “This MOU will be the opportunity to provide maximum support to the Noroo Group, including expertise in horticulture and special purpose crops, technological support for on-site difficulties, and the shared utilization of results from R&D.” Han Young-jae, the CEO of Noroo Group, also commented, “Signing an MOU with NIHHS, which boasts of having world-class technologies in controlled horticulture and special purpose crops, has significant meaning to the group’s agricultural and bio businesses. We also promise to provide the best support that we can to the development of agricultural technologies based on NIHHS’s expertise and the diverse results of our R&D efforts.”

NOROO控股股份有限公司，与国立园艺特作科学院签订MOU

NOROO控股股份有限公司为了与位于水原的国立园艺特作科学院开展业务合作，于5月30日签订了MOU。MOU的主要内容是为了合作开发设施园艺光利用技术，强化农业ICT研究力量，通过信息交换、专家学术交流、举办联合研讨会和共同使用研究设施设备共同努力发展设施园艺，普及相关技术。

国立园艺特作科学院院长高官达表示：“通过本次MOU的签订，我们将会尽最大努力在园艺·特殊作物领域的专家支援、现场技术指导、对于研究成果技术的共享等NOROO集团需要的业务合作领域提供帮助。”NOROO集团会长韩荣宰表示：“与拥有设施园艺和特殊作物研究最先进技术的国立园艺特作科学院签订业务协定，对NOROO集团农业生命事业的推进有极大意义”，“NOROO承诺，将在以科学院的专业技术、丰富信息和研究成果为基础的农业技术发展过程中，提供积极支持。”



GWANGMYEONG CITY CHOOSES PANTONE EXTERIOR PAINT FOR ITS RESOURCE RECOVERY FACILITY

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

GWANGMYEONG CITY CHOOSES PANTONE EXTERIOR PAINT FOR ITS RESOURCE RECOVERY FACILITY

High chroma colors that are proprietaries of Pantone Exterior Paint, which is a part of Noroo Paint & Coatings, beautifully decorate the resource recovery facility in Gwangmyeong-si of Gyeonggi-do. The municipal government chose Pantone Paint (PANTONE 18-1760 TPX) for super graphic painting work. The red used in the work promotes unlimited energy, passion, vitality, and dynamism with its powerful vigor, while the white creates a good contrast with the red and stands for the city’s hope.

The facility retrieves heat from incinerating residential wastes to use it for local heating in the city. Noroo Paint & Coatings was chosen as a supplier for the “2014 Cultural Recycling Project of the Industrial Complex / Waste Industrial Facility.” It has also been working on the upcycling center that provides new values to waste resources by applying a completely new design, as well as on the project for establishing space for purposes such as performance, exhibitions, and training. The project will be linked with the development of the Gahak Mine Cave, which is in the vicinity, and will promote the resource recovery facility into the base of Gwangmyeong Eco Park. The commencement ceremony was held on June 24th. Yang Gi-dae, Mayor of Gwangmyeong City; Han Young-jae, CEO of Noroo Holdings; Kim Soo-kyong, CEO of Noroo Paint & Coatings; and Kim Yong-se, CEO of Inno Design and the one who is in charge of overall design were all in attendance. The application of Pantone Exterior Paint, which boasts of high chroma colors, Noroo on such a landmark facility will lead to excellent promotion of Noroo products and an increase of revenue for Noroo Paint & Coatings. The company will also work on various marketing efforts to promote its top quality and services.



NOROO PAINT & COATING LAUNCHES HEAT-INSULATION GLASS PAINT

光明市资源回收设施，使用潘通涂料进行外部粉刷

NOROO涂料股份有限公司使用潘通独家高彩度色彩涂料将京畿道光明市的资源回收设施进行了一番美丽装饰。在资源回收设施环境改善工程超级图像（super graphic）涂装工程中使用了潘通涂料（PANTONE 18-1760 TPX）。其中，使用的红色象征着强劲的生命力，促进无限的能量、热情、活力和活动性，白色的云朵与之和谐搭配，象征着光明市的希望。光明市资源回收设施是指将焚烧生活垃圾时产生的热作为地区供暖能量回收的设施，这一设施在由韩国文化体育观光部主办、由韩国工艺设计文化振兴院主管的公募事业“2014年度产业园区·废弃产业设施文化再生事业”中被最终选定，并将被打造为为废弃资源赋予全新价值的升级再造中心，同时也是具备演出、展览和培训的功能空间。本项目将与附近的驾鹤矿山洞窟的开发接轨，把资源回收设施打造成为光明生态主题公园。在6月24日举行的涂装工程竣工仪式上，光明市市长梁基大、NOROO控股股份有限公司韩荣宰会长、NOROO涂料金守经社长，以及负责设计的INNODESIGN的会长Kim Young-se等均有出席。NOROO涂料在地标建筑上使用具高彩度色彩的潘通涂料，起到了为产品宣传的效果，从而增加销售量。此外，NOROO涂料还将开展能够宣传最佳品质和服务的各种丰富多样的营销活动。

