

NOROO



Winter. 2015

Color & Community

*Community-oriented
society*

NOROO Quarterly Magazine | No.34, 2015

NOROO



Special Theme

Color & Community

- 04
- Column
- Life as a member of society
作为一个社会人

- 06
- Information
- Community and associations with diversity
各种社区

NOROO People

- 10
- High Five
- Breaking through 2015
by winning over new customers!
Suwon office of NOROO Paint & Coatings Co., Ltd
新客户，新突破！
NOROO涂料股份有限公司水原分店

- 14
- Focus on NOROO
- 2015 to bring on new colors
2015 NOROO INTERNATIONAL COLOR TREND SHOW
2015, 点亮新的色彩
2015 NOROO INTERNATIONAL COLOR TREND SHOW

- 18
- News Briefing

- 23
- Behind Cut



From “I” to “We”: Community-oriented society

“If the world of the past was heavily oriented toward competitiveness, the future focus will be on community, along with many new concepts,” Professor Lee Won-duck said in his book 『global economy after the Financial Crisis』 published by the Samsung Economy Research Institute in 2010. Like he said, in the midst of seemingly endless economic downfall for more than 4 years and competitions becoming even fiercer, people are starting to be concerned over the concept of “society” and to realize anew the value of community.

从我走向我们，社区社会

“过去，全世界只注重竞争发展。而如今，共同体意识日益凸显并催生出其他概念。” 在2010年三星经济研究院发表的《论经济危机以后》中，Lee Won-duk教授表达了上述看法。正如他当年的预言，4年后的今天，尽管经济萧条依然存在，竞争也更加激烈，不过人们已经开始思考“社会”的概念，并意识并持续关注着“共同体”的价值。

Color & Community

#1 Column

Life as a member of society

Society of danger, society of anger, society of fatigue, winner-takes-all society, and society of gap... these are the recent diagnosis on our society, none of them sounding positive in any way, which makes us wonder whether the modern age is heavily loaded with the feeling of “insecurity.” Insecurity or anxiety keeps pressuring us with words such as “Hey, now is not the time to be disengaged. Do something!” So, what should we do?

Cho Han-so, Woolim-Dure Cooperative Society,
Translator of 『I live as a member of society』

作为一个社会人

最近对于我们所处的这个社会，人们这样描述道：风险社会、愤怒社会、疲劳社会、胜者为王的社会、贫富两极的社会…… 这些名称都多少带有负面色彩，由此可见,在当今社会人们内心总是被“不安”情绪笼罩着。这种不安仿佛在提醒我们：“不要萎靡不前，振奋起来！”那我们该怎么做呢？

『我是社会的一员』译者, woollim互助组- Cho Han-so

FROM SELF-DEVELOPMENT TO MUTUAL DEVELOPMENT

“I see. I have to be ahead of others at all costs, in order to survive!” Driven by anxiety, we all concentrate on “self-development.” It sure is a good thing to develop oneself. After all, humans are trying to be better by developing themselves all their life. Nonetheless, the recent concept of self-development mostly focuses on pressuring ourselves to survive the fierce competition rather than true development by cultivating one’s personality. Since not everyone can win the competition, “healing” those who lost in the game is taking center stage. Still, the real issue may be something totally different. Our society blames the sufferers themselves for so many issues, but a lot of them are caused by people other than the sufferers, or even society itself. Developing only oneself is not effective enough, but we keep concentrating on personal resolution. What can be done? We must develop “our” selves mutually to overcome this crisis. The same goes for the so-called “healing.” Simply healing oneself will never have a long-lasting effect.

MEMBER OF SOCIETY AS NEIGHBOR

To overcome difficulties and stay happy for a long time, we have to discover ourselves living in harmony while finding hope in the role as “member of society.” When we say member of society, we usually think of someone graduating from school and making their living by getting a job. Nonetheless, the concept has to be expanded to encompass “anyone who develops society as its member.” Too old or young? Jobless? It should not matter at all. It is all about the attitude toward life. In other words, a member of society can be said to be a person who lives in harmony with his/her neighbor, gets help from society, and lives to turn society into a better place. Such concept may not be reflected on official economic statistics, but it is required to make our society work smoothly.

HOW TO LIVE AS A MEMBER OF SOCIETY

Sounds too grand? Not at all, actually. Everyone needs a starting ground, and each of us can be one for one another. As a social existence, we can only live in the midst of “relationships.” Opening our eyes to society means opening our eyes to relationship, which is also opening our eyes to our new selves. When we look around, many of us consider an issue to be our own responsibility instead of blaming someone else and try to find a better solution by working together with people around us. In the age of exceptional selfishness, some people still maintain relationships wherein they take care of one another. That is when we need to pump the social bond needed for survival. Realizing that mutual cooperation supporting our society is still continued and rediscovering its value will enable the world we live in to recover a more humane spirit. How about starting with looking around yourself, meeting up with your own neighbor, and joining hands?

从自我完善到互相启发

“要想生存下来，就必须想方设法出类拔萃！”似乎大家都惴惴不安，专注于“自我完善”。自我完善！这的确是充满正能量的字眼。我们穷其一生都在为成为更好的自己而努力拼搏。只是近年的社会，所谓的自我完善，相对于人格提升，则更偏向于如何在激烈的社会竞争中让自己更具生存技能。但毕竟在这竞争当中，不可能谁都成为胜者，所以针对那些在竞争中被淘汰的大批的人，社会上掀起各种“治愈”热潮。

真正的问题也许并不在于此。尽管这个社会在很多事情上都喜欢归咎于“自身责任”，但我们所经历的各种困难当中，有很多也来源于他人和社会。因此只注重“自我完善”，并不能真正解决问题。可人们总是执迷不悟，一门心思执着于解决自身问题。事实上正确的方法是什么呢？也许和他人相互切磋，“互相”启发，才是解决问题的有效之道。“治愈(Healing)”也是同理。一个人的疗伤，并不能维持多久。

友邻关系中的社会人

为了能够克服困难，寻求长远的幸福，我们必须开始关注共存的彼此，并从“社会人”这一角色中寻找希望。通常我们提到“社会人”时，大家都认为指的是刚毕业走出校门到社会就业、靠自己独立挣钱的人。从广义上来讲，凡是作为“社会一员共同创造社会价值的个人”都称为“社会人”。

这与年龄和是否就业无关。所谓的社会人，意味着对人生的态度。所以社会人，确切地说应该是指友邻相处，在接受来自社会的关爱及帮助的同时，也为打造更好的社会而努力的人。虽说并无相关的官方经济活动统计调查，但是正因为有了这样的彼此，社会才得以发展。

如何做一个“社会人”

“如何作一个社会人”，这句话可能听起来有些高大上，但这并不是什么艰难的事情。所谓“一个好汉三个帮”，我们需要构建一个相互需求和协助的关系。作为社会的一员，我们注定摆脱不了相互间的“关系”。当一个人意识到了社会，其实就是意识到了关系的存在，而能够意识到人与人之间的关系，那么事实上也就是意识到了崭新的自我。

其实在我们身边不乏这种人，他们有着强烈的责任感，从来不会事不关己，高高挂起。在我们的日常生活中，身边有不少人都喜欢碰头切磋，以求寻找更好的解决方案。在人情淡薄的当今社会，人们依然维持着互相关照彼此协助的人际关系。而我们为这种关系赋予了人类生存所必需的社会纽带的深意。当维持社会这种互帮互助的关系绵绵相传，并且我们自身也重新认识到这种价值时，我们所处的这个社会也将逐渐恢复人性的面貌。那么，您是否也需要关注一下身边，去寻找能与您牵手共进的友邻呢？



Community and associations with diversity

Establishing a community with a neighbor seems like a huge challenge, but the first step is actually a piece of cake. Cecile Andrews, who wrote "Living Room Revolution: A Handbook for Conversation, Community and the Common Good," said that we can start by gathering in the living room, kitchen, or anywhere to have a good talk and laugh over some drinks. Why don't you try to find the communities in your neighborhood? Or even better, you can start one!

