

NOROO



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the Wind

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NOROO



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Wind of Change

The coming of spring is signaled by the warm breeze. As the old Korean saying goes, “the spring breeze creeps into our skin.” Indeed, cold spells may cause us to feel despair, yet, slowly but surely, the flowers come into full bloom. Our hearts swell with expectations. “Wind” has many meanings; in Korean, it can mean change of heart, fervent wish, or change in situation. It is a word that represents movement and change to come.

千变万化的风

春天乘风而来，俗话说“春风化春雨，润物细无声”，春风虽然似剪刀，但也吹红了春花，让人心潮澎湃。气压的变化、空气的流动，以及殷切期盼的心情和某些事情能带来的气势，风就像字典中罗列的多种意思一样，代表着千变万化。



Paying Attention to the Wind in You

A gust of wind makes its way into a stifling room. There is a sudden sense of relief, a sense of hope. Suddenly, nightmares of a scary past take over, times when you had to flee powerful winds. But you tell yourself you will glide in the wind like a bird instead of running away. Now that you have experienced the worst, you have honed the ability to face your fears.

Written by Lee Eun-i,
author of 『Collecting London (London Sujip)』 and embroidery artist

倾听我内心的风声

烦闷而沉静的心扬起了风，仿佛是久违的激动。忽然想起，曾经害怕被飓风吹走而逃避的日子。若能回到从前，我想我不会再逃避，而是像小鸟一般随风飞翔。如今，我清楚地了解在我内心唤起的风，因此我不再畏惧。

文-Lee Eunyi, 『伦敦选集』作者，针线活儿作家

CHANGE: THE INTRINSIC ATTRIBUTE OF WIND

About a decade ago I experienced winds so strong I could barely keep my balance. I was traveling Cape Reinga, the northernmost tip of North Island. The wind blowing in from the sea was so strong it blew away signs. Trees grew sideways as if their branches were creeping across the earth. Frightened by signs scattered on the ground, I hunched my back, looking for shelter in an awful hurry.

The dictionary says “wind” is change in air pressure or movement of air. It lacks physical form but has the power to change everything. It blew away the signs at Cape Reinga, forced the trees to grow horizontal to the ground, and of course, made me run away. Wind changes landscape, climate, and even our way of life. Wind is best characterized by change.

THE FLIPSIDE OF WIND

Like anything else in the world, wind can have both positive and negative effects. Wind strength is measured on a scale of zero to twelve. The higher the number is, the stronger the wind. In Korea, a tier 12 wind is called ssaks-seulbaram, literally meaning “wind that wipes out everything.” This is a good example of a wind that has adverse effects on us humans. Hurricanes in North and Central America, typhoons in Northwest Pacific, cyclones in India, and willy-willies in Australia are different names of ssaksseulbaram, which takes precious lives and causes millions worth of damages. But wind circulates Earth’s atmosphere, adjusting its temperature and creating sea currents that prevent red tide. Its positive influence cannot be overlooked.

We can use wind for our benefit. Wind plays a big role in preserving the delicate natural balance by carrying pollen and seed pods. Birds allow the updraft and downdraft to carry their bodies. Wind is a green source of energy for us. Headwinds can prolong your journey and cost more fuel, but tailwinds can make a flight quick and effortless.

THE WIND WITHIN

We experience wind in various stages of our lives. Sometimes, the sailing is smooth. All your problems get solved by themselves. Other times, you find yourself struggling at every step, as if you were walking against the wind. In Korean, wind is baram, which also means “to wish for something.” Just as the wind changes the terrain, we humans dream of change. Change can come only when we open up to the outside world and listen to our inner voice. Closed doors block out the wind. It may seem tranquil and safe, but in time the air will become stale.

A famous illustrator and children’s book author, Tasha Tudor prefers to refer to herself as a housewife. She was dedicated to domestic work and gardening her entire life. She finished school, studied abroad, and published a few books under her name. Now, she is a mother of one, making small items with her needling skills. Although her life is far from what many may consider successful, this is the life she dreamed of. The fact that she is living her dreams still excites her. A butterfly’s single flap of wings can change the track of a hurricane. The beginning may seem meager and unimportant. Your journey may be ruined by headwinds or completely destroyed by a ssaksseulbaram. When the going gets tough, always remember that you have the inner power to stand against the strongest wind. Life is continuous change, just as it is in nature. Why not open the windows of your heart and listen carefully to the wind of change?

风的属性——变化

10年前，我曾遭遇过足以让人失去身体平衡的非常强烈的风。那是新西兰北岛最北端的一个叫Cape Reinga的地方，从苍茫大海吹过来的海风不知有多强烈，将标志牌都刮倒了好几个，连那里的树木都以弯曲的形态贴地生长。我担心自己会像标志牌那样被风刮倒，于是学着树弯曲的样子蜷缩着匆匆走了下来。

词典中对风的定义是气压变化或空气流动。风虽然没有形态，但它却有着改变世界万物的能力。刮倒立在Cape Reinga的标志牌、改变树的形态、让我逃离，这些都是风的杰作。风如此这般对自然、事物和人们的生活状态产生着极大的影响。风的本质就是变化。

风的两面性

风吹过的地方会产生负面与正面两种结果，风的强弱用0~12级表示,数值越大，说明风力越大。最高风力达到12级时称为飓风，这是给人类带来灾难的代表性级别。北中美的Hurricane、北西太平洋的Typhoon、印度洋的Cyclone、澳大利亚的Willy-Willy等等都是飓风，它们几乎每年都会给人类带来巨大的财产损失及人员伤亡。不过对于大自然来说，它会起到通过大气循环来调节地球温度，引起海流来消除赤潮等现象的正面影响。

运用好风力可以做很多事。风是将花粉与种子飘散向远方，从而达到生态平衡的媒介；鸟儿利用上升下降的气流而飞翔；风是电能的主要来源之一。此外，逆风虽然会有阻碍，但反方向即可成为顺风，正如“一帆风顺”一样，风让航海与飞行变得简单。

内心的风

说起风，其实我们的人生也在刮风，有时是让事情顺利进行的顺风，有时又是妨碍事情进展的逆风。而我们要关注的是刮在我们内心的“风”。“盼望某件事情能够实现的企盼之心”，将此称为“baram” (译者注：风的韩语发音与韩语期望的发音类似) 可谓是语言之妙处。如同风慢慢在改变世界万物一样，企盼着心想事成的心，即只有倾听内心的风，敞开心扉付出行动，才能得到真正的变化。因为封闭的地方是不会起风的。也许，这样会寂静且稳定，但也会非常烦闷。

著名童话作家兼插图作家塔莎•杜朵(Tasha Tudor)很有名，但她总是介绍自己是“家庭主妇”，并热衷于侍弄庭院里的鲜花等各种家务。像其他人一样，出国留学回国后还出过书，但如今她已经是一个孩子的母亲，还会拿起针线做些小东西，虽然与社会所期待的成功相差甚远，但因为是内心所向，所以她很享受这样的生活。

都说像蝴蝶振翅能改变台风的方向一样。开始也许不够完善，可能遇到逆风而受挫，也可能会被飓风破坏一切。但是，我内心的风也足够强大，所以并不惧怕外来的风。大自然既是如此，我们的人生也同样是变化的延续。从今天起，请敞开心扉，倾听你内心的风声吧！

Oh, You are the Wind, Wind, Wind

The wind, baram in Korean, is thought to have the ability to change what it touches. The spring breeze hints at the coming of a warmer season; the autumn wind turns the green leaves of trees into bright red, orange, and yellow. “Wind” has a positive connotation in the art industry since it represents a new beginning. On the other hand, the word can be used in a negative context. Neutbaram, Chumbaram, and Chimatbaram each mean “to have extra-marital affair(s) in one’s old age,” “to get hooked on dancing in one’s old age,” and “mothers who are overly involved.” As you can see, “wind” could mean many things. What does wind mean to you?