NOROO PAINT & COATING LAUNCHES HEAT-INSULATION GLASS PAINT

Heat-insulation glass paint blocks incoming solar heat has been made available. It works simply by applying it onto glass surface. Made with a special nano inorganic pigment developed by Noroo Paint & Coatings specifically for DIY works, this paint can be easily applied with a standard roller. Apply this paint to any transparent glass window - wait for 20 minutes and it turns the glass into a semi-transparent tinted window. The paint can block high heat solar ultraviolet rays, which are known to be harmful to the human body. It protects people’s skin and the interior of a building. It also protects privacy with its semi-transparent effect. Unlike film-based products that serve similar purposes, just spraying some water will easily remove the paint.



NOROO PAINT & COATINGS TURNS OUT TO HAVE THE BEST “KOREA MOBILE MARKETING INDEX”

NOROO涂料股份有限公司，推出隔热玻璃涂料

只要涂抹于玻璃表面，就能隔离外界热量、节约能源的“隔热玻璃涂料”面市了。本款产品是由NOROO涂料使用特殊纳米无机染料开发生产的DIY涂料，不论是谁都可以轻松使用滚筒粉刷于玻璃表面。经过20分钟左右，就可以轻松完成半透明贴膜玻璃。隔热玻璃涂料可以隔离高达30摄氏度的夏季炎热的阳光红外线，防止室内温度上升，同时隔离对人体有害的紫外线，保护皮肤和室内装修。此外，拥有半透明效果，是一款保护隐私的高功能性DIY涂料，与粘贴后很难撕除的贴膜不同，对于这款涂料，只需要使用喷雾器在玻璃表面喷撒一些水，就能轻易去除，十分便利。隔热玻璃涂料是掌握消费者需求开发出的划时代的DIY涂料，可轻易从大型超市或网上商城购买。NOROO涂料计划今后也将不断推出这种帮助顾客实现便利生活的功能性涂料。

NOROO PAINT & COATINGS TURNS OUT TO HAVE THE BEST “KOREA MOBILE MARKETING INDEX”

Noroo Paint & Coatings took top place in the “Korea Mobile Marketing Index.” The Korean Marketing Association (KMA) researched and announced the results for improving competitiveness through mobile marketing of Korean companies overall. The research is based on an online survey and industry experts’ review on how much a company’s mobile marketing activities sympathize with the market and customers. Noroo won top scores in Content, Communication, and Convenience.

NOROO涂料，荣获“韩国产业移动营销竞争力”一等奖

韩国营销协会(KMA)为推广通过营销强化韩国产业竞争力，开展了相关调查，NOROO涂料在本次调查中荣获“2014韩国产业移动营销竞争力(KMMI)”涂料领域第一名。本次调查中，为预测企业未来市场竞争力，通过在线问卷调查及专家评估，针对企业开展的移动营销活动与当前市场及顾客产生共识的程度进行了调查。结果NOROO涂料在内容、沟通、便利性项目中获得了高分。



MURAL PAINTING CEREMONY ON AUSTRALIAN PAVILION OF SEOUL ZOO AS TALENT-SHARING

MURAL PAINTING CEREMONY ON AUSTRALIAN PAVILION OF SEOUL ZOO AS TALENT-SHARING

On June 28th, 40 members from the Damjaengi Voluntary Group, which consists of volunteer clubs at 18 universities in Seoul, joined the mural painting ceremony that was held in the Australian pavilion of the Seoul Zoo to share their efforts for good faith. The pavilion houses exquisite animals such as kangaroos and cassowaries. The murals were painted with Soon & Soo antibiotic paint that was provided by Noroo Paint & Coating. This campaign for decorating the exterior of buildings to suit the special purpose and characteristics of each animal pavilion was the first case of there being a triple combination of sharing the talent of university students, using the infrastructure of Seoul Zoo, and an enterprise supplying materials. This project has been ongoing for 3 years and will be a successful case of sharing efforts.