各种社区

“携手友邻，构建社区”听起来像是喊口号，但往往都是从微不足道的小细节做起的。《返朴归真：重回美好的生活》的作者塞西尔·安德鲁斯(Cecile Andrews)在书中倡导，大家不妨聚在一起，在卧室或厨房喝茶品酒，有说有笑，天南海北的闲谈。你所在的地区，有哪些共同体呢？不妨也去找找看。如果您能主动给我们好的提议，那么无疑是锦上添花！

LIVING TOGETHER - SHAREHOUSE

In the 2014 TV show "It's ok, it's love," the characters rent a house with strangers and share daily life. There have been several types of Sharehouse, which means several families cooperating to build a house or single people who live in a room for rent jointly by leasing a house to share: "Happy House thanks to Communication" located in the Sungmisan Mountain village of Mapo-gu; "Minsnail Union," which proposes a non-profit housing model for the youth, and; "I-eumchae" of Gayang-dong in Seoul, the first cooperative association-type public housing in Korea. A resident participating in the "Happy House thanks to Communication" campaign says, "Living in shared space somewhat guarantees privacy, and it is fun to live with and help each other."

共同生活 - share house

去年热播的电视剧《没关系，是爱情》中，那些剧中人物并非一家人，而只是寄居在同一屋檐下分享喜怒哀乐而已。几个家庭聚在一起联手盖房，或者几个单身青年共同租借一间房子的share house，最近如雨后春笋般出现。比如麻浦区城山的“有沟通的幸福家庭”、倡导青年一族非营利性旅店的蛞蝓居、国内首个协同组合式公共住宅——首尔加阳洞的连体房等。“有沟通的幸福家庭”居民表示：“有了公共空间，反而私生活互不干扰，而且能互相帮助，生活很开心。”

EAT TOGETHER - SHARING A MEAL OR A SIDE DISH

Ever heard of "Chani-ne," a side dish sharing community at the University of Seoul? It is a gathering of students living by themselves to share dishes so that they can have good-quality food at minimal cost. The more students who joined, the more food became available; thus, they started the voluntary food service for the elderly living alone in the flophouse town of the Cheongnyangni area. Frequent visits to the senior citizen center in the neighborhood to cook a large quantity of food allowed the students to develop more affection for the town as well as to be friendlier with the elderly. Sharing food is not as grand as it sounds — simply starts by cooking a lot of Kimchi Pancake as a way of dealing with leftover kimchi and pressing the doorbell of your next-door neighbor to share it!

同吃 - 分享食物、分享食材

您是否听说过首尔市立大学学生们的食物共享共同体“餐儿们”？一些自己做饭的学生为了能用少量的钱吃到好的东西，形成了互相分享食物的共同体，后来随着参与人数增多，食物的量也变得更充足，于是开始给清凉里小屋村的独居老人们分享食物，开展了义工活动。为了寻找适合做大锅饭的宽敞场所，他们访问村子里的敬老院，渐渐和老人们也增进了感情，而且这种分享活动也让他们对这个地方有了深厚的感情，可谓受益多多。其实分享食物的机会很多，也很简单。比如每当家里的陈泡菜大清理时，可以顺便多烙一些泡菜饼，分享给左邻右舍，这就是迈向分享的第一步。

LEAN ON EACH OTHER - HEALTH WELFARE SOCIAL COOPERATIVE

What if I am the owner of the hospital I go to when I am feeling under the weather? It will probably seem more reliable than any other hospital. Health Welfare Social Cooperative, a non-profit hospital established with investment from community residents, started in Anseong in 1994; today, it has expanded to more than 300 associates nationwide. Statistics say that Health Welfare Social Cooperative has lower rates of prescribing antibiotics than the average prescription rate of all hospitals in Korea. For example, "Woori-dongne Hospital" in Wonju has a principle of "6-minute treatment," whereas some oriental medical clinics did not prescribe the herbal medicine requested by a patient as the doctor determined that it did not suit the physical constitution of the patient even though the medicine was quite expensive. Such a nice hospital that I own, and where my family doctor is waiting — isn't that cool or what?

看病有依靠 - 医疗福利社会协同组合

假设生病时访问的医院的主人刚好是我本人，那会是什么情景？应该是相比任何医院都感觉可信吧？医疗福利社会协同组合，即医疗社协是由地区居民出资建立的非营利性医院，起源于1994年安城，截至2012年，全国已扩大为300多个组合。据统计，医疗社协的医院相比全国医院，其开具抗生素处方率要低于平均。原州的“我们乡村医院”的原则是“6分诊疗”，有些韩医院在判断药剂不符患者体质时，甚至会拒绝出售补药。类似这种有我的主治医生，且我来做主的医院，是不是很想呢？



Color &
Community

#2 Information

HELPING EACH OTHER OUT - SPACE-SHARING STORE

Yim Tae-byung, who has been running the café “Behind” for many years and the co-president of Architects office SAAI, thought, “I really want to do something with the people I have known so far.” The idea materialized into a commercial space after hearing stories about small store owners who got expelled due to absurd demands from the owner of the building where their store was located. That’s how <Eojjeoda gage> was born in the Donggyo-dong area, out of concern for other people. The store has unique attractions, having multiple mini-stores such as café, beauty parlor, bookstore, and whiskey bar. When you think about it, the shopping areas are filled with various stores, and there is something that differentiates the atmosphere at <Eojjeoda gage>. Wouldn’t that be “being together” with other people?

协同劳作 - 共享空间商店

常年运营cafe behind的SAAI建筑的Im Taebyung共同代表称：“一直有个想法，就是跟关系好的友人做一番有意义的事情。”在听取了一些被房东强行撵走的商户的哭诉之后，这种想法变得更为具体，使他萌生了建造商业空间的构想，于是在东桥洞诞生了“就这样……店铺”，凝聚了对弱势商户的同情。在这里，各个商家主人运营着咖啡吧、美容院、书店、威士忌酒吧，形成了该区域独到的风景。其实这些商家的经营项目琳琅满目，但是是什么让这些风格不同的商家营造出了别具一格的风尚呢？答案就是“我们一起”这个词所蕴含的意义吧。



SHARED CHILDCARE - COOPERATIVE CHILDCARE & EDUCATION

As a saying goes, the whole town is needed to raise one child; this means that the responsibility of raising a child goes beyond the parents. <Cooperative Childcare & Education (www.gongdong.or.kr)> has set up a cooperative association that “raises all children together by going beyond entrusting my own kid or protecting the child of other parents” and provides services such as daycare center and after-class elementary school childcare. By committing efforts and collecting investment from the members to create the space, the associate lets the children learn a community-oriented lifestyle early on while pursuing the re-socialization of adults such as parents and teachers.