他的名字是风，风，风

风有着改变某种事物的力量，春风可以让冬天变成春天，秋风可以让枝繁叶茂的绿色变成一片红黄的世界，且毫无商量的余地。对于渴望新生事物的艺术界来说，风是非常美好的词汇；但对于犯人来说，它似乎更多地用于不受欢迎的变化，例如老不正经、舞疯子、好色（注：这三个词汇均带有“风”的韩语发音“baram”）等贬义词等。如此千变万化的风，您希望刮到您眼前的是什么风呢？

CATEGORIZING WIND BY STRENGTH

Natural wind can be categorized by strength just as a mechanical fan has different settings. The Beaufort wind force scale categorizes wind by speed on a scale of zero to twelve: calm, light air, light breeze, gentle breeze, moderate breeze, fresh breeze, strong breeze, high wind (moderate gale, near gale), gale (fresh gale), strong gale, storm (whole gale), violent storm, and hurricane force. In Korea, wind can have a different name depending on when it is blowing. Maparam is the wind from the south that blows in summer and autumn; sosori is the sharp cold wind that blows early spring; hanuibaram is wind from the west. You can detect the change of seasons by simply determining the direction of wind.

风也有等级

就像风扇有微风、弱风、强风一样，大自然的风也有等级。从1级到12级，对每一级别的风都有不同的称谓：一级软风烟稍斜；二级轻风树叶响；三级微风树枝晃；四级和风灰尘起；五级清风水起波；六级强风大树摇；七级疾风步难行；八级大风树枝折；九级烈风烟囱毁；十级狂风树根拔；十一级暴风陆罕见；十二级飓风浪滔天。风还根据季节和风向的不同而有所不同：送暖的南风是夏天或秋天从南方吹过来的风；初春寒冷透骨的风是萧萧寒风；从西边吹过来的风则是西风。从风向上，我们可以感受到四季的变化。

IT’S BARAM, NOT BARAEM

How good is your Korean? Which word means “wind” or “wish” in Korean, baram or baraem? When we want something to happen, we make a wish in our hearts. In Korean, this is called baram. The right answer is the first Korean one. Baraem is when color tarnishes from sunlight, moisture, or chemicals. When a white shirt loses its color, it has baraem. Korean language speakers often confuse the two words.

不是“希望”而是“风”

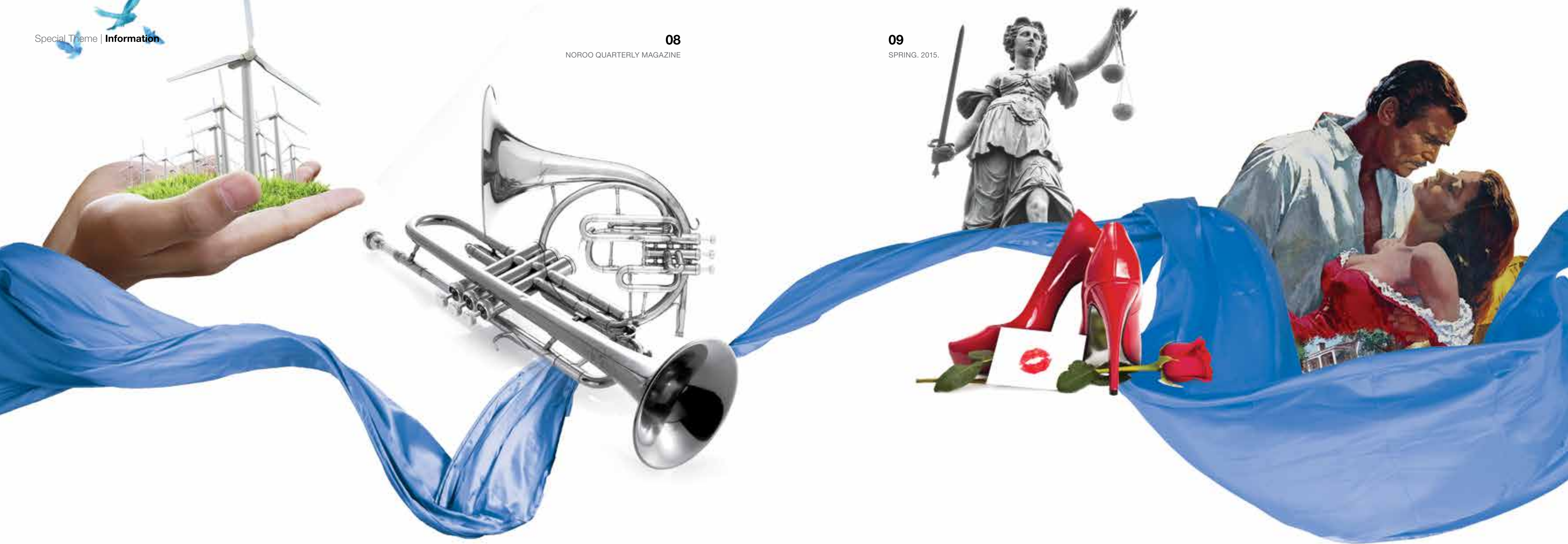
提个问题：“我希望你的‘Baraem’（在此指‘希望’）能够实现”，“我希望你的‘Baram’（在此指‘希望’）能够实现”，你觉得哪一句是正确的呢？通常，我们希望某件事情或某种情况能够实现或按预期进行时，会用“希望”一词，而当“希望”用作名词时，则与韩语中的“风”发音“baram”相同。也就是说，第二句是正确的。在韩语中，“baraem”意指因日晒、潮湿、药物等导致的“褪色”，例如“衣服黄黄地都褪色了”等。因为会与“风”的发音“baram”发生混淆，所以更应该正确使用。就像风会带来各种变化一样，我们的内心也需要希望，需要由风而起的变化。

THE WIND IS RISING! ...WE MUST TRY TO LIVE!

“The wind is rising! ...We must try to live!” is a phrase from poet Paul Valéry’s The Graveyard by the Sea. Last winter, fictional character Cha Do-hyeon played by celebrity actor Ji Sung of last winter’s hit television series Kill Me Heal Me quoted the line. It was considered his most memorable line in the show. His suicidal alter ego, An Yo-sep, repeats the line to himself and disappears. The two sentences end Korean poet Nam Jin-u’s Seven Notes on Comte de Lautréamont’s Frustration and Disappointment or Practicing Despair, a poem that won the 1981 Dong-A Ilbo Spring Literary Contest. We must continue to live whether or not the wind blows.

起风了，我要活下去

“起风了，我要活下去”，“没有风，我也要活下去”。这是保尔·瓦雷里的《海滨墓园》以及他的老师斯特芳·马拉美在《海滨》中的诗句。去年冬天，在以多重人格为题材热播的电视剧《杀了我，治愈我》中，演员池城引用的这句诗成了人们印象最为深刻的台词。剧中总想着要自杀的人格安约瑟最终在融合时，便吟诵出了“起风了，我要活下去”。这两句诗也曾出现在1981年入选《东亚日报》新春文艺中的南真祐的诗《关于洛特雷阿蒙伯爵的彷徨与挫折的七个备忘录或绝望演习》中的最后结尾处，无论风起与否，我们都要坚持活下去。



WIND AS A SOURCE OF ELECTRICITY

The North Wind and the Sun is one of Aesop’s Fables. The North Wind tries to win the Sun with brute force but loses to the Sun’s warmth. In real life, wind is just as good in producing electricity as the sun. In fact, wind power costs less than solar power. Man has traveled the seas and built windmills to make use of the wind for hundreds of years. In 1897, the world’s first wind generator was built in Denmark. A single-rotor blade was 22.8 centimeters, generating 9 kilowatts of power. Now 121,827 megawatts of electricity is produced worldwide as of 2008, with the numbers forecast to grow further. The US has announced plans of expanding wind power facilities through their recent Wind Vision Report.