开展分享捐献活动，为首尔动物园澳大利亚馆描绘壁画

6月28日，40名常春藤志愿者（首尔地区18个大学联合志愿团）在首尔动物园澳大利亚馆（袋鼠、食火鸡等），使用由NOROO涂料提供的“纯&秀”抗菌涂料，开展壁画描绘活动，捐献了才艺。本活动作为最早引进三重融合管理（大学生捐献才艺 - 大公园提供基础设施 - 企业提供物质支援）的案例，已持续开展三年。在700万余名游客到访的首尔大公园内，大学和企业共同参与，将各动物馆建筑的外墙装饰成为符合各馆特色的外墙，是分享捐献活动的成功案例。

EMERGENCY DRILL FOR NOROO PAINT & COATINGS

All employees of Noroo Paint & Coatings, including CEO Kim Soo-kyoung, conducted emergency drills on June 13th and July 4th. The drills were conducted in accordance with an emergency organization table that was prepared in advance. They are expected to improve the early suppression of disasters by activating firefighting vehicles and a disaster prevention team, and to also minimize human and property damages through the creation of solid coopera-



EMERGENCY DRILL FOR NOROO PAINT & COATINGS

tion with external parties. After a smoke bomb was ignited, the drill went on systematically and swiftly including processes such as the speedy delivery of the news of fire, suppressing and putting out the fire with small and large extinguishers and the outdoor hydrant, shutting power off, moving flammable materials, and evacuating. These drills were conducted so that every Noroo employee becomes familiar with the appropriate steps to take in case of an emergency.

NOROO涂料股份有限公司，开展应急演练

6月13日与7月4日，NOROO涂料股份有限公司在金守经社长及全体员工的参与下，开展了紧急情况应对训练。在该训练中，根据预先准备好的应急方案，当发生各种大型危险物火灾时，可自主启动消防车辆及应急防灾板，提高早期防控能力，同时通过与外界的紧密合作体制，将人力、物力受灾程度降至最低。发现灾情，点燃照明烟雾弹，迅速通知火灾状况，利用小型和大型灭火器、室外消防栓进行灭火；断电；搬移易燃材料；疏散人员等，各项训练有条不紊地进行。本次训练旨在让员工熟记应急过程，确保全体员工在面临突发应急状态时能够及时采取正确的行动。

Colormate Co., Ltd.

Colormate (株)

CONTAINER BOOTH PROMOTION OF COLORMATE DESIGN HOUSE

Colormate Co., Ltd. has built a promotion booth based on container for maximum mobility so that they can actively engage with potential customers living in apartment complexes that are scheduled to be repainted soon in Seoul and the Gyeonggi. The container-booth promotes and provides the company's



CONTAINER BOOTH PROMOTION OF COLORMATE DESIGN HOUSE

Color Simulation Service, where the company's color professional visits the customer's apartment to provide consultation. It also promotes the Color Interior Service and actual work and post-work services. The booth is a type of showroom that imitates an actual apartment including the living room, kid's room, bathroom, etc., which have all been painted with colorful paint products from Noroo Paint & Coatings. Also, many DIY products such as the Energy Saver, tile joint recovery agent, and fine insect screen are used so that customers can check them out in the booth. This free consultation campaign, which is expected to serve to promote Colormate's Design House service directly to customers, while spreading a brand new painting culture in Korea, will be expanded nationwide.

Colormate Design House，集装箱展台宣传

Colormate (株)制作移动方便的集装箱宣传展台，亲自到访首尔和京畿地区重新涂装对象公寓区开展积极的宣传活动。在集装箱展台，Colormate Design House的专业咨询师亲自到现场提供咨询，并现场进行色彩模拟，宣传施工、后续管理等Colormate Design House的色彩室内装修服务。集装箱展台通过用NOROO的多彩涂料重现客厅、儿童房、浴室的展示厅形态，Energy Saver、瓷砖修复剂、微孔防虫网等NOROO涂料的各种DIY产品，吸引了顾客的视线。本次宣传活动提供的免费咨询，不仅可以直接向顾客宣传Colormate Design House的服务，还能为在韩国传播涂料文化做出贡献。NOROO涂料计划将以韩国全境为对象，持续扩大活动范围。

IPK Co., Ltd. IPK有限公司

INTERNATIONAL PAINT BECOMES THE 1ST COMPANY IN THE GLOBAL MARITIME INDUSTRY TO BE AUTHORIZED FOR THE CERTIFIED EMISSION REDUCTION (CER) BUSINESS

International Paint, which has 130 years of history, held a press conference in London at the end of April to announce that it had become the 1st company in the global maritime industry to be authorized for certified emission reduction (CER) business.