共同育儿 - 共同育儿和共同体教育

有句话叫“养一个孩子需要一座村庄”，意思是育儿不仅仅是父母的事情。人们不再局限于“将孩子托付给机构”的层面，而是将目光提升到“共同育儿”的目标。于是创建了“共同育儿和共同体教育(www.gongdong.or.kr)”这一协同组合，运营幼儿园和小学课后生活看护班等。志同道合的人聚集在一起，共同出资，搭建一个空间，为孩子从小传授共同体式生活方式，而家长和教师也可以通过这种平台，实现社会模式重建化。

COOPERATIVE PRODUCTION AND CONSUMPTION - LIVING COOPERATIVE ASSOCIATION

Diverse cooperative associations are mentioned in this article, but the most familiar or friendly-sounding ones are “living cooperative associations(Saenghyup)” such as Hansalim, Dure Saenghyup Cooperative, and Naturaldream, which are set up to provide eco-friendly food. According to the agriculture term dictionary, Saenghyup is established with investments from the members for the purpose of stabilizing daily life and improving the life culture on their own. It cooperates with producers of foodstuff and farm producers to vitalize the rural economy and to support transparently operated companies; at the same time, consumers are provided with healthy food and reliable products. Also in the local community are many gatherings of association members supported by the associations for the promotion of a community culture.

生产与消费协同 - 生活协同组合

提到共同体时，人们经常会想到协同组合。大家耳熟能详的协同组合大多是倡导绿色生活的“生活协同组合”，如一家人、互助组生协、自然之梦等。农业术语词典上对生协的解释是：消费者出于自身的生活安定和提高生活文化质量的目的，出资开展购买生活物资等事业的一种协同组合组织。生协可以直接和生产者互动，振兴农村经济，且鼓励诚信企业的成长，而消费者能购买到可信的产品，健康餐饮得到保障。另外，通过援助区域组合成员的各种聚会，为发展和提高共同体文化做出积极贡献。

Breaking through 2015 by winning over new customers!

A day at the Suwon office of NOROO Paint & Coatings Co., Ltd. starts with cups of coffee and tea. With the sweet aroma emanating from the cups sitting in front of them, everyone in the office gathers around to discuss new sales prospects, engage in a burst of exercise, and shout the slogan, “Attracting new customers is the only way to survive!”, which shook the office throughout the year 2014, and is spreading to nearby markets in Yongin, Anseong, Hwaseong, Osan, Gwangju, Pyeongtaek and Yangpyeong in 2015.

新客户，新突破！

NOROO涂料股份有限公司水原分店的清晨是从咖啡时间开始的。员工们聚在一起，一边喝着浓郁的咖啡和茶，一边讨论新客户，再做一些简单的健身操后他们高声喊着响亮的口号开启崭新的一天。“发展新客户才是硬道理！”这一震撼了2014年的口号，在2015年的每个清晨，依然在水原、龙仁、安城、华城、乌山、光州、平泽、杨平的上空久久回荡。

WEAPON OF CHOICE - BUSINESS CARD

A quick quiz – what is a piece of paper with letters and numbers on it called? It is small enough to put in one’s wallet but may turn out to have enormous importance and value. The first thing to cross your mind might be banknotes. But here the staff at the Suwon office of NOROO would give a different answer, namely, ‘business card’. All the staff members treasure their business cards, because they believe the first meeting when they exchange cards is the starting point of the effort to open a new sales branch.

“Whenever we get a new business card from a potential customer, we set up strategies and discuss how to execute them. It has pretty much worked out as a strategy and we have opened more and more new branches, while exceeding our sales target.” Speaking of this great achievement, Cho Hyun-sung, the general manager of the Suwon office, looks more determined than delighted. For Cho, who was full of excitement and the desire to work when he was given the job of running the Suwon office while working in Busan in August 2013, such an achievement is a thing of the past. That’s maybe because the new goal of reclaiming the top position of local sales will provide him with a new set of tasks to perform and goals to achieve.

“It’s been four years since the Suwon office opened, and I believe that the foundations laid by my predecessors and the cooperation from the staff here have brought us such great results. The staff members here are the ones who have to go through all the trouble.” From Assistant Chief Yeon Sung-hum, who has thorough knowledge on the Suwon area, Assistant Chief Ban Young-hoon, a model staff member with a lot to learn from, and Assistant Manager Ko Jae-deok, with his powerful marketing strategies, to Assistant Manager Kim Tae-hwan, who specializes in developing big special customers, Assistant Manager Kang soon-choon with his many years of experience, and Chief Staff Lee Kang-bin, who is ushering in a new wave of changes, General Manager Cho mentioned all the staff one by one and praised the efforts of all of them.

最珍贵的宝贝，名片

请来猜一个谜！纸片长得四方小巧，上面写着文字数字，可以轻松放入钱夹。大家猜猜这个宝贝是什么？想必，第一个浮现在脑海中的应该是纸币吧。而NOROO涂料股份有限公司水原分店的员工却会给出另外的答案，那就是——“名片”。

的确，水原分店的员工们将名片当作宝贝一样看待。因为在他们看来，交换名片的新的邂逅是增加新代理店的出发点。

“我们水原分店为了增加新客户，每当收到新代理店的名片时，都会对此进行讨论制定战略。这种做法非常有效，不仅能增加新客户，还能超额完成销售目标。”赵玹成部长平静地讲述着这一骄人成绩，他的表情无比欣慰，更多的是毅然决然。2013年8月，从釜山调任水原分店店长的赵部长，一直紧张忙碌的工作着。对他来说，2014年的成绩已是过去式，在“夺回地区第一”的目标下，更多的工作正在等待着他和他的员工们去完成。

“设立水原分店已有四个年头了，今天的成绩得益于前辈们打下的牢固基础，再加上员工们的齐心协力。我们的员工真是太辛苦了。”将整个水原地区掌控在手的延成钦次长、身上有诸多优点可学的潘永坝次长、营销战略高手高在德代理、大型特约代理店专家金兑桓代理、营销老将姜顺春代理、将带来崭新变化的李钢彬新任主任……赵玹成部长将每位员工的名字都一一提到，以此表达对员工们的感激与关爱。