发电的强风

在童话故事《太阳与风》中，风想用力量强压对方，最终却被太阳的热气所驱赶。但在发电方面，风的能力并不亚于太阳。风力发电比太阳能的发电成本更低，人们很久以前就开始利用风力运转风车，实现船舶航行。1897年，世界上最早的风力发电机在丹麦诞生，这是用直径22.8cm的叶片发出9kw电的风力发电机。截止到2008年，全球风力发电总量为121,827mw，之后逐年递增，尤其美国最近在“风力蓝图”报告书中表示要进一步扩充风力发电设施。

PUNGNYU – APPRECIATION FOR ARTS

Humans are artistic animals. Daegeum, a traditional wind instrument, is made of bamboo, recreating the sound of wind blowing through a bamboo forest. Jing is a percussion instrument that makes a big sound with a roaring effect similar to that of a powerful wind. Pipe organs create majestic sounds by drawing pressurized air called “wind.” The harmonica and accordion are two more examples of instruments that use wind to make sounds. In Korean, appreciating and enjoying the arts are called Pungnyu. The first syllable means “wind.” We can say that wind is deeply related to our need to create and to be artistic.

风流——风流动的声音

人类的艺术之魂非常神奇，能够用长笛这种乐器来表现风穿过竹林的清脆之声，能将震天撼地的狂风声用锣来演奏，还有那借助风力来诠释宏伟的管风琴又是何等威风，而在呼吸之间演奏出欢快音阶的口琴、在风箱的张合之间改变音色的手风琴等等都是人类利用风创造音乐、享受风流的经典之作。如此说来，“附庸风雅”的风流之事不也有个“风”字吗？总而言之，风似乎与艺术有着千丝万缕的关系。

WHY BARAM?

On February 26, 2014, the South Korean court decriminalized adultery for the first time after 62 years. Now we won’t be hearing “You cheated on me! I’m going to sue you!” on daytime television. As a Korean saying goes, “When others cheat it’s cheating. But when you cheat it’s romance.” Falling in love may be involuntary, but actively pursuing someone and turning it into an affair are a different ballgame. Legal or not, having an extramarital affair is not a commendable action.

为什么会出轨？

2015年2月26日，韩国司法历史上发生了一件有趣的事情，已经实施了62年的《通奸法》被废除。自此以后，电视剧中经久不衰的经典台词“你竟敢出轨，我要去告你！”等也终于要偃旗息鼓了。发生在别人身上是出轨，发生在自己身上是真爱的那些感情，陷入爱情时的“陷入”是自动词，而出轨时的“出”则是他动词。不知不觉间陷入爱情是无法抗拒的事情，而出轨则必须涉及到某个对象，是没有辩解余地的有意识的、积极的行为。无论法律是否允许，都希望这种风气（注：韩语音为“baram”）彻底消失。

GONE WITH THE WIND

The novel Gone with the Wind, made famous worldwide thanks to its movie adaptation of the same name, was written by Margaret Mitchell and first published in 1936. Its tentative title was Tomorrow is Another Day, but the publisher suggested that they name it Gone with the Wind, after a phrase in Ernest Dowson’s poem. Movie critic Jo Min-jun believes its meaning is best reflected on the opening quote, “Look for it only in books, for it is no more than a dream remembered, a Civilization gone with the wind...” The aristocratic way of life in the south was about to disappear with the war, yet Scarlett O’Hara leaves the past behind and dreams of the future. She is the central character of the story because she has the strength to move on.

《飘》

著名的小说和电影。原书作者玛格丽特·米切尔本想用主人公郝思嘉最后的台词“明天又是新的一天了（Tomorrow is another day）”做为小说名，后来在出版社的建议下选择了Honest Dawson的诗句“随风而逝（飘）”。影评人Cho Min-Jun先生说，这个题目的意义在电影开篇的字幕中便充分得到了体现。“……梦一样的过去成为今天后，文明是否会随风而逝？”即，建立在奴隶制之上的南部贵族文化在战争中随风而逝的意思。但正因为有了忘记已消失的又同时梦想着未来的郝思嘉，这个华丽的故事才得以开始和结束。

Hahm Shin-ik and NOROO Put Wings on Classical Music

NOROO AND SYMPHONY SONG’S THE WING PROJECT

An unfamiliar truck pulled up in front of Miyang Elementary School in Gangbuk-gu District of Seoul. The sleek black truck’s tailgate opened to reveal a portable stage. The children who were out playing on the school grounds went quiet, eyes alive with curiosity. Mozart’s symphony echoed across the field that fine spring afternoon while children chased each other and giggled. NOROO and Symphony Song’s “The Wing Project” was launched with great success.

咸信益与NOROO，传递音乐的翅膀

NOROO与交响乐团的The Wing(翅膀)项目

一辆陌生的大卡车出现在首尔江北区的弥阳小学前,仿佛穿上燕尾服般的漂亮卡车抬起巨大的飞翼，露出隐藏起来的舞台。原本和小伙伴们嬉闹的小学生们纷纷好奇地看了过去。春天的一个下午，在一群嬉笑打闹的孩子们中间，响起了宏伟的莫扎特交响曲。NOROO与交响乐团的 “The Wing（翅膀）项目” 就此开始了它的第一次振翅高飞。

SHARING THE PLEASURES OF CLASSICAL MUSIC

Composer Hahm Shin-ik wears many hats. He is the permanent composer of Daejeon Philharmonic Orchestra and KBS Symphony Orchestra. He may also be better known as the professor in the practice of conducting and Music Director of Yale Philharmonia outside of Korea. Yet no matter where he is, he is remembered as the “revivalist.” Hahm exudes positive energy; orchestras led by him are characterized by vibrancy and liveliness. He is known for giving performances that break convention and for putting on a memorable show. Hahm’s career mission as a composer is to reach out to the masses so that more people enjoy classical music.

“Classical music is no longer mainstream; just as any good song from a great musician, however, Mozart and Beethoven can be just as gripping as contemporary music. I feel it is my job to reach out to a bigger audience so that more people have the chance to experience the depth and excitement of classical music.” It occurred to Hahm that congregating at a concert hall is somewhat limiting, and he came up with an idea that only he could come up with. That was how the world’s first classical music truck was born.

向大众送去古典音乐的感动

大田市立交响乐团常任指挥家、KBS交响乐团常任指挥家兼耶鲁爱乐管弦乐团音乐总监、耶鲁大学音乐大学指挥科教授、交响乐艺术总监等拥有众多头衔的指挥家咸信益还有个非常有意思的别名，那就是“管弦乐复兴大使”。这是因为他对所接手的全部管弦乐，都赋予了新的生机与活力。咸信益艺术总监的演奏会打破了以往古典音乐演奏会的固有模式，以独特的方式为听众带来感动。这是咸信益一直探索怎样才能让更多的人欣赏到古典音乐而获得的成果。

咸信益经常会说：“只是大家不经常接触古典音乐罢了，其实任何人除了在听偶像歌手的歌曲之外，在欣赏莫扎特、贝多芬的音乐时也同样能获得感动。我们应该赋予更多的人体会这种感动的机会”。他认为仅将听众带到演奏会现场是不够的，于是再次提出咸信益式的创意，那就是“流动演出场”。这是世界首例在卡车上布置演奏现场，并穿梭于全国各地进行演奏的模式。





BEING A NOROO ARTIST

“I found the most outstanding acoustics at a small schoolyard up in the mountains of Taebaek in Gangwon-do. We noticed that the forest around the yard acts as an acoustic barrier when one of my young students played the classical guitar. The sound echoed throughout the school grounds. That was what inspired me to do this.” Hahm may have missed his chance to score a perfect goal that day, but this idea began to grow on him. “Korea is filled with mountains, forests, and trees. I thought that, as long as we have a stage, the rest depends on the direction faced by the audience. I was then reminded of campaign trucks.” Recreating a concert hall outside the theater and in a truck seemed impossible at first. Nonetheless, NOROO Chairman Han Young-jae came to the rescue. Hahm’s idea struck a chord within Chairman Han who respects creative ideas, always looking for ways to contribute to culture and society. NOROO endorsed The Wing Project from the design of a 5.5-ton wing body truck, safety inspections, and lighting to sound quality checks. NOROO and Symphony Song have worked together to bring The Wing Project together; Symphony Song is as good as NOROO’s orchestra. That makes me a NOROO artist.