Many industries have diligently worked on reducing greenhouse gases. The maritime industry, which takes up about 3% of total emission from the vessels, a major culprit of carbon emission, was not one of them based on the reason that vessels are not subject to international or regional emission control as they travel among countries. However, International Paint and Gold Standard managed to open a new way for vessel operators to benefit from additional revenue by reducing fuel costs and improving the energy efficiency of vessels, as well as trading CER.

In order for shipping companies to benefit economically from CER, they have to apply Intersleek from IPK boasting the best fuel efficiency, instead of current paint containing biocide, to bottom of ship. If a comparison of vessel operation records before and after applying Intersleek confirms improved fuel efficiency, related records and information can be submitted to international paint offices around the world, which will then transfer them to the Gold Standard. Depending on whether the documents prove saved fuel and reduced carbon emission, Gold Standard will issue CER, and the shipping company and IPK will take the CER.

IPK Co., Ltd., a Korean member company of International Paint, officially launched the CER of Intersleek back in May. CEO Kang Oh-soo of IPK had this to say, "Since 2010, vessels painted with Intersleek provide twofold eco-

nomie benefits from winning CER and cutting operation costs by saving fuel. It will also improve the image of the vessel operator as being an eco-friendly company."

国际涂料获得全球海洋产业首个碳排放权交易认可

4月末，拥有130年历史的国际涂料在英国伦敦召开的记者招待会上公布，在全球海洋产业领域率先获得了针对碳排放权的交易认可。

一直以来，各产业领域都在努力减少温室气体排放量。然而在海洋产业中，成为主要碳排放原因的船舶尽管占全球温室气体排放量的约3%，但因在国家之间移动的特性，导致很难编入国际或地区的排放权交易制。可是，国际涂料和Gold Standard通过提高船舶燃料效率，节约燃料费用，同时进行碳排放权交易，为海运船舶公司创造附加收入，开辟了新途径。

海运船舶公司为获得碳排放权的经济性利益，须在相应船舶的船底部位，使用国际涂料公司生产的高耗油Intersleek，代替原来含有Biocide（剧毒物）的防污涂料。对比使用前后的船舶运航记录，若呈现出明显的燃料节约效果，相应资料就会经由世界各地的国际涂料公司，提交给Gold Standard。通过资料审查，船舶燃料节约效果及随之产生的二氧化碳排放量减少效果获得证实时，Gold Standard就会发行碳排放权，由船舶公司和国际涂料享有。

国际涂料的韩国分公司（株）IPK于5月正式在韩国市场发行Intersleek的碳排放权。对此，（株）IPK社长康午秀表示“2010年以后，使用Intersleek涂装的船舶，不仅可以通过燃料节约效果减少船舶运营费用，还获得碳排放权，可以享受双倍经济利益，还能提高船舶公司的环保形象。”

Behind Cut

The Jeju sales office of Noroo Paint & Coatings is filled with freshness that reminds us of the blue sea of Jeju. Mr. Kim Byung-sun, the office Director, is also determined to "Take the top place in the Jeju market" with his sales competency as powerful as sea the wind of Jeju.

NOROO涂料股份有限公司济州营业所这里的碧绿让人联想到济州的海。金秉宣所长表示：“一定要在济州市场争做第一！”，并展示着如同济州海风般强劲的业务能力。

Anyone meeting the Little Penguin Pororo will immediately yearn for adventure and challenge like a child! At the "2014 DIY & REFORM SHOW," visitors enjoyed the show even more due to Pororo and Petty sharing their happy attitude with the audience.

令所有人都扑通掉入童心世界里的调皮鬼宝露露！在“2014 DIY & REFORM博览会”上，积极贴近观众的宝露露和帕蒂，让许多观众开心不已～

Sea wind of Tongyeong smells delicious, as if coming from fresh seafood. Cheerful and peppy young couples in Tongyeong call out, "You are welcome to Tongyeong."

统营的海的味道仿佛盛装着新鲜的水产般散发出美味的香气。“欢迎来统营旅游～”活力四射的年轻夫妻们激情地呐喊着。^^