Assistant Chief
YEON SUNG-HUM

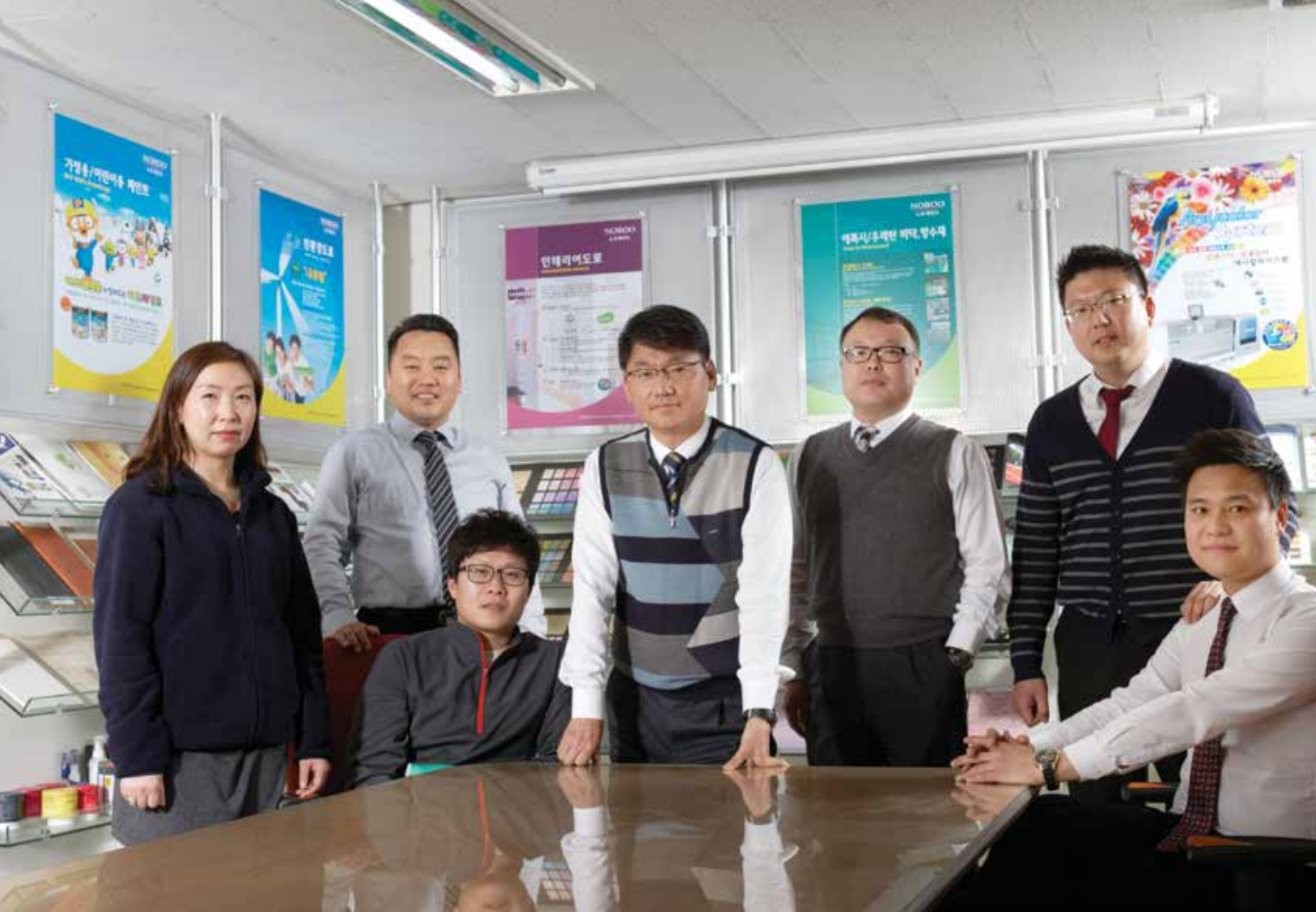


Assistant Chief
BAN YOUNG-HOON



Assistant Manager
KANG SOON-CHOON

SUWON OFFICE OF NOROO PAINT & COATINGS CO., LTD
NOROO涂料股份有限公司水原分店





Assistant Manager
KO JAE-DEOK



Assistant Manager
KIM TAE-HWAN



Chief Staff
LEE KANG-BIN



COLLECTION OF UNIQUE STRENGTHS

General Manager Cho calls the Suwon office the “legion of unique strengths”. Assistant Chief Yeon Sung-hum, Assistant Manager Kim Tae-hwan and Assistant Manager Kang soon-choon are well versed with the Suwon area, while the accumulated experience of Assistant Chief Ban Young-hoon and Assistant Manager Ko Jae-deok will provide fresh impetus to our marketing efforts. Now, the vigor of recent newcomer Lee Kang-bin will further add to these strengths. Assistant Chief Yeon Sung-hum admits that it is time to launch full-on marketing in Suwon, to which Assistant Manager Kang soon-choon wholeheartedly agrees, saying, “We have spent about a year together now, and it feels as if all the teeth of the gear known as the Suwon office are turning without a hitch.” Having all the members present at meetings with customers in the spirit of impressing them may have played a role in developing such an atmosphere. They even had the highest levels of customer satisfaction based on this method. The ‘Sarangbang Seminar,’ another activity raising great expectations for 2015, consists in convening painting technicians at the branch for technical descriptions, Q&A sessions and troubleshooting, if required. Similarly to the comment of assistant manager Ko Jae-deok that the business card collection initiative has enabled them to realize that there are lots of hidden customers, and that the more effort they put in, the greater the achievements made, the seminar may make everyone at the Suwon office pleased by the end of 2015.

TOWARDS THE NO. 1 SPOT, WINNING NEW CUSTOMERS!

“New customers are the only way to survive,” General Manager Cho emphasized once again as the close of the interview. Commentators and the media are saying that the economy will get worse, but we will help new customers to develop while maintaining good relationships with our current ones. We will also move towards the provision of impressive customer services, by continuing our business card collection campaign as well as keeping in mind that securing new customers is the only way to survive.” His eyes move to the new customers and the top place, like those of an archer at the Olympic Games eager for the gold medal. It seems as if the arrows being fired by the seven members of the Suwon office at the goals of 2015 can be heard cutting through the air.

个性超强的外籍军团，水原分店

赵玼成部长将水原分店评价为“外籍军团”。因为除了精通水原地区的延成钦次长、金兑桓代理、姜顺春代理外，拥有丰富经验的潘永坝次长以及高在德代理为这里注入了新的血液，此外还具备了新员工的活力。延成钦次长也评价道：“现在，水原分店开展积极现场销售的时刻到了。”姜顺春代理也有同感：“当前的这种成员组合磨合了一年左右，现如今大家合作起来已经非常融洽。”想必，为了提供令顾客感动的服务，全体员工每周一次与客户见面，为形成今天的团队精神也助了一臂之力吧！基于这种服务，还成功发展过一级客户呢！

爱心屋研讨会亦是令人期待2015年成果的活动。它是在代理店根据需求集结粉刷技师后，为其提供技术说明及疑难解答的活动。高在德代理深有感触地说，我们在开展名片收集活动中察觉到还有很多隐形的市场，因此只要努力奔跑，就一定能获得相应的回报。正如高代理所说，此类活动应该也能让2015年成为硕果累累的一年吧。

向着第一，向着新客户前进

在采访接近尾声时，赵玼成部长再次强调说“发展新客户才是硬道理！”。他说：“大众媒体报道说，未来经济可能会越来越不景气。2015年水原分店在完善管理现有代理店的同时，将会更加用心地扶持新代理店。在持续开展名片收集活动的同时，铭记‘发展新客户才是硬道理’，努力开展令顾客感动的服务。”赵玼成部长的目光如同瞄准靶心的箭一样，射向新客户、射向地区第一。水原分店七人团队射出的箭飞向2015年目标的声音，仿佛正在耳边回荡。



General Manager
CHO HYUN-SUNG



2015 NOROO INTERNATIONAL COLOR TREND SHOW



2015 to bring on new colors

Right before the year 2015 dawned, the outlook for new colors for the new year has been brightened by NOROO. The company announced its prospect of colors with PANTONE at the <2015 NOROO INTERNATIONAL COLOR TREND SHOW> on December 10, 2014. The show was made even more meaningful by the announcement of <NPCI> set up jointly by NOROO and PANTONE.