WE ARE YOUR SYMPHONY

In the information age, it is not hard to come across classical music. It is openly available on radio, YouTube, and other media outlets, oftentimes for free. If so, why does Hahm insist on creating a mobile orchestra theater? “Watching a live performance means being in the same space and time as the musicians; even the littlest gesture, expression, and sweat count. It offers a magical experience that cannot be replicated. I would compare it to video chat versus an actual date with your loved one. The performers play for one hour and thirty minutes. It is an intimate experience. I am touched by how immersed the audience get, moved as they are by the music. As he remembers those magical moments, Art Director Hahm’s face lights up. He ended the interview by explaining what he hopes to achieve through The Wing Project. “I want to be able to reach out to the folks who do not have the luxury of visiting a fancy theater. The joys of classical music are the biggest gift I can give to the people. Those who want more are always welcome to come back!”

我是NOROO的艺术家

“有一次在江原道太白一个小小的学校操场踢球的时候，我发现了最好的音响。年轻弟子演奏的古典吉他曲穿过树林的回声，响彻了整个操场。当时想，就是这个。”虽然，因为吉他声而错过了决定性的射门机会，但当时在我脑中闪过的创意却没有错过。“我国的山、树林、树木是如此之多，只要掌握好方向就能当作绝佳音响来用，于是想着只要再有个舞台就够了。如果把选举时游行用的卡车好好布置一下，应该会很不错吧。”演奏古典音乐时，连观众席上一声咳嗽都会被认为是没有素质的表现，而将这种演奏会场布置到卡车上，并且在野外演奏绝对是一个非常大的挑战。但在高度评价该创意性想法，并倡导默默实践文化性社会服务的NOROO韩荣宰会长的理解与支援下，这一切都成为了可能。

“从5.5吨wing body(货箱门像翅膀一样可以向左右两侧开启的卡车)卡车的设计到安全检查，音响与照明状态也都得到了NOROO的支援。The Wing(翅膀)项目是NOROO与交响乐团的合作项目。要说这个管弦乐是NOROO的管弦乐也并不是过，而我就是NOROO的艺术家。”

WE ARE YOUR SYMPHONY

其实接触古典音乐并不是什么难事，完全可以通过广播、youtube等免费欣赏。但他为什么偏偏选择了流动演奏会呢？

“演奏者们的动作、汗水与表情等交织的神秘感只有在现场才能体会得到。现场与youtube的区别就像直接见面约会与网络聊天的区别一样大。从The Wing(翅膀)项目的一个半小时演奏中体验与听众们一点点亲近，既能让听众们获得感动，也能让我从听众的专注中受到感动。”

我们对正在回味与观众融为一体而带来欢喜的咸信益艺术总监提出了最后一个问题：希望通过The Wing（翅膀）项目得到什么？他说：“希望能为无法充分享受文化熏陶的所有国民呈献出一碗我认为最珍贵的礼物——古典音乐。先听听看，如果觉得好吃，就再买来吃或自己做着吃！”

Highly Elastic Antibacterial Waterborne Paint Gives NOROO its 1st IR52 Jang Yeong-sil award

Development Team at NOROO BEE Chemical Co., Ltd.

The results of innovative technology and idea are oftentimes quoted around like a general noun, as did Sony's Walkman, the first portable cassette tape player, 3M's Post-It, the first attachable scratch paper, and Scotch tape, now the general noun referring to overall cellophane tape. Now we have another one, from our very own development team: the high elastic paint from NOROO BEE Chemical Co., Ltd., which will expand the range of automotive interior paints from just two — texture paint and flat paint — to three. NOROO BEE Chemical's high elastic paint has been a household name in the automotive industry, and gave the NOROO Group its first IR52 Jang Yeong-sil award in March.

水性高弹性抗菌涂料，荣获IR52 蒋英实奖

(株) NOROO碧化学技术组

有时，某种新技术和创意的革新往往会通用为一个普通的名词。例如，作为第一款便携式磁带播放机的索尼的随身听便是如此，第一款粘贴式便签纸3M的报事贴(Post-it)也是如此，而统称粘贴用玻璃纸胶带的透明胶带也是一样的。如今又多了一项，那就是将曾经只有柔感涂料和无光涂料等两种涂料的汽车内部涂料系统的项目变成三种的(株)NOROO碧化学的高弹性涂料。已成为汽车行业内通用名词的(株)NOROO碧化学的高弹性涂料于3月面世，为NOROO赢得了第一个IR52蒋英实奖的荣耀。



PANGS OF GIVING BIRTH TO HIGH ELASTIC PAINT

In spring exactly 3 years ago, the company newsletter of NOROO carried an article titled “Egg of Columbus — Highly Elastic Antibacterial Waterborne Paint from NOROO BEE Chemical,” which was about the development of the paint to acquire NET (New Excellent Technology) certification for the first time in the NOROO Group and the entire paint industry. The innovative technology of the high elastic paint, which opened a new era of automotive plastic interior paint, has been recognized with the IR52 Jang Yeong-sil award that it won in March 2015.

Today, we have the people who shared the pangs of giving birth to high elastic paint: Ahn Jae-beom, department head of NOROO BEE Chemical Technology Research Lab; Lee Yong-chul, deputy department chief of Research Team 2; Joo Hoon-kwan, section chief, and Oh Dae-geun, assistant section chief of Research Team 1, and; Kim Dong-woo, assistant section chief of Sales Team 1. Unfortunately, Section Chief Kim Min-ki did not make it due to his tenure at NRB's Czech branch.

高弹性涂料——成功记录

准确地讲是在3年前的春天，NOROO社报以“哥伦布的鸡蛋——NOROO碧化学的水性高弹抗菌涂料”为标题刊登一则报道，介绍了NOROO集团最早、同时也是涂料业内第一个通过NET(New Excellent Technology)认证的由(株)NOROO碧化学开发的水性高弹性抗菌涂料（以下简称高弹涂料）。如此开启汽车塑料内饰涂料新篇章的高弹涂料于2015年3月荣获IR52蒋英实奖，再次向世人证明了其创新技术力。

今天，曾经共同经历了获奖过程的人们聚到了一起。他们分别是(株)NOROO碧化学技术研究所安宰範部长、研究2组李谿喆次长、研究1组朱训官课长和吴大根代理、营业1组金東佑代理。遗憾的是金叵起课长因常驻NRB捷克公司，未能参加本次聚会。



LEE YONG-CHUL

AHN JAE-BEOM

KIM DONG-WOO



JOO HOON-KWAN

OH DAE-GEUN



FIRST TIME IN THE INDUSTRY

“The IR52 Jang Yeong-sil award is given to a researcher or a developer with leading contribution to industrial technology with a new product and its commercialization. The high elastic paint acquired NET certification first for its development, drawing the attention of the Jang Yeong-sil award committee with its successful commercialization and two years’ worth of revenue,” Team Chief Lee explained.