2015, 点亮新的色彩

2015年来临之际，新年的色彩展望已经被NOROO提前点亮。2014年12月 10日召开的 “2015 NOROO INTERNATIONAL COLOR TREND SHOW” 上，NOROO和PANTONE共同发布了今年的流行色。由NOROO和PANTONE联手成立的“NPCI” 也在本次活动中宣布上市。



NPCI – JOINT VENTURE OF NOROO AND PANTONE

Now on its 4th year, the <NOROO INTERNATIONAL COLOR TREND SHOW> has been recognized as a must-go event for those in the industry or researchers of colors and related trends. Participants who filled the 350-seater Grand Conference Hall of COEX paid attention to the stage, expecting new colors of the year 2015 and proposals. First taking the stage to greet the audience, President Kim Soo-kyong of NOROO Paint & Coatings Co., Ltd., started the show with a captivating question: “What is your color?” He continued, “A company with a distinctive brand may have an answer to this question.” He then gave examples of the red in Coca Cola and the green of Starbucks to impress on listeners the importance of color. President Kim also announced that NPCI (NOROO-PANTONE Color Institute), a new joint venture set up by NOROO and PANTONE, will provide color solutions to various industries so that they can deal with the importance more effectively. Ron Potesky, vice president of PANTONE who is visiting Korea for this show, said that he felt proud having NOROO as PANTONE’s first global partner, and that he hopes NOROO turns out to be a great help with PANTONE’s future color strategy.

NOROO和PANTONE的NPCI

今年，“NOROO INTERNATIONAL COLOR TREND SHOW”已迎来第四届，是关注色彩和趋势的人士定会出席的活动。当天，COEX Grand Conference 大厅的350多个席位座无虚席，大家带着对今年流行色彩和新提案的期待，关注着舞台。NOROO涂料股份有限公司金守经社长上台发表贺词，“请问大家，各位觉得属于自己的是什么颜色呢？”金社长的这个发问立刻吸引了台下的来宾。“品牌公司可以给大家提供一个答案。”他以可口可乐的醒目红色和星巴克的绿色为例，强调了色彩的重要性，并且介绍NOROO色彩研究所和PANTONE色彩研究所联手创建的NPCI(NOROO-PANTONE Color Institute)将为各种产业提供色彩解决方案。随后，为了此次活动特意来韩的PANTONE副总裁Ron Potesky发表了贺词，他表示很高兴首次合作伙伴是NOROO，并希望将来在色彩战略上相互能得到更好的帮助。



COLOR OF THE YEAR – MARSALA

The show kicked off with a lecture by President Lee Soon-yeong of LISOPHE, the researching lab of future prediction strategy. She noted that a change of a specific paradigm of an age is reflected on the colors; thus, changes of colors signify a new season, she added. According to her, color is more than just a color and should be considered an intangible technology. She also talked about the “Insight contained within colors and what matters to those dealing with colors.” The second lecturer is Tod Schulman, creative director of the PANTONE Color Institute. “Color is what comes to mind first and lasts in your mind until the last minute. It is like a magical mystery that captivates you, but you don’t know why,” he said. He continued by presenting images with the mystic properties of colors as well as brand strategies utilizing the colors. After a pause, the third lecture by Leatrice Eiseman started with the announcement of “Color of the Year,” which was the first color of 2015, for the first time in Asia. It was “Marsala,” a mixture of brown undertone and red tone of wine, providing satiety, simplicity, and sophistication at the same time. “PANTONE focuses on sensibility when selecting the color of the year,” Ms. Eiseman said, adding that the selection of the color of 2015 has been based on hints and clues collected from a trip and meetings around the world. She expressed hope that the color of Marsala will help diverse companies in selecting their own colors.

玛萨拉酒红色(Masala)，今年的色彩

作为活动第一项，负责研究未来预测战略的LISOPHE Lee Soon-yeong董事长发表了讲座。演说中他强调，时代的特定模式变化时会体现在色彩上，而色彩的变化则预示着新的时期的到来。他说，色彩并不只是颜色，而是要把它看作是一种无形的技术，并针对“色彩具有的洞察力和驾驭色彩的人士需注意事项”发表了演说。第二位发表演说的则是PANTONE色彩研究所的创意总监Tod Schulman。他说：“色彩是第一个让你想到且能让你记到最后的存在。极具魔力和迷幻，充满魅力，却又无法解释为什么。”举例中，他提到了利用色彩神秘属性的各种颜色图片和品牌战略。休息片刻后，开始了第三场演说。Leatrice Eiseman在介绍“今年的色彩”时，在亚洲首次公布了2015年度色彩。那就是咖啡色底色加以酒红色的“Marsala”色，饱满、朴素又给人以干练清爽的感觉。她说：“在选定本年度色彩时，PANTONE看重的是感性。”她解释道，该色彩是从全球旅行中收集了各种线索和会议而最终选出，希望本年度色彩能为各行业选定色彩起到有效帮助。



2015
NOROO INTERNATIONAL
COLOR TREND SHOW

COLOR SOLUTION 15/16 FROM NOROO

The exciting trip of colors was closed with the announcement of Color Solution 15/16 from NOROO by Chief Kwak Ho-chun of NPCI. He mentioned many events, accidents, and social phenomena in 2014 and offered a feast of colors under the theme of Nu-Rules of Color to overcome the diverse issues of modern age. Color samples from construction works, automobiles, and different products displayed in front of the show site let the participants experience the new colors, along with a tree decorated with the trend colors of 15/16 to deliver an exotic harmony of colors. The new and rich colors of NOROO finally made their debut on the world. Let’s find out what the world of 2015 — which they will fill — will look like.