Revolutionary and game-changing products generally take the “elite course” of winning the NET certificate and the IR52 award, which is no mean feat. “The Jang Yeong-sil award is considered the Korean counterpart of the Nobel prize. The committee consisting of industry veterans and experts including college professors conducts the preliminary screening on the candidates. Members review detailed information regarding creativity, competitiveness, technical ripple effect, size of development team, period of development, and intellectual properties; the comprehensive committee — consisting of chiefs of major scientific institutions and academic authorities — then performs the final review for the selection of the winner. We have finally achieved success after fifth attempts for three years, and the award was a first in the paint industry,” Department Chief Ahn Jae-beom said with hearty laughter, implying the difficulty the team had to go through with its 5 attempts to win the award. The pride is probably beyond words.

涂料业的首次获奖

“IR52蒋英实奖是向通过新技术产品的开发和商品化引领产业技术革新的韩国企业和研究所的技术开发负责人颁发的奖项，而高弹涂料在获得NET新技术开发认证后，通过成功批量生产和2年的业绩向蒋英实奖发起了挑战。”，李鎔喆组长如此介绍道。

重组产业界版图的划时代开发产品通常都要通过NET认证和蒋英实奖的“精英课程”，而这并非易事。“蒋英实奖被认为是韩国科学技术领域的诺贝尔奖，以商业成果为基础入选的申请产品首先要接受由产业界教授组成的专业分科委员会的初审，审核其技术独创性和竞争力、技术波及效果、开发人员和开发时长、知识产权等具体资料。在初审之后，由科技领域的主要机构负责人和学术权威等组成的综合评审委员进行复审，最终评选。我们从前年开始申请，第五次终于申请成功。这是涂料界的第一个蒋英实奖。”安宰範部长爽朗地笑着说，五次挑战的过程如何，可以从他的笑声中感受得到。那种成功后的自豪感，又岂是语言可以形容的？

PIONEER OF PURPLE OCEAN

High elastic paint alone brought the company revenue of 6.2 billion KRW last year; the fact that it changed the concept of paint impressed the award committee. “Availability of this paint added the new specification of ‘high elasticity’ to existing two properties: texture and flat. It’s like adding a notch to the grades of paint,” Assistant Section Chief Kim Dong-woo explained. The paint market has been one of the most competitive red oceans, and NOROO BEE Chemical has turned it into a “purple ocean” with a simple change of thinking. Today, the term “high elastic paint” has become a household name in the industry, forcing other companies to use it. Still, there is an inevitable, wide difference in quality from the original, which boasts of dominance in terms of technology and ideas.

“Improving the productivity of production lines and quantifying the feel of texture also helped in the development of high elastic paint. The concept of texture feel in textile or cosmetics industries was borrowed to set up standards for texture paint, and the automotive industry seems to be willing to adopt it,” Department Chief Ahn Jae-beom said. According to Team Chief Lee Yong-chul, another new product is on the way with regard to texture paint. Obviously, the sky is the limit when it comes to expectations as to what new innovation will be brought about by the constant attempts and efforts of NOROO BEE Chemical.

Winning the IR52 Jang Yeong-sil award is not the end; rather, it is just another technological hurdle overcome by the company. Still, for a company that managed to create a new market by realizing more than imagination and going beyond the needs of customers, such hurdle is not an obstacle, but a series of stairs leading to infinity.

紫海的开拓者

去年一年销售额创下62亿韩元的高弹涂料因为改变了涂料体系，被蒋英实奖的评审委员们看好。金东佑代理说：“自从我们的产品面世后，过去只能从柔感涂料和无光涂料中二选一的喷漆格局又多了一块叫高弹涂料的选项，将涂料的档次又提升了一层。”在竞争激烈的柔感涂料的红海中，(株)NOROO碧化学通过创意开辟出了一片紫海。如今，高弹涂料已经成为一个通用名词，也被其他公司所启用。但是，从技术和创意上与具有压倒性领军优势的原版产品有着明显的质量差距。

“在提升生产线生产效率的同时，对触感的量化战略也凑效了。我们引进了纤维或化妆品中常见的关于触感的数据，制定了触感涂料的标准，如今汽车行业也开始出现了要将这一数据纳入技术参数中的苗头”。安宰範部长和李鎔喆组长表示，目前正在推动与之相关的新项目，这让我们不禁开始期待(株)NOROO碧化学坚持不懈的挑战又会催生怎样的革新。

高弹涂料的蒋英实奖并不是终点。对(株)NOROO碧化学来说，这只是对无数技术开发关卡的一次胜利而已。对于超越顾客的需求提供远超想象的产品，开辟新市场的他们来说，关卡不是障碍物，而是通向无限极的一个台阶而已。



DIY, PANTONE Meet at NOROO’s Storytelling Extravaganza

2015 DIY REFORM SHOW

NOROO Paint & Coatings participated in the 2015 DIY Reform Show at COEX, Samseong-dong, Seoul from April 9 to 12 around the same time the city was celebrating the coming of spring under the pale pink cherry blossom trees. The visitors stood in line as each waited for their turn to enter the convention hall, where each was awestruck by NOROO’s PANTONE Premium Paints home styling display.

DIY与PANTONE，在讲述NOROO的故事中邂逅

2015 DIY REFORM SHOW

正值4月9日至12日樱花庆典正浓时节，在三成洞Coex正在进行着“2015 DIY REFORM SHOW”，（株）NOROO涂料股份也参加了这次展会。尽管春意盎然、樱花盛开，但游客们都摆脱了春天的诱惑，从上午开始就排队入场，在（株）NOROO涂料股份的展台通过PANTONE Premium Paints的室内装饰，深深陷入色彩的炫丽之中。

PANTONE’S COLOR CITY

The 2015 DIY Reform Show was held at COEX B Hall. It was not hard to find visitors carrying bags with the logos NOROO - PANTONE Premium Paints. Bright polka dot patterns on mint-colored background with pop art-inspired illustration reflected PANTONE Premium Paints’ vibrant, eye-catching colors. The NOROO Paint & Coatings booth was decorated in colorful, refreshing spring tones. Last year’s concept was NOROO Park. We tried to convey the joys, convenience, and creativity of painting. This year, however, we emphasized PANTONE Premium Paints’ quality, color payoff, and competitive price. To this end, we added the element of storytelling; the subject of the story is “how to use pantone colors.” That is how Color City was born. NOROO Paint & Coatings Marketing Strategy Team Son Joo-yeong led us into the City. There was a café, a playground, a bus stop, and a painting booth with signs indicating the name of the Pantone color used. NOROO staff were busily guiding the visitors around the city as they demonstrated the products.

用PANTONE装饰的色彩城市

走进正在进行着“2015 DIY REFORM SHOW”的Coex B厅，随处可见拎着（株）NOROO涂料股份PANTONE Premium Paints纸袋的游客。在带有黄色、薄荷色清爽活泼圆点的图案上添加了波普艺术轻快插图的纸袋，完美展现出PANTONE Premium Paints所具有的感性色彩。一路寻着春意浓浓的色彩走去，眼前出现了用丰富色彩装饰的（株）NOROO涂料股份展台。

“去年，我们是以NOROO PARK为主题，为游客传递了刷涂料的欢乐、便利与乐趣，而今年则是通过讲故事的方式演绎‘PANTONE色彩的利用方法’，打造了色彩城，以便更加积极地向顾客宣传PANTONE Premium Paints的质量与色彩再现力、价格等内容。”按照（株）NOROO涂料股份营销战备组的Son Ju-young次长的说明一路走去，出现了画廊、体验区、咖啡屋、游乐场、公交站等到处挂着“PANTONE涂料”牌子的色彩城市。在城市各处都有NOROO员工进行着指向及演示，生机盎然。



FABULOUS COLOR! PANTONE PREMIUM PAINTS!