15/16. NOROO的色彩解决方案

丰富多彩的此次色彩之旅盛会，最后以NPCI 郭镐天所长的关于15/16 NOROO色彩解决方案的主题演讲收尾。他列举了2014年发生的各种事件事故和社会现象，在此基础上提到了Nu-Rules of Color的概念，希望此概念能克服和解决前述客观事件引发的各种现代问题，并具体展示了丰富多彩的色彩秀。此外，还在演说厅旁边的展览区展示了建筑、汽车以及其它产品中应用到的色彩样品，为与会者带来了全新的色彩现场体验。用15/16 Trend Color装点的树展现了不同色彩的完美搭配。

NOROO的丰富色彩如今从讲堂走向了世界舞台。人们对于NOROO描绘的2015年风景满怀期待。



NOROO PAINT & COATINGS AWARDED USD 30 MILLION EXPORT TOWER AWARD ON THE 51ST ANNUAL TRADE DAY



NOROO PAINT & COATINGS, PANTONE SIGN MOU TO SET UP NOROO-PANTONE COLOR INSTITUTE

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT & COATINGS AWARDED USD 30 MILLION EXPORT TOWER AWARD ON THE 51ST ANNUAL TRADE DAY

NOROO Paint & Coatings was awarded the USD 30 million Export Tower award on the 51st Annual Trade Day ceremony held in COEX on December 5 last year.

The Annual Trade Day has been established to strengthen the will to promote balanced economic growth through international commodity trading and for Korea to develop into a full-fledged trading country. The tradition started as “Export Day” to celebrate November 30, 1964 when Korea first posted exports of USD 100 million for the first time, only to be renamed “Annual Trade Day” in 1987. When Korea became the 9th country in the world to record USD 1 trillion of exported goods on December 5, 2011, Annual Trade Day has been moved to December 5 since 2012.

Exports from Korea in 2014 have increased 2.4% YOY to USD 573.1 billion, whereas imports by Korea were pegged at USD 525.6 million (2.0% increase YOY); thus recording a total trading amount of 1.988 trillion. Korea has posted USD 1 trillion of trade for 4 years in a row since 2011. In addition, active trade balance was approx. USD 47.4 million, the highest ever since the USD 44 billion recorded in 2013. NOROO Paint & Coatings shared in the joy of posting a trade surplus by winning the USD 30 million Export Tower award. With the Ministry of Trade, Industry, and Energy expecting export, import, and overall trading to increase by 3.7%, 3.2%, and 3.5% respectively, everyone at NOROO shared the determination to put in more efforts into increasing the company’s own exports.

第51届贸易节，NOROO涂料荣获“3千万美元出口塔”奖

2014年12月5日，第51届贸易节在COEX隆重举行。该“贸易节”是为促

进贸易均衡发展，坚定贸易立国的意志而指定的纪念日。最初是为纪念1964年11月30日韩国出口额首次突破1亿美元而指定的“出口节”，之后从1987年起变更为“贸易节”。2011年12月5日，韩国成为全球第九个突破1万亿美元贸易额的国家，于是从2012年开始每年都在12月5日举行贸易节活动。

2014年，韩国出口额同比增长2.4%，达到5,731亿美元；进口额增长2.0%，达到5,256亿美元，创下共1.988万亿美元的交易额。2011年后已连续四年实现1万亿美元贸易额，2014年创下474亿美元的贸易顺差，超越2013年度的440亿美元，创下历史最高记录。NOROO涂料在本次活动中荣获“3千万美元出口塔”奖，加入了贸易顺差队伍。据产品通商资源部展望，公司2015年进出口额与贸易规模相比2014年将分别增长3.7%、3.2%、3.5%，NOROO涂料亦决心为增长出口额而加快步伐。

NOROO PAINT & COATINGS, PANTONE SIGN MOU TO SET UP NOROO-PANTONE COLOR INSTITUTE

NOROO Paint & Coatings signed an MOU to set up the NOROO-PANTONE Color Institute (NPCI) with PANTONE, a global color specialist company of the US, during a signing ceremony on December 9 of last year to take the official step into the color business market.

NOROO Paint & Coatings was the first Korean company to operate a color institute in 1987 to provide differentiated color service to customers in diverse fields such as automotive, consumer appliances, construction, environment, and color design. PANTONE Color Institute in the US also provided color solutions to industries including fashion, manufacturing, commercial contracting, interior design, graphics, advertisement, movie, and education to expand its business. Main content from PANTONE has been leading global color trends and wielding extensive influence in all industries. In particular, the “Color of the Year” announced by PANTONE is the de facto standard in design industries including fashion, interior, and advertisement, drawing attention from industries and academe around the world.

NOROO Paint & Coatings expects the deal with PANTONE to be a milestone

that will enable the company to provide quality color solutions through customized color consulting in various industries such as fashion, interior design, and advertisement, at the same time allowing technical cooperation with industries including construction, automotive, and consumer electronics.

NOROO涂料-PANTONE，成立NOROO PANTONE色彩研究所

NOROO涂料与美国全球色彩公司PANTONE公司于12月9日完成签约仪式，携手成立“NOROO PANTONE色彩研究所(NOROO-PANTONE Color Institute : NPCI)”，正式进军色彩商务市场。

1987年，NOROO涂料成为韩国涂料行业最早经营色彩研究所的公司。在汽车、家电、建筑环境色彩设计等领域为顾客提供个性化的色彩服务。与此同时，美国PANTONE色彩研究所一直以来在时装、产业、商业合同及装修设计、图形艺术、广告、电影、教育等多个领域提供色彩解决方案，且不断扩大事业范围。PANTONE所提供的色彩信息始终引领着全球色彩趋势，在整个产业领域发挥着巨大的影响力。尤其，PANTONE所选定的“年度的色彩”一直是时装、装修、广告等多种设计行业的标准，备受全球产业界与学术界的巨大关注。

通过签订本次合同，NOROO涂料不仅在涂料色彩方面与之进行技术合作，还会在建筑、汽车、家电产业以及时装、装修设计、广告等多种产业设计领域，通过定制型色彩咨询服务，向顾客提供高水准的色彩解决方案。

NOROO PAINT & COATINGS AWARDED A PLAQUE OF APPRECIATION ON DAY OF APPRECIATION HOSTED BY SEOUL GRAND PARK

NOROO Paint & Coatings was awarded a Plaque of Appreciation on the Day of Appreciation hosted by Seoul Grand Park on December 18, 2014. Held with the representatives of cooperating companies and group volunteers from diverse companies that supported the park, the event was intended to look back on year 2014 and to prepare for 2015. The participants viewed a video clip featuring the theme of “Beautiful coexistence” and shared the future vision announced by



NOROO HOLDS CSR ACTIVITY FOR “ANNA’S HOUSE” IN SEONGNAM-SI

Director An Young-ro. Many supporting companies aside from NOROO Paint & Coatings were awarded a plaque of appreciation at the event.

NOROO Paint & Coatings has signed an MOU with the park for 3 years in a row to fulfill its corporate social responsibilities. It is sharing its resources by supporting orphanages and local communities with free paint.