The centerpiece of Color City was the PANTONE Paint Gallery, which suggested interior décor colors in five themes: comfortable Basic and Classic, Retro Modern, and three more trendy combinations. PANTONE color chips were displayed with props so that visitors could see what products were used. NOROO analyzed the walls, window frames, molding, and furniture that were common in Korea to create color schemes befitting the local environment, differentiating itself from imported colors that were not always applicable to Korean homes. NOROO staff led visitors around Color City with the professional attitude of a docent. They even mixed colors on the spot to demonstrate how easy it is to get custom colors. We could hear people shouting “Fabulous color!” from the far corner of Color City. Visitors were eagerly participating in an event wherein they take a photo of their favorite PANTONE Paint wall and shout “fabulous color!” to win a free bucket of paint. They were also able to win colorful PANTONE Paint piggy banks, use PANTONE Paint so that they can experience the odorless formula and smooth texture, and see how effective NOROO’s thermal paint and glass paint really are through product demonstrations. Visitors could even paint their own chair and tray at the DIY School. Color City was bustling with guests, each occupied with interesting activities.

Fabulous COLOR! PANTONE Premium Paints!

色彩城市中醒目入眼的当然是利用刷了涂料的墙壁和与之和谐的小物件演绎了色彩装饰的“PANTONE涂料画廊”，画廊与以舒适感觉的基本经典与复古风格设计的复古摩登等五种色彩风格调出PANTONE Premium Paints，与刷出涂料的色卡一起进行了展示。相比既有的进口涂料色彩无法摆脱海外装饰风格，（株）NOROO涂料股份在分析了韩国的墙壁、窗框、装饰线条、家具等的色彩后，提出了适合于韩国环境与生活的五种色彩风格。在画廊，如同听着讲解员的讲解般，NOROO员工亲切地进行介绍，还通过现场演示，告诉大家只要是自己喜欢的色彩就能立刻调制出来。在活动现场一角，连连传来了“Fabulous COLOR!”的感叹声。这是刷上自己喜欢的PANTONE涂料的墙壁色彩，高呼“Fabulous COLOR!”，即可获得相应颜色的PANTONE涂料的活动，吸引了游客们的踊跃参与。不仅如此，还有可获得色彩鲜艳的PANTONE涂料储钱罐的智力竞猜活动、亲自确认PANTONE涂料柔和质地与无刺激气味的体验区、演示玻璃隔热涂料神奇功能的快闪店，以及亲自刷椅子与托盘的DIY学校等，（株）NOROO涂料股份的色彩城市准备了丰富多彩的活动。

HOME DÉCOR WITH NOROO

NOROO Paint & Coatings prepared a special seminar in time for the big event. The speaker was Lee Son-young, a famous home stylist who is better known by her online name LeE.tA_home. She shared her home styling tips with the audience. “The easiest way to add freshness to home interior is painting,” she said, suggesting that beginners start with small household objects. Lee recommended PANTONE Premium Paints because the paint stays true to its color and leaves no marks even when applied with a roller or layered. No doubt, the 2015 DIY Reform Show was an excellent venue for customer communication. The visitors left Color City with a satisfied smile, carrying a polka dot paper bag filled with a piggy bank and other souvenirs. PANTONE Premium Paints inspired them to pick a color, paint, and redecorate their world with NOROO as their trusty DIY partner.

与NOROO一起进行室内装饰

（株）NOROO涂料股份在活动中还安排了特别讲座，即著名室内装饰设计师“by LeE.tA_home”李先英（Lee Son-young）的室内装饰小贴士和PANTONE装修讲座。他强调说：“最容易带来变化的就是涂料。”，并建议大家可以从小家具、小物件开始尝试。另外，还讲解PANTONE Premium Paints对色彩的信任度与满意度高，滚涂或上二遍涂料也不留痕迹，作业极其方便，推荐大家都来试用。各种体验与讲座等，“2015 DIY REFORM SHOW”是能与顾客最近距离进行沟通的机会场所。想必通过这次活动，访问（株）NOROO涂料股份的游客们带走的除了圆点图案的纸袋、涂料与储钱罐外，还有满腔的希望吧？当然还会有能更容易挑选、刷涂、调换色彩的美好期待及对忠实地帮助完成DIY的PANTONE Premium Paints的信任吧！



NOROO PAINT & COATINGS CO., LTD. SUPPORTS
THE ANTISMOKING-THEMED MURAL IN JAMSIL BASEBALL STADIUM



NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

NOROO PAINT & COATINGS CO., LTD. SUPPORTS THE ANTISMOKING-THEMED MURAL IN JAMSIL BASEBALL STADIUM

NOROO Paint & Coatings worked with the Songpa-gu office to paint a mural 200m long and 1.5m high on the 3rd-floor corridor of Jamsil Baseball Stadium, where messages of quitting smoking and moderate drinking are to be promoted. The mural has been completed thanks to the talent sharing efforts of community residents as well as students of Dong Seoul College and staff from Samsung SDS, including a group of volunteers from Saffron and another volunteer group from NOROO Paint & Coatings who took part in the design and painting of the mural. The paint was supplied by NOROO Paint & Coatings, too.

For about a week, a total of more than 400 volunteers worked on the cleaning and painting of the heavily polluted surface of the wall; the design by students of Dong Seoul College on the 23rd of March marked the start of this grand work. The mural serves to inform stadium guests about the location of a smoking room on the third floor and the fact that the entire stadium is a non-smoking area. Surveys before and after the mural painting revealed that the rate of compliance with the non-smoking rule has skyrocketed from 16% to 29%, and that awareness also rose from 85% to 97%. Jamsil Baseball Stadium is the first facility in Korea to launch the monitoring on the harmful effects of excessive drinking such as public disturbance and compliance with alcoholic beverage sale regulations, and it will work on establishing the grounds for formulating policies to prevent such disturbances.

“This mural carries great significance since the entire community agreed to set up a smoking and drinking-free environment. The effort will be expanded to diverse projects outside of the stadium for the healthy life of the residents and to prevent damage from excessive drinking and secondhand smoking,” said Park Chun-hee, the head of Songpa-gu office.

NOROO涂料，在蚕室棒球场修建禁烟壁画路

3月26日，NOROO涂料与松坡区一起开展了禁烟壁画路修建项目，即在蚕室棒球场3楼楼道的墙壁上创作200m(高1.5m)长的壁画，以传递“禁烟-节酒”的信息。壁画通过社区的才艺分享得以完成，东首尔大学学生与三星SDS员工、舒福蓝志愿者中心和NOROO涂料志愿者们参与了壁画与刷涂料作业，NOROO涂料赞助了环保涂料。

大约利用一周的时间，400多名志愿者清洁污染的墙壁，并进行了底漆作业。自23日起，东首尔大学的学生们根据设计图纸完成了涂料粉刷工程。完成的壁画将提醒人们整个蚕室棒球场都属于禁烟区，并引导吸烟者前往3楼独立设置的吸烟室吸烟。事实上，根据项目开展前后展开的问卷调查可以看出，禁烟区域遵守率从16%提高至29%，禁烟区域识别率从85%提高到了97%。另外，蚕室棒球场是韩国最早开始进行运动场饮酒弊端监控（饮酒骚乱、酒类销售规定遵守与否）的机构，今后将持续推进，并努力准备制定饮酒弊端预防政策。

松坡区区长朴春姬对此表示：“全社区共同携手营造禁烟-节酒环境，其意义非常重大。”，“为了社区居民的健康生活，今后我们还将展开更多项目，不仅在蚕室运动场，要在松坡区所有区域消除饮酒及间接吸烟受害情况的发生。”

2015 NOROO PAINT & COATINGS INVITATIONAL SEMINAR FOR SPECIAL STORES

The 2015 NOROO Paint & Coatings Invitational Seminar for Special Stores



2015 NOROO PAINT & COATINGS INVITATIONAL SEMINAR
FOR SPECIAL STORES

was held on the 10th and 11th of February in Jeju under the theme of “Let’s Be Happy – 2nd part of walkathon to be happy together” following the previous session in 2014. The event was attended by Chairman Ahn Kyung-soo and President Kim Soo-Kyong as well as many staff members to reinforce fellowship with the branch owners. In particular, Chairman Ahn promised creative management based on 3S (STRATEGIC, SYSTEMATIC, SCIENTIFIC) viewpoints and big data to pursue smooth communication, empathy, and bigger profits and asked the store owners to work on measures to spread the popularity of NOROO paint.

Key Dong-chun, Chief of the Technology Research Lab, noted that the main trend of the paint industry centers on the efficiency of resources, health and environment, and globalization and introduced new paints for automobiles and construction developed in line with such initiatives and better productivity. Executive director Kim Min-seong, who presented the history of NOROO in celebration of the company’s 70th anniversary, introduced newly designed paint containers according to inputs from store owners. The last presenter, Park Dong-kyu, Emeritus professor at Seoul National University, and son of Park Mok-wol who was one of the most renowned poets in Korea, talked about “Adding meaning to life to be happy” to emphasize the theme of “Let’s Be Happy.” The one-night stay in Jeju, which started with a serious business seminar, ended in meaningful fellowship between the owners and the company.

2015年NOROO涂料VIP特约店邀请研讨会

2月10日~11日，在济州召开了为期2天的NOROO涂料VIP特约店邀请活动。本次活动继去年的研讨会，以一起奔向幸福的同行第二个故事“Let’s be Happy!”为主题举办，安京洙会长、金守经社长与部分员工出席，更加巩固了与特约店店主的友好关系。特别是，安京洙会长在第一天研讨会上承



EMERGENCY RESPONSE DRILL FOR THE 1ST HALF OF 2015

诺，为实现沟通、共识并提高收益的成功文化，通过3S(STRATEGIC, SYSTEMATIC, SCIENTIFIC) 观点与大数据，引领创造性经营，并嘱托特约店店主要更广泛地宣传NOROO涂料，尽最大努力共同寻求发展。技术研究所所长奇东椿表示，涂料产业的大趋势正在向着资源高效化与环保、健康、全球化发展，并介绍了随之开发的建筑涂料与改进作业性的汽车保养用新产品。为迎接创立70周年，在播放NOROO历史视频的同时进行发表的金政成常务，推出了根据特约店意见全新设计的容器。最后上台的已故朴木月诗人的儿子——首尔大学名誉教授朴东奎讲述“为了幸福，要赋予人生的意义”，再次强调了“Let’s be Happy!”这一主题。就这样，在济州举行了2天的研讨会成为了特约店与NOROO涂料股份一起同行的具有深刻的意义的活动。

EMERGENCY RESPONSE DRILL FOR THE 1ST HALF OF 2015

NOROO Paint & Coatings held its emergency response drill for the 1st half of 2015 on April 3, seeking to ensure perfect completion of roles per emergency organization in case of emergencies such as the vapor leak incident in 2014 so that human and property damages are minimized. The simulated situation involved oil mist leak due to a fire at the paint storage tank. Joined by all staff members in the emergency response team, the drill consisted of two parts – initial response + emergency announcement and main training (1st: Initial response training, 2nd: Emergency announcement and response) – wherein each group in the emergency team played the designated roles per scenario.

开展2015年上半年NOROO涂料应急演练

4月3日，NOROO涂料开展了上半年应急演练。本次应急演练是为了当发生与去年水蒸汽泄漏事故类似的应急情况时，让各应急组织完好各自的角色，将对内、对外的人员、物质损失降至最低而进行的训练。作为应急情况，假设了涂料生产储罐发生火灾时油蒸汽被排到公司外的情况。



YANGHO FOUNDATION'S SCHOLARSHIP FUNDS FOR HOUSE OF PEACE



WAGE BARGAIN MARKS 17TH SUCCESSFUL YEAR IN A ROW

进行应急演练时，被编入应急防灾组织的员工全部参与，分为初期应对+应急事态宣布及训练两种组成（1期：初期应急演练；2期：应急事态宣布及应急事态应对），按照方案分担角色，分阶段进行。

YANGHO FOUNDATION'S SCHOLARSHIP FUNDS FOR HOUSE OF PEACE

Yangho Foundation provided scholarship funds to the "House of Peace of Pyeonghwa Welfare Foundation" in Anyang on March 24, 2015. The fund was set up by collecting individual donations from NOROO people and will be used for the psychological treatment and college tuition of children living in the House of Peace. The meaningful ceremony for delivering the amount was attended by President Kim Soo-kyong, Vice president Shin Joon, Labor union head Park Yeon-soo, Assistant chief Hong Soon-chol, and Foundation board president Han Hyun-sook.

(财)Yangho基金会转交和平之家奖学金

2015年3月24日，(财)Yangho基金会将蕴含NOROO集团爱心的奖学金转交给了位于京畿道安养的保育院“和平福利基金会和平之家”。这笔奖学金将用于和平之家入所儿童的心理治疗事业与大学学费。NOROO涂料股份有限公司社长金守经、副社长申峻、工会主席朴然洙、副主席洪淳哲、(财)Yangho基金会董事长韩贤淑等人出席了本次转交仪式，并共同度过了十分有意义时光。

WAGE BARGAIN MARKS 17TH SUCCESSFUL YEAR IN A ROW

For the 17th year in a row, NOROO Paint & Coatings Co., Ltd. managed to close the annual wage bargain with the labor union (head: Park Yeon-soo) with no prolonged negotiation on April 20. Both the management and union strengthened their will to achieve the business goals set in early 2015 and agreed on a 5.9% increase in base wage on the premise of exerting efforts to

improve productivity and reduce cost. This followed the collection of the general opinion of union members and formation of sympathy through the executive committee meeting, representative meetings, and briefings at branches and factories in Chilseo and Poseung since February. The support and trust from employees made possible the extraordinary feat of "No wage bargain for 17 consecutive years." Union head Park Yeon-soo expressed his gratitude to the members who trusted and followed the union. "Executives of the union including myself will sincerely do our best to make the union a place 'where dreams of members come true' as well as to make the company a 'happy place' based on mutual trust between the management and union," he said.

NOROO涂料17年连续通过第一轮交涉签订工资协商合同

4月20日，NOROO涂料(金守经社长)与工会(朴然洙工会主席)连续17年无交涉达成了加薪协议。NOROO涂料股份劳资双方以此前积累的信赖为基础，为了坚定实现年初制定的事业计划的决心、实现目标，将努力提高生产率和节约成本为前提，协商决定今年工资提高“基本工资5.9%”。从2月开始，通过常任执行委员会会议、代议员会议和以漆西、浦升等地方工厂为首的工会成员说明会，经过舆论收集、形成共识的过程后，引导工会成员的信赖和声援，立下了“连续十七年通过第一轮交涉达成加薪协议”的丰碑。NOROO涂料工会主席朴然洙表示非常感谢信任工会并支持工会工作的全体成员，并决心今后为打造以劳资双方信赖为基础的“幸福的公司”和“工会成员实现梦想的幸福工会”，努力建设用真诚尽最大努力的工会。

NPCI TO OFFER ONE-ON-ONE INDIVIDUALIZED COLOR TRAINING COURSES

NOROO-PANTONE Color Institute (NPCI) will be offering seven one-on-one color training courses starting this May. The color academy offers two cur-



NPCI TO OFFER ONE-ON-ONE INDIVIDUALIZED COLOR TRAINING COURSES

ricula designed for those interested in DIY home decoration and professionals who would like to improve their color utilizing skills. The course consists of three nine-hour courses. The course for the general public covers basic color theory, practical color placement, and color planning for homes. By the end of the course, they will have a color scheme to take home. Meanwhile, the professional course consists of basic color theory, practical color combination, color trends, and color planning.