感恩节在首尔大公园，NOROO涂料荣获感谢牌

在去年12月18日举行的首尔大公园美丽伴我行“感恩节”活动中，NOROO涂料荣获感谢牌。该活动是邀请一年以来为首尔大公园献上过浓浓爱心的合作企业及企业团体志愿服务者，一同回顾2014年并展望更加美好的2015年的感恩盛会。在欣赏美丽伴我行视频的同时，一起分享由首尔大公园An Young-ro园长发表的未来愿景。此次盛会除了NOROO涂料，还有多家合作企业荣获感谢牌。

NOROO涂料已是第三年与首尔大公园签订MOU并开展社会贡献活动，一直以来坚持向保育院、社区赞助涂料等进行着多种分享活动。

NOROO HOLDS CSR ACTIVITY FOR “ANNA’S HOUSE” IN SEONGNAM-SI

As part of efforts to fulfill the company’s corporate social responsibility, volunteers from NOROO Paint & Coatings painted the Anna’s House (Blue Youth Shelter of Seongnam-si). Leaks in the building were discovered as the shelter got old. Thus, the Suwon office of NOROO Paint & Coatings joined Priest Vincentio Kim Ha-jong, director of the shelter, in performing the repair work on the walls of the shelter. “I sincerely appreciate the meticulous efforts of NOROO Paint & Coatings from the start to the end of the work,” Priest Vincentio Kim said after completing the work. He also expressed his gratitude to NOROO for turning the shelter into a more meaningful place for the youths since they themselves have hand-picked the colors, which made the residents attached to the building.



NOROO PAINT & COATINGS DESIGNATED AS "BENEFICIAL COMPANY IN ENERGY SHARING"

在城南“安娜之家”开展社会贡献活动

去年11月，作为社会贡献活动的一环，NOROO涂料在“城南市蓝色青少年之家——安娜之家”开展了涂料志愿服务活动。城南安娜之家运营的青少年之家因建筑物老化而出现的漏雨等问题，急需进行外墙涂料施工。在本次志愿服务活动中，城南市蓝色青少年之家（安娜之家神父Kim Ha-jong）与NOROO涂料水原分店携手进行了外墙施工。当外墙涂料工程完工后，安娜之家Kim Ha-jong神父一再表示感谢，他说：“NOROO涂料从开始到结束始终为我们细心地粉刷着涂料，真的非常感谢。”他表示，因为使用的是青少年之家的青少年们亲自挑选的涂料粉刷墙面，使整个施工过程更有意义，青少年之家也成了更让人心爱的空间。

NOROO PAINT & COATINGS DESIGNATED AS "BENEFICIAL COMPANY IN ENERGY SHARING"

NOROO Paint & Coatings was designated as one of the leading companies in the energy saving and sharing efforts during the ceremony for "Beneficial Companies in Energy Sharing" held on January 20 in the new Seoul City Hall. A total of 15 appointees including the Industrial Bank of Korea, Philips Korea, LG Electronics, GE Lighting Korea, and NOROO Paint & Coatings received the certificate of designation. The Seoul municipal government plans to launch diverse environmentally focused and energy-sharing campaigns such as provision of high-efficiency LED lamps to enable low-income families to save on energy costs, campaign of painting rooftops white, which will reduce the heat island effect and save on the energy cost for cooling in summer, "Good Store" campaign wherein stores are encouraged to keep the door shut while cooling or heating devices are turned on, and initiative to use cooking utensils with high energy efficiency. Other projects under preparation include the provision of water conservation device for free to local child care centers, cleaning of boilers and installation of wind shields to cover the crevices of doors of houses where energy-poor families live, and energy saving project wherein the saved water and electricity will be shared with those in need of energy.



FORMER UNION CHIEF KIM YONG-MOK ELECTED SECRETARY GENERAL OF FKTU GYEONGGI REGIONAL OFFICE

"Thanks to the efforts of companies leading the initiative of energy saving and welfare projects, the initiative to turn 'Seoul into a place where everyone feels warm together' is being expanded dramatically. I hope the designation of Beneficial Companies will help increase the number of companies that put priority on environment and sharing," Mayor Park Won-soon of Seoul commented.

NOROO涂料被委任为“分享能源的有益企业”

1月20日，在首尔市政府新办公楼召开的“分享能源的有益企业”活动中，NOROO涂料被选为领先实践节能与分享的企业，接受了委任状与名牌。在本次活动中，与NOROO涂料一同被委任的有IBK企业银行、PHILIPS、LG电子、GE LIGHTING KOREA等15家企业。首尔市将与这些企业携手合作，为节省低收入层的能源费用而普及高效LED照明，同时，将积极开展可缓解热岛现象及节约冷气能源的屋顶刷白漆运动、不敞着门开冷气的善良店铺运动、高效节能生活厨具普及活动等节能分享实践活动。此外，正在策划中的活动还有免费安装地区儿童中心节水器；以能源贫困层为对象，开展锅炉清洁与门窗缝防风材料施工；节约水电，与需要能源的人们分享的能源共享项目等。首尔市市长朴元淳在本次活动中发表演讲时说道：“多亏这些在节能与能源福利事业中领先前行的企业，‘温暖首尔’的暖流正在逐步扩散。”，“希望以推出分享能源的有益企业团队为契机，涌现出更多以环保与分享为优先的企业。”

FORMER UNION CHIEF KIM YONG-MOK ELECTED SECRETARY GENERAL OF FKTU GYEONGGI REGIONAL OFFICE

Kim Yong-mok, former union chief of NOROO Paint & Coatings, was elected secretary general of the FKTU GyeongGi Regional office by landslide vote, having won 94.1% of the votes. The new Secretary General worked at NOROO until 2014, flavoring the labor union culture of Korea with his unique positive energy while leading the initiative of protecting and improving the

social status and rights of workers. "Gyeonggi-do needs more quality companies to create more jobs. Resolving the unemployment issue by creating more jobs depends on whether we can make Gyeonggi-do a better place to operate a company," Kim said. Talking about his vision as Secretary General, he noted that unions are keenly aware of the responsibility for social polarization and are actively engaged in volunteer works to protect and care for those in need. "Under my leadership, FKTU GyeongGi Regional office will provide protection for the disadvantaged people and pursue labor campaigns for them," he vowed.

金容穆前工会主席被选为京畿地区本部秘书长

1月25日，在第12代韩国劳工总会京畿地区本部秘书长竞选大会上，NOROO涂料的金容穆前工会主席以94.1%的压倒性支持率胜出。当选新秘书长的金容穆前工会主席，在2015年之前一直在NOROO勤勤恳恳工作，带头传播韩国劳资文化特有的积极能量，积极维护劳动者权益，并提高了劳动者的社会地位。金容穆韩国劳工总会京畿地区秘书长强调：“为了创造好的工作岗位，应有更多的优秀企业入驻京畿道。”，“也就是说，如果想创造工作岗位、解决国民就业问题，就应将京畿道打造成易于企业经营的环境。”此外，他还表示：“面对社会两极分化，劳动团体也切实感受到社会责任，因此积极地开展着照顾困难友邻等志愿服务活动。”，“我们将成为保护社会弱者，为他们谋求劳动运动的本部。”

NOROO BEE Chemical Co., Ltd.