The first general course is on May 12 to May 14, the second course, June 23 - June 25, the third course, July 21 - July 23, the fourth course, August 25 to August 27, the fifth course, September 22 to September 24, the sixth course, October 27 to October 29, and the seventh course, November 24 to November 26. On the other hand, the first professional course is available on May 26 to May 28, the second course, June 9 to June 11, the third course, July 7 to July 9, the fourth course, August 11 to August 13, the fifth course, September 8 to September 10, the sixth course, October 13 to October 15, and the seventh course, November 10 to November 12.

The fees for the quality course are KRW 30,000 for the general public including materials and KRW 50,000 for professionals. Those who complete the color academy course will be given a certificate as well as opportunities to attend NPCI's internal lectures and lectures by invited color professionals in and out of Korea. Anyone who enrolls for the course will be able to improve their décor skills and boost their confidence when it comes to color choices. (For inquiries, contact: enrollment +82-(0)70-7130-0980 Cha In-a / payments +82-(0)2-2273-7411 Lee Da-som)

NPCI，开设1:1针对型色彩培训课程

色彩研究所NPCI(NOROO-PANTONE Color Institute)将从5月份开始，开设共分为7次提供1:1针对型色彩培训的彩色学校。本次学院分为为普通人开设的欲亲自改变自家色彩的一般课程与为在实际

工作中发挥影响力的实力人员开设的欲掌握色彩应用能力的实务课程。各分为三天提供共9小时的1:1针对型色彩培训。一般课程培训色彩基础理论与室内装修配色实习、自家色彩计划等，在课程中可制作配色镜框带回家。实务课程将讲授色彩基本理论与不同实际工作领域中的配色实习，以及色彩趋势和色彩规划等。

一般课程从5月12日至14日开展第1期，之后依次进行第2期(6/23-25)、第3期(7/21-23)、第4期(8/25-27)、第5期(9/22-24)、第6期(10/27-29)、第7期(11/24-26)课程。实务课程从5月26日至28日开展第1期，之后依次进行第2期(6/9-11)、第3期(7/7-9)、第4期(8/11-13)、第5期(9/8-10)、第6期(10/13-15)、第7期(11/10-12)课程。

本课程与免费讲座不同，是高质量的色彩培训课程，包括实习材料费在内，一般课程听课费为3万韩元，实务课程听课费为5万韩元。对于色彩学院课程结业人员，将颁发结业证，并提供可参加NPCI内部特别讲座及国外色彩专家邀请讲座等机会。通过本次色彩学院课程，学员们不仅能提高对色彩的感觉，还能大大提升对色彩的自信。(咨询电话：受理相关 +82-(0)70-7130-0980 Cha In-a/ 汇款相关 +82-(0)2-2273-7411 Lee Da-som)

NOROO Loginet Co., Ltd.

NOROO物流有限公司

LEE MIN-HYUNG, PRESIDENT OF NOROO LOGINET CO., LTD., ELECTED AS VICE CHAIRPERSON OF THE ANYANG CHAMBER OF COMMERCE

Lee Min-hyung, President of NOROO Loginet Co., Ltd. was elected vice chairperson in the election for chairperson of the Anyang Chamber of Commerce



LEE MIN-HYUNG, PRESIDENT OF NOROO LOGINET CO., LTD.,
ELECTED AS VICE CHAIRPERSON OF THE ANYANG CHAMBER OF COMMERCE



NOROO AUTOMOTIVE COATINGS HOLDS
INTRAMURAL MOUNTAINEERING FOR BETTER FELLOWSHIP

held on March 5. Set up for the improvement and development of the local commerce and industry and regional development, The Anyang Chamber of Commerce has been actively engaged in diverse national skill certifications and many international cooperation projects for the past 30 years. Its activities include research on major issues and management status of industries to work on measures to resolve them toward the improvement of the overall commerce and industry. The election of President Lee Min-hyung means that the NOROO Group will play a bigger role in the development of the local economy.

President Lee will also be active in services for Anyang and Suwon residents, having been designated as the chief of the Advisory Committee for Rally and Demonstration at the Anyang Manan Police Station and auditor for the Crime Victim Support Center of the Suwon District Prosecutor's Office.

NOROO物流李敏亨社长, 被选为安养商工会议所副会长

3月5日, 在安养商工会议所会长团选举中, NOROO物流李敏亨社长被选为副会长。安养商工会议所是为了改进和发展工商业、开发社区而成立的, 在过去30多年来, 引领国家技术资格考试事业, 活跃展开国际合作项目等, 持续开展着各种活动。另外, 调查主要问题和业界经营实态, 准备问题点改进方案等, 为工商业的振兴与发展开展着活跃的活动。随着李敏亨社长在此次会长团选举中被选为副会长, NOROO将为地区经济发展贡献出更多的力量。

同时, 李敏亨社长将出任安养万安警察局集会示威咨询委员会主席、水原地方检察厅犯罪受害人支援中心监事, 积极参与为社区居民服务的活动。

NOROO Automotive Coatings Co., Ltd.

NOROO汽车涂料有限公司

NOROO AUTOMOTIVE COATINGS HOLDS INTRAMURAL MOUNTAINEERING FOR BETTER FELLOWSHIP

In the spirit of spring when every living thing comes back to life, NOROO AUTOMOTIVE COATINGS held a mountaineering session joined by all employees at Gwangyosan Mountain in Jangan-gu of Suwon on April 18. Starting from the last bus stop at Sanggwangyo Bridge, the two-hour, 5km course included photo taking time at the silver grass field as well as a trip to Norumok and a return trip to the bridge. The trip also involved cleaning activities on the path and turned out to be a good opportunity for the staff to recover from the daily work fatigue and create good memories. In particular, by inviting long-missed colleagues working in branch offices away from the metropolitan area, it was a chance to ponder over the future of the company as a group bound together by a common destiny.

NOROO汽车涂料, 举办全体员工一条心登山活动

为迎接万物复苏的清新春季, 4月18日, NOROO汽车涂料在水原市长安区光教山举行了全体员工一同参与的登山大赛。从上光教巴士终点站出发, 在山顶紫芒园进行拍摄, 再经Norumok回到终点, 总长5km。共需两小时的登山活动与登山路环境清洁活动一起展开, 全体员工团结一致, 放松因忙于工作而疲惫的身心, 并留下了美好的回忆。尤其, 地方员工也一起参与, 大家共聚一堂齐欢笑, 作为共命运的共同体成员, 一起展望了公司的未来。



The prize certificate and medal came with the IR52 Jang Young Sil Award for the Highly Elastic Antibacterial Waterborne Paint and its commercialization by NOROO BEE Chemical. Let's give a round of applause to all the NOROO people involved who realized each milestone in technical development to open a new road.

这是NOROO碧化学因高弹性涂料开发与商品化项目而获得的IR52蒋英实奖奖状与奖牌。建立了一个又一个技术开发的里程碑, 开拓新道路的同事们, 为他们鼓掌喝彩吧!



During the <2015 DIY REFORM SHOW>, PANTONE PAINT DIY School was flocked by visitors who started lining up in the wee hours of the morning. The excellent color sensibility of PANTONE PAINT made it the optimal choice for DIY enthusiasts who love uniqueness.

在“2015 DIY REFORM SHOW”上设立的PANTONE涂料DIY学校, 从一大早就开始就因大批游客申请体验而热闹非凡。PANTONE涂料卓越的色彩当然是最适合重视个性的DIY族啦!



A cute baby sheep I ran into during a family trip. Little animals are all very cute, but this one caught my attention since 2015 is the year of the sheep. I hope all NOROO people will be enveloped in good and happy things, just like this little lambkin covered in a soft cushion of wool-!

在家庭旅行中偶遇的可爱小羊, 小动物当然都特别可爱, 或许是因为今年是羊年, 特别喜欢小羊。就像那被柔软白绒毛包裹的小羊一样, 祝愿所有NOROO人都被幸福包围!