NOROO碧化学有限公司

NOROO BEE CHEMICAL HOLDS GROUNDBREAKING CEREMONY FOR NEW FACTORY IN YANCHENG, CHINA

On December 15th of 2014, NOROO BEE Chemical Co., Ltd. had the groundbreaking ceremony at its new factory site in Yancheng of China. Yancheng is



NOROO BEE CHEMICAL HOLDS GROUNDBREAKING CEREMONY FOR NEW FACTORY IN YANCHENG, CHINA

a city of Jiangsu province located between Qingdao and Shanghai, Yancheng faces the Yellow sea to its east. The 3 factories of KIA MOTORS are located nearby (with annual production capacity of 0.6 million units), and more than 600 Korean companies are based there, too. It also has sisterhood and friendship relations with Namwon and Gwangju of Korea for an extended exchange of culture. The Yancheng factory site measures 19,830m2, with initial annual capacity planned to be up to 3,000 tons. The site will have a main building, a manufacturing building, a product warehouse, and a material warehouse. Designs of the entire site will be ready for future expansion since the total quantity may exceed 10,000 tons. Major personalities at the ceremony included those from NOROO BEE Chemical such as Byeon Jung-kwon, CEO of NOROO BEE Chemical, Kwon Ji-hun, president of NRB Yancheng branch, Ryu Do-yun, union chief, and executives from main partners including Choi Jin-ho, president of HANIL E-HWA, Yang Jonf-man, president of Sungji, Bae Rae-hee, president of Jin-tech, and other major guests from Yancheng City such as Qu Bin, secretary of the Development Zone of Yancheng City. President Byeon of NOROO BEE Chemical greeted the guests in fluent Chinese. "The Yancheng branch is the 6th overseas branch of NOROO BEE Chemical, the parent company in Korea, after that in the US, Czech Republic, India, Brazil, and Beijing branches, and it is a real pleasure to have this groundbreaking ceremony for a new factory here in Yancheng. Since the city is considered one of the most important business sites in China with numerous companies and their partners from Korea and other countries based therein, the Yancheng branch of NOROO BEE Chemical will function as the manufacturing base of top-quality paint products as one of such partners and will provide the best products and services with fast response to market demands," he said. Hiring local human resources in the Yancheng area will also contribute to boosting the local economy and creating jobs. All in all, the establishment of the Yancheng branch of NOROO BEE Chemical will be the foundation upon which



COLORMATE HOLDS OPENING CEREMONY
FOR RENOVATED NONHYEON OFFICE

the company will be able to provide versatile paints for diverse purposes — including automotive or plastics — to its partners in China.

举行中国盐城工厂奠基仪式

2014年12月15日，NOROO碧化学在中国盐城宝峰镇举行了盐城法人工厂的奠基仪式。盐城位于青岛与上海之间，东临黄海，隶属于江苏省。附近入驻有起亚汽车第一、二、三工厂（年产量60万辆），目前有600多家韩国企业入驻于此。韩国的南原市、光州市分别与盐城缔结姊妹城市、友好城市，长年保持着友好交流。

盐城工厂用地面积达6000坪（19800平方米），初期计划年产量3000吨。用地内计划建设本馆、生产车间、产品仓库、原料仓库等建筑物，为应对物量超出10000吨的情况，设计中还预留了可追加建设的部分。

NOROO碧化学社长卞正权、NRB盐城法人代表权志宪、工会主席柳道然等NOROO碧化学的相关人士，以及公司主要客户HANIL E-HWA的崔镇镐总经理、Sung Ji的梁钟满社长、JINTECH的裴来熙总经理，以及盐城市开发区书记瞿斌等多位盐城主要相关人士出席了当天的奠基仪式。

在当天的活动中，卞正权社长用汉语致辞。他说：“母公司位于韩国的NOROO碧化学继美国、捷克、印度、巴西、北京法人后，又在盐城设立了第六家海外法人，今天正是为盐城法人工厂进行奠基仪式令人激动的历史性的瞬间。”，他承诺：“盐城是中国非常重要的商业中心，包括起亚汽车在内的众多国内外企业及其外协企业在此入驻。NOROO碧化学盐城法人作为这些主要公司的合作者，将成为提供最优质涂料产品的生产基地，并以此为基础以最快的速度向相关公司提供最优质的产品及服务。”

此外他还表示，将雇佣大批中国当地员工，为地区经济发展与创造就业岗位做出贡献。NOROO碧化学通过设立中国盐城法人，将以最快的速度，为中国境内的合作公司提供最高品质的汽车塑料涂料服务。

COLORMATE Co., Ltd.

COLORMATE（株）

COLORMATE HOLDS OPENING CEREMONY FOR RENOVATED NONHYEON OFFICE

The Nonhyeon office of COLORMATE held a ceremony for relaunching on November 5, having completed renovation for 2 months. The face-lifted Nonhyeon office is now equipped with two buildings: the main office for sales of premium paints from PANTONE, other imported paints, and related products, and an annex building to function as DIY Paint Café and Painting Academy to provide better customer service. Armed with the most colors in Korea (more than 6,500), COLORMATE will faithfully serve as the store for premium paints while fulfilling the needs and expectations of customers on higher levels. The ceremony was joined by many notable figures including Ahn Kyung-soo, Chairman & CEO of NOROO Paint & Coatings, and president Kim Soo-kyong. The presence of staff from AkzoNobel who were visiting Korea in celebration of the launching of its DULUX brand made the event more meaningful.

COLORMATE论岬店重装后开业

COLORMATE论岬店在结束2个月的装修施工后，于去年11月5日正式开业。全新装修的COLORMATE论岬店分为本馆和分馆，在本馆主要销售PANTONE高级涂料、进口涂料以及与涂料相关的产品，分馆主要为顾客提供DIY绘画咖啡厅、画院等空间。拥有韩国最多色彩(6,500种色彩)的COLORMATE从此不仅可以充分执行PREMIUM PAINT专卖店的作用，还能满足顾客不断提升的眼光与期待。当天，NOROO涂料安京洙会长、金守经社长与各位来宾一起出席开业活动，特别是为纪念DULUX品牌推出而访韩的阿克苏诺贝尔等相关人士也一同出席，使此次活动更具意义。



Mr. Tod Schulman, Creative Director of the PANTONE Color Institute, gave a lecture on the application of trend of design strategies at the <2015 NOROO INTERNATIONAL COLOR TREND SHOW>. He gamely joined the audience for pictures after the lecture, flashing a big smile.

在<2015 NOROO INTERNATIONAL COLOR TREND SHOW> PANTONE色彩研究所创意总监Tod Schulman针对设计战略中如何使用流行趋势进行演讲，当他走下讲台后依然保持着愉快的微笑并和与会者合影留念



Last year's radiant Orchid serves as the background for Marsala, the new Color of the Year. Nails in heavy but passionate Marsala seem to mix well with the calm but mystical Radiant Orchid.

去年的色彩兰花紫与今年的色彩玛萨拉酒红色系列的美甲聚集在了一起。冷静而神秘的兰花紫与深沉而激情四射的玛萨拉酒红色的完美融合，瑰丽无比！



When asked to pose for a picture of having a meeting, staff at the Suwon office of NOROO Paint & Coatings replied, "Why don't we have a real meeting instead?" It was supposed to be a serious picture, but they probably found the idea of posing for the camera utterly hilarious.

原本是为了拍摄假装开会，可没想到一句“那咱们就真的开个会？”过后NOROO涂料水原分店竟然就真的开始讨论今天的工作日程了。只是原本应该认真讨论的会议，在镜头前大家忍不住爆笑